

YouGov / Save the Children Survey Results

Sample Size: 2184 Adults in the UK
Fieldwork: 30th January - 1st February 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2184	380	542	197	229	127	773	778	1059	1125	229	902	542	511	738	489	653	1828	114	181	61	502	347	251	727
Unweighted Sample	2184	328	583	213	246	139	821	784	973	1211	193	862	569	560	819	485	574	1855	114	176	39	524	375	208	748
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you support or oppose the government's aim to cut child poverty?

Strongly support	41	20	59	50	19	54	51	26	39	44	57	47	36	30	47	36	35	40	40	46	56	40	33	49	41
Tend to support	37	48	32	37	39	38	38	41	37	37	31	33	38	45	37	39	38	37	45	35	31	36	43	32	35
TOTAL SUPPORT	78	68	91	87	58	92	89	67	76	81	88	80	74	75	84	75	73	77	85	81	87	76	76	81	76
Tend to oppose	7	13	2	5	15	1	4	11	8	6	3	5	9	9	6	7	7	7	5	7	5	8	6	6	7
Strongly oppose	4	6	1	2	11	0	1	8	5	3	0	4	4	5	4	4	4	4	2	2	4	3	7	3	4
TOTAL OPPOSE	11	19	3	7	26	1	5	19	13	9	3	9	13	14	10	11	11	11	7	9	9	11	13	9	11
Don't know	11	13	6	6	17	7	6	14	12	11	9	11	12	12	6	14	16	12	8	10	5	13	11	10	13

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*