

YouGov Survey Results

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102	185	503	348	257	728
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165	549	334	197	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From the following list, which, if any, do you think would most help to reduce the cost of living for your household?
Please select up to three.

Lower energy bills	70	69	66	68	79	69	72	72	70	76	70	71	76	71	69	49	65	73	84	67	73	69	78	75	75	68	64	66
Cheaper food prices	65	62	61	69	68	66	67	67	68	70	56	65	68	64	65	57	64	68	65	65	65	64	64	70	65	67	60	63
Lower council tax	45	59	41	41	54	39	53	42	43	53	46	44	52	43	47	31	42	49	52	45	46	45	55	37	46	45	39	47
Reduced mortgage rates or rent costs	27	25	30	26	23	31	21	26	24	21	31	25	20	25	29	38	40	18	9	29	24	27	29	24	22	27	37	27
Lower fuel costs	21	21	20	21	26	11	27	20	17	27	12	23	24	23	19	10	18	27	26	21	22	20	26	28	22	20	11	22
Lower cost of insurance (home, car, health)	12	11	11	13	12	12	14	10	14	10	6	11	12	11	12	18	9	10	15	11	12	12	8	11	12	14	7	12
Reduced train and bus fares	9	5	12	9	4	21	3	10	13	4	19	7	4	8	9	26	10	5	3	11	6	9	5	5	6	7	21	9
Lower broadband and mobile phone bills	6	7	8	5	6	6	6	8	7	7	5	7	6	6	7	6	3	9	9	6	7	6	9	7	5	8	4	7
Reduced childcare costs	4	5	5	6	2	6	4	4	4	2	9	5	3	4	5	2	8	2	1	5	3	4	1	6	3	3	6	5
Reduced prescription and healthcare costs	2	3	1	2	1	3	2	3	3	1	2	2	2	2	3	7	2	2	1	3	2	3	1	1	3	2	4	2
Lower cost of clothing	2	2	4	1	1	3	2	3	2	1	2	2	2	3	2	3	2	3	2	3	2	2	1	4	4	2	3	1
None of the above	1	1	0	1	1	0	0	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	0	2	1	0	1	1
Don't know	3	2	2	1	0	2	1	2	1	1	5	2	1	3	3	7	4	0	1	2	4	3	1	0	3	3	8	2

How confident are you, if at all, that the government will deliver noticeable improvements in each of the following areas over the next six months?

Economic growth

Very confident	1	1	3	0	0	1	0	2	1	0	0	1	0	1	0	1	1	1	0	1	1	1	0	0	1	1	1	0
Fairly confident	11	4	36	18	1	13	3	22	15	1	11	17	3	14	8	17	13	9	8	13	9	11	13	10	10	9	14	11
TOTAL CONFIDENT	12	5	39	18	1	14	3	24	16	1	11	18	3	15	8	18	14	10	8	14	10	12	13	10	11	10	15	11
Not very confident	35	29	37	45	21	43	27	39	46	16	43	39	28	35	35	45	36	33	30	37	32	34	25	47	32	36	37	34
Not at all confident	43	60	12	26	73	32	66	26	27	76	33	33	61	44	42	25	38	47	55	41	46	43	50	36	46	40	36	45
TOTAL NOT CONFIDENT	78	89	49	71	94	75	93	65	73	92	76	72	89	79	77	70	74	80	85	78	78	77	75	83	78	76	73	79
Don't know	9	5	12	9	4	11	3	10	10	5	12	9	6	6	13	13	11	9	5	8	11	10	10	7	10	12	11	8
N/A - I do not believe improvements need making in this area	1	1	0	1	1	1	1	1	0	1	1	1	1	0	2	0	1	1	2	1	2	1	2	1	1	2	1	1

The NHS

Very confident	1	0	4	0	0	0	0	2	0	0	1	1	0	1	0	1	1	1	0	1	1	1	0	0	1	1	1	1
Fairly confident	13	8	37	19	3	14	6	24	14	3	8	20	7	17	8	17	11	14	12	14	11	13	13	12	14	12	14	11
TOTAL CONFIDENT	14	8	41	19	3	14	6	26	14	3	9	21	7	18	8	18	12	15	12	15	12	14	13	12	15	13	15	12
Not very confident	33	31	36	40	24	39	32	34	40	22	48	36	27	32	34	41	32	31	33	36	29	33	32	33	31	32	39	32
Not at all confident	47	57	17	34	71	40	59	34	36	73	37	37	61	45	48	31	47	50	50	43	51	46	49	49	47	46	36	49
TOTAL NOT CONFIDENT	80	88	53	74	95	79	91	68	76	95	85	73	88	77	82	72	79	81	83	79	80	79	81	82	78	78	75	81
Don't know	6	2	7	6	2	8	2	6	8	1	6	6	4	4	8	10	8	4	4	5	7	6	5	4	6	7	8	6
N/A - I do not believe improvements need making in this area	1	1	0	0	1	0	0	0	1	1	1	0	1	1	2	0	2	0	1	1	2	1	1	0	1	2	1	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The cost of living																													
Very confident	1	1	1	0	0	1	1	1	1	0	1	1	0	1	0	2	1	0	0	0	1	1	0	0	0	1	1	1	
Fairly confident	6	2	25	7	0	5	1	15	8	1	4	10	2	8	4	12	5	5	6	6	5	6	7	5	7	4	8	6	
TOTAL CONFIDENT	7	3	26	7	0	6	2	16	9	1	5	11	2	9	4	14	6	5	6	6	6	7	7	5	7	5	9	7	
Not very confident	35	30	49	49	20	42	27	45	44	19	46	44	25	35	35	38	37	34	30	38	30	34	31	42	32	38	36	33	
Not at all confident	52	63	15	38	77	47	68	33	41	78	44	41	69	51	53	38	50	56	60	49	56	52	58	51	54	51	48	53	
TOTAL NOT CONFIDENT	87	93	64	87	97	89	95	78	85	97	90	85	94	86	88	76	87	90	90	87	86	86	89	93	86	89	84	86	
Don't know	5	4	9	5	2	6	3	7	6	1	5	4	4	4	7	9	6	4	3	5	6	6	3	3	7	5	6	6	
N/A - I do not believe improvements need making in this area	1	1	0	0	1	0	0	0	0	1	1	1	1	0	1	0	1	1	1	0	2	1	1	0	0	2	0	1	
Immigration and asylum																													
Very confident	1	0	3	1	0	0	0	1	1	0	0	1	0	1	0	0	1	1	0	0	1	1	0	1	1	0	1	1	
Fairly confident	8	4	29	10	0	8	2	17	5	0	7	13	3	10	5	10	8	7	6	8	7	8	8	6	9	7	12	6	
TOTAL CONFIDENT	9	4	32	11	0	8	2	18	6	0	7	14	3	11	5	10	9	8	6	8	8	9	8	7	10	7	13	7	
Not very confident	24	14	35	35	8	29	13	32	35	5	37	32	14	24	25	33	27	22	19	28	19	23	26	34	21	22	24	25	
Not at all confident	54	77	16	39	89	35	82	32	38	93	35	39	78	55	53	30	47	62	69	50	60	55	57	47	57	55	46	55	
TOTAL NOT CONFIDENT	78	91	51	74	97	64	95	64	73	98	72	71	92	79	78	63	74	84	88	78	79	78	83	81	78	77	70	80	
Don't know	8	4	11	10	1	8	3	8	14	1	10	8	3	6	10	18	10	4	3	7	9	8	5	8	7	7	10	9	
N/A - I do not believe improvements need making in this area	5	1	6	6	1	19	1	8	7	1	11	8	2	5	6	9	7	4	3	6	5	5	4	5	4	8	7	4	
Unemployment																													
Very confident	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	
Fairly confident	8	3	28	11	1	9	2	18	11	1	8	13	3	11	6	13	9	7	7	10	7	9	7	8	8	8	14	8	
TOTAL CONFIDENT	8	4	29	11	1	9	2	18	11	1	8	13	3	11	6	13	9	7	7	10	7	9	7	8	8	9	14	8	
Not very confident	33	29	39	47	18	42	27	36	45	18	42	39	22	32	33	45	35	29	27	34	30	31	30	45	30	29	34	33	
Not at all confident	46	57	14	32	75	38	62	29	35	76	38	33	65	45	46	29	40	53	56	43	48	46	54	37	47	47	38	48	
TOTAL NOT CONFIDENT	79	86	53	79	93	80	89	65	80	94	80	72	87	77	79	74	75	82	83	77	78	77	84	82	77	76	72	81	
Don't know	12	10	17	8	4	10	7	16	8	3	11	12	8	9	14	13	14	10	9	11	13	12	8	10	14	13	14	9	
N/A - I do not believe improvements need making in this area	2	1	1	2	1	2	1	1	1	1	2	1	2	1	2	1	2	1	2	1	2	2	1	0	2	3	1	1	
Britain's standing in the world																													
Very confident	1	1	3	1	0	0	0	2	1	0	0	2	0	1	0	1	1	1	1	1	1	1	1	1	0	1	0	1	
Fairly confident	10	4	30	20	1	11	3	20	17	1	7	16	4	12	8	13	10	9	9	11	8	10	11	9	10	7	11	10	
TOTAL CONFIDENT	11	5	33	21	1	11	3	22	18	1	7	18	4	13	8	14	11	10	10	12	9	11	12	10	10	8	11	11	
Not very confident	29	24	38	30	19	38	25	33	35	16	36	31	22	28	30	47	30	25	24	32	26	29	22	33	26	32	33	28	
Not at all confident	47	59	13	36	76	36	63	32	35	78	38	39	65	50	43	23	43	54	56	45	49	46	52	44	49	46	37	48	
TOTAL NOT CONFIDENT	76	83	51	66	95	74	88	65	70	94	74	70	87	78	73	70	73	79	80	77	75	75	74	77	75	78	70	76	
Don't know	11	9	14	10	3	12	6	11	9	4	13	10	6	6	15	15	13	8	7	9	12	11	10	11	11	10	15	9	
N/A - I do not believe improvements need making in this area	3	4	3	2	2	4	3	2	3	1	6	3	3	3	4	2	4	3	3	3	4	3	4	1	3	3	4	4	
Would you personally describe the UK as a place of opportunity, a place of limitation, or neither?																													
More a place of opportunity	17	17	37	23	6	17	15	27	23	3	15	21	11	19	16	26	18	17	13	20	13	18	16	16	16	16	23	18	
Neither a place of opportunity or limitation	40	41	38	48	30	45	41	39	44	29	49	43	38	37	43	44	39	41	41	41	40	40	39	43	39	40	35	43	
More a place of limitation	33	36	17	25	56	29	37	26	26	61	25	28	44	37	29	20	34	33	38	32	35	33	31	35	35	35	33	31	
Don't know	9	6	8	4	8	9	7	8	7	7	10	8	7	6	12	10	9	9	8	7	11	9	14	7	9	10	9	8	

*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.