

YouGov / Ewan Hoyle Survey Results

Sample Size: 2104 GB Adults
Fieldwork: 15th - 16th March 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)				
	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+	Higher	Intermediate	Routine	
Weighted Sample	2104	x	x	x	x	x	379	541	194	227	125	739	751	1018	1086	221	869	520	494	713	471	629	
Unweighted Sample	2104	x	x	x	x	x	331	559	229	253	141	852	719	897	1207	191	733	560	620	815	475	489	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In some countries, like the UK, voters vote for a single candidate. In other countries, voters rank the candidates instead. Under this system, if a voter's most preferred candidate cannot win, their vote passes to their second preference, and so on, until one candidate wins by having over 50% of the total vote.

If there were a UK General Election tomorrow under this system, how would you vote by ranking the following parties in the order of your preference? Put 1 for your most preferred party, 2 for your second most preferred party, and so on. Please rank all of the parties shown.

Conservative

Ranked first	14	85	1	4	1	1	53	4	7	5	3	14	19	11	16	6	10	17	22	16	16	12
Ranked second	20	8	9	14	69	3	35	8	14	60	9	10	37	24	16	11	16	22	30	17	22	24
Ranked third	9	0	10	15	10	10	3	11	14	11	11	9	10	9	9	7	10	9	8	8	9	10
Ranked fourth	30	1	63	53	8	74	1	54	51	9	61	45	12	31	29	54	34	26	18	35	26	23
Ranked fifth	8	0	14	9	4	8	0	11	7	3	9	11	6	8	8	5	8	11	7	8	9	8
Ranked sixth	1	0	0	0	0	1	0	1	0	0	0	0	0	1	1	0	1	1	0	0	1	1
Don't know	18	5	2	4	7	3	8	11	6	13	7	11	16	16	21	17	22	15	15	15	17	23

Labour

Ranked first	13	1	81	5	0	3	1	34	10	0	6	21	7	14	12	11	14	14	11	17	13	10
Ranked second	14	6	13	31	3	34	4	24	22	3	26	22	7	14	14	21	16	12	9	17	13	10
Ranked third	21	25	3	36	13	45	21	20	34	10	37	25	13	21	20	37	23	16	15	21	17	19
Ranked fourth	18	27	1	17	39	10	33	5	18	35	16	12	28	20	16	11	13	20	26	18	23	15
Ranked fifth	15	34	0	7	34	5	30	4	10	35	9	9	26	14	16	3	11	20	23	12	16	20
Ranked sixth	1	2	0	0	4	0	2	1	0	4	0	1	2	1	2	0	2	2	1	1	2	2
Don't know	18	5	2	4	7	3	8	11	6	13	7	11	16	16	21	17	22	15	15	15	17	23

Liberal Democrat

Ranked first	11	1	5	76	0	3	3	11	46	3	6	17	6	10	11	13	10	11	10	14	12	6
Ranked second	25	32	40	14	11	50	19	33	33	12	41	31	17	26	24	32	25	24	22	26	22	22
Ranked third	32	38	41	6	56	35	46	33	11	53	32	31	41	33	31	29	27	35	39	34	37	29
Ranked fourth	12	19	11	0	22	8	20	10	3	15	14	10	17	13	11	8	13	13	12	10	10	17
Ranked fifth	2	3	1	0	3	1	3	1	0	4	1	1	3	2	2	2	3	2	2	1	2	4
Ranked sixth	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	18	5	2	4	7	3	8	11	6	13	7	11	16	16	21	17	22	15	15	15	17	23

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	Country			Region in England				
Total	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2104	1820	101	183	499	345	255	722
Unweighted Sample	2104	1814	134	156	494	370	169	781
	%	%	%	%	%	%	%	%

In some countries, like the UK, voters vote for a single candidate. In other countries, voters rank the candidates instead. Under this system, if a voter's most preferred candidate cannot win, their vote passes to their second preference, and so on, until one candidate wins by having over 50% of the total vote.

If there were a UK General Election tomorrow under this system, how would you vote by ranking the following parties in the order of your preference? Put 1 for your most preferred party, 2 for your second most preferred party, and so on. Please rank all of the parties shown.

Conservative

Ranked first	14	14	9	10	10	19	9	17
Ranked second	20	21	16	14	20	22	19	22
Ranked third	9	9	7	7	10	7	8	10
Ranked fourth	30	34	10	8	32	32	45	31
Ranked fifth	8	4	33	39	5	5	4	2
Ranked sixth	1	0	2	5	0	0	0	0
Don't know	18	18	22	17	23	15	16	17

Labour

Ranked first	13	13	14	12	14	12	19	11
Ranked second	14	14	10	13	15	14	15	13
Ranked third	21	21	13	19	16	24	26	22
Ranked fourth	18	18	16	20	17	17	16	19
Ranked fifth	15	15	12	11	15	18	8	17
Ranked sixth	1	0	13	9	0	0	0	0
Don't know	18	18	22	17	23	15	16	17

Liberal Democrat

Ranked first	11	11	8	9	9	10	9	13
Ranked second	25	26	10	18	24	26	32	26
Ranked third	32	33	27	30	31	33	37	33
Ranked fourth	12	10	24	22	11	14	7	10
Ranked fifth	2	2	6	5	2	3	0	2
Ranked sixth	0	0	3	0	0	0	0	0
Don't know	18	18	22	17	23	15	16	17

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Fieldwork: 15th - 16th March 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)				
	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+	Higher	Intermediate	Routine	
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Unweighted Sample	2104	x	x	x	x	x	331	559	229	253	141	852	719	897	1207	191	733	560	620	815	475	489	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Scottish National Party (SNP)

[Asked only to those living in Scotland; n=156]

Ranked first	26	0	0	0	0	6	0	16	0	6	44	29	20	32	20	13	27	26	26	29	22	19
Ranked second	12	0	30	9	10	64	0	15	13	7	31	12	21	11	12	0	12	12	12	10	14	13
Ranked third	9	16	6	21	12	30	22	13	19	34	24	11	8	9	10	19	12	5	7	10	7	9
Ranked fourth	12	14	18	30	28	0	6	24	24	36	0	10	13	7	15	0	13	15	8	5	17	19
Ranked fifth	14	51	28	25	23	0	35	22	25	13	0	11	26	17	12	41	12	16	10	14	13	12
Ranked sixth	11	19	17	15	26	0	37	8	19	4	0	14	5	11	10	0	5	11	22	8	4	19
Don't know	17	0	0	0	0	0	0	2	0	0	0	12	7	13	20	27	19	15	14	23	22	9

Plaid Cymru

[Asked only to those living in Wales; n=134]

Ranked first	17	0	0	0	0	0	0	20	56	0	8	24	11	14	20	23	11	23	17	20	8	26
Ranked second	15	0	28	9	8	59	0	18	9	7	58	23	5	16	14	27	13	17	12	11	13	15
Ranked third	18	23	18	53	38	23	29	10	27	35	15	21	17	27	11	30	25	18	6	19	28	12
Ranked fourth	13	21	20	24	17	18	15	21	0	25	0	16	16	14	11	13	6	16	18	14	16	12
Ranked fifth	13	35	26	0	25	0	40	9	8	11	18	6	18	14	12	6	13	9	21	14	12	15
Ranked sixth	2	5	7	14	0	0	4	4	0	0	0	1	3	2	2	0	0	2	6	4	3	0
Don't know	22	16	0	0	12	0	12	18	0	23	0	9	29	12	30	0	32	16	21	17	20	21

Reform UK

Ranked first	22	6	1	4	91	1	33	8	8	76	6	8	44	28	17	8	17	28	31	16	24	30
Ranked second	8	43	3	5	2	1	28	3	3	5	4	6	14	6	10	3	6	10	12	8	10	8
Ranked third	4	12	3	4	0	4	7	4	4	2	3	4	5	3	4	2	3	6	4	4	4	4
Ranked fourth	5	12	5	8	0	3	8	5	6	2	2	5	5	5	6	4	5	6	5	6	5	6
Ranked fifth	37	21	74	70	0	82	14	62	68	2	70	56	14	37	37	64	41	29	26	44	35	26
Ranked sixth	6	1	11	5	0	5	1	7	5	0	9	12	2	6	5	3	6	6	6	8	5	3
Don't know	18	5	2	4	7	3	8	11	6	13	7	11	16	16	21	17	22	15	15	15	17	23

Green

Ranked first	19	1	10	7	0	90	1	29	22	3	70	25	7	18	21	44	24	12	8	19	16	16
Ranked second	13	6	29	31	7	5	6	18	20	6	10	18	9	13	14	15	14	15	10	15	14	12
Ranked third	14	18	39	32	11	1	13	19	28	8	9	19	14	16	13	8	12	17	18	17	15	14
Ranked fourth	15	34	15	15	21	1	28	12	14	24	2	15	20	14	15	6	12	17	22	15	17	15
Ranked fifth	18	33	5	8	49	0	41	8	7	42	3	10	32	21	15	8	14	22	26	18	19	18
Ranked sixth	2	4	0	3	5	0	3	2	2	3	0	2	3	2	2	3	2	2	2	2	3	3
Don't know	18	5	2	4	7	3	8	11	6	13	7	11	16	16	21	17	22	15	15	15	17	23

*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.

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	%	%	%	%	%	%	%	%

Scottish National Party (SNP)

[Asked only to those living in Scotland; n=156]

Ranked first	26	0	0	26	0	0	0	0
Ranked second	12	0	0	12	0	0	0	0
Ranked third	9	0	0	9	0	0	0	0
Ranked fourth	12	0	0	12	0	0	0	0
Ranked fifth	14	0	0	14	0	0	0	0
Ranked sixth	11	0	0	11	0	0	0	0
Don't know	17	0	0	17	0	0	0	0

Plaid Cymru

[Asked only to those living in Wales; n=134]

Ranked first	17	0	17	0	0	0	0	0
Ranked second	15	0	15	0	0	0	0	0
Ranked third	18	0	18	0	0	0	0	0
Ranked fourth	13	0	13	0	0	0	0	0
Ranked fifth	13	0	13	0	0	0	0	0
Ranked sixth	2	0	2	0	0	0	0	0
Don't know	22	0	22	0	0	0	0	0

Reform UK

Ranked first	22	23	19	18	25	24	17	23
Ranked second	8	8	11	7	6	11	5	9
Ranked third	4	4	4	5	4	4	5	4
Ranked fourth	5	5	2	6	5	7	5	5
Ranked fifth	37	42	2	5	37	40	53	43
Ranked sixth	6	0	39	42	0	0	0	0
Don't know	18	18	22	17	23	15	16	17

Green

Ranked first	19	21	11	9	19	21	31	19
Ranked second	13	12	17	20	12	12	14	12
Ranked third	14	15	9	13	16	17	8	15
Ranked fourth	15	15	13	16	12	15	11	18
Ranked fifth	18	19	11	9	18	20	21	19
Ranked sixth	2	0	18	16	0	0	0	0
Don't know	18	18	22	17	23	15	16	17

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