

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Say CoL a Total	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		top issue	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+
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think are the most important issues facing the country at this time? Please tick up to three.

Cost of living	53	100	47	55	56	48	55	44	61	55	48	46	55	49	50	57	48	63	53	40
NHS and health	42	38	43	54	47	27	48	43	50	49	26	48	50	37	35	49	38	42	41	45
Immigration	39	33	54	13	18	83	5	58	20	18	87	10	21	63	40	38	22	29	46	55
Economy, jobs, and public finances	30	28	37	37	40	25	26	33	33	37	21	28	34	24	37	25	37	35	27	23
Defence and security	24	16	35	21	26	36	11	40	18	25	33	17	22	35	26	21	9	17	28	36
Poverty and inequality	15	15	4	18	10	6	43	3	21	17	4	38	18	9	14	17	23	18	15	8
Climate change and the environment	14	10	5	19	21	3	33	5	19	17	2	43	19	6	14	13	25	14	13	9
Crime	13	9	16	5	8	21	4	17	7	7	23	5	7	18	13	13	10	11	15	14
Tax	11	10	15	8	5	16	6	13	8	6	16	1	7	13	14	8	15	13	9	8
Britain's relationship with the EU	10	7	6	15	16	4	16	6	13	14	5	17	15	5	12	7	10	9	10	10
Israel-Palestine conflict	8	6	8	11	10	4	12	11	10	10	4	9	10	9	6	11	7	7	8	11
Housing and development	7	6	4	10	6	3	7	3	7	10	3	6	7	5	6	8	8	7	6	5
Education	5	4	3	8	9	2	8	3	8	6	3	6	8	2	4	6	9	5	6	4
Pensions	4	3	5	4	5	4	2	4	2	4	6	4	4	5	3	5	2	2	3	10
Electoral reform	2	1	0	1	1	3	4	1	1	3	5	2	1	2	3	1	5	1	1	3
Family life & childcare	2	2	1	3	2	1	2	1	3	2	1	0	2	1	1	3	0	4	1	1
Rights of majority and minority groups	2	1	2	2	3	3	5	3	3	2	2	5	3	2	2	3	5	3	1	2
None of these	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Don't know	1	0	0	0	1	0	1	0	1	1	0	1	1	0	1	1	4	1	1	1

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	Socio-economic			Country			Region of England				
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think are the most important issues facing the country at this time? Please tick up to three.

Cost of living	53	51	56	52	53	52	56	51	50	54	56
NHS and health	42	41	42	42	41	52	44	46	44	35	39
Immigration	39	33	40	48	40	35	32	41	41	34	41
Economy, jobs, and public finances	30	38	32	23	30	24	35	26	30	33	33
Defence and security	24	24	28	24	24	27	18	22	25	18	27
Poverty and inequality	15	15	13	15	15	13	21	16	16	18	13
Climate change and the environment	14	15	11	12	13	18	13	15	13	13	12
Crime	13	10	12	17	13	8	13	15	11	14	12
Tax	11	11	11	12	10	11	14	9	12	11	11
Britain's relationship with the EU	10	12	7	9	9	12	10	10	7	14	8
Israel-Palestine conflict	8	9	9	8	9	7	5	8	7	11	9
Housing and development	7	7	6	6	7	4	8	5	6	9	7
Education	5	7	5	3	5	8	3	7	8	5	3
Pensions	4	2	4	8	4	6	4	4	6	3	3
Electoral reform	2	2	1	2	2	0	2	2	2	2	2
Family life & childcare	2	3	1	2	2	1	3	3	1	1	2
Rights of majority and minority groups	2	2	1	2	2	1	3	3	3	3	2
None of these	0	0	0	0	0	1	0	0	0	0	0
Don't know	1	1	1	1	1	1	2	0	2	2	1

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	Say CoL a top issue	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+	
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think ****they**** consider the most important issues facing the country to be? Please tick up to three.

Labour party

Economy, jobs, and public finances	18	17	13	42	28	4	33	11	29	27	5	34	28	10	20	17	23	19	19	13
Immigration	17	16	12	17	20	10	36	14	20	20	11	28	20	13	18	15	23	19	14	13
Britain's relationship with the EU	16	14	24	10	13	30	12	24	15	11	33	6	13	25	18	14	7	12	20	24
NHS and health	16	16	13	39	26	6	18	11	25	21	6	21	23	10	19	14	16	17	18	14
Cost of living	15	18	11	40	23	5	15	12	24	20	7	12	19	11	17	14	18	15	15	15
Rights of majority and minority groups	14	11	24	3	10	30	4	24	7	8	30	7	10	21	17	11	10	10	18	18
Tax	12	11	13	9	14	11	15	13	9	15	9	17	11	11	11	12	13	11	13	11
Climate change and the environment	11	10	13	8	8	26	2	16	9	7	29	3	8	19	14	9	5	7	16	16
Defence and security	11	10	4	20	12	6	19	7	16	13	7	16	15	8	10	11	9	12	11	9
Israel-Palestine conflict	9	8	12	7	5	12	7	11	8	7	15	10	9	11	9	9	3	9	10	11
Poverty and inequality	9	8	14	15	14	8	7	12	11	11	6	13	11	8	11	8	16	7	10	9
Housing and development	6	6	8	7	7	4	10	6	8	8	5	14	8	6	6	7	6	6	5	8
Family life & childcare	4	3	4	5	2	4	4	3	4	2	5	5	4	4	4	4	5	4	4	2
Electoral reform	3	3	4	1	1	6	2	5	2	2	6	2	3	5	3	3	0	2	4	4
Crime	2	2	1	2	4	2	4	2	2	4	2	3	2	2	2	2	3	2	3	2
Education	2	2	2	4	2	1	3	2	4	2	1	1	2	2	2	3	5	3	1	1
Pensions	2	2	1	2	2	1	3	1	3	1	2	1	2	1	2	2	4	2	1	2
None of these	10	11	12	2	3	20	7	12	5	5	18	8	6	16	11	10	4	10	11	14
Don't know	23	25	20	12	23	12	18	19	21	24	9	19	22	18	18	28	30	26	20	20

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Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think ****they**** consider the most important issues facing the country to be? Please tick up to three.

Labour party

Economy, jobs, and public finances	18	24	17	12	18	18	23	17	19	19	18
Immigration	17	18	13	15	16	15	22	15	16	22	15
Britain's relationship with the EU	16	16	14	19	16	14	16	16	17	13	17
NHS and health	16	21	12	14	17	17	15	18	11	23	16
Cost of living	15	19	14	10	15	12	16	13	14	18	17
Rights of majority and minority groups	14	13	18	14	14	11	14	15	13	12	14
Tax	12	11	12	11	12	12	10	9	11	16	12
Climate change and the environment	11	11	13	12	11	14	12	13	10	7	12
Defence and security	11	12	8	11	10	15	12	9	11	11	10
Israel-Palestine conflict	9	9	10	9	9	13	9	8	11	8	9
Poverty and inequality	9	13	7	6	10	10	5	11	8	9	10
Housing and development	6	6	5	8	7	5	5	8	8	6	5
Family life & childcare	4	5	4	2	4	4	2	4	4	2	5
Electoral reform	3	2	3	4	3	4	1	4	5	2	2
Crime	2	2	1	3	2	3	2	2	2	3	2
Education	2	2	1	2	2	2	2	3	3	5	1
Pensions	2	1	2	1	2	2	2	1	1	1	2
None of these	10	9	10	14	11	7	11	11	12	11	10
Don't know	23	19	27	24	23	28	24	24	24	19	23

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		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+	
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think ****they**** consider the most important issues facing the country to be? Please tick up to three.

Conservative party

Immigration	36	34	42	52	43	30	56	40	45	41	29	52	44	32	39	33	43	34	37	35
Economy, jobs, and public finances	23	21	45	23	26	27	23	35	21	29	28	25	26	25	25	22	25	21	24	26
Tax	20	20	19	30	29	15	26	16	26	26	19	25	26	15	23	17	22	22	20	17
Defence and security	19	18	29	22	19	22	23	30	22	14	22	22	22	22	19	20	16	17	18	25
Cost of living	13	15	29	8	14	19	4	27	7	15	18	6	11	17	12	13	6	9	15	18
Crime	10	9	13	11	10	11	16	11	12	10	13	15	11	11	12	9	12	8	13	11
NHS and health	9	8	24	6	6	12	2	21	4	8	12	1	8	13	8	9	5	7	7	16
Britain's relationship with the EU	5	5	6	5	6	8	5	6	5	3	8	5	4	5	5	5	4	5	5	6
Israel-Palestine conflict	4	4	4	7	5	4	5	7	5	4	2	3	4	6	4	5	2	4	4	7
Pensions	4	5	6	4	6	2	7	3	6	5	1	7	5	2	5	3	9	5	2	3
Housing and development	3	3	3	3	2	4	3	2	2	2	5	5	2	3	2	3	3	3	2	2
Climate change and the environment	2	1	3	2	1	3	0	3	1	1	4	1	1	2	2	1	2	2	1	2
Education	2	1	3	2	1	1	0	3	2	0	2	0	1	2	1	2	1	1	2	3
Electoral reform	2	2	1	3	1	1	4	1	4	0	0	3	3	1	2	2	3	2	2	1
Rights of majority and minority groups	2	2	2	2	2	3	2	2	2	1	4	1	2	3	3	2	1	3	2	2
Family life & childcare	1	1	1	1	2	2	1	2	0	1	2	1	1	1	1	1	0	2	1	1
Poverty and inequality	1	1	1	1	1	3	1	1	1	1	3	1	1	2	1	2	2	1	2	2
None of these	9	9	2	9	6	12	10	4	9	6	12	9	7	10	10	8	6	9	10	8
Don't know	29	30	15	17	21	24	17	21	23	26	22	24	24	28	24	33	28	31	28	27

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Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think ****they**** consider the most important issues facing the country to be? Please tick up to three.

Conservative party

Immigration	36	45	33	30	36	29	42	33	31	44	37
Economy, jobs, and public finances	23	31	22	16	24	20	20	22	25	24	24
Tax	20	24	20	16	20	20	25	20	19	23	19
Defence and security	19	21	18	18	19	17	18	18	17	20	21
Cost of living	13	14	13	13	13	12	12	12	14	10	14
Crime	10	10	12	9	10	8	9	10	11	11	11
NHS and health	9	8	11	10	9	4	9	9	11	7	9
Britain's relationship with the EU	5	5	5	6	5	6	3	5	5	3	6
Israel-Palestine conflict	4	4	5	4	4	5	4	5	4	3	4
Pensions	4	5	2	4	4	2	7	3	5	5	4
Housing and development	3	1	4	3	3	1	3	2	5	3	3
Climate change and the environment	2	1	3	2	2	3	2	1	3	1	2
Education	2	1	2	2	1	4	3	1	2	0	1
Electoral reform	2	2	1	3	2	2	1	3	2	3	2
Rights of majority and minority groups	2	2	1	2	2	2	3	2	2	1	3
Family life & childcare	1	2	1	0	1	3	1	0	1	1	2
Poverty and inequality	1	1	1	1	1	3	2	1	1	1	1
None of these	9	7	7	11	9	6	11	9	9	10	8
Don't know	29	22	31	35	29	36	23	32	30	24	28

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		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+	
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think **they** consider the most important issues facing the country to be? Please tick up to three.

Liberal Democrats

Cost of living	12	14	12	20	31	6	16	12	15	28	5	14	17	8	13	12	13	13	11	12
NHS and health	12	11	13	16	32	6	12	12	15	24	5	12	18	8	12	12	8	10	15	12
Britain's relationship with the EU	11	9	12	14	23	12	14	12	12	22	11	13	15	11	16	7	9	10	13	11
Climate change and the environment	9	8	18	12	8	14	5	13	7	10	14	6	9	12	12	7	5	7	12	13
Economy, jobs, and public finances	9	10	12	15	27	4	12	10	11	18	4	13	12	7	10	8	11	9	10	8
Rights of majority and minority groups	9	8	10	9	9	14	7	10	7	12	14	7	8	11	11	6	10	7	9	10
Poverty and inequality	8	6	10	14	17	6	9	8	11	12	9	8	11	8	10	6	3	8	10	7
Family life & childcare	7	7	5	13	17	5	6	4	11	13	5	3	10	5	7	6	7	7	8	6
Electoral reform	6	6	9	9	9	2	8	6	8	9	4	9	8	6	8	4	6	5	7	8
Education	4	4	3	7	9	3	7	3	7	6	3	7	8	2	4	4	4	4	6	4
Israel-Palestine conflict	4	3	5	4	2	6	4	5	3	4	6	3	3	6	4	4	3	3	5	5
Defence and security	3	2	3	3	5	2	4	4	3	5	1	5	4	3	3	2	1	2	2	4
Housing and development	3	3	2	7	5	4	4	2	5	4	4	3	4	3	3	4	2	3	4	4
Immigration	3	3	5	5	2	3	4	6	3	3	2	6	4	4	4	3	4	2	2	6
Tax	3	3	3	2	3	1	5	2	2	4	1	1	3	2	3	2	5	4	2	1
Crime	1	2	2	2	0	2	1	2	2	2	1	1	1	1	2	1	2	1	1	2
Pensions	1	1	2	1	1	0	2	1	1	1	0	0	1	1	1	1	2	1	1	1
None of these	7	7	7	4	1	14	5	8	4	0	15	6	3	11	9	6	2	5	8	11
Don't know	52	54	43	36	25	49	50	48	48	33	50	53	44	51	43	60	62	55	45	47

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	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think **they** consider the most important issues facing the country to be? Please tick up to three.

Liberal Democrats

Cost of living	12	14	11	12	12	10	15	11	12	12	13
NHS and health	12	15	10	11	12	12	13	11	11	11	12
Britain's relationship with the EU	11	14	9	9	11	8	13	9	11	12	12
Climate change and the environment	9	9	9	10	9	10	8	10	10	6	9
Economy, jobs, and public finances	9	10	9	9	9	8	8	9	9	7	11
Rights of majority and minority groups	9	8	7	11	9	7	8	9	6	11	9
Poverty and inequality	8	10	9	6	8	9	9	8	7	10	8
Family life & childcare	7	8	6	5	7	8	8	7	5	5	7
Electoral reform	6	7	5	6	6	6	8	6	6	7	6
Education	4	5	3	5	4	6	6	3	4	5	4
Israel-Palestine conflict	4	4	4	3	4	6	3	5	3	5	3
Defence and security	3	3	2	3	3	4	2	3	3	2	2
Housing and development	3	4	3	3	3	5	4	3	4	3	3
Immigration	3	3	2	6	4	2	2	4	5	4	3
Tax	3	4	2	1	2	4	7	2	2	6	1
Crime	1	2	1	1	1	1	0	1	1	2	2
Pensions	1	1	1	1	1	1	1	1	2	1	1
None of these	7	6	8	8	7	6	8	7	9	7	6
Don't know	52	46	56	52	52	55	49	53	50	50	52

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Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think ****they**** consider the most important issues facing the country to be? Please tick up to three.

Reform UK

Immigration	70	70	68	77	75	89	81	69	76	76	84	75	73	72	76	64	70	71	73	64
Defence and security	14	13	18	10	11	24	17	20	12	13	19	15	12	19	15	14	18	12	13	18
Tax	12	12	10	14	15	13	17	10	15	16	13	16	12	10	14	10	19	11	12	9
Crime	11	10	10	11	12	22	13	10	11	12	22	13	10	14	14	9	15	9	13	12
Britain's relationship with the EU	10	9	16	11	13	10	9	11	11	11	10	13	13	12	13	7	4	8	15	10
Economy, jobs, and public finances	10	10	14	4	7	25	6	15	6	9	25	2	7	16	12	8	9	8	12	13
Cost of living	9	12	15	3	5	25	1	15	4	7	20	2	5	16	9	9	2	8	12	11
Electoral reform	7	7	7	9	8	7	10	8	8	7	9	6	8	8	9	6	8	6	8	9
NHS and health	6	5	8	4	2	14	1	9	5	3	10	1	3	10	5	6	2	4	6	9
Rights of majority and minority groups	5	5	6	5	6	4	6	6	5	3	3	7	6	4	4	5	5	6	5	3
Israel-Palestine conflict	3	3	4	3	4	1	2	4	3	2	2	2	3	2	2	4	4	3	2	4
Poverty and inequality	2	2	4	2	1	4	1	2	1	1	3	1	1	3	2	2	3	2	1	2
Climate change and the environment	1	1	1	3	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1
Family life & childcare	1	1	1	1	1	1	2	1	0	1	2	1	1	1	1	1	4	1	0	1
Housing and development	1	1	1	1	0	3	1	1	1	0	3	1	1	1	1	1	1	1	1	1
Pensions	1	1	0	3	1	0	2	0	1	1	1	1	1	0	1	1	3	1	1	1
Education	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	5	6	4	8	7	1	6	4	6	5	2	9	6	5	6	5	3	4	5	8
Don't know	19	19	18	10	14	4	9	18	13	14	6	13	16	15	12	25	20	18	16	21

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Socio-economic			Country			Region of England				
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think ****they**** consider the most important issues facing the country to be? Please tick up to three.

Reform UK

Immigration	70	74	70	64	70	67	71	68	67	70	72
Defence and security	14	14	11	17	15	12	14	14	13	10	17
Tax	12	13	9	11	11	8	18	11	14	11	11
Crime	11	13	11	10	11	11	12	12	11	14	11
Britain's relationship with the EU	10	11	10	9	10	8	12	9	13	7	10
Economy, jobs, and public finances	10	12	11	7	10	6	11	10	8	8	13
Cost of living	9	7	9	13	9	12	9	8	9	6	10
Electoral reform	7	7	6	9	8	7	5	10	6	5	8
NHS and health	6	5	5	7	5	7	7	5	6	5	6
Rights of majority and minority groups	5	5	4	5	5	3	4	5	7	4	5
Israel-Palestine conflict	3	2	4	2	3	4	4	2	3	2	2
Poverty and inequality	2	2	1	3	2	3	2	2	3	2	1
Climate change and the environment	1	1	1	1	1	1	1	1	2	1	1
Family life & childcare	1	1	0	1	1	1	2	1	2	1	1
Housing and development	1	1	1	2	1	1	1	1	2	1	1
Pensions	1	1	1	1	1	1	1	0	1	0	1
Education	0	0	0	0	0	0	0	0	0	1	0
None of these	5	4	5	7	5	3	6	6	5	6	5
Don't know	19	15	22	20	18	22	17	19	19	20	17

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Say CoL a Total	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+	
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think **they** consider the most important issues facing the country to be? Please tick up to three.

Green party

Climate change and the environment	51	51	48	68	70	38	68	42	60	65	39	76	63	42	50	51	60	52	52	44
Poverty and inequality	17	16	15	18	20	7	47	12	23	21	9	40	25	9	19	16	25	18	17	11
Rights of majority and minority groups	16	13	16	16	18	18	21	13	18	14	23	13	16	17	17	14	21	14	17	14
Cost of living	11	15	9	11	12	3	31	8	17	14	3	24	17	6	12	10	10	14	12	6
Israel-Palestine conflict	11	9	13	7	11	17	8	10	9	10	17	4	9	13	13	9	19	10	10	8
NHS and health	8	7	4	9	11	3	21	4	11	10	1	23	10	5	8	8	10	7	9	6
Britain's relationship with the EU	5	5	4	4	7	8	7	6	4	8	7	5	4	7	6	5	6	4	6	6
Economy, jobs, and public finances	5	5	3	6	8	2	13	3	7	8	1	8	7	3	5	6	6	5	6	4
Family life & childcare	5	5	5	9	6	4	5	5	6	6	5	3	7	4	4	5	2	4	5	6
Housing and development	5	4	7	7	6	3	6	6	5	8	3	8	7	4	4	5	1	5	6	5
Electoral reform	3	2	3	4	3	2	4	3	4	3	2	2	3	3	4	2	4	1	3	5
Immigration	3	3	4	3	2	4	1	5	3	2	4	1	2	5	4	2	2	3	3	4
Education	2	2	0	4	4	1	4	1	4	3	1	4	3	1	2	3	5	2	2	2
Tax	2	2	3	3	1	1	4	2	3	3	1	5	3	1	3	2	2	3	2	1
Crime	1	1	0	1	0	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1
Defence and security	1	1	1	1	1	1	0	2	1	1	0	0	1	1	1	1	1	1	0	2
Pensions	0	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0	0	0	0	1
None of these	6	6	8	2	2	16	0	9	3	1	16	1	3	10	7	5	2	4	6	12
Don't know	29	31	31	21	20	32	9	36	22	23	27	9	21	33	27	32	22	29	30	33

And which party do you think would be best at handling each of the following issues?
Britain's relationship with the EU

[Asked only to those who said this was one of the most important issues facing the country; n=210]

Labour	31	34	17	74	20	9	17	11	56	21	5	6	35	17	30	32	27	30	36	27
Conservatives	10	12	50	2	0	13	1	54	3	4	25	0	10	22	10	10	4	6	12	16
Reform UK	7	5	7	0	0	63	5	5	1	0	62	0	2	28	7	7	4	7	7	7
Greens	18	18	0	5	2	0	57	0	12	7	0	60	12	4	24	9	51	18	15	6
Liberal Democrats	16	12	4	10	60	5	11	14	12	53	0	3	23	8	20	11	0	17	16	23
Some other party	3	0	0	3	0	0	3	0	1	0	8	9	2	11	3	4	0	3	3	6
Don't know	15	19	22	6	18	10	5	16	13	15	0	22	16	10	7	28	13	19	10	15

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Socio-economic				Country			Region of England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

And when it comes to each of the following political parties, what do you think ****they**** consider the most important issues facing the country to be? Please tick up to three.

Green party

Climate change and the environment	51	57	47	46	50	50	58	46	49	55	51
Poverty and inequality	17	24	14	11	17	17	21	16	17	17	17
Rights of majority and minority groups	16	17	16	13	16	11	17	15	18	18	15
Cost of living	11	13	10	10	11	13	12	9	9	16	11
Israel-Palestine conflict	11	13	8	8	10	8	14	10	9	14	10
NHS and health	8	8	5	9	8	9	10	9	7	7	7
Britain's relationship with the EU	5	4	5	6	5	4	8	3	5	5	6
Economy, jobs, and public finances	5	6	4	6	5	5	4	8	3	5	5
Family life & childcare	5	5	6	5	5	3	3	4	4	4	6
Housing and development	5	6	4	4	5	5	2	5	4	6	5
Electoral reform	3	4	2	3	3	2	2	2	2	3	4
Immigration	3	3	2	4	3	4	3	3	3	5	2
Education	2	2	2	2	2	4	2	2	2	4	2
Tax	2	3	2	2	2	2	4	3	2	3	2
Crime	1	1	0	1	1	0	1	1	1	1	0
Defence and security	1	1	1	1	1	0	0	1	1	1	1
Pensions	0	0	0	1	0	0	0	1	0	0	0
None of these	6	5	7	7	6	4	4	6	8	5	6
Don't know	29	22	35	35	30	33	23	33	32	22	29

And which party do you think would be best at handling each of the following issues?
Britain's relationship with the EU

[Asked only to those who said this was one of the most important issues facing the country; n=210]

Labour	31	37	28	21	30	49	22	22	35	34	33
Conservatives	10	10	6	14	11	7	0	10	3	8	17
Reform UK	7	2	16	9	8	0	0	9	18	6	4
Greens	18	10	14	26	18	7	25	29	5	13	17
Liberal Democrats	16	27	18	5	15	15	31	11	12	15	20
Some other party	3	2	0	7	3	0	9	5	9	0	0
Don't know	15	12	18	18	15	22	13	14	19	24	8

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Say CoL a	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		Total	top issue	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Climate change and the environment

[Asked only to those who said this was one of the most important issues facing the country; n=286]

Labour	9	9	0	38	5	0	1	7	20	1	0	0	12	3	14	5	9	10	9	11
Conservatives	2	1	21	0	0	0	0	17	0	0	0	0	1	6	1	2	0	0	1	8
Reform UK	1	1	0	0	0	16	0	0	0	0	12	0	0	2	0	1	0	0	3	0
Greens	70	73	44	53	68	52	98	34	72	67	42	90	74	51	67	73	83	75	63	47
Liberal Democrats	4	3	0	6	16	0	0	4	4	19	0	0	5	4	7	1	3	1	8	6
Some other party	4	3	9	0	2	10	0	7	1	0	45	1	1	14	4	4	5	1	4	9
Don't know	11	10	26	3	9	22	2	31	3	13	0	9	7	20	8	13	0	12	11	19

Cost of living

Labour	16	15	3	72	19	1	9	4	35	15	1	10	26	6	17	14	16	17	17	11
Conservatives	18	16	76	5	10	21	1	53	7	12	18	4	15	25	17	19	12	12	18	30
Reform UK	13	11	2	0	1	58	1	13	4	2	51	1	3	26	16	10	3	11	15	18
Greens	12	13	0	2	7	0	61	0	19	12	1	47	16	2	11	12	27	16	7	2
Liberal Democrats	6	6	2	6	37	1	6	4	7	26	1	7	9	4	7	5	7	6	6	5
Some other party	7	6	3	1	0	3	2	4	3	2	11	0	4	9	6	7	7	6	6	7
Don't know	30	31	13	14	26	17	19	22	25	31	17	32	27	27	25	34	28	31	30	26

Crime

[Asked only to those who said this was one of the most important issues facing the country; n=260]

Labour	3	6	5	50	0	0	0	3	10	0	0	0	10	1	5	2	7	3	4	2
Conservatives	18	16	67	18	7	5	6	43	12	24	3	14	15	22	18	17	10	10	20	28
Reform UK	33	23	14	5	7	85	0	30	16	6	80	0	13	47	38	28	28	26	36	42
Greens	2	3	0	0	0	0	30	1	4	0	0	42	3	3	0	5	0	4	0	4
Liberal Democrats	3	4	0	5	48	1	5	0	12	25	0	0	10	1	3	4	0	6	3	2
Some other party	9	10	2	0	10	5	0	3	9	14	6	0	11	6	11	8	16	8	8	11
Don't know	30	37	13	22	29	4	58	20	37	32	10	44	38	20	24	36	39	43	29	11

Defence and security

[Asked only to those who said this was one of the most important issues facing the country; n=522]

Labour	15	19	2	68	14	0	31	5	44	11	0	33	27	6	14	17	37	18	14	12
Conservatives	32	27	83	19	22	22	11	60	17	29	25	11	31	37	34	30	17	22	33	42
Reform UK	21	15	2	1	4	67	0	18	9	2	56	3	4	31	24	17	0	20	20	25
Greens	1	1	0	0	2	1	4	0	1	1	1	4	2	0	0	1	0	1	1	0
Liberal Democrats	5	6	1	3	28	0	14	3	4	24	0	7	9	2	4	6	9	5	5	3
Some other party	5	4	1	0	2	2	4	1	2	0	7	0	2	6	4	6	5	8	4	3
Don't know	21	27	11	9	30	9	35	14	24	32	10	42	24	18	20	23	33	26	22	16

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Socio-economic				Country			Region of England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

Climate change and the environment

[Asked only to those who said this was one of the most important issues facing the country; n=286]

Labour	9	9	12	7	10	19	0	10	8	11	10
Conservatives	2	1	4	2	2	0	0	3	0	0	3
Reform UK	1	2	0	0	1	4	0	0	0	4	0
Greens	70	75	57	71	68	67	91	68	67	72	66
Liberal Democrats	4	4	4	3	4	0	3	3	6	3	5
Some other party	4	1	7	5	4	0	3	4	5	0	6
Don't know	11	8	17	11	11	11	3	12	13	9	11

Cost of living

Labour	16	21	13	11	15	18	17	15	15	20	14
Conservatives	18	20	19	18	19	10	12	16	20	15	22
Reform UK	13	10	16	16	12	19	12	14	13	10	11
Greens	12	12	10	10	12	10	13	12	11	17	10
Liberal Democrats	6	7	5	5	6	3	4	5	5	9	7
Some other party	7	5	7	8	6	5	14	6	7	5	5
Don't know	30	25	31	32	30	35	27	32	28	23	31

Crime

[Asked only to those who said this was one of the most important issues facing the country; n=260]

Labour	3	5	4	3	4	0	0	5	3	0	5
Conservatives	18	24	17	16	19	23	5	14	22	20	21
Reform UK	33	29	46	26	32	58	35	30	40	33	30
Greens	2	1	5	2	3	0	0	4	0	4	2
Liberal Democrats	3	4	4	4	3	7	3	5	2	5	2
Some other party	9	6	6	13	7	12	30	3	6	6	12
Don't know	30	31	17	36	32	0	28	38	27	32	29

Defence and security

[Asked only to those who said this was one of the most important issues facing the country; n=522]

Labour	15	20	14	11	15	18	16	10	18	39	12
Conservatives	32	37	31	34	33	28	25	31	32	28	36
Reform UK	21	16	22	27	20	31	18	25	22	8	20
Greens	1	0	1	2	1	0	2	1	0	0	1
Liberal Democrats	5	6	6	2	5	0	0	4	3	4	7
Some other party	5	1	5	6	4	2	13	2	6	14	2
Don't know	21	21	22	18	21	22	24	27	18	7	22

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Say CoL a top issue	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age					
		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+		
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502	
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Economy, jobs, and public finances

[Asked only to those who said this was one of the most important issues facing the country; n=649]

Labour	18	17	3	65	17	1	13	3	39	15	2	9	26	5	20	15	16	20	16	14
Conservatives	23	19	74	9	16	24	6	58	12	18	23	7	22	33	22	25	22	20	23	36
Reform UK	10	9	2	2	2	58	0	12	4	6	53	0	2	26	13	7	3	8	13	16
Greens	8	9	0	2	6	0	48	0	12	6	2	31	9	1	7	11	21	11	2	1
Liberal Democrats	8	8	3	8	35	3	7	3	7	32	1	8	11	4	8	7	3	9	8	7
Some other party	6	5	2	0	2	2	1	2	2	2	9	0	2	7	7	4	5	7	6	2
Don't know	27	33	16	15	20	12	24	22	25	21	11	45	28	24	24	30	30	24	32	24

Education

[Asked only to those who said this was one of the most important issues facing the country; n=122]

Labour	17	23	0	72	17	0	0	0	37	0	0	0	19	19	22	15	4	23	26	3
Conservatives	12	4	39	9	5	9	0	46	8	0	0	0	12	3	14	11	22	4	11	26
Reform UK	5	5	8	4	0	50	0	0	2	0	57	0	3	12	9	3	0	6	6	7
Greens	15	20	0	0	4	14	50	0	16	24	10	21	16	0	12	18	39	10	13	9
Liberal Democrats	15	11	9	7	63	0	10	20	13	30	0	23	24	0	16	14	12	17	11	21
Some other party	5	3	0	0	0	10	0	0	3	0	0	0	1	5	5	4	13	4	0	5
Don't know	30	34	44	8	11	17	40	34	21	47	32	56	25	62	21	35	9	36	33	29

Electoral reform

[Asked only to those who said this was one of the most important issues facing the country; n=39]

Labour	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Conservatives	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK	26	25	0	0	0	100	0	48	0	17	50	0	8	58	29	19	0	18	54	39
Greens	33	32	0	0	0	0	91	0	73	19	0	100	47	7	39	13	44	66	12	10
Liberal Democrats	15	20	0	45	100	0	9	23	12	64	0	0	36	5	14	19	17	6	14	20
Some other party	18	23	0	0	0	0	0	30	0	0	50	0	0	31	9	49	18	10	21	24
Don't know	7	0	0	55	0	0	0	0	15	0	0	0	10	0	10	0	20	0	0	7

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Socio-economic				Country			Region of England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

Economy, jobs, and public finances

[Asked only to those who said this was one of the most important issues facing the country; n=649]

Labour	18	20	16	13	17	21	22	22	17	23	13
Conservatives	23	28	23	18	25	15	13	22	27	23	26
Reform UK	10	10	10	14	10	14	12	10	6	10	11
Greens	8	6	7	12	9	11	5	10	8	9	8
Liberal Democrats	8	9	10	6	8	2	8	6	7	9	9
Some other party	6	6	7	6	5	10	14	5	4	8	3
Don't know	27	21	28	32	27	26	26	24	30	19	30

Education

[Asked only to those who said this was one of the most important issues facing the country; n=122]

Labour	17	19	18	16	19	6	10	24	10	39	11
Conservatives	12	11	23	16	12	11	19	14	10	9	13
Reform UK	5	3	4	13	5	15	0	2	9	9	3
Greens	15	12	17	6	15	23	11	10	9	26	23
Liberal Democrats	15	23	11	10	13	10	50	13	11	0	22
Some other party	5	6	0	0	5	0	0	12	0	7	0
Don't know	30	27	27	39	31	35	10	25	51	10	28

Electoral reform

[Asked only to those who said this was one of the most important issues facing the country; n=39]

Labour	0	0	0	0	0	0	0	0	0	0	0
Conservatives	0	0	0	0	0	0	0	0	0	0	0
Reform UK	26	20	26	38	24	0	63	26	8	0	35
Greens	33	46	50	17	33	100	21	24	18	50	42
Liberal Democrats	15	13	24	0	15	0	15	13	34	0	12
Some other party	18	13	0	44	20	0	0	38	12	24	11
Don't know	7	7	0	0	8	0	0	0	29	26	0

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Say CoL a Total	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		top issue	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+
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Family life & childcare

[Asked only to those who said this was one of the most important issues facing the country; n=47]

Labour	13	20	0	49	0	0	15	0	39	0	0	0	18	9	10	14	0	18	0	0
Conservatives	10	15	81	11	0	0	0	48	0	0	39	0	0	22	9	11	0	10	0	19
Reform UK	6	6	19	0	0	41	0	33	8	0	0	0	0	28	21	2	0	0	0	42
Greens	16	8	0	13	0	19	62	0	28	0	0	0	29	0	43	8	0	14	45	0
Liberal Democrats	10	12	0	0	61	0	0	19	0	81	30	0	11	24	10	9	0	11	14	0
Some other party	8	9	0	0	0	0	9	0	12	0	0	0	8	0	6	8	0	6	0	23
Don't know	37	31	0	27	39	40	13	0	13	19	31	0	35	18	0	48	0	41	41	16

Housing and development

[Asked only to those who said this was one of the most important issues facing the country; n=139]

Labour	17	18	9	58	0	0	19	0	43	13	0	0	27	12	22	14	6	17	17	25
Conservatives	11	13	62	6	0	32	0	56	9	15	0	0	4	22	11	12	22	10	3	19
Reform UK	8	2	11	0	11	49	4	11	0	6	54	0	0	12	11	5	11	7	2	15
Greens	12	12	0	11	21	0	46	0	15	8	0	70	26	6	13	10	8	14	18	2
Liberal Democrats	8	10	0	0	49	8	10	9	8	11	0	18	10	8	6	9	7	7	8	8
Some other party	9	7	0	0	7	5	7	0	2	4	21	0	9	5	13	6	23	6	14	2
Don't know	35	37	19	26	12	5	14	24	23	43	25	11	24	34	23	44	24	39	38	28

Immigration

[Asked only to those who said this was one of the most important issues facing the country; n=839]

Labour	3	3	0	40	3	0	4	0	13	3	0	0	8	1	2	3	3	3	2	2
Conservatives	9	8	34	5	12	1	14	19	7	15	1	0	14	8	6	12	5	6	5	16
Reform UK	57	59	43	35	32	92	16	54	47	45	79	42	46	66	64	50	45	59	60	55
Greens	2	3	1	0	3	0	28	0	2	0	0	6	1	1	1	2	6	1	1	1
Liberal Democrats	1	1	2	0	14	0	5	1	3	7	0	0	2	0	1	1	0	0	2	1
Some other party	10	10	5	0	2	5	0	6	4	5	15	0	6	11	11	8	8	12	8	9
Don't know	19	16	15	20	35	3	33	19	24	25	5	52	23	14	15	24	33	19	21	16

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Socio-economic				Country			Region of England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

Family life & childcare

[Asked only to those who said this was one of the most important issues facing the country; n=47]

Labour	13	24	12	0	15	0	0	28	0	62	0
Conservatives	10	5	14	10	12	0	0	15	13	0	10
Reform UK	6	4	0	16	7	0	0	14	25	0	0
Greens	16	13	0	26	16	0	17	12	62	0	13
Liberal Democrats	10	17	0	0	11	0	0	0	0	0	24
Some other party	8	8	11	8	7	0	19	12	0	0	4
Don't know	37	30	63	40	32	100	63	18	0	38	49

Housing and development

[Asked only to those who said this was one of the most important issues facing the country; n=139]

Labour	17	24	14	11	17	0	18	9	18	27	17
Conservatives	11	7	12	14	13	0	0	13	16	6	15
Reform UK	8	13	7	5	7	12	17	7	0	4	11
Greens	12	20	2	12	12	15	11	5	18	16	10
Liberal Democrats	8	11	7	4	8	27	0	0	7	11	11
Some other party	9	6	14	9	8	0	24	21	8	0	4
Don't know	35	20	43	45	35	47	30	45	32	35	31

Immigration

[Asked only to those who said this was one of the most important issues facing the country; n=839]

Labour	3	3	3	1	3	3	3	2	2	5	2
Conservatives	9	10	11	8	9	4	8	10	12	12	7
Reform UK	57	55	64	57	57	66	61	57	51	52	60
Greens	2	2	1	1	2	3	1	1	2	4	1
Liberal Democrats	1	1	0	0	1	0	0	0	1	4	1
Some other party	10	8	8	11	9	8	13	9	12	5	10
Don't know	19	21	12	21	20	16	14	22	19	18	19

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Say CoL a Total	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+	
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Israel-Palestine conflict

[Asked only to those who said this was one of the most important issues facing the country; n=178]

Labour	15	8	4	52	22	0	3	8	28	15	0	0	24	7	17	14	15	14	20	13
Conservatives	14	10	57	5	24	23	0	34	4	20	22	6	10	24	11	15	0	4	13	28
Reform UK	6	4	7	0	4	38	4	14	4	0	24	0	0	10	4	7	12	1	8	8
Greens	17	20	0	2	5	0	67	0	20	23	0	56	22	4	29	12	60	29	7	1
Liberal Democrats	4	6	0	4	27	0	2	0	3	27	0	0	4	4	3	4	0	1	10	3
Some other party	5	5	0	0	7	0	2	3	3	9	0	0	7	3	5	5	0	9	1	5
Don't know	39	47	33	37	11	38	21	41	36	6	54	38	33	47	30	44	13	42	40	42

NHS and health

[Asked only to those who said this was one of the most important issues facing the country; n=917]

Labour	21	21	5	78	24	3	9	9	41	18	5	4	30	12	26	18	20	22	24	17
Conservatives	12	10	63	0	3	10	1	42	2	7	8	3	11	16	9	13	6	7	11	23
Reform UK	8	6	6	0	2	53	0	13	2	2	38	0	2	20	11	6	4	4	11	14
Greens	14	14	0	4	5	0	66	2	21	13	1	56	18	4	16	13	31	21	9	3
Liberal Democrats	8	8	3	6	45	2	5	4	9	27	3	7	10	4	9	8	11	9	7	6
Some other party	5	5	2	0	0	1	1	1	2	2	13	0	3	8	5	4	0	5	3	6
Don't know	32	35	21	12	20	32	19	28	22	31	31	30	27	35	24	37	29	32	36	31

Pensions

[Asked only to those who said this was one of the most important issues facing the country; n=86]

Labour	5	6	0	44	0	0	0	0	22	0	0	0	11	1	8	4	0	0	11	5
Conservatives	21	27	94	17	0	4	0	48	20	0	20	0	21	26	24	20	47	12	9	26
Reform UK	13	11	0	0	0	73	0	18	7	0	31	0	2	24	17	11	0	0	12	19
Greens	3	0	0	0	0	0	51	0	8	0	0	37	0	5	0	6	0	0	6	4
Liberal Democrats	5	7	0	0	38	0	0	0	8	30	6	0	8	5	6	4	0	0	5	6
Some other party	10	11	6	21	0	10	0	14	0	0	16	0	3	10	9	12	53	0	8	11
Don't know	41	37	0	19	62	13	49	20	35	70	27	63	54	29	36	45	0	88	48	30

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Socio-economic			Country			Region of England				
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

Israel-Palestine conflict

[Asked only to those who said this was one of the most important issues facing the country; n=178]

Labour	15	18	22	6	16	9	11	18	15	13	15
Conservatives	14	17	13	16	15	8	0	10	28	7	16
Reform UK	6	5	6	9	5	10	18	6	11	0	5
Greens	17	22	5	13	17	17	30	4	15	40	16
Liberal Democrats	4	4	7	1	4	0	0	2	3	4	6
Some other party	5	6	7	4	4	5	15	8	5	3	2
Don't know	39	29	41	52	39	52	27	53	23	33	40

NHS and health

[Asked only to those who said this was one of the most important issues facing the country; n=917]

Labour	21	28	18	17	21	25	21	22	14	31	20
Conservatives	12	12	12	15	13	5	9	13	17	4	13
Reform UK	8	5	11	10	8	14	4	10	7	6	9
Greens	14	15	13	9	15	16	12	15	16	19	12
Liberal Democrats	8	11	8	4	8	3	13	7	8	9	9
Some other party	5	3	6	6	4	3	9	4	3	5	4
Don't know	32	25	31	38	32	35	32	31	35	26	34

Pensions

[Asked only to those who said this was one of the most important issues facing the country; n=86]

Labour	5	4	3	6	5	0	16	11	0	0	4
Conservatives	21	24	34	16	23	15	13	9	25	0	38
Reform UK	13	5	7	18	13	10	18	20	14	21	6
Greens	3	0	5	4	4	0	0	13	0	0	0
Liberal Democrats	5	6	3	5	6	0	0	8	3	0	7
Some other party	10	21	0	12	11	22	0	5	11	15	14
Don't know	41	40	48	39	39	53	53	34	47	64	31

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Say CoL a Total	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		top issue	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+
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rights of majority and minority groups

[Asked only to those who said this was one of the most important issues facing the country; n=53]

Labour	1	0	0	14	0	0	0	0	0	0	0	9	3	0	3	0	0	0	0	6
Conservatives	5	5	43	0	0	6	0	8	0	0	0	0	10	5	5	5	0	5	11	8
Reform UK	26	35	26	0	0	94	0	64	12	0	84	0	13	57	37	19	0	20	32	68
Greens	46	42	0	55	66	0	100	0	68	60	16	91	59	18	34	55	67	64	19	0
Liberal Democrats	4	5	31	0	16	0	0	14	0	18	0	0	4	9	6	3	0	4	0	13
Some other party	4	0	0	0	0	0	0	15	0	0	0	0	7	4	7	2	0	0	22	6
Don't know	13	13	0	31	18	0	0	0	20	22	0	0	4	7	9	16	33	8	16	0

Tax

[Asked only to those who said this was one of the most important issues facing the country; n=217]

Labour	7	10	0	72	10	0	0	0	19	8	0	0	12	3	8	6	9	10	4	2
Conservatives	22	16	74	0	29	15	4	59	17	0	11	0	30	26	23	21	12	16	22	48
Reform UK	27	22	5	0	0	79	0	24	12	24	78	0	15	45	34	15	11	27	37	28
Greens	10	12	0	0	16	0	83	0	22	21	0	100	13	4	10	12	21	10	12	0
Liberal Democrats	1	1	0	0	12	0	4	0	0	23	0	0	7	0	1	1	0	2	2	0
Some other party	8	9	5	0	0	0	0	3	6	8	7	0	4	8	10	5	9	11	4	2
Don't know	24	30	15	28	34	6	10	14	25	15	4	0	20	14	15	40	37	23	21	20

Poverty and inequality

[Asked only to those who said this was one of the most important issues facing the country; n=326]

Labour	14	11	11	72	12	0	3	0	24	10	0	11	18	18	16	12	4	10	24	25
Conservatives	1	2	30	0	0	0	0	8	2	0	0	0	0	4	1	2	0	1	3	2
Reform UK	5	4	0	0	0	65	0	26	1	0	65	0	0	14	6	4	0	4	6	15
Greens	45	50	27	11	23	0	86	22	52	42	0	70	51	16	48	43	77	50	30	15
Liberal Democrats	5	3	0	4	40	0	2	0	3	25	0	3	5	7	5	4	4	3	8	4
Some other party	5	4	13	0	0	7	2	12	2	0	0	0	5	12	6	5	0	5	7	10
Don't know	24	26	19	14	25	28	8	31	15	23	35	17	20	29	18	30	15	27	23	30

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Socio-economic			Country			Region of England				
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

Rights of majority and minority groups

[Asked only to those who said this was one of the most important issues facing the country; n=53]

Labour	1	3	0	0	1	0	0	4	0	0	0
Conservatives	5	0	13	13	4	100	0	8	0	0	5
Reform UK	26	36	30	24	26	0	31	25	41	17	21
Greens	46	46	19	42	45	0	59	40	59	44	42
Liberal Democrats	4	0	14	9	5	0	0	0	0	0	15
Some other party	4	3	25	0	3	0	10	10	0	0	0
Don't know	13	12	0	13	15	0	0	13	0	39	16

Tax

[Asked only to those who said this was one of the most important issues facing the country; n=217]

Labour	7	14	4	4	8	0	6	8	9	11	6
Conservatives	22	26	27	14	24	0	18	21	14	21	32
Reform UK	27	21	33	32	26	36	27	19	32	26	27
Greens	10	8	11	10	12	7	3	11	13	19	8
Liberal Democrats	1	2	2	0	1	0	4	1	0	0	2
Some other party	8	11	6	7	6	7	19	9	2	10	6
Don't know	24	18	18	33	23	50	23	30	29	12	19

Poverty and inequality

[Asked only to those who said this was one of the most important issues facing the country; n=326]

Labour	14	18	15	13	15	9	10	10	17	24	14
Conservatives	1	3	0	1	1	0	0	1	0	4	1
Reform UK	5	1	1	11	5	8	6	5	6	4	4
Greens	45	46	53	33	46	52	37	42	49	50	46
Liberal Democrats	5	3	3	7	5	0	5	5	3	3	7
Some other party	5	5	2	10	4	10	11	5	9	0	3
Don't know	24	24	26	25	24	21	32	32	16	15	26

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Say CoL a top issue	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+	
Weighted Sample	2134	1138	267	255	181	387	323	384	548	196	230	124	749	762	1033	1101	224	881	527	502
Unweighted Sample	2134	1132	262	269	188	399	311	360	561	197	246	123	833	757	956	1178	164	855	557	558
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your finances, which of the following best reflects your position?

I cannot afford my essential costs, and often have to go without things like food and heating	4	5	1	4	2	5	3	1	3	3	4	3	3	3	4	4	4	4	5	2
I can only just afford my essential costs and often struggle to make ends meet	18	22	12	15	16	19	21	12	18	14	18	20	17	19	17	20	12	23	19	13
TOTAL STRUGGLING	22	27	13	19	18	24	24	13	21	17	22	23	20	22	21	24	16	27	24	15
I can normally comfortably cover the essentials, but I do not often have money for luxuries	41	43	41	41	41	43	44	42	44	38	46	45	40	43	40	43	45	42	37	43
I am relatively comfortable financially	30	26	40	32	35	29	27	37	29	39	29	26	34	29	33	27	26	24	34	37
I am very comfortable financially	4	2	6	5	5	3	2	5	4	5	2	4	4	4	4	4	6	2	4	5
TOTAL COMFORTABLE FINANCIALLY	34	28	46	37	40	32	29	42	33	44	31	30	38	33	37	31	32	26	38	42
Don't know	3	2	1	2	1	1	2	3	3	1	2	1	2	2	3	3	8	4	2	1

*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.

YouGov Survey Results

Sample Size: 2134 GB Adults
Fieldwork: 18th - 19th March 2026

	Socio-economic				Country			Region of England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2134	723	478	638	1846	102	186	506	350	258	732
Unweighted Sample	2134	806	459	551	1806	124	204	512	351	177	766
	%	%	%	%	%	%	%	%	%	%	%

Thinking about your finances, which of the following best reflects your position?

I cannot afford my essential costs, and often have to go without things like food and heating	4	1	3	4	4	2	4	3	4	6	3
I can only just afford my essential costs and often struggle to make ends meet	18	14	18	21	18	26	19	17	18	21	17
TOTAL STRUGGLING	22	15	21	25	22	28	23	20	22	27	20
I can normally comfortably cover the essentials, but I do not often have money for luxuries	41	39	39	47	42	39	33	43	45	40	42
I am relatively comfortable financially	30	38	33	24	30	24	33	31	29	28	31
I am very comfortable financially	4	5	4	2	4	2	6	3	2	3	5
TOTAL COMFORTABLE FINANCIALLY	34	43	37	26	34	26	39	34	31	31	36
Don't know	3	2	4	3	3	6	4	2	2	3	3

*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.