

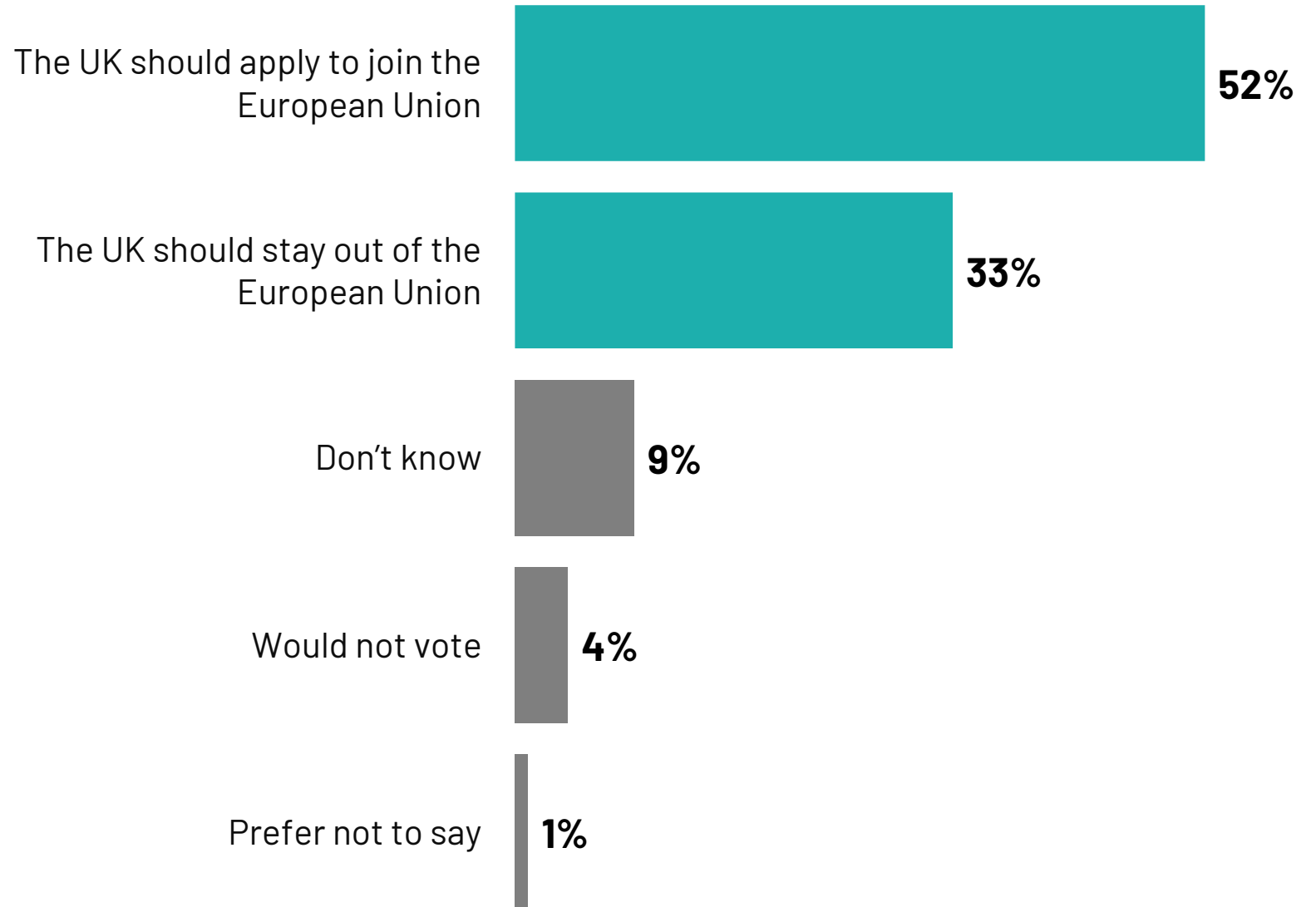
IPSOS POLITICAL MONITOR

May 2026



Should the UK rejoin the European Union

If a new referendum was held on whether the UK should apply to join the European Union or to stay out of the European Union, how would you vote?

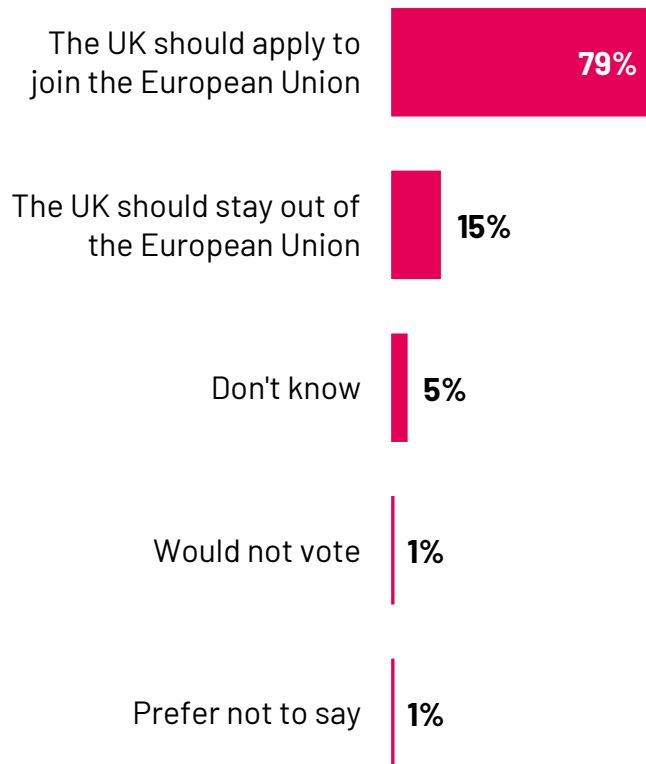


Base: 1,137 British adults 18+, 14-20 May 2026

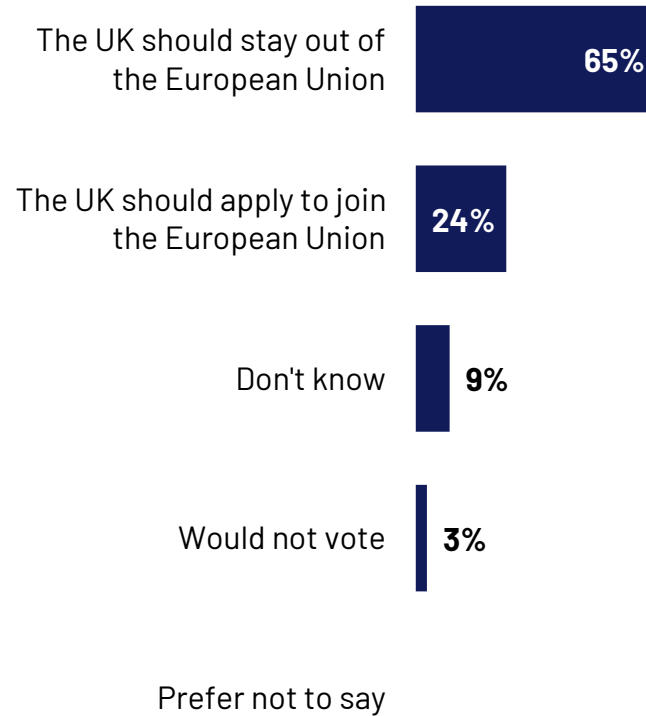
Should the UK rejoin the European Union: *By GE2024 Vote*

If a new referendum was held on whether the UK should apply to join the European Union or to stay out of the European Union, how would you vote?

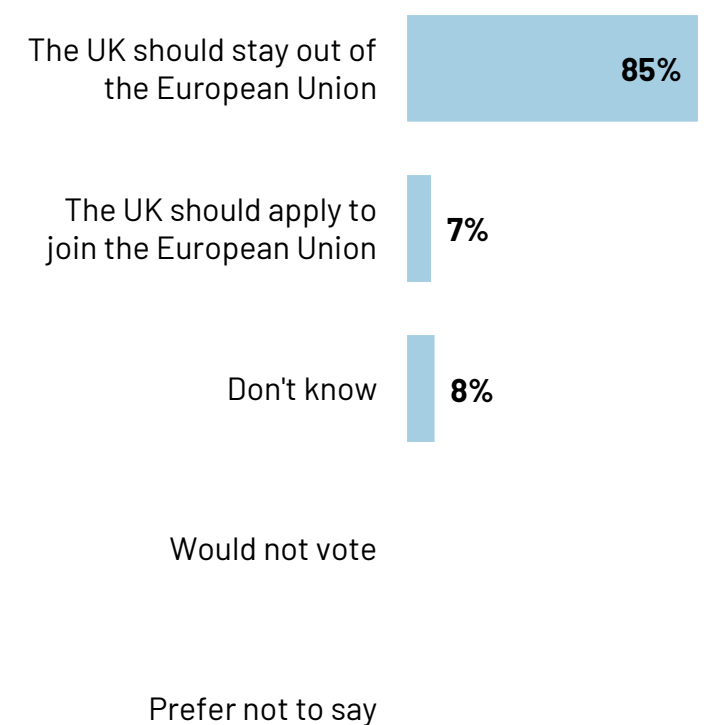
Among 2024 Labour voters



Among 2024 Conservative voters



Among 2024 Reform UK voters

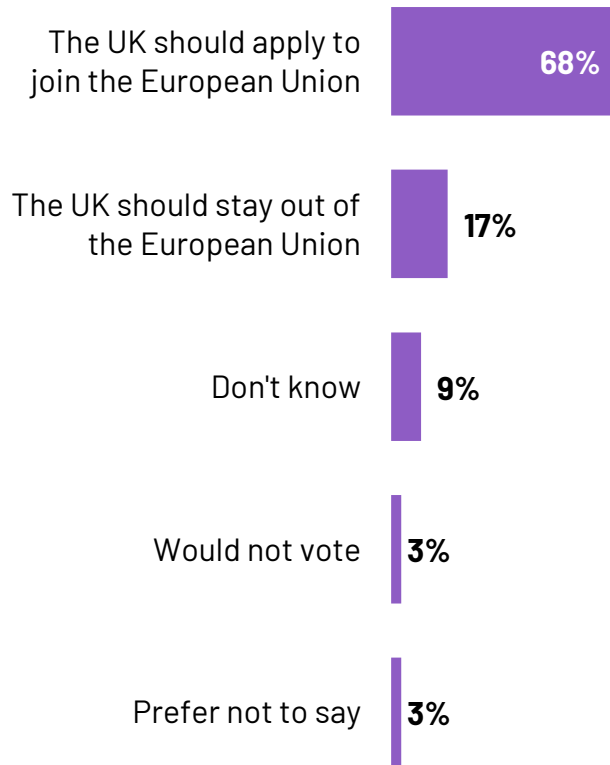


Base: 1,137 British adults 18+, including (303) 2024 Labour voters, (189) 2024 Conservative voters, and (115) 2024 Reform UK voters 14-20 May 2026

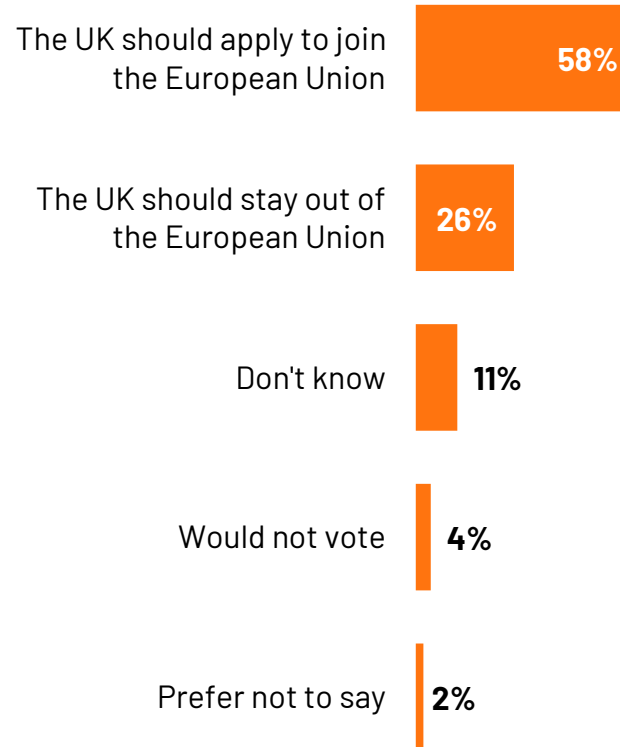
Should the UK rejoin the European Union: *By age*

If a new referendum was held on whether the UK should apply to join the European Union or to stay out of the European Union, how would you vote?

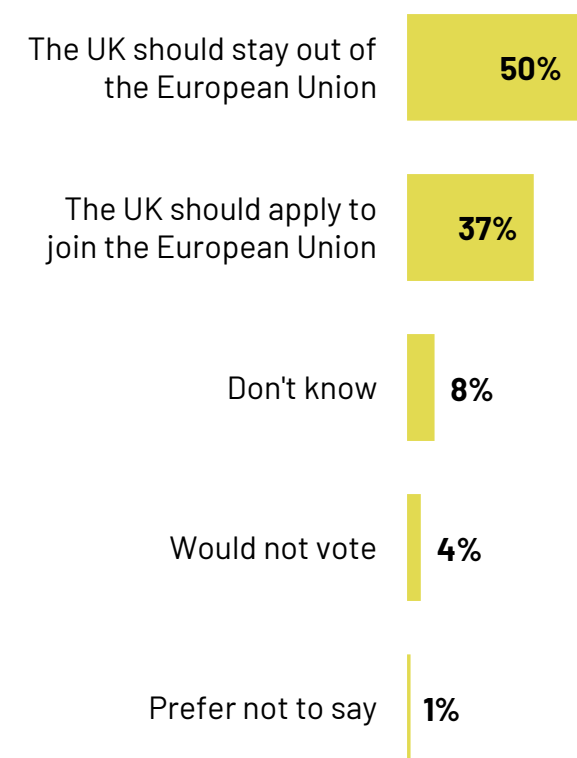
Among 18-34s



Among 35-54s



Among 55+



Base: 1,137 British adults 18+, including (301) 18-34s, (377) 35-54s, and (459) 55+, 14-20 May 2026

Should the UK rejoin the European Union: *By current party support*

If a new referendum was held on whether the UK should apply to join the European Union or to stay out of the European Union, how would you vote?

	Among all	Labour supporters	Conservative supporters	Lib Dem supporters	Green party supporters	Reform UK supporters
The UK should apply to join the European Union	52%	84%	36%	80%	86%	17%
The UK should stay out of the European Union	33%	11%	56%	17%	10%	71%
Don't know	9%	4%	8%	3%	4%	10%
Would not vote	4%	*	*	0%	*	1%
Prefer not to say	1%	*	0%	0%	0%	1%

Base: 1,137 British adults 18+, including (223) Labour supporters, (165) Conservative supporters, (118) Liberal Democrat supporters, (156) Green party supporters, and (233) Reform UK supporters, 14-20 May 2026

Should the UK rejoin the European Union (among likely voters in a referendum)

If a new referendum was held on whether the UK should apply to join the European Union or to stay out of the European Union, how would you vote?

The UK should apply to join the European Union

58%

The UK should stay out of the European Union

37%

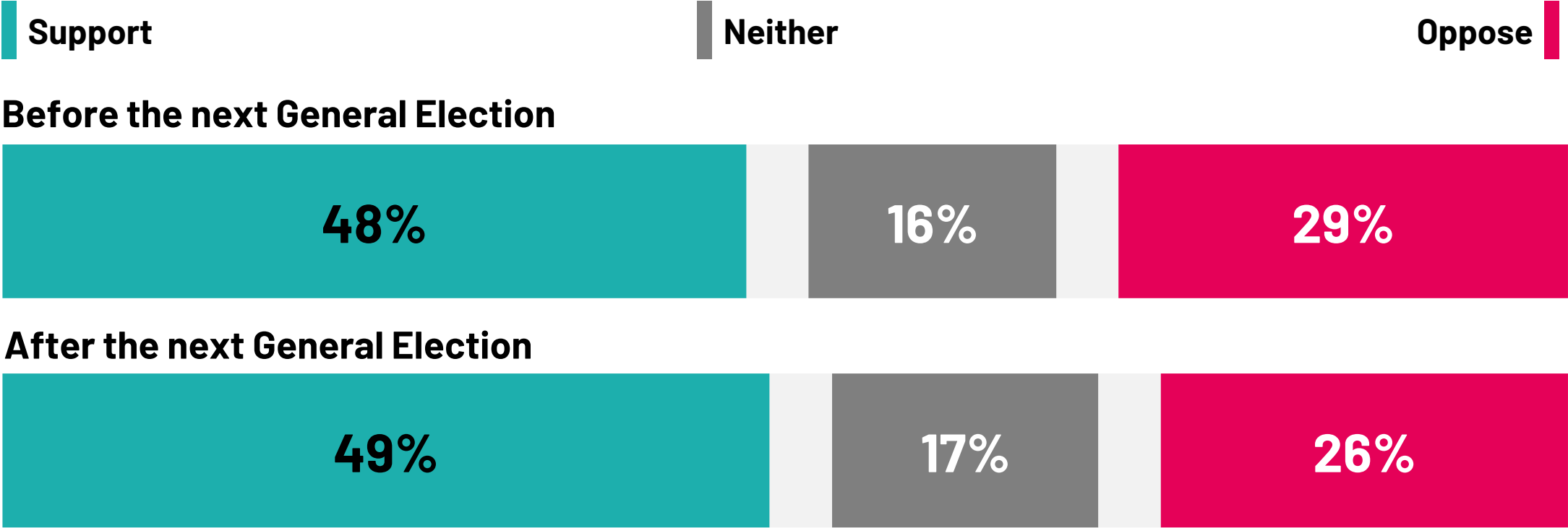
Don't know

4%

Base: 820 British adults 18+, 14-20 May 2026 ; Headline Voting Intention: all 9/10 certain to vote in a future referendum on whether the UK should apply to join the European Union, 14-20 May 2026

When should a future referendum on membership to the European Union be held?

On balance, would you support or oppose, if either, a referendum on whether or not the UK should join the European Union



Base: 1,137 British adults 18+, 14-20 May 2026

About the Ipsos Knowledge Panel©

Ipsos, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses and many government departments and public bodies.

The KnowledgePanel©, set up in 1999 in the US, 2020 in the UK, and since across Europe, is an online random probability panel.

In the UK, panellists aged 16+ are recruited via a postal push-to-web methodology. Invitations are sent to randomly selected addresses in the UK. Those who are digitally excluded are provided with a tablet and restricted internet access, free of cost. Our recruitment approach means all UK households in private residential settings have a known and non-zero chance of being invited to join the panel.

A high-quality random selection process is followed for all survey sampling. Panel members are randomly selected to take part in surveys. Data collection usually takes place over a week, online. Being a probability sample, quotas are not applied. Instead, the selected sample is stratified to ensure it is balanced on key characteristics. All those invited are allowed to take part in the survey.

METHODOLOGY

We interviewed a representative random sample of 1,137 British adults aged 18+ via the Ipsos UK KnowledgePanel©. Data was collected online between 14–20 May 2026. A sample of 2,305 adults aged 18+ were invited to take part in the survey. The sample was stratified by nation, age, qualifications and vote at the 2024 general election (as collected immediately after the election).

The achieved sample was weighted in two stages:

- Design weights were applied to correct for the unequal probabilities of a person being selected for a survey.
- Calibration weights were applied to correct for differential non-response. Data was weighted to the adult population profile on age and gender, region, ethnicity, qualifications, work status and sector (public sector/other), social grade (office coded), number of cars in household, constituency type and newspaper readership (print and digital). Population targets were obtained from the 2021/22 Census, ONS population estimates and other large probability surveys.

A two-part voting intention question is used with prompting on main parties (Conservative, Labour, Reform UK, Liberal Democrats, SNP in Scotland and Plaid Cymru in Wales) and a follow-up “squeeze” question of those who are undecided or refuse the first question. A turnout filter is used based on two questions: current stated likelihood to vote (at least 9 out of 10 certain to vote) and previous voting behaviour (if they say they “always” or “usually” vote in general elections or that “it depends”).

Note that this is a new methodology implemented since June 2025. It involves a new form of data collection (online random probability panel instead of quota telephone survey), an updated voting intention (which involves prompting for Reform UK), and an updated weighting scheme. This is based on our learnings during and since the 2024 General Election. This means that comparisons with previous waves need to be made with caution. In particular, at this stage we are not making direct comparisons with previous satisfaction ratings for opposition party leaders. As always, we continually review our methods, and may make further changes to our methodology in the future.

Ipsos

May 2026
Political Monitor

For more information

Gideon Skinner

Research Director
gideon.skinner@ipsos.com

Alex Bogdan

Research Director
alex.bogdan@ipsos.com

Keiran Pedley

Research Director
keiran.pedley@ipsos.com

Ben Roff

Senior Research Executive
ben.roff@ipsos.com