

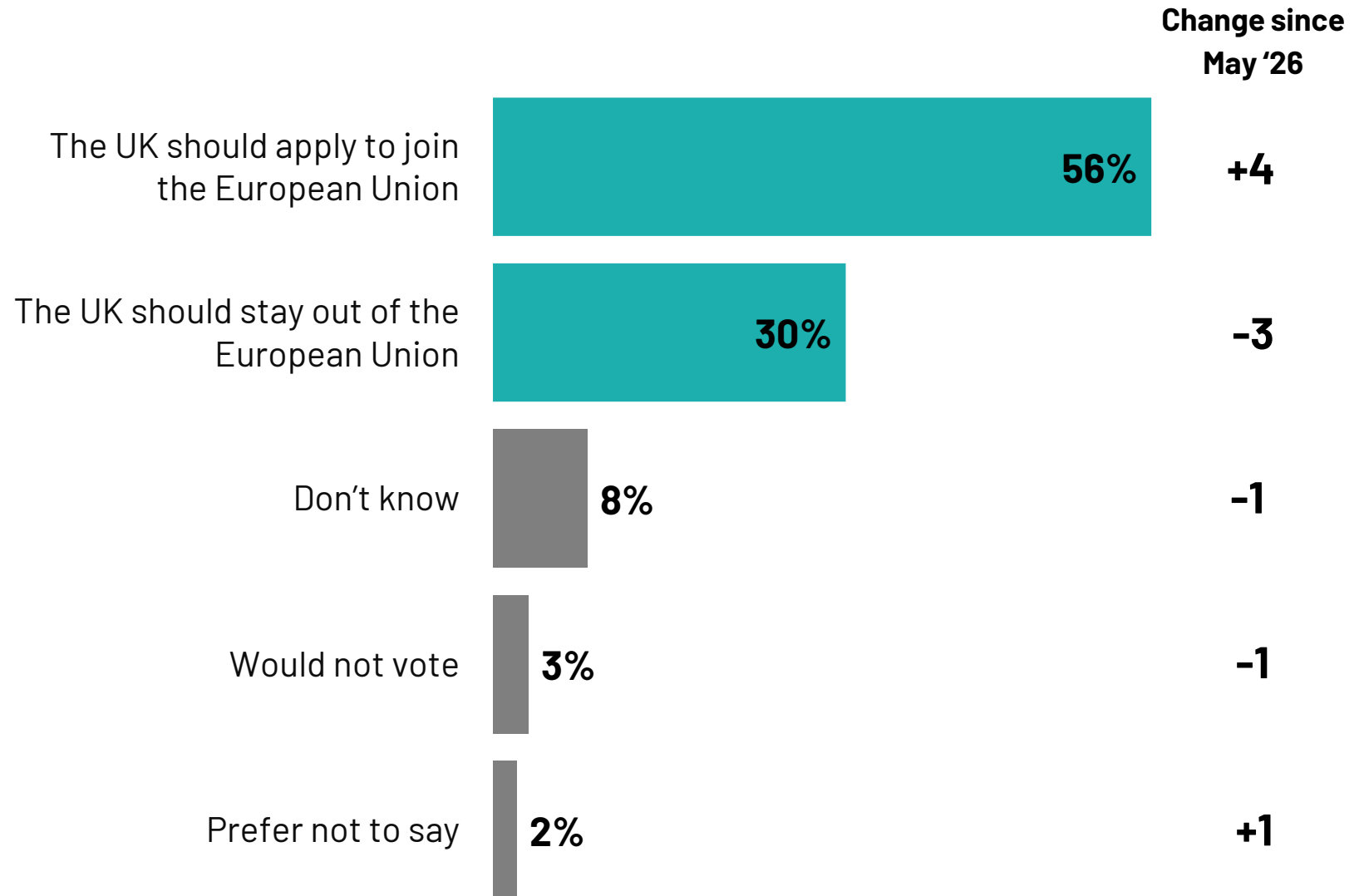
IPSOS POLITICAL MONITOR

October 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?

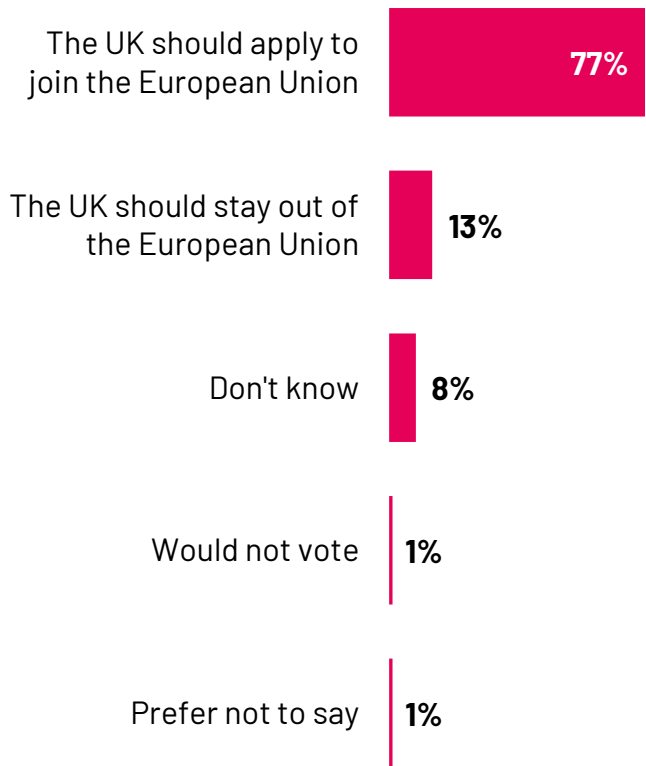


Base: 1,109 British adults 18+, 15-22 October 2026

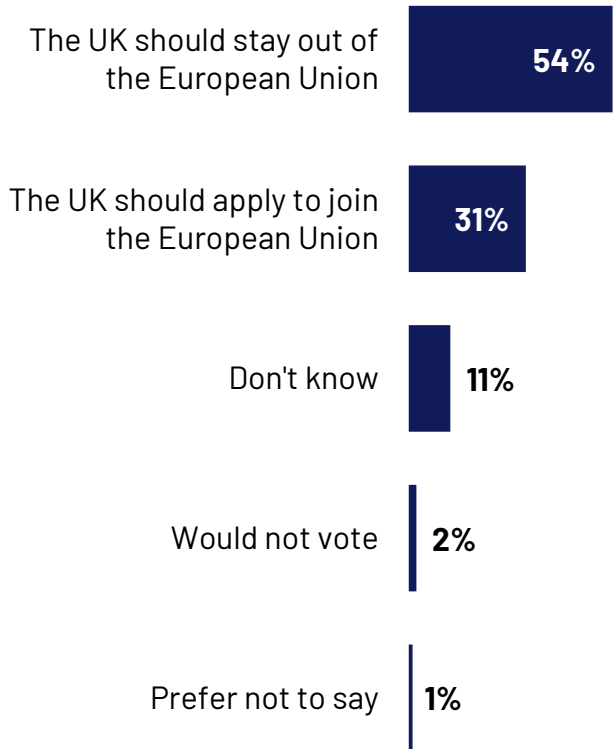
Should the UK rejoin the European Union: *By GE2024 Vote*

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?

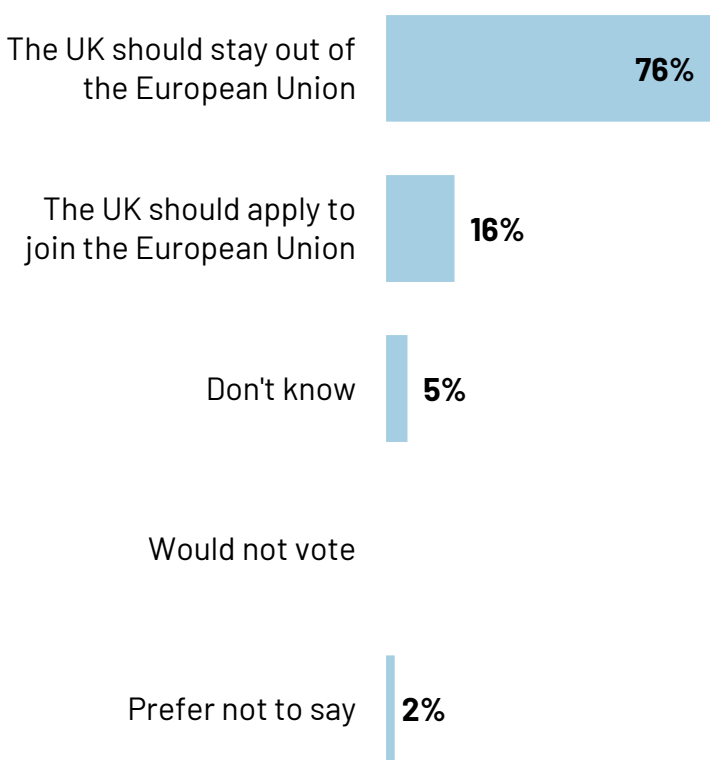
Among 2024 Labour voters



Among 2024 Conservative voters



Among 2024 Reform UK voters



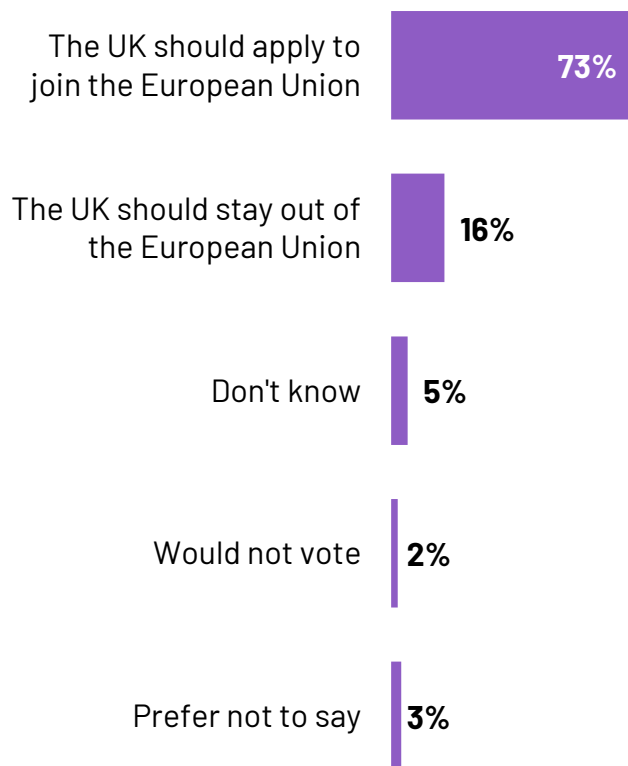
Base: 1,109 British adults 18+, including (245) 2024 Labour voters, (177) 2024 Conservative voters, and (112) 2024 Reform UK voters 15-22 October 2026



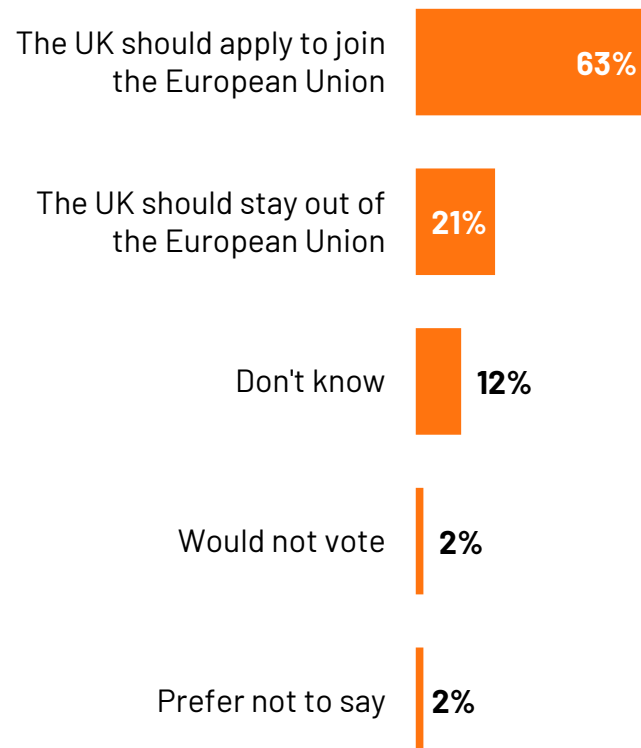
Should the UK rejoin the European Union: *By age*

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?

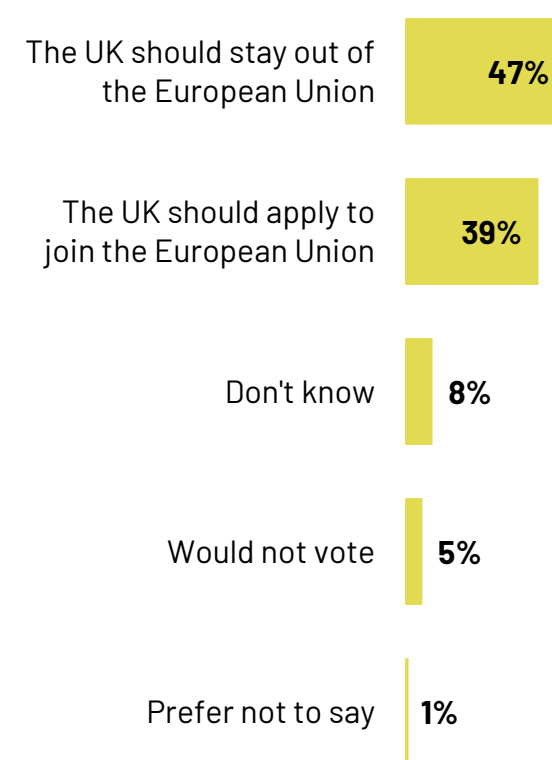
Among 18-34s



Among 35-54s



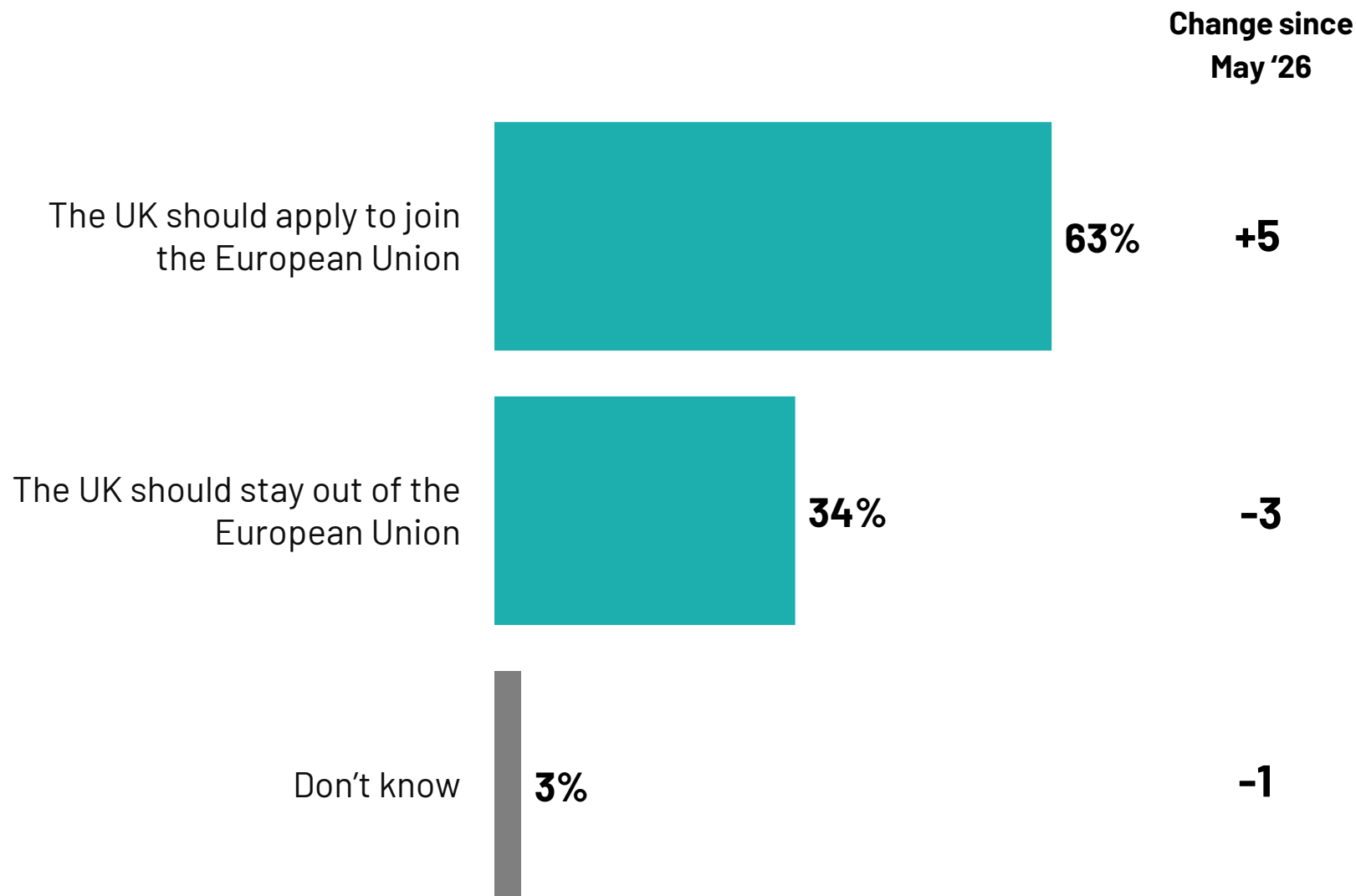
Among 55+



Base: 1,109 British adults 18+, including (286) 18-34s, (371) 35-54s, and (452) 55+, 15-22 October 2026

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

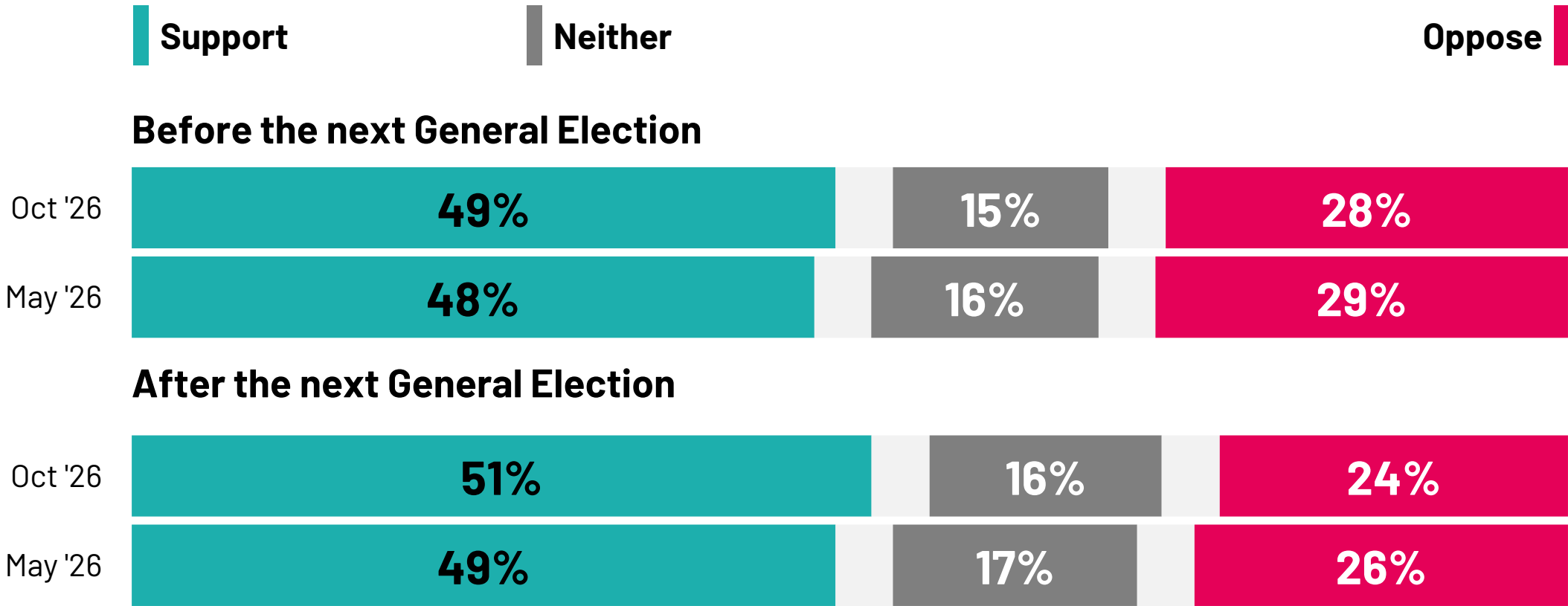
If a new referendum was held on whether the UK should apply to join the European Union or to stay out of the European Union, how would you vote?



Base: 764 British adults 18+, 15-22 October 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 and always / usually / depends voters in General Elections

Support for a referendum on the European Union membership

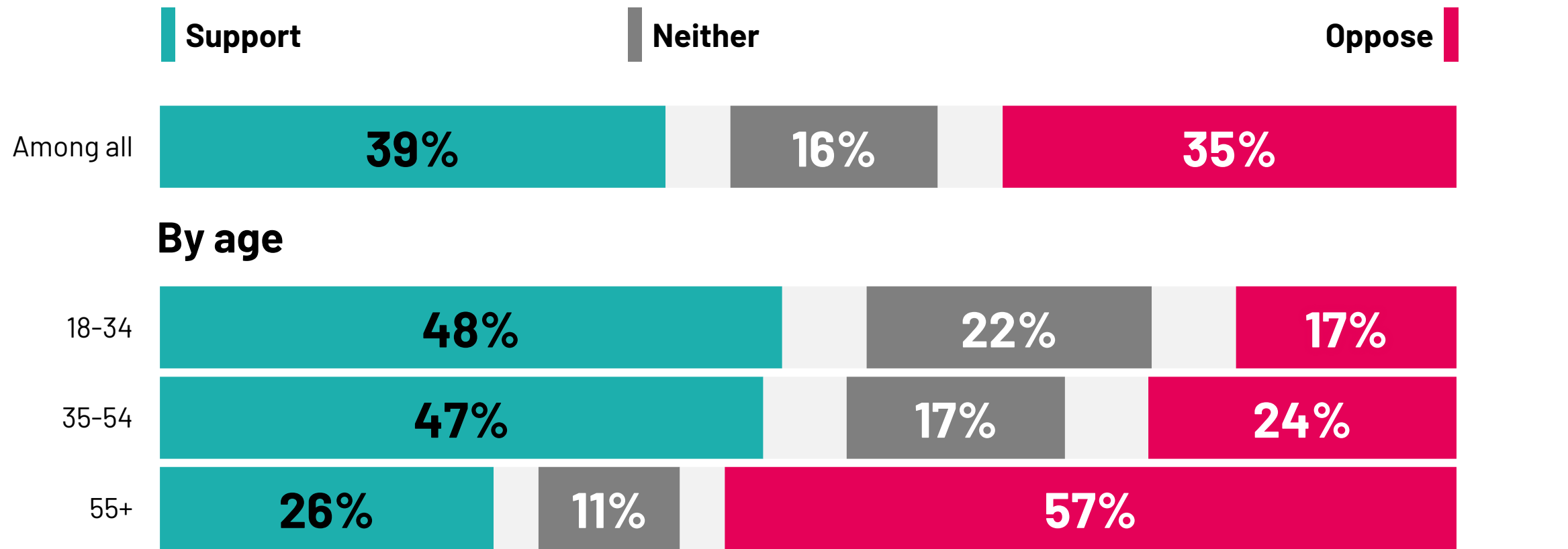
On balance, would you support or oppose, if either, a referendum on whether or not the UK should join the European Union



Base: 1,109 British adults 18+, 15-22 October 2026

Support for joining the EU if it is a Labour party manifesto commitment

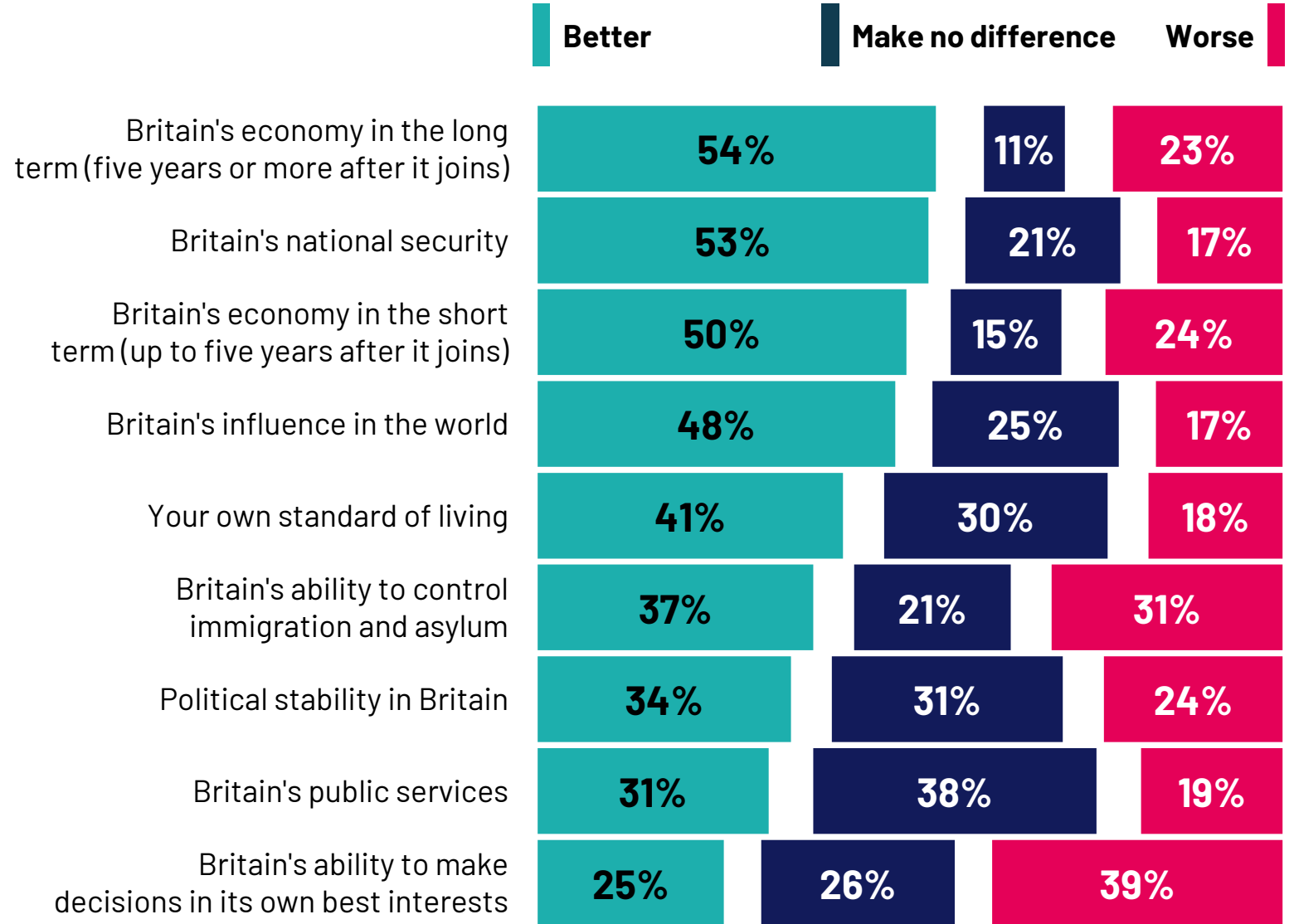
Would you support or oppose the United Kingdom joining the European Union without a referendum if the Labour Party won a General Election with a manifesto commitment to doing so?



Base: 1,109 British adults 18+, 15-22 October 2026

Impact of rejoining the EU on British society

If Britain voted to join the European Union, to what extent do you think it would be better or worse for each of the following, or would it make no difference?



Base: 1,109 British adults 18+, 15-22 October 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 1,109 British adults aged 18+ via the Ipsos UK KnowledgePanel©. Data was collected online between 15-22 October 2026. A sample of 2,316 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). If a respondent indicates they will vote for 'another party' they see a second screen where they are prompted with the Greens, Restore Britain or another party that they write in. A follow-up 'squeeze' question is asked of those who are undecided or refuse the first question. Here all parties mentioned above are prompted on the same screen. 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.



October 2026 Political Monitor

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