

YouGov / Ahmadiyya Muslim Association Survey Results

Sample Size: 2325 GB Adults
Fieldwork: 19th - 20th July 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	2325	419	598	214	251	136	791	837	1123	1202	244	958	574	545
Unweighted Sample	2325	358	648	230	265	134	926	768	1013	1312	199	812	690	624
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think Britain is more or less divided now than it was five years ago, or has there been no change?

Much more divided	51	52	52	47	68	51	49	58	54	49	48	47	58	54
A little more divided	26	24	30	31	17	28	30	22	26	27	34	28	23	25
TOTAL MORE DIVIDED	77	76	82	78	85	79	79	80	80	76	82	75	81	79
No change - it was divided then and still is	12	16	10	14	8	14	12	12	11	12	5	13	12	13
No change - it wasn't divided then and still isn't	2	2	2	2	1	2	2	1	3	2	3	2	1	3
A little less divided	2	2	2	1	1	1	1	1	2	1	2	2	1	1
Much less divided	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL LESS DIVIDED	2	2	2	1	1	1	1	1	2	1	2	2	1	1
Don't know	7	5	5	4	4	4	5	6	5	9	8	9	5	5

If people had more opportunities to meet and have conversations with Muslims from different backgrounds, do you think this would make public perceptions of Islam more positive or more negative?

Much more positive	19	8	29	27	1	34	29	8	18	19	31	20	18	13
A little more positive	32	31	36	36	15	33	38	25	29	34	39	31	31	30
TOTAL MORE POSITIVE	51	39	65	63	16	67	67	33	47	53	70	51	49	43
It would make no difference either way	26	42	19	19	39	15	21	38	27	25	11	24	27	37
A little more negative	3	3	2	2	5	2	1	4	4	2	3	2	3	2
Much more negative	7	7	3	4	22	4	3	11	9	4	3	7	7	8
TOTAL MORE NEGATIVE	10	10	5	6	27	6	4	15	13	6	6	9	10	10
Don't know	14	9	12	12	17	11	9	14	12	16	13	16	14	11

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	Socio-economic classification (NS-SEC)			Country			Region in England				Religion					
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	No Religion	Church of England	Roman Catholic	Other Christian religion	Other religion
Weighted Sample	2325	788	521	695	2011	112	202	551	381	281	797	1331	424	147	150	193
Unweighted Sample	2325	936	510	516	2003	126	196	557	381	237	828	1310	450	158	155	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think Britain is more or less divided now than it was five years ago, or has there been no change?

Much more divided	51	54	51	49	51	57	49	51	54	49	50	52	57	43	47	45
A little more divided	26	27	25	27	26	28	27	28	26	24	26	28	23	33	25	24
TOTAL MORE DIVIDED	77	81	76	76	77	85	76	79	80	73	76	80	80	76	72	69
No change - it was divided then and still is	12	12	13	11	12	8	15	10	10	13	13	11	14	12	11	13
No change - it wasn't divided then and still isn't	2	2	1	3	2	1	0	2	3	4	2	1	2	4	5	3
A little less divided	2	1	1	2	2	0	1	1	1	2	2	1	1	4	5	2
Much less divided	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL LESS DIVIDED	2	1	1	2	2	0	1	1	1	2	2	1	1	4	5	2
Don't know	7	4	9	8	7	6	7	7	7	7	6	6	4	4	7	13

If people had more opportunities to meet and have conversations with Muslims from different backgrounds, do you think this would make public perceptions of Islam more positive or more negative?

Much more positive	19	22	20	13	19	21	18	20	18	23	17	20	12	14	12	34
A little more positive	32	33	29	30	31	32	34	28	30	33	33	34	30	33	28	25
TOTAL MORE POSITIVE	51	55	49	43	50	53	52	48	48	56	50	54	42	47	40	59
It would make no difference either way	26	27	27	28	27	25	24	28	27	20	27	25	31	33	29	20
A little more negative	3	3	2	3	3	1	2	2	2	4	3	3	2	2	2	4
Much more negative	7	5	8	8	7	8	5	6	9	4	7	5	10	7	8	5
TOTAL MORE NEGATIVE	10	8	10	11	10	9	7	8	11	8	10	8	12	9	10	9
Don't know	14	10	14	19	14	13	16	15	13	16	14	13	14	10	20	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How widely, if at all, do you think the positive contributions of British Muslims, such as charitable giving, volunteering, and community service, are known or recognised by wider British society?

Very widely	2	0	2	2	2	2	3	1	2	2	1	3	2	1
Fairly widely	9	7	11	7	7	6	9	7	10	7	11	11	6	5
TOTAL VERY / FAIRLY WIDELY	11	7	13	9	9	8	12	8	12	9	12	14	8	6
Not very widely	29	31	31	37	24	25	35	24	30	29	35	27	29	31
Not at all widely	27	23	31	37	14	47	33	23	25	29	30	25	29	27
TOTAL NOT VERY / NOT AT ALL WIDELY	56	54	62	74	38	72	68	47	55	58	65	52	58	58
Don't know	20	20	17	13	23	15	14	22	16	23	16	20	20	20
Not applicable – I don't think British Muslims make positive contributions	14	18	8	5	29	5	6	23	16	11	6	14	14	15

Which comes closest to your view?

A Muslim can be loyal to Britain while fully practising Islam	43	29	57	63	11	60	58	24	41	44	62	47	40	30
A Muslim can be loyal to Britain while fully practising Islam, but this is difficult	13	19	13	11	10	12	15	15	13	13	8	11	14	17
A Muslim cannot be completely loyal to Britain while fully practising Islam	28	38	16	17	63	13	15	44	34	22	12	26	29	37
None of these	3	2	2	2	6	2	2	4	2	3	2	3	4	1
Don't know	14	12	13	6	11	13	9	13	10	17	16	14	13	14

*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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Weighted Sample Unweighted Sample		Socio-economic classification (NS-SEC)			Country			Region in England				Religion				
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	No Religion	Church of England	Roman Catholic	Other Christian religion	Other religion
	2325	788	521	695	2011	112	202	551	381	281	797	1331	424	147	150	193
	2325	936	510	516	2003	126	196	557	381	237	828	1310	450	158	155	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How widely, if at all, do you think the positive contributions of British Muslims, such as charitable giving, volunteering, and community service, are known or recognised by wider British society?

Very widely	2	1	4	1	2	1	2	3	1	3	1	1	1	3	4	7
Fairly widely	9	8	8	9	9	5	8	9	8	14	8	8	6	13	14	12
TOTAL VERY / FAIRLY WIDELY	11	9	12	10	11	6	10	12	9	17	9	9	7	16	18	19
Not very widely	29	32	28	27	30	27	28	27	29	29	32	31	28	29	26	27
Not at all widely	27	32	25	22	26	31	30	26	26	26	27	29	23	29	21	27
TOTAL NOT VERY / NOT AT ALL WIDELY	56	64	53	49	56	58	58	53	55	55	59	60	51	58	47	54
Don't know	20	14	21	24	20	19	18	22	21	19	18	19	23	17	20	15
Not applicable – I don't think British Muslims make positive contributions	14	11	14	18	13	17	14	14	15	9	13	12	20	9	16	12

Which comes closest to your view?

A Muslim can be loyal to Britain while fully practising Islam	43	49	40	34	43	39	43	43	38	48	43	49	30	37	26	51
A Muslim can be loyal to Britain while fully practising Islam, but this is difficult	13	14	13	13	13	15	12	12	13	14	13	12	16	19	20	7
A Muslim cannot be completely loyal to Britain while fully practising Islam	28	25	31	33	28	26	26	27	33	23	29	24	40	28	36	25
None of these	3	1	4	3	3	4	3	3	2	4	2	3	1	7	1	3
Don't know	14	11	13	17	13	16	16	15	14	11	13	13	13	10	17	14

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