

YouGov / Institute for Government Survey Results

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
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+	
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 is "strongly dislike" and 10 is "strongly like", to what extent do you like or dislike the following parties?
Conservative Party

0 - Strongly dislike	25	1	32	28	16	45	1	35	24	21	37	32	17	24	25	27	27	25	20
1	9	0	15	11	4	17	0	14	13	5	16	10	6	11	7	16	10	9	5
2	10	1	15	14	7	17	2	15	12	6	17	14	6	10	9	9	13	8	6
3	8	1	17	10	8	6	1	11	8	10	12	11	6	9	8	11	9	6	8
TOTAL DISLIKE (0-3)	52	3	79	63	35	85	4	75	57	42	82	67	35	54	49	63	59	48	39
4	7	2	6	6	11	6	7	6	8	8	5	6	7	6	7	8	7	7	7
5	10	6	8	13	14	5	9	9	12	14	5	10	10	9	11	8	8	14	10
6	7	9	5	8	11	1	12	4	6	12	3	4	10	8	6	6	6	8	7
7	7	21	1	4	16	2	20	1	7	14	1	4	13	8	7	5	7	7	9
8	6	25	0	3	8	0	21	1	4	8	2	4	11	5	7	1	4	7	11
9	3	12	1	1	3	0	9	0	2	2	1	1	5	3	2	1	1	3	6
10 - Strongly like	4	21	0	1	1	0	14	1	1	1	0	3	6	4	4	1	2	3	9
TOTAL LIKE (7-10)	20	79	2	9	28	2	64	3	14	25	4	12	35	20	20	8	14	20	35
Don't know	5	0	0	1	0	1	2	2	3	1	2	2	2	3	7	8	6	3	2
NET LIKEABILITY	-32	76	-77	-54	-7	-83	60	-72	-43	-17	-78	-55	0	-34	-29	-55	-45	-28	-4

Labour Party

0 - Strongly dislike	30	46	0	11	68	9	53	6	13	68	12	15	51	31	28	10	22	34	47
1	5	9	1	4	8	6	7	1	4	10	7	3	7	6	5	3	6	4	7
2	6	13	0	5	8	8	12	3	5	7	9	6	7	6	7	4	6	8	6
3	7	9	2	6	6	10	8	5	7	5	11	5	7	8	6	10	7	5	6
TOTAL DISLIKE (0-3)	48	77	3	26	90	33	80	15	29	90	39	29	72	51	46	27	41	51	66
4	5	7	1	11	2	10	3	4	11	2	8	5	3	5	5	9	6	4	2
5	11	7	6	16	2	20	7	11	15	3	20	13	7	9	12	16	11	10	9
6	9	4	13	16	3	14	5	14	17	1	9	13	5	9	9	11	11	8	5
7	10	3	24	17	1	16	2	21	13	2	13	15	5	10	9	15	12	8	5
8	7	0	25	6	1	4	1	18	6	0	6	12	3	7	7	8	7	8	4
9	3	0	12	5	1	1	0	7	3	1	3	6	1	3	3	5	2	4	4
10 - Strongly like	3	1	15	3	0	0	0	9	4	0	1	6	2	4	3	2	3	4	4
TOTAL LIKE (7-10)	23	4	76	31	3	21	3	55	26	3	23	39	11	24	22	30	24	24	17
Don't know	5	0	0	0	0	1	2	1	2	1	1	3	2	3	6	7	6	3	2
NET LIKEABILITY	-25	-73	73	5	-87	-12	-77	40	-3	-87	-16	10	-61	-27	-24	3	-17	-27	-49

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Fieldwork: 28th - 29th September 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717
Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 is "strongly dislike" and 10 is "strongly like", to what extent do you like or dislike the following parties?

Conservative Party

0 - Strongly dislike	25	23	26	24	23	27	37	25	24	26	21
1	9	10	7	8	9	7	10	10	5	12	9
2	10	11	12	8	10	13	7	12	8	7	10
3	8	10	5	9	8	9	10	6	10	11	7
TOTAL DISLIKE (0-3)	52	54	50	49	50	56	64	53	47	56	47
4	7	6	6	7	7	5	7	7	7	6	7
5	10	11	10	9	10	10	10	9	11	11	10
6	7	7	6	8	7	2	4	8	7	5	8
7	7	8	9	7	8	8	4	6	9	4	10
8	6	6	7	7	7	7	2	5	6	8	7
9	3	3	3	4	3	1	2	3	4	3	2
10 - Strongly like	4	3	5	5	4	7	2	5	4	2	3
TOTAL LIKE (7-10)	20	20	24	23	22	23	10	19	23	17	22
Don't know	5	3	5	5	5	5	6	5	5	2	5
NET LIKEABILITY	-32	-34	-26	-26	-28	-33	-54	-34	-24	-39	-25

Labour Party

0 - Strongly dislike	30	21	34	40	30	26	23	29	37	23	31
1	5	5	5	6	5	3	7	4	3	6	7
2	6	6	8	6	6	5	6	6	5	7	7
3	7	6	5	8	6	8	8	6	6	6	7
TOTAL DISLIKE (0-3)	48	38	52	60	47	42	44	45	51	42	52
4	5	6	4	4	5	4	6	4	5	5	5
5	11	11	13	8	11	12	13	10	10	15	10
6	9	12	7	6	9	10	10	7	10	10	9
7	10	11	10	7	10	9	8	11	10	11	8
8	7	10	5	4	7	8	6	10	4	6	7
9	3	4	2	3	3	7	4	4	3	2	2
10 - Strongly like	3	5	3	2	3	3	3	4	2	6	2
TOTAL LIKE (7-10)	23	30	20	16	23	27	21	29	19	25	19
Don't know	5	4	4	5	4	5	6	5	4	3	5
NET LIKEABILITY	-25	-8	-32	-44	-24	-15	-23	-16	-32	-17	-33

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Fieldwork: 28th - 29th September 2026

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493	
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats																				
0 - Strongly dislike	21	24	3	0	49	5	27	5	1	56	10	8	36	24	17	8	19	23	27	
1	5	8	4	0	9	3	10	2	2	7	2	3	8	5	6	3	3	6	10	
2	6	9	4	1	9	8	9	6	4	8	8	6	8	7	6	2	7	7	8	
3	10	14	12	0	11	8	13	11	4	10	11	9	11	11	9	12	10	9	10	
TOTAL DISLIKE (0-3)	42	55	23	1	78	24	59	24	11	81	31	26	63	47	38	25	39	45	55	
4	8	8	11	4	3	11	7	9	4	2	18	8	7	9	7	13	8	7	6	
5	18	22	27	9	10	30	16	27	16	6	25	22	14	17	20	19	19	19	17	
6	8	6	16	15	2	13	5	14	14	2	7	13	5	7	9	13	8	9	6	
7	7	5	12	24	2	9	5	11	20	3	7	13	4	7	8	8	7	8	7	
8	4	2	6	24	1	5	3	6	17	0	3	8	2	5	4	4	5	5	4	
9	1	0	1	5	0	1	0	1	5	0	0	1	0	0	1	0	1	1	0	
10 - Strongly like	2	0	1	17	0	0	0	1	12	0	2	3	1	2	2	3	2	1	2	
TOTAL LIKE (7-10)	14	7	20	70	3	15	8	19	54	3	12	25	7	14	15	15	15	15	13	
Don't know	8	2	4	0	4	7	4	6	2	5	7	5	5	6	11	15	11	6	4	
NET LIKEABILITY	-28	-48	-3	69	-75	-9	-51	-5	43	-78	-19	-1	-56	-33	-23	-10	-24	-30	-42	
Green Party																				
0 - Strongly dislike	32	50	9	14	74	0	54	12	17	74	4	17	53	39	26	16	25	35	48	
1	6	10	5	3	7	0	7	5	6	6	3	4	7	7	4	5	6	6	5	
2	5	8	7	5	3	0	5	5	7	3	3	4	7	5	5	4	4	5	6	
3	6	11	7	8	3	0	9	6	5	3	3	5	6	6	6	7	6	5	7	
TOTAL DISLIKE (0-3)	49	79	28	30	87	0	75	28	35	86	13	30	73	57	41	32	41	51	66	
4	6	6	7	9	3	1	6	7	6	3	3	7	5	6	5	3	7	5	5	
5	11	8	22	17	3	3	8	17	15	3	6	16	7	10	13	8	11	14	10	
6	8	3	16	14	3	8	4	14	10	2	9	12	3	7	9	8	10	8	4	
7	7	2	12	12	1	17	1	10	12	1	16	11	2	6	8	13	8	6	4	
8	5	1	8	9	0	21	0	9	9	1	15	9	1	4	7	11	6	5	2	
9	3	0	3	3	0	13	0	3	3	0	14	4	1	2	3	6	3	2	1	
10 - Strongly like	5	0	3	3	1	36	1	6	4	1	23	6	2	3	6	11	5	4	2	
TOTAL LIKE (7-10)	20	3	26	27	2	87	2	28	28	3	68	30	6	15	24	41	22	17	9	
Don't know	7	1	3	4	2	0	5	5	4	2	2	5	4	4	9	8	9	5	4	
NET LIKEABILITY	-29	-76	-2	-3	-85	87	-73	0	-7	-83	55	0	-67	-42	-17	9	-19	-34	-57	

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Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717	
	Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
		%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats												
	0 - Strongly dislike	21	14	23	28	21	17	21	23	21	18	20
	1	5	4	5	7	5	5	4	5	5	5	6
	2	6	7	6	7	6	6	7	7	6	6	6
	3	10	8	10	13	10	12	13	9	9	11	10
	TOTAL DISLIKE (0-3)	42	33	44	55	42	40	45	44	41	40	42
	4	8	9	8	6	7	10	12	7	7	8	7
	5	18	21	19	15	18	17	21	20	21	18	16
	6	8	11	8	4	8	9	7	7	7	13	9
	7	7	10	7	5	8	7	3	8	7	9	8
	8	4	8	3	2	5	5	2	3	4	5	6
	9	1	1	1	1	1	0	1	1	2	1	1
	10 - Strongly like	2	1	2	2	2	1	2	1	2	1	2
	TOTAL LIKE (7-10)	14	20	13	10	16	13	8	13	15	16	17
	Don't know	8	6	9	9	8	9	7	9	9	7	9
	NET LIKEABILITY	-28	-13	-31	-45	-26	-27	-37	-31	-26	-24	-25
Green Party												
	0 - Strongly dislike	32	26	37	39	32	29	34	32	33	30	33
	1	6	5	4	8	6	4	4	8	3	3	6
	2	5	5	5	5	5	4	5	5	5	6	5
	3	6	3	8	7	6	12	3	4	8	5	7
	TOTAL DISLIKE (0-3)	49	39	54	59	49	49	46	49	49	44	51
	4	6	8	5	4	5	8	8	3	7	8	5
	5	11	15	10	10	11	10	14	12	11	11	10
	6	8	10	6	7	8	7	7	7	9	10	8
	7	7	8	7	4	7	10	6	9	5	7	6
	8	5	7	5	3	5	2	7	5	5	8	5
	9	3	4	2	1	2	4	4	3	2	3	2
	10 - Strongly like	5	5	5	4	5	3	3	4	4	6	5
	TOTAL LIKE (7-10)	20	24	19	12	19	19	20	21	16	24	18
	Don't know	7	5	7	8	7	9	6	7	8	4	8
	NET LIKEABILITY	-29	-15	-35	-47	-30	-30	-26	-28	-33	-20	-33

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		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493	
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																				
0 - Strongly dislike		48	29	82	73	0	89	21	76	69	3	84	72	23	46	50	62	54	48	34
1		3	4	4	2	0	2	2	4	5	2	2	3	3	3	4	2	4	3	3
2		4	9	4	6	0	2	6	3	4	2	2	4	4	4	4	4	4	4	4
3		3	5	2	6	1	2	3	2	5	3	2	3	3	3	3	4	3	3	3
TOTAL DISLIKE (0-3)		58	47	92	87	1	95	32	85	83	10	90	82	33	56	61	72	65	58	44
4		4	9	1	3	1	2	8	3	1	2	2	3	5	3	5	3	4	3	6
5		6	15	2	5	4	2	12	2	6	9	3	4	10	8	5	4	5	7	9
6		4	9	1	1	3	0	9	1	1	7	0	2	6	4	4	3	4	5	5
7		5	9	1	2	11	0	9	2	3	13	0	3	8	5	4	2	4	6	6
8		6	6	1	1	24	1	13	2	1	16	2	2	10	6	6	4	6	6	8
9		3	4	0	0	13	0	7	1	1	9	1	1	7	3	3	0	2	3	6
10 - Strongly like		8	1	1	0	41	0	9	2	2	34	0	1	17	10	5	1	4	9	15
TOTAL LIKE (7-10)		22	20	3	3	89	1	38	7	7	72	3	7	42	24	18	7	16	24	35
Don't know		5	1	1	1	0	1	3	2	1	1	2	2	3	3	7	10	6	4	3
NET LIKEABILITY		-36	-27	-89	-84	88	-94	6	-78	-76	62	-87	-75	9	-32	-43	-65	-49	-34	-9

On a scale of 0 to 10, where 0 is "strongly dislike" and 10 is "strongly like", to what extent do you like or dislike the following leaders?

Kemi Badenoch

0 - Strongly dislike	21	3	31	24	11	38	1	32	22	15	31	26	14	22	20	24	22	21	16
1	7	1	12	12	3	11	2	11	12	6	9	9	5	9	5	9	8	5	7
2	7	1	13	8	9	9	3	11	6	8	12	10	6	8	7	6	8	8	6
3	6	2	10	10	5	7	2	9	8	3	9	9	4	6	6	8	6	6	5
TOTAL DISLIKE (0-3)	41	7	66	54	28	65	8	63	48	32	61	54	29	45	38	47	44	40	34
4	7	3	8	10	9	4	6	7	11	8	3	7	8	7	6	6	7	7	6
5	11	11	9	9	19	5	15	8	12	15	5	11	13	11	12	7	10	13	14
6	7	8	4	8	9	2	7	5	6	12	4	4	8	8	6	10	6	7	6
7	6	15	2	1	12	2	14	2	4	12	3	3	11	7	5	3	5	7	8
8	6	20	2	4	12	0	17	2	6	10	1	4	12	6	7	3	4	6	12
9	3	12	1	1	5	0	12	1	1	3	1	2	6	3	3	1	2	5	5
10 - Strongly like	4	20	0	1	4	0	15	1	0	3	1	2	7	5	4	1	2	4	9
TOTAL LIKE (7-10)	19	67	5	7	33	2	58	6	11	28	6	11	36	21	19	8	13	22	34
Don't know	14	4	8	12	4	20	6	11	12	5	22	12	7	9	20	22	20	10	5
NET LIKEABILITY	-22	60	-61	-47	5	-63	50	-57	-37	-4	-55	-43	7	-24	-19	-39	-31	-18	0

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Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717	
	Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
		%	%	%	%	%	%	%	%	%	%	%
Reform UK												
	0 - Strongly dislike	48	58	42	39	48	49	55	48	43	58	46
	1	3	4	4	3	3	4	3	3	4	4	3
	2	4	4	5	4	4	2	5	4	5	3	4
	3	3	3	4	2	3	3	3	4	3	3	2
	TOTAL DISLIKE (0-3)	58	69	55	48	58	58	66	59	55	68	55
	4	4	3	5	5	4	2	3	3	3	3	6
	5	6	5	7	7	7	6	6	6	6	8	7
	6	4	3	4	5	4	5	3	3	4	2	6
	7	5	4	8	4	5	6	3	5	6	3	5
	8	6	5	6	9	6	7	6	5	9	5	5
	9	3	2	3	5	3	0	2	3	3	4	4
	10 - Strongly like	8	5	8	11	8	10	5	9	8	5	8
	TOTAL LIKE (7-10)	22	16	25	29	22	23	16	22	26	17	22
	Don't know	5	4	5	5	5	7	5	6	5	2	5
	NET LIKEABILITY	-36	-53	-30	-19	-36	-35	-50	-37	-29	-51	-33

On a scale of 0 to 10, where 0 is "strongly dislike" and 10 is "strongly like", to what extent do you like or dislike the following leaders?

Kemi Badenoch

	0 - Strongly dislike	21	21	20	19	20	21	24	22	18	25	19
	1	7	8	5	6	7	6	10	6	10	8	6
	2	7	9	8	5	7	9	9	9	4	10	7
	3	6	8	6	5	6	5	7	5	6	4	7
	TOTAL DISLIKE (0-3)	41	46	39	35	40	41	50	42	38	47	39
	4	7	6	6	7	7	3	8	7	6	9	6
	5	11	11	12	13	11	13	12	10	10	13	12
	6	7	7	4	8	7	5	7	8	6	4	7
	7	6	6	8	5	6	9	1	6	9	2	7
	8	6	6	7	8	7	6	2	6	7	7	7
	9	3	3	4	3	3	2	2	2	4	4	4
	10 - Strongly like	4	4	4	5	4	6	3	5	4	4	4
	TOTAL LIKE (7-10)	19	19	23	21	20	23	8	19	24	17	22
	Don't know	14	11	16	15	14	15	16	15	16	10	14
	NET LIKEABILITY	-22	-27	-16	-14	-20	-18	-42	-23	-14	-30	-17

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		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493	
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Andy Burnham																				
0 - Strongly dislike	19	22	1	4	52	8	30	5	6	52	9	9	34	21	17	7	14	23	29	
1	5	10	1	1	8	2	8	1	2	9	1	2	8	5	4	2	3	5	8	
2	5	11	0	3	7	6	7	3	7	6	8	3	9	5	6	4	4	5	7	
3	6	11	1	6	8	5	13	3	5	6	5	5	7	7	6	6	6	5	7	
TOTAL DISLIKE (0-3)	35	54	3	14	75	21	58	12	20	73	23	19	58	38	33	19	27	38	51	
4	6	7	3	2	7	11	7	3	6	4	13	5	7	5	6	5	6	5	5	
5	13	18	6	17	6	19	14	11	15	10	16	15	12	12	15	11	15	13	13	
6	9	7	11	16	2	9	5	12	13	3	10	11	5	9	9	15	11	7	4	
7	11	5	19	22	3	14	4	15	21	3	12	14	6	12	10	18	13	9	7	
8	9	3	25	12	2	10	4	20	13	0	12	16	4	10	8	9	9	11	7	
9	4	2	15	4	1	3	1	10	2	1	4	7	1	5	4	8	3	5	4	
10 - Strongly like	5	1	16	7	1	4	1	11	5	2	3	7	3	5	5	4	4	6	4	
TOTAL LIKE (7-10)	29	11	75	45	7	31	10	56	41	6	31	44	14	32	27	39	29	31	22	
Don't know	8	3	2	5	3	7	4	5	5	3	9	6	4	5	11	11	11	6	5	
NET LIKEABILITY	-6	-43	72	31	-68	10	-48	44	21	-67	8	25	-44	-6	-6	20	2	-7	-29	
Ed Davey																				
0 - Strongly dislike	16	19	2	1	40	5	22	4	2	43	4	7	27	19	13	8	12	19	23	
1	4	5	1	1	8	3	5	2	2	9	5	2	6	4	3	3	3	2	6	
2	7	15	8	0	8	5	13	6	4	10	5	5	11	9	6	7	7	7	9	
3	7	7	7	4	7	6	9	6	5	8	10	5	9	7	6	6	6	8	7	
TOTAL DISLIKE (0-3)	34	46	18	6	63	19	49	18	13	70	24	19	53	39	28	24	28	36	45	
4	7	11	9	4	5	12	10	9	7	5	9	8	8	9	7	7	6	8	9	
5	17	22	24	17	11	21	17	24	18	6	17	23	12	17	17	15	17	18	17	
6	7	5	11	14	3	9	5	11	12	2	7	9	5	8	6	11	6	9	5	
7	5	1	10	15	2	4	1	9	13	2	3	9	2	6	4	7	4	5	6	
8	4	2	7	15	1	2	2	6	11	1	3	6	3	4	4	2	3	5	4	
9	1	1	1	6	0	1	1	1	4	1	1	2	0	1	1	2	1	1	1	
10 - Strongly like	1	0	1	9	1	1	0	2	6	1	1	2	1	1	1	1	1	1	2	
TOTAL LIKE (7-10)	11	4	19	45	4	8	4	18	34	5	8	19	6	12	10	12	9	12	13	
Don't know	24	12	19	15	14	32	15	20	16	14	35	22	15	16	32	31	34	17	12	
NET LIKEABILITY	-23	-42	1	39	-59	-11	-45	0	21	-65	-16	0	-47	-27	-18	-12	-19	-24	-32	

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Socio-economic classification (NS-SEC)				Country			Region in England			
		Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717	
	Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
		%	%	%	%	%	%	%	%	%	%	%
Andy Burnham												
	0 - Strongly dislike	19	12	21	28	20	11	14	20	22	15	21
	1	5	3	5	6	5	4	5	6	5	4	4
	2	5	6	5	4	5	7	4	3	5	7	6
	3	6	4	6	8	6	7	7	4	7	6	7
	TOTAL DISLIKE (0-3)	35	25	37	46	36	29	30	33	39	32	38
	4	6	6	6	6	6	2	6	5	5	8	5
	5	13	14	15	12	13	15	18	11	13	13	14
	6	9	10	7	8	8	11	11	6	8	10	10
	7	11	13	9	8	11	11	9	12	9	16	10
	8	9	13	9	5	9	12	11	11	8	7	8
	9	4	6	3	3	4	5	2	7	4	4	3
	10 - Strongly like	5	5	6	3	5	5	3	7	4	5	4
	TOTAL LIKE (7-10)	29	37	27	19	29	33	25	37	25	32	25
	Don't know	8	6	8	9	8	9	9	7	10	6	9
	NET LIKEABILITY	-6	12	-10	-27	-7	4	-5	4	-14	0	-13
Ed Davey												
	0 - Strongly dislike	16	10	18	23	16	13	13	20	14	12	17
	1	4	2	4	5	4	2	5	4	3	4	4
	2	7	7	6	8	8	7	6	7	8	9	7
	3	7	6	7	7	7	8	7	6	9	8	6
	TOTAL DISLIKE (0-3)	34	25	35	43	35	30	31	37	34	33	34
	4	7	9	6	7	7	11	9	7	8	7	7
	5	17	21	17	13	16	17	20	17	17	17	16
	6	7	8	7	6	7	5	4	6	8	10	7
	7	5	8	3	2	5	7	3	5	4	6	5
	8	4	5	3	3	4	3	3	2	4	3	5
	9	1	1	1	1	1	2	0	2	2	1	1
	10 - Strongly like	1	1	2	1	1	0	2	1	0	2	2
	TOTAL LIKE (7-10)	11	15	9	7	11	12	8	10	10	12	13
	Don't know	24	21	25	25	24	25	28	23	25	22	25
	NET LIKEABILITY	-23	-10	-26	-36	-24	-18	-23	-27	-24	-21	-21

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493	
	Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Zack Polanski																				
0 - Strongly dislike		33	58	11	17	72	2	59	16	22	71	7	21	54	40	27	17	25	37	52
1		5	8	5	4	5	2	4	4	5	7	6	3	7	7	3	6	6	4	5
2		4	4	6	6	4	0	4	6	7	1	4	4	6	5	4	2	4	4	5
3		6	5	11	10	3	1	6	8	6	3	1	6	5	6	5	8	4	7	5
TOTAL DISLIKE (0-3)		48	75	33	37	84	5	73	34	40	82	18	34	72	58	39	33	39	52	67
4		4	4	9	5	2	2	4	6	6	1	4	6	3	4	5	2	4	5	5
5		10	8	19	17	3	9	5	15	13	2	8	14	5	9	10	8	12	9	8
6		5	1	9	8	2	7	1	8	7	1	8	7	2	5	4	8	5	6	2
7		4	1	8	7	1	15	1	8	6	1	12	6	2	4	4	8	5	4	1
8		4	1	5	2	0	17	0	6	3	1	13	6	1	3	4	8	5	3	1
9		2	0	2	1	0	9	0	2	1	0	6	2	0	1	2	5	1	1	1
10 - Strongly like		3	0	1	3	1	22	0	4	2	0	15	4	1	2	3	7	3	2	1
TOTAL LIKE (7-10)		13	2	16	13	2	63	1	20	12	2	46	18	4	10	13	28	14	10	4
Don't know		21	12	14	21	8	14	14	16	23	10	17	20	14	13	27	20	26	18	14
NET LIKEABILITY		-35	-73	-17	-24	-82	58	-72	-14	-28	-80	28	-16	-68	-48	-26	-5	-25	-42	-63
Nigel Farage																				
0 - Strongly dislike		49	31	80	72	1	89	24	75	67	4	78	73	23	47	51	61	54	47	36
1		5	5	6	4	1	4	2	6	6	3	4	5	5	5	4	6	5	4	5
2		5	8	3	4	1	1	7	3	4	2	5	3	6	4	5	4	5	7	3
3		4	8	2	4	2	1	6	2	5	5	2	4	4	3	4	3	3	3	5
TOTAL DISLIKE (0-3)		63	52	91	84	5	95	39	86	82	14	89	85	38	59	64	74	67	61	49
4		4	10	2	4	2	1	8	2	3	4	2	3	6	4	5	4	4	4	5
5		7	14	2	4	7	0	12	3	3	10	1	4	9	7	6	3	6	9	7
6		4	8	1	3	7	0	7	2	3	9	1	2	7	5	3	2	4	4	5
7		6	7	1	2	17	1	10	2	3	13	2	2	9	6	5	4	4	7	8
8		5	5	0	0	21	0	11	2	1	15	0	1	11	5	5	2	4	5	8
9		2	1	0	1	10	0	3	0	1	7	0	1	4	2	1	0	2	2	3
10 - Strongly like		6	2	1	0	31	0	8	2	1	26	0	1	14	8	3	1	3	6	13
TOTAL LIKE (7-10)		19	15	2	3	79	1	32	6	6	61	2	5	38	21	14	7	13	20	32
Don't know		5	2	1	3	1	2	2	2	4	2	5	2	3	3	7	10	7	2	3
NET LIKEABILITY		-44	-37	-89	-81	74	-94	-7	-80	-76	47	-87	-80	0	-38	-50	-67	-54	-41	-17

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Socio-economic classification (NS-SEC)				Country			Region in England			
		Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717	
Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707	
		%	%	%	%	%	%	%	%	%	%	
Zack Polanski												
0 - Strongly dislike	33	28	36	41	34	32	26	35	36	29	35	
1	5	3	5	7	5	6	8	4	4	6	5	
2	4	5	4	4	4	6	5	4	4	5	4	
3	6	7	4	5	6	6	7	5	4	6	7	
TOTAL DISLIKE (0-3)	48	43	49	57	49	50	46	48	48	46	51	
4	4	5	5	3	4	5	3	4	4	4	4	
5	10	13	7	8	10	6	11	10	8	15	8	
6	5	6	3	3	4	7	4	5	5	6	3	
7	4	6	4	2	5	4	1	5	4	6	5	
8	4	5	4	2	4	1	7	4	3	5	4	
9	2	2	1	2	1	2	2	1	1	3	1	
10 - Strongly like	3	3	4	1	3	3	3	3	3	3	3	
TOTAL LIKE (7-10)	13	16	13	7	13	10	13	13	11	17	13	
Don't know	21	18	22	22	20	22	22	22	23	12	21	
NET LIKEABILITY	-35	-27	-36	-50	-36	-40	-33	-35	-37	-29	-38	
Nigel Farage												
0 - Strongly dislike	49	59	43	40	48	50	54	50	46	59	45	
1	5	4	5	5	5	3	4	5	4	4	5	
2	5	5	8	3	4	3	6	5	3	4	5	
3	4	3	4	3	4	3	3	3	4	3	4	
TOTAL DISLIKE (0-3)	63	71	60	51	61	59	67	63	57	70	59	
4	4	3	4	6	4	4	5	4	4	4	5	
5	7	6	8	7	7	9	3	6	9	7	6	
6	4	4	5	6	4	3	5	4	4	3	5	
7	6	5	5	6	5	11	5	6	5	3	6	
8	5	4	4	7	5	6	5	4	6	4	5	
9	2	1	3	2	2	1	1	2	2	1	2	
10 - Strongly like	6	3	6	10	6	4	3	6	7	5	6	
TOTAL LIKE (7-10)	19	13	18	25	18	22	14	18	20	13	19	
Don't know	5	4	5	5	5	5	6	5	7	3	5	
NET LIKEABILITY	-44	-58	-42	-26	-43	-37	-53	-45	-37	-57	-40	

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
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+	
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe the
Conservative Party?

Out-of-touch	37	10	47	43	39	48	14	45	39	40	46	44	32	38	36	40	38	38	31
Dishonest	29	2	40	33	23	49	6	41	33	28	37	32	21	31	26	40	34	25	17
Arrogant	27	6	41	37	23	38	8	43	34	28	33	37	22	26	28	24	28	29	24
Traditional	23	37	20	28	29	15	38	17	26	21	26	20	27	24	22	30	18	27	25
Corrupt	23	2	31	25	16	42	2	33	27	19	32	27	17	24	22	30	29	20	13
Experienced	13	35	5	11	21	1	32	6	9	16	6	10	21	14	13	9	9	16	20
Weak	12	4	12	8	22	8	7	12	7	25	10	9	15	13	11	13	11	11	13
Divisive	11	5	18	18	6	18	7	16	17	6	18	16	9	10	12	7	11	12	11
Nasty	11	2	20	14	4	23	1	19	16	4	24	16	6	13	9	12	13	11	7
Opportunistic	10	4	14	12	12	12	6	14	11	12	9	12	10	11	9	5	10	12	10
Irrelevant	9	2	11	7	13	10	3	12	5	12	8	9	8	10	8	9	10	7	9
Competent	8	30	2	5	9	0	25	3	4	8	4	6	12	9	7	5	6	7	14
Responsible	8	30	2	8	8	0	26	3	5	6	2	5	14	10	7	5	5	7	16
Boring	8	3	6	10	10	9	4	7	8	11	10	7	9	8	8	6	8	7	9
Determined	7	16	5	6	8	4	14	4	7	6	4	4	9	6	8	10	4	9	9
Confident	6	18	3	4	7	3	14	3	6	3	4	4	9	5	7	6	6	6	8
Professional	6	19	2	3	6	0	17	2	4	8	1	3	10	6	5	3	4	6	10
Intelligent	5	20	1	4	6	1	15	3	4	6	2	4	9	5	5	2	3	7	9
Strong	4	15	1	1	3	0	11	1	3	2	0	3	6	4	3	2	3	4	6
Pragmatic	3	11	1	5	5	0	8	1	4	3	2	2	5	4	3	3	3	3	5
None of these	4	4	0	1	4	1	5	2	3	2	3	3	4	2	5	2	4	3	5
Don't know	10	6	5	5	6	5	9	4	8	9	5	7	7	7	12	11	12	9	6

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717
Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe the
Conservative Party?

Out-of-touch	37	39	36	35	36	39	45	34	35	41	35
Dishonest	29	28	28	26	28	32	29	30	27	24	29
Arrogant	27	31	29	24	26	31	33	25	28	30	25
Traditional	23	25	24	21	24	24	16	21	22	25	26
Corrupt	23	25	22	19	23	27	26	22	20	23	24
Experienced	13	14	15	13	14	17	5	12	16	11	16
Weak	12	10	11	14	11	12	15	12	12	12	11
Divisive	11	15	10	8	11	5	13	12	8	11	12
Nasty	11	13	9	9	10	16	16	10	6	16	10
Opportunistic	10	12	10	7	10	7	8	11	9	14	9
Irrelevant	9	7	11	9	9	7	12	11	9	8	7
Competent	8	9	6	9	8	8	8	8	9	7	8
Responsible	8	7	9	10	8	8	6	9	8	7	9
Boring	8	6	10	10	8	8	11	9	6	10	7
Determined	7	5	5	9	7	6	4	6	8	8	7
Confident	6	5	7	8	7	6	3	7	8	5	7
Professional	6	6	5	7	6	4	4	4	9	3	7
Intelligent	5	6	5	5	5	5	5	5	6	4	6
Strong	4	3	4	5	4	4	2	4	5	3	3
Pragmatic	3	4	4	3	4	4	2	4	3	4	3
None of these	4	3	5	4	4	1	3	3	6	5	3
Don't know	10	7	9	13	10	9	9	11	10	7	10

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
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+	
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe Kemi
Badenoch?

Out-of-touch	21	3	31	27	16	31	6	32	21	16	31	25	16	24	17	28	22	20	16
Intelligent	18	45	11	14	28	3	42	12	12	26	5	13	29	18	18	11	12	20	29
Confident	18	33	11	16	29	7	29	13	15	28	12	14	27	17	18	12	14	21	23
Arrogant	18	5	34	27	12	23	5	30	24	9	21	26	12	20	17	16	18	19	18
Determined	15	32	7	13	26	5	34	9	12	19	7	12	23	16	15	8	11	18	24
Professional	13	32	6	9	19	3	26	8	10	17	6	9	19	13	13	9	9	13	20
Opportunistic	13	6	22	20	10	15	5	17	17	12	16	17	10	15	10	11	11	14	14
Strong	12	29	6	10	17	2	28	6	12	14	4	9	18	11	13	8	9	14	18
Competent	11	28	6	6	18	3	27	5	7	14	5	8	17	13	10	7	8	13	16
Divisive	11	4	20	18	4	21	3	18	18	5	16	17	7	12	10	14	11	12	10
Weak	10	3	15	10	13	10	7	12	12	12	13	10	10	13	7	12	11	10	8
Boring	10	6	13	6	11	9	6	11	10	11	13	11	7	13	7	12	9	9	10
Irrelevant	10	2	17	11	9	14	3	15	13	10	16	11	7	12	7	16	10	9	8
Nasty	10	2	20	12	2	22	0	18	13	3	22	15	6	11	9	11	11	11	6
Dishonest	9	0	11	13	8	16	2	13	10	10	12	11	7	11	8	12	12	7	5
Responsible	5	16	2	2	7	1	14	2	2	9	4	3	8	6	4	3	2	7	9
Corrupt	5	0	5	3	3	13	0	5	4	4	8	5	4	4	5	11	5	3	2
Pragmatic	4	9	1	2	5	2	5	3	2	7	3	2	5	4	3	2	4	3	4
Traditional	4	6	4	5	6	5	5	4	2	5	7	4	5	5	3	6	2	6	5
Experienced	2	6	2	1	5	0	5	1	1	7	0	1	4	3	2	2	2	2	5
None of these	3	0	1	2	1	1	1	3	2	1	2	2	2	2	3	3	3	2	3
Don't know	24	11	17	23	16	31	15	20	26	20	26	24	18	17	32	26	32	20	14

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717
Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
	%	%	%	%	%	%	%	%	%	%	%

What three words would you use to describe Kemi
Badenoch?

Out-of-touch	21	21	19	20	20	17	26	22	21	24	18
Intelligent	18	20	20	18	18	20	13	21	17	14	19
Confident	18	18	19	18	18	21	11	17	19	17	19
Arrogant	18	22	16	14	18	19	24	18	17	20	17
Determined	15	15	16	18	16	11	10	13	15	17	18
Professional	13	11	13	15	13	13	8	16	14	10	12
Opportunistic	13	16	13	8	13	12	11	12	11	16	13
Strong	12	13	12	13	12	13	7	12	11	11	14
Competent	11	10	12	13	12	11	7	10	13	12	12
Divisive	11	16	9	7	11	13	12	11	9	19	9
Weak	10	10	10	11	10	9	14	11	9	9	9
Boring	10	10	6	13	10	6	15	8	9	11	10
Irrelevant	10	11	11	8	10	9	9	12	9	9	9
Nasty	10	13	9	6	10	9	13	9	9	13	9
Dishonest	9	9	9	7	9	13	8	10	8	10	9
Responsible	5	4	6	6	5	5	5	7	5	4	5
Corrupt	5	3	5	4	5	4	5	5	4	5	4
Pragmatic	4	4	4	3	4	3	3	3	4	6	4
Traditional	4	4	3	5	5	5	1	5	5	6	4
Experienced	2	2	3	4	3	3	1	3	3	1	3
None of these	3	2	4	3	3	2	4	4	4	1	2
Don't know	24	21	25	27	24	25	28	21	27	20	26

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
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+	
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who, if anybody, do you think is most responsible
for the current economic situation in the UK?

The current Labour government	18	35	11	13	39	4	38	10	9	34	7	12	30	21	15	10	14	20	27
The previous Conservative government	29	4	60	44	10	51	5	55	42	8	44	43	14	33	26	43	32	28	20
Both parties are equally responsible	40	47	21	34	46	38	46	27	38	50	37	33	47	36	43	31	40	41	42
Something else	5	10	5	4	3	2	7	4	6	4	5	6	5	5	4	3	4	6	6
Don't know	8	4	3	5	2	6	4	5	5	5	7	5	5	4	11	13	9	6	4

To what extent, if at all, do you think the
Conservatives are ready or unprepared for
government?

Very ready	5	21	1	2	6	0	17	1	1	5	2	4	8	6	5	1	4	5	10
Somewhat ready	21	56	7	16	32	5	48	9	18	28	8	14	33	21	20	11	15	24	31
TOTAL READY	26	77	8	18	38	5	65	10	19	33	10	18	41	27	25	12	19	29	41
Somewhat unprepared	23	14	29	28	23	21	16	24	26	28	23	25	19	23	23	29	24	20	20
Very unprepared	35	4	53	42	30	57	8	53	42	31	47	43	27	41	30	42	37	36	29
TOTAL UNPREPARED	58	18	82	70	53	78	24	77	68	59	70	68	46	64	53	71	61	56	49
Don't know	16	4	10	12	8	17	10	13	13	8	20	15	12	10	22	16	19	15	11

Imagine that the next general election results in a
hung parliament and the Conservatives are deciding
whether to go into coalition with other parties.

Which of the following parties, if any, would you
support or oppose the Conservatives forming a
coalition with?

Conservatives and Labour

Strongly support	5	2	13	7	1	5	2	9	5	1	6	8	2	5	5	7	5	5	3
Somewhat support	18	15	30	28	3	27	12	25	28	3	26	25	9	16	21	27	21	16	14
TOTAL SUPPORT	23	17	43	35	4	32	14	34	33	4	32	33	11	21	26	34	26	21	17
Somewhat oppose	15	13	18	18	12	23	15	18	18	10	20	17	12	15	16	22	16	14	13
Strongly oppose	46	64	30	35	79	36	64	36	34	79	33	38	67	53	40	25	40	53	60
TOTAL OPPOSE	61	77	48	53	91	59	79	54	52	89	53	55	79	68	56	47	56	67	73
Don't know	15	5	8	11	5	9	7	11	14	7	15	12	10	12	19	19	19	13	11

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717
Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
	%	%	%	%	%	%	%	%	%	%	%

Who, if anybody, do you think is most responsible
for the current economic situation in the UK?

The current Labour government	18	16	20	22	19	18	14	18	18	10	23
The previous Conservative government	29	36	28	20	29	29	37	30	26	39	25
Both parties are equally responsible	40	37	39	44	40	43	37	37	42	41	41
Something else	5	6	4	6	5	7	4	5	4	6	5
Don't know	8	5	9	8	8	3	9	10	10	5	6

To what extent, if at all, do you think the
Conservatives are ready or unprepared for
government?

Very ready	5	5	5	7	5	8	4	6	4	4	6
Somewhat ready	21	20	23	23	22	15	12	20	23	21	23
TOTAL READY	26	25	28	30	27	23	16	26	27	25	29
Somewhat unprepared	23	25	21	21	23	23	25	22	24	24	23
Very unprepared	35	38	34	31	34	37	43	37	31	41	33
TOTAL UNPREPARED	58	63	55	52	57	60	68	59	55	65	56
Don't know	16	12	17	18	16	17	16	17	18	11	16

Imagine that the next general election results in a
hung parliament and the Conservatives are deciding
whether to go into coalition with other parties.

Which of the following parties, if any, would you
support or oppose the Conservatives forming a
coalition with?

Conservatives and Labour

Strongly support	5	7	4	3	5	5	5	6	6	4	4
Somewhat support	18	21	18	14	18	20	22	18	16	21	18
TOTAL SUPPORT	23	28	22	17	23	25	27	24	22	25	22
Somewhat oppose	15	16	17	11	16	16	13	16	12	20	15
Strongly oppose	46	45	45	54	47	42	43	44	49	46	48
TOTAL OPPOSE	61	61	62	65	63	58	56	60	61	66	63
Don't know	15	11	16	18	15	17	17	16	17	10	15

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493	
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservatives and Liberal Democrats																				
	Strongly support	4	5	3	17	0	4	4	3	14	0	6	6	3	4	4	6	5	4	4
	Somewhat support	23	36	27	42	9	27	29	25	39	8	26	30	18	20	26	28	20	26	24
	TOTAL SUPPORT	27	41	30	59	9	31	33	28	53	8	32	36	21	24	30	34	25	30	28
	Somewhat oppose	19	25	27	13	16	21	24	24	12	10	27	20	18	20	19	23	20	16	19
	Strongly oppose	36	26	34	22	65	33	35	34	24	72	24	31	49	44	29	22	34	41	41
	TOTAL OPPOSE	55	51	61	35	81	54	59	58	36	82	51	51	67	64	48	45	54	57	60
	Don't know	17	8	10	6	9	14	8	14	10	11	17	14	12	13	22	21	22	14	12
Conservatives and Reform UK																				
	Strongly support	11	15	1	1	45	0	27	3	3	32	0	3	24	14	9	2	10	11	18
	Somewhat support	18	36	2	7	37	3	32	4	9	44	6	9	29	20	15	16	11	21	25
	TOTAL SUPPORT	29	51	3	8	82	3	59	7	12	76	6	12	53	34	24	18	21	32	43
	Somewhat oppose	7	10	4	8	7	4	9	4	5	10	6	5	10	7	7	7	7	5	10
	Strongly oppose	52	34	88	80	7	89	26	81	75	8	79	75	30	50	54	61	58	53	38
	TOTAL OPPOSE	59	44	92	88	14	93	35	85	80	18	85	80	40	57	61	68	65	58	48
	Don't know	12	5	4	4	4	4	6	7	7	6	9	8	7	9	14	13	14	10	9
Conservatives and Greens																				
	Strongly support	4	1	6	5	0	16	1	6	7	0	11	5	2	3	5	13	4	3	2
	Somewhat support	16	12	21	28	4	36	11	20	25	5	34	22	8	14	18	25	17	16	10
	TOTAL SUPPORT	20	13	27	33	4	52	12	26	32	5	45	27	10	17	23	38	21	19	12
	Somewhat oppose	17	16	24	19	11	15	14	22	20	10	14	20	14	15	18	15	19	15	14
	Strongly oppose	47	64	37	35	79	25	64	39	35	80	29	39	65	55	39	30	38	53	63
	TOTAL OPPOSE	64	80	61	54	90	40	78	61	55	90	43	59	79	70	57	45	57	68	77
	Don't know	16	7	12	12	6	8	9	14	13	5	13	14	10	12	20	17	21	13	11

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Socio-economic classification (NS-SEC)				Country			Region in England			
		Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709		468	625	1808	100	182	495	343	253	717
Unweighted Sample	2090	798		482	497	1767	129	194	516	353	191	707
	%	%		%	%	%	%	%	%	%	%	%
Conservatives and Liberal Democrats												
	Strongly support	4	6	4	3	4	4	5	3	4	7	5
	Somewhat support	23	28	22	18	23	27	19	19	26	24	25
	TOTAL SUPPORT	27	34	26	21	27	31	24	22	30	31	30
	Somewhat oppose	19	22	17	17	19	20	24	17	19	24	17
	Strongly oppose	36	32	39	41	37	28	35	42	32	32	37
	TOTAL OPPOSE	55	54	56	58	56	48	59	59	51	56	54
	Don't know	17	12	17	21	17	20	17	19	19	13	16
Conservatives and Reform UK												
	Strongly support	11	10	10	15	11	12	10	9	13	8	14
	Somewhat support	18	14	22	20	18	16	11	19	17	18	19
	TOTAL SUPPORT	29	24	32	35	29	28	21	28	30	26	33
	Somewhat oppose	7	5	8	8	7	4	8	8	8	4	7
	Strongly oppose	52	64	49	40	52	51	57	54	48	64	49
	TOTAL OPPOSE	59	69	57	48	59	55	65	62	56	68	56
	Don't know	12	8	11	16	11	16	15	11	14	7	12
Conservatives and Greens												
	Strongly support	4	5	5	2	4	3	4	3	5	6	5
	Somewhat support	16	19	13	13	17	18	10	15	16	18	18
	TOTAL SUPPORT	20	24	18	15	21	21	14	18	21	24	23
	Somewhat oppose	17	18	17	14	16	13	20	18	14	18	16
	Strongly oppose	47	46	49	50	47	47	48	47	46	47	46
	TOTAL OPPOSE	64	64	66	64	63	60	68	65	60	65	62
	Don't know	16	12	16	19	16	19	18	17	19	11	15

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age			
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+
Weighted Sample 2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493
Unweighted Sample 2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that following the next general election, the Conservatives have formed a coalition government with another political party. Which three of the following cabinet positions, if any, would you most prefer to see the Conservatives be given in such a coalition? Please select up to three positions.

Chancellor of the Exchequer	22	62	8	18	32	6	54	9	19	25	15	17	34	26	18	10	14	26	36
Secretary of State for Defence	16	35	14	15	23	10	27	14	14	21	13	15	21	21	12	14	11	18	24
Home Secretary	14	38	8	14	21	3	32	9	12	19	9	11	21	17	12	9	11	16	20
Foreign Secretary	13	30	9	15	17	4	26	10	12	13	6	11	17	15	11	11	9	14	18
Secretary of State for Business and Trade	9	11	14	11	9	12	11	12	9	8	11	11	8	11	8	12	8	11	9
Secretary of State for Work and Pensions	7	13	3	7	12	4	12	5	7	11	4	5	10	7	6	5	6	6	10
Secretary of State for Health and Social Care	6	10	3	8	11	3	11	3	5	8	6	4	9	6	6	3	4	7	10
Secretary of State for Education	5	5	4	5	9	3	5	3	4	9	4	4	6	5	4	6	4	5	6
Secretary of State for Justice	5	5	7	5	7	4	6	5	5	5	6	5	6	6	4	5	4	5	6
Leader of the House of Commons	5	8	5	5	7	3	6	5	5	6	4	5	6	6	4	6	4	6	6
Secretary of State for Energy Security and Net Zero	4	5	3	9	3	3	5	2	7	3	4	4	4	5	3	2	4	3	5
Secretary of State for Transport	4	2	5	6	7	3	4	5	4	5	1	5	5	4	4	2	4	4	5
Secretary of State for Culture, Media and Sport	4	2	7	6	6	3	3	5	4	7	3	5	5	5	4	2	3	5	6
First Secretary of State	3	8	3	4	3	1	6	2	2	4	2	2	4	5	2	2	3	3	3
Secretary of State for Housing, Communities and Local Government	3	5	1	4	3	2	2	1	4	4	3	2	3	3	2	3	2	2	3
None of these	22	1	32	26	16	38	3	33	26	22	31	28	17	23	21	21	25	22	18
Don't know	35	15	33	26	25	37	24	33	34	28	34	35	27	27	43	43	42	31	24

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717
Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
	%	%	%	%	%	%	%	%	%	%	%

Imagine that following the next general election, the Conservatives have formed a coalition government with another political party. Which three of the following cabinet positions, if any, would you most prefer to see the Conservatives be given in such a coalition? Please select up to three positions.

Chancellor of the Exchequer	22	24	26	20	23	20	13	22	26	18	23
Secretary of State for Defence	16	19	15	16	16	14	16	17	15	15	17
Home Secretary	14	16	13	15	15	16	8	14	14	17	15
Foreign Secretary	13	14	13	12	13	11	10	14	13	14	13
Secretary of State for Business and Trade	9	12	9	8	9	8	10	9	9	13	9
Secretary of State for Work and Pensions	7	7	7	7	7	8	5	6	8	5	7
Secretary of State for Health and Social Care	6	5	6	8	6	5	9	6	5	6	6
Secretary of State for Education	5	5	4	5	5	4	6	5	3	5	4
Secretary of State for Justice	5	5	5	5	5	6	2	7	3	6	5
Leader of the House of Commons	5	6	5	5	5	3	5	8	6	6	3
Secretary of State for Energy Security and Net Zero	4	5	2	4	4	5	5	4	3	3	4
Secretary of State for Transport	4	5	4	4	4	5	3	6	2	6	4
Secretary of State for Culture, Media and Sport	4	5	4	3	4	3	3	5	3	5	5
First Secretary of State	3	3	4	4	3	3	5	3	4	2	3
Secretary of State for Housing, Communities and Local Government	3	2	3	3	2	1	4	3	1	3	3
None of these	22	24	20	21	22	26	22	24	18	26	20
Don't know	35	30	36	39	35	35	39	30	41	30	37

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
	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+
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how similar or different do you think Kemi
Badenoch's Conservative Party is to...

...Rishi Sunak's Conservative Party?

Very similar	10	4	14	14	8	18	5	13	13	9	16	14	9	13	8	12	10	13	8
Somewhat similar	29	27	36	32	34	31	30	34	28	32	33	32	30	31	27	29	26	31	31
TOTAL SIMILAR	39	31	50	46	42	49	35	47	41	41	49	46	39	44	35	41	36	44	39
Somewhat different	25	42	26	22	28	18	35	25	25	27	20	23	29	27	24	26	21	26	31
Very different	9	15	6	7	15	5	12	7	10	16	6	7	14	11	8	2	7	11	14
TOTAL DIFFERENT	34	57	32	29	43	23	47	32	35	43	26	30	43	38	32	28	28	37	45
Don't know	26	12	18	26	15	28	18	22	24	16	25	25	19	19	34	31	36	19	16

...Boris Johnson's Conservative Party?

Very similar	9	4	13	16	5	16	3	14	14	7	17	13	7	12	7	9	9	11	8
Somewhat similar	23	19	30	22	26	33	20	27	26	24	29	25	23	25	21	28	23	22	21
TOTAL SIMILAR	32	23	43	38	31	49	23	41	40	31	46	38	30	37	28	37	32	33	29
Somewhat different	28	45	30	29	32	16	42	25	24	32	19	27	32	29	28	25	24	30	36
Very different	16	23	13	11	24	8	21	14	18	22	10	14	21	18	14	12	12	19	22
TOTAL DIFFERENT	44	68	43	40	56	24	63	39	42	54	29	41	53	47	42	37	36	49	58
Don't know	23	9	14	22	13	27	14	20	19	14	25	21	18	16	30	25	33	17	13

...David Cameron's Conservative Party?

Very similar	6	3	6	7	4	10	3	8	5	6	8	7	5	7	4	4	6	7	4
Somewhat similar	22	25	28	21	24	26	22	25	21	28	28	25	23	24	21	21	21	24	25
TOTAL SIMILAR	28	28	34	28	28	36	25	33	26	34	36	32	28	31	25	25	27	31	29
Somewhat different	27	40	28	26	32	22	40	25	27	27	24	28	29	28	25	24	22	31	32
Very different	17	20	18	17	24	11	18	19	20	24	12	15	22	20	14	15	15	16	22
TOTAL DIFFERENT	44	60	46	43	56	33	58	44	47	51	36	43	51	48	39	39	37	47	54
Don't know	28	13	19	29	16	31	18	23	27	15	27	25	21	20	36	36	36	22	17

...Margaret Thatcher's Conservative Party?

Very similar	5	3	8	9	2	10	2	10	5	2	8	8	4	5	6	2	5	6	6
Somewhat similar	18	28	18	11	18	26	26	17	14	20	22	19	20	20	16	18	15	20	22
TOTAL SIMILAR	23	31	26	20	20	36	28	27	19	22	30	27	24	25	22	20	20	26	28
Somewhat different	20	27	24	25	21	18	27	21	22	18	23	21	21	21	20	21	17	25	21
Very different	26	29	23	24	42	12	28	24	27	41	18	23	34	32	21	22	20	31	35
TOTAL DIFFERENT	46	56	47	49	63	30	55	45	49	59	41	44	55	53	41	43	37	56	56
Don't know	30	13	26	30	16	34	16	28	31	19	28	29	21	22	38	38	43	19	16

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717
Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
	%	%	%	%	%	%	%	%	%	%	%

Overall, how similar or different do you think Kemi
Badenoch's Conservative Party is to...

...Rishi Sunak's Conservative Party?

Very similar	10	12	11	7	10	11	9	11	10	11	10
Somewhat similar	29	33	30	25	28	38	27	27	28	33	28
TOTAL SIMILAR	39	45	41	32	38	49	36	38	38	44	38
Somewhat different	25	25	24	26	25	20	25	26	21	29	26
Very different	9	9	8	11	10	4	7	9	11	8	11
TOTAL DIFFERENT	34	34	32	37	35	24	32	35	32	37	37
Don't know	26	21	25	31	26	26	31	27	30	18	26

...Boris Johnson's Conservative Party?

Very similar	9	10	11	6	9	8	9	9	9	11	8
Somewhat similar	23	26	23	19	23	20	25	25	18	25	23
TOTAL SIMILAR	32	36	34	25	32	28	34	34	27	36	31
Somewhat different	28	26	28	32	29	31	22	28	26	33	29
Very different	16	18	14	16	16	17	16	14	17	16	17
TOTAL DIFFERENT	44	44	42	48	45	48	38	42	43	49	46
Don't know	23	19	24	27	23	23	28	23	30	15	23

...David Cameron's Conservative Party?

Very similar	6	5	8	5	6	5	6	7	6	5	5
Somewhat similar	22	26	24	19	22	30	23	20	22	25	22
TOTAL SIMILAR	28	31	32	24	28	35	29	27	28	30	27
Somewhat different	27	28	27	25	27	23	25	26	24	29	29
Very different	17	19	14	19	17	15	16	17	13	20	18
TOTAL DIFFERENT	44	47	41	44	44	38	41	43	37	49	47
Don't know	28	23	28	32	28	27	29	29	35	21	27

...Margaret Thatcher's Conservative Party?

Very similar	5	7	7	3	5	7	8	7	5	4	5
Somewhat similar	18	19	21	16	17	23	22	16	18	17	18
TOTAL SIMILAR	23	26	28	19	22	30	30	23	23	21	23
Somewhat different	20	22	19	19	21	13	17	21	17	21	23
Very different	26	25	24	29	26	28	25	26	26	31	25
TOTAL DIFFERENT	46	47	43	48	47	41	42	47	43	52	48
Don't know	30	27	29	33	30	30	28	30	33	27	30

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
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+	
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the following parties are too left-wing, right-wing or about right?

Conservative Party

Too left-wing	4	1	1	1	11	1	3	2	1	13	1	2	6	5	2	3	4	5	3
Slightly too left-wing	9	9	3	3	29	1	11	5	5	30	4	4	15	13	6	5	10	9	10
TOTAL TOO LEFT-WING	13	10	4	4	40	2	14	7	6	43	5	6	21	18	8	8	14	14	13
About right	25	64	11	18	34	8	57	13	22	27	11	19	36	25	25	19	18	27	37
Slightly too right-wing	14	9	25	24	7	22	8	21	19	7	21	19	11	14	14	20	15	13	12
Too right-wing	21	1	43	31	4	52	1	40	29	3	40	33	8	23	19	32	24	19	14
TOTAL TOO RIGHT-WING	35	10	68	55	11	74	9	61	48	10	61	52	19	37	33	52	39	32	26
Don't know	26	16	16	23	16	17	20	20	23	20	23	23	24	19	33	20	29	26	25

Labour Party

Too left-wing	26	48	1	9	70	2	52	8	14	64	7	13	47	31	21	7	19	30	41
Slightly too left-wing	13	26	10	19	8	5	19	11	18	12	7	13	13	14	12	14	13	13	13
TOTAL TOO LEFT-WING	39	74	11	28	78	7	71	19	32	76	14	26	60	45	33	21	32	43	54
About right	22	5	59	36	2	23	6	43	32	2	24	35	10	21	22	27	23	23	16
Slightly too right-wing	12	2	17	11	2	39	1	18	13	2	29	15	5	13	10	26	14	8	5
Too right-wing	4	2	1	4	3	13	2	2	2	2	10	3	3	4	3	6	4	3	3
TOTAL TOO RIGHT-WING	16	4	18	15	5	52	3	20	15	4	39	18	8	17	13	32	18	11	8
Don't know	24	16	11	21	14	18	19	17	20	19	23	20	21	16	32	19	28	22	23

Liberal Democrats

Too left-wing	16	25	1	1	48	0	29	4	2	54	1	7	30	22	11	9	14	20	20
Slightly too left-wing	11	20	11	7	18	5	19	11	7	10	4	8	15	13	9	9	10	10	14
TOTAL TOO LEFT-WING	27	45	12	8	66	5	48	15	9	64	5	15	45	35	20	18	24	30	34
About right	28	18	48	69	8	41	13	45	62	6	34	43	17	29	28	36	28	30	23
Slightly too right-wing	7	3	10	7	1	18	2	8	6	3	17	7	4	8	5	13	7	5	4
Too right-wing	2	3	1	1	1	4	2	2	1	1	6	2	2	2	1	2	1	2	2
TOTAL TOO RIGHT-WING	9	6	11	8	2	22	4	10	7	4	23	9	6	10	6	15	8	7	6
Don't know	36	32	28	15	24	32	35	30	23	26	38	33	33	26	46	31	39	33	38

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2090	709	468	625	1808	100	182	495	343	253	717
Unweighted Sample	2090	798	482	497	1767	129	194	516	353	191	707
	%	%	%	%	%	%	%	%	%	%	%

Do you think the following parties are too left-wing, right-wing or about right?

Conservative Party

Too left-wing	4	3	3	4	4	3	4	4	3	2	5
Slightly too left-wing	9	9	9	11	10	8	8	8	9	12	10
TOTAL TOO LEFT-WING	13	12	12	15	14	11	12	12	12	14	15
About right	25	24	29	26	26	24	18	25	27	23	27
Slightly too right-wing	14	17	12	12	14	14	14	15	13	15	14
Too right-wing	21	27	18	14	20	28	28	18	19	31	18
TOTAL TOO RIGHT-WING	35	44	30	26	34	42	42	33	32	46	32
Don't know	26	19	29	34	26	24	28	31	29	16	26

Labour Party

Too left-wing	26	23	31	30	26	22	21	24	29	24	28
Slightly too left-wing	13	15	11	13	13	18	10	13	12	13	14
TOTAL TOO LEFT-WING	39	38	42	43	39	40	31	37	41	37	42
About right	22	28	19	15	22	21	21	25	22	25	19
Slightly too right-wing	12	12	10	9	11	12	16	9	8	19	11
Too right-wing	4	4	3	3	4	4	5	5	3	5	2
TOTAL TOO RIGHT-WING	16	16	13	12	15	16	21	14	11	24	13
Don't know	24	18	27	30	24	23	27	25	26	15	26

Liberal Democrats

Too left-wing	16	13	18	20	17	14	10	15	17	13	19
Slightly too left-wing	11	12	9	12	11	16	9	10	15	9	10
TOTAL TOO LEFT-WING	27	25	27	32	28	30	19	25	32	22	29
About right	28	37	24	19	28	26	28	29	25	33	28
Slightly too right-wing	7	6	7	5	6	7	11	6	4	11	6
Too right-wing	2	2	2	2	2	2	3	2	1	4	1
TOTAL TOO RIGHT-WING	9	8	9	7	8	9	14	8	5	15	7
Don't know	36	30	41	42	36	36	39	38	38	31	36

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

		Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				
		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+
Weighted Sample	2090	314	394	167	351	198	376	537	192	226	120	734	746	1009	1081	219	861	516	493	
Unweighted Sample	2090	285	416	179	349	200	301	571	205	241	134	809	738	921	1169	171	794	601	524	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Green Party																				
	Too left-wing	32	51	20	21	66	3	48	23	20	67	8	22	48	42	23	27	31	33	36
	Slightly too left-wing	11	8	22	18	5	8	8	17	15	4	9	15	8	10	11	14	11	12	7
	TOTAL TOO LEFT-WING	43	59	42	39	71	11	56	40	35	71	17	37	56	52	34	41	42	45	43
	About right	21	7	31	30	4	72	4	33	29	4	56	31	8	21	21	39	22	19	12
	Slightly too right-wing	1	0	1	3	0	3	0	2	3	1	2	1	1	1	1	1	1	1	2
	Too right-wing	2	3	2	3	3	0	3	2	1	3	3	1	3	3	2	2	2	2	3
	TOTAL TOO RIGHT-WING	3	3	3	6	3	3	3	4	4	4	5	2	4	4	3	3	3	3	5
	Don't know	33	31	23	26	22	14	37	25	32	21	22	29	32	23	41	16	33	32	40
Reform UK																				
	Too left-wing	3	7	2	5	1	2	6	4	4	0	3	4	4	2	4	2	2	5	5
	Slightly too left-wing	3	4	1	2	4	0	2	2	0	10	2	1	5	4	2	3	3	4	2
	TOTAL TOO LEFT-WING	6	11	3	7	5	2	8	6	4	10	5	5	9	6	6	5	5	9	7
	About right	17	17	3	2	63	2	27	5	7	55	3	6	32	22	13	11	13	20	26
	Slightly too right-wing	11	24	2	7	22	1	22	4	8	16	2	6	16	12	9	10	9	11	13
	Too right-wing	42	30	76	68	2	82	21	69	61	4	73	63	22	45	40	58	47	41	28
	TOTAL TOO RIGHT-WING	53	54	78	75	24	83	43	73	69	20	75	69	38	57	49	68	56	52	41
	Don't know	23	18	16	16	9	13	22	17	20	14	18	20	20	14	31	16	26	20	25

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).

*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.

Sample size: 2090 adults in GB
Fieldwork: 28th - 29th September 2026

Total sample: 2090
 Date: 14th September 2020

		Socio-economic classification (NS-SEC)				Country			Region in England			
		Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		2090	709	468	625	1808	100	182	495	343	253	717
Unweighted Sample		2090	798	482	497	1767	129	194	516	353	191	707
		%	%	%	%	%	%	%	%	%	%	%
Green Party												
	Too left-wing	32	31	34	32	32	35	28	30	33	36	32
	Slightly too left-wing	11	13	9	9	11	10	9	13	9	12	10
	TOTAL TOO LEFT-WING	43	44	43	41	43	45	37	43	42	48	42
	About right	21	26	17	16	21	19	23	21	20	27	20
	Slightly too right-wing	1	1	1	1	1	3	2	0	2	1	1
	Too right-wing	2	2	2	3	2	1	3	3	2	3	2
	TOTAL TOO RIGHT-WING	3	3	3	4	3	4	5	3	4	4	3
	Don't know	33	27	37	39	32	32	35	33	34	20	35
Reform UK												
	Too left-wing	3	2	4	4	3	4	5	3	2	3	4
	Slightly too left-wing	3	3	3	4	3	1	3	5	4	3	2
	TOTAL TOO LEFT-WING	6	5	7	8	6	5	8	8	6	6	6
	About right	17	13	18	24	18	18	14	17	21	13	18
	Slightly too right-wing	11	10	11	11	11	13	9	10	9	10	12
	Too right-wing	42	55	38	29	42	45	44	39	39	58	40
	TOTAL TOO RIGHT-WING	53	65	49	40	53	58	53	49	48	68	52
	Don't know	23	17	26	28	23	19	26	26	24	13	24

*This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).

*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.