

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Do you approve or disapprove of the Government's record to date?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175	
Approve	15%	4%	30%	30%	26%	7%	17%	13%	14%	15%	17%	12%	18%	13%	15%	14%	14%	20%	21%	16%	11%	10%	9%	
Disapprove	67%	87%	48%	53%	54%	84%	70%	64%	51%	64%	68%	77%	55%	68%	67%	69%	73%	64%	63%	67%	70%	62%	74%	
Don't know	19%	9%	22%	17%	21%	10%	13%	24%	35%	21%	15%	10%	27%	19%	18%	17%	12%	17%	16%	17%	19%	28%	18%	

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175	
0 - Would never consider voting for them	34%	1%	48%	37%	43%	24%	34%	33%	26%	41%	36%	21%	37%	29%	28%	35%	50%	39%	30%	32%	33%	36%	47%	
1	9%	-	12%	12%	10%	5%	10%	8%	21%	8%	8%	5%	8%	9%	9%	10%	6%	12%	7%	12%	8%	11%	6%	
2	7%	2%	10%	12%	9%	5%	7%	8%	11%	7%	6%	7%	5%	8%	9%	7%	5%	8%	10%	7%	7%	3%	6%	
3	7%	5%	9%	11%	8%	8%	8%	6%	4%	8%	7%	7%	8%	6%	9%	7%	6%	5%	9%	8%	6%	4%	5%	
4	4%	2%	2%	2%	2%	5%	5%	3%	4%	3%	5%	3%	4%	3%	4%	5%	2%	3%	4%	4%	5%	3%	2%	
5	10%	11%	5%	10%	8%	13%	8%	11%	6%	10%	9%	13%	12%	11%	8%	10%	8%	11%	9%	10%	10%	13%	8%	
6	5%	10%	5%	5%	4%	8%	5%	6%	2%	4%	6%	9%	5%	6%	7%	4%	5%	4%	6%	6%	6%	4%	2%	
7	6%	18%	3%	4%	4%	10%	6%	6%	1%	4%	6%	11%	5%	6%	9%	5%	5%	4%	7%	5%	6%	4%	5%	
8	5%	17%	1%	3%	3%	8%	5%	5%	2%	3%	8%	8%	2%	8%	6%	3%	2%	6%	5%	5%	7%	3%	2%	
9	2%	7%	0%	1%	1%	2%	2%	1%	1%	1%	2%	3%	-	2%	3%	1%	1%	3%	3%	1%	1%	2%	1%	
10 - Would definitely consider voting for them	6%	24%	2%	1%	5%	9%	5%	6%	2%	4%	5%	12%	8%	5%	6%	6%	4%	4%	8%	5%	3%	7%	7%	
prefer not to answer	6%	2%	3%	4%	2%	2%	4%	7%	22%	7%	2%	1%	6%	6%	4%	7%	6%	1%	3%	5%	8%	8%	7%	

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	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Labour

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
0 - Would never consider voting for them		38%	66%	9%	21%	19%	61%	40%	36%	17%	33%	40%	54%	29%	41%	45%	37%	31%	36%	31%	34%	43%	44%	52%
1		5%	7%	3%	5%	5%	6%	5%	5%	4%	5%	6%	6%	5%	6%	7%	4%	5%	5%	4%	7%	4%	8%	3%
2		6%	7%	4%	4%	5%	6%	6%	6%	9%	6%	5%	6%	5%	6%	5%	7%	6%	5%	4%	7%	7%	4%	6%
3		6%	7%	5%	9%	7%	5%	5%	6%	3%	5%	8%	4%	5%	6%	4%	6%	5%	5%	6%	6%	6%	2%	6%
4		5%	2%	5%	7%	6%	3%	6%	4%	7%	5%	4%	4%	6%	4%	5%	4%	5%	6%	5%	6%	3%	5%	2%
5		10%	4%	12%	13%	14%	6%	10%	10%	11%	11%	9%	9%	14%	10%	7%	8%	18%	9%	12%	10%	9%	10%	6%
6		6%	2%	13%	11%	10%	3%	7%	6%	7%	8%	6%	3%	6%	7%	5%	5%	6%	7%	8%	7%	7%	3%	4%
7		7%	2%	16%	9%	11%	3%	5%	8%	6%	8%	8%	4%	8%	6%	6%	7%	8%	11%	9%	7%	4%	6%	6%
8		4%	1%	10%	5%	7%	1%	3%	5%	2%	5%	3%	2%	5%	3%	5%	3%	3%	6%	7%	2%	2%	5%	3%
9		2%	-	5%	1%	2%	1%	3%	1%	5%	1%	2%	1%	2%	2%	2%	3%	-	2%	2%	3%	2%	-	1%
10 - Would definitely consider voting for them		6%	1%	16%	11%	12%	2%	6%	7%	7%	5%	7%	7%	8%	5%	6%	8%	7%	6%	10%	6%	5%	5%	4%
prefer not to answer		6%	2%	3%	4%	2%	2%	4%	7%	22%	7%	2%	1%	6%	6%	4%	7%	6%	1%	3%	5%	8%	8%	7%

Liberal Democrats

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
0 - Would never consider voting for them		32%	47%	15%	4%	14%	51%	35%	28%	18%	30%	33%	41%	24%	32%	35%	35%	29%	29%	24%	29%	36%	39%	42%
1		6%	7%	4%	2%	3%	8%	7%	5%	7%	5%	7%	6%	7%	6%	6%	4%	5%	5%	4%	6%	6%	8%	6%
2		5%	6%	5%	1%	5%	6%	5%	6%	8%	5%	5%	5%	7%	5%	6%	6%	3%	4%	5%	7%	4%	4%	6%
3		8%	7%	8%	4%	9%	7%	8%	7%	7%	8%	9%	5%	8%	6%	9%	7%	11%	8%	7%	8%	8%	8%	6%
4		6%	7%	8%	6%	8%	5%	5%	7%	4%	7%	5%	7%	9%	5%	5%	6%	8%	7%	6%	7%	5%	6%	5%
5		13%	10%	18%	8%	16%	9%	11%	14%	9%	13%	15%	12%	11%	13%	12%	13%	12%	17%	16%	11%	12%	11%	11%
6		7%	6%	12%	8%	12%	4%	7%	7%	6%	8%	7%	6%	4%	7%	7%	8%	7%	12%	11%	7%	4%	6%	5%
7		8%	5%	13%	15%	13%	3%	7%	8%	8%	9%	7%	6%	12%	7%	7%	6%	8%	9%	9%	8%	7%	4%	5%
8		6%	3%	8%	20%	10%	2%	6%	5%	5%	6%	6%	5%	8%	6%	6%	4%	7%	5%	9%	6%	4%	4%	1%
9		2%	0%	3%	8%	3%	1%	1%	2%	2%	1%	2%	2%	2%	3%	1%	1%	1%	-	2%	2%	2%	1%	0%
10 - Would definitely consider voting for them		3%	0%	3%	21%	5%	2%	3%	4%	5%	2%	3%	5%	2%	5%	2%	3%	3%	3%	4%	4%	3%	1%	3%
prefer not to answer		6%	2%	3%	4%	2%	2%	4%	7%	22%	7%	2%	1%	6%	6%	4%	7%	6%	1%	3%	5%	8%	8%	7%

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Reform UK

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
0 - Would never consider voting for them		50%	24%	75%	69%	74%	26%	46%	53%	52%	57%	46%	39%	58%	47%	42%	48%	61%	58%	57%	53%	41%	41%	45%
1		4%	5%	2%	9%	4%	3%	5%	3%	3%	4%	4%	3%	4%	5%	3%	3%	3%	2%	3%	5%	4%	3%	0%
2		3%	5%	4%	1%	2%	3%	4%	3%	3%	3%	3%	3%	3%	3%	6%	3%	2%	1%	2%	4%	2%	5%	2%
3		4%	5%	3%	4%	3%	5%	3%	5%	5%	3%	5%	4%	4%	3%	6%	3%	5%	7%	3%	5%	3%	6%	5%
4		3%	4%	2%	3%	1%	4%	3%	2%	1%	3%	3%	2%	1%	3%	4%	2%	3%	-	3%	2%	3%	2%	2%
5		6%	14%	3%	3%	4%	9%	6%	6%	5%	6%	7%	7%	6%	7%	8%	6%	5%	6%	5%	5%	9%	8%	5%
6		3%	5%	2%	1%	2%	4%	2%	3%	1%	2%	4%	3%	1%	2%	3%	5%	2%	3%	2%	3%	2%	2%	5%
7		4%	8%	2%	2%	1%	7%	5%	3%	4%	3%	4%	6%	4%	4%	5%	4%	1%	1%	5%	3%	6%	1%	4%
8		4%	9%	1%	1%	2%	7%	4%	4%	1%	2%	5%	9%	2%	4%	4%	6%	5%	-	3%	4%	5%	6%	2%
9		3%	4%	1%	1%	1%	5%	4%	2%	1%	2%	3%	4%	1%	4%	2%	2%	2%	6%	3%	2%	4%	3%	3%
10 - Would definitely consider voting for them		12%	16%	3%	3%	2%	25%	15%	9%	2%	8%	16%	20%	9%	13%	14%	12%	6%	13%	10%	10%	12%	13%	20%
prefer not to answer		6%	2%	3%	4%	2%	2%	4%	7%	22%	7%	2%	1%	6%	6%	4%	7%	6%	1%	3%	5%	8%	8%	7%

Green Party

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
0 - Would never consider voting for them		39%	62%	21%	19%	22%	62%	44%	34%	16%	35%	42%	55%	36%	40%	44%	37%	38%	39%	34%	37%	41%	44%	49%
1		5%	8%	4%	4%	4%	5%	6%	4%	7%	4%	6%	5%	4%	5%	7%	4%	4%	4%	3%	6%	3%	6%	7%
2		5%	5%	5%	6%	4%	6%	5%	5%	5%	4%	4%	7%	6%	5%	4%	4%	7%	3%	5%	5%	5%	5%	5%
3		5%	5%	7%	7%	7%	5%	5%	6%	1%	5%	7%	6%	4%	4%	5%	6%	9%	8%	7%	5%	6%	3%	4%
4		4%	4%	8%	6%	6%	5%	3%	6%	-	5%	5%	5%	3%	3%	6%	5%	4%	6%	5%	4%	4%	4%	5%
5		9%	8%	10%	14%	12%	5%	8%	10%	11%	8%	10%	7%	10%	9%	10%	8%	4%	9%	10%	8%	11%	10%	5%
6		6%	3%	10%	11%	10%	4%	7%	6%	9%	7%	6%	5%	6%	7%	5%	7%	5%	5%	8%	7%	6%	4%	4%
7		6%	1%	12%	10%	10%	2%	5%	6%	4%	8%	5%	3%	9%	6%	5%	4%	7%	7%	8%	7%	4%	3%	2%
8		6%	1%	9%	6%	9%	2%	6%	6%	9%	7%	4%	3%	6%	5%	4%	6%	7%	10%	7%	6%	4%	4%	5%
9		2%	0%	3%	4%	3%	0%	2%	2%	4%	2%	2%	1%	1%	3%	2%	2%	1%	-	2%	3%	1%	2%	1%
10 - Would definitely consider voting for them		8%	1%	9%	11%	11%	3%	5%	10%	14%	9%	7%	4%	9%	8%	6%	7%	8%	8%	8%	8%	7%	8%	6%
prefer not to answer		6%	2%	3%	4%	2%	2%	4%	7%	22%	7%	2%	1%	6%	6%	4%	7%	6%	1%	3%	5%	8%	8%	7%

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

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175	
Health	27%	23%	38%	33%	37%	21%	19%	34%	20%	27%	29%	28%	25%	28%	23%	25%	30%	40%	32%	26%	21%	29%	26%	
Immigration & Asylum	47%	67%	28%	29%	26%	70%	50%	44%	31%	38%	53%	63%	30%	48%	55%	51%	39%	41%	39%	46%	50%	51%	58%	
Crime	17%	23%	13%	10%	12%	23%	17%	18%	10%	16%	21%	19%	27%	15%	18%	18%	12%	13%	14%	16%	18%	21%	22%	
The economy	55%	53%	65%	60%	63%	50%	58%	52%	48%	60%	52%	51%	51%	55%	52%	57%	59%	57%	61%	57%	53%	47%	44%	
Tax	16%	17%	12%	10%	12%	17%	18%	14%	25%	18%	15%	10%	13%	16%	21%	17%	11%	10%	14%	16%	20%	19%	8%	
Pensions	4%	7%	3%	5%	4%	6%	4%	4%	1%	2%	4%	9%	4%	5%	4%	3%	6%	2%	3%	3%	6%	3%	5%	
Education	8%	6%	11%	11%	11%	5%	6%	10%	13%	11%	5%	5%	11%	8%	9%	7%	7%	12%	13%	9%	6%	6%	3%	
Family life & childcare	5%	4%	4%	6%	7%	3%	2%	7%	2%	9%	2%	2%	3%	3%	7%	4%	8%	7%	6%	5%	3%	4%	4%	
Housing	16%	5%	21%	16%	18%	10%	15%	17%	28%	19%	12%	9%	27%	16%	11%	14%	23%	13%	13%	19%	14%	21%	19%	
The environment	15%	4%	22%	28%	25%	6%	15%	14%	14%	17%	15%	11%	16%	17%	11%	14%	12%	16%	19%	18%	10%	9%	11%	
Britain leaving the EU	13%	3%	21%	18%	22%	5%	14%	12%	14%	13%	15%	12%	16%	11%	11%	14%	17%	22%	18%	15%	10%	8%	9%	
Transport	2%	0%	2%	-	3%	1%	3%	2%	5%	2%	2%	1%	4%	2%	1%	2%	4%	1%	2%	1%	4%	2%	3%	
Welfare benefits	19%	25%	13%	14%	13%	27%	19%	19%	12%	17%	22%	23%	13%	19%	21%	20%	15%	25%	17%	17%	18%	23%	26%	
Defence and security	30%	50%	29%	37%	30%	40%	32%	29%	13%	20%	38%	48%	23%	35%	31%	30%	25%	21%	38%	29%	31%	18%	27%	
None of these	1%	0%	0%	0%	0%	1%	1%	1%	2%	1%	1%	-	2%	1%	0%	0%	1%	3%	1%	0%	1%	-	1%	
Don't know	3%	0%	1%	4%	1%	1%	3%	3%	12%	3%	1%	0%	3%	3%	2%	2%	5%	-	0%	2%	4%	6%	6%	

How well or badly do you think the government is handling the following issues?

National Health Service

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175	
Very well	2%	1%	2%	3%	1%	2%	3%	1%	5%	2%	1%	2%	6%	2%	2%	1%	1%	-	2%	1%	2%	2%	1%	
Fairly well	20%	14%	32%	26%	28%	12%	24%	16%	25%	19%	23%	16%	28%	20%	18%	19%	15%	15%	25%	20%	17%	21%	11%	
Fairly badly	33%	36%	36%	36%	35%	34%	33%	33%	30%	33%	30%	37%	29%	33%	36%	32%	35%	33%	34%	37%	29%	32%	28%	
Very badly	38%	46%	23%	28%	29%	49%	33%	42%	25%	37%	41%	43%	28%	37%	37%	40%	45%	47%	33%	36%	41%	36%	48%	
Don't know	7%	3%	8%	7%	6%	4%	7%	8%	15%	9%	5%	3%	9%	8%	6%	7%	4%	5%	5%	5%	10%	9%	12%	

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Immigration

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	1%	-	2%	2%	2%	0%	1%	1%	-	1%	0%	1%	1%	0%	0%	1%	1%	2%	2%	-	-	1%	-
Fairly well	15%	4%	28%	22%	25%	5%	17%	13%	19%	17%	14%	8%	20%	15%	11%	13%	14%	19%	21%	14%	12%	12%	7%
Fairly badly	22%	15%	29%	27%	28%	14%	19%	25%	29%	24%	21%	16%	23%	21%	21%	20%	27%	30%	23%	25%	18%	22%	19%
Very badly	53%	78%	31%	35%	34%	77%	56%	50%	29%	46%	56%	71%	45%	54%	59%	55%	48%	43%	46%	50%	58%	53%	66%
Don't know	10%	4%	11%	14%	11%	3%	8%	12%	23%	12%	8%	2%	12%	10%	9%	11%	10%	6%	7%	11%	12%	13%	9%

Crime

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	1%	-	2%	3%	2%	0%	2%	1%	2%	2%	0%	1%	3%	1%	2%	1%	2%	2%	2%	0%	3%	1%	1%
Fairly well	22%	8%	38%	34%	33%	12%	23%	21%	26%	24%	21%	16%	25%	22%	18%	21%	25%	26%	31%	23%	16%	20%	11%
Fairly badly	26%	30%	25%	31%	26%	25%	25%	27%	26%	26%	25%	27%	25%	24%	30%	26%	27%	27%	23%	30%	26%	23%	24%
Very badly	37%	53%	19%	18%	22%	55%	39%	34%	23%	30%	42%	49%	35%	37%	40%	36%	34%	38%	30%	34%	40%	40%	49%
Don't know	14%	8%	16%	14%	16%	8%	11%	17%	24%	17%	11%	8%	12%	16%	11%	17%	13%	8%	14%	13%	15%	16%	15%

Education

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	2%	1%	1%	1%	1%	1%	3%	1%	9%	2%	1%	0%	6%	1%	1%	2%	1%	2%	1%	2%	3%	2%	1%
Fairly well	25%	17%	36%	31%	31%	18%	26%	23%	27%	26%	23%	22%	29%	25%	18%	26%	26%	27%	28%	25%	22%	25%	19%
Fairly badly	28%	36%	28%	32%	30%	30%	27%	30%	23%	26%	27%	36%	22%	29%	33%	27%	30%	32%	34%	28%	21%	34%	25%
Very badly	23%	28%	12%	17%	17%	32%	24%	23%	17%	23%	26%	24%	22%	22%	25%	24%	25%	23%	20%	24%	27%	22%	26%
Don't know	22%	18%	23%	19%	21%	19%	20%	23%	25%	23%	22%	17%	21%	23%	23%	21%	19%	15%	17%	22%	26%	18%	29%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Taxation

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	0%	-	1%	1%	0%	1%	1%	0%	2%	1%	0%	-	1%	0%	0%	0%	-	1%	1%	-	1%	0%	1%
Fairly well	14%	6%	26%	23%	22%	8%	16%	13%	14%	13%	16%	14%	16%	13%	15%	13%	16%	14%	19%	14%	12%	11%	11%
Fairly badly	27%	27%	31%	30%	33%	23%	26%	28%	29%	26%	29%	25%	23%	27%	29%	27%	26%	39%	29%	29%	25%	26%	23%
Very badly	46%	62%	30%	35%	34%	62%	50%	42%	33%	45%	45%	55%	46%	48%	46%	45%	51%	35%	43%	45%	50%	47%	49%
Don't know	12%	5%	13%	11%	12%	7%	7%	17%	23%	14%	10%	5%	13%	11%	11%	15%	7%	11%	8%	12%	13%	16%	16%

Unemployment

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	1%	-	1%	1%	1%	1%	2%	0%	2%	1%	1%	0%	4%	1%	0%	1%	1%	-	1%	0%	3%	-	1%
Fairly well	15%	9%	27%	24%	23%	9%	16%	14%	14%	15%	19%	12%	14%	16%	14%	15%	15%	16%	22%	15%	11%	11%	11%
Fairly badly	32%	36%	33%	31%	37%	27%	31%	32%	31%	31%	29%	34%	33%	31%	30%	28%	39%	41%	34%	32%	30%	33%	27%
Very badly	34%	44%	19%	20%	20%	48%	35%	32%	31%	32%	33%	40%	36%	33%	35%	36%	28%	31%	27%	34%	36%	38%	43%
Don't know	19%	11%	20%	24%	19%	16%	16%	21%	22%	21%	18%	14%	13%	20%	20%	20%	18%	13%	17%	19%	21%	19%	19%

Inflation

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	2%	1%	-	0%	-	-	1%	-	1%	-	1%
Fairly well	17%	8%	31%	24%	27%	9%	19%	14%	18%	14%	21%	16%	21%	17%	18%	13%	14%	19%	24%	16%	13%	14%	8%
Fairly badly	30%	37%	28%	35%	31%	31%	30%	30%	26%	29%	30%	33%	24%	31%	29%	31%	31%	33%	33%	31%	27%	26%	27%
Very badly	41%	52%	26%	21%	30%	54%	42%	40%	31%	44%	38%	45%	38%	39%	44%	44%	44%	41%	34%	39%	48%	43%	51%
Don't know	12%	3%	15%	18%	12%	6%	8%	16%	24%	13%	11%	5%	15%	13%	9%	12%	10%	8%	8%	14%	11%	16%	15%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Britain's exit from the EU

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	2%	1%	1%	5%	3%	0%	2%	1%	3%	2%	2%	1%	1%	2%	0%	2%	1%	5%	2%	1%	2%	2%	1%
Fairly well	18%	12%	30%	30%	26%	13%	19%	16%	16%	18%	20%	17%	20%	20%	17%	16%	12%	20%	26%	19%	13%	9%	12%
Fairly badly	25%	26%	27%	25%	29%	24%	25%	25%	18%	26%	28%	24%	23%	24%	26%	24%	33%	25%	29%	25%	23%	25%	20%
Very badly	36%	48%	23%	24%	26%	48%	40%	33%	30%	34%	35%	45%	35%	34%	38%	39%	40%	35%	29%	36%	38%	43%	45%
Don't know	19%	12%	19%	17%	17%	15%	14%	24%	33%	20%	15%	13%	21%	20%	18%	19%	15%	15%	14%	18%	24%	22%	22%

Defence

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	3%	1%	6%	4%	4%	2%	4%	3%	7%	5%	1%	1%	7%	2%	2%	3%	3%	4%	4%	2%	4%	5%	2%
Fairly well	25%	11%	38%	40%	36%	15%	25%	25%	32%	29%	21%	20%	26%	25%	24%	24%	28%	32%	34%	27%	19%	19%	16%
Fairly badly	21%	26%	22%	20%	21%	22%	20%	22%	18%	19%	26%	21%	21%	21%	22%	22%	19%	15%	21%	21%	21%	22%	19%
Very badly	32%	51%	16%	19%	19%	51%	38%	27%	14%	25%	38%	49%	25%	33%	37%	33%	34%	31%	29%	30%	34%	34%	43%
Don't know	18%	11%	19%	17%	20%	11%	12%	23%	28%	22%	15%	9%	21%	18%	15%	19%	16%	18%	12%	19%	21%	20%	21%

The economy

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	0%	-	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%	-	1%	0%	1%	-	-	1%	-	0%	-	1%
Fairly well	14%	6%	26%	27%	24%	7%	16%	13%	12%	15%	17%	12%	19%	14%	15%	12%	15%	13%	21%	15%	9%	13%	6%
Fairly badly	30%	24%	38%	40%	36%	25%	28%	32%	30%	33%	31%	26%	26%	33%	30%	28%	28%	38%	32%	33%	27%	26%	28%
Very badly	47%	68%	26%	23%	31%	64%	50%	44%	39%	44%	47%	56%	46%	45%	48%	49%	49%	45%	42%	43%	53%	50%	54%
Don't know	8%	3%	9%	9%	8%	4%	5%	11%	18%	9%	6%	5%	9%	8%	7%	10%	9%	4%	4%	9%	10%	11%	11%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Terrorism

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	5%	2%	8%	9%	8%	3%	6%	4%	6%	7%	4%	3%	6%	6%	5%	5%	5%	6%	7%	4%	5%	6%	4%
Fairly well	36%	32%	49%	47%	45%	28%	37%	34%	40%	37%	34%	32%	38%	35%	34%	37%	35%	41%	44%	39%	29%	33%	19%
Fairly badly	15%	19%	12%	10%	13%	17%	14%	15%	10%	13%	16%	18%	14%	13%	15%	17%	16%	11%	13%	12%	18%	13%	19%
Very badly	22%	32%	7%	10%	10%	36%	25%	20%	14%	18%	25%	31%	17%	22%	27%	23%	22%	25%	16%	21%	24%	27%	36%
Don't know	22%	16%	25%	24%	23%	16%	17%	26%	31%	24%	20%	16%	24%	25%	20%	19%	22%	18%	20%	23%	23%	21%	22%

Transport

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	2%	1%	2%	1%	2%	1%	2%	2%	3%	3%	0%	1%	5%	1%	1%	2%	2%	1%	2%	1%	3%	2%	1%
Fairly well	26%	19%	38%	30%	32%	17%	25%	26%	35%	25%	25%	23%	36%	24%	21%	28%	23%	24%	28%	28%	23%	23%	20%
Fairly badly	31%	35%	31%	36%	34%	33%	34%	28%	23%	31%	31%	36%	29%	33%	33%	27%	29%	42%	35%	33%	29%	28%	23%
Very badly	22%	31%	12%	14%	16%	31%	26%	19%	17%	21%	26%	24%	14%	21%	27%	24%	30%	21%	19%	21%	23%	26%	30%
Don't know	19%	15%	16%	19%	17%	18%	13%	25%	23%	21%	17%	16%	17%	21%	19%	19%	17%	13%	15%	17%	23%	21%	26%

Housing

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	1%	-	2%	3%	1%	1%	2%	0%	4%	1%	1%	0%	3%	1%	2%	0%	-	-	1%	2%	2%	-	-
Fairly well	15%	8%	26%	19%	21%	9%	17%	13%	20%	16%	13%	13%	16%	15%	14%	15%	13%	18%	20%	14%	15%	10%	8%
Fairly badly	35%	42%	37%	44%	39%	34%	34%	35%	27%	34%	34%	41%	37%	33%	32%	33%	45%	41%	41%	34%	30%	33%	32%
Very badly	33%	37%	19%	19%	23%	44%	35%	31%	25%	32%	36%	35%	31%	33%	33%	35%	31%	29%	24%	33%	35%	39%	45%
Don't know	16%	13%	16%	15%	16%	13%	12%	20%	24%	18%	15%	11%	13%	17%	20%	17%	11%	13%	14%	17%	18%	17%	15%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Environment

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	2%	2%	2%	2%	2%	1%	3%	1%	5%	2%	1%	2%	3%	2%	3%	1%	2%	2%	2%	2%	3%	1%	2%
Fairly well	25%	18%	39%	31%	33%	19%	27%	24%	26%	27%	25%	22%	33%	23%	25%	25%	27%	22%	31%	25%	20%	26%	18%
Fairly badly	30%	33%	31%	38%	33%	28%	27%	32%	29%	30%	28%	32%	25%	30%	29%	29%	30%	43%	34%	29%	30%	25%	26%
Very badly	24%	30%	13%	15%	17%	32%	26%	21%	17%	21%	26%	30%	20%	23%	24%	26%	24%	16%	20%	23%	23%	25%	34%
Don't know	19%	17%	15%	14%	14%	20%	16%	22%	23%	20%	20%	15%	18%	21%	19%	19%	17%	16%	12%	22%	23%	23%	20%

Welfare benefits

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very well	1%	-	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	2%	0%	-	0%	-	2%	1%	-	1%	-	0%
Fairly well	15%	8%	26%	21%	23%	9%	17%	14%	17%	16%	17%	13%	19%	13%	17%	15%	19%	13%	18%	14%	14%	14%	16%
Fairly badly	28%	22%	35%	30%	31%	23%	24%	31%	35%	27%	28%	26%	29%	26%	27%	27%	32%	33%	30%	29%	28%	22%	27%
Very badly	41%	63%	21%	31%	30%	60%	44%	39%	18%	41%	43%	52%	33%	44%	43%	41%	42%	37%	37%	43%	43%	43%	45%
Don't know	15%	7%	17%	16%	16%	8%	14%	16%	30%	17%	11%	8%	18%	16%	13%	16%	8%	15%	14%	15%	15%	21%	12%

How good or bad would you say the NHS services in your LOCAL area are?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very good	8%	8%	11%	10%	9%	8%	10%	7%	7%	7%	8%	12%	11%	8%	8%	8%	7%	8%	9%	7%	9%	8%	7%
Fairly good	51%	52%	56%	58%	56%	48%	49%	54%	54%	50%	49%	56%	54%	53%	50%	52%	48%	40%	53%	52%	54%	48%	44%
Fairly bad	24%	27%	21%	18%	21%	28%	23%	25%	19%	25%	26%	21%	20%	23%	24%	24%	23%	35%	25%	24%	22%	23%	24%
Very bad	9%	8%	5%	5%	7%	10%	9%	8%	3%	9%	12%	7%	3%	8%	8%	10%	14%	15%	7%	8%	11%	9%	10%
Don't know	8%	5%	7%	9%	6%	6%	9%	7%	16%	10%	6%	3%	12%	8%	9%	6%	7%	3%	6%	9%	5%	11%	14%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

And how good or bad would you say the NHS services
NATIONALLY are?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very good	3%	2%	3%	1%	1%	3%	4%	2%	6%	3%	2%	1%	6%	2%	-	4%	1%	2%	2%	3%	4%	2%	1%
Fairly good	26%	24%	35%	28%	29%	23%	29%	23%	33%	25%	24%	26%	30%	27%	29%	27%	13%	15%	27%	28%	25%	28%	17%
Fairly bad	43%	48%	39%	45%	46%	43%	42%	44%	43%	43%	43%	43%	39%	44%	43%	42%	50%	48%	45%	44%	43%	36%	46%
Very bad	18%	20%	13%	12%	15%	24%	16%	20%	5%	17%	22%	20%	11%	16%	18%	19%	28%	26%	17%	17%	17%	18%	23%
Don't know	10%	7%	9%	13%	9%	7%	10%	11%	13%	11%	8%	10%	14%	11%	9%	9%	7%	9%	8%	8%	11%	16%	13%

Do you expect the NHS to get better, worse or stay the
same over the next few years?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Get much better	3%	1%	4%	3%	2%	2%	4%	2%	9%	3%	2%	1%	6%	2%	3%	3%	1%	2%	3%	3%	5%	3%	-
Get a little better	15%	8%	26%	21%	20%	9%	18%	12%	27%	11%	17%	14%	19%	14%	15%	18%	7%	16%	16%	15%	16%	12%	14%
Stay the same	24%	31%	27%	24%	23%	27%	27%	22%	16%	25%	23%	28%	21%	24%	25%	25%	23%	26%	28%	24%	20%	26%	19%
Get a little worse	29%	33%	25%	29%	32%	27%	26%	32%	28%	31%	27%	29%	28%	31%	29%	27%	32%	28%	30%	31%	29%	24%	29%
Get much worse	21%	22%	12%	17%	15%	30%	18%	23%	8%	20%	27%	22%	14%	21%	21%	21%	28%	24%	17%	20%	22%	22%	30%
Don't know	8%	5%	7%	6%	8%	5%	7%	9%	12%	10%	5%	5%	12%	8%	7%	6%	9%	4%	6%	7%	8%	13%	7%

Thinking about how the NHS compares to the healthcare
systems of other European countries, do you think...?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
The NHS provides better quality healthcare than in other European countries	18%	14%	24%	16%	18%	16%	18%	18%	27%	22%	13%	12%	20%	15%	22%	20%	16%	11%	16%	18%	22%	16%	19%
The NHS provides about the same quality of healthcare as in other European countries	27%	26%	31%	31%	31%	25%	28%	26%	21%	29%	28%	25%	21%	29%	28%	25%	28%	25%	29%	28%	28%	21%	23%
The NHS provides worse quality healthcare than in other European countries	30%	38%	23%	28%	28%	38%	30%	30%	16%	25%	35%	40%	32%	30%	27%	30%	31%	39%	36%	30%	24%	28%	31%
Don't know	25%	22%	21%	25%	23%	22%	23%	26%	35%	24%	23%	23%	27%	26%	23%	25%	25%	24%	19%	24%	27%	35%	28%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Thinking about how NHS healthcare is FUNDED, which of the following best reflects your view?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Healthcare should be funded by general taxation from everyone		69%	62%	80%	76%	77%	65%	69%	68%	58%	70%	72%	68%	66%	68%	69%	67%	75%	74%	77%	70%	67%	64%	51%
Healthcare should be funded by compulsory health insurance for everyone, paid for from taxation for the least well off, and deducted from other people's wages		11%	17%	9%	9%	10%	13%	12%	9%	11%	8%	10%	17%	11%	13%	10%	10%	8%	7%	14%	11%	9%	6%	13%
Healthcare should only be funded by taxation for the least well off, with other people choosing to take out voluntary insurance if they wished		5%	5%	2%	5%	3%	5%	5%	4%	4%	4%	5%	5%	5%	4%	4%	5%	3%	5%	2%	3%	6%	5%	12%
None of these		5%	9%	2%	4%	3%	8%	4%	6%	2%	5%	6%	4%	5%	4%	7%	6%	3%	3%	3%	6%	6%	4%	6%
Don't know		11%	8%	7%	6%	7%	9%	10%	12%	25%	13%	7%	7%	13%	11%	10%	11%	11%	11%	4%	10%	13%	21%	18%

And thinking about how NHS healthcare is PROVIDED, which of the following best reflects your view?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
The NHS should provide all its own treatment, there should be no role for private providers in the NHS		26%	16%	30%	26%	28%	23%	26%	25%	27%	31%	23%	19%	26%	23%	27%	25%	31%	25%	25%	28%	25%	23%	25%
The NHS should be able to use private companies to provide treatment alongside its own services if they can provide it at NHS prices		60%	68%	63%	66%	63%	65%	60%	60%	44%	50%	69%	75%	58%	62%	60%	58%	55%	57%	66%	59%	57%	54%	54%
All NHS provision should be privatised, with the NHS paying private companies to provide treatment		3%	7%	-	1%	1%	5%	3%	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%	2%	1%	4%
None of these		2%	3%	0%	2%	1%	1%	2%	2%	4%	2%	1%	1%	4%	2%	1%	2%	1%	6%	1%	2%	2%	4%	3%
Don't know		10%	7%	7%	5%	7%	6%	10%	11%	22%	14%	6%	3%	11%	10%	10%	12%	11%	9%	5%	8%	14%	18%	15%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Which of the following best reflects your view?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Local health services should have the ability to set their own priorities and respond to local needs, even if this means different drugs and services are only available in certain areas	36%	32%	41%	39%	38%	35%	40%	34%	40%	39%	33%	33%	34%	37%	32%	38%	44%	37%	39%	43%	35%	29%	25%	
The NHS should provide the same drugs and services across the whole country, even if this means local health services have less ability to set their own priorities or respond to local needs	45%	53%	44%	45%	44%	50%	43%	47%	32%	39%	54%	52%	40%	45%	50%	45%	37%	50%	47%	40%	44%	46%	53%	
Don't know	19%	15%	15%	16%	18%	15%	18%	20%	28%	22%	13%	15%	26%	19%	18%	17%	18%	13%	15%	17%	22%	24%	22%	

How good or bad would you say the education and schools in your LOCAL area are?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very good	6%	4%	9%	10%	7%	4%	7%	5%	9%	6%	6%	5%	9%	7%	7%	4%	3%	4%	8%	5%	5%	4%	6%	
Fairly good	41%	45%	47%	45%	46%	36%	37%	45%	47%	41%	34%	47%	43%	41%	37%	45%	35%	46%	46%	41%	46%	32%	31%	
Fairly bad	16%	16%	15%	8%	13%	19%	17%	15%	18%	18%	15%	12%	15%	14%	17%	17%	20%	15%	16%	18%	16%	12%	16%	
Very bad	5%	7%	2%	3%	2%	7%	5%	5%	5%	7%	4%	4%	3%	5%	5%	8%	4%	3%	2%	7%	4%	10%	6%	
Don't know	32%	28%	28%	33%	32%	33%	34%	29%	21%	29%	41%	31%	30%	33%	34%	26%	38%	32%	28%	30%	28%	42%	42%	

And how good or bad would you say education and schools NATIONALLY are?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very good	1%	1%	2%	1%	1%	1%	2%	1%	4%	2%	1%	0%	3%	1%	3%	1%	2%	1%	1%	1%	2%	3%	1%	
Fairly good	31%	32%	37%	32%	37%	22%	32%	30%	41%	31%	26%	30%	34%	33%	29%	30%	20%	38%	36%	30%	33%	24%	21%	
Fairly bad	30%	32%	28%	32%	28%	34%	30%	30%	29%	30%	29%	32%	23%	30%	34%	31%	35%	26%	32%	32%	27%	27%	30%	
Very bad	8%	10%	4%	7%	6%	12%	8%	8%	3%	8%	11%	7%	10%	8%	8%	8%	11%	5%	8%	9%	6%	8%	9%	
Don't know	29%	25%	29%	28%	28%	30%	28%	31%	23%	28%	33%	30%	31%	28%	26%	31%	32%	31%	22%	27%	32%	38%	39%	

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Do you expect standard in schools to get better, worse or stay the same over the next few years?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Get much better	2%	1%	1%	1%	1%	1%	2%	1%	7%	2%	1%	0%	7%	1%	2%	1%	1%	-	2%	1%	3%	2%	1%
Get a little better	10%	6%	15%	9%	12%	6%	11%	8%	14%	9%	10%	8%	11%	9%	10%	11%	7%	9%	10%	10%	11%	7%	8%
Stay the same	34%	38%	40%	36%	39%	31%	34%	34%	31%	36%	30%	35%	29%	36%	35%	33%	32%	37%	38%	35%	32%	30%	27%
Get a little worse	23%	25%	21%	26%	23%	24%	22%	23%	25%	20%	21%	27%	15%	25%	20%	22%	26%	28%	25%	22%	23%	18%	20%
Get much worse	13%	18%	6%	11%	8%	20%	13%	14%	4%	13%	17%	14%	14%	12%	17%	14%	14%	5%	13%	13%	12%	13%	19%
Don't know	19%	13%	17%	18%	18%	18%	18%	20%	19%	20%	21%	15%	24%	19%	16%	19%	19%	21%	12%	20%	18%	30%	25%

Thinking about how British schools compare to the education systems in other European countries, do you think...?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
British schools provide better quality education than in other European countries	8%	7%	7%	7%	6%	5%	9%	7%	20%	9%	4%	4%	7%	7%	8%	7%	10%	12%	5%	7%	12%	7%	7%
British schools provide about the same quality of education as in other European countries	27%	26%	35%	29%	32%	25%	30%	25%	26%	28%	27%	26%	23%	29%	26%	28%	22%	30%	34%	30%	23%	18%	20%
British schools provide worse quality education than in other European countries	30%	35%	27%	33%	31%	33%	28%	32%	21%	29%	33%	33%	34%	28%	29%	30%	34%	25%	34%	27%	29%	25%	33%
Don't know	35%	33%	31%	32%	32%	37%	33%	37%	33%	34%	37%	36%	36%	35%	37%	35%	33%	34%	27%	35%	36%	50%	40%

Thinking about the amount of freedom schools are given to govern themselves, and the amount of control local and central government have over them, do you think...

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base: All GB adults	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Local and central government have too much control over schools, and schools should have more freedom to make their own decisions	28%	32%	27%	31%	27%	34%	26%	30%	19%	28%	28%	34%	19%	31%	26%	29%	31%	35%	31%	28%	28%	30%	23%
Schools have too much freedom to make their own decisions, and local and central government should have more powers over them	17%	22%	17%	19%	17%	18%	19%	15%	14%	14%	20%	19%	20%	15%	23%	16%	14%	10%	19%	15%	16%	12%	21%
The current balance is about right	22%	22%	26%	19%	26%	17%	25%	19%	31%	21%	20%	22%	21%	21%	22%	21%	26%	29%	25%	26%	20%	14%	18%
Don't know	33%	24%	29%	31%	30%	31%	30%	35%	37%	37%	32%	25%	39%	33%	29%	34%	30%	27%	25%	31%	36%	44%	39%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Generally speaking, do you think large businesses have a positive or negative impact on Britain?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
A positive impact	31%	49%	24%	25%	27%	38%	35%	27%	24%	26%	32%	41%	27%	30%	35%	30%	33%	32%	35%	31%	31%	24%	24%
A negative impact	19%	9%	26%	16%	23%	15%	21%	18%	27%	22%	16%	15%	20%	20%	13%	21%	22%	21%	18%	22%	18%	16%	23%
Both equally	37%	34%	38%	49%	38%	37%	35%	39%	31%	35%	43%	38%	35%	38%	40%	35%	38%	37%	37%	38%	36%	41%	34%
Don't know	13%	7%	12%	10%	12%	10%	8%	17%	18%	17%	9%	7%	18%	12%	12%	14%	8%	9%	10%	9%	14%	19%	18%

Thinking about how business is regulated in Britain today, do you think businesses face too much regulation, too little regulation, or is the balance about right?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Too much regulation	24%	45%	11%	16%	14%	39%	30%	17%	15%	16%	25%	40%	19%	28%	21%	24%	19%	23%	27%	20%	25%	22%	24%
Too little regulation	23%	11%	31%	28%	31%	13%	23%	22%	27%	28%	20%	14%	31%	21%	17%	22%	29%	22%	22%	27%	18%	20%	24%
The balance is about right	27%	27%	33%	36%	31%	25%	26%	28%	23%	24%	34%	27%	26%	27%	31%	26%	25%	29%	33%	28%	26%	20%	21%
Don't know	27%	17%	25%	20%	24%	24%	20%	33%	36%	32%	21%	18%	25%	25%	31%	28%	28%	27%	19%	26%	31%	37%	31%

And thinking about the taxes that most businesses in Britain pay, do you think businesses have to pay too much tax, do not pay enough tax, or is the balance about right?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Businesses have to pay too much tax	24%	42%	10%	17%	15%	36%	27%	20%	17%	16%	25%	39%	16%	28%	27%	23%	14%	17%	26%	20%	25%	20%	28%
Businesses do not pay enough tax	31%	17%	43%	40%	41%	21%	35%	28%	33%	38%	28%	22%	41%	25%	28%	32%	40%	37%	35%	34%	26%	30%	27%
The balance is about right	20%	24%	24%	22%	22%	20%	20%	20%	17%	15%	27%	22%	20%	21%	19%	17%	22%	27%	22%	21%	20%	18%	14%
Don't know	25%	17%	23%	20%	22%	23%	18%	32%	33%	30%	20%	17%	23%	26%	26%	27%	23%	19%	17%	26%	29%	33%	30%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Current Sunday trading laws mean that most shops in England & Wales are only allowed to open for 6 hours on Sundays. Which of the following best reflects your view?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Shops should be allowed to open for as long as they want on Sundays	52%	52%	52%	56%	53%	48%	56%	48%	57%	58%	48%	43%	47%	50%	53%	51%	68%	48%	56%	53%	48%	46%	52%	
Shops should only be allowed to open for six hours on Sundays	29%	29%	33%	27%	31%	30%	25%	32%	21%	25%	31%	38%	33%	32%	29%	28%	10%	33%	32%	30%	28%	25%	25%	
Shops should not be allowed to open at all on Sundays	13%	17%	10%	12%	10%	19%	11%	15%	5%	10%	17%	18%	13%	12%	15%	15%	9%	13%	10%	12%	16%	18%	14%	
Don't know	6%	2%	4%	5%	5%	3%	7%	5%	16%	7%	4%	2%	7%	6%	3%	6%	12%	7%	2%	5%	8%	11%	10%	

On the subject of climate change do you think:

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
The world's climate is changing as a result of human activity	65%	52%	84%	81%	83%	50%	61%	68%	61%	68%	65%	59%	70%	65%	61%	63%	65%	66%	73%	67%	58%	57%	55%	
The world's climate is changing but NOT because of human activity	17%	31%	8%	7%	9%	29%	19%	15%	8%	14%	18%	27%	10%	17%	20%	19%	18%	15%	17%	15%	19%	18%	17%	
The world's climate is NOT changing	5%	7%	1%	1%	2%	8%	7%	4%	7%	4%	6%	6%	3%	6%	6%	7%	4%	3%	3%	5%	6%	6%	10%	
Not sure	13%	10%	7%	11%	6%	13%	13%	13%	24%	14%	11%	9%	18%	12%	13%	11%	13%	15%	6%	13%	17%	19%	18%	

Do you think concerns about climate change have or have not been exaggerated?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Have been exaggerated - the threat is not as real as many scientists have said	27%	43%	12%	13%	13%	45%	33%	22%	20%	24%	30%	33%	22%	26%	31%	30%	29%	22%	25%	23%	32%	28%	32%	
Have not been exaggerated - the threat is every bit as real as scientists have said	59%	46%	78%	79%	79%	42%	56%	61%	53%	63%	57%	57%	59%	61%	53%	58%	59%	65%	66%	61%	53%	53%	50%	
Don't know	14%	11%	10%	9%	8%	13%	11%	17%	28%	13%	13%	10%	19%	13%	16%	12%	12%	14%	9%	15%	16%	19%	18%	

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Generally speaking, do you think the government is doing and spending too much to try and reduce carbon emissions, not doing or spending enough to reduce carbon emissions, or are they getting the balance about right?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Are doing and spending too much to try and reduce carbon emissions		32%	53%	17%	21%	17%	52%	39%	24%	15%	23%	39%	48%	24%	34%	34%	30%	36%	26%	29%	30%	32%	33%	38%
Are not doing or spending enough to try and reduce carbon emissions		34%	16%	48%	49%	49%	19%	34%	35%	39%	40%	32%	25%	35%	35%	33%	34%	30%	42%	41%	39%	25%	28%	29%
Are getting the balance about right		14%	16%	18%	17%	17%	13%	12%	15%	10%	14%	16%	14%	13%	13%	15%	15%	13%	13%	18%	10%	17%	11%	11%
Don't know		20%	15%	17%	14%	17%	16%	15%	25%	37%	24%	13%	13%	29%	18%	18%	20%	21%	18%	12%	20%	26%	28%	22%

Compared to other countries around the world, do you think Britain is doing more or less to reduce carbon emissions, or about the same?

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Britain is doing more than most other countries to reduce carbon emissions		39%	62%	31%	34%	31%	55%	48%	31%	27%	30%	44%	57%	26%	44%	41%	39%	35%	36%	44%	37%	40%	36%	33%
Britain is doing less than most other countries to reduce carbon emissions		12%	6%	17%	14%	14%	9%	11%	13%	15%	17%	8%	5%	13%	9%	10%	14%	18%	14%	13%	14%	10%	8%	11%
Britain is doing about the same as most other countries to reduce carbon emissions		21%	16%	25%	31%	30%	13%	19%	24%	22%	21%	24%	19%	25%	21%	21%	21%	20%	26%	24%	20%	22%	18%	21%
Don't know		27%	15%	26%	22%	25%	24%	22%	32%	36%	32%	24%	19%	37%	26%	28%	26%	27%	24%	18%	29%	29%	38%	36%

How important, if at all, do you think the following are to the British economy these days?

Car manufacturing

	Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
	Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important		24%	28%	22%	24%	18%	32%	25%	23%	18%	18%	28%	33%	23%	23%	25%	24%	24%	26%	21%	23%	26%	28%	22%
Fairly important		40%	49%	42%	42%	43%	42%	41%	39%	29%	42%	41%	42%	33%	40%	42%	43%	43%	33%	45%	38%	43%	31%	39%
Not very important		19%	16%	21%	22%	23%	15%	20%	18%	24%	17%	19%	17%	22%	19%	17%	16%	20%	23%	22%	21%	14%	15%	15%
Not important at all		4%	2%	3%	2%	3%	4%	4%	3%	2%	5%	4%	2%	5%	3%	5%	3%	2%	4%	5%	4%	3%	3%	4%
Don't know		14%	5%	13%	10%	12%	8%	10%	17%	27%	18%	8%	6%	17%	14%	11%	14%	11%	14%	7%	14%	14%	23%	20%

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Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Oil and gas extraction

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	37%	57%	26%	28%	23%	56%	40%	35%	26%	27%	43%	54%	31%	36%	36%	39%	46%	37%	35%	35%	41%	39%	40%
Fairly important	28%	27%	34%	36%	36%	24%	26%	30%	17%	30%	32%	25%	26%	29%	29%	27%	28%	26%	29%	27%	29%	28%	27%
Not very important	17%	10%	22%	18%	23%	9%	20%	13%	28%	18%	12%	13%	19%	15%	19%	16%	16%	21%	22%	21%	12%	8%	8%
Not important at all	5%	1%	7%	6%	7%	3%	5%	4%	4%	7%	4%	1%	9%	5%	4%	4%	2%	4%	6%	5%	3%	4%	7%
Don't know	13%	5%	11%	12%	12%	8%	9%	17%	26%	18%	8%	5%	16%	14%	12%	14%	8%	12%	8%	12%	16%	21%	18%

Power generation

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	52%	66%	51%	50%	47%	64%	59%	45%	35%	43%	59%	67%	45%	51%	53%	52%	65%	47%	54%	51%	52%	52%	50%
Fairly important	28%	26%	31%	32%	34%	22%	24%	31%	25%	32%	28%	23%	27%	31%	25%	28%	22%	34%	31%	30%	26%	21%	25%
Not very important	6%	3%	7%	6%	7%	5%	6%	6%	11%	7%	6%	3%	10%	5%	8%	6%	3%	7%	6%	7%	7%	5%	3%
Not important at all	2%	1%	0%	2%	1%	2%	2%	1%	2%	2%	2%	1%	4%	1%	2%	1%	2%	2%	1%	1%	2%	1%	4%
Don't know	13%	5%	10%	10%	11%	8%	9%	16%	26%	17%	5%	6%	14%	13%	12%	13%	7%	10%	8%	11%	13%	21%	17%

Software development

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	32%	44%	34%	32%	31%	40%	34%	30%	19%	25%	37%	47%	32%	34%	35%	29%	31%	31%	36%	31%	32%	34%	26%
Fairly important	42%	43%	43%	46%	46%	39%	43%	41%	43%	43%	42%	40%	39%	41%	43%	44%	45%	39%	46%	44%	40%	34%	36%
Not very important	9%	6%	10%	9%	9%	8%	10%	9%	12%	11%	9%	5%	10%	8%	6%	11%	11%	14%	8%	11%	8%	9%	12%
Not important at all	2%	1%	1%	1%	1%	2%	2%	1%	0%	2%	2%	0%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	3%
Don't know	15%	6%	13%	12%	13%	11%	11%	19%	25%	19%	10%	8%	17%	15%	14%	15%	12%	15%	10%	12%	18%	21%	22%

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Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Arts and creative industries

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	21%	15%	30%	34%	29%	16%	21%	21%	22%	21%	24%	19%	26%	23%	19%	18%	22%	20%	28%	19%	19%	18%	18%
Fairly important	33%	43%	33%	37%	38%	35%	30%	36%	23%	32%	36%	38%	32%	32%	36%	33%	36%	33%	36%	36%	31%	26%	33%
Not very important	24%	24%	22%	17%	18%	28%	26%	22%	24%	21%	23%	29%	18%	25%	23%	27%	20%	21%	21%	26%	26%	24%	20%
Not important at all	8%	12%	5%	2%	5%	11%	11%	6%	8%	10%	10%	6%	12%	6%	8%	8%	12%	12%	7%	9%	8%	11%	10%
Don't know	13%	6%	11%	10%	10%	9%	11%	15%	23%	16%	8%	8%	13%	14%	13%	14%	10%	14%	8%	10%	16%	22%	20%

Online and internet companies

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	23%	26%	24%	22%	22%	25%	26%	21%	26%	20%	25%	27%	29%	21%	24%	25%	25%	18%	24%	23%	24%	23%	22%
Fairly important	45%	53%	44%	45%	47%	47%	46%	45%	33%	44%	47%	51%	39%	50%	46%	41%	46%	47%	48%	47%	43%	44%	37%
Not very important	12%	11%	15%	18%	14%	12%	13%	11%	12%	11%	15%	12%	11%	11%	11%	14%	14%	15%	14%	12%	11%	9%	12%
Not important at all	2%	2%	1%	1%	2%	3%	3%	2%	1%	4%	2%	2%	4%	2%	3%	2%	2%	1%	1%	3%	2%	2%	7%
Don't know	17%	8%	15%	14%	15%	12%	13%	20%	28%	22%	12%	8%	18%	17%	16%	18%	13%	19%	13%	15%	20%	22%	22%

Building and construction

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	40%	46%	42%	42%	37%	48%	41%	40%	36%	34%	45%	48%	43%	41%	36%	41%	43%	35%	40%	37%	44%	41%	39%
Fairly important	41%	44%	43%	43%	46%	40%	41%	41%	27%	44%	42%	41%	38%	42%	42%	37%	46%	44%	47%	42%	38%	35%	33%
Not very important	7%	5%	6%	5%	7%	5%	8%	5%	14%	6%	6%	5%	6%	5%	9%	9%	4%	5%	7%	9%	4%	6%	7%
Not important at all	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	1%	3%	1%	1%	3%	1%	1%	1%	1%	4%
Don't know	11%	4%	9%	9%	10%	6%	8%	13%	22%	15%	5%	5%	12%	11%	10%	12%	6%	13%	6%	10%	13%	16%	17%

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Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Manufacturing

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	40%	52%	37%	37%	34%	53%	41%	38%	18%	30%	47%	59%	34%	41%	41%	39%	43%	38%	38%	38%	44%	38%	43%
Fairly important	34%	34%	38%	32%	35%	33%	33%	35%	34%	38%	35%	26%	35%	33%	36%	36%	29%	32%	36%	34%	33%	34%	31%
Not very important	13%	10%	14%	20%	18%	7%	14%	12%	18%	13%	11%	11%	14%	13%	10%	12%	18%	15%	17%	15%	9%	8%	6%
Not important at all	2%	1%	2%	1%	3%	2%	3%	1%	2%	3%	2%	1%	2%	2%	1%	2%	3%	3%	2%	2%	1%	1%	5%
Don't know	12%	4%	8%	10%	10%	5%	9%	14%	28%	16%	5%	3%	15%	11%	11%	12%	8%	13%	6%	11%	13%	19%	15%

Financial services

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	40%	48%	41%	47%	42%	43%	48%	32%	30%	36%	41%	49%	40%	44%	34%	38%	40%	33%	49%	40%	36%	28%	34%
Fairly important	38%	43%	40%	34%	38%	39%	33%	43%	35%	37%	41%	37%	34%	35%	45%	38%	42%	36%	36%	39%	39%	41%	35%
Not very important	7%	5%	6%	6%	6%	9%	8%	7%	6%	7%	9%	7%	8%	8%	7%	7%	6%	12%	5%	9%	6%	10%	10%
Not important at all	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	3%	1%	2%	2%	2%	3%	2%	1%	1%	2%	4%
Don't know	13%	3%	13%	11%	12%	8%	9%	17%	27%	17%	7%	6%	15%	13%	12%	15%	9%	16%	9%	10%	18%	19%	18%

Retailing

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	31%	33%	34%	38%	30%	34%	32%	29%	25%	24%	38%	37%	32%	30%	31%	30%	31%	29%	32%	28%	31%	31%	32%
Fairly important	48%	56%	46%	44%	51%	50%	48%	49%	40%	50%	48%	49%	44%	48%	51%	48%	52%	50%	51%	53%	46%	43%	41%
Not very important	9%	7%	11%	8%	9%	8%	10%	7%	8%	9%	8%	9%	8%	9%	7%	9%	7%	10%	11%	8%	7%	9%	7%
Not important at all	1%	1%	-	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	3%	0%	1%	2%	-	1%	2%	1%	3%
Don't know	11%	3%	10%	9%	10%	6%	8%	14%	26%	15%	5%	4%	14%	12%	9%	13%	9%	10%	7%	10%	14%	16%	16%

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Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Transport

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	34%	37%	37%	37%	34%	39%	35%	33%	27%	28%	40%	43%	38%	32%	34%	34%	39%	33%	35%	35%	32%	34%	35%
Fairly important	42%	46%	43%	42%	44%	43%	42%	42%	37%	43%	40%	44%	41%	44%	43%	39%	40%	41%	44%	43%	42%	40%	35%
Not very important	10%	12%	9%	9%	11%	9%	12%	9%	10%	10%	11%	8%	8%	9%	11%	12%	11%	11%	12%	11%	9%	7%	8%
Not important at all	2%	1%	1%	1%	1%	2%	2%	1%	1%	3%	1%	1%	1%	1%	3%	1%	3%	2%	2%	1%	2%	1%	3%
Don't know	12%	5%	10%	11%	11%	7%	10%	15%	25%	16%	7%	4%	12%	14%	11%	14%	7%	13%	8%	11%	14%	18%	18%

Tourism

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	39%	44%	41%	48%	41%	43%	39%	39%	23%	34%	46%	47%	51%	39%	33%	34%	46%	35%	41%	39%	38%	32%	38%
Fairly important	41%	46%	43%	39%	45%	40%	40%	42%	35%	42%	40%	42%	35%	41%	43%	40%	43%	45%	45%	41%	39%	39%	35%
Not very important	9%	6%	7%	6%	5%	9%	12%	6%	18%	8%	8%	6%	4%	9%	9%	13%	3%	9%	7%	10%	7%	12%	8%
Not important at all	2%	1%	1%	1%	1%	3%	3%	2%	4%	2%	3%	2%	2%	1%	4%	3%	4%	3%	2%	2%	4%	1%	3%
Don't know	9%	3%	7%	7%	7%	5%	7%	12%	21%	13%	4%	3%	8%	10%	11%	10%	5%	8%	5%	8%	12%	15%	16%

Agriculture

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	54%	69%	51%	56%	48%	68%	53%	54%	33%	41%	62%	77%	44%	56%	54%	53%	58%	53%	56%	50%	54%	52%	58%
Fairly important	26%	21%	33%	31%	34%	20%	27%	26%	23%	33%	27%	15%	28%	27%	24%	25%	31%	29%	28%	31%	25%	19%	21%
Not very important	7%	6%	7%	9%	8%	4%	9%	6%	15%	8%	6%	4%	13%	6%	7%	10%	2%	8%	9%	8%	5%	9%	4%
Not important at all	2%	0%	1%	-	1%	2%	2%	1%	3%	2%	1%	0%	3%	1%	3%	2%	2%	1%	2%	2%	2%	-	3%
Don't know	11%	3%	8%	4%	8%	6%	9%	13%	26%	15%	4%	3%	12%	11%	12%	11%	7%	10%	5%	9%	14%	20%	15%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Recreation and leisure industries

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	20%	16%	23%	25%	21%	21%	20%	20%	21%	19%	21%	20%	23%	19%	21%	19%	24%	16%	21%	18%	22%	18%	23%
Fairly important	48%	55%	50%	51%	53%	47%	47%	49%	37%	46%	53%	51%	40%	49%	48%	48%	50%	54%	53%	50%	45%	43%	41%
Not very important	17%	22%	16%	14%	14%	21%	21%	13%	15%	15%	18%	21%	18%	17%	14%	18%	19%	15%	18%	18%	16%	19%	12%
Not important at all	2%	2%	2%	2%	1%	4%	3%	2%	0%	3%	2%	3%	3%	2%	3%	2%	2%	1%	1%	3%	2%	1%	7%
Don't know	12%	5%	10%	8%	10%	7%	10%	15%	27%	17%	6%	4%	15%	13%	13%	12%	6%	14%	7%	12%	15%	18%	17%

Legal services

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	22%	21%	24%	27%	20%	23%	22%	22%	24%	20%	23%	24%	28%	22%	21%	21%	21%	14%	19%	25%	21%	20%	25%
Fairly important	44%	50%	41%	48%	45%	47%	45%	44%	35%	42%	48%	48%	40%	44%	48%	44%	42%	46%	47%	43%	48%	41%	34%
Not very important	15%	19%	16%	12%	18%	16%	19%	12%	13%	14%	16%	18%	13%	16%	13%	15%	23%	17%	19%	16%	12%	15%	12%
Not important at all	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	3%	2%	1%	1%	2%	2%	3%	4%	2%	2%	1%	2%	6%
Don't know	17%	8%	17%	11%	16%	12%	13%	20%	26%	22%	11%	8%	17%	17%	16%	17%	12%	21%	13%	15%	18%	22%	23%

Telecommunications

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Very important	29%	33%	27%	29%	25%	35%	32%	25%	25%	20%	32%	43%	33%	29%	29%	26%	29%	23%	26%	29%	31%	30%	31%
Fairly important	43%	49%	44%	45%	46%	44%	45%	41%	33%	44%	46%	43%	40%	43%	45%	43%	46%	39%	47%	45%	43%	36%	34%
Not very important	11%	10%	12%	11%	13%	10%	11%	11%	8%	15%	10%	6%	10%	10%	10%	13%	11%	13%	14%	11%	8%	9%	9%
Not important at all	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	6%
Don't know	16%	7%	15%	14%	14%	10%	10%	21%	33%	20%	10%	7%	16%	17%	14%	16%	13%	23%	12%	14%	17%	24%	21%

Fieldwork Dates: 11th - 13th April 2026

Sample size: 1748 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Thinking back over the past few years, do you think businesses are behaving better or worse than they were 10 years ago?

Unweighted base	1748	291	451	168	637	634	789	959	124	726	420	478	154	662	300	420	115	97	516	490	343	208	191
Base	1748	316	449	161	649	692	850	898	191	729	421	407	212	600	287	414	152	84	489	507	367	210	175
Much better	2%	5%	1%	3%	2%	4%	3%	2%	1%	2%	3%	3%	4%	3%	3%	2%	2%	2%	3%	1%	3%	3%	2%
A little better	13%	17%	14%	13%	15%	11%	15%	11%	20%	10%	11%	17%	12%	13%	13%	13%	14%	14%	16%	15%	11%	10%	7%
Exactly the same	25%	30%	29%	21%	26%	27%	27%	23%	16%	23%	28%	28%	26%	23%	26%	24%	29%	26%	28%	26%	24%	20%	20%
A little worse	25%	23%	25%	23%	25%	25%	23%	26%	27%	24%	26%	24%	25%	25%	23%	26%	28%	20%	24%	26%	24%	28%	22%
Much worse	16%	13%	17%	17%	17%	16%	18%	14%	13%	20%	14%	13%	14%	16%	14%	18%	15%	22%	15%	14%	16%	18%	24%
Don't know	19%	12%	13%	23%	16%	17%	14%	23%	23%	20%	17%	15%	19%	20%	22%	17%	12%	17%	14%	18%	22%	20%	25%

Cell Contents (Column Percentages)