

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

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

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Approve	16%	6%	33%	19%	27%	6%	20%	12%	18%	18%	14%	12%	27%	15%	16%	11%	10%	25%	21%	19%	10%	10%
Disapprove	66%	87%	47%	58%	52%	86%	65%	66%	43%	59%	74%	81%	55%	66%	65%	68%	76%	64%	63%	62%	75%	65%
Don't know	19%	7%	20%	23%	21%	8%	15%	22%	39%	23%	12%	7%	17%	19%	19%	21%	14%	11%	16%	20%	15%	25%

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	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
0 - Would never consider voting for them	34%	3%	49%	30%	42%	23%	36%	32%	35%	41%	28%	27%	33%	28%	33%	38%	49%	36%	30%	34%	33%	40%
1	8%	0%	14%	11%	11%	6%	8%	9%	9%	9%	10%	5%	8%	8%	7%	9%	7%	12%	10%	8%	8%	5%
2	8%	1%	11%	15%	10%	6%	8%	7%	7%	8%	9%	6%	6%	11%	3%	8%	7%	8%	8%	9%	6%	8%
3	5%	1%	6%	6%	6%	3%	5%	4%	6%	5%	4%	3%	7%	5%	4%	5%	1%	3%	4%	6%	4%	6%
4	6%	8%	3%	9%	6%	7%	6%	6%	2%	6%	7%	7%	9%	6%	8%	4%	2%	3%	6%	7%	5%	5%
5	11%	14%	7%	12%	8%	15%	10%	12%	10%	9%	10%	16%	8%	10%	15%	10%	10%	16%	11%	10%	16%	9%
6	5%	7%	2%	2%	3%	8%	5%	4%	2%	4%	5%	7%	5%	7%	4%	4%	2%	2%	5%	5%	3%	5%
7	6%	17%	3%	4%	5%	10%	7%	6%	1%	5%	9%	9%	7%	6%	8%	6%	5%	7%	7%	5%	7%	6%
8	5%	18%	1%	3%	3%	8%	5%	5%	1%	4%	8%	7%	5%	6%	7%	3%	4%	1%	6%	5%	5%	3%
9	2%	8%	-	-	1%	4%	2%	3%	1%	1%	3%	5%	3%	3%	4%	1%	1%	1%	3%	2%	2%	3%
10 - Would definitely consider voting for them	5%	22%	1%	4%	3%	9%	4%	6%	2%	3%	8%	8%	5%	6%	3%	4%	7%	8%	9%	5%	5%	2%
prefer not to answer	5%	1%	2%	3%	2%	2%	5%	5%	24%	5%	1%	1%	5%	4%	4%	8%	5%	3%	1%	6%	7%	10%

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Labour

	Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
	Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
0 - Would never consider voting for them		38%	66%	11%	22%	16%	64%	39%	38%	18%	32%	48%	50%	27%	39%	46%	38%	39%	38%	28%	36%	49%	42%
1		6%	7%	4%	7%	5%	7%	7%	5%	5%	6%	7%	7%	7%	7%	6%	6%	5%	5%	6%	5%	7%	4%
2		5%	5%	5%	3%	5%	5%	6%	5%	8%	6%	3%	5%	4%	7%	3%	5%	6%	5%	4%	6%	7%	6%
3		5%	5%	3%	8%	6%	4%	5%	4%	4%	5%	6%	4%	4%	5%	2%	5%	9%	5%	6%	5%	3%	5%
4		4%	2%	6%	7%	6%	2%	4%	5%	4%	5%	3%	4%	5%	5%	4%	4%	5%	3%	5%	4%	4%	4%
5		11%	8%	12%	21%	14%	7%	8%	13%	12%	12%	7%	11%	13%	9%	10%	10%	15%	15%	14%	9%	10%	9%
6		7%	3%	12%	13%	10%	3%	7%	7%	11%	8%	5%	4%	11%	7%	6%	7%	3%	5%	8%	8%	4%	6%
7		5%	2%	10%	8%	10%	2%	5%	5%	2%	7%	5%	4%	7%	6%	5%	4%	3%	6%	8%	5%	2%	6%
8		4%	1%	10%	3%	7%	1%	3%	5%	3%	4%	6%	2%	6%	4%	3%	3%	5%	4%	7%	5%	2%	1%
9		2%	0%	6%	1%	4%	0%	2%	1%	2%	2%	2%	1%	3%	1%	2%	3%	1%	1%	3%	3%	0%	0%
10 - Would definitely consider voting for them		7%	1%	21%	6%	14%	2%	8%	7%	7%	7%	8%	7%	8%	7%	10%	6%	3%	10%	11%	7%	4%	7%
prefer not to answer		5%	1%	2%	3%	2%	2%	5%	5%	24%	5%	1%	1%	5%	4%	4%	8%	5%	3%	1%	6%	7%	10%

Liberal Democrats

	Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
	Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
0 - Would never consider voting for them		30%	39%	14%	4%	13%	44%	33%	26%	23%	25%	34%	36%	24%	27%	37%	31%	32%	28%	21%	27%	38%	32%
1		6%	13%	4%	2%	5%	8%	7%	6%	2%	7%	7%	6%	8%	6%	4%	7%	6%	8%	6%	7%	5%	7%
2		7%	7%	6%	3%	6%	8%	8%	6%	6%	8%	6%	7%	6%	7%	8%	7%	6%	8%	5%	7%	10%	7%
3		7%	9%	7%	2%	7%	7%	7%	7%	8%	6%	7%	7%	9%	6%	9%	7%	4%	5%	8%	7%	6%	7%
4		6%	6%	7%	4%	7%	5%	5%	6%	4%	5%	5%	8%	6%	7%	4%	5%	4%	3%	5%	5%	7%	5%
5		15%	15%	23%	12%	20%	12%	13%	18%	14%	16%	15%	15%	16%	15%	15%	15%	15%	22%	18%	15%	15%	13%
6		7%	2%	12%	6%	11%	3%	7%	7%	7%	7%	8%	5%	7%	7%	5%	7%	7%	9%	8%	9%	4%	5%
7		7%	5%	13%	15%	11%	5%	6%	8%	4%	9%	7%	5%	8%	8%	8%	6%	6%	4%	10%	7%	3%	5%
8		5%	2%	7%	18%	8%	3%	5%	5%	4%	5%	6%	5%	4%	6%	2%	5%	8%	3%	8%	5%	3%	4%
9		2%	-	2%	9%	3%	1%	2%	2%	2%	1%	2%	2%	3%	2%	2%	1%	-	2%	2%	2%	1%	2%
10 - Would definitely consider voting for them		4%	1%	5%	22%	7%	2%	3%	5%	2%	5%	3%	4%	4%	5%	4%	2%	7%	4%	7%	3%	2%	3%
prefer not to answer		5%	1%	2%	3%	2%	2%	5%	5%	24%	5%	1%	1%	5%	4%	4%	8%	5%	3%	1%	6%	7%	10%

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Reform UK

	Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
	Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
0 - Would never consider voting for them		49%	26%	73%	62%	73%	25%	47%	51%	52%	55%	42%	44%	54%	47%	45%	48%	55%	55%	59%	53%	36%	45%
1		5%	5%	6%	7%	5%	6%	6%	5%	5%	7%	4%	4%	9%	5%	3%	6%	7%	2%	5%	5%	7%	3%
2		3%	3%	3%	8%	4%	3%	3%	4%	1%	4%	3%	4%	2%	3%	4%	3%	4%	4%	4%	3%	3%	3%
3		3%	4%	3%	4%	2%	4%	3%	4%	4%	4%	3%	3%	4%	3%	3%	4%	4%	2%	3%	3%	4%	3%
4		3%	6%	2%	1%	2%	3%	3%	2%	3%	2%	3%	3%	4%	3%	3%	2%	2%	5%	3%	3%	2%	4%
5		7%	13%	4%	3%	5%	9%	6%	7%	6%	5%	9%	8%	3%	8%	9%	6%	5%	5%	5%	7%	9%	7%
6		4%	10%	2%	3%	1%	7%	5%	3%	-	4%	5%	4%	4%	4%	6%	2%	2%	2%	2%	2%	7%	5%
7		4%	7%	2%	2%	2%	7%	4%	4%	1%	2%	7%	4%	6%	4%	3%	3%	3%	2%	3%	4%	4%	4%
8		4%	8%	1%	2%	2%	7%	4%	4%	1%	4%	6%	4%	3%	5%	5%	4%	3%	2%	4%	3%	6%	5%
9		2%	3%	1%	1%	0%	4%	2%	2%	1%	1%	4%	2%	1%	1%	4%	3%	1%	4%	3%	2%	2%	1%
10 - Would definitely consider voting for them		11%	15%	2%	4%	3%	22%	12%	9%	2%	8%	13%	18%	4%	13%	12%	11%	10%	14%	9%	10%	14%	10%
prefer not to answer		5%	1%	2%	3%	2%	2%	5%	5%	24%	5%	1%	1%	5%	4%	4%	8%	5%	3%	1%	6%	7%	10%

Green Party

	Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
	Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
0 - Would never consider voting for them		37%	63%	17%	15%	19%	59%	42%	32%	13%	31%	46%	49%	27%	36%	42%	37%	47%	35%	33%	31%	45%	43%
1		6%	10%	5%	8%	5%	8%	7%	5%	2%	7%	7%	5%	9%	6%	5%	6%	5%	7%	5%	7%	5%	5%
2		6%	7%	5%	8%	6%	6%	5%	7%	5%	5%	5%	8%	5%	7%	6%	6%	4%	2%	5%	7%	9%	3%
3		6%	6%	7%	8%	7%	3%	6%	6%	5%	6%	4%	7%	8%	6%	6%	4%	5%	7%	7%	5%	6%	4%
4		5%	3%	5%	9%	6%	5%	4%	5%	2%	5%	5%	5%	6%	5%	4%	4%	4%	7%	5%	5%	5%	4%
5		9%	6%	14%	13%	13%	6%	9%	10%	11%	9%	10%	8%	9%	9%	8%	10%	12%	9%	11%	8%	8%	10%
6		5%	2%	8%	10%	7%	3%	4%	6%	5%	5%	5%	4%	5%	5%	4%	5%	3%	4%	6%	5%	4%	3%
7		6%	1%	10%	13%	9%	3%	5%	7%	7%	7%	5%	4%	10%	6%	5%	6%	3%	3%	7%	7%	3%	4%
8		5%	0%	9%	5%	8%	2%	4%	6%	9%	5%	5%	2%	4%	5%	5%	5%	4%	8%	6%	7%	2%	3%
9		2%	-	5%	2%	4%	1%	3%	2%	4%	3%	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%
10 - Would definitely consider voting for them		8%	1%	12%	6%	15%	2%	6%	10%	14%	11%	6%	5%	11%	8%	9%	7%	7%	14%	11%	9%	5%	8%
prefer not to answer		5%	1%	2%	3%	2%	2%	5%	5%	24%	5%	1%	1%	5%	4%	4%	8%	5%	3%	1%	6%	7%	10%

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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	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231	
Health	28%	23%	36%	29%	34%	22%	20%	35%	28%	28%	26%	29%	20%	27%	26%	28%	33%	42%	32%	28%	23%	27%	
Immigration & Asylum	47%	65%	28%	35%	26%	73%	46%	47%	27%	37%	58%	63%	35%	47%	53%	47%	48%	51%	39%	42%	57%	52%	
Crime	16%	20%	11%	11%	11%	21%	16%	16%	9%	18%	19%	13%	17%	14%	19%	19%	10%	13%	13%	15%	17%	19%	
The economy	53%	51%	61%	63%	60%	46%	56%	51%	57%	56%	52%	47%	56%	53%	50%	55%	51%	52%	58%	54%	49%	51%	
Tax	15%	14%	11%	17%	11%	17%	20%	11%	19%	19%	11%	13%	21%	14%	18%	15%	13%	11%	14%	14%	18%	21%	
Pensions	5%	5%	5%	9%	3%	7%	5%	5%	2%	2%	6%	10%	4%	5%	7%	5%	5%	1%	3%	6%	5%	5%	
Education	8%	6%	11%	14%	11%	5%	6%	10%	11%	10%	7%	6%	7%	8%	8%	9%	8%	10%	11%	10%	6%	5%	
Family life & childcare	5%	4%	6%	7%	6%	5%	4%	7%	3%	9%	3%	1%	5%	6%	5%	4%	5%	12%	4%	5%	7%	8%	
Housing	17%	3%	26%	19%	19%	10%	19%	16%	34%	23%	8%	8%	30%	14%	15%	18%	17%	11%	12%	18%	20%	18%	
The environment	14%	4%	21%	17%	23%	6%	14%	14%	14%	18%	12%	8%	12%	15%	12%	14%	14%	16%	18%	18%	6%	11%	
Britain leaving the EU	15%	9%	22%	17%	23%	7%	16%	14%	16%	12%	18%	16%	14%	16%	13%	13%	19%	15%	21%	15%	11%	9%	
Transport	2%	0%	3%	2%	3%	1%	2%	2%	4%	3%	1%	1%	5%	1%	2%	2%	1%	1%	3%	1%	3%	0%	
Welfare benefits	20%	35%	13%	18%	15%	27%	20%	19%	14%	16%	25%	23%	16%	23%	22%	18%	16%	11%	20%	20%	21%	17%	
Defence and security	32%	49%	31%	31%	33%	41%	31%	33%	6%	22%	40%	52%	27%	35%	33%	29%	34%	25%	41%	29%	30%	19%	
None of these	0%	-	-	-	0%	0%	1%	0%	1%	0%	-	0%	1%	0%	-	0%	1%	-	0%	0%	1%	-	
Don't know	3%	0%	1%	2%	2%	1%	2%	3%	10%	3%	1%	0%	3%	2%	2%	3%	4%	5%	1%	3%	2%	7%	

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

National Health Service

	Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231	
Very well	2%	0%	4%	3%	3%	1%	2%	1%	5%	1%	2%	1%	5%	2%	2%	1%	-	2%	2%	2%	1%	4%	
Fairly well	22%	17%	36%	22%	30%	15%	27%	17%	25%	21%	23%	21%	34%	20%	24%	19%	20%	19%	28%	23%	16%	19%	
Fairly badly	34%	44%	31%	41%	35%	35%	32%	37%	30%	33%	33%	40%	31%	37%	32%	34%	30%	42%	38%	34%	33%	31%	
Very badly	34%	37%	22%	28%	25%	45%	30%	38%	26%	34%	37%	36%	24%	34%	36%	36%	45%	28%	27%	33%	43%	34%	
Don't know	8%	2%	7%	7%	7%	5%	8%	7%	15%	11%	4%	2%	6%	7%	6%	11%	6%	9%	5%	8%	7%	12%	

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Immigration

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	2%	0%	3%	3%	3%	0%	2%	2%	4%	1%	1%	2%	3%	2%	2%	1%	0%	3%	2%	2%	1%	2%
Fairly well	15%	6%	31%	18%	29%	3%	17%	14%	20%	18%	14%	10%	26%	14%	14%	14%	10%	16%	21%	17%	11%	12%
Fairly badly	21%	13%	26%	36%	27%	14%	20%	21%	24%	22%	19%	17%	21%	19%	20%	21%	22%	26%	25%	23%	14%	23%
Very badly	53%	78%	32%	31%	32%	80%	52%	54%	29%	46%	62%	67%	43%	55%	56%	51%	62%	46%	46%	48%	65%	52%
Don't know	9%	2%	8%	13%	9%	3%	8%	10%	23%	12%	3%	4%	7%	10%	7%	12%	5%	9%	6%	11%	9%	11%

Crime

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	1%	0%	3%	1%	2%	0%	1%	1%	3%	1%	2%	1%	2%	1%	2%	1%	1%	4%	1%	2%	1%	0%
Fairly well	21%	8%	37%	29%	34%	10%	24%	19%	28%	22%	20%	18%	32%	21%	18%	20%	18%	18%	29%	24%	14%	18%
Fairly badly	28%	35%	24%	27%	25%	29%	24%	31%	31%	25%	26%	32%	21%	29%	25%	28%	32%	34%	28%	29%	27%	24%
Very badly	35%	50%	18%	21%	22%	52%	37%	33%	14%	33%	42%	41%	34%	34%	42%	31%	38%	34%	29%	29%	46%	40%
Don't know	15%	6%	18%	22%	17%	9%	14%	16%	23%	19%	10%	8%	10%	16%	13%	19%	11%	10%	13%	16%	13%	17%

Education

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	2%	2%	3%	2%	3%	1%	3%	2%	7%	3%	1%	2%	8%	1%	3%	2%	1%	1%	3%	2%	3%	3%
Fairly well	26%	21%	38%	26%	33%	20%	28%	24%	28%	25%	30%	23%	32%	26%	27%	23%	23%	29%	31%	31%	19%	22%
Fairly badly	29%	37%	27%	23%	30%	31%	26%	32%	26%	26%	31%	36%	26%	30%	26%	30%	37%	32%	32%	27%	31%	30%
Very badly	22%	27%	10%	20%	14%	31%	23%	20%	12%	24%	23%	20%	15%	21%	27%	21%	26%	22%	18%	19%	27%	20%
Don't know	21%	14%	22%	28%	20%	17%	20%	21%	27%	23%	15%	19%	20%	22%	17%	25%	13%	16%	16%	21%	20%	25%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Taxation

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	1%	1%	3%	1%	2%	0%	1%	1%	4%	1%	2%	1%	3%	1%	1%	1%	-	4%	1%	2%	1%	1%
Fairly well	13%	4%	26%	13%	22%	6%	14%	13%	12%	15%	14%	10%	17%	10%	13%	15%	14%	16%	16%	15%	10%	12%
Fairly badly	29%	28%	35%	34%	34%	25%	29%	29%	31%	29%	25%	31%	28%	30%	31%	25%	34%	24%	32%	31%	26%	24%
Very badly	44%	62%	24%	32%	30%	61%	47%	41%	28%	39%	50%	53%	39%	46%	44%	43%	42%	47%	42%	38%	52%	45%
Don't know	13%	5%	12%	20%	13%	7%	10%	16%	24%	17%	9%	5%	12%	13%	10%	17%	10%	9%	8%	14%	12%	18%

Unemployment

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	1%	1%	1%	2%	1%	0%	1%	1%	2%	0%	1%	1%	2%	0%	1%	1%	-	3%	1%	1%	0%	2%
Fairly well	16%	8%	28%	18%	25%	10%	17%	14%	10%	16%	19%	14%	20%	15%	14%	13%	20%	20%	21%	16%	11%	12%
Fairly badly	32%	33%	35%	34%	36%	28%	29%	34%	30%	30%	34%	34%	36%	30%	32%	31%	33%	32%	35%	32%	29%	28%
Very badly	34%	48%	17%	21%	20%	48%	37%	32%	36%	33%	35%	37%	33%	35%	37%	33%	36%	29%	28%	31%	45%	38%
Don't know	17%	10%	18%	24%	18%	14%	16%	19%	22%	21%	11%	15%	9%	19%	17%	22%	12%	16%	15%	19%	15%	20%

Inflation

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	1%	0%	2%	1%	1%	0%	1%	1%	3%	0%	2%	1%	4%	1%	1%	0%	1%	2%	1%	1%	1%	1%
Fairly well	16%	7%	32%	21%	28%	8%	21%	12%	11%	15%	19%	18%	23%	14%	14%	17%	18%	23%	23%	16%	12%	14%
Fairly badly	32%	38%	29%	39%	33%	32%	31%	32%	32%	30%	30%	37%	34%	33%	36%	27%	25%	29%	36%	33%	28%	28%
Very badly	38%	50%	24%	24%	26%	51%	37%	40%	32%	39%	42%	37%	33%	39%	37%	39%	49%	30%	30%	37%	48%	39%
Don't know	12%	5%	13%	15%	12%	9%	11%	14%	22%	15%	8%	7%	6%	13%	11%	17%	7%	16%	9%	12%	11%	17%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Britain's exit from the EU

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	3%	1%	6%	2%	5%	1%	3%	2%	2%	2%	3%	3%	4%	2%	1%	4%	1%	6%	5%	2%	1%	3%
Fairly well	20%	13%	33%	30%	31%	13%	21%	20%	16%	23%	20%	18%	28%	20%	24%	17%	16%	18%	27%	24%	14%	16%
Fairly badly	22%	24%	24%	21%	22%	21%	20%	23%	26%	21%	18%	24%	23%	22%	23%	21%	20%	20%	23%	23%	23%	17%
Very badly	38%	52%	23%	26%	29%	50%	43%	34%	28%	35%	47%	41%	33%	38%	38%	37%	49%	38%	35%	33%	46%	39%
Don't know	17%	11%	13%	21%	13%	15%	14%	20%	28%	18%	13%	14%	12%	18%	15%	21%	15%	18%	11%	19%	16%	24%

Defence

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	3%	1%	6%	2%	4%	1%	3%	2%	7%	3%	1%	1%	7%	2%	3%	3%	-	5%	3%	2%	2%	3%
Fairly well	22%	9%	32%	35%	30%	11%	21%	23%	34%	25%	18%	15%	25%	23%	21%	18%	21%	30%	27%	25%	15%	22%
Fairly badly	24%	28%	28%	20%	30%	21%	26%	23%	19%	24%	27%	25%	29%	23%	27%	23%	25%	19%	25%	26%	25%	22%
Very badly	34%	56%	18%	23%	21%	56%	37%	31%	10%	26%	43%	50%	25%	35%	36%	33%	40%	32%	32%	31%	39%	30%
Don't know	17%	7%	16%	21%	15%	12%	13%	20%	30%	22%	10%	9%	14%	17%	13%	23%	15%	15%	13%	16%	19%	23%

The economy

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	1%	-	2%	1%	2%	-	1%	1%	2%	0%	1%	1%	2%	1%	1%	0%	-	2%	1%	1%	-	1%
Fairly well	15%	4%	30%	18%	26%	6%	17%	13%	12%	16%	14%	15%	21%	15%	14%	12%	12%	23%	21%	16%	9%	13%
Fairly badly	30%	30%	33%	41%	32%	29%	28%	33%	33%	31%	26%	32%	34%	27%	30%	34%	33%	26%	32%	30%	31%	27%
Very badly	44%	63%	25%	30%	31%	60%	45%	44%	30%	41%	52%	49%	39%	47%	49%	40%	45%	38%	40%	43%	51%	44%
Don't know	10%	3%	10%	10%	9%	5%	9%	10%	24%	12%	7%	2%	5%	10%	7%	13%	9%	11%	7%	9%	8%	15%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Terrorism

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	6%	3%	13%	4%	9%	3%	9%	4%	5%	7%	8%	5%	10%	5%	5%	7%	6%	10%	8%	7%	5%	8%
Fairly well	32%	25%	43%	41%	42%	23%	35%	30%	43%	33%	29%	30%	42%	33%	29%	28%	33%	35%	37%	37%	27%	25%
Fairly badly	17%	28%	9%	14%	13%	21%	14%	19%	15%	11%	20%	23%	13%	18%	21%	14%	18%	14%	16%	16%	20%	15%
Very badly	22%	28%	9%	14%	10%	37%	23%	20%	10%	21%	27%	23%	15%	22%	26%	23%	24%	18%	16%	19%	29%	23%
Don't know	23%	16%	27%	28%	26%	17%	19%	27%	28%	27%	17%	19%	20%	23%	19%	29%	20%	24%	23%	21%	19%	29%

Transport

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	2%	-	2%	4%	2%	1%	2%	1%	5%	2%	1%	1%	5%	1%	2%	1%	1%	2%	2%	3%	1%	2%
Fairly well	26%	17%	37%	32%	36%	16%	26%	27%	31%	28%	24%	23%	35%	26%	24%	24%	24%	27%	29%	30%	25%	21%
Fairly badly	31%	41%	29%	26%	30%	35%	33%	30%	32%	28%	32%	37%	34%	33%	32%	29%	29%	29%	35%	28%	30%	36%
Very badly	20%	26%	10%	16%	12%	31%	22%	18%	9%	21%	25%	20%	13%	20%	23%	20%	26%	21%	16%	20%	26%	18%
Don't know	20%	16%	22%	22%	20%	18%	17%	24%	24%	21%	19%	19%	13%	20%	19%	25%	20%	21%	18%	19%	18%	23%

Housing

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	1%	1%	2%	2%	2%	0%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	-	1%	1%	1%	2%	2%
Fairly well	17%	11%	27%	20%	23%	13%	18%	16%	14%	17%	19%	16%	20%	16%	15%	18%	15%	23%	21%	17%	13%	17%
Fairly badly	33%	40%	35%	38%	37%	32%	32%	35%	29%	31%	34%	38%	33%	35%	34%	27%	42%	37%	39%	34%	33%	26%
Very badly	33%	39%	20%	22%	22%	43%	34%	31%	28%	33%	35%	31%	31%	33%	36%	32%	35%	19%	26%	31%	38%	38%
Don't know	16%	9%	18%	19%	16%	11%	15%	17%	26%	17%	11%	14%	15%	15%	14%	21%	8%	20%	13%	17%	14%	18%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Environment

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	3%	3%	4%	3%	3%	2%	4%	2%	7%	3%	2%	1%	5%	2%	2%	3%	2%	3%	2%	3%	2%	5%
Fairly well	27%	20%	42%	30%	36%	17%	28%	25%	31%	27%	26%	24%	38%	25%	29%	22%	26%	29%	34%	27%	24%	24%
Fairly badly	29%	34%	27%	31%	30%	31%	27%	31%	24%	27%	29%	35%	27%	29%	29%	27%	36%	29%	31%	26%	31%	27%
Very badly	22%	25%	11%	16%	15%	29%	23%	20%	15%	20%	26%	24%	14%	24%	20%	24%	20%	21%	17%	24%	23%	20%
Don't know	20%	19%	16%	20%	16%	20%	18%	22%	23%	23%	17%	16%	16%	19%	21%	24%	17%	19%	16%	20%	20%	24%

Welfare benefits

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	1%	0%	1%	1%	1%	0%	1%	1%	3%	1%	0%	1%	3%	1%	1%	0%	1%	1%	1%	1%	1%	2%
Fairly well	16%	6%	29%	16%	24%	10%	18%	15%	20%	17%	16%	14%	21%	15%	14%	16%	18%	18%	19%	18%	12%	16%
Fairly badly	28%	21%	34%	35%	34%	21%	26%	29%	26%	31%	24%	26%	35%	26%	29%	26%	27%	22%	31%	28%	26%	24%
Very badly	41%	67%	22%	35%	29%	60%	43%	39%	17%	35%	53%	51%	29%	45%	45%	38%	42%	44%	40%	38%	47%	40%
Don't know	14%	6%	13%	13%	12%	8%	12%	16%	34%	16%	7%	9%	12%	13%	11%	19%	12%	16%	10%	16%	15%	18%

Do you think that Keir Starmer is doing well or badly as Prime Minister?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	2%	0%	5%	1%	3%	1%	2%	2%	2%	2%	2%	3%	4%	2%	3%	1%	1%	4%	3%	2%	1%	1%
Fairly well	20%	9%	38%	30%	34%	7%	22%	18%	21%	23%	18%	15%	25%	20%	18%	20%	15%	23%	28%	22%	11%	18%
Fairly badly	26%	20%	32%	34%	31%	21%	26%	27%	35%	28%	22%	24%	33%	25%	23%	25%	32%	24%	30%	28%	27%	19%
Very badly	43%	70%	19%	24%	24%	68%	45%	41%	20%	36%	55%	56%	31%	45%	47%	44%	43%	44%	34%	40%	53%	47%
Don't know	8%	1%	6%	11%	7%	3%	5%	12%	22%	12%	3%	2%	7%	8%	10%	10%	8%	5%	5%	8%	8%	16%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Do you believe that at the moment Kemi Badenoch does or does not look like a Prime Minister in waiting?

	Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231	
She does look like a Prime Minister in waiting	22%	52%	12%	16%	15%	33%	19%	24%	9%	18%	25%	31%	23%	23%	23%	19%	20%	26%	22%	22%	23%	19%	
She does not look like a Prime Minister in waiting	52%	29%	71%	66%	66%	44%	60%	44%	43%	53%	58%	48%	49%	51%	47%	55%	57%	57%	60%	50%	47%	49%	
Not sure	26%	19%	17%	17%	19%	23%	20%	32%	48%	29%	16%	21%	28%	26%	30%	27%	24%	17%	18%	28%	30%	32%	

Do you think Kemi Badenoch is doing well or badly as leader of the Conservative party?

	Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231	
Very well	5%	17%	2%	3%	2%	9%	5%	6%	6%	2%	7%	9%	6%	6%	6%	4%	3%	8%	7%	6%	4%	5%	
Fairly well	27%	53%	17%	20%	21%	40%	28%	26%	11%	20%	34%	40%	24%	28%	34%	23%	24%	28%	31%	25%	28%	20%	
Fairly badly	19%	16%	24%	26%	23%	16%	21%	18%	22%	18%	23%	17%	28%	19%	18%	18%	20%	16%	20%	23%	17%	16%	
Very badly	24%	5%	36%	26%	34%	16%	28%	21%	19%	29%	23%	20%	24%	23%	17%	28%	32%	27%	28%	22%	22%	27%	
Don't know	24%	9%	21%	25%	19%	18%	18%	30%	43%	31%	13%	13%	18%	24%	26%	26%	21%	21%	14%	25%	29%	32%	

Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?

	Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231	
Very well	2%	1%	4%	8%	4%	2%	2%	2%	1%	2%	2%	5%	2%	2%	2%	1%	4%	6%	4%	2%	1%	2%	
Fairly well	27%	24%	41%	43%	40%	21%	28%	26%	18%	25%	33%	29%	29%	27%	23%	26%	31%	29%	35%	30%	20%	17%	
Fairly badly	19%	30%	17%	12%	17%	23%	20%	17%	16%	16%	19%	24%	22%	18%	22%	14%	16%	28%	23%	16%	19%	16%	
Very badly	16%	21%	7%	7%	9%	24%	20%	12%	8%	15%	20%	17%	13%	17%	16%	17%	18%	11%	13%	15%	20%	18%	
Don't know	36%	24%	32%	31%	30%	30%	29%	42%	57%	43%	26%	25%	34%	36%	37%	41%	31%	25%	25%	38%	41%	46%	

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Do you think Nigel Farage is doing well or badly as leader of Reform UK?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	11%	16%	6%	4%	5%	20%	12%	10%	2%	7%	17%	16%	7%	11%	13%	11%	9%	14%	11%	10%	10%	11%
Fairly well	25%	46%	17%	13%	17%	37%	27%	24%	17%	21%	31%	31%	29%	26%	25%	22%	25%	25%	28%	21%	33%	21%
Fairly badly	13%	13%	13%	17%	13%	13%	15%	11%	12%	14%	12%	12%	21%	12%	15%	10%	8%	10%	13%	13%	14%	9%
Very badly	34%	16%	49%	50%	51%	17%	34%	34%	39%	37%	29%	30%	31%	33%	29%	36%	42%	40%	38%	38%	24%	34%
Don't know	17%	8%	14%	16%	15%	13%	13%	21%	30%	22%	11%	9%	12%	18%	18%	20%	16%	11%	10%	18%	19%	26%

Do you think Zack Polanski is doing well or badly as leader of the Green Party?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	11%	2%	21%	11%	21%	3%	12%	10%	14%	15%	8%	7%	13%	11%	11%	11%	9%	18%	15%	14%	6%	8%
Fairly well	23%	15%	34%	32%	31%	16%	24%	22%	28%	23%	25%	18%	30%	21%	23%	21%	20%	28%	28%	23%	20%	15%
Fairly badly	10%	17%	8%	15%	11%	11%	9%	12%	6%	9%	12%	12%	13%	11%	10%	9%	7%	8%	11%	11%	11%	9%
Very badly	25%	42%	11%	15%	13%	40%	30%	19%	10%	21%	30%	33%	18%	26%	29%	22%	27%	23%	25%	21%	28%	25%
Don't know	31%	24%	26%	27%	23%	30%	25%	37%	42%	33%	25%	30%	25%	31%	27%	37%	37%	22%	20%	31%	36%	43%

Do you believe the Conservative party today are or are not ready for government?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
They are ready for Government	17%	43%	8%	10%	13%	25%	17%	18%	11%	16%	21%	20%	19%	20%	19%	14%	12%	19%	20%	18%	17%	13%
They are not ready for Government	61%	36%	80%	75%	74%	56%	66%	56%	47%	62%	63%	64%	55%	59%	60%	63%	71%	69%	67%	60%	57%	58%
Not sure	22%	20%	12%	15%	13%	19%	17%	26%	42%	22%	16%	17%	25%	21%	22%	23%	18%	12%	13%	22%	26%	29%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

In principle, would you support or oppose a large increase in the amount of new housing built in Britain?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Strongly support	16%	5%	27%	11%	18%	11%	22%	10%	24%	18%	12%	12%	29%	12%	15%	15%	18%	16%	17%	15%	17%	16%
Tend to support	35%	34%	44%	34%	43%	30%	34%	37%	28%	36%	36%	37%	35%	30%	29%	40%	52%	43%	44%	35%	28%	33%
Tend to oppose	24%	35%	17%	31%	22%	30%	22%	26%	18%	22%	27%	28%	17%	28%	27%	24%	16%	22%	24%	23%	28%	22%
Strongly oppose	14%	22%	4%	14%	8%	22%	12%	16%	5%	11%	18%	18%	7%	20%	18%	9%	4%	11%	10%	14%	18%	12%
Don't know	11%	4%	8%	10%	9%	6%	10%	12%	25%	13%	6%	5%	12%	11%	11%	12%	11%	7%	5%	13%	9%	17%

And would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Strongly support	12%	6%	19%	6%	13%	9%	17%	8%	18%	15%	8%	8%	22%	10%	11%	11%	14%	12%	11%	12%	13%	14%
Tend to support	31%	23%	41%	35%	36%	25%	32%	30%	32%	31%	30%	30%	37%	23%	30%	35%	42%	37%	38%	31%	24%	30%
Tend to oppose	23%	31%	21%	24%	27%	23%	20%	25%	14%	21%	27%	25%	18%	24%	21%	23%	27%	23%	24%	24%	24%	16%
Strongly oppose	25%	38%	12%	27%	18%	38%	22%	29%	14%	21%	31%	32%	15%	36%	29%	21%	8%	21%	23%	25%	28%	25%
Don't know	9%	3%	7%	9%	6%	5%	9%	8%	21%	11%	4%	5%	7%	8%	10%	10%	9%	8%	4%	9%	10%	15%

Would you support or oppose a large increase in the amount of housing being built in Britain...

...if it meant a substantial decrease in house prices?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Strongly support	19%	6%	27%	13%	19%	11%	23%	14%	42%	20%	13%	11%	31%	16%	16%	20%	12%	28%	16%	20%	20%	22%
Tend to support	35%	31%	39%	38%	42%	30%	34%	36%	30%	36%	34%	36%	32%	33%	35%	33%	52%	30%	40%	34%	31%	31%
Tend to oppose	20%	30%	15%	20%	18%	26%	17%	23%	8%	16%	25%	27%	16%	23%	21%	19%	19%	14%	21%	18%	25%	17%
Strongly oppose	12%	21%	7%	13%	7%	21%	12%	12%	3%	11%	15%	15%	10%	14%	12%	12%	4%	15%	11%	13%	11%	10%
Don't know	15%	12%	12%	16%	14%	13%	14%	16%	17%	17%	14%	11%	11%	14%	16%	17%	13%	13%	11%	14%	14%	21%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

....if it meant the government borrowing a large amount of money to fund house building?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Strongly support	5%	2%	7%	3%	5%	4%	7%	3%	7%	7%	2%	3%	8%	4%	4%	5%	5%	5%	3%	5%	6%	6%
Tend to support	18%	8%	32%	14%	27%	10%	21%	15%	20%	20%	17%	17%	23%	16%	17%	17%	25%	25%	22%	20%	15%	14%
Tend to oppose	31%	32%	33%	36%	35%	28%	29%	33%	30%	31%	32%	31%	34%	32%	29%	29%	37%	28%	35%	30%	32%	31%
Strongly oppose	34%	55%	18%	35%	22%	51%	32%	35%	20%	29%	40%	42%	20%	39%	40%	33%	22%	32%	33%	34%	37%	27%
Don't know	12%	3%	11%	12%	10%	8%	11%	13%	24%	14%	9%	7%	15%	10%	11%	16%	11%	10%	6%	12%	10%	22%

....if it meant allowing smaller housing units or more high rise blocks?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Strongly support	6%	2%	9%	3%	7%	4%	8%	4%	10%	8%	4%	2%	11%	5%	4%	5%	9%	3%	5%	6%	8%	6%
Tend to support	26%	23%	30%	23%	28%	24%	29%	24%	31%	25%	29%	25%	26%	24%	26%	26%	33%	32%	28%	27%	26%	24%
Tend to oppose	29%	30%	33%	31%	32%	29%	29%	28%	22%	29%	30%	31%	33%	30%	27%	26%	30%	30%	34%	26%	30%	25%
Strongly oppose	25%	36%	15%	22%	19%	34%	20%	29%	12%	23%	28%	32%	17%	27%	30%	25%	16%	26%	24%	28%	23%	21%
Don't know	14%	9%	13%	20%	14%	10%	14%	14%	25%	16%	10%	10%	13%	13%	13%	18%	11%	9%	10%	14%	13%	23%

....if it meant building more housing on green field sites?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Strongly support	5%	2%	6%	3%	5%	3%	8%	2%	8%	6%	2%	2%	12%	3%	4%	4%	4%	4%	4%	4%	6%	6%
Tend to support	16%	13%	21%	17%	19%	13%	19%	13%	10%	19%	13%	17%	20%	14%	13%	14%	26%	17%	17%	16%	15%	14%
Tend to oppose	26%	20%	31%	33%	30%	21%	26%	26%	34%	28%	24%	21%	27%	25%	27%	25%	25%	31%	29%	28%	25%	23%
Strongly oppose	43%	60%	31%	42%	37%	56%	38%	47%	25%	35%	53%	55%	30%	50%	46%	41%	32%	41%	43%	43%	44%	36%
Don't know	11%	5%	10%	5%	9%	7%	10%	11%	23%	12%	8%	5%	11%	7%	10%	15%	14%	7%	7%	9%	10%	21%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

In the year ahead, do you expect house prices to go up or down, or stay about the same?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Go up a lot	11%	5%	8%	6%	7%	11%	11%	11%	21%	13%	9%	5%	13%	10%	11%	11%	17%	11%	6%	10%	13%	15%
Go up a little	34%	31%	36%	34%	34%	33%	39%	29%	36%	34%	32%	34%	27%	33%	30%	37%	37%	46%	31%	37%	35%	34%
Stay about the same	31%	41%	35%	37%	37%	31%	27%	34%	16%	30%	36%	34%	30%	33%	35%	27%	30%	27%	40%	31%	27%	21%
Go down a little	11%	11%	11%	8%	11%	10%	10%	11%	13%	7%	14%	13%	20%	10%	11%	9%	7%	5%	14%	7%	12%	12%
Go down a lot	1%	1%	1%	2%	1%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	3%	1%	1%
Don't know	12%	11%	9%	13%	10%	12%	10%	14%	11%	14%	8%	12%	8%	13%	11%	15%	9%	9%	7%	12%	12%	16%

Do you think it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
It would be better for Britain if house prices rose	6%	10%	5%	4%	5%	8%	7%	4%	2%	5%	10%	4%	4%	6%	7%	5%	5%	9%	6%	5%	6%	6%
It would be better for Britain if house prices went down	48%	33%	52%	49%	51%	42%	49%	47%	65%	51%	46%	37%	56%	45%	46%	48%	49%	58%	48%	51%	49%	43%
It would be better for Britain if house prices stayed about the same	27%	40%	27%	27%	28%	34%	27%	28%	7%	24%	31%	39%	23%	28%	32%	25%	32%	24%	34%	26%	25%	23%
Don't know	19%	17%	15%	21%	16%	16%	16%	22%	26%	20%	13%	20%	18%	22%	16%	21%	14%	10%	12%	19%	20%	28%

And thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base: All GB adults	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
I would be better off if house prices rose	21%	27%	26%	24%	28%	22%	21%	21%	1%	22%	30%	20%	19%	23%	22%	19%	23%	26%	32%	21%	18%	13%
I would be better off if house prices fell	22%	8%	23%	15%	17%	11%	23%	20%	67%	28%	9%	2%	33%	19%	21%	20%	17%	25%	16%	26%	25%	26%
It will make little difference to me personally if house prices rise or fall	46%	59%	42%	50%	47%	57%	45%	47%	12%	35%	53%	74%	37%	48%	45%	48%	50%	40%	46%	43%	46%	43%
Don't know	11%	7%	10%	11%	8%	9%	10%	12%	21%	15%	8%	4%	11%	10%	12%	14%	10%	9%	6%	11%	11%	18%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Do you think the Labour Party is united or divided at the present time?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
United	14%	5%	28%	14%	22%	7%	16%	12%	16%	14%	18%	8%	23%	12%	10%	13%	14%	20%	16%	16%	8%	14%
Divided	60%	81%	47%	63%	55%	74%	62%	58%	41%	54%	65%	75%	55%	61%	62%	59%	64%	57%	67%	56%	63%	51%
Don't know	26%	14%	25%	23%	24%	19%	21%	30%	43%	33%	16%	16%	22%	27%	27%	28%	22%	24%	17%	28%	29%	35%

Do you think the Conservative Party is united or divided at the present time?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
United	28%	56%	20%	20%	22%	39%	30%	25%	13%	22%	40%	32%	29%	28%	29%	24%	30%	31%	34%	26%	24%	26%
Divided	34%	21%	44%	38%	41%	30%	36%	32%	29%	34%	34%	36%	32%	33%	30%	36%	40%	40%	38%	33%	33%	30%
Don't know	39%	23%	36%	41%	36%	31%	33%	44%	58%	44%	27%	32%	39%	39%	41%	41%	31%	29%	28%	41%	43%	44%

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following?

Labour Party

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very left-wing	14%	24%	4%	8%	6%	25%	15%	13%	8%	12%	17%	19%	8%	14%	20%	13%	12%	17%	14%	11%	17%	13%
Fairly left-wing	20%	38%	15%	20%	20%	26%	21%	20%	9%	16%	26%	28%	21%	23%	18%	17%	21%	26%	28%	20%	21%	13%
Slightly left-of-centre	22%	16%	38%	31%	33%	15%	25%	20%	20%	22%	27%	21%	27%	24%	21%	20%	18%	20%	31%	25%	14%	17%
Centre	11%	4%	18%	12%	14%	5%	12%	10%	22%	13%	6%	8%	19%	10%	7%	10%	16%	12%	10%	13%	9%	11%
Slightly right-of-centre	6%	3%	8%	5%	10%	2%	7%	5%	5%	6%	4%	7%	7%	4%	6%	6%	7%	8%	8%	5%	3%	5%
Fairly right-wing	2%	1%	1%	6%	3%	2%	3%	2%	2%	3%	3%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	4%
Very right-wing	1%	-	-	2%	1%	1%	1%	1%	-	1%	0%	0%	0%	0%	1%	1%	1%	-	-	1%	2%	0%
Don't know	23%	14%	16%	16%	14%	24%	17%	29%	35%	27%	18%	17%	16%	21%	24%	31%	23%	16%	6%	23%	32%	36%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Conservative Party

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very left-wing	1%	-	0%	3%	0%	3%	1%	1%	-	2%	1%	1%	-	1%	3%	1%	3%	-	0%	0%	3%	1%
Fairly left-wing	2%	-	2%	1%	1%	2%	2%	1%	1%	2%	3%	1%	1%	2%	2%	1%	1%	3%	1%	2%	2%	3%
Slightly left-of-centre	3%	2%	1%	1%	1%	4%	4%	2%	3%	3%	2%	4%	2%	3%	4%	2%	3%	3%	1%	3%	4%	3%
Centre	7%	11%	3%	2%	3%	9%	8%	6%	8%	6%	9%	7%	7%	7%	9%	6%	8%	6%	5%	5%	9%	9%
Slightly right-of-centre	23%	44%	17%	23%	19%	31%	28%	19%	16%	20%	29%	25%	27%	25%	22%	21%	17%	28%	30%	26%	20%	16%
Fairly right-wing	32%	25%	45%	44%	47%	22%	33%	31%	31%	32%	29%	34%	35%	34%	27%	29%	33%	28%	41%	32%	23%	27%
Very right-wing	9%	4%	15%	10%	15%	5%	8%	10%	6%	8%	8%	12%	12%	7%	9%	8%	12%	16%	14%	8%	7%	5%
Don't know	23%	15%	16%	16%	14%	24%	17%	30%	35%	27%	19%	16%	16%	21%	24%	32%	22%	15%	7%	23%	32%	36%

Liberal Democrats

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very left-wing	5%	6%	2%	1%	2%	10%	7%	4%	1%	5%	8%	6%	4%	4%	7%	5%	7%	13%	4%	4%	8%	5%
Fairly left-wing	12%	15%	10%	11%	12%	13%	13%	10%	10%	13%	11%	10%	10%	14%	12%	11%	7%	13%	15%	11%	13%	8%
Slightly left-of-centre	18%	23%	23%	20%	22%	18%	20%	16%	13%	16%	23%	19%	21%	18%	18%	17%	17%	19%	26%	20%	11%	14%
Centre	26%	23%	35%	42%	37%	20%	28%	25%	20%	26%	26%	30%	24%	28%	25%	21%	33%	34%	33%	27%	21%	21%
Slightly right-of-centre	6%	6%	7%	4%	7%	4%	5%	7%	8%	4%	7%	6%	12%	5%	4%	5%	5%	4%	7%	4%	6%	7%
Fairly right-wing	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	4%	2%	1%	1%	3%	2%	2%	2%	2%	1%
Very right-wing	0%	-	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	-	0%	0%	0%	1%	1%
Don't know	30%	24%	21%	20%	18%	32%	24%	37%	45%	33%	24%	27%	25%	28%	32%	40%	28%	14%	12%	32%	39%	42%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Reform UK

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very left-wing	2%	2%	3%	1%	2%	2%	1%	3%	1%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%
Fairly left-wing	2%	4%	1%	1%	2%	2%	1%	2%	1%	1%	3%	3%	1%	2%	1%	1%	4%	-	1%	1%	4%	1%
Slightly left-of-centre	1%	2%	1%	-	1%	2%	2%	1%	1%	1%	1%	1%	3%	0%	2%	1%	2%	2%	1%	1%	1%	1%
Centre	4%	5%	1%	1%	1%	6%	4%	4%	6%	3%	4%	5%	6%	3%	5%	3%	3%	3%	2%	3%	4%	6%
Slightly right-of-centre	6%	10%	1%	1%	2%	10%	8%	4%	6%	4%	9%	8%	9%	6%	6%	5%	6%	4%	7%	4%	8%	6%
Fairly right-wing	17%	32%	8%	11%	10%	27%	22%	12%	7%	15%	22%	20%	14%	17%	19%	17%	11%	20%	18%	18%	16%	15%
Very right-wing	45%	31%	68%	67%	68%	27%	45%	45%	45%	48%	41%	43%	48%	47%	42%	39%	46%	55%	61%	47%	33%	35%
Don't know	23%	15%	16%	18%	14%	24%	17%	30%	33%	27%	18%	18%	16%	21%	23%	32%	27%	14%	7%	23%	33%	35%

Keir Starmer

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very left-wing	15%	26%	4%	3%	5%	29%	18%	13%	7%	11%	22%	19%	8%	14%	21%	16%	14%	18%	12%	13%	19%	17%
Fairly left-wing	13%	25%	10%	13%	11%	17%	12%	13%	5%	12%	14%	18%	12%	15%	14%	9%	13%	14%	18%	12%	11%	7%
Slightly left-of-centre	18%	19%	26%	28%	28%	13%	18%	18%	10%	15%	23%	23%	22%	20%	16%	16%	13%	19%	26%	19%	12%	13%
Centre	17%	9%	29%	18%	24%	9%	19%	14%	22%	18%	12%	16%	25%	15%	11%	16%	22%	20%	22%	19%	11%	13%
Slightly right-of-centre	7%	2%	10%	9%	10%	2%	7%	7%	12%	8%	4%	4%	5%	7%	6%	6%	8%	9%	8%	7%	5%	6%
Fairly right-wing	3%	1%	3%	2%	4%	2%	4%	2%	5%	4%	3%	1%	7%	3%	2%	2%	3%	2%	3%	3%	4%	3%
Very right-wing	1%	1%	0%	3%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	0%	2%	1%	4%
Don't know	26%	18%	18%	24%	17%	27%	20%	32%	38%	31%	21%	18%	20%	25%	27%	33%	26%	16%	10%	26%	37%	38%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Kemi Badenoch

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very left-wing	1%	0%	0%	0%	0%	1%	1%	1%	-	1%	1%	0%	1%	0%	1%	1%	2%	-	1%	0%	1%	1%
Fairly left-wing	2%	1%	1%	1%	0%	2%	2%	1%	3%	2%	1%	1%	1%	1%	2%	1%	3%	3%	1%	2%	2%	2%
Slightly left-of-centre	3%	2%	2%	1%	2%	4%	3%	2%	2%	2%	3%	3%	3%	3%	2%	3%	2%	4%	2%	3%	4%	2%
Centre	8%	13%	3%	8%	5%	10%	9%	8%	10%	6%	10%	10%	7%	8%	9%	8%	10%	10%	7%	7%	7%	11%
Slightly right-of-centre	20%	36%	14%	15%	17%	28%	24%	17%	11%	18%	25%	25%	22%	21%	20%	17%	24%	20%	23%	22%	21%	14%
Fairly right-wing	25%	27%	37%	34%	34%	20%	27%	23%	25%	24%	25%	27%	29%	28%	22%	23%	18%	27%	38%	24%	16%	18%
Very right-wing	12%	5%	21%	15%	23%	6%	12%	13%	4%	13%	12%	16%	14%	12%	11%	11%	16%	18%	17%	12%	9%	11%
Don't know	30%	16%	22%	28%	20%	29%	23%	36%	45%	35%	23%	19%	22%	27%	34%	36%	26%	18%	12%	29%	41%	41%

Ed Davey

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very left-wing	5%	7%	1%	1%	2%	10%	7%	3%	1%	4%	9%	6%	5%	4%	7%	6%	5%	6%	5%	4%	7%	5%
Fairly left-wing	9%	15%	8%	9%	9%	11%	10%	9%	5%	10%	9%	9%	8%	9%	11%	8%	4%	18%	12%	8%	9%	6%
Slightly left-of-centre	15%	17%	21%	17%	20%	14%	18%	13%	14%	14%	17%	16%	17%	16%	12%	15%	15%	16%	21%	15%	13%	10%
Centre	23%	23%	32%	36%	33%	17%	25%	21%	17%	19%	25%	30%	26%	26%	19%	18%	26%	22%	34%	23%	13%	19%
Slightly right-of-centre	5%	5%	6%	3%	6%	4%	4%	5%	3%	3%	5%	6%	4%	3%	3%	6%	7%	6%	4%	5%	4%	4%
Fairly right-wing	1%	1%	0%	-	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	3%	0%	1%	2%	1%
Very right-wing	0%	-	0%	1%	0%	0%	0%	0%	-	0%	0%	-	1%	0%	0%	-	-	0%	0%	0%	0%	1%
Don't know	42%	31%	31%	34%	28%	43%	35%	48%	58%	48%	34%	31%	37%	40%	46%	47%	40%	29%	22%	43%	52%	53%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Nigel Farage

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very left-wing	2%	1%	2%	2%	2%	2%	1%	2%	0%	1%	2%	3%	1%	2%	1%	3%	1%	2%	2%	2%	2%	1%
Fairly left-wing	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	3%	2%
Slightly left-of-centre	1%	2%	0%	-	0%	1%	1%	1%	1%	1%	0%	2%	-	0%	2%	1%	2%	1%	1%	1%	1%	1%
Centre	4%	3%	1%	1%	1%	5%	4%	3%	7%	3%	4%	4%	7%	3%	4%	2%	4%	2%	2%	3%	6%	5%
Slightly right-of-centre	5%	10%	1%	1%	2%	10%	6%	4%	2%	3%	10%	6%	6%	6%	6%	4%	5%	4%	6%	4%	6%	6%
Fairly right-wing	15%	31%	6%	9%	9%	25%	20%	10%	4%	13%	19%	18%	17%	15%	15%	14%	11%	15%	15%	14%	18%	12%
Very right-wing	48%	35%	70%	66%	71%	30%	48%	47%	47%	49%	44%	49%	51%	50%	46%	42%	48%	59%	66%	51%	32%	35%
Don't know	24%	17%	17%	20%	14%	25%	18%	31%	35%	28%	19%	18%	17%	22%	25%	33%	27%	16%	8%	24%	33%	38%

Yourself

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very left-wing	4%	-	5%	3%	7%	0%	4%	5%	12%	5%	2%	1%	5%	3%	4%	5%	5%	9%	4%	6%	3%	4%
Fairly left-wing	12%	-	23%	18%	22%	2%	10%	13%	14%	15%	9%	7%	14%	12%	9%	12%	10%	12%	15%	14%	7%	11%
Slightly left-of-centre	13%	2%	28%	15%	21%	5%	14%	11%	12%	14%	11%	12%	15%	11%	14%	12%	12%	12%	18%	14%	7%	9%
Centre	21%	22%	19%	31%	21%	22%	22%	20%	15%	19%	23%	25%	24%	21%	18%	18%	34%	17%	25%	19%	20%	16%
Slightly right-of-centre	15%	37%	6%	11%	11%	23%	17%	14%	5%	10%	21%	23%	17%	15%	16%	14%	13%	11%	20%	14%	14%	12%
Fairly right-wing	9%	19%	2%	3%	3%	17%	11%	7%	4%	7%	10%	13%	5%	12%	10%	7%	5%	14%	10%	8%	11%	8%
Very right-wing	3%	6%	1%	1%	1%	7%	4%	3%	-	3%	5%	3%	3%	3%	5%	2%	2%	6%	2%	2%	5%	4%
Don't know	23%	14%	16%	18%	14%	24%	18%	28%	36%	27%	19%	16%	17%	22%	25%	31%	19%	20%	7%	23%	32%	36%

Do you think Kemi Badenoch should remain as leader of the Conservative Party, or stand down and let someone else take over?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Should remain Conservative leader	39%	70%	30%	35%	36%	53%	41%	38%	16%	31%	49%	55%	38%	40%	46%	34%	40%	44%	47%	39%	35%	32%
Should stand down and let someone else take over	21%	17%	26%	24%	23%	19%	23%	19%	25%	20%	24%	19%	25%	20%	17%	23%	23%	25%	21%	19%	21%	25%
Don't know	39%	13%	44%	40%	41%	28%	36%	43%	59%	49%	27%	26%	37%	40%	38%	44%	37%	31%	32%	42%	44%	43%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Do you think Keir Starmer should remain as leader of the Labour Party, or stand down and let someone else take over?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Should remain Labour leader	29%	22%	50%	38%	47%	17%	31%	27%	22%	32%	28%	28%	40%	28%	24%	27%	28%	40%	44%	29%	17%	22%
Should stand down and let someone else take over	49%	67%	31%	40%	31%	70%	51%	47%	35%	42%	57%	59%	39%	50%	54%	48%	51%	44%	40%	46%	59%	49%
Don't know	22%	11%	19%	22%	21%	14%	18%	26%	43%	26%	14%	13%	21%	22%	22%	25%	21%	16%	16%	25%	24%	30%

Generally speaking, how well or badly do you think most businesses in Britain treat their employees?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	2%	4%	2%	1%	1%	3%	3%	2%	3%	2%	1%	4%	3%	1%	3%	2%	1%	4%	3%	1%	2%	3%
Fairly well	52%	69%	55%	59%	53%	60%	52%	53%	35%	45%	59%	67%	53%	49%	57%	50%	58%	54%	61%	50%	54%	38%
Fairly badly	27%	18%	28%	22%	29%	23%	28%	27%	31%	32%	29%	16%	25%	30%	26%	27%	25%	23%	22%	30%	28%	33%
Very badly	6%	2%	5%	4%	4%	5%	7%	5%	11%	8%	5%	1%	7%	5%	5%	6%	6%	8%	4%	5%	8%	6%
Don't know	13%	7%	10%	14%	12%	9%	11%	14%	21%	15%	6%	13%	11%	14%	9%	15%	10%	11%	10%	14%	9%	20%

Generally speaking, how well or badly do you think most businesses in Britain treat their customers?

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very well	3%	5%	3%	2%	2%	3%	3%	3%	6%	4%	2%	2%	4%	3%	4%	3%	2%	6%	3%	3%	4%	3%
Fairly well	58%	66%	64%	64%	62%	58%	57%	60%	52%	54%	60%	67%	56%	58%	65%	52%	61%	66%	65%	60%	57%	51%
Fairly badly	24%	20%	23%	19%	24%	26%	25%	23%	16%	24%	27%	22%	24%	24%	18%	27%	27%	19%	25%	20%	26%	24%
Very badly	5%	2%	3%	4%	3%	5%	6%	3%	4%	6%	4%	3%	9%	4%	4%	5%	3%	1%	3%	5%	5%	6%
Don't know	10%	7%	7%	11%	8%	7%	9%	11%	22%	11%	7%	6%	7%	11%	10%	13%	7%	9%	5%	12%	8%	16%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Generally speaking, to what extent do you think companies in the following areas behave in an ethical way?

Car manufacturing

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	2%	2%	2%	0%	1%	1%	2%	1%	7%	1%	1%	1%	5%	1%	1%	1%	1%	4%	1%	3%	1%	3%
Fairly ethical	28%	40%	26%	25%	22%	34%	30%	26%	31%	23%	29%	35%	34%	25%	29%	30%	28%	26%	31%	28%	27%	24%
Not very ethical	27%	20%	34%	31%	36%	22%	28%	26%	20%	27%	33%	24%	26%	29%	26%	24%	27%	32%	30%	27%	26%	25%
Not ethical at all	6%	3%	6%	6%	7%	5%	6%	6%	4%	8%	6%	4%	5%	7%	6%	4%	8%	4%	6%	6%	6%	8%
Don't know	37%	34%	33%	38%	34%	38%	34%	41%	38%	41%	32%	36%	30%	38%	38%	41%	36%	34%	32%	37%	40%	40%

Oil and gas extraction

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	1%	3%	1%	-	0%	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	0%	3%	-	1%	2%	0%	1%
Fairly ethical	15%	27%	11%	8%	11%	22%	17%	14%	12%	11%	19%	22%	17%	12%	15%	17%	21%	18%	18%	12%	18%	15%
Not very ethical	28%	30%	30%	30%	28%	28%	27%	28%	30%	25%	31%	30%	35%	29%	29%	25%	22%	22%	29%	30%	26%	24%
Not ethical at all	27%	10%	38%	31%	37%	16%	28%	26%	30%	33%	25%	16%	26%	28%	23%	27%	26%	35%	31%	29%	22%	25%
Don't know	29%	30%	20%	30%	23%	32%	26%	31%	26%	30%	25%	31%	20%	29%	31%	31%	27%	25%	21%	26%	33%	34%

Power generation

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	2%	2%	3%	3%	1%	2%	3%	1%	5%	2%	1%	2%	5%	1%	3%	1%	3%	2%	1%	2%	2%	3%
Fairly ethical	26%	32%	25%	20%	23%	30%	30%	22%	26%	21%	29%	31%	26%	25%	26%	25%	29%	28%	32%	25%	24%	22%
Not very ethical	29%	28%	33%	31%	34%	26%	27%	30%	27%	27%	33%	28%	34%	30%	28%	25%	25%	32%	33%	30%	26%	23%
Not ethical at all	11%	7%	12%	15%	13%	10%	12%	10%	9%	14%	9%	8%	10%	12%	8%	12%	13%	11%	10%	12%	10%	11%
Don't know	33%	32%	27%	31%	29%	34%	28%	37%	34%	36%	28%	31%	25%	33%	35%	37%	31%	27%	23%	31%	37%	41%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Software development

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	3%	5%	3%	3%	2%	4%	5%	2%	7%	3%	2%	4%	6%	3%	5%	2%	2%	4%	3%	3%	3%	5%
Fairly ethical	28%	32%	29%	29%	28%	28%	29%	28%	33%	29%	30%	24%	31%	27%	23%	29%	36%	34%	31%	29%	29%	22%
Not very ethical	21%	24%	25%	25%	26%	20%	22%	21%	21%	21%	23%	20%	28%	21%	22%	20%	20%	15%	26%	21%	16%	21%
Not ethical at all	9%	5%	9%	7%	10%	8%	9%	8%	5%	9%	10%	9%	6%	9%	8%	9%	8%	12%	9%	10%	6%	9%
Don't know	38%	35%	34%	36%	34%	41%	35%	42%	34%	38%	35%	43%	30%	40%	42%	39%	34%	35%	30%	36%	45%	43%

Arts and creative industries

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	10%	6%	15%	10%	11%	8%	13%	7%	13%	12%	9%	7%	14%	8%	14%	8%	10%	16%	14%	10%	5%	10%
Fairly ethical	49%	59%	53%	55%	57%	46%	43%	54%	47%	45%	54%	51%	55%	50%	44%	46%	50%	48%	58%	51%	43%	38%
Not very ethical	8%	7%	7%	6%	7%	9%	10%	6%	7%	9%	7%	7%	9%	8%	7%	8%	10%	5%	7%	8%	9%	9%
Not ethical at all	3%	1%	2%	2%	2%	2%	4%	1%	4%	4%	2%	1%	3%	2%	3%	2%	4%	4%	2%	3%	4%	3%
Don't know	31%	27%	23%	27%	22%	36%	31%	31%	30%	30%	29%	34%	19%	31%	32%	37%	26%	28%	19%	28%	39%	40%

Building and construction

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	2%	1%	3%	1%	1%	1%	2%	1%	4%	2%	2%	1%	4%	2%	2%	0%	1%	4%	2%	2%	1%	3%
Fairly ethical	30%	34%	32%	26%	27%	33%	31%	28%	34%	25%	33%	32%	36%	25%	30%	30%	34%	38%	35%	27%	29%	26%
Not very ethical	30%	30%	31%	34%	34%	29%	30%	30%	25%	32%	29%	29%	26%	32%	30%	28%	32%	27%	32%	33%	27%	28%
Not ethical at all	8%	7%	9%	8%	11%	7%	9%	8%	4%	9%	9%	8%	8%	11%	7%	7%	8%	5%	10%	7%	10%	6%
Don't know	30%	27%	26%	31%	28%	30%	28%	33%	33%	32%	27%	30%	26%	31%	30%	35%	25%	27%	22%	31%	34%	37%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Manufacturing

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	2%	2%	2%	1%	1%	1%	3%	1%	6%	2%	0%	1%	6%	1%	3%	0%	1%	-	2%	2%	1%	3%
Fairly ethical	29%	39%	31%	24%	28%	33%	32%	25%	20%	24%	34%	35%	34%	27%	27%	27%	34%	31%	38%	26%	27%	22%
Not very ethical	27%	27%	29%	29%	31%	26%	27%	28%	27%	26%	28%	30%	24%	29%	29%	26%	25%	28%	27%	30%	25%	29%
Not ethical at all	7%	3%	8%	8%	8%	6%	7%	7%	8%	10%	7%	3%	6%	6%	6%	9%	10%	7%	6%	8%	8%	6%
Don't know	35%	29%	30%	39%	32%	34%	31%	39%	39%	38%	31%	33%	29%	37%	35%	37%	30%	34%	28%	34%	39%	40%

Financial services

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	4%	3%	4%	2%	3%	2%	5%	3%	11%	4%	2%	2%	8%	2%	6%	3%	4%	2%	4%	5%	3%	3%
Fairly ethical	23%	35%	21%	23%	21%	27%	23%	24%	22%	21%	25%	26%	25%	24%	22%	23%	23%	24%	28%	22%	22%	22%
Not very ethical	24%	20%	27%	32%	28%	22%	24%	24%	21%	23%	28%	22%	28%	23%	24%	20%	28%	31%	28%	26%	21%	19%
Not ethical at all	16%	10%	20%	13%	20%	14%	20%	12%	7%	19%	14%	15%	12%	16%	15%	18%	17%	11%	17%	15%	14%	14%
Don't know	33%	31%	27%	30%	29%	35%	29%	38%	38%	32%	31%	36%	27%	35%	33%	37%	27%	32%	23%	32%	40%	41%

Retailing

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	2%	3%	3%	2%	2%	2%	3%	2%	4%	3%	2%	2%	4%	2%	3%	3%	1%	3%	3%	3%	2%	3%
Fairly ethical	35%	48%	33%	36%	32%	39%	36%	34%	33%	27%	38%	46%	41%	37%	30%	32%	34%	38%	41%	33%	33%	30%
Not very ethical	27%	20%	32%	28%	35%	22%	26%	27%	22%	29%	30%	21%	29%	26%	26%	26%	31%	25%	33%	25%	24%	25%
Not ethical at all	9%	5%	10%	8%	10%	7%	9%	9%	10%	11%	7%	5%	7%	8%	9%	8%	12%	10%	7%	12%	7%	11%
Don't know	27%	23%	22%	26%	22%	30%	26%	29%	30%	30%	23%	26%	20%	27%	32%	31%	23%	24%	17%	28%	34%	32%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Transport

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	3%	2%	3%	1%	2%	1%	4%	1%	7%	3%	1%	1%	6%	2%	3%	2%	2%	-	3%	2%	3%	4%
Fairly ethical	36%	45%	40%	33%	36%	38%	39%	34%	39%	34%	38%	38%	42%	34%	36%	36%	36%	45%	43%	37%	34%	32%
Not very ethical	22%	18%	23%	25%	25%	21%	20%	23%	14%	21%	24%	24%	23%	22%	24%	19%	25%	16%	25%	21%	20%	19%
Not ethical at all	7%	5%	7%	8%	8%	7%	9%	6%	4%	8%	8%	6%	6%	8%	6%	7%	8%	7%	6%	8%	7%	9%
Don't know	32%	30%	26%	34%	29%	33%	29%	35%	36%	33%	29%	32%	23%	33%	31%	36%	30%	31%	23%	32%	37%	37%

Tourism

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	4%	5%	4%	2%	4%	4%	6%	2%	6%	5%	3%	4%	7%	3%	5%	3%	4%	3%	6%	4%	2%	5%
Fairly ethical	36%	43%	40%	38%	37%	37%	36%	37%	32%	34%	39%	41%	38%	35%	34%	35%	46%	37%	44%	37%	32%	30%
Not very ethical	21%	19%	23%	21%	25%	17%	21%	20%	22%	22%	21%	17%	24%	20%	21%	19%	19%	25%	21%	21%	22%	20%
Not ethical at all	5%	5%	5%	4%	5%	6%	6%	5%	2%	6%	7%	4%	6%	5%	5%	6%	4%	5%	6%	6%	4%	8%
Don't know	34%	29%	28%	34%	29%	36%	31%	36%	37%	34%	30%	34%	25%	36%	35%	36%	27%	30%	24%	32%	39%	38%

Agriculture

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	9%	12%	5%	9%	5%	10%	11%	6%	15%	7%	7%	10%	9%	8%	11%	8%	5%	13%	8%	7%	9%	10%
Fairly ethical	40%	52%	42%	37%	39%	44%	38%	42%	35%	36%	45%	44%	44%	41%	38%	35%	49%	37%	46%	42%	34%	37%
Not very ethical	15%	11%	18%	15%	22%	12%	17%	14%	9%	17%	17%	14%	16%	14%	16%	17%	15%	14%	19%	15%	15%	11%
Not ethical at all	6%	3%	7%	4%	7%	5%	7%	5%	2%	6%	6%	5%	6%	6%	6%	6%	3%	9%	6%	5%	5%	6%
Don't know	31%	22%	28%	35%	27%	30%	28%	33%	38%	33%	25%	27%	24%	31%	30%	35%	28%	27%	21%	30%	36%	36%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 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

Recreation and leisure industries

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	4%	5%	4%	2%	3%	3%	5%	3%	7%	4%	4%	2%	6%	3%	5%	4%	4%	2%	4%	3%	4%	5%
Fairly ethical	39%	45%	41%	42%	41%	39%	40%	38%	39%	36%	43%	40%	39%	39%	38%	35%	46%	52%	48%	43%	30%	31%
Not very ethical	17%	14%	18%	15%	19%	17%	18%	16%	12%	15%	20%	18%	21%	16%	17%	16%	17%	12%	19%	16%	18%	14%
Not ethical at all	4%	4%	3%	5%	4%	4%	4%	4%	1%	5%	4%	4%	5%	3%	5%	4%	3%	3%	4%	4%	4%	4%
Don't know	36%	32%	34%	35%	33%	37%	33%	40%	41%	39%	30%	36%	29%	39%	36%	41%	29%	31%	25%	34%	45%	46%

Legal services

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	4%	4%	4%	4%	4%	4%	5%	4%	7%	5%	3%	3%	8%	3%	6%	3%	8%	1%	4%	6%	4%	4%
Fairly ethical	29%	32%	34%	29%	32%	27%	27%	31%	31%	28%	32%	26%	35%	27%	27%	29%	33%	23%	37%	27%	26%	22%
Not very ethical	19%	19%	20%	23%	22%	20%	23%	16%	14%	19%	20%	22%	19%	20%	19%	18%	20%	21%	21%	21%	15%	22%
Not ethical at all	12%	12%	11%	10%	11%	13%	14%	9%	9%	11%	13%	12%	9%	11%	14%	13%	9%	14%	13%	9%	14%	9%
Don't know	36%	33%	31%	33%	32%	37%	31%	41%	39%	37%	32%	38%	30%	40%	34%	37%	30%	41%	26%	37%	42%	42%

Telecommunications

Unweighted base	1777	265	478	161	639	638	826	951	141	745	423	468	168	636	302	444	140	87	525	497	345	243
Base	1777	320	458	163	659	704	864	913	194	741	428	414	215	610	291	421	155	85	498	515	373	231
Very ethical	3%	2%	3%	2%	2%	2%	5%	1%	8%	3%	1%	2%	7%	1%	3%	2%	5%	2%	2%	2%	4%	5%
Fairly ethical	28%	37%	28%	25%	26%	31%	30%	26%	26%	25%	31%	32%	32%	27%	27%	25%	35%	28%	33%	29%	25%	23%
Not very ethical	20%	18%	21%	21%	23%	20%	23%	17%	11%	20%	22%	20%	20%	20%	19%	19%	20%	22%	23%	19%	18%	16%
Not ethical at all	8%	4%	10%	10%	9%	8%	8%	8%	4%	10%	9%	5%	7%	8%	9%	10%	7%	6%	8%	9%	8%	8%
Don't know	41%	38%	38%	42%	40%	39%	35%	47%	51%	42%	37%	41%	35%	43%	43%	44%	33%	42%	34%	41%	45%	47%

Cell Contents (Column Percentages)

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

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

Unweighted base	1777	167
Base: All GB adults	1777	160
Approve	16%	11%
Disapprove	66%	68%
Don't know	19%	21%

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	1777	167
Base	1777	160
0 - Would never consider voting for them	34%	40%
1	8%	10%
2	8%	9%
3	5%	4%
4	6%	5%
5	11%	8%
6	5%	4%
7	6%	7%
8	5%	4%
9	2%	1%
10 - Would definitely consider voting for them	5%	3%
prefer not to answer	5%	4%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Labour

	Unweighted base	1777	167
	Base	1777	160
0 - Would never consider voting for them	38%	48%	
1	6%	10%	
2	5%	4%	
3	5%	5%	
4	4%	3%	
5	11%	10%	
6	7%	3%	
7	5%	4%	
8	4%	3%	
9	2%	1%	
10 - Would definitely consider voting for them	7%	6%	
prefer not to answer	5%	4%	

Liberal Democrats

	Unweighted base	1777	167
	Base	1777	160
0 - Would never consider voting for them	30%	40%	
1	6%	8%	
2	7%	5%	
3	7%	6%	
4	6%	6%	
5	15%	11%	
6	7%	6%	
7	7%	7%	
8	5%	1%	
9	2%	2%	
10 - Would definitely consider voting for them	4%	3%	
prefer not to answer	5%	4%	

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Reform UK

	Unweighted base	1777	167
	Base	1777	160
0 - Would never consider voting for them	49%	41%	
1	5%	9%	
2	3%	5%	
3	3%	3%	
4	3%	1%	
5	7%	8%	
6	4%	4%	
7	4%	3%	
8	4%	5%	
9	2%	3%	
10 - Would definitely consider voting for them	11%	15%	
prefer not to answer	5%	4%	

Green Party

	Unweighted base	1777	167
	Base	1777	160
0 - Would never consider voting for them	37%	44%	
1	6%	8%	
2	6%	3%	
3	6%	5%	
4	5%	4%	
5	9%	9%	
6	5%	5%	
7	6%	4%	
8	5%	5%	
9	2%	2%	
10 - Would definitely consider voting for them	8%	7%	
prefer not to answer	5%	4%	

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

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	1777	167
Base: All GB adults	1777	160
Health	28%	26%
Immigration & Asylum	47%	58%
Crime	16%	21%
The economy	53%	47%
Tax	15%	8%
Pensions	5%	7%
Education	8%	5%
Family life & childcare	5%	4%
Housing	17%	22%
The environment	14%	9%
Britain leaving the EU	15%	10%
Transport	2%	2%
Welfare benefits	20%	18%
Defence and security	32%	35%
None of these	0%	1%
Don't know	3%	3%

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

National Health Service

Unweighted base	1777	167
Base	1777	160
Very well	2%	2%
Fairly well	22%	17%
Fairly badly	34%	28%
Very badly	34%	41%
Don't know	8%	12%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Immigration

Unweighted base	1777	167
Base	1777	160
Very well	2%	2%
Fairly well	15%	9%
Fairly badly	21%	13%
Very badly	53%	64%
Don't know	9%	12%

Crime

Unweighted base	1777	167
Base	1777	160
Very well	1%	2%
Fairly well	21%	12%
Fairly badly	28%	28%
Very badly	35%	41%
Don't know	15%	17%

Education

Unweighted base	1777	167
Base	1777	160
Very well	2%	1%
Fairly well	26%	19%
Fairly badly	29%	23%
Very badly	22%	29%
Don't know	21%	29%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Taxation

Unweighted base	1777	167
Base	1777	160
Very well	1%	2%
Fairly well	13%	8%
Fairly badly	29%	24%
Very badly	44%	46%
Don't know	13%	20%

Unemployment

Unweighted base	1777	167
Base	1777	160
Very well	1%	1%
Fairly well	16%	12%
Fairly badly	32%	30%
Very badly	34%	36%
Don't know	17%	21%

Inflation

Unweighted base	1777	167
Base	1777	160
Very well	1%	3%
Fairly well	16%	8%
Fairly badly	32%	25%
Very badly	38%	46%
Don't know	12%	19%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Britain's exit from the EU

Unweighted base	1777	167
Base	1777	160
Very well	3%	2%
Fairly well	20%	11%
Fairly badly	22%	18%
Very badly	38%	46%
Don't know	17%	22%

Defence

Unweighted base	1777	167
Base	1777	160
Very well	3%	5%
Fairly well	22%	11%
Fairly badly	24%	20%
Very badly	34%	44%
Don't know	17%	21%

The economy

Unweighted base	1777	167
Base	1777	160
Very well	1%	2%
Fairly well	15%	6%
Fairly badly	30%	31%
Very badly	44%	46%
Don't know	10%	16%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Terrorism

Unweighted base	1777	167
Base	1777	160
Very well	6%	4%
Fairly well	32%	24%
Fairly badly	17%	12%
Very badly	22%	30%
Don't know	23%	28%

Transport

Unweighted base	1777	167
Base	1777	160
Very well	2%	1%
Fairly well	26%	17%
Fairly badly	31%	25%
Very badly	20%	22%
Don't know	20%	34%

Housing

Unweighted base	1777	167
Base	1777	160
Very well	1%	1%
Fairly well	17%	16%
Fairly badly	33%	24%
Very badly	33%	38%
Don't know	16%	20%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Environment

Unweighted base	1777	167
Base	1777	160
Very well	3%	2%
Fairly well	27%	15%
Fairly badly	29%	30%
Very badly	22%	26%
Don't know	20%	28%

Welfare benefits

Unweighted base	1777	167
Base	1777	160
Very well	1%	1%
Fairly well	16%	15%
Fairly badly	28%	27%
Very badly	41%	42%
Don't know	14%	15%

Do you think that Keir Starmer is doing well or badly as Prime Minister?

Unweighted base	1777	167
Base: All GB adults	1777	160
Very well	2%	2%
Fairly well	20%	13%
Fairly badly	26%	18%
Very badly	43%	56%
Don't know	8%	10%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Do you believe that at the moment Kemi Badenoch does or does not look like a Prime Minister in waiting?

Unweighted base	1777	167
Base: All GB adults	1777	160
She does look like a Prime Minister in waiting	22%	21%
She does not look like a Prime Minister in waiting	52%	49%
Not sure	26%	30%

Do you think Kemi Badenoch is doing well or badly as leader of the Conservative party?

Unweighted base	1777	167
Base: All GB adults	1777	160
Very well	5%	4%
Fairly well	27%	29%
Fairly badly	19%	19%
Very badly	24%	20%
Don't know	24%	28%

Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?

Unweighted base	1777	167
Base: All GB adults	1777	160
Very well	2%	3%
Fairly well	27%	22%
Fairly badly	19%	17%
Very badly	16%	19%
Don't know	36%	39%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Do you think Nigel Farage is doing well or badly as leader of Reform UK?

Unweighted base	1777	167
Base: All GB adults	1777	160
Very well	11%	18%
Fairly well	25%	18%
Fairly badly	13%	13%
Very badly	34%	34%
Don't know	17%	17%

Do you think Zack Polanski is doing well or badly as leader of the Green Party?

Unweighted base	1777	167
Base: All GB adults	1777	160
Very well	11%	9%
Fairly well	23%	21%
Fairly badly	10%	6%
Very badly	25%	26%
Don't know	31%	37%

Do you believe the Conservative party today are or are not ready for government?

Unweighted base	1777	167
Base: All GB adults	1777	160
They are ready for Government	17%	16%
They are not ready for Government	61%	60%
Not sure	22%	24%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

In principle, would you support or oppose a large increase in the amount of new housing built in Britain?

Unweighted base	1777	167
Base: All GB adults	1777	160
Strongly support	16%	15%
Tend to support	35%	31%
Tend to oppose	24%	22%
Strongly oppose	14%	17%
Don't know	11%	16%

And would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?

Unweighted base	1777	167
Base: All GB adults	1777	160
Strongly support	12%	12%
Tend to support	31%	26%
Tend to oppose	23%	21%
Strongly oppose	25%	30%
Don't know	9%	11%

Would you support or oppose a large increase in the amount of housing being built in Britain...

...if it meant a substantial decrease in house prices?

Unweighted base	1777	167
Base	1777	160
Strongly support	19%	14%
Tend to support	35%	36%
Tend to oppose	20%	13%
Strongly oppose	12%	16%
Don't know	15%	21%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

...if it meant the government borrowing a large amount of money to fund house building?

Unweighted base	1777	167
Base	1777	160
Strongly support	5%	5%
Tend to support	18%	14%
Tend to oppose	31%	23%
Strongly oppose	34%	36%
Don't know	12%	22%

...if it meant allowing smaller housing units or more high rise blocks?

Unweighted base	1777	167
Base	1777	160
Strongly support	6%	3%
Tend to support	26%	24%
Tend to oppose	29%	26%
Strongly oppose	25%	29%
Don't know	14%	18%

...if it meant building more housing on green field sites?

Unweighted base	1777	167
Base	1777	160
Strongly support	5%	4%
Tend to support	16%	17%
Tend to oppose	26%	20%
Strongly oppose	43%	46%
Don't know	11%	13%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

In the year ahead, do you expect house prices to go up or down, or stay about the same?

Unweighted base	1777	167
Base: All GB adults	1777	160
Go up a lot	11%	17%
Go up a little	34%	27%
Stay about the same	31%	27%
Go down a little	11%	7%
Go down a lot	1%	2%
Don't know	12%	20%

Do you think it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

Unweighted base	1777	167
Base: All GB adults	1777	160
It would be better for Britain if house prices rose	6%	4%
It would be better for Britain if house prices went down	48%	44%
It would be better for Britain if house prices stayed about the same	27%	22%
Don't know	19%	29%

And thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

Unweighted base	1777	167
Base: All GB adults	1777	160
I would be better off if house prices rose	21%	12%
I would be better off if house prices fell	22%	9%
It will make little difference to me personally if house prices rise or fall	46%	61%
Don't know	11%	18%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Do you think the Labour Party is united or divided at the present time?

Unweighted base	1777	167
Base	1777	160
United	14%	13%
Divided	60%	57%
Don't know	26%	30%

Do you think the Conservative Party is united or divided at the present time?

Unweighted base	1777	167
Base	1777	160
United	28%	25%
Divided	34%	33%
Don't know	39%	42%

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following?

Labour Party

Unweighted base	1777	167
Base	1777	160
Very left-wing	14%	20%
Fairly left-wing	20%	8%
Slightly left-of-centre	22%	15%
Centre	11%	12%
Slightly right-of-centre	6%	6%
Fairly right-wing	2%	1%
Very right-wing	1%	-
Don't know	23%	39%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Conservative Party

Unweighted base	1777	167
Base	1777	160
Very left-wing	1%	2%
Fairly left-wing	2%	0%
Slightly left-of-centre	3%	6%
Centre	7%	11%
Slightly right-of-centre	23%	10%
Fairly right-wing	32%	26%
Very right-wing	9%	7%
Don't know	23%	38%

Liberal Democrats

Unweighted base	1777	167
Base	1777	160
Very left-wing	5%	8%
Fairly left-wing	12%	8%
Slightly left-of-centre	18%	11%
Centre	26%	21%
Slightly right-of-centre	6%	4%
Fairly right-wing	2%	3%
Very right-wing	0%	-
Don't know	30%	45%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Reform UK

Unweighted base	1777	167
Base	1777	160
Very left-wing	2%	3%
Fairly left-wing	2%	2%
Slightly left-of-centre	1%	1%
Centre	4%	7%
Slightly right-of-centre	6%	7%
Fairly right-wing	17%	12%
Very right-wing	45%	30%
Don't know	23%	39%

Keir Starmer

Unweighted base	1777	167
Base	1777	160
Very left-wing	15%	20%
Fairly left-wing	13%	8%
Slightly left-of-centre	18%	11%
Centre	17%	13%
Slightly right-of-centre	7%	6%
Fairly right-wing	3%	3%
Very right-wing	1%	0%
Don't know	26%	38%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Kemi Badenoch

Unweighted base	1777	167
Base	1777	160
Very left-wing	1%	2%
Fairly left-wing	2%	1%
Slightly left-of-centre	3%	3%
Centre	8%	14%
Slightly right-of-centre	20%	13%
Fairly right-wing	25%	18%
Very right-wing	12%	9%
Don't know	30%	42%

Ed Davey

Unweighted base	1777	167
Base	1777	160
Very left-wing	5%	7%
Fairly left-wing	9%	6%
Slightly left-of-centre	15%	10%
Centre	23%	16%
Slightly right-of-centre	5%	5%
Fairly right-wing	1%	2%
Very right-wing	0%	-
Don't know	42%	55%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Nigel Farage

Unweighted base	1777	167
Base	1777	160
Very left-wing	2%	3%
Fairly left-wing	2%	-
Slightly left-of-centre	1%	3%
Centre	4%	7%
Slightly right-of-centre	5%	5%
Fairly right-wing	15%	10%
Very right-wing	48%	35%
Don't know	24%	39%

Yourself

Unweighted base	1777	167
Base	1777	160
Very left-wing	4%	4%
Fairly left-wing	12%	5%
Slightly left-of-centre	13%	9%
Centre	21%	24%
Slightly right-of-centre	15%	10%
Fairly right-wing	9%	7%
Very right-wing	3%	6%
Don't know	23%	36%

Do you think Kemi Badenoch should remain as leader of the Conservative Party, or stand down and let someone else take over?

Unweighted base	1777	167
Base	1777	160
Should remain Conservative leader	39%	37%
Should stand down and let someone else take over	21%	24%
Don't know	39%	38%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Do you think Keir Starmer should remain as leader of the Labour Party, or stand down and let someone else take over?

Unweighted base	1777	167
Base	1777	160
Should remain Labour leader	29%	21%
Should stand down and let someone else take over	49%	62%
Don't know	22%	17%

Generally speaking, how well or badly do you think most businesses in Britain treat their employees?

Unweighted base	1777	167
Base	1777	160
Very well	2%	1%
Fairly well	52%	48%
Fairly badly	27%	24%
Very badly	6%	10%
Don't know	13%	17%

Generally speaking, how well or badly do you think most businesses in Britain treat their customers?

Unweighted base	1777	167
Base	1777	160
Very well	3%	4%
Fairly well	58%	47%
Fairly badly	24%	25%
Very badly	5%	7%
Don't know	10%	17%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Generally speaking, to what extent do you think companies in the following areas behave in an ethical way?

Car manufacturing

Unweighted base	1777	167
Base	1777	160
Very ethical	2%	1%
Fairly ethical	28%	27%
Not very ethical	27%	22%
Not ethical at all	6%	5%
Don't know	37%	45%

Oil and gas extraction

Unweighted base	1777	167
Base	1777	160
Very ethical	1%	-
Fairly ethical	15%	14%
Not very ethical	28%	28%
Not ethical at all	27%	19%
Don't know	29%	40%

Power generation

Unweighted base	1777	167
Base	1777	160
Very ethical	2%	3%
Fairly ethical	26%	19%
Not very ethical	29%	25%
Not ethical at all	11%	10%
Don't know	33%	43%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Software development

Unweighted base	1777	167
Base	1777	160
Very ethical	3%	3%
Fairly ethical	28%	23%
Not very ethical	21%	20%
Not ethical at all	9%	7%
Don't know	38%	46%

Arts and creative industries

Unweighted base	1777	167
Base	1777	160
Very ethical	10%	7%
Fairly ethical	49%	40%
Not very ethical	8%	7%
Not ethical at all	3%	1%
Don't know	31%	45%

Building and construction

Unweighted base	1777	167
Base	1777	160
Very ethical	2%	3%
Fairly ethical	30%	28%
Not very ethical	30%	24%
Not ethical at all	8%	7%
Don't know	30%	39%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Manufacturing

Unweighted base	1777	167
Base	1777	160
Very ethical	2%	1%
Fairly ethical	29%	24%
Not very ethical	27%	23%
Not ethical at all	7%	9%
Don't know	35%	43%

Financial services

Unweighted base	1777	167
Base	1777	160
Very ethical	4%	1%
Fairly ethical	23%	20%
Not very ethical	24%	17%
Not ethical at all	16%	17%
Don't know	33%	44%

Retailing

Unweighted base	1777	167
Base	1777	160
Very ethical	2%	3%
Fairly ethical	35%	33%
Not very ethical	27%	23%
Not ethical at all	9%	5%
Don't know	27%	37%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Transport

Unweighted base	1777	167
Base	1777	160
Very ethical	3%	2%
Fairly ethical	36%	25%
Not very ethical	22%	24%
Not ethical at all	7%	5%
Don't know	32%	44%

Tourism

Unweighted base	1777	167
Base	1777	160
Very ethical	4%	5%
Fairly ethical	36%	30%
Not very ethical	21%	15%
Not ethical at all	5%	3%
Don't know	34%	48%

Agriculture

Unweighted base	1777	167
Base	1777	160
Very ethical	9%	11%
Fairly ethical	40%	31%
Not very ethical	15%	12%
Not ethical at all	6%	7%
Don't know	31%	39%

Fieldwork Dates: 18th - 20th April 2026

Sample size: 1777 GB Adults



Total	
	E

Recreation and leisure industries

Unweighted base	1777	167
Base	1777	160
Very ethical	4%	5%
Fairly ethical	39%	31%
Not very ethical	17%	15%
Not ethical at all	4%	3%
Don't know	36%	46%

Legal services

Unweighted base	1777	167
Base	1777	160
Very ethical	4%	3%
Fairly ethical	29%	27%
Not very ethical	19%	16%
Not ethical at all	12%	13%
Don't know	36%	42%

Telecommunications

Unweighted base	1777	167
Base	1777	160
Very ethical	3%	4%
Fairly ethical	28%	24%
Not very ethical	20%	19%
Not ethical at all	8%	7%
Don't know	41%	47%

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