

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base: All GB adults	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Approve	14%	5%	30%	25%	21%	7%	18%	10%	19%	13%	16%	12%	20%	15%	11%	14%	10%	7%	19%	15%	10%	13%	7%
Disapprove	66%	87%	47%	52%	58%	83%	66%	65%	34%	64%	70%	78%	53%	66%	69%	66%	67%	75%	62%	64%	71%	60%	74%
Don't know	20%	8%	23%	23%	20%	10%	16%	25%	47%	23%	13%	10%	27%	19%	20%	20%	23%	18%	19%	21%	19%	27%	19%

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	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192	
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185	
0 - Would never consider voting for them	35%	4%	51%	34%	42%	28%	37%	32%	29%	41%	33%	29%	33%	29%	30%	42%	45%	43%	32%	35%	32%	40%	42%	
1	7%	0%	9%	11%	7%	6%	8%	7%	12%	7%	8%	5%	11%	7%	6%	6%	8%	7%	7%	8%	6%	6%	7%	
2	7%	1%	12%	11%	9%	6%	9%	6%	12%	8%	7%	4%	8%	8%	6%	6%	11%	5%	10%	8%	5%	6%	6%	
3	7%	5%	9%	10%	8%	6%	7%	7%	11%	7%	7%	5%	5%	9%	7%	6%	6%	10%	8%	8%	8%	4%	6%	
4	4%	3%	4%	7%	3%	6%	4%	5%	6%	4%	3%	6%	4%	4%	8%	4%	2%	4%	3%	4%	7%	5%	2%	
5	10%	11%	6%	10%	9%	12%	8%	12%	6%	9%	12%	12%	9%	11%	10%	8%	12%	9%	8%	8%	10%	13%	10%	9%
6	6%	11%	2%	5%	5%	8%	6%	6%	2%	5%	7%	8%	7%	7%	5%	5%	4%	5%	7%	7%	5%	4%	5%	
7	6%	17%	3%	4%	5%	9%	6%	7%	4%	4%	7%	10%	6%	6%	6%	6%	7%	4%	6%	8%	5%	7%	5%	5%
8	5%	16%	1%	1%	4%	7%	4%	5%	2%	4%	5%	7%	2%	7%	4%	5%	2%	-	7%	3%	5%	3%	3%	3%
9	2%	6%	0%	-	1%	3%	2%	1%	-	0%	3%	3%	2%	2%	2%	1%	0%	1%	1%	2%	1%	3%	1%	1%
10 - Would definitely consider voting for them	6%	24%	1%	3%	6%	8%	6%	6%	1%	4%	7%	10%	6%	6%	9%	5%	3%	4%	7%	4%	6%	8%	7%	
prefer not to answer	5%	1%	2%	4%	2%	3%	3%	7%	16%	7%	1%	1%	8%	4%	5%	5%	3%	5%	2%	7%	5%	6%	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		1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base		1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
0 - Would never consider voting for them		36%	63%	8%	21%	19%	58%	37%	34%	12%	31%	39%	51%	24%	39%	37%	37%	29%	40%	29%	32%	42%	37%	50%
1	7%	6%	4%	5%	5%	7%	7%	6%	10%	6%	7%	7%	9%	6%	6%	6%	5%	8%	14%	5%	6%	7%	8%	8%
2	7%	6%	5%	8%	7%	7%	7%	7%	4%	8%	8%	5%	3%	7%	9%	7%	7%	6%	7%	8%	6%	6%	6%	6%
3	6%	7%	6%	7%	7%	6%	7%	6%	9%	6%	7%	5%	7%	7%	5%	6%	5%	6%	6%	6%	6%	8%	6%	5%
4	4%	3%	6%	9%	6%	3%	5%	4%	4%	4%	5%	4%	7%	3%	6%	5%	5%	1%	5%	4%	4%	5%	4%	4%
5	10%	7%	10%	17%	13%	7%	9%	12%	13%	13%	7%	8%	9%	11%	10%	8%	15%	14%	9%	12%	12%	11%	7%	
6	7%	2%	13%	10%	10%	3%	7%	7%	11%	8%	7%	3%	13%	6%	7%	5%	3%	10%	7%	4%	6%	4%	4%	4%
7	7%	3%	14%	6%	11%	3%	6%	7%	8%	6%	8%	5%	8%	6%	5%	8%	8%	5%	8%	8%	8%	5%	5%	3%
8	4%	1%	12%	4%	7%	2%	4%	5%	6%	4%	4%	4%	2%	5%	6%	5%	1%	7%	4%	2%	3%	4%	2%	4%
9	2%	1%	4%	3%	3%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	3%	2%	1%	1%	1%	1%	1%
10 - Would definitely consider voting for them		5%	0%	15%	6%	10%	2%	6%	5%	6%	5%	5%	5%	8%	5%	3%	7%	7%	2%	8%	5%	4%	4%	1%
prefer not to answer		5%	1%	2%	4%	2%	3%	3%	7%	16%	7%	1%	1%	8%	4%	5%	5%	3%	5%	2%	7%	5%	6%	7%

Liberal Democrats

Unweighted base		1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base		1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
0 - Would never consider voting for them		28%	39%	14%	2%	13%	45%	30%	26%	13%	27%	30%	36%	21%	27%	32%	33%	20%	37%	20%	25%	32%	34%	45%
1	7%	8%	3%	2%	3%	9%	9%	5%	11%	5%	8%	7%	6%	7%	6%	4%	8%	12%	5%	7%	8%	7%	7%	
2	7%	11%	7%	3%	8%	6%	6%	8%	7%	8%	7%	6%	7%	7%	8%	7%	6%	7%	6%	10%	4%	8%	7%	4%
3	7%	12%	5%	3%	8%	7%	7%	7%	5%	7%	9%	5%	5%	7%	10%	6%	8%	6%	5%	8%	10%	7%	4%	4%
4	7%	7%	10%	4%	9%	7%	7%	8%	5%	8%	7%	8%	9%	6%	6%	9%	13%	4%	10%	7%	6%	5%	7%	
5	14%	10%	20%	14%	17%	11%	13%	16%	18%	15%	14%	12%	17%	15%	13%	14%	13%	16%	18%	14%	14%	14%	8%	8%
6	8%	5%	12%	14%	11%	4%	8%	7%	10%	8%	8%	6%	10%	8%	6%	8%	10%	2%	9%	9%	6%	9%	4%	4%
7	7%	5%	13%	17%	13%	3%	7%	7%	6%	7%	7%	7%	6%	8%	6%	5%	11%	6%	11%	6%	6%	6%	4%	5%
8	4%	1%	7%	12%	7%	2%	4%	4%	4%	4%	3%	5%	3%	5%	4%	4%	3%	4%	6%	4%	4%	2%	4%	4%
9	1%	-	2%	8%	3%	1%	1%	1%	0%	1%	1%	2%	2%	2%	1%	1%	-	-	2%	1%	2%	1%	-	-
10 - Would definitely consider voting for them		4%	0%	5%	19%	6%	3%	4%	4%	4%	4%	4%	4%	5%	4%	3%	4%	5%	2%	6%	2%	4%	2%	3%
prefer not to answer		5%	1%	2%	4%	2%	3%	3%	7%	16%	7%	1%	1%	8%	4%	5%	5%	3%	5%	2%	7%	5%	6%	7%

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Reform UK

Unweighted base		1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base		1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
0 - Would never consider voting for them		49%	26%	73%	67%	72%	27%	48%	49%	50%	52%	46%	44%	53%	46%	42%	51%	57%	52%	60%	48%	39%	46%	43%
1	4%	5%	5%	5%	3%	5%	6%	3%	8%	5%	3%	3%	3%	3%	4%	6%	4%	6%	4%	4%	4%	5%	5%	7%
2	3%	5%	2%	3%	3%	3%	2%	3%	2%	2%	4%	3%	3%	3%	3%	4%	2%	5%	3%	2%	3%	3%	3%	3%
3	4%	6%	2%	2%	2%	4%	3%	4%	4%	3%	3%	4%	2%	2%	4%	4%	4%	4%	3%	3%	5%	4%	3%	1%
4	3%	3%	2%	2%	2%	3%	2%	3%	4%	3%	2%	2%	1%	3%	4%	3%	-	4%	3%	4%	1%	3%	3%	3%
5	6%	10%	3%	6%	4%	8%	5%	7%	5%	6%	6%	7%	6%	7%	7%	7%	5%	7%	4%	4%	4%	8%	11%	8%
6	3%	6%	2%	3%	2%	5%	4%	3%	1%	2%	5%	4%	3%	3%	3%	5%	4%	2%	-	3%	3%	5%	3%	2%
7	4%	7%	3%	2%	3%	5%	6%	3%	6%	4%	5%	5%	5%	9%	4%	4%	4%	1%	5%	5%	4%	3%	7%	3%
8	5%	10%	3%	4%	2%	9%	5%	5%	3%	3%	8%	6%	4%	6%	6%	6%	5%	5%	2%	4%	6%	7%	2%	3%
9	3%	6%	1%	2%	1%	6%	4%	3%	1%	2%	3%	6%	0%	4%	4%	3%	1%	3%	1%	3%	6%	2%	3%	3%
10 - Would definitely consider voting for them		11%	15%	3%	1%	4%	22%	13%	9%	1%	9%	13%	16%	8%	12%	8%	12%	9%	16%	9%	9%	15%	10%	17%
prefer not to answer		5%	1%	2%	4%	2%	3%	3%	7%	16%	7%	1%	1%	8%	4%	5%	5%	3%	5%	2%	7%	5%	6%	7%

Green Party

Unweighted base		1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base		1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
0 - Would never consider voting for them		32%	53%	15%	17%	17%	49%	37%	28%	16%	27%	36%	44%	22%	34%	36%	33%	27%	37%	27%	29%	34%	36%	46%
1	7%	9%	6%	9%	7%	7%	8%	6%	5%	7%	7%	6%	4%	8%	7%	6%	7%	7%	8%	6%	7%	5%	5%	
2	6%	7%	8%	6%	7%	7%	5%	7%	3%	5%	8%	8%	6%	7%	5%	7%	6%	3%	6%	6%	8%	3%	3%	
3	6%	8%	7%	4%	8%	6%	7%	6%	5%	6%	8%	6%	6%	7%	6%	6%	9%	4%	6%	7%	6%	6%	7%	
4	7%	6%	8%	10%	8%	6%	7%	6%	6%	6%	8%	7%	9%	7%	7%	4%	8%	6%	8%	7%	6%	8%	3%	
5	11%	6%	13%	20%	14%	8%	9%	13%	11%	12%	10%	10%	12%	10%	10%	11%	10%	13%	16%	11%	12%	13%	9%	7%
6	7%	6%	9%	9%	10%	5%	6%	8%	7%	8%	8%	5%	10%	6%	8%	6%	11%	6%	8%	9%	7%	5%	4%	
7	5%	2%	10%	6%	7%	2%	4%	5%	5%	6%	4%	3%	5%	5%	3%	7%	3%	1%	8%	4%	4%	3%	3%	
8	5%	0%	9%	4%	6%	2%	5%	5%	10%	5%	4%	2%	6%	5%	4%	5%	3%	2%	5%	5%	4%	4%	6%	
9	2%	0%	4%	6%	4%	0%	2%	3%	4%	3%	2%	1%	3%	2%	1%	3%	3%	3%	3%	2%	1%	3%	1%	
10 - Would definitely consider voting for them		8%	0%	9%	5%	11%	4%	7%	8%	13%	9%	5%	5%	10%	5%	6%	10%	7%	10%	8%	7%	7%	6%	8%
prefer not to answer		5%	1%	2%	4%	2%	3%	3%	7%	16%	7%	1%	1%	8%	4%	5%	5%	3%	5%	2%	7%	5%	6%	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	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192		
Base: All GB adults	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185		
Health	32%	25%	41%	39%	39%	28%	26%	38%	26%	33%	31%	34%	30%	30%	34%	33%	31%	47%	34%	34%	30%	31%	30%		
Immigration & Asylum	50%	74%	32%	27%	31%	76%	49%	51%	21%	44%	57%	67%	37%	53%	56%	52%	40%	50%	40%	48%	58%	52%	61%		
Crime	18%	20%	11%	11%	13%	24%	16%	21%	15%	18%	22%	17%	24%	16%	22%	20%	9%	19%	13%	15%	25%	25%	20%		
The economy	54%	56%	60%	56%	60%	51%	59%	50%	55%	57%	53%	50%	50%	56%	53%	53%	62%	52%	60%	58%	50%	56%	35%		
Tax	17%	20%	14%	16%	14%	17%	21%	12%	24%	22%	12%	10%	21%	18%	20%	13%	10%	12%	18%	18%	16%	14%	13%		
Pensions	5%	5%	5%	5%	4%	7%	5%	5%	5%	2%	5%	11%	3%	6%	4%	5%	9%	-	5%	4%	5%	5%	8%		
Education	10%	6%	11%	11%	13%	4%	8%	11%	20%	11%	7%	6%	10%	9%	9%	9%	9%	9%	13%	17%	13%	11%	7%	8%	5%
Family life & childcare	5%	5%	6%	3%	6%	4%	3%	7%	3%	8%	3%	1%	5%	6%	4%	4%	6%	1%	6%	4%	5%	5%	4%		
Housing	17%	7%	21%	18%	19%	12%	18%	16%	25%	21%	14%	10%	32%	15%	12%	15%	24%	11%	16%	16%	17%	19%	22%		
The environment	17%	7%	27%	24%	26%	7%	16%	17%	22%	20%	14%	10%	19%	17%	17%	14%	18%	20%	19%	18%	15%	16%	10%		
Britain leaving the EU	14%	5%	21%	23%	23%	7%	15%	13%	12%	13%	16%	14%	20%	13%	11%	12%	18%	14%	17%	14%	12%	12%	12%		
Transport	2%	1%	2%	3%	2%	2%	3%	2%	7%	1%	2%	1%	-	1%	2%	3%	4%	3%	3%	3%	1%	1%	2%		
Welfare benefits	14%	20%	8%	12%	10%	19%	13%	14%	6%	13%	16%	17%	10%	14%	12%	17%	17%	13%	15%	13%	13%	8%	21%		
Defence and security	24%	39%	22%	29%	26%	30%	24%	23%	7%	15%	30%	41%	16%	27%	25%	24%	23%	18%	30%	20%	24%	18%	24%		
None of these	0%	-	-	1%	0%	0%	1%	0%	1%	1%	-	-	-	-	1%	0%	1%	2%	-	-	1%	1%	2%		
Don't know	2%	1%	1%	5%	1%	1%	2%	2%	10%	2%	2%	0%	4%	3%	1%	2%	1%	1%	1%	3%	2%	4%	5%		

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

National Health Service

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	2%	0%	4%	1%	2%	0%	3%	1%	3%	2%	1%	1%	4%	2%	1%	1%	1%	2%	3%	1%	0%	3%	2%
Fairly well	19%	10%	28%	29%	26%	11%	23%	14%	26%	16%	19%	19%	24%	20%	16%	17%	13%	12%	26%	18%	15%	13%	14%
Fairly badly	31%	39%	30%	30%	34%	31%	29%	32%	23%	30%	34%	33%	28%	32%	32%	31%	31%	28%	32%	32%	33%	27%	24%
Very badly	39%	44%	30%	30%	32%	51%	35%	43%	24%	42%	38%	44%	34%	37%	40%	42%	44%	52%	35%	39%	42%	41%	44%
Don't know	10%	6%	8%	12%	6%	6%	9%	10%	24%	11%	8%	4%	11%	9%	11%	9%	11%	6%	5%	10%	9%	17%	17%

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Immigration

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	1%	-	4%	2%	3%	-	2%	1%	2%	1%	2%	0%	4%	1%	1%	1%	-	1%	2%	1%	1%	1%	0%
Fairly well	13%	4%	26%	19%	23%	4%	15%	10%	17%	14%	13%	9%	17%	13%	9%	13%	16%	9%	18%	14%	8%	10%	8%
Fairly badly	23%	18%	27%	31%	27%	15%	22%	24%	35%	24%	21%	19%	30%	23%	21%	20%	22%	23%	28%	24%	22%	18%	14%
Very badly	52%	76%	32%	34%	35%	77%	53%	52%	22%	48%	59%	68%	38%	53%	57%	56%	47%	60%	45%	50%	60%	51%	65%
Don't know	11%	2%	12%	15%	12%	4%	8%	13%	23%	13%	6%	5%	10%	10%	12%	10%	15%	7%	7%	10%	9%	20%	13%

Crime

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	1%	0%	4%	1%	2%	0%	2%	1%	3%	2%	2%	0%	5%	1%	1%	0%	1%	3%	2%	2%	1%	1%	-
Fairly well	22%	14%	37%	31%	33%	12%	26%	19%	27%	21%	24%	19%	26%	22%	20%	23%	24%	14%	31%	22%	17%	18%	17%
Fairly badly	29%	33%	27%	25%	28%	29%	27%	31%	32%	27%	26%	34%	27%	28%	35%	27%	29%	24%	30%	30%	30%	28%	23%
Very badly	32%	44%	16%	22%	20%	49%	34%	31%	16%	31%	37%	38%	29%	32%	29%	36%	28%	41%	26%	30%	38%	31%	42%
Don't know	15%	10%	16%	22%	17%	10%	12%	18%	22%	19%	12%	9%	13%	16%	15%	14%	18%	18%	12%	16%	14%	22%	18%

Education

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	2%	2%	2%	1%	1%	1%	3%	1%	5%	2%	1%	1%	3%	2%	1%	1%	3%	5%	2%	2%	1%	3%	0%
Fairly well	25%	14%	37%	27%	29%	19%	28%	22%	35%	23%	23%	24%	32%	25%	25%	25%	18%	20%	29%	24%	24%	25%	17%
Fairly badly	30%	38%	28%	30%	33%	31%	28%	32%	23%	30%	30%	34%	28%	30%	36%	32%	25%	35%	29%	33%	26%	22%	
Very badly	21%	27%	11%	17%	16%	30%	23%	20%	12%	23%	23%	20%	17%	22%	25%	18%	21%	29%	19%	21%	20%	21%	30%
Don't know	22%	20%	22%	26%	21%	20%	18%	25%	25%	21%	23%	21%	20%	22%	23%	20%	26%	22%	16%	24%	21%	25%	31%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Taxation

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	0%	-	1%	-	0%	-	1%	0%	1%	0%	0%	0%	2%	-	0%	-	1%	1%	0%	0%	1%	0%	0%
Fairly well	12%	5%	21%	14%	15%	7%	13%	10%	16%	11%	11%	12%	17%	10%	9%	13%	11%	6%	15%	11%	8%	10%	11%
Fairly badly	32%	26%	36%	35%	38%	24%	31%	33%	38%	31%	31%	30%	29%	32%	30%	33%	35%	32%	34%	32%	33%	29%	24%
Very badly	44%	64%	28%	34%	33%	61%	48%	41%	26%	44%	46%	51%	43%	46%	47%	42%	35%	50%	43%	44%	49%	37%	46%
Don't know	12%	6%	14%	17%	13%	7%	8%	16%	19%	14%	12%	7%	9%	12%	14%	12%	18%	11%	7%	12%	10%	23%	18%

Unemployment

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	1%	0%	2%	-	1%	0%	1%	0%	2%	1%	1%	0%	2%	0%	1%	-	1%	3%	1%	1%	0%	2%	1%
Fairly well	16%	11%	25%	16%	23%	10%	18%	14%	12%	14%	20%	16%	21%	15%	15%	16%	17%	6%	22%	14%	15%	12%	11%
Fairly badly	34%	35%	33%	36%	36%	32%	34%	34%	38%	34%	32%	35%	35%	35%	34%	33%	30%	36%	38%	34%	32%	36%	27%
Very badly	31%	42%	18%	22%	20%	45%	32%	31%	25%	31%	32%	36%	28%	29%	34%	34%	29%	37%	27%	33%	35%	24%	38%
Don't know	18%	11%	21%	26%	20%	13%	15%	21%	23%	20%	17%	14%	14%	20%	17%	16%	23%	18%	13%	19%	18%	26%	22%

Inflation

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	1%	-	2%	2%	2%	-	2%	0%	2%	1%	1%	0%	1%	1%	1%	0%	-	3%	2%	1%	-	1%	1%
Fairly well	18%	10%	31%	29%	27%	10%	23%	13%	20%	15%	22%	18%	21%	17%	16%	17%	23%	12%	26%	19%	13%	14%	8%
Fairly badly	33%	39%	32%	29%	35%	34%	31%	35%	27%	34%	35%	34%	36%	34%	38%	30%	28%	27%	38%	29%	35%	34%	29%
Very badly	35%	45%	21%	21%	22%	48%	35%	36%	30%	36%	31%	40%	30%	33%	34%	40%	31%	48%	26%	38%	41%	33%	45%
Don't know	13%	6%	14%	19%	14%	8%	10%	16%	21%	15%	12%	8%	11%	14%	12%	12%	17%	11%	9%	14%	11%	19%	18%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Britain's exit from the EU

	Unweighted base				1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base				1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	2%	1%	3%	4%	2%	1%	2%	1%	4%	2%	1%	1%	4%	2%	1%	1%	1%	1%	-	2%	2%	1%	2%	2%	0%		
Fairly well	18%	13%	28%	25%	22%	12%	21%	14%	24%	16%	19%	17%	21%	16%	21%	18%	13%	13%	13%	23%	17%	14%	13%	16%			
Fairly badly	25%	22%	26%	27%	26%	25%	23%	27%	27%	25%	24%	28%	26%	25%	24%	25%	34%	21%	27%	27%	24%	26%	20%				
Very badly	35%	49%	25%	23%	32%	44%	39%	31%	17%	35%	37%	40%	30%	37%	34%	35%	31%	49%	34%	34%	36%	34%	40%				
Don't know	20%	16%	17%	21%	18%	17%	14%	27%	29%	23%	19%	14%	19%	21%	21%	21%	22%	16%	14%	21%	24%	25%	24%				

Defence

	Unweighted base				1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base				1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	3%	1%	5%	1%	3%	1%	3%	2%	7%	3%	2%	1%	5%	2%	3%	2%	2%	7%	2%	3%	3%	4%	2%				
Fairly well	26%	19%	43%	36%	36%	16%	31%	22%	26%	28%	29%	22%	30%	25%	27%	27%	24%	20%	33%	28%	20%	22%	21%				
Fairly badly	25%	31%	19%	23%	24%	28%	26%	24%	22%	21%	30%	28%	22%	26%	24%	24%	27%	25%	29%	22%	26%	23%	19%				
Very badly	23%	35%	11%	13%	12%	38%	25%	21%	9%	21%	22%	34%	19%	25%	22%	23%	20%	25%	19%	22%	26%	23%	30%				
Don't know	23%	14%	23%	28%	24%	16%	14%	32%	36%	28%	18%	15%	23%	22%	24%	23%	28%	23%	17%	25%	24%	28%	28%				

The economy

	Unweighted base				1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base				1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	1%	-	2%	-	1%	-	1%	0%	2%	1%	0%	0%	2%	1%	0%	1%	0%	1%	-	1%	1%	0%	0%	1%	0%		
Fairly well	15%	4%	30%	21%	23%	7%	19%	11%	22%	13%	16%	13%	22%	15%	12%	13%	16%	9%	20%	16%	11%	11%	11%	11%	11%		
Fairly badly	32%	33%	35%	31%	36%	29%	29%	34%	25%	33%	31%	33%	33%	31%	35%	29%	34%	29%	36%	30%	31%	30%	25%				
Very badly	43%	58%	24%	32%	32%	58%	43%	43%	27%	42%	45%	50%	35%	43%	43%	47%	37%	53%	38%	44%	47%	41%	48%				
Don't know	10%	4%	9%	16%	8%	6%	8%	12%	23%	11%	8%	4%	8%	10%	10%	10%	13%	9%	5%	10%	10%	18%	15%				

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Terrorism

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	5%	2%	8%	7%	6%	3%	7%	3%	10%	6%	4%	2%	7%	5%	5%	4%	7%	4%	8%	4%	2%	5%	4%
Fairly well	31%	28%	45%	37%	41%	23%	36%	26%	28%	31%	33%	31%	37%	31%	32%	28%	29%	26%	38%	29%	30%	27%	24%
Fairly badly	17%	21%	12%	14%	16%	19%	14%	19%	12%	16%	15%	20%	11%	16%	15%	19%	18%	24%	19%	15%	20%	14%	12%
Very badly	22%	31%	9%	11%	11%	36%	22%	21%	11%	20%	23%	29%	18%	22%	20%	26%	16%	26%	16%	22%	23%	22%	33%
Don't know	26%	18%	26%	30%	26%	19%	21%	30%	40%	28%	25%	17%	28%	26%	28%	23%	29%	20%	19%	30%	25%	32%	27%

Transport

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	2%	0%	3%	1%	1%	0%	2%	1%	6%	2%	0%	0%	5%	1%	3%	1%	-	3%	2%	1%	2%	4%	-
Fairly well	25%	18%	36%	21%	31%	16%	26%	23%	34%	23%	24%	23%	37%	21%	27%	26%	19%	12%	28%	27%	19%	24%	22%
Fairly badly	31%	39%	26%	34%	32%	34%	29%	33%	22%	29%	33%	37%	25%	32%	30%	32%	38%	26%	35%	29%	34%	30%	23%
Very badly	22%	28%	14%	15%	15%	31%	26%	17%	10%	23%	24%	22%	16%	23%	22%	21%	16%	36%	20%	21%	22%	19%	28%
Don't know	21%	15%	21%	28%	20%	18%	16%	26%	28%	22%	18%	18%	16%	23%	18%	19%	27%	23%	15%	22%	23%	23%	27%

Housing

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	1%	0%	2%	2%	1%	0%	2%	1%	4%	1%	1%	1%	2%	1%	1%	0%	1%	3%	1%	1%	0%	1%	-
Fairly well	16%	10%	27%	19%	21%	9%	18%	14%	22%	15%	16%	14%	17%	17%	16%	16%	13%	10%	21%	15%	12%	13%	13%
Fairly badly	34%	34%	35%	35%	37%	34%	32%	35%	27%	32%	34%	39%	36%	34%	35%	31%	30%	34%	35%	32%	38%	35%	26%
Very badly	33%	40%	22%	23%	24%	45%	34%	32%	21%	35%	35%	34%	34%	32%	30%	36%	33%	43%	30%	34%	33%	28%	46%
Don't know	16%	15%	15%	21%	17%	13%	14%	18%	25%	18%	14%	12%	12%	17%	18%	17%	23%	10%	13%	17%	17%	23%	16%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	2%	0%	3%	3%	2%	1%	3%	1%	10%	2%	1%	1%	4%	2%	2%	1%	4%	5%	2%	3%	1%	3%	2%
Fairly well	23%	17%	32%	24%	29%	17%	25%	21%	24%	23%	24%	21%	33%	23%	20%	24%	17%	14%	27%	24%	24%	19%	15%
Fairly badly	31%	32%	34%	30%	34%	30%	29%	33%	25%	30%	31%	36%	25%	31%	31%	31%	39%	28%	36%	31%	28%	28%	26%
Very badly	23%	33%	13%	19%	17%	33%	25%	21%	11%	24%	22%	28%	20%	24%	23%	23%	16%	38%	20%	22%	26%	20%	31%
Don't know	21%	17%	18%	24%	18%	19%	18%	24%	30%	21%	21%	15%	18%	21%	23%	20%	24%	16%	16%	20%	21%	30%	26%

Welfare benefits

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very well	1%	-	1%	1%	1%	0%	1%	1%	2%	1%	0%	1%	2%	0%	1%	0%	-	3%	1%	1%	0%	0%	0%
Fairly well	16%	8%	27%	16%	20%	10%	17%	15%	26%	14%	13%	17%	19%	16%	16%	14%	17%	10%	19%	16%	15%	13%	13%
Fairly badly	31%	27%	32%	40%	34%	27%	31%	30%	31%	30%	35%	28%	33%	31%	30%	29%	32%	31%	35%	28%	32%	29%	26%
Very badly	37%	56%	22%	24%	29%	52%	38%	36%	13%	38%	41%	43%	29%	38%	36%	40%	32%	48%	35%	39%	37%	31%	42%
Don't know	16%	10%	17%	18%	16%	10%	14%	18%	29%	18%	11%	12%	18%	15%	17%	16%	19%	8%	11%	16%	26%	18%	

Do you think Rachel Reeves is doing a good job or a bad job as Chancellor of the Exchequer?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base: All GB adults	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Good job	9%	3%	21%	15%	16%	4%	12%	7%	11%	9%	12%	7%	14%	11%	7%	8%	9%	2%	14%	8%	6%	11%	6%
Bad job	59%	84%	42%	51%	51%	78%	64%	56%	28%	55%	67%	74%	47%	62%	61%	61%	57%	66%	60%	58%	64%	52%	62%
Not sure	31%	13%	38%	34%	33%	17%	25%	37%	61%	36%	21%	19%	39%	27%	33%	31%	34%	32%	34%	30%	36%	32%	

Which of these would make the better Chancellor of the Exchequer?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base: All GB adults	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Rachel Reeves	13%	4%	31%	20%	21%	6%	17%	9%	15%	12%	14%	12%	23%	11%	8%	13%	17%	7%	20%	12%	5%	14%	10%
Mel Stride	13%	29%	4%	14%	8%	21%	16%	10%	9%	11%	14%	19%	14%	15%	14%	12%	9%	11%	15%	13%	13%	7%	16%
Don't know	74%	67%	65%	66%	71%	73%	67%	81%	76%	77%	73%	69%	64%	74%	77%	75%	74%	82%	65%	76%	81%	79%	74%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Thinking about your finances, which of the following best reflects your position?

	Unweighted base				1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base				1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
I am very comfortable financially	5%	7%	5%	8%	6%	3%	6%	3%	8%	3%	5%	7%	6%	5%	5%	3%	5%	4%	10%	3%	2%	2%	1%				
I am relatively comfortable financially	32%	43%	36%	43%	40%	29%	33%	32%	25%	29%	33%	42%	31%	32%	34%	34%	34%	25%	48%	32%	26%	27%	12%				
I do not often have money for luxuries, but can normally comfortably cover the essentials	41%	40%	42%	29%	38%	46%	41%	41%	35%	41%	44%	41%	45%	39%	39%	42%	38%	42%	33%	43%	47%	42%	41%				
I can only just afford my costs and often struggle to make ends meet	15%	7%	14%	14%	13%	16%	13%	17%	14%	19%	15%	8%	16%	16%	12%	14%	14%	22%	7%	15%	15%	22%	27%				
I cannot afford my costs, and often have to go without essentials like food and heating	4%	2%	2%	3%	2%	5%	5%	3%	6%	6%	4%	1%	1%	4%	4%	3%	6%	6%	1%	3%	5%	3%	13%				
Don't know	3%	2%	1%	3%	1%	2%	3%	4%	13%	3%	1%	1%	2%	3%	6%	3%	3%	1%	1%	3%	4%	4%	5%				

Which government do you think would be better for...

Helping people get onto the housing ladder?

	Unweighted base				1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base				1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
A Labour government led by Keir Starmer	20%	7%	41%	30%	31%	9%	23%	17%	27%	22%	19%	14%	28%	20%	16%	20%	23%	9%	29%	21%	12%	17%	13%				
A Conservative government led by Kemi Badenoch	15%	39%	5%	9%	11%	22%	17%	14%	10%	11%	18%	21%	16%	17%	19%	12%	8%	12%	17%	15%	15%	12%	15%				
Neither	44%	36%	34%	46%	39%	53%	45%	42%	27%	44%	47%	48%	36%	44%	41%	44%	46%	54%	38%	42%	48%	47%	52%				
Don't know	22%	18%	19%	15%	19%	16%	15%	28%	37%	24%	16%	16%	20%	19%	24%	24%	24%	24%	17%	23%	26%	24%	20%				

Managing the economy?

	Unweighted base				1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base				1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
A Labour government led by Keir Starmer	19%	3%	42%	29%	31%	8%	22%	15%	27%	19%	20%	13%	29%	19%	14%	18%	21%	8%	27%	19%	11%	18%	12%				
A Conservative government led by Kemi Badenoch	24%	63%	7%	20%	19%	35%	27%	21%	12%	18%	27%	37%	22%	27%	27%	23%	13%	24%	29%	22%	22%	21%	23%				
Neither	39%	23%	36%	36%	35%	46%	39%	39%	29%	41%	39%	39%	32%	37%	39%	40%	47%	49%	31%	38%	46%	39%	51%				
Don't know	18%	11%	16%	15%	16%	12%	12%	25%	32%	22%	13%	11%	18%	17%	21%	20%	19%	19%	13%	21%	22%	22%	14%				

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Providing more jobs?

	Unweighted base			1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base			1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
A Labour government led by Keir Starmer	20%	3%	42%	31%	32%	8%	24%	15%	28%	21%	19%	14%	32%	19%	15%	19%	23%	10%	29%	19%	12%	19%	13%			
A Conservative government led by Kemi Badenoch	18%	53%	5%	15%	15%	27%	21%	15%	8%	15%	23%	25%	18%	20%	20%	18%	8%	18%	22%	18%	17%	13%	17%			
Neither	40%	30%	33%	38%	34%	49%	40%	41%	30%	39%	43%	45%	29%	42%	39%	41%	46%	47%	35%	37%	44%	43%	49%			
Don't know	22%	15%	20%	16%	19%	16%	15%	29%	34%	26%	16%	16%	21%	19%	26%	23%	25%	14%	25%	26%	25%	21%				

Keeping prices down?

	Unweighted base			1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base			1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
A Labour government led by Keir Starmer	18%	3%	40%	28%	30%	7%	21%	15%	26%	19%	17%	12%	29%	17%	14%	18%	21%	5%	24%	19%	12%	15%	12%			
A Conservative government led by Kemi Badenoch	16%	48%	4%	12%	12%	25%	18%	15%	5%	15%	18%	23%	15%	18%	21%	14%	9%	18%	19%	14%	15%	16%	20%			
Neither	47%	38%	40%	44%	42%	56%	49%	45%	34%	45%	51%	53%	37%	48%	46%	47%	52%	60%	44%	46%	51%	46%	53%			
Don't know	19%	11%	16%	16%	16%	13%	12%	26%	35%	21%	14%	12%	20%	17%	19%	22%	18%	17%	13%	21%	23%	23%	15%			

Improving standards of living for people like you?

	Unweighted base			1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192	
	Base			1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185	
A Labour government led by Keir Starmer	19%	3%	44%	28%	32%	9%	21%	18%	26%	21%	18%	14%	28%	20%	16%	19%	20%	6%	26%	19%	14%	18%	14%				
A Conservative government led by Kemi Badenoch	20%	56%	7%	14%	17%	28%	22%	18%	10%	16%	23%	29%	21%	22%	21%	19%	11%	21%	25%	19%	18%	16%	16%				
Neither	42%	30%	34%	42%	36%	52%	45%	40%	26%	43%	47%	45%	32%	42%	44%	41%	49%	56%	35%	40%	45%	46%	58%				
Don't know	18%	10%	15%	15%	15%	11%	13%	24%	38%	20%	12%	12%	19%	16%	19%	21%	17%	13%	22%	23%	20%	12%					

Tackling the government's deficit?

	Unweighted base			1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192			
	Base			1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185			
A Labour government led by Keir Starmer	17%	3%	37%	27%	29%	6%	20%	13%	21%	18%	17%	13%	25%	16%	14%	16%	19%	8%	24%	16%	10%	15%	12%						
A Conservative government led by Kemi Badenoch	20%	56%	8%	13%	16%	28%	23%	17%	10%	15%	24%	29%	23%	21%	25%	19%	7%	18%	24%	19%	17%	19%	19%						
Neither	43%	28%	38%	43%	38%	51%	44%	42%	30%	44%	46%	44%	32%	44%	43%	41%	52%	56%	39%	41%	48%	40%	53%						
Don't know	21%	13%	18%	18%	16%	14%	13%	28%	39%	23%	14%	15%	20%	19%	19%	24%	22%	19%	13%	24%	25%	25%	16%						

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Reducing the number of people in poverty?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
A Labour government led by Keir Starmer	25%	7%	53%	41%	42%	11%	28%	21%	27%	27%	23%	21%	34%	25%	21%	23%	27%	13%	35%	27%	14%	18%	17%
A Conservative government led by Kemi Badenoch	12%	35%	4%	7%	9%	18%	14%	10%	7%	11%	14%	16%	12%	14%	14%	12%	5%	13%	13%	11%	12%	15%	12%
Neither	44%	43%	30%	39%	36%	55%	46%	43%	33%	43%	48%	48%	36%	44%	45%	44%	52%	55%	39%	41%	50%	44%	55%
Don't know	19%	15%	13%	14%	13%	15%	12%	25%	33%	19%	15%	15%	18%	17%	20%	21%	16%	19%	12%	20%	24%	23%	16%

Generally speaking, do you think the government taxes too much and spends too much on services, taxes too little and spends too little on services, or gets the balance about right?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base: All GB adults	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Taxes too much and spends too much on services	44%	69%	27%	36%	33%	58%	50%	39%	31%	44%	44%	51%	43%	49%	47%	40%	33%	47%	43%	46%	47%	41%	43%
Taxes too little and spends too little on services	21%	7%	35%	29%	33%	13%	20%	21%	18%	20%	23%	21%	26%	17%	18%	23%	31%	19%	29%	20%	15%	16%	19%
Gets the balance about right	11%	8%	17%	10%	15%	6%	12%	9%	15%	9%	12%	11%	9%	11%	8%	11%	14%	10%	15%	10%	8%	10%	7%
Don't know	24%	16%	21%	25%	19%	23%	17%	31%	36%	27%	21%	17%	23%	23%	26%	26%	23%	24%	14%	25%	30%	33%	31%

Thinking about the level of taxes paid by the richest people in Britain, do you think they are too high, too low, or about right?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Too high - the rich are being made to pay too much and their taxes should be cut	9%	19%	2%	7%	7%	12%	10%	7%	6%	9%	10%	8%	7%	10%	10%	8%	8%	7%	12%	9%	7%	5%	9%
Too low - the rich are not paying enough and their taxes should be increased	55%	28%	76%	64%	66%	45%	55%	54%	55%	55%	55%	53%	54%	54%	51%	55%	63%	62%	57%	55%	53%	50%	56%
About right - the rich are already paying about the right level of tax	22%	44%	15%	17%	19%	30%	22%	22%	15%	19%	25%	30%	25%	22%	26%	22%	17%	16%	23%	22%	23%	22%	19%
Don't know	14%	10%	8%	12%	8%	13%	12%	16%	24%	17%	10%	9%	14%	13%	14%	15%	12%	15%	8%	15%	16%	23%	16%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Generally speaking, do you think the level of immigration into Britain over the last ten years has been too high, too low or about right?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Much too high	51%	79%	34%	35%	32%	79%	54%	48%	18%	44%	60%	70%	36%	54%	56%	54%	40%	58%	46%	46%	60%	47%	66%
A little too high	18%	12%	23%	27%	24%	13%	17%	20%	17%	20%	18%	15%	21%	19%	21%	15%	17%	9%	20%	21%	16%	15%	13%
About right	17%	6%	27%	21%	27%	4%	18%	16%	33%	19%	14%	9%	27%	15%	11%	18%	20%	20%	22%	18%	11%	19%	10%
A little too low	3%	1%	5%	3%	5%	0%	4%	3%	9%	4%	3%	1%	6%	2%	3%	4%	7%	3%	5%	2%	3%	1%	-
Much too low	1%	-	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	3%	0%	0%	0%	1%	1%	2%	0%	0%	2%	-
Don't know	10%	2%	10%	12%	10%	4%	7%	12%	22%	12%	5%	4%	7%	10%	9%	10%	14%	8%	6%	10%	11%	14%	9%

Do you think the level of immigration into Britain over the last ten years has been good or bad for the country?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Mostly good for the country	19%	5%	32%	26%	34%	4%	22%	17%	31%	21%	17%	13%	30%	18%	14%	18%	25%	19%	27%	21%	10%	19%	12%
Mostly bad for the country	44%	64%	26%	29%	25%	70%	46%	43%	17%	42%	50%	54%	30%	47%	49%	47%	36%	50%	34%	43%	57%	37%	57%
Both good and bad for the country	29%	29%	36%	36%	36%	23%	27%	32%	29%	28%	30%	30%	33%	28%	30%	30%	27%	23%	34%	28%	24%	32%	25%
Don't know	7%	2%	5%	9%	5%	3%	6%	9%	23%	8%	3%	3%	8%	7%	6%	6%	12%	8%	4%	9%	8%	12%	6%

Is competent or incompetent?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Competent	30%	63%	17%	29%	25%	41%	31%	29%	16%	21%	37%	46%	29%	31%	34%	27%	27%	27%	34%	25%	31%	27%	32%
Incompetent	35%	14%	53%	39%	45%	28%	43%	28%	32%	41%	32%	29%	43%	33%	27%	39%	39%	33%	40%	34%	31%	33%	35%
Don't know	35%	23%	31%	32%	29%	31%	27%	43%	52%	39%	32%	25%	28%	36%	39%	34%	34%	40%	26%	40%	39%	40%	33%

Is decisive or indecisive?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Decisive	37%	64%	27%	44%	37%	45%	38%	36%	21%	28%	45%	52%	33%	41%	40%	33%	33%	32%	45%	32%	39%	30%	32%
Indecisive	27%	14%	37%	25%	30%	27%	35%	20%	23%	30%	26%	25%	30%	25%	24%	31%	26%	24%	28%	28%	23%	27%	31%
Don't know	36%	21%	37%	31%	33%	29%	27%	45%	56%	42%	29%	24%	37%	34%	36%	36%	41%	44%	28%	40%	38%	43%	37%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Is trustworthy or untrustworthy?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Trustworthy	20%	50%	9%	16%	17%	26%	21%	19%	13%	14%	22%	30%	19%	20%	24%	22%	11%	14%	24%	17%	18%	17%	22%
Untrustworthy	40%	13%	61%	50%	52%	33%	47%	34%	35%	48%	40%	31%	45%	37%	36%	43%	49%	41%	45%	40%	35%	40%	40%
Don't know	40%	36%	30%	35%	30%	41%	32%	47%	52%	38%	38%	39%	36%	43%	40%	36%	40%	45%	31%	42%	47%	43%	37%

Is strong or weak?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Strong	31%	59%	18%	34%	28%	38%	30%	32%	23%	24%	37%	41%	27%	31%	38%	32%	26%	27%	35%	27%	34%	27%	30%
Weak	32%	16%	44%	32%	38%	29%	40%	24%	29%	36%	28%	29%	40%	30%	25%	33%	38%	30%	35%	32%	26%	32%	35%
Don't know	37%	25%	37%	34%	34%	33%	29%	45%	48%	40%	34%	30%	33%	39%	37%	36%	36%	44%	30%	40%	41%	41%	35%

Is competent or incompetent?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Competent	25%	12%	50%	40%	39%	14%	26%	24%	25%	25%	28%	23%	33%	25%	22%	23%	26%	26%	35%	25%	18%	23%	14%
Incompetent	60%	83%	35%	47%	49%	79%	62%	57%	34%	57%	64%	71%	51%	61%	62%	60%	57%	63%	56%	57%	64%	57%	70%
Don't know	15%	5%	16%	13%	12%	7%	12%	19%	41%	18%	8%	7%	16%	14%	16%	17%	12%	9%	18%	18%	20%	16%	

Is decisive or indecisive?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Decisive	12%	8%	23%	15%	15%	7%	13%	12%	18%	14%	10%	9%	16%	12%	13%	12%	11%	7%	15%	12%	10%	11%	12%
Indecisive	71%	90%	61%	68%	71%	83%	75%	68%	43%	65%	81%	84%	65%	73%	69%	73%	71%	75%	75%	68%	71%	67%	72%
Don't know	17%	2%	16%	17%	13%	9%	13%	20%	39%	21%	9%	6%	19%	16%	18%	16%	18%	17%	9%	20%	19%	22%	17%

Is trustworthy or untrustworthy?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Trustworthy	22%	12%	44%	38%	35%	12%	24%	20%	26%	20%	24%	22%	29%	24%	17%	22%	24%	13%	34%	22%	15%	17%	14%
Untrustworthy	59%	77%	37%	45%	47%	78%	62%	56%	36%	58%	65%	64%	48%	58%	64%	60%	54%	73%	52%	56%	66%	59%	69%
Don't know	19%	10%	20%	16%	18%	10%	14%	24%	38%	22%	11%	13%	23%	18%	19%	18%	21%	14%	14%	22%	19%	24%	17%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Is strong or weak?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Strong	12%	5%	23%	15%	17%	5%	11%	12%	16%	12%	11%	8%	15%	12%	8%	12%	10%	8%	16%	10%	9%	13%	8%
Weak	66%	86%	50%	59%	59%	83%	70%	61%	37%	62%	73%	79%	61%	66%	69%	66%	62%	69%	65%	64%	71%	62%	69%
Don't know	23%	9%	27%	26%	24%	12%	18%	27%	46%	26%	16%	13%	24%	22%	23%	22%	28%	23%	20%	26%	21%	25%	23%

Is likeable or dislikeable?

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Likeable	21%	13%	38%	42%	32%	11%	22%	20%	23%	19%	22%	22%	30%	21%	16%	21%	20%	18%	30%	19%	15%	21%	13%
Dislikeable	59%	79%	38%	46%	48%	78%	63%	56%	39%	59%	64%	65%	50%	60%	63%	61%	55%	66%	53%	56%	69%	58%	67%
Don't know	20%	8%	24%	12%	20%	11%	16%	24%	38%	22%	14%	14%	20%	19%	21%	18%	24%	16%	17%	24%	16%	21%	20%

Some people describe political parties as being close to particular groups in society. Thinking about the LABOUR party, we'd like you to say how close they are to the following groups in society?

Immigrants

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	20%	32%	8%	9%	10%	36%	24%	17%	3%	19%	24%	26%	14%	22%	18%	21%	19%	26%	17%	18%	26%	17%	27%
Fairly close	23%	29%	28%	26%	27%	22%	27%	20%	21%	21%	26%	26%	30%	23%	26%	21%	22%	15%	29%	23%	22%	20%	19%
Not very close	20%	15%	26%	33%	27%	12%	20%	20%	29%	18%	21%	19%	20%	21%	20%	17%	26%	22%	29%	20%	13%	17%	14%
Not close at all	11%	8%	11%	10%	12%	11%	10%	13%	10%	13%	11%	10%	9%	10%	9%	16%	9%	13%	8%	12%	13%	13%	16%
Don't know	25%	17%	26%	22%	24%	18%	18%	31%	37%	30%	18%	18%	27%	23%	28%	26%	25%	24%	18%	28%	26%	32%	26%

Benefit claimants

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	23%	47%	11%	14%	18%	35%	28%	18%	6%	22%	24%	31%	19%	26%	24%	23%	16%	24%	30%	23%	21%	16%	16%
Fairly close	25%	19%	34%	37%	33%	20%	27%	22%	24%	21%	28%	28%	30%	24%	26%	23%	30%	17%	30%	23%	25%	21%	18%
Not very close	19%	14%	25%	20%	21%	16%	18%	20%	22%	17%	21%	18%	17%	19%	20%	16%	19%	28%	19%	20%	16%	19%	21%
Not close at all	12%	10%	10%	10%	12%	14%	11%	14%	8%	14%	13%	10%	9%	11%	8%	17%	13%	16%	8%	9%	13%	16%	26%
Don't know	21%	11%	20%	19%	17%	15%	16%	26%	40%	25%	14%	12%	26%	21%	22%	21%	16%	13%	25%	25%	28%	19%	

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

The working class

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	7%	10%	10%	8%	10%	5%	8%	6%	4%	8%	7%	7%	11%	7%	7%	6%	4%	5%	11%	7%	2%	5%	7%
Fairly close	23%	21%	33%	32%	32%	16%	25%	20%	24%	21%	23%	24%	23%	24%	22%	21%	27%	11%	33%	21%	18%	19%	14%
Not very close	29%	34%	26%	28%	29%	32%	30%	28%	23%	25%	31%	36%	30%	29%	28%	28%	24%	42%	33%	28%	30%	25%	25%
Not close at all	25%	26%	18%	16%	17%	36%	25%	25%	13%	25%	30%	26%	19%	23%	25%	28%	30%	28%	15%	25%	31%	27%	38%
Don't know	17%	9%	13%	16%	12%	11%	12%	21%	35%	21%	10%	7%	17%	17%	17%	17%	14%	14%	8%	20%	19%	24%	17%

The trade unions

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	24%	47%	17%	23%	23%	32%	32%	16%	8%	18%	29%	35%	19%	29%	24%	21%	17%	24%	30%	24%	19%	18%	21%
Fairly close	28%	25%	37%	37%	36%	24%	27%	29%	22%	25%	33%	31%	30%	29%	28%	25%	37%	20%	36%	25%	27%	23%	22%
Not very close	16%	13%	20%	14%	18%	14%	16%	16%	19%	17%	15%	14%	20%	13%	17%	17%	17%	20%	16%	17%	15%	16%	14%
Not close at all	10%	4%	8%	5%	8%	12%	11%	10%	8%	13%	7%	9%	9%	8%	9%	14%	9%	16%	5%	8%	14%	14%	18%
Don't know	22%	11%	17%	20%	15%	17%	15%	28%	42%	27%	15%	11%	22%	21%	22%	24%	20%	21%	12%	25%	26%	29%	25%

The middle class

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	4%	2%	5%	4%	3%	4%	5%	4%	13%	2%	6%	2%	5%	4%	4%	5%	4%	5%	4%	4%	4%	7%	4%
Fairly close	29%	17%	42%	37%	38%	24%	28%	30%	29%	29%	32%	27%	34%	25%	28%	30%	40%	27%	33%	31%	28%	21%	27%
Not very close	30%	38%	28%	30%	32%	33%	32%	27%	15%	27%	34%	37%	31%	31%	33%	26%	24%	29%	34%	27%	27%	31%	30%
Not close at all	18%	33%	9%	12%	13%	27%	21%	16%	9%	18%	18%	23%	13%	21%	17%	19%	13%	24%	20%	18%	19%	12%	19%
Don't know	19%	10%	15%	17%	13%	13%	14%	23%	36%	23%	10%	10%	18%	19%	18%	19%	19%	16%	10%	20%	22%	28%	20%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Women

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	5%	4%	7%	4%	5%	4%	6%	3%	5%	5%	4%	4%	8%	5%	5%	2%	4%	6%	6%	3%	3%	6%	6%
Fairly close	25%	23%	37%	34%	34%	20%	32%	18%	23%	23%	27%	26%	27%	24%	23%	27%	24%	21%	35%	24%	21%	19%	15%
Not very close	26%	31%	25%	21%	29%	28%	24%	28%	16%	24%	30%	30%	29%	26%	28%	24%	25%	26%	28%	25%	26%	26%	25%
Not close at all	19%	26%	8%	16%	12%	28%	14%	24%	13%	18%	20%	23%	12%	20%	18%	20%	23%	24%	14%	21%	22%	18%	25%
Don't know	25%	16%	23%	25%	20%	20%	23%	27%	43%	29%	19%	16%	24%	25%	26%	26%	24%	22%	16%	27%	29%	32%	30%

People with families

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	5%	4%	7%	6%	5%	4%	6%	5%	7%	5%	4%	4%	5%	5%	6%	6%	4%	4%	6%	5%	4%	5%	6%
Fairly close	28%	24%	40%	42%	36%	24%	30%	26%	25%	26%	32%	29%	30%	28%	26%	28%	31%	25%	37%	27%	26%	23%	19%
Not very close	28%	38%	25%	23%	30%	30%	30%	27%	20%	25%	31%	34%	31%	29%	30%	24%	26%	35%	32%	27%	28%	26%	25%
Not close at all	17%	21%	9%	9%	10%	25%	17%	17%	11%	18%	17%	17%	11%	18%	16%	18%	19%	20%	13%	17%	18%	18%	27%
Don't know	22%	14%	18%	20%	18%	17%	17%	26%	37%	25%	16%	15%	23%	21%	22%	24%	20%	16%	13%	25%	28%	24%	

Homeowners

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	2%	1%	4%	0%	1%	1%	2%	1%	5%	2%	1%	1%	5%	1%	2%	1%	1%	2%	2%	1%	3%	2%	
Fairly close	20%	10%	36%	30%	31%	10%	21%	20%	23%	21%	20%	18%	28%	18%	17%	19%	27%	18%	26%	21%	15%	16%	17%
Not very close	31%	37%	28%	34%	33%	34%	34%	28%	20%	26%	36%	40%	27%	32%	35%	29%	28%	37%	35%	29%	30%	31%	26%
Not close at all	23%	40%	9%	14%	15%	35%	25%	22%	11%	22%	26%	27%	18%	25%	22%	26%	16%	25%	21%	23%	26%	19%	27%
Don't know	24%	12%	24%	23%	19%	19%	19%	29%	42%	29%	18%	14%	22%	24%	24%	25%	28%	19%	15%	26%	28%	32%	28%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Older people

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	3%	1%	5%	3%	3%	3%	4%	3%	4%	4%	3%	2%	5%	3%	4%	4%	3%	-	4%	3%	2%	2%	5%
Fairly close	17%	9%	32%	24%	27%	10%	19%	16%	17%	20%	17%	12%	21%	18%	13%	15%	22%	24%	25%	17%	11%	16%	12%
Not very close	25%	27%	25%	34%	31%	22%	28%	23%	26%	24%	27%	25%	28%	25%	26%	25%	25%	25%	28%	26%	25%	21%	20%
Not close at all	34%	54%	18%	21%	22%	53%	35%	34%	14%	25%	40%	54%	25%	35%	36%	37%	33%	36%	30%	31%	40%	33%	42%
Don't know	20%	9%	20%	19%	17%	12%	15%	24%	39%	26%	12%	8%	20%	20%	21%	20%	18%	16%	12%	23%	21%	28%	21%

Businesspeople and the City

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	9%	6%	11%	5%	9%	8%	9%	9%	13%	8%	11%	8%	11%	6%	9%	10%	11%	16%	7%	9%	12%	9%	12%
Fairly close	23%	12%	31%	30%	28%	20%	24%	23%	20%	22%	24%	25%	26%	22%	20%	24%	27%	20%	23%	23%	19%	26%	27%
Not very close	22%	25%	25%	24%	27%	20%	25%	20%	18%	22%	23%	25%	21%	23%	23%	20%	22%	26%	29%	20%	22%	22%	14%
Not close at all	22%	43%	10%	18%	18%	32%	26%	18%	9%	22%	23%	26%	19%	25%	23%	22%	15%	15%	27%	22%	19%	13%	21%
Don't know	24%	14%	24%	22%	18%	20%	17%	30%	40%	26%	19%	16%	23%	24%	24%	24%	23%	14%	26%	28%	31%	27%	

Rich people

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	18%	11%	20%	13%	17%	19%	18%	18%	20%	19%	19%	15%	17%	16%	18%	20%	21%	25%	11%	16%	25%	19%	28%
Fairly close	18%	14%	21%	20%	20%	18%	16%	19%	12%	17%	19%	21%	21%	17%	18%	17%	16%	22%	17%	19%	17%	15%	19%
Not very close	19%	17%	23%	22%	22%	17%	21%	16%	18%	18%	18%	20%	16%	18%	18%	19%	22%	18%	23%	18%	14%	20%	15%
Not close at all	25%	45%	17%	30%	26%	31%	30%	20%	15%	23%	29%	30%	25%	29%	24%	24%	20%	15%	37%	23%	22%	16%	16%
Don't know	20%	12%	18%	16%	15%	16%	14%	26%	35%	23%	14%	13%	21%	19%	21%	20%	21%	19%	12%	23%	22%	29%	22%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

People in the North

	Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	4%	6%	4%	4%	4%	4%	5%	4%	5%	5%	4%	3%	5%	6%	6%	2%	3%	1%	8%	6%	4%	3%	4%	3%
Fairly close	21%	25%	30%	32%	31%	15%	25%	18%	21%	22%	25%	16%	29%	25%	15%	17%	20%	15%	31%	21%	15%	15%	12%	
Not very close	24%	25%	25%	30%	26%	25%	27%	22%	23%	19%	28%	31%	22%	26%	28%	20%	27%	26%	27%	24%	24%	24%	24%	20%
Not close at all	24%	27%	18%	10%	18%	35%	24%	24%	11%	22%	26%	32%	13%	14%	26%	41%	30%	22%	19%	21%	31%	21%	35%	
Don't know	26%	18%	23%	23%	21%	22%	20%	32%	41%	33%	18%	16%	29%	29%	29%	20%	22%	29%	16%	31%	27%	35%	30%	

People in the South

	Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	8%	7%	9%	5%	7%	11%	9%	7%	6%	7%	7%	13%	5%	3%	11%	15%	13%	7%	9%	6%	9%	8%	9%	
Fairly close	28%	19%	42%	27%	35%	25%	31%	26%	31%	26%	30%	31%	33%	22%	26%	34%	36%	30%	32%	27%	28%	25%	26%	
Not very close	20%	27%	19%	30%	25%	18%	23%	18%	16%	20%	23%	21%	19%	26%	19%	17%	15%	16%	24%	20%	18%	21%	17%	
Not close at all	16%	31%	6%	10%	11%	25%	18%	15%	6%	14%	22%	19%	12%	22%	14%	12%	10%	24%	17%	15%	17%	11%	21%	
Don't know	27%	16%	24%	28%	22%	21%	20%	33%	41%	33%	19%	16%	31%	27%	31%	23%	26%	22%	18%	31%	28%	35%	27%	

Some people describe political parties as being close to particular groups in society. Thinking about the CONSERVATIVE party, we'd like you to say how close they are to the following groups in society?

Immigrants

	Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
	Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	4%	4%	3%	1%	3%	6%	5%	3%	1%	5%	3%	4%	5%	3%	5%	4%	2%	8%	3%	3%	6%	3%	7%	
Fairly close	12%	15%	8%	6%	7%	19%	13%	11%	8%	8%	16%	16%	10%	14%	11%	12%	12%	10%	10%	11%	13%	13%	18%	
Not very close	27%	47%	20%	25%	24%	34%	28%	25%	19%	23%	27%	36%	24%	29%	28%	25%	25%	28%	30%	26%	27%	23%	22%	
Not close at all	35%	15%	54%	50%	52%	22%	38%	33%	36%	39%	35%	29%	42%	32%	29%	38%	45%	36%	48%	37%	25%	29%	27%	
Don't know	22%	19%	15%	18%	14%	20%	16%	28%	37%	25%	18%	14%	20%	23%	26%	22%	16%	18%	11%	23%	29%	32%	26%	

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Benefit claimants

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	2%	3%	2%	-	1%	3%	2%	2%	1%	2%	2%	2%	3%	2%	2%	1%	-	3%	2%	1%	2%	1%	3%
Fairly close	10%	15%	6%	4%	5%	15%	11%	9%	9%	8%	12%	13%	9%	12%	10%	7%	14%	10%	7%	10%	13%	12%	12%
Not very close	30%	53%	19%	33%	28%	37%	33%	26%	17%	25%	32%	41%	27%	31%	32%	28%	25%	34%	34%	28%	29%	27%	26%
Not close at all	38%	14%	61%	46%	54%	28%	39%	37%	33%	41%	40%	32%	42%	34%	33%	41%	50%	37%	46%	39%	28%	33%	38%
Don't know	21%	15%	12%	17%	12%	17%	15%	26%	40%	24%	14%	12%	19%	21%	23%	23%	12%	15%	10%	22%	28%	27%	22%

The working class

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	2%	3%	1%	-	1%	2%	2%	1%	2%	2%	1%	1%	3%	2%	2%	1%	-	3%	2%	1%	1%	1%	4%
Fairly close	13%	33%	6%	3%	8%	20%	16%	11%	11%	11%	13%	19%	16%	14%	15%	12%	9%	16%	13%	11%	16%	17%	16%
Not very close	28%	38%	22%	39%	29%	31%	28%	28%	21%	21%	34%	37%	24%	33%	26%	25%	28%	20%	35%	27%	25%	23%	25%
Not close at all	38%	13%	62%	42%	52%	32%	41%	36%	26%	44%	41%	32%	39%	32%	34%	44%	51%	46%	41%	40%	35%	35%	38%
Don't know	19%	13%	9%	16%	10%	15%	13%	24%	39%	22%	12%	11%	18%	19%	22%	19%	12%	15%	9%	22%	24%	25%	19%

The trade unions

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	1%	2%	2%	-	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	-	2%	1%	1%	1%	2%	3%
Fairly close	6%	8%	5%	3%	3%	7%	6%	6%	9%	7%	5%	4%	9%	6%	7%	4%	6%	7%	4%	6%	7%	6%	9%
Not very close	25%	34%	16%	30%	23%	29%	23%	26%	19%	21%	27%	31%	24%	27%	25%	21%	22%	29%	26%	22%	27%	27%	20%
Not close at all	46%	43%	63%	50%	60%	44%	55%	38%	27%	43%	54%	52%	46%	44%	43%	50%	54%	41%	59%	47%	37%	33%	43%
Don't know	22%	14%	14%	17%	13%	18%	15%	28%	43%	28%	13%	11%	19%	23%	24%	23%	18%	20%	11%	24%	27%	32%	25%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

The middle class

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	9%	13%	8%	10%	9%	10%	9%	9%	10%	8%	11%	8%	6%	9%	9%	11%	5%	9%	8%	8%	12%	8%	10%
Fairly close	45%	59%	45%	52%	50%	49%	46%	44%	23%	40%	49%	60%	45%	45%	48%	42%	43%	49%	54%	42%	40%	44%	40%
Not very close	17%	12%	21%	17%	19%	17%	20%	15%	19%	16%	20%	16%	22%	19%	15%	15%	18%	11%	19%	19%	16%	16%	13%
Not close at all	11%	5%	15%	7%	12%	10%	13%	9%	13%	14%	10%	7%	13%	8%	8%	13%	19%	16%	11%	12%	9%	7%	16%
Don't know	18%	11%	10%	14%	10%	14%	13%	23%	37%	21%	11%	10%	15%	19%	19%	19%	15%	15%	8%	19%	23%	25%	21%

Women

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	3%	8%	1%	-	1%	4%	4%	2%	2%	3%	3%	4%	5%	2%	5%	3%	1%	4%	2%	2%	3%	3%	7%
Fairly close	25%	53%	16%	25%	24%	33%	29%	20%	11%	17%	30%	40%	20%	29%	21%	23%	24%	25%	30%	21%	24%	22%	24%
Not very close	26%	18%	32%	34%	31%	24%	25%	26%	20%	24%	30%	27%	22%	28%	27%	25%	24%	21%	34%	23%	26%	22%	17%
Not close at all	20%	5%	29%	18%	23%	17%	20%	21%	25%	25%	18%	12%	28%	15%	18%	24%	27%	21%	19%	24%	16%	19%	24%
Don't know	26%	16%	22%	23%	21%	22%	22%	31%	41%	32%	19%	18%	26%	26%	30%	25%	23%	29%	15%	30%	31%	35%	28%

People with families

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	2%	6%	1%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%	2%	2%	1%	3%	3%	2%	1%	3%
Fairly close	25%	51%	17%	21%	23%	31%	29%	22%	20%	18%	30%	34%	25%	28%	27%	22%	17%	25%	30%	24%	23%	24%	20%
Not very close	29%	24%	35%	37%	33%	28%	29%	29%	27%	25%	32%	34%	27%	30%	28%	28%	34%	30%	35%	26%	27%	24%	30%
Not close at all	19%	4%	28%	17%	23%	19%	22%	17%	11%	26%	17%	14%	21%	15%	17%	24%	26%	18%	18%	21%	18%	21%	19%
Don't know	24%	15%	19%	22%	18%	19%	18%	30%	39%	28%	18%	16%	24%	25%	24%	24%	21%	26%	15%	26%	29%	30%	28%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Homeowners

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	10%	16%	9%	9%	10%	11%	12%	8%	9%	9%	10%	10%	13%	9%	10%	8%	10%	12%	11%	11%	6%	9%	11%
Fairly close	37%	51%	36%	41%	45%	36%	37%	36%	28%	31%	41%	46%	42%	41%	34%	31%	34%	35%	46%	33%	35%	33%	28%
Not very close	19%	14%	20%	21%	18%	22%	20%	18%	16%	17%	22%	19%	14%	19%	22%	19%	20%	15%	20%	20%	18%	15%	18%
Not close at all	12%	5%	15%	9%	12%	13%	14%	10%	7%	15%	11%	10%	9%	10%	10%	18%	11%	16%	11%	11%	12%	12%	17%
Don't know	23%	14%	20%	21%	16%	19%	17%	29%	40%	27%	16%	15%	21%	22%	25%	24%	25%	23%	13%	24%	30%	32%	25%

Older people

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	13%	13%	18%	19%	17%	9%	17%	8%	15%	17%	11%	5%	17%	12%	15%	10%	11%	12%	19%	13%	7%	7%	10%
Fairly close	26%	41%	24%	26%	29%	28%	29%	24%	22%	23%	30%	31%	32%	29%	22%	25%	21%	23%	31%	26%	25%	24%	17%
Not very close	19%	21%	18%	20%	20%	22%	18%	20%	13%	14%	23%	27%	14%	21%	19%	17%	25%	24%	21%	18%	18%	21%	21%
Not close at all	20%	11%	24%	15%	19%	24%	20%	20%	11%	20%	21%	23%	19%	16%	21%	25%	24%	18%	17%	18%	23%	18%	30%
Don't know	22%	15%	16%	20%	15%	18%	16%	28%	38%	26%	15%	13%	19%	23%	23%	23%	20%	22%	12%	24%	27%	30%	22%

Businesspeople and the City

Unweighted base	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	39%	39%	51%	45%	51%	36%	44%	34%	23%	39%	42%	43%	35%	38%	38%	39%	45%	39%	44%	38%	38%	31%	37%
Fairly close	31%	39%	27%	37%	32%	34%	31%	31%	24%	27%	36%	36%	39%	31%	30%	29%	31%	25%	38%	30%	28%	25%	27%
Not very close	6%	7%	5%	3%	4%	7%	7%	6%	11%	6%	6%	6%	6%	7%	4%	6%	8%	10%	6%	7%	5%	8%	8%
Not close at all	5%	3%	5%	2%	3%	7%	6%	4%	4%	6%	4%	4%	4%	3%	6%	7%	2%	9%	4%	4%	6%	6%	4%
Don't know	19%	13%	13%	14%	10%	16%	14%	24%	38%	22%	12%	11%	15%	20%	22%	19%	15%	18%	8%	21%	23%	30%	25%

Fieldwork Dates: 31st January - 2nd February 2026

Sample size: 1770 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

Rich people

	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	50%	32%	73%	60%	64%	44%	54%	46%	36%	54%	53%	45%	49%	48%	47%	51%	61%	52%	56%	51%	43%	43%	51%
Fairly close	25%	47%	14%	25%	23%	31%	23%	26%	15%	18%	30%	37%	27%	26%	27%	22%	20%	23%	29%	21%	28%	24%	18%
Not very close	5%	7%	2%	2%	3%	5%	5%	4%	9%	4%	4%	4%	7%	5%	3%	3%	5%	7%	5%	5%	4%	4%	7%
Not close at all	4%	3%	2%	0%	1%	5%	5%	3%	4%	4%	3%	4%	3%	2%	3%	7%	2%	3%	3%	4%	4%	4%	5%
Don't know	17%	11%	9%	13%	8%	15%	12%	22%	36%	20%	11%	10%	15%	19%	20%	17%	12%	15%	7%	20%	21%	25%	20%

People in the North

	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	2%	3%	1%	1%	1%	2%	2%	1%	3%	2%	1%	1%	2%	1%	3%	1%	-	6%	2%	2%	1%	1%	4%
Fairly close	8%	21%	5%	4%	7%	10%	8%	8%	3%	7%	7%	12%	9%	9%	7%	7%	4%	5%	9%	7%	9%	6%	6%
Not very close	31%	44%	27%	39%	34%	31%	35%	28%	32%	25%	35%	38%	30%	38%	28%	24%	33%	34%	40%	29%	27%	32%	23%
Not close at all	34%	13%	51%	32%	42%	33%	36%	32%	23%	37%	37%	31%	29%	25%	32%	49%	41%	29%	36%	34%	33%	27%	39%
Don't know	26%	19%	16%	24%	17%	23%	19%	32%	39%	30%	20%	18%	29%	27%	30%	19%	22%	26%	14%	29%	30%	34%	28%

People in the South

	1770	278	471	171	652	645	806	964	130	728	422	490	187	624	298	429	140	92	522	495	354	207	192
Base	1770	319	456	164	657	701	860	910	193	738	427	412	214	607	290	419	154	85	496	513	372	205	185
Very close	20%	21%	28%	16%	24%	22%	22%	18%	8%	20%	20%	25%	9%	11%	22%	33%	29%	21%	25%	21%	15%	17%	15%
Fairly close	34%	42%	37%	39%	40%	34%	36%	32%	30%	30%	38%	41%	38%	37%	35%	29%	34%	30%	41%	30%	35%	29%	32%
Not very close	13%	14%	13%	16%	14%	12%	14%	12%	15%	10%	16%	13%	15%	18%	8%	9%	10%	11%	13%	13%	13%	15%	9%
Not close at all	8%	5%	6%	6%	6%	11%	10%	7%	8%	10%	8%	6%	9%	9%	6%	8%	5%	13%	6%	8%	9%	7%	15%
Don't know	25%	18%	16%	23%	17%	22%	18%	31%	39%	30%	18%	16%	28%	26%	28%	20%	22%	25%	14%	28%	28%	32%	28%

Cell Contents (Column Percentages)