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

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

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base: All GB adults	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Approve	13%	3%	24%	20%	19%	6%	18%	9%	17%	12%	14%	11%	20%	12%	11%	13%	14%	12%	18%	13%	9%	14%	7%
Disapprove	68%	87%	53%	60%	58%	85%	67%	69%	48%	64%	71%	80%	60%	67%	72%	68%	70%	71%	64%	67%	69%	67%	76%
Don't know	19%	10%	23%	20%	23%	10%	16%	23%	35%	24%	15%	9%	20%	21%	18%	19%	16%	16%	18%	20%	22%	19%	17%

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

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
0 - Would never consider voting for them	34%	2%	50%	34%	43%	24%	33%	34%	33%	37%	34%	28%	31%	30%	29%	39%	42%	46%	32%	30%	36%	39%	39%
1	8%	1%	12%	10%	10%	7%	10%	6%	13%	8%	6%	8%	6%	7%	10%	9%	13%	5%	9%	9%	7%	9%	8%
2	7%	2%	10%	12%	7%	7%	8%	6%	10%	7%	7%	5%	6%	7%	8%	8%	7%	9%	9%	7%	7%	7%	5%
3	7%	5%	7%	8%	7%	7%	7%	6%	5%	8%	7%	6%	6%	8%	4%	8%	5%	6%	7%	6%	8%	7%	6%
4	6%	7%	4%	5%	5%	8%	6%	6%	5%	6%	5%	7%	7%	7%	6%	5%	3%	2%	4%	5%	9%	4%	7%
5	10%	13%	8%	9%	6%	12%	10%	9%	11%	9%	9%	9%	10%	10%	11%	9%	7%	9%	9%	9%	10%	12%	7%
6	6%	12%	4%	9%	5%	9%	7%	6%	3%	5%	6%	9%	6%	7%	6%	5%	5%	11%	6%	7%	6%	5%	5%
7	7%	14%	3%	7%	5%	9%	6%	7%	4%	7%	9%	6%	8%	6%	10%	6%	4%	1%	7%	11%	4%	4%	3%
8	4%	13%	1%	1%	3%	6%	3%	5%	3%	2%	6%	6%	3%	4%	6%	4%	4%	2%	6%	4%	3%	2%	5%
9	2%	7%	0%	1%	1%	3%	1%	2%	-	1%	2%	4%	2%	3%	2%	1%	-	1%	2%	1%	3%	1%	1%
10 - Would definitely consider voting for them	6%	22%	0%	3%	5%	8%	5%	6%	2%	4%	6%	10%	6%	8%	6%	3%	3%	1%	7%	6%	4%	7%	4%
prefer not to answer	5%	1%	2%	2%	3%	2%	4%	6%	11%	6%	3%	2%	9%	4%	3%	3%	7%	8%	3%	6%	3%	4%	10%

Fieldwork Dates: 7th - 9th March 2026

Sample size: 1715 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

Labour

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
0 - Would never consider voting for them	37%	65%	10%	21%	19%	59%	36%	38%	19%	31%	38%	57%	23%	42%	40%	38%	30%	34%	27%	37%	42%	44%	46%
1	6%	8%	5%	4%	5%	8%	7%	6%	9%	4%	7%	8%	6%	5%	9%	6%	10%	6%	6%	6%	7%	6%	7%
2	5%	5%	3%	12%	5%	5%	5%	5%	6%	6%	5%	3%	4%	5%	5%	5%	7%	5%	6%	4%	4%	7%	5%
3	6%	5%	5%	7%	8%	5%	7%	6%	7%	8%	6%	4%	9%	6%	4%	7%	5%	6%	7%	6%	7%	4%	6%
4	5%	4%	6%	6%	7%	3%	6%	5%	8%	6%	4%	4%	6%	5%	4%	5%	5%	10%	5%	6%	6%	5%	4%
5	11%	7%	15%	16%	16%	7%	11%	11%	10%	13%	13%	6%	9%	10%	16%	10%	14%	10%	13%	11%	11%	12%	6%
6	7%	3%	13%	9%	9%	5%	8%	7%	14%	9%	5%	3%	13%	7%	6%	6%	8%	4%	8%	7%	6%	7%	6%
7	5%	1%	9%	11%	8%	2%	4%	5%	3%	5%	7%	3%	5%	6%	3%	4%	4%	1%	7%	4%	4%	3%	3%
8	4%	0%	9%	3%	6%	1%	4%	4%	6%	4%	3%	1%	5%	2%	4%	5%	1%	5%	4%	5%	2%	2%	2%
9	2%	-	6%	2%	5%	1%	3%	2%	2%	3%	2%	2%	4%	1%	2%	4%	1%	4%	4%	2%	1%	3%	1%
10 - Would definitely consider voting for them	6%	1%	16%	7%	10%	3%	6%	6%	6%	5%	7%	5%	6%	6%	3%	7%	7%	7%	9%	5%	5%	4%	3%
prefer not to answer	5%	1%	2%	2%	3%	2%	4%	6%	11%	6%	3%	2%	9%	4%	3%	3%	7%	8%	3%	6%	3%	4%	10%

Liberal Democrats

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
0 - Would never consider voting for them	31%	43%	18%	5%	17%	46%	33%	29%	18%	27%	32%	43%	21%	29%	35%	36%	32%	27%	22%	31%	35%	37%	39%
1	6%	6%	6%	-	5%	8%	7%	6%	7%	6%	6%	6%	5%	7%	6%	7%	4%	9%	5%	6%	7%	8%	9%
2	6%	8%	5%	2%	5%	6%	6%	6%	8%	6%	7%	4%	6%	5%	5%	8%	8%	6%	6%	5%	8%	7%	4%
3	7%	9%	8%	2%	7%	7%	8%	6%	9%	8%	7%	5%	7%	8%	6%	7%	5%	9%	8%	10%	4%	6%	3%
4	7%	7%	7%	6%	7%	7%	7%	7%	7%	5%	7%	9%	10%	6%	6%	7%	8%	7%	7%	8%	7%	4%	6%
5	14%	15%	19%	6%	17%	12%	13%	15%	13%	18%	12%	11%	13%	14%	16%	13%	11%	18%	16%	14%	14%	14%	10%
6	7%	5%	12%	14%	11%	4%	6%	8%	7%	8%	8%	6%	10%	7%	7%	7%	7%	5%	11%	4%	8%	5%	8%
7	6%	3%	9%	20%	11%	4%	7%	6%	6%	7%	8%	5%	6%	7%	7%	4%	10%	4%	9%	6%	5%	4%	4%
8	5%	2%	7%	16%	9%	2%	4%	5%	3%	6%	3%	4%	5%	5%	5%	3%	5%	5%	6%	5%	3%	4%	4%
9	1%	-	1%	6%	1%	1%	2%	1%	5%	1%	1%	1%	3%	2%	1%	1%	1%	-	1%	3%	1%	1%	1%
10 - Would definitely consider voting for them	4%	2%	6%	21%	7%	2%	4%	5%	6%	4%	6%	3%	5%	6%	3%	4%	4%	2%	7%	3%	5%	4%	2%
prefer not to answer	5%	1%	2%	2%	3%	2%	4%	6%	11%	6%	3%	2%	9%	4%	3%	3%	7%	8%	3%	6%	3%	4%	10%

Fieldwork Dates: 7th - 9th March 2026

Sample size: 1715 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

Reform UK

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
0 - Would never consider voting for them	49%	26%	73%	68%	72%	26%	46%	52%	57%	53%	49%	40%	51%	45%	45%	53%	58%	52%	59%	47%	43%	46%	43%
1	3%	4%	4%	5%	4%	3%	3%	4%	2%	4%	4%	3%	4%	3%	4%	4%	4%	1%	5%	3%	3%	4%	3%
2	3%	5%	2%	2%	2%	4%	3%	3%	4%	4%	2%	3%	3%	5%	3%	2%	1%	3%	2%	5%	3%	4%	3%
3	2%	3%	3%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	2%	1%	4%	2%	3%	3%	1%	1%
4	3%	4%	1%	3%	2%	4%	3%	3%	3%	2%	5%	2%	4%	3%	3%	3%	1%	1%	2%	4%	3%	3%	3%
5	7%	12%	2%	8%	4%	10%	7%	7%	6%	8%	6%	7%	4%	10%	9%	4%	3%	9%	5%	5%	13%	6%	8%
6	4%	10%	3%	4%	3%	6%	5%	4%	5%	4%	4%	5%	4%	6%	4%	5%	1%	3%	6%	5%	2%	2%	5%
7	4%	6%	2%	1%	2%	6%	5%	3%	3%	3%	4%	5%	5%	4%	3%	3%	6%	3%	4%	4%	3%	4%	4%
8	5%	8%	3%	3%	3%	9%	5%	5%	1%	4%	6%	8%	3%	5%	7%	6%	6%	5%	4%	6%	5%	6%	7%
9	3%	3%	1%	2%	1%	5%	2%	3%	-	2%	3%	5%	5%	2%	2%	2%	4%	2%	2%	1%	4%	3%	4%
10 - Would definitely consider voting for them	12%	17%	5%	1%	3%	23%	15%	8%	5%	9%	13%	18%	6%	12%	16%	12%	8%	10%	7%	12%	15%	17%	9%
prefer not to answer	5%	1%	2%	2%	3%	2%	4%	6%	11%	6%	3%	2%	9%	4%	3%	3%	7%	8%	3%	6%	3%	4%	10%

Green Party

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
0 - Would never consider voting for them	37%	58%	22%	17%	22%	57%	41%	34%	17%	32%	39%	54%	22%	38%	42%	41%	40%	32%	31%	36%	42%	42%	41%
1	5%	7%	5%	5%	3%	8%	6%	4%	2%	5%	5%	6%	6%	5%	3%	6%	6%	5%	5%	5%	6%	5%	5%
2	4%	5%	5%	3%	6%	4%	4%	4%	3%	3%	6%	5%	4%	4%	4%	5%	3%	5%	4%	5%	5%	3%	4%
3	6%	7%	6%	5%	5%	5%	6%	5%	6%	6%	4%	6%	5%	5%	4%	7%	5%	9%	4%	6%	7%	5%	4%
4	4%	4%	6%	6%	5%	4%	4%	5%	2%	4%	5%	6%	4%	4%	6%	4%	3%	5%	4%	5%	3%	4%	7%
5	10%	8%	12%	11%	13%	8%	9%	11%	6%	12%	12%	8%	11%	12%	11%	7%	9%	11%	12%	10%	10%	8%	10%
6	6%	5%	8%	17%	10%	4%	6%	6%	6%	7%	8%	3%	10%	6%	6%	5%	2%	6%	8%	6%	6%	4%	4%
7	6%	3%	7%	10%	9%	3%	5%	6%	8%	5%	7%	4%	8%	5%	7%	4%	9%	5%	8%	5%	3%	6%	6%
8	5%	1%	11%	11%	8%	3%	6%	5%	6%	8%	4%	2%	8%	7%	3%	5%	3%	4%	6%	5%	6%	6%	3%
9	2%	-	2%	3%	4%	1%	2%	2%	5%	2%	2%	1%	2%	2%	3%	3%	1%	-	2%	2%	2%	3%	1%
10 - Would definitely consider voting for them	9%	2%	13%	11%	13%	2%	7%	11%	26%	10%	6%	3%	12%	8%	9%	10%	10%	10%	12%	9%	7%	10%	6%
prefer not to answer	5%	1%	2%	2%	3%	2%	4%	6%	11%	6%	3%	2%	9%	4%	3%	3%	7%	8%	3%	6%	3%	4%	10%

Fieldwork Dates: 7th - 9th March 2026

Sample size: 1715 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

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

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base: All GB adults	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Health	29%	22%	36%	37%	39%	22%	23%	35%	27%	29%	30%	29%	29%	29%	28%	24%	35%	45%	35%	30%	25%	26%	23%
Immigration & Asylum	51%	75%	38%	32%	33%	76%	53%	49%	25%	48%	55%	66%	37%	54%	59%	54%	48%	36%	43%	50%	59%	58%	56%
Crime	18%	16%	14%	11%	11%	24%	20%	16%	18%	18%	16%	20%	22%	15%	23%	20%	17%	7%	10%	17%	23%	26%	22%
The economy	50%	50%	59%	53%	55%	46%	52%	48%	51%	53%	51%	43%	50%	50%	48%	50%	54%	48%	55%	52%	52%	46%	32%
Tax	18%	19%	13%	14%	14%	17%	22%	14%	25%	21%	15%	13%	16%	16%	18%	22%	16%	21%	18%	18%	22%	16%	13%
Pensions	6%	6%	5%	8%	4%	9%	6%	6%	2%	4%	7%	10%	5%	6%	6%	4%	8%	6%	4%	6%	6%	7%	9%
Education	9%	6%	11%	11%	13%	4%	7%	11%	16%	10%	6%	5%	9%	9%	11%	6%	10%	10%	13%	9%	6%	6%	6%
Family life & childcare	4%	3%	6%	3%	7%	2%	3%	6%	5%	8%	1%	2%	6%	4%	2%	7%	5%	4%	6%	6%	2%	3%	4%
Housing	15%	4%	21%	13%	15%	11%	15%	15%	28%	17%	13%	9%	24%	13%	13%	17%	11%	17%	13%	13%	16%	22%	19%
The environment	14%	4%	19%	23%	23%	6%	13%	16%	18%	16%	14%	11%	17%	14%	14%	12%	16%	21%	19%	14%	10%	12%	12%
Britain leaving the EU	12%	3%	20%	18%	22%	4%	14%	11%	13%	11%	15%	12%	10%	12%	10%	12%	17%	19%	16%	13%	10%	7%	11%
Transport	2%	2%	2%	2%	3%	1%	3%	2%	4%	3%	2%	1%	4%	2%	1%	3%	2%	5%	3%	1%	3%	2%	3%
Welfare benefits	13%	17%	11%	15%	11%	18%	11%	15%	6%	13%	16%	14%	9%	15%	16%	12%	10%	14%	14%	12%	14%	14%	11%
Defence and security	35%	57%	30%	40%	35%	45%	33%	37%	16%	26%	44%	51%	30%	38%	34%	36%	29%	37%	41%	35%	34%	24%	34%
None of these	1%	-	-	3%	0%	-	1%	0%	3%	0%	0%	-	3%	0%	-	0%	-	-	-	1%	-	2%	0%
Don't know	3%	1%	2%	2%	2%	2%	3%	2%	5%	3%	1%	2%	1%	3%	2%	3%	4%	-	1%	2%	2%	3%	9%

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

National Health Service

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	2%	1%	3%	1%	2%	1%	3%	1%	4%	2%	2%	2%	5%	2%	2%	2%	1%	2%	3%	2%	2%	2%	1%
Fairly well	17%	10%	28%	19%	23%	10%	22%	12%	25%	16%	18%	13%	25%	16%	16%	16%	12%	14%	21%	16%	13%	19%	12%
Fairly badly	36%	41%	35%	39%	36%	38%	35%	37%	31%	35%	34%	42%	33%	34%	38%	39%	38%	30%	38%	35%	39%	33%	30%
Very badly	38%	42%	27%	31%	32%	46%	34%	41%	28%	37%	39%	42%	25%	41%	37%	35%	42%	51%	33%	38%	40%	38%	45%
Don't know	7%	5%	8%	9%	7%	5%	7%	8%	13%	10%	7%	2%	11%	7%	7%	8%	6%	3%	5%	9%	6%	8%	12%

![YouGov]

	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

Immigration

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	1%	0%	2%	0%	2%	-	2%	0%	3%	1%	1%	1%	3%	1%	0%	1%	1%	2%	2%	1%	0%	1%	1%
Fairly well	12%	3%	22%	21%	20%	3%	12%	12%	21%	12%	11%	9%	18%	11%	8%	12%	15%	13%	18%	12%	8%	11%	6%
Fairly badly	22%	10%	30%	34%	28%	13%	21%	22%	29%	24%	22%	15%	25%	21%	25%	19%	21%	23%	24%	23%	23%	18%	17%
Very badly	57%	84%	35%	36%	40%	80%	58%	56%	30%	53%	61%	71%	40%	60%	62%	59%	52%	54%	49%	55%	60%	62%	67%
Don't know	9%	3%	11%	9%	9%	4%	7%	10%	16%	11%	5%	4%	13%	8%	5%	9%	12%	8%	8%	9%	8%	8%	10%

Crime

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	1%	2%	3%	2%	2%	1%	2%	1%	0%	2%	1%	1%	4%	1%	-	1%	0%	6%	2%	1%	0%	2%	1%
Fairly well	20%	8%	33%	29%	31%	9%	20%	20%	24%	20%	21%	17%	21%	18%	19%	19%	23%	26%	26%	22%	16%	15%	10%
Fairly badly	32%	38%	28%	34%	31%	33%	31%	33%	30%	32%	32%	33%	33%	31%	30%	35%	33%	30%	33%	32%	33%	33%	25%
Very badly	31%	43%	20%	16%	19%	46%	34%	29%	24%	28%	34%	39%	26%	32%	36%	31%	31%	24%	24%	32%	34%	33%	43%
Don't know	15%	10%	15%	19%	17%	11%	14%	16%	23%	18%	12%	10%	15%	17%	15%	13%	13%	15%	14%	13%	16%	17%	21%

Education

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	2%	2%	2%	2%	1%	1%	3%	1%	9%	3%	0%	1%	10%	2%	2%	1%	2%	1%	2%	3%	1%	4%	1%
Fairly well	25%	18%	35%	32%	31%	17%	27%	23%	26%	25%	26%	22%	29%	24%	25%	23%	20%	36%	27%	26%	23%	26%	15%
Fairly badly	32%	36%	31%	31%	33%	35%	31%	34%	29%	30%	33%	37%	24%	32%	32%	37%	36%	31%	37%	30%	30%	31%	31%
Very badly	22%	29%	14%	14%	17%	28%	20%	23%	18%	21%	24%	21%	17%	22%	22%	21%	24%	22%	21%	21%	22%	20%	26%
Don't know	19%	16%	18%	21%	18%	19%	19%	19%	17%	21%	17%	19%	19%	21%	20%	18%	18%	9%	13%	19%	23%	20%	27%

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	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

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%	0%	2%	1%	0%	0%	-	3%	1%	1%	0%	1%	-
Fairly well	13%	5%	23%	18%	20%	8%	15%	11%	12%	14%	13%	12%	16%	14%	10%	14%	12%	11%	17%	12%	11%	11%	10%
Fairly badly	31%	26%	36%	35%	34%	27%	29%	32%	34%	31%	31%	28%	33%	29%	31%	29%	31%	36%	31%	34%	29%	24%	31%
Very badly	44%	62%	26%	34%	33%	58%	45%	43%	33%	41%	46%	53%	34%	45%	50%	45%	44%	40%	43%	41%	50%	47%	43%
Don't know	12%	6%	12%	11%	12%	7%	10%	13%	21%	13%	10%	7%	16%	11%	9%	12%	13%	11%	8%	12%	10%	17%	16%

Unemployment

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	1%	0%	1%	-	1%	-	1%	0%	0%	1%	1%	0%	1%	0%	-	0%	1%	2%	0%	0%	1%	1%	0%
Fairly well	14%	7%	24%	16%	20%	9%	15%	12%	11%	14%	17%	11%	15%	13%	13%	14%	13%	13%	19%	11%	12%	12%	12%
Fairly badly	33%	35%	32%	38%	36%	29%	31%	34%	30%	30%	34%	36%	29%	33%	30%	33%	36%	41%	37%	31%	32%	32%	26%
Very badly	37%	49%	23%	28%	25%	49%	39%	36%	43%	35%	34%	41%	39%	35%	43%	38%	31%	36%	30%	41%	40%	40%	38%
Don't know	16%	9%	19%	17%	18%	13%	14%	18%	16%	20%	14%	12%	16%	18%	14%	15%	18%	8%	14%	16%	15%	15%	23%

Inflation

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	1%	-	3%	1%	2%	0%	2%	1%	3%	2%	1%	1%	3%	1%	-	1%	1%	5%	3%	1%	1%	1%	0%
Fairly well	18%	13%	28%	27%	27%	12%	23%	14%	15%	16%	24%	19%	20%	18%	17%	18%	19%	18%	24%	20%	14%	16%	11%
Fairly badly	32%	34%	34%	34%	31%	34%	31%	34%	32%	33%	30%	34%	30%	32%	34%	31%	33%	40%	31%	33%	34%	31%	31%
Very badly	35%	46%	22%	24%	24%	45%	34%	36%	32%	35%	35%	38%	32%	35%	37%	38%	34%	29%	30%	32%	41%	39%	42%
Don't know	13%	8%	13%	14%	15%	8%	10%	15%	18%	15%	10%	8%	16%	13%	12%	12%	14%	7%	12%	13%	11%	13%	16%

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	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

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	2%	2%	3%	1%	2%	2%	3%	1%	4%	1%	2%	2%	4%	2%	1%	2%	3%	4%	3%	2%	1%	1%	2%
Fairly well	16%	12%	21%	22%	21%	12%	16%	17%	18%	18%	17%	12%	19%	17%	16%	17%	12%	11%	21%	15%	14%	15%	11%
Fairly badly	25%	28%	28%	31%	29%	22%	24%	26%	27%	24%	31%	21%	28%	26%	24%	25%	24%	23%	26%	28%	19%	31%	22%
Very badly	35%	40%	26%	26%	29%	42%	39%	31%	28%	33%	33%	43%	25%	34%	38%	36%	37%	47%	32%	31%	40%	32%	44%
Don't know	22%	18%	21%	21%	19%	22%	18%	25%	23%	24%	17%	22%	25%	21%	22%	21%	25%	15%	18%	24%	25%	21%	21%

Defence

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	3%	2%	4%	2%	2%	1%	4%	2%	8%	3%	3%	1%	8%	3%	2%	2%	0%	3%	3%	3%	3%	3%	1%
Fairly well	23%	9%	38%	33%	30%	15%	25%	22%	35%	24%	23%	16%	30%	21%	22%	24%	23%	23%	25%	27%	20%	24%	13%
Fairly badly	24%	28%	24%	26%	29%	23%	22%	27%	14%	27%	25%	25%	23%	24%	24%	25%	27%	26%	29%	24%	23%	22%	20%
Very badly	32%	53%	16%	23%	19%	49%	35%	29%	18%	25%	36%	45%	23%	33%	34%	36%	28%	30%	28%	30%	34%	31%	43%
Don't know	18%	9%	18%	16%	20%	12%	14%	21%	24%	21%	14%	13%	16%	19%	19%	14%	21%	18%	14%	17%	20%	20%	22%

The economy

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	1%	-	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	3%	1%	0%	0%	-	3%	0%	1%	1%	1%	0%
Fairly well	14%	5%	24%	18%	21%	7%	18%	10%	16%	13%	16%	11%	15%	14%	11%	14%	14%	13%	21%	12%	9%	13%	8%
Fairly badly	34%	29%	36%	41%	37%	32%	31%	36%	35%	36%	31%	32%	35%	33%	34%	32%	35%	41%	31%	38%	35%	33%	30%
Very badly	42%	63%	25%	33%	31%	56%	41%	43%	30%	39%	44%	51%	35%	42%	45%	45%	41%	38%	40%	39%	47%	42%	49%
Don't know	9%	4%	13%	8%	10%	6%	8%	11%	17%	10%	7%	6%	11%	9%	9%	10%	9%	6%	7%	11%	8%	11%	13%

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	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

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	6%	3%	11%	6%	9%	3%	8%	4%	6%	9%	6%	2%	13%	5%	5%	4%	6%	10%	9%	6%	5%	6%	2%
Fairly well	29%	20%	37%	36%	37%	20%	29%	28%	33%	27%	32%	26%	28%	28%	26%	31%	28%	34%	35%	30%	27%	25%	18%
Fairly badly	18%	23%	16%	19%	14%	23%	19%	18%	14%	17%	18%	23%	11%	17%	22%	20%	19%	18%	16%	19%	21%	19%	17%
Very badly	23%	36%	12%	14%	13%	35%	25%	22%	16%	20%	24%	32%	21%	23%	23%	27%	23%	20%	18%	22%	27%	25%	34%
Don't know	23%	18%	23%	25%	27%	18%	19%	28%	31%	27%	20%	18%	27%	26%	24%	18%	24%	18%	22%	24%	21%	25%	29%

Transport

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	2%	1%	2%	2%	1%	1%	3%	2%	9%	2%	1%	0%	8%	2%	2%	1%	1%	2%	2%	3%	2%	3%	1%
Fairly well	23%	10%	35%	27%	27%	18%	24%	23%	27%	25%	22%	21%	35%	21%	18%	26%	19%	24%	27%	22%	21%	27%	18%
Fairly badly	32%	39%	28%	40%	33%	33%	32%	32%	27%	29%	35%	35%	26%	30%	36%	33%	37%	32%	35%	32%	31%	27%	27%
Very badly	22%	30%	13%	12%	18%	28%	24%	20%	13%	23%	22%	22%	16%	25%	21%	21%	20%	21%	20%	20%	24%	21%	25%
Don't know	21%	20%	21%	19%	21%	20%	17%	24%	23%	21%	19%	22%	15%	23%	23%	20%	22%	21%	16%	22%	21%	22%	29%

Housing

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	1%	1%	2%	0%	1%	1%	1%	1%	0%	1%	1%	1%	3%	1%	0%	1%	0%	2%	1%	1%	0%	1%	2%
Fairly well	13%	8%	22%	14%	17%	8%	15%	11%	13%	14%	11%	12%	13%	11%	13%	14%	13%	15%	16%	14%	11%	12%	6%
Fairly badly	37%	39%	37%	47%	40%	37%	36%	39%	32%	38%	38%	39%	35%	37%	38%	37%	45%	37%	42%	36%	39%	33%	31%
Very badly	33%	40%	22%	19%	25%	42%	33%	33%	32%	31%	35%	36%	32%	32%	35%	34%	32%	34%	26%	32%	36%	39%	44%
Don't know	16%	12%	17%	19%	17%	12%	15%	16%	23%	17%	14%	12%	17%	18%	15%	14%	11%	13%	14%	17%	14%	15%	18%

Fieldwork Dates: 7th - 9th March 2026

Sample size: 1715 GB Adults

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	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

Environment

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	2%	3%	2%	2%	1%	1%	3%	1%	4%	2%	1%	1%	6%	2%	1%	0%	0%	1%	2%	1%	1%	3%	3%
Fairly well	23%	15%	34%	29%	29%	18%	24%	22%	22%	24%	28%	17%	26%	22%	22%	24%	20%	32%	27%	26%	21%	17%	17%
Fairly badly	31%	33%	31%	32%	33%	30%	31%	32%	32%	32%	28%	34%	33%	31%	32%	31%	29%	32%	32%	33%	30%	36%	24%
Very badly	22%	29%	14%	21%	18%	28%	23%	22%	16%	19%	24%	29%	15%	24%	20%	24%	29%	22%	21%	19%	26%	21%	29%
Don't know	21%	21%	19%	16%	19%	22%	20%	23%	25%	23%	19%	20%	20%	22%	24%	20%	22%	13%	19%	21%	22%	23%	27%

Welfare benefits

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very well	1%	1%	1%	1%	1%	0%	2%	0%	6%	1%	1%	1%	4%	1%	2%	0%	-	1%	1%	2%	1%	2%	-
Fairly well	14%	7%	20%	23%	18%	9%	15%	13%	20%	13%	13%	14%	13%	14%	13%	15%	11%	21%	17%	14%	10%	10%	16%
Fairly badly	31%	29%	35%	35%	37%	27%	29%	33%	28%	31%	34%	30%	29%	30%	31%	31%	35%	33%	35%	28%	32%	30%	29%
Very badly	40%	58%	26%	30%	29%	56%	40%	40%	22%	38%	41%	49%	33%	42%	42%	38%	40%	37%	36%	41%	43%	41%	39%
Don't know	14%	5%	19%	11%	16%	8%	14%	14%	24%	17%	11%	7%	21%	12%	13%	15%	14%	9%	11%	15%	14%	18%	16%

What do you think is the most likely result of the next general election?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
A large Conservative majority	4%	7%	2%	3%	2%	3%	4%	3%	8%	4%	2%	2%	8%	4%	2%	3%	1%	2%	3%	3%	3%	8%	3%
A small Conservative majority	5%	8%	5%	2%	4%	6%	4%	6%	6%	5%	5%	5%	6%	5%	8%	5%	2%	2%	5%	6%	6%	2%	6%
A hung Parliament, resulting in a Conservative led government	14%	31%	10%	13%	12%	19%	13%	15%	6%	14%	16%	17%	14%	16%	13%	14%	13%	13%	15%	14%	17%	10%	13%
A hung Parliament, resulting in a Labour led government	15%	7%	23%	28%	23%	8%	17%	12%	18%	14%	18%	12%	18%	13%	11%	16%	21%	15%	22%	15%	10%	13%	7%
A small Labour majority	9%	2%	19%	13%	14%	6%	11%	8%	9%	10%	9%	9%	7%	7%	7%	13%	13%	16%	11%	9%	10%	8%	8%
A large Labour majority	1%	-	2%	-	1%	1%	1%	1%	4%	1%	1%	0%	2%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%
Don't know	52%	46%	39%	41%	44%	57%	49%	54%	49%	52%	49%	55%	45%	54%	58%	49%	49%	50%	42%	53%	54%	57%	62%

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	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

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	11%	35%	3%	6%	8%	15%	10%	12%	7%	8%	13%	17%	10%	14%	11%	9%	8%	4%	12%	12%	10%	9%	11%
Labour	19%	7%	39%	24%	30%	11%	24%	15%	22%	20%	22%	14%	25%	16%	17%	23%	16%	26%	27%	20%	14%	15%	13%
Liberal Democrat	7%	4%	8%	24%	10%	6%	7%	7%	7%	6%	7%	9%	5%	9%	7%	5%	8%	9%	9%	7%	7%	7%	4%
Green Party	9%	1%	12%	12%	13%	3%	7%	11%	20%	12%	6%	2%	10%	7%	11%	11%	8%	7%	10%	8%	11%	7%	9%
Reform UK	12%	18%	5%	4%	3%	25%	15%	9%	4%	10%	13%	20%	10%	13%	15%	11%	9%	16%	9%	11%	16%	15%	12%
Other	3%	3%	1%	-	2%	5%	5%	1%	-	4%	3%	3%	4%	2%	3%	2%	7%	1%	2%	2%	5%	4%	4%
None	13%	12%	12%	15%	12%	15%	13%	14%	5%	13%	14%	16%	14%	13%	14%	11%	18%	14%	13%	12%	14%	14%	17%
Don't know	25%	20%	20%	13%	22%	22%	19%	31%	34%	27%	23%	19%	23%	26%	23%	27%	25%	24%	19%	28%	24%	30%	31%

Asylum and immigration

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	8%	25%	3%	10%	6%	8%	8%	7%	10%	5%	8%	11%	7%	11%	8%	6%	7%	1%	10%	7%	6%	9%	7%
Labour	8%	1%	21%	11%	15%	3%	9%	7%	7%	8%	9%	8%	11%	8%	5%	8%	7%	12%	13%	10%	2%	5%	6%
Liberal Democrat	4%	1%	5%	18%	8%	1%	4%	4%	5%	6%	3%	3%	5%	5%	4%	4%	5%	2%	7%	3%	5%	2%	2%
Green Party	10%	1%	14%	12%	17%	2%	8%	11%	21%	12%	7%	4%	15%	8%	8%	11%	11%	13%	13%	9%	8%	9%	9%
Reform UK	35%	52%	20%	24%	19%	57%	39%	31%	17%	30%	40%	47%	27%	36%	37%	37%	28%	36%	29%	36%	40%	38%	31%
Other	3%	2%	2%	-	2%	4%	5%	1%	1%	3%	3%	3%	2%	2%	4%	3%	4%	2%	2%	3%	4%	2%	4%
None	11%	7%	13%	14%	12%	10%	11%	11%	8%	13%	10%	10%	10%	9%	14%	11%	17%	9%	10%	10%	14%	12%	11%
Don't know	21%	11%	22%	12%	20%	15%	15%	26%	31%	22%	20%	14%	22%	21%	21%	19%	21%	25%	16%	22%	21%	22%	30%

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	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

Law and order

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	15%	45%	7%	16%	15%	17%	13%	17%	12%	12%	16%	22%	17%	20%	17%	10%	7%	7%	20%	14%	12%	13%	13%
Labour	14%	2%	33%	15%	25%	6%	15%	12%	11%	14%	15%	12%	18%	12%	7%	17%	13%	21%	20%	15%	8%	9%	9%
Liberal Democrat	4%	1%	4%	22%	7%	2%	5%	3%	5%	4%	5%	4%	6%	5%	4%	3%	4%	4%	7%	2%	4%	4%	3%
Green Party	7%	1%	8%	7%	9%	1%	5%	8%	19%	8%	3%	1%	9%	5%	7%	7%	7%	7%	8%	6%	6%	5%	8%
Reform UK	21%	28%	11%	10%	7%	40%	27%	16%	10%	18%	23%	32%	18%	20%	24%	24%	19%	20%	15%	22%	29%	24%	19%
Other	3%	3%	1%	1%	2%	4%	5%	1%	2%	3%	3%	2%	2%	2%	4%	3%	5%	3%	2%	3%	4%	3%	4%
None	10%	5%	11%	11%	9%	9%	10%	10%	6%	12%	10%	8%	10%	9%	12%	9%	15%	12%	8%	10%	11%	11%	12%
Don't know	26%	16%	24%	17%	26%	21%	20%	32%	35%	29%	24%	19%	22%	27%	25%	27%	30%	27%	21%	27%	26%	32%	33%

Education and schools

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	14%	41%	5%	10%	10%	20%	13%	15%	8%	11%	15%	21%	12%	16%	18%	13%	8%	5%	16%	14%	13%	13%	14%
Labour	16%	5%	33%	18%	25%	8%	18%	14%	17%	17%	17%	13%	21%	13%	12%	19%	10%	22%	19%	19%	14%	10%	8%
Liberal Democrat	8%	5%	9%	24%	11%	6%	8%	7%	5%	7%	8%	9%	5%	10%	6%	6%	10%	7%	10%	6%	8%	7%	4%
Green Party	10%	2%	12%	13%	14%	3%	9%	11%	28%	12%	7%	3%	16%	9%	10%	10%	11%	10%	13%	9%	11%	9%	8%
Reform UK	10%	12%	4%	1%	2%	20%	13%	7%	4%	8%	9%	17%	7%	11%	11%	10%	6%	14%	7%	11%	12%	12%	9%
Other	3%	3%	1%	1%	2%	4%	4%	1%	0%	3%	3%	3%	2%	2%	3%	3%	6%	1%	2%	2%	3%	3%	5%
None	11%	7%	12%	12%	11%	11%	11%	11%	4%	13%	11%	10%	9%	10%	11%	11%	16%	12%	9%	11%	12%	9%	15%
Don't know	29%	27%	23%	21%	25%	28%	24%	34%	33%	30%	30%	24%	26%	29%	29%	29%	32%	30%	24%	29%	28%	36%	38%

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	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

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	18%	50%	8%	19%	16%	23%	17%	18%	14%	14%	21%	24%	20%	23%	19%	13%	12%	12%	22%	18%	16%	17%	13%
Labour	10%	2%	24%	11%	17%	6%	12%	9%	7%	12%	10%	9%	13%	9%	7%	13%	9%	16%	14%	11%	7%	6%	9%
Liberal Democrat	6%	1%	7%	20%	9%	3%	6%	5%	5%	6%	6%	5%	7%	6%	6%	4%	6%	6%	8%	6%	5%	3%	4%
Green Party	10%	1%	15%	15%	16%	2%	9%	12%	24%	12%	8%	3%	14%	8%	9%	12%	12%	11%	14%	9%	9%	9%	9%
Reform UK	14%	18%	6%	4%	4%	28%	18%	11%	8%	11%	14%	23%	11%	15%	19%	14%	8%	15%	11%	14%	19%	17%	12%
Other	3%	2%	1%	-	2%	4%	5%	1%	1%	4%	3%	3%	1%	2%	3%	3%	8%	3%	2%	2%	5%	3%	5%
None	12%	6%	13%	12%	11%	11%	13%	11%	7%	14%	12%	11%	10%	9%	14%	13%	16%	13%	9%	11%	14%	13%	14%
Don't know	27%	19%	25%	19%	24%	23%	20%	34%	36%	28%	26%	22%	23%	29%	24%	28%	29%	24%	20%	29%	26%	32%	36%

Unemployment

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	14%	38%	5%	12%	11%	18%	13%	14%	11%	12%	16%	16%	14%	16%	16%	12%	7%	5%	16%	13%	12%	12%	11%
Labour	12%	2%	30%	13%	21%	6%	14%	10%	8%	12%	16%	10%	13%	11%	8%	15%	9%	16%	16%	14%	8%	8%	8%
Liberal Democrat	5%	2%	7%	22%	8%	2%	5%	6%	7%	5%	5%	5%	6%	6%	4%	4%	7%	3%	7%	5%	6%	3%	3%
Green Party	8%	1%	10%	10%	12%	2%	7%	9%	22%	10%	5%	2%	12%	6%	10%	8%	8%	12%	11%	7%	8%	7%	9%
Reform UK	15%	20%	7%	5%	5%	29%	19%	12%	7%	12%	14%	26%	13%	16%	19%	15%	13%	14%	11%	15%	21%	18%	13%
Other	3%	3%	2%	-	3%	4%	5%	1%	1%	3%	3%	3%	1%	2%	4%	3%	7%	4%	2%	3%	3%	3%	4%
None	12%	8%	12%	14%	12%	12%	13%	12%	7%	14%	11%	14%	11%	10%	13%	13%	19%	15%	11%	11%	14%	14%	15%
Don't know	30%	26%	27%	25%	29%	26%	23%	37%	37%	32%	30%	25%	29%	33%	27%	30%	30%	30%	26%	31%	29%	34%	37%

Fieldwork Dates: 7th - 9th March 2026

Sample size: 1715 GB Adults

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	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

The economy in general

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	17%	52%	6%	14%	14%	23%	16%	18%	12%	14%	19%	25%	18%	22%	18%	14%	11%	7%	21%	16%	16%	16%	14%
Labour	12%	2%	29%	14%	21%	5%	13%	10%	9%	11%	15%	10%	15%	10%	8%	13%	11%	22%	17%	13%	7%	7%	9%
Liberal Democrat	5%	1%	6%	21%	8%	4%	7%	4%	4%	6%	5%	5%	7%	5%	5%	5%	5%	2%	7%	4%	7%	4%	2%
Green Party	8%	1%	10%	8%	10%	1%	6%	9%	20%	9%	4%	2%	9%	6%	8%	9%	8%	10%	10%	7%	6%	6%	7%
Reform UK	13%	14%	5%	5%	3%	25%	16%	10%	8%	10%	12%	21%	11%	14%	15%	13%	6%	15%	9%	12%	16%	18%	11%
Other	3%	2%	2%	1%	3%	5%	5%	1%	1%	3%	4%	3%	2%	2%	3%	3%	9%	4%	2%	3%	4%	3%	5%
None	14%	8%	15%	18%	14%	13%	14%	13%	8%	16%	12%	14%	13%	10%	15%	15%	21%	15%	11%	14%	16%	14%	14%
Don't know	29%	20%	27%	20%	27%	25%	22%	35%	39%	31%	30%	20%	25%	31%	29%	28%	29%	26%	23%	32%	27%	32%	37%

Housing

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	8%	28%	2%	2%	8%	10%	8%	8%	5%	7%	9%	13%	5%	11%	8%	9%	4%	3%	11%	6%	9%	8%	8%
Labour	13%	3%	28%	17%	20%	6%	15%	11%	15%	13%	15%	9%	19%	11%	9%	15%	8%	23%	17%	16%	8%	9%	7%
Liberal Democrat	6%	3%	7%	24%	9%	5%	7%	5%	7%	5%	6%	8%	5%	8%	6%	4%	8%	6%	9%	6%	6%	5%	4%
Green Party	11%	3%	15%	12%	16%	3%	10%	12%	24%	13%	8%	4%	15%	8%	13%	12%	12%	9%	15%	8%	10%	10%	11%
Reform UK	13%	16%	6%	4%	3%	27%	16%	10%	1%	11%	13%	22%	12%	14%	14%	12%	7%	12%	8%	12%	18%	17%	13%
Other	3%	2%	2%	1%	3%	5%	5%	1%	2%	4%	4%	2%	2%	2%	4%	3%	7%	7%	2%	3%	5%	3%	5%
None	13%	10%	13%	17%	13%	13%	13%	13%	7%	15%	13%	13%	12%	11%	15%	13%	19%	9%	12%	12%	15%	14%	14%
Don't know	33%	33%	27%	22%	30%	31%	25%	40%	38%	32%	34%	29%	30%	35%	31%	32%	35%	30%	28%	37%	30%	35%	38%

YouGov

	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

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	9%	32%	2%	6%	7%	12%	8%	10%	7%	6%	9%	14%	6%	13%	8%	7%	6%	5%	11%	7%	9%	11%	9%
Labour	10%	3%	22%	11%	16%	5%	13%	8%	14%	10%	11%	7%	16%	9%	9%	12%	7%	15%	13%	11%	7%	10%	7%
Liberal Democrat	7%	2%	10%	24%	13%	2%	7%	6%	4%	8%	7%	5%	7%	7%	6%	4%	10%	6%	10%	5%	6%	4%	4%
Green Party	9%	1%	12%	13%	13%	2%	8%	10%	23%	11%	5%	4%	12%	7%	10%	10%	7%	9%	12%	8%	9%	5%	9%
Reform UK	19%	31%	9%	7%	5%	39%	25%	15%	5%	15%	24%	30%	13%	20%	23%	22%	12%	19%	15%	21%	22%	24%	17%
Other	3%	3%	3%	2%	3%	4%	5%	2%	2%	4%	3%	2%	4%	2%	3%	3%	6%	3%	2%	3%	4%	2%	5%
None	14%	9%	16%	15%	15%	12%	13%	14%	9%	16%	13%	12%	13%	12%	15%	15%	20%	10%	14%	13%	16%	12%	12%
Don't know	29%	19%	26%	22%	27%	24%	21%	36%	36%	30%	26%	25%	30%	30%	26%	27%	32%	32%	22%	31%	28%	31%	38%

Defence and security

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Conservative	17%	47%	7%	14%	15%	21%	17%	17%	12%	13%	16%	26%	16%	19%	20%	14%	12%	13%	20%	17%	13%	17%	13%
Labour	13%	1%	31%	16%	22%	6%	14%	12%	13%	13%	16%	9%	16%	12%	9%	15%	10%	20%	18%	14%	9%	9%	8%
Liberal Democrat	4%	1%	4%	18%	6%	1%	4%	3%	6%	4%	3%	3%	6%	4%	3%	2%	4%	3%	5%	2%	4%	5%	3%
Green Party	6%	1%	7%	6%	8%	1%	4%	7%	15%	7%	3%	2%	8%	4%	5%	5%	6%	8%	6%	5%	5%	3%	8%
Reform UK	16%	22%	9%	7%	5%	31%	21%	12%	8%	12%	18%	26%	14%	18%	18%	17%	12%	13%	12%	16%	23%	16%	14%
Other	3%	2%	2%	1%	3%	4%	5%	1%	3%	3%	3%	2%	2%	2%	4%	3%	6%	4%	2%	3%	3%	3%	4%
None	12%	6%	13%	12%	12%	11%	11%	12%	5%	15%	11%	9%	9%	10%	13%	13%	16%	7%	11%	11%	14%	11%	12%
Don't know	30%	19%	27%	25%	29%	26%	24%	36%	39%	33%	29%	23%	29%	31%	28%	30%	34%	32%	25%	31%	29%	35%	38%

Generally speaking do you think the police are doing a good or bad job?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base: All GB adults	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Very good job	5%	4%	5%	5%	4%	4%	6%	3%	5%	5%	4%	4%	8%	4%	5%	3%	3%	7%	5%	5%	4%	4%	2%
Fairly good job	49%	51%	53%	64%	56%	45%	46%	51%	47%	45%	55%	51%	43%	52%	43%	50%	48%	51%	50%	50%	49%	49%	39%
Fairly bad job	27%	28%	24%	21%	24%	29%	25%	28%	26%	25%	24%	32%	29%	23%	29%	27%	30%	28%	29%	25%	27%	25%	26%
Very bad job	10%	10%	7%	4%	5%	14%	13%	7%	7%	11%	10%	8%	11%	10%	11%	10%	6%	7%	8%	7%	11%	10%	18%
Don't know	10%	6%	11%	5%	11%	8%	9%	12%	15%	14%	7%	5%	10%	10%	11%	10%	12%	7%	7%	12%	9%	11%	15%

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

Do you think the level of crime in your LOCAL area has gone up or down over the last few years, or has it stayed the same?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base: All GB adults	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Gone up a lot	12%	17%	7%	10%	6%	19%	13%	12%	11%	11%	14%	13%	15%	12%	17%	12%	8%	8%	10%	11%	15%	18%	12%
Gone up a little	27%	32%	26%	21%	26%	31%	24%	30%	23%	27%	29%	30%	23%	29%	27%	24%	39%	27%	27%	25%	30%	28%	30%
Stayed the same	40%	37%	45%	51%	47%	34%	43%	37%	38%	40%	41%	39%	35%	42%	34%	44%	38%	33%	46%	42%	38%	31%	31%
Gone down a little	6%	4%	8%	6%	8%	4%	6%	6%	5%	7%	6%	5%	10%	4%	4%	6%	6%	14%	5%	7%	6%	6%	5%
Gone down a lot	1%	1%	1%	-	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	3%	1%	1%	-	1%	1%	2%
Don't know	13%	9%	12%	11%	11%	11%	13%	14%	23%	14%	10%	12%	14%	12%	17%	14%	7%	17%	11%	15%	11%	16%	20%

Do you think the level of crime NATIONALLY has gone up or down over the last few years, or has it stayed the same?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base: All GB adults	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Gone up a lot	30%	38%	21%	21%	18%	47%	29%	32%	20%	26%	33%	39%	22%	32%	32%	32%	33%	21%	25%	28%	30%	39%	42%
Gone up a little	33%	38%	30%	38%	32%	33%	33%	33%	31%	31%	33%	37%	30%	32%	36%	31%	37%	37%	33%	32%	38%	32%	26%
Stayed the same	17%	15%	22%	17%	23%	10%	19%	15%	24%	19%	16%	11%	22%	17%	14%	18%	14%	15%	21%	18%	15%	12%	12%
Gone down a little	7%	3%	12%	13%	12%	3%	8%	6%	6%	8%	8%	5%	10%	6%	5%	8%	4%	14%	11%	7%	4%	6%	5%
Gone down a lot	1%	1%	1%	-	1%	0%	0%	1%	2%	1%	0%	1%	3%	1%	0%	0%	-	-	1%	1%	0%	1%	1%
Don't know	12%	6%	14%	11%	14%	7%	11%	13%	18%	15%	10%	7%	13%	12%	13%	12%	11%	13%	10%	14%	13%	10%	14%

Generally speaking, how much confidence do you have in the police to deal with crime in your local area?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
A lot of confidence	3%	3%	3%	4%	2%	3%	3%	3%	5%	3%	3%	3%	6%	3%	3%	2%	4%	3%	3%	4%	2%	5%	2%
A fair amount of confidence	38%	42%	44%	49%	48%	30%	35%	41%	43%	35%	37%	42%	39%	38%	35%	41%	33%	44%	43%	40%	34%	34%	34%
Not very much confidence	38%	36%	37%	33%	35%	42%	39%	37%	35%	38%	40%	39%	30%	37%	41%	41%	45%	34%	39%	37%	43%	42%	26%
No confidence at all	13%	13%	9%	9%	8%	19%	16%	10%	8%	15%	15%	11%	14%	14%	14%	11%	12%	14%	11%	11%	14%	14%	23%
Don't know	7%	6%	6%	5%	7%	6%	6%	9%	9%	9%	5%	5%	10%	8%	7%	6%	5%	5%	5%	8%	7%	5%	15%

Fieldwork Dates: 7th - 9th March 2026

Sample size: 1715 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 sentences that the courts hand down to people who have been convicted of crimes are too harsh, not harsh enough, or get the balance about right?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base: All GB adults	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Too harsh	2%	1%	3%	1%	2%	1%	2%	1%	3%	2%	1%	2%	3%	1%	3%	1%	3%	4%	2%	2%	-	1%	4%
Not harsh enough	67%	82%	56%	64%	56%	84%	67%	66%	45%	64%	75%	74%	54%	68%	71%	69%	66%	63%	62%	68%	70%	72%	63%
Get the balance about right	17%	9%	24%	22%	25%	7%	17%	16%	24%	17%	14%	14%	22%	18%	11%	15%	16%	21%	23%	15%	13%	14%	13%
Don't know	15%	8%	17%	13%	17%	8%	14%	16%	28%	17%	10%	10%	22%	13%	15%	14%	16%	12%	13%	15%	17%	12%	20%

...someone suffering from a terminal illness?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
The law should be changed to make this legal	67%	63%	73%	76%	75%	66%	65%	69%	53%	70%	74%	63%	61%	68%	63%	71%	72%	72%	72%	67%	68%	64%	62%
The law should not be changed to make this legal	14%	18%	11%	13%	9%	17%	15%	13%	20%	12%	14%	16%	18%	12%	16%	12%	17%	15%	12%	15%	14%	16%	15%
Not sure	18%	19%	16%	11%	16%	17%	19%	18%	27%	18%	12%	21%	21%	20%	20%	17%	11%	13%	16%	18%	19%	20%	23%

...someone suffering from an painful, incurable but NOT terminal illness?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
The law should be changed to make this legal	43%	39%	46%	47%	48%	41%	43%	44%	39%	47%	47%	36%	36%	43%	38%	49%	49%	49%	47%	43%	47%	37%	38%
The law should not be changed to make this legal	28%	32%	26%	31%	24%	30%	29%	27%	33%	24%	30%	30%	36%	26%	29%	26%	25%	29%	29%	30%	22%	28%	28%
Not sure	29%	29%	28%	23%	28%	29%	28%	29%	29%	29%	23%	35%	28%	31%	33%	25%	25%	22%	24%	27%	31%	35%	34%

Would you support or oppose the reintroduction of the death penalty for the following crimes?

All cases of murder

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Would support the death penalty for this	38%	45%	25%	25%	22%	53%	40%	35%	31%	35%	40%	44%	34%	38%	35%	44%	36%	32%	27%	37%	46%	46%	43%
Would oppose the death penalty for this	44%	38%	61%	57%	62%	30%	43%	44%	42%	46%	46%	39%	52%	42%	44%	40%	46%	49%	59%	44%	33%	35%	35%
Don't know	18%	16%	14%	18%	16%	17%	16%	20%	27%	19%	14%	17%	14%	20%	21%	16%	18%	19%	14%	19%	21%	19%	22%

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	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

Murder of a child

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Would support the death penalty for this	60%	71%	44%	42%	40%	80%	63%	58%	53%	58%	59%	69%	52%	60%	61%	66%	61%	54%	46%	59%	73%	72%	65%
Would oppose the death penalty for this	30%	21%	47%	46%	49%	15%	29%	31%	28%	31%	33%	25%	42%	27%	30%	27%	30%	34%	46%	30%	18%	21%	24%
Don't know	10%	8%	9%	12%	11%	6%	8%	11%	19%	10%	8%	7%	6%	13%	9%	7%	10%	12%	8%	12%	9%	8%	12%

Murder of a police officer

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Would support the death penalty for this	48%	61%	32%	37%	30%	67%	51%	44%	31%	42%	49%	64%	39%	48%	50%	52%	44%	39%	36%	49%	57%	53%	52%
Would oppose the death penalty for this	39%	28%	57%	51%	58%	22%	38%	41%	50%	43%	41%	27%	53%	37%	36%	36%	43%	42%	55%	37%	29%	31%	34%
Don't know	13%	11%	11%	12%	12%	11%	11%	15%	20%	16%	10%	9%	8%	15%	13%	12%	12%	18%	10%	14%	14%	17%	14%

Murder as part of a terrorist act

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Would support the death penalty for this	61%	76%	45%	46%	41%	81%	64%	59%	49%	59%	60%	72%	49%	62%	62%	68%	62%	49%	49%	60%	72%	73%	64%
Would oppose the death penalty for this	29%	19%	47%	45%	48%	13%	28%	31%	34%	30%	32%	23%	41%	27%	28%	26%	31%	39%	43%	29%	19%	19%	26%
Don't know	9%	6%	8%	9%	11%	5%	8%	11%	17%	11%	8%	5%	10%	11%	10%	7%	7%	12%	8%	11%	9%	9%	10%

Multiple murders

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Would support the death penalty for this	64%	75%	46%	50%	44%	82%	67%	60%	56%	60%	62%	74%	55%	64%	65%	68%	63%	56%	50%	63%	74%	75%	68%
Would oppose the death penalty for this	27%	19%	44%	41%	45%	13%	26%	28%	26%	29%	30%	21%	34%	25%	25%	26%	28%	35%	41%	26%	18%	18%	22%
Don't know	9%	7%	10%	9%	12%	5%	7%	12%	18%	11%	7%	5%	10%	11%	10%	7%	9%	9%	9%	11%	8%	7%	11%

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

Do you think it should or should not be legal for parents to smack their children?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Should be legal for parents to smack their children	52%	71%	40%	56%	41%	67%	60%	45%	41%	43%	58%	68%	53%	54%	55%	50%	50%	43%	47%	50%	61%	54%	53%
Should not be legal for parents to smack their children	33%	20%	45%	31%	43%	20%	25%	40%	45%	39%	28%	20%	34%	31%	30%	33%	35%	47%	40%	35%	25%	30%	26%
Don't know	15%	10%	16%	13%	16%	13%	15%	15%	14%	17%	14%	12%	13%	15%	15%	17%	14%	10%	13%	15%	14%	16%	21%

Do you support or oppose the change in the law that allowed same-sex couples to marry?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Strongly support	50%	34%	67%	62%	66%	34%	41%	58%	54%	60%	52%	27%	45%	49%	45%	51%	58%	55%	63%	52%	36%	44%	43%
Tend to support	25%	35%	19%	26%	21%	31%	25%	24%	16%	18%	27%	38%	23%	26%	26%	24%	20%	25%	22%	23%	31%	23%	25%
Tend to oppose	7%	11%	4%	4%	5%	10%	9%	6%	8%	5%	6%	12%	7%	7%	7%	7%	5%	9%	5%	8%	10%	4%	10%
Strongly oppose	10%	11%	4%	5%	4%	13%	15%	4%	13%	8%	7%	13%	13%	9%	14%	7%	9%	5%	6%	10%	13%	14%	8%
Don't know	9%	9%	6%	3%	4%	13%	10%	8%	9%	9%	9%	10%	11%	8%	8%	11%	8%	6%	5%	8%	10%	15%	13%

Do you think hunting foxes with dogs should remain illegal, or should it be made legal again?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Hunting foxes with dogs should remain illegal	81%	73%	88%	88%	87%	79%	79%	84%	76%	82%	84%	80%	71%	81%	83%	84%	88%	87%	84%	79%	82%	82%	82%
Hunting foxes with dogs should be made legal again	9%	17%	5%	6%	5%	12%	11%	7%	9%	7%	9%	11%	12%	9%	8%	8%	7%	7%	9%	9%	10%	8%	9%
Don't know	10%	11%	7%	6%	8%	9%	10%	9%	15%	10%	7%	9%	17%	10%	9%	8%	5%	6%	8%	12%	9%	9%	10%

Fieldwork Dates: 7th - 9th March 2026

Sample size: 1715 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

Which of the following best reflects your view on genetically modified (GM) food?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
It is potentially dangerous and should not be allowed in food products	42%	44%	41%	39%	42%	46%	39%	44%	28%	42%	47%	43%	34%	46%	39%	40%	44%	43%	43%	41%	42%	38%	42%
As long as they have been approved by the authorities they should be allowed in food products	28%	25%	32%	33%	29%	23%	35%	21%	39%	28%	22%	29%	32%	27%	23%	28%	29%	35%	33%	28%	26%	25%	19%
Neither	9%	11%	7%	11%	8%	10%	9%	9%	11%	9%	11%	8%	10%	10%	11%	9%	8%	5%	7%	11%	12%	10%	7%
Don't know	21%	20%	20%	17%	20%	21%	17%	25%	22%	22%	20%	20%	24%	17%	27%	23%	19%	17%	17%	20%	20%	27%	32%

Thinking about the licence fee and the services the BBC offers, do you think it does or does not offer good value for money?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Does offer good value for money	27%	28%	37%	41%	43%	16%	27%	27%	25%	24%	29%	31%	35%	28%	23%	24%	26%	26%	41%	29%	19%	18%	12%
Does not offer good value for money	63%	65%	54%	51%	50%	77%	62%	64%	42%	66%	63%	66%	49%	64%	62%	68%	63%	63%	52%	59%	70%	71%	76%
Don't know	10%	7%	8%	8%	7%	6%	11%	10%	32%	10%	8%	3%	16%	8%	14%	8%	11%	10%	8%	12%	11%	11%	13%

Thinking about how the BBC is funded, which of the following would you most like to see?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
The BBC funded from the television licence, as at present	21%	21%	30%	30%	34%	12%	21%	22%	22%	21%	22%	21%	23%	21%	19%	20%	29%	21%	29%	22%	17%	17%	11%
The BBC funded from a subscription model, with people having to pay a subscription to watch their channels	18%	15%	17%	16%	18%	19%	20%	16%	13%	19%	20%	15%	18%	19%	12%	20%	19%	17%	18%	17%	16%	21%	17%
The BBC funded from advertising in commercial breaks	35%	42%	31%	34%	25%	49%	33%	36%	23%	34%	36%	41%	29%	36%	36%	37%	31%	36%	28%	35%	44%	35%	37%
The BBC funded from general taxation	8%	9%	9%	9%	9%	8%	8%	7%	5%	6%	9%	12%	9%	9%	7%	7%	7%	9%	11%	8%	5%	5%	8%
Something else	3%	3%	3%	1%	3%	3%	4%	2%	2%	4%	3%	2%	3%	3%	5%	4%	0%	5%	2%	3%	5%	4%	5%
Don't know	15%	9%	11%	10%	11%	10%	13%	16%	34%	16%	10%	8%	17%	12%	22%	13%	14%	12%	12%	15%	13%	18%	22%

YouGov

	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

Overall, would you say the British press is a force for good or bad?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Good	24%	39%	24%	27%	22%	27%	26%	22%	23%	18%	23%	35%	37%	23%	17%	23%	24%	18%	27%	25%	22%	21%	18%
Bad	50%	35%	56%	43%	54%	47%	52%	48%	45%	57%	50%	40%	33%	50%	56%	54%	48%	56%	50%	50%	49%	49%	52%
Don't know	26%	27%	21%	29%	24%	26%	22%	31%	32%	25%	27%	25%	29%	27%	27%	23%	28%	26%	23%	25%	29%	30%	29%

Thinking about the following newspapers and media sources, do you think they are generally more favourable towards Labour and the left, to the Conservatives and the right, or are they neutral?

Sun

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	7%	15%	5%	5%	7%	9%	6%	8%	4%	6%	5%	12%	5%	7%	5%	9%	8%	6%	7%	7%	6%	8%	8%
Is generally a little more favourable towards Labour and/or the left	7%	7%	5%	5%	5%	8%	7%	6%	6%	7%	7%	6%	9%	6%	7%	6%	5%	4%	9%	5%	7%	4%	6%
Is generally neutral	5%	6%	4%	4%	2%	7%	6%	4%	5%	5%	4%	6%	7%	5%	6%	4%	3%	1%	4%	5%	4%	8%	4%
Is generally a little more favourable Conservatives and/or the right	15%	20%	15%	24%	18%	16%	19%	12%	14%	11%	20%	19%	23%	14%	13%	15%	17%	15%	19%	13%	16%	16%	11%
Is generally much more favourable Conservatives and/or the right	19%	6%	34%	27%	31%	9%	23%	16%	26%	18%	21%	16%	22%	19%	15%	21%	20%	24%	25%	21%	17%	13%	13%
Don't know	47%	45%	38%	35%	37%	52%	39%	54%	46%	53%	43%	41%	35%	49%	53%	45%	48%	50%	36%	51%	50%	50%	58%

Fieldwork Dates: 7th - 9th March 2026

Sample size: 1715 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

Mirror

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	17%	30%	15%	13%	17%	23%	21%	12%	6%	10%	21%	28%	16%	17%	18%	18%	8%	18%	18%	17%	18%	12%	16%
Is generally a little more favourable towards Labour and/or the left	16%	17%	23%	19%	23%	15%	18%	14%	7%	12%	22%	23%	20%	14%	15%	16%	21%	17%	23%	15%	12%	14%	12%
Is generally neutral	4%	4%	3%	5%	4%	3%	5%	4%	5%	4%	4%	3%	9%	4%	3%	3%	3%	3%	4%	3%	4%	7%	6%
Is generally a little more favourable Conservatives and/or the right	6%	4%	7%	6%	6%	4%	5%	6%	10%	8%	3%	3%	8%	4%	6%	7%	5%	6%	7%	5%	5%	8%	3%
Is generally much more favourable Conservatives and/or the right	5%	1%	8%	8%	8%	1%	5%	5%	10%	7%	4%	2%	5%	5%	3%	5%	11%	5%	7%	6%	3%	5%	3%
Don't know	52%	45%	45%	48%	43%	53%	45%	59%	63%	59%	46%	41%	42%	55%	55%	52%	51%	50%	42%	54%	57%	54%	61%

Times

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	2%	3%	1%	-	1%	3%	3%	1%	3%	3%	1%	2%	3%	2%	3%	2%	1%	1%	2%	1%	3%	2%	3%
Is generally a little more favourable towards Labour and/or the left	3%	5%	2%	3%	2%	4%	3%	3%	4%	3%	3%	3%	5%	3%	3%	2%	1%	5%	3%	3%	3%	3%	3%
Is generally neutral	10%	14%	9%	14%	9%	11%	12%	8%	12%	9%	9%	13%	19%	10%	9%	9%	8%	8%	12%	9%	8%	13%	10%
Is generally a little more favourable Conservatives and/or the right	20%	22%	23%	32%	27%	17%	22%	19%	17%	16%	25%	23%	24%	20%	19%	20%	18%	19%	30%	19%	18%	12%	9%
Is generally much more favourable Conservatives and/or the right	14%	10%	23%	14%	23%	10%	15%	13%	8%	12%	17%	18%	14%	14%	11%	16%	16%	17%	19%	14%	12%	11%	10%
Don't know	50%	46%	42%	37%	39%	54%	45%	56%	56%	57%	46%	40%	36%	51%	55%	52%	56%	51%	34%	53%	56%	60%	64%

YouGov

	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

Daily Telegraph

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	2%	2%	1%	1%	1%	3%	3%	1%	1%	3%	1%	1%	2%	2%	2%	2%	1%	1%	2%	1%	3%	2%	2%
Is generally a little more favourable towards Labour and/or the left	3%	4%	2%	5%	2%	2%	3%	3%	8%	3%	1%	2%	8%	2%	3%	2%	1%	1%	2%	3%	4%	4%	3%
Is generally neutral	6%	9%	5%	7%	4%	8%	8%	5%	9%	5%	7%	8%	8%	7%	6%	6%	4%	7%	6%	6%	6%	7%	7%
Is generally a little more favourable Conservatives and/or the right	16%	24%	17%	17%	17%	17%	17%	15%	12%	12%	18%	24%	18%	16%	16%	15%	16%	15%	21%	15%	15%	12%	14%
Is generally much more favourable Conservatives and/or the right	21%	11%	33%	35%	35%	14%	24%	18%	17%	19%	26%	23%	25%	22%	17%	21%	23%	20%	32%	19%	16%	17%	13%
Don't know	51%	50%	42%	35%	41%	56%	44%	58%	53%	59%	46%	43%	39%	51%	55%	54%	55%	57%	38%	55%	56%	59%	61%

Guardian

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	19%	29%	18%	18%	20%	22%	23%	16%	16%	17%	23%	20%	22%	21%	19%	19%	11%	19%	27%	18%	15%	14%	14%
Is generally a little more favourable towards Labour and/or the left	17%	10%	23%	32%	27%	10%	18%	15%	16%	16%	17%	18%	24%	15%	14%	16%	20%	15%	24%	15%	12%	12%	14%
Is generally neutral	8%	8%	10%	7%	9%	5%	10%	6%	9%	7%	9%	7%	11%	9%	6%	6%	7%	7%	8%	7%	9%	10%	4%
Is generally a little more favourable Conservatives and/or the right	6%	7%	4%	6%	5%	7%	5%	6%	7%	5%	5%	7%	4%	6%	5%	7%	5%	6%	7%	6%	4%	6%	5%
Is generally much more favourable Conservatives and/or the right	4%	4%	6%	4%	4%	5%	4%	5%	5%	3%	5%	5%	6%	3%	3%	4%	10%	4%	4%	4%	5%	5%	4%
Don't know	47%	42%	39%	34%	35%	53%	42%	52%	48%	52%	42%	43%	33%	47%	53%	48%	49%	49%	30%	50%	55%	54%	58%

YouGov

	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

Express

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	2%	2%	2%	0%	2%	2%	3%	1%	2%	3%	1%	2%	3%	2%	3%	2%	3%	2%	3%	2%	1%	3%	2%
Is generally a little more favourable towards Labour and/or the left	4%	8%	2%	4%	4%	4%	3%	5%	3%	3%	4%	5%	4%	4%	6%	3%	3%	4%	4%	3%	4%	3%	5%
Is generally neutral	6%	9%	3%	7%	4%	6%	7%	4%	5%	6%	5%	6%	10%	6%	4%	5%	4%	4%	7%	4%	7%	7%	5%
Is generally a little more favourable Conservatives and/or the right	12%	16%	10%	19%	13%	14%	13%	11%	9%	8%	13%	20%	9%	11%	13%	15%	12%	11%	12%	13%	14%	10%	7%
Is generally much more favourable Conservatives and/or the right	17%	11%	31%	19%	29%	12%	21%	13%	11%	14%	24%	20%	20%	16%	15%	18%	16%	20%	26%	15%	14%	14%	11%
Don't know	59%	55%	52%	51%	49%	61%	52%	66%	70%	66%	53%	48%	53%	61%	60%	57%	61%	59%	48%	63%	60%	63%	71%

Daily Mail

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	3%	4%	2%	3%	1%	3%	4%	2%	6%	3%	2%	1%	6%	3%	2%	2%	3%	2%	3%	2%	4%	4%	1%
Is generally a little more favourable towards Labour and/or the left	4%	4%	3%	3%	3%	4%	3%	4%	3%	3%	3%	5%	2%	3%	3%	4%	5%	8%	5%	3%	3%	4%	5%
Is generally neutral	5%	7%	2%	4%	2%	6%	6%	4%	8%	5%	4%	5%	10%	5%	4%	4%	4%	1%	4%	4%	5%	9%	9%
Is generally a little more favourable Conservatives and/or the right	15%	27%	9%	17%	12%	19%	16%	14%	14%	8%	17%	24%	17%	17%	13%	13%	13%	8%	18%	15%	14%	12%	11%
Is generally much more favourable Conservatives and/or the right	30%	23%	46%	44%	47%	19%	32%	28%	23%	30%	35%	26%	34%	27%	25%	34%	32%	31%	41%	30%	24%	22%	18%
Don't know	44%	36%	37%	28%	34%	48%	39%	49%	47%	50%	39%	38%	32%	45%	53%	43%	42%	50%	30%	47%	50%	50%	56%

YouGov

	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

BBC

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	13%	25%	4%	6%	4%	24%	18%	9%	7%	12%	12%	19%	12%	13%	16%	15%	9%	9%	12%	14%	13%	17%	13%
Is generally a little more favourable towards Labour and/or the left	11%	21%	7%	13%	9%	13%	12%	10%	9%	8%	13%	13%	13%	12%	10%	11%	4%	9%	12%	12%	7%	11%	12%
Is generally neutral	26%	20%	37%	39%	38%	17%	28%	25%	24%	26%	26%	29%	35%	26%	24%	22%	28%	29%	36%	24%	25%	16%	20%
Is generally a little more favourable Conservatives and/or the right	10%	3%	17%	15%	13%	5%	10%	10%	20%	9%	9%	7%	11%	9%	10%	9%	12%	8%	13%	9%	9%	11%	4%
Is generally much more favourable Conservatives and/or the right	6%	3%	8%	6%	8%	5%	6%	6%	5%	5%	9%	6%	8%	5%	4%	7%	9%	8%	6%	5%	8%	5%	7%
Don't know	34%	28%	26%	23%	26%	35%	27%	40%	34%	40%	31%	26%	22%	35%	36%	35%	38%	38%	21%	36%	39%	40%	45%

Channel 4 News

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	8%	11%	5%	3%	6%	12%	11%	6%	3%	9%	9%	8%	3%	9%	9%	10%	4%	7%	9%	7%	10%	6%	6%
Is generally a little more favourable towards Labour and/or the left	11%	9%	11%	17%	14%	10%	13%	10%	12%	13%	10%	10%	15%	10%	9%	13%	11%	11%	15%	10%	9%	11%	9%
Is generally neutral	26%	27%	37%	35%	37%	20%	29%	23%	18%	20%	34%	30%	32%	26%	20%	23%	33%	30%	33%	23%	24%	24%	17%
Is generally a little more favourable Conservatives and/or the right	3%	1%	3%	3%	2%	3%	2%	3%	5%	2%	2%	3%	5%	2%	3%	3%	1%	3%	2%	3%	3%	3%	3%
Is generally much more favourable Conservatives and/or the right	1%	1%	1%	2%	1%	1%	2%	1%	3%	1%	2%	1%	4%	1%	0%	1%	2%	-	0%	1%	1%	2%	3%
Don't know	51%	50%	43%	40%	40%	54%	43%	58%	59%	54%	44%	49%	41%	52%	58%	50%	50%	49%	41%	55%	54%	52%	62%

Fieldwork Dates: 7th - 9th March 2026

Sample size: 1715 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

Sky News

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	4%	6%	1%	1%	1%	7%	7%	2%	4%	5%	2%	4%	4%	5%	5%	4%	1%	1%	4%	4%	4%	4%	3%
Is generally a little more favourable towards Labour and/or the left	5%	5%	3%	4%	3%	7%	6%	4%	5%	5%	4%	7%	7%	5%	5%	5%	4%	3%	6%	4%	3%	7%	7%
Is generally neutral	21%	31%	22%	25%	20%	23%	22%	20%	19%	16%	26%	26%	23%	19%	21%	23%	20%	25%	25%	20%	20%	21%	16%
Is generally a little more favourable Conservatives and/or the right	12%	7%	19%	11%	18%	6%	13%	10%	16%	13%	12%	8%	13%	10%	10%	13%	14%	13%	15%	11%	12%	8%	7%
Is generally much more favourable Conservatives and/or the right	5%	2%	8%	9%	9%	2%	8%	3%	8%	5%	6%	4%	11%	5%	2%	4%	7%	5%	6%	5%	4%	6%	5%
Don't know	53%	49%	47%	50%	48%	56%	44%	61%	49%	56%	50%	52%	41%	56%	57%	51%	53%	53%	44%	56%	56%	54%	62%

ITN

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
Is generally much more favourable towards Labour and/or the left	4%	6%	1%	1%	2%	8%	6%	2%	2%	5%	4%	5%	3%	5%	6%	4%	2%	1%	4%	4%	5%	3%	5%
Is generally a little more favourable towards Labour and/or the left	7%	12%	4%	4%	6%	10%	8%	6%	3%	5%	8%	11%	6%	7%	9%	6%	7%	7%	8%	5%	6%	10%	8%
Is generally neutral	25%	29%	33%	42%	35%	24%	28%	23%	13%	17%	35%	35%	30%	23%	25%	25%	28%	27%	32%	22%	25%	22%	19%
Is generally a little more favourable Conservatives and/or the right	4%	4%	8%	1%	7%	3%	6%	2%	4%	4%	4%	5%	6%	4%	2%	5%	5%	2%	5%	2%	7%	5%	2%
Is generally much more favourable Conservatives and/or the right	2%	0%	3%	2%	3%	0%	3%	1%	3%	2%	2%	1%	5%	1%	1%	1%	3%	5%	1%	2%	1%	2%	3%
Don't know	57%	50%	51%	50%	48%	55%	49%	66%	75%	67%	47%	44%	51%	59%	58%	58%	56%	58%	49%	65%	56%	57%	63%

YouGov

	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

Where do you get most of your news about news and current affairs?

	Total	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
Unweighted base	1715	280	486	166	637	618	767	948	155	671	422	467	185	610	257	421	149	93	523	515	286	213	178
Base	1715	309	443	158	636	679	833	882	187	715	413	400	208	588	281	406	149	82	480	497	360	207	171
National TV news	45%	64%	46%	52%	46%	52%	45%	46%	27%	31%	56%	68%	42%	45%	46%	47%	47%	43%	49%	42%	48%	43%	44%
Regional TV news	23%	32%	20%	25%	22%	30%	23%	23%	10%	16%	31%	34%	15%	24%	24%	25%	23%	28%	22%	21%	27%	22%	26%
National newspapers	12%	21%	10%	10%	12%	13%	12%	11%	11%	6%	13%	21%	15%	10%	9%	13%	14%	9%	17%	10%	7%	13%	8%
Regional or local newspapers	4%	5%	3%	6%	4%	5%	4%	4%	5%	3%	6%	5%	6%	4%	2%	5%	5%	3%	4%	5%	5%	4%	4%
News websites (e.g. BBC, Guardian, Daily Mail)	40%	37%	51%	52%	53%	32%	41%	40%	38%	47%	38%	32%	48%	37%	41%	38%	43%	44%	56%	42%	30%	30%	24%
Social media (e.g. Facebook or Twitter)	30%	17%	31%	27%	30%	22%	29%	31%	50%	39%	23%	10%	38%	28%	25%	34%	26%	25%	30%	32%	31%	32%	20%
National radio	22%	24%	24%	36%	30%	21%	24%	20%	7%	21%	30%	22%	19%	25%	20%	20%	22%	19%	28%	21%	22%	12%	15%
Local radio	12%	12%	11%	14%	10%	14%	11%	13%	6%	11%	15%	12%	9%	13%	9%	14%	12%	8%	12%	12%	14%	14%	6%
Word of mouth	12%	9%	13%	6%	10%	9%	11%	12%	28%	14%	7%	5%	13%	10%	13%	13%	12%	6%	13%	10%	11%	16%	6%
Friends/relatives	14%	11%	15%	10%	13%	11%	12%	17%	30%	18%	9%	5%	18%	12%	14%	16%	15%	9%	15%	14%	14%	16%	12%
Other	4%	3%	5%	1%	5%	4%	5%	3%	3%	5%	4%	3%	3%	5%	4%	3%	3%	11%	5%	3%	4%	4%	6%
None of these - I don't really follow news and current affairs	8%	4%	4%	5%	4%	6%	8%	7%	15%	9%	4%	5%	4%	8%	12%	7%	6%	6%	4%	9%	6%	11%	15%
Don't know	2%	1%	3%	1%	2%	1%	2%	2%	5%	3%	1%	0%	4%	2%	1%	2%	1%	2%	1%	3%	2%	1%	4%

Cell Contents (Column Percentages)