

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



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

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

|                     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base     | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base: All GB adults | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Approve             | 22%  | 8%  | 44% | 32% | 35% | 10% | 25% | 20% | 26% | 22% | 26% | 17% | 32% | 19% | 23% | 21% | 23% | 24% | 33% | 22% | 14% | 18% | 15% |
| Disapprove          | 53%  | 77% | 31% | 39% | 39% | 74% | 57% | 50% | 31% | 51% | 56% | 65% | 45% | 53% | 58% | 56% | 50% | 51% | 45% | 53% | 59% | 53% | 63% |
| Don't know          | 25%  | 16% | 25% | 29% | 26% | 16% | 18% | 30% | 43% | 27% | 18% | 18% | 23% | 28% | 18% | 23% | 27% | 25% | 21% | 25% | 27% | 28% | 22% |

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                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| 0 - Would never consider voting for them       | 31%  | 3%  | 45% | 29% | 39% | 20% | 31% | 30% | 31% | 36% | 32% | 19% | 33% | 25% | 28% | 35% | 40% | 35% | 28% | 28% | 32% | 39% | 32% |
| 1                                              | 6%   | 1%  | 9%  | 9%  | 8%  | 4%  | 6%  | 6%  | 8%  | 7%  | 7%  | 3%  | 5%  | 6%  | 3%  | 8%  | 6%  | 8%  | 6%  | 5%  | 5%  | 6%  | 10% |
| 2                                              | 8%   | 1%  | 11% | 10% | 9%  | 6%  | 9%  | 7%  | 10% | 9%  | 8%  | 5%  | 8%  | 7%  | 9%  | 6%  | 12% | 9%  | 7%  | 8%  | 9%  | 6%  | 7%  |
| 3                                              | 6%   | 3%  | 9%  | 8%  | 7%  | 6%  | 7%  | 5%  | 5%  | 5%  | 8%  | 6%  | 8%  | 7%  | 7%  | 3%  | 6%  | 5%  | 7%  | 6%  | 5%  | 5%  | 6%  |
| 4                                              | 4%   | 1%  | 5%  | 10% | 5%  | 4%  | 5%  | 4%  | 5%  | 5%  | 5%  | 3%  | 4%  | 5%  | 3%  | 4%  | 4%  | 4%  | 6%  | 4%  | 3%  | 3%  | 4%  |
| 5                                              | 10%  | 9%  | 6%  | 12% | 7%  | 13% | 8%  | 13% | 11% | 10% | 10% | 11% | 6%  | 10% | 11% | 11% | 9%  | 12% | 8%  | 9%  | 15% | 13% | 8%  |
| 6                                              | 7%   | 10% | 5%  | 7%  | 4%  | 11% | 6%  | 7%  | 2%  | 5%  | 7%  | 11% | 6%  | 9%  | 6%  | 6%  | 5%  | 2%  | 5%  | 9%  | 6%  | 8%  | 6%  |
| 7                                              | 8%   | 20% | 3%  | 5%  | 6%  | 12% | 8%  | 8%  | 5%  | 6%  | 9%  | 13% | 7%  | 9%  | 10% | 8%  | 4%  | 8%  | 9%  | 11% | 8%  | 3%  | 6%  |
| 8                                              | 6%   | 17% | 1%  | 5%  | 5%  | 9%  | 6%  | 5%  | -   | 4%  | 6%  | 11% | 6%  | 6%  | 6%  | 4%  | 4%  | 7%  | 8%  | 5%  | 4%  | 7%  | 5%  |
| 9                                              | 3%   | 10% | 1%  | -   | 2%  | 3%  | 2%  | 3%  | 2%  | 1%  | 3%  | 5%  | 1%  | 2%  | 5%  | 2%  | 3%  | 1%  | 3%  | 3%  | 3%  | 1%  | 1%  |
| 10 - Would definitely consider voting for them | 6%   | 24% | 3%  | 2%  | 5%  | 9%  | 6%  | 7%  | 3%  | 4%  | 5%  | 13% | 8%  | 8%  | 8%  | 4%  | 3%  | 3%  | 10% | 6%  | 4%  | 3%  | 5%  |
| prefer not to answer                           | 6%   | 2%  | 3%  | 1%  | 3%  | 4%  | 7%  | 5%  | 19% | 8%  | 1%  | 1%  | 8%  | 6%  | 4%  | 7%  | 3%  | 6%  | 2%  | 6%  | 7%  | 7%  | 10% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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

|                                                |  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                |  | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           |  | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| 0 - Would never consider voting for them       |  | 32%  | 53% | 6%  | 14% | 15% | 54% | 31% | 32% | 11% | 25% | 34% | 52% | 21% | 32% | 39% | 34% | 29% | 27% | 22% | 28% | 40% | 40% | 44% |
| 1                                              |  | 5%   | 7%  | 2%  | 7%  | 5%  | 6%  | 6%  | 5%  | 2%  | 6%  | 7%  | 4%  | 4%  | 6%  | 5%  | 4%  | 5%  | 8%  | 4%  | 4%  | 8%  | 4%  | 7%  |
| 2                                              |  | 5%   | 7%  | 2%  | 5%  | 4%  | 6%  | 5%  | 4%  | 3%  | 5%  | 5%  | 4%  | 6%  | 5%  | 4%  | 4%  | 7%  | 6%  | 6%  | 6%  | 3%  | 3%  | 4%  |
| 3                                              |  | 5%   | 6%  | 4%  | 9%  | 6%  | 5%  | 6%  | 5%  | 6%  | 6%  | 4%  | 5%  | 4%  | 5%  | 5%  | 6%  | 7%  | 7%  | 5%  | 5%  | 4%  | 5%  | 10% |
| 4                                              |  | 5%   | 7%  | 4%  | 7%  | 5%  | 5%  | 6%  | 5%  | 7%  | 5%  | 5%  | 4%  | 6%  | 5%  | 6%  | 5%  | 6%  | 1%  | 6%  | 6%  | 4%  | 3%  | 3%  |
| 5                                              |  | 10%  | 4%  | 11% | 16% | 12% | 6%  | 9%  | 10% | 14% | 12% | 6%  | 7%  | 11% | 9%  | 8%  | 9%  | 14% | 6%  | 11% | 11% | 9%  | 8%  | 6%  |
| 6                                              |  | 7%   | 6%  | 8%  | 12% | 9%  | 4%  | 6%  | 8%  | 10% | 7%  | 6%  | 6%  | 9%  | 7%  | 6%  | 6%  | 8%  | 7%  | 9%  | 8%  | 6%  | 6%  | 3%  |
| 7                                              |  | 8%   | 3%  | 12% | 15% | 11% | 4%  | 7%  | 8%  | 11% | 8%  | 8%  | 4%  | 8%  | 8%  | 8%  | 6%  | 7%  | 7%  | 10% | 7%  | 6%  | 9%  | 2%  |
| 8                                              |  | 6%   | 1%  | 14% | 5%  | 8%  | 3%  | 6%  | 5%  | 6%  | 6%  | 7%  | 4%  | 7%  | 6%  | 5%  | 5%  | 6%  | 7%  | 7%  | 6%  | 6%  | 5%  | 4%  |
| 9                                              |  | 2%   | 0%  | 7%  | 0%  | 4%  | 1%  | 3%  | 2%  | 3%  | 2%  | 4%  | 2%  | 5%  | 2%  | 2%  | 2%  | 2%  | 3%  | 4%  | 2%  | 1%  | 2%  | 1%  |
| 10 - Would definitely consider voting for them |  | 10%  | 3%  | 28% | 10% | 18% | 3%  | 9%  | 10% | 8%  | 10% | 12% | 7%  | 12% | 9%  | 8%  | 11% | 6%  | 15% | 14% | 10% | 6%  | 8%  | 7%  |
| prefer not to answer                           |  | 6%   | 2%  | 3%  | 1%  | 3%  | 4%  | 7%  | 5%  | 19% | 8%  | 1%  | 1%  | 8%  | 6%  | 4%  | 7%  | 3%  | 6%  | 2%  | 6%  | 7%  | 7%  | 10% |

#### Liberal Democrats

|                                                |  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                |  | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           |  | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| 0 - Would never consider voting for them       |  | 31%  | 44% | 16% | 4%  | 16% | 49% | 33% | 29% | 17% | 28% | 31% | 43% | 21% | 27% | 38% | 35% | 36% | 33% | 23% | 28% | 39% | 37% | 40% |
| 1                                              |  | 5%   | 6%  | 3%  | -   | 2%  | 7%  | 4%  | 6%  | 3%  | 4%  | 5%  | 7%  | 4%  | 5%  | 7%  | 6%  | 2%  | 6%  | 3%  | 4%  | 7%  | 9%  | 4%  |
| 2                                              |  | 6%   | 7%  | 6%  | 1%  | 6%  | 7%  | 7%  | 5%  | 4%  | 6%  | 8%  | 6%  | 5%  | 5%  | 6%  | 8%  | 4%  | 7%  | 6%  | 7%  | 5%  | 5%  | 4%  |
| 3                                              |  | 6%   | 7%  | 7%  | 3%  | 7%  | 6%  | 7%  | 5%  | 4%  | 7%  | 7%  | 6%  | 9%  | 6%  | 5%  | 6%  | 9%  | 3%  | 6%  | 8%  | 5%  | 4%  | 6%  |
| 4                                              |  | 8%   | 9%  | 10% | 6%  | 9%  | 7%  | 7%  | 9%  | 8%  | 8%  | 8%  | 8%  | 11% | 6%  | 10% | 8%  | 11% | 4%  | 10% | 8%  | 7%  | 7%  | 6%  |
| 5                                              |  | 13%  | 12% | 19% | 9%  | 18% | 8%  | 13% | 13% | 14% | 15% | 12% | 10% | 13% | 15% | 12% | 13% | 11% | 8%  | 14% | 14% | 12% | 9%  | 14% |
| 6                                              |  | 7%   | 6%  | 12% | 12% | 10% | 4%  | 7%  | 7%  | 9%  | 7%  | 9%  | 5%  | 10% | 7%  | 6%  | 6%  | 6%  | 11% | 8%  | 8%  | 7%  | 7%  | 4%  |
| 7                                              |  | 7%   | 3%  | 11% | 20% | 11% | 4%  | 5%  | 8%  | 6%  | 6%  | 8%  | 7%  | 8%  | 8%  | 6%  | 5%  | 5%  | 10% | 11% | 6%  | 4%  | 4%  | 5%  |
| 8                                              |  | 5%   | 1%  | 8%  | 16% | 7%  | 2%  | 5%  | 4%  | 5%  | 5%  | 5%  | 3%  | 5%  | 7%  | 2%  | 2%  | 6%  | 4%  | 7%  | 4%  | 2%  | 6%  | 2%  |
| 9                                              |  | 2%   | 1%  | 2%  | 9%  | 3%  | 1%  | 1%  | 2%  | 3%  | 1%  | 3%  | 1%  | 2%  | 2%  | 2%  | 1%  | 3%  | 2%  | 3%  | 1%  | 1%  | 1%  | 3%  |
| 10 - Would definitely consider voting for them |  | 4%   | 3%  | 4%  | 20% | 7%  | 1%  | 4%  | 5%  | 8%  | 4%  | 4%  | 4%  | 4%  | 6%  | 2%  | 3%  | 4%  | 4%  | 6%  | 4%  | 2%  | 4%  | 3%  |
| prefer not to answer                           |  | 6%   | 2%  | 3%  | 1%  | 3%  | 4%  | 7%  | 5%  | 19% | 8%  | 1%  | 1%  | 8%  | 6%  | 4%  | 7%  | 3%  | 6%  | 2%  | 6%  | 7%  | 7%  | 10% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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

|                                                |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| 0 - Would never consider voting for them       | 53%  | 29% | 78% | 79% | 78% | 28% | 49% | 56% | 58% | 59% | 56% | 37% | 61% | 52% | 46% | 52% | 61% | 52% | 65% | 50% | 44% | 55% | 46% |
| 1                                              | 3%   | 3%  | 3%  | 3%  | 2%  | 3%  | 3%  | 2%  | 2%  | 3%  | 3%  | 3%  | 3%  | 3%  | 2%  | 4%  | 1%  | 3%  | 3%  | 4%  | 1%  | 2%  | 3%  |
| 2                                              | 3%   | 5%  | 3%  | 4%  | 2%  | 4%  | 2%  | 4%  | 2%  | 3%  | 2%  | 4%  | 1%  | 3%  | 3%  | 3%  | 6%  | 3%  | 3%  | 4%  | 3%  | 2%  | 4%  |
| 3                                              | 3%   | 4%  | 3%  | 1%  | 1%  | 4%  | 4%  | 3%  | 3%  | 3%  | 3%  | 4%  | 5%  | 2%  | 4%  | 3%  | 1%  | 6%  | 2%  | 3%  | 4%  | 2%  | 4%  |
| 4                                              | 2%   | 5%  | 1%  | 3%  | 3%  | 3%  | 1%  | 3%  | 0%  | 3%  | 2%  | 3%  | 3%  | 2%  | 4%  | 3%  | 1%  | -   | 3%  | 2%  | 3%  | 1%  | 2%  |
| 5                                              | 6%   | 12% | 2%  | 1%  | 2%  | 8%  | 6%  | 6%  | 4%  | 5%  | 5%  | 8%  | 4%  | 8%  | 5%  | 5%  | 4%  | 6%  | 3%  | 8%  | 8%  | 4%  | 3%  |
| 6                                              | 3%   | 6%  | 0%  | 2%  | 1%  | 4%  | 3%  | 2%  | 3%  | 2%  | 3%  | 4%  | 1%  | 3%  | 4%  | 3%  | 1%  | 2%  | 2%  | 3%  | 2%  | 3%  | 5%  |
| 7                                              | 4%   | 9%  | 0%  | 3%  | 1%  | 8%  | 5%  | 3%  | 2%  | 2%  | 5%  | 7%  | 3%  | 4%  | 5%  | 4%  | 6%  | 3%  | 4%  | 4%  | 3%  | 5%  | 5%  |
| 8                                              | 4%   | 7%  | 1%  | 1%  | 2%  | 8%  | 5%  | 4%  | 1%  | 3%  | 6%  | 6%  | 4%  | 4%  | 4%  | 4%  | 5%  | 4%  | 2%  | 5%  | 6%  | 5%  | 5%  |
| 9                                              | 3%   | 5%  | 1%  | 1%  | 1%  | 5%  | 4%  | 2%  | 4%  | 2%  | 2%  | 5%  | 3%  | 4%  | 3%  | 2%  | -   | 4%  | 3%  | 3%  | 4%  | 1%  | 2%  |
| 10 - Would definitely consider voting for them | 11%  | 14% | 4%  | 1%  | 3%  | 21% | 11% | 10% | 2%  | 8%  | 11% | 18% | 5%  | 10% | 16% | 11% | 11% | 10% | 8%  | 8%  | 15% | 13% | 12% |
| prefer not to answer                           | 6%   | 2%  | 3%  | 1%  | 3%  | 4%  | 7%  | 5%  | 19% | 8%  | 1%  | 1%  | 8%  | 6%  | 4%  | 7%  | 3%  | 6%  | 2%  | 6%  | 7%  | 7%  | 10% |

## Green Party

|                                                |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| 0 - Would never consider voting for them       | 41%  | 64% | 24% | 26% | 26% | 62% | 46% | 36% | 19% | 32% | 46% | 61% | 30% | 41% | 47% | 42% | 45% | 34% | 36% | 38% | 49% | 45% | 42% |
| 1                                              | 5%   | 5%  | 5%  | 5%  | 3%  | 6%  | 4%  | 5%  | 4%  | 5%  | 4%  | 6%  | 4%  | 6%  | 3%  | 4%  | 2%  | 6%  | 5%  | 5%  | 3%  | 6%  | 5%  |
| 2                                              | 6%   | 7%  | 6%  | 9%  | 6%  | 6%  | 5%  | 7%  | 6%  | 5%  | 5%  | 8%  | 7%  | 5%  | 8%  | 5%  | 6%  | 5%  | 6%  | 6%  | 5%  | 6%  | 5%  |
| 3                                              | 6%   | 7%  | 9%  | 6%  | 9%  | 5%  | 6%  | 6%  | 3%  | 7%  | 7%  | 5%  | 6%  | 5%  | 6%  | 6%  | 8%  | 7%  | 6%  | 7%  | 5%  | 6%  | 7%  |
| 4                                              | 4%   | 3%  | 6%  | 5%  | 5%  | 4%  | 4%  | 5%  | 4%  | 5%  | 6%  | 3%  | 4%  | 4%  | 5%  | 5%  | 6%  | 6%  | 5%  | 6%  | 4%  | 2%  | 3%  |
| 5                                              | 9%   | 7%  | 12% | 13% | 13% | 5%  | 7%  | 11% | 8%  | 10% | 10% | 7%  | 9%  | 11% | 8%  | 7%  | 7%  | 13% | 11% | 7%  | 9%  | 11% | 8%  |
| 6                                              | 6%   | 1%  | 11% | 6%  | 10% | 1%  | 6%  | 6%  | 11% | 7%  | 5%  | 3%  | 8%  | 5%  | 5%  | 6%  | 7%  | 7%  | 6%  | 8%  | 4%  | 6%  | 4%  |
| 7                                              | 5%   | 1%  | 9%  | 8%  | 9%  | 2%  | 4%  | 7%  | 6%  | 6%  | 7%  | 2%  | 9%  | 5%  | 3%  | 5%  | 8%  | 3%  | 8%  | 5%  | 5%  | 3%  | 4%  |
| 8                                              | 4%   | 1%  | 6%  | 5%  | 6%  | 2%  | 4%  | 3%  | 5%  | 4%  | 3%  | 3%  | 5%  | 4%  | 2%  | 4%  | 3%  | 5%  | 6%  | 3%  | 2%  | 3%  | 2%  |
| 9                                              | 2%   | 0%  | 2%  | 3%  | 2%  | 1%  | 1%  | 2%  | 3%  | 2%  | 2%  | 0%  | 4%  | 1%  | 2%  | 2%  | 1%  | -   | 2%  | 2%  | 1%  | -   | 1%  |
| 10 - Would definitely consider voting for them | 7%   | 3%  | 7%  | 12% | 10% | 3%  | 6%  | 7%  | 12% | 9%  | 4%  | 2%  | 7%  | 7%  | 7%  | 7%  | 4%  | 6%  | 7%  | 8%  | 6%  | 4%  | 8%  |
| prefer not to answer                           | 6%   | 2%  | 3%  | 1%  | 3%  | 4%  | 7%  | 5%  | 19% | 8%  | 1%  | 1%  | 8%  | 6%  | 4%  | 7%  | 3%  | 6%  | 2%  | 6%  | 7%  | 7%  | 10% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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.

|                         |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base         | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base: All GB adults     | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Health                  | 25%  | 16% | 33% | 33% | 34% | 17% | 18% | 32% | 28% | 27% | 27% | 19% | 25% | 24% | 22% | 25% | 34% | 33% | 27% | 26% | 25% | 22% | 23% |
| Immigration & Asylum    | 52%  | 77% | 34% | 33% | 32% | 79% | 50% | 54% | 27% | 44% | 56% | 75% | 41% | 53% | 58% | 55% | 47% | 47% | 42% | 49% | 61% | 60% | 64% |
| Crime                   | 18%  | 23% | 14% | 9%  | 16% | 21% | 18% | 18% | 12% | 17% | 22% | 18% | 20% | 15% | 22% | 19% | 16% | 21% | 15% | 18% | 18% | 24% | 19% |
| The economy             | 51%  | 48% | 57% | 59% | 56% | 48% | 54% | 48% | 47% | 54% | 50% | 48% | 58% | 52% | 47% | 48% | 54% | 49% | 53% | 51% | 49% | 54% | 46% |
| Tax                     | 13%  | 13% | 10% | 14% | 9%  | 14% | 14% | 11% | 16% | 15% | 10% | 10% | 12% | 13% | 12% | 11% | 15% | 17% | 14% | 12% | 15% | 11% | 7%  |
| Pensions                | 5%   | 5%  | 4%  | 5%  | 5%  | 5%  | 5%  | 4%  | 2%  | 3%  | 4%  | 9%  | 5%  | 4%  | 5%  | 5%  | 5%  | 4%  | 4%  | 5%  | 5%  | 5%  | 6%  |
| Education               | 9%   | 6%  | 10% | 15% | 13% | 4%  | 8%  | 11% | 18% | 12% | 5%  | 4%  | 8%  | 9%  | 8%  | 8%  | 13% | 15% | 13% | 10% | 7%  | 7%  | 4%  |
| Family life & childcare | 4%   | 1%  | 6%  | 8%  | 7%  | 2%  | 4%  | 4%  | 4%  | 7%  | 3%  | 1%  | 4%  | 4%  | 5%  | 5%  | 2%  | 5%  | 5%  | 5%  | 5%  | 3%  | 1%  |
| Housing                 | 16%  | 7%  | 20% | 20% | 17% | 11% | 17% | 15% | 26% | 19% | 13% | 8%  | 27% | 17% | 10% | 15% | 16% | 6%  | 13% | 18% | 14% | 15% | 23% |
| The environment         | 18%  | 6%  | 27% | 23% | 25% | 10% | 16% | 19% | 27% | 19% | 20% | 9%  | 19% | 18% | 18% | 19% | 13% | 13% | 23% | 16% | 16% | 13% | 20% |
| Britain leaving the EU  | 13%  | 6%  | 20% | 16% | 21% | 5%  | 15% | 10% | 12% | 13% | 17% | 9%  | 12% | 13% | 13% | 12% | 14% | 15% | 18% | 11% | 12% | 12% | 9%  |
| Transport               | 2%   | 0%  | 3%  | 4%  | 2%  | 0%  | 3%  | 1%  | 8%  | 2%  | 0%  | 0%  | 2%  | 1%  | 1%  | 4%  | 1%  | 5%  | 2%  | 2%  | 2%  | 3%  | -   |
| Welfare benefits        | 21%  | 33% | 13% | 17% | 15% | 29% | 19% | 23% | 14% | 16% | 23% | 31% | 16% | 22% | 21% | 22% | 20% | 18% | 21% | 21% | 23% | 19% | 19% |
| Defence and security    | 29%  | 48% | 28% | 29% | 29% | 38% | 29% | 29% | 9%  | 20% | 35% | 48% | 18% | 33% | 34% | 25% | 25% | 35% | 36% | 28% | 24% | 27% | 26% |
| None of these           | 1%   | -   | 1%  | 1%  | 1%  | 0%  | 1%  | 0%  | 1%  | 1%  | 1%  | 0%  | 2%  | 1%  | 0%  | 0%  | 1%  | -   | 1%  | 1%  | -   | 1%  | 1%  |
| Don't know              | 3%   | 1%  | 1%  | 2%  | 1%  | 2%  | 3%  | 2%  | 8%  | 4%  | 1%  | 0%  | 4%  | 2%  | 2%  | 3%  | 2%  | 1%  | 1%  | 3%  | 3%  | 3%  | 5%  |

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

National Health Service

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 2%   | 1%  | 4%  | 2%  | 2%  | 0%  | 3%  | 1%  | 8%  | 2%  | 1%  | 1%  | 7%  | 1%  | -   | 3%  | 0%  | 2%  | 2%  | 3%  | 1%  | 1%  | 1%  |
| Fairly well     | 22%  | 18% | 34% | 25% | 29% | 15% | 26% | 18% | 21% | 20% | 26% | 20% | 28% | 20% | 22% | 23% | 19% | 16% | 28% | 22% | 17% | 18% | 19% |
| Fairly badly    | 34%  | 38% | 31% | 37% | 33% | 35% | 33% | 34% | 37% | 32% | 32% | 37% | 32% | 35% | 33% | 30% | 34% | 43% | 33% | 37% | 33% | 32% | 31% |
| Very badly      | 32%  | 35% | 21% | 23% | 26% | 40% | 27% | 36% | 20% | 32% | 32% | 36% | 23% | 30% | 36% | 33% | 38% | 34% | 28% | 27% | 39% | 35% | 35% |
| Don't know      | 11%  | 8%  | 10% | 13% | 9%  | 10% | 11% | 11% | 14% | 14% | 9%  | 6%  | 10% | 14% | 8%  | 11% | 8%  | 4%  | 9%  | 11% | 10% | 15% | 14% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 2%   | 1%  | 5%  | 1%  | 3%  | 0%  | 4%  | 1%  | 10% | 2%  | 2%  | 1%  | 6%  | 2%  | 2%  | 2%  | 1%  | 2%  | 4%  | 3%  | 1%  | 1%  | 1%  |
| Fairly well     | 17%  | 4%  | 35% | 30% | 31% | 5%  | 19% | 16% | 23% | 19% | 19% | 10% | 25% | 17% | 15% | 17% | 15% | 18% | 28% | 16% | 10% | 13% | 13% |
| Fairly badly    | 19%  | 15% | 24% | 24% | 23% | 12% | 17% | 20% | 25% | 19% | 19% | 14% | 19% | 21% | 17% | 15% | 21% | 21% | 20% | 20% | 19% | 17% | 13% |
| Very badly      | 52%  | 77% | 27% | 35% | 33% | 79% | 51% | 52% | 20% | 46% | 54% | 73% | 38% | 51% | 57% | 55% | 55% | 49% | 42% | 50% | 61% | 53% | 61% |
| Don't know      | 10%  | 3%  | 10% | 10% | 11% | 4%  | 9%  | 11% | 22% | 13% | 6%  | 3%  | 12% | 9%  | 9%  | 12% | 9%  | 10% | 7%  | 12% | 9%  | 15% | 11% |

## Crime

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 2%   | 1%  | 4%  | 2%  | 2%  | 0%  | 3%  | 1%  | 6%  | 2%  | 0%  | 1%  | 5%  | 2%  | 1%  | 1%  | 1%  | -   | 2%  | 3%  | 1%  | -   | 0%  |
| Fairly well     | 22%  | 8%  | 39% | 29% | 33% | 10% | 22% | 21% | 30% | 21% | 24% | 16% | 30% | 21% | 18% | 20% | 22% | 26% | 30% | 20% | 19% | 15% | 15% |
| Fairly badly    | 30%  | 38% | 27% | 33% | 30% | 30% | 30% | 30% | 28% | 27% | 35% | 31% | 25% | 30% | 31% | 29% | 34% | 29% | 31% | 31% | 26% | 28% | 31% |
| Very badly      | 32%  | 45% | 16% | 17% | 20% | 50% | 34% | 31% | 16% | 30% | 30% | 47% | 25% | 31% | 37% | 36% | 33% | 32% | 26% | 29% | 40% | 37% | 40% |
| Don't know      | 15%  | 8%  | 14% | 19% | 16% | 10% | 12% | 17% | 20% | 20% | 11% | 6%  | 15% | 17% | 13% | 14% | 11% | 12% | 12% | 16% | 15% | 19% | 14% |

## Education

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 2%   | 2%  | 3%  | 3%  | 3%  | 1%  | 3%  | 2%  | 6%  | 3%  | 1%  | 1%  | 5%  | 2%  | 2%  | 2%  | 1%  | 2%  | 3%  | 3%  | 2%  | 1%  | 2%  |
| Fairly well     | 30%  | 23% | 46% | 34% | 38% | 22% | 31% | 29% | 34% | 28% | 34% | 26% | 37% | 28% | 32% | 29% | 28% | 28% | 36% | 26% | 31% | 28% | 26% |
| Fairly badly    | 28%  | 34% | 23% | 29% | 27% | 31% | 28% | 28% | 27% | 27% | 27% | 33% | 23% | 30% | 27% | 27% | 34% | 33% | 31% | 31% | 25% | 22% | 28% |
| Very badly      | 18%  | 19% | 9%  | 14% | 14% | 24% | 17% | 18% | 13% | 18% | 17% | 20% | 12% | 15% | 20% | 21% | 25% | 22% | 16% | 15% | 20% | 22% | 20% |
| Don't know      | 22%  | 22% | 19% | 20% | 19% | 22% | 21% | 22% | 20% | 24% | 21% | 19% | 23% | 25% | 19% | 22% | 12% | 16% | 14% | 25% | 23% | 28% | 24% |

## Taxation

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 1%   | 1%  | 2%  | 1%  | 1%  | -   | 1%  | 1%  | 2%  | 1%  | 0%  | 0%  | 0%  | 1%  | 0%  | 1%  | 0%  | 1%  | 1%  | 1%  | 0%  | -   | 0%  |
| Fairly well     | 16%  | 7%  | 29% | 24% | 23% | 8%  | 17% | 15% | 19% | 14% | 19% | 14% | 23% | 13% | 18% | 15% | 14% | 13% | 20% | 16% | 11% | 13% | 15% |
| Fairly badly    | 33%  | 36% | 36% | 32% | 33% | 32% | 32% | 33% | 37% | 31% | 34% | 31% | 33% | 33% | 33% | 30% | 35% | 39% | 33% | 35% | 32% | 30% | 28% |
| Very badly      | 36%  | 51% | 17% | 26% | 25% | 51% | 38% | 34% | 20% | 33% | 36% | 49% | 30% | 36% | 38% | 38% | 36% | 33% | 34% | 32% | 41% | 35% | 41% |
| Don't know      | 15%  | 5%  | 16% | 17% | 18% | 8%  | 13% | 17% | 21% | 20% | 10% | 7%  | 14% | 17% | 10% | 16% | 15% | 14% | 11% | 16% | 15% | 21% | 16% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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 |

## Unemployment

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 1%   | 1%  | 1%  | 1%  | 0%  | 0%  | 1%  | 0%  | 5%  | 1%  | -   | -   | 3%  | 1%  | -   | 0%  | -   | -   | 1%  | 1%  | 1%  | -   | 0%  |
| Fairly well     | 17%  | 11% | 31% | 29% | 28% | 10% | 18% | 16% | 13% | 17% | 22% | 15% | 18% | 18% | 18% | 15% | 20% | 20% | 24% | 17% | 12% | 15% | 13% |
| Fairly badly    | 34%  | 33% | 35% | 34% | 32% | 34% | 32% | 35% | 35% | 33% | 33% | 34% | 37% | 30% | 40% | 31% | 37% | 34% | 37% | 32% | 36% | 29% | 31% |
| Very badly      | 31%  | 42% | 15% | 19% | 19% | 43% | 31% | 31% | 30% | 27% | 29% | 40% | 27% | 29% | 30% | 37% | 26% | 31% | 26% | 29% | 35% | 33% | 39% |
| Don't know      | 17%  | 13% | 18% | 17% | 20% | 14% | 17% | 18% | 17% | 22% | 16% | 10% | 15% | 21% | 13% | 17% | 17% | 15% | 12% | 21% | 17% | 23% | 16% |

## Inflation

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 1%   | 1%  | 2%  | 3%  | 1%  | 0%  | 2%  | 1%  | 7%  | 1%  | 0%  | 0%  | 3%  | 1%  | 2%  | 1%  | 1%  | -   | 3%  | 2%  | 0%  | -   | 0%  |
| Fairly well     | 16%  | 9%  | 31% | 24% | 27% | 9%  | 17% | 15% | 10% | 12% | 22% | 18% | 19% | 17% | 13% | 14% | 16% | 16% | 24% | 15% | 11% | 12% | 12% |
| Fairly badly    | 32%  | 33% | 31% | 31% | 31% | 32% | 32% | 32% | 35% | 31% | 34% | 31% | 34% | 30% | 34% | 32% | 33% | 33% | 32% | 33% | 32% | 34% | 27% |
| Very badly      | 37%  | 50% | 21% | 27% | 26% | 49% | 36% | 37% | 29% | 38% | 31% | 45% | 29% | 36% | 39% | 39% | 38% | 35% | 32% | 35% | 43% | 36% | 42% |
| Don't know      | 14%  | 6%  | 15% | 16% | 15% | 10% | 12% | 16% | 19% | 18% | 12% | 6%  | 15% | 15% | 13% | 13% | 11% | 15% | 10% | 15% | 14% | 19% | 18% |

## Britain's exit from the EU

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 2%   | 2%  | 3%  | 1%  | 2%  | 1%  | 2%  | 1%  | 5%  | 1%  | 2%  | 1%  | 1%  | 2%  | 2%  | 1%  | 1%  | 1%  | 2%  | 2%  | 1%  | 1%  | 1%  |
| Fairly well     | 17%  | 14% | 26% | 19% | 21% | 13% | 18% | 15% | 18% | 17% | 17% | 15% | 20% | 16% | 17% | 15% | 16% | 24% | 20% | 18% | 12% | 15% | 14% |
| Fairly badly    | 29%  | 30% | 30% | 38% | 30% | 28% | 29% | 29% | 29% | 29% | 30% | 30% | 30% | 32% | 29% | 27% | 25% | 31% | 31% | 29% | 34% | 19% | 25% |
| Very badly      | 31%  | 33% | 23% | 25% | 29% | 35% | 34% | 29% | 25% | 31% | 33% | 33% | 29% | 28% | 33% | 35% | 35% | 28% | 30% | 30% | 30% | 37% | 33% |
| Don't know      | 21%  | 21% | 18% | 17% | 18% | 22% | 17% | 26% | 24% | 22% | 19% | 21% | 20% | 23% | 20% | 22% | 22% | 15% | 17% | 21% | 22% | 28% | 27% |

## Defence

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 2%   | 1%  | 3%  | 2%  | 2%  | 0%  | 3%  | 1%  | 7%  | 2%  | 1%  | 0%  | 4%  | 1%  | 1%  | 2%  | 1%  | -   | 2%  | 1%  | 2%  | 0%  | 3%  |
| Fairly well     | 24%  | 10% | 37% | 31% | 32% | 14% | 26% | 21% | 29% | 27% | 24% | 16% | 29% | 23% | 21% | 24% | 23% | 26% | 29% | 24% | 21% | 19% | 20% |
| Fairly badly    | 25%  | 30% | 27% | 34% | 28% | 23% | 25% | 25% | 23% | 21% | 31% | 26% | 23% | 26% | 27% | 22% | 29% | 20% | 26% | 26% | 22% | 25% | 21% |
| Very badly      | 28%  | 50% | 12% | 11% | 14% | 49% | 30% | 27% | 9%  | 21% | 30% | 48% | 20% | 28% | 33% | 30% | 25% | 30% | 25% | 26% | 34% | 27% | 31% |
| Don't know      | 22%  | 10% | 21% | 22% | 25% | 13% | 17% | 26% | 33% | 29% | 15% | 9%  | 25% | 22% | 18% | 22% | 23% | 23% | 17% | 23% | 21% | 29% | 25% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 1%   | 1%  | 3%  | 1%  | 1%  | 0%  | 2%  | 1%  | 5%  | 1%  | 0%  | 0%  | 2%  | 1%  | 2%  | 1%  | -   | 1%  | 3%  | 1%  | 1%  | 0%  | 0%  |
| Fairly well     | 17%  | 7%  | 34% | 22% | 27% | 10% | 17% | 17% | 12% | 16% | 21% | 16% | 17% | 18% | 14% | 15% | 20% | 21% | 23% | 17% | 11% | 16% | 11% |
| Fairly badly    | 33%  | 35% | 33% | 36% | 33% | 32% | 35% | 31% | 40% | 32% | 32% | 31% | 37% | 32% | 36% | 31% | 31% | 25% | 31% | 35% | 36% | 28% | 33% |
| Very badly      | 37%  | 51% | 18% | 30% | 26% | 52% | 37% | 38% | 23% | 35% | 39% | 47% | 30% | 37% | 39% | 39% | 38% | 43% | 34% | 34% | 44% | 40% | 41% |
| Don't know      | 12%  | 6%  | 12% | 11% | 13% | 7%  | 10% | 14% | 20% | 15% | 8%  | 5%  | 14% | 11% | 10% | 13% | 11% | 10% | 9%  | 14% | 9%  | 17% | 14% |

#### Terrorism

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 7%   | 4%  | 11% | 10% | 10% | 3%  | 8%  | 6%  | 12% | 8%  | 8%  | 1%  | 11% | 7%  | 6%  | 6%  | 4%  | 9%  | 9%  | 9%  | 5%  | 5%  | 4%  |
| Fairly well     | 35%  | 31% | 47% | 45% | 42% | 28% | 38% | 31% | 41% | 34% | 34% | 33% | 43% | 34% | 36% | 30% | 41% | 28% | 40% | 36% | 30% | 26% | 36% |
| Fairly badly    | 14%  | 19% | 9%  | 12% | 11% | 18% | 13% | 15% | 11% | 13% | 15% | 16% | 14% | 15% | 14% | 13% | 15% | 13% | 14% | 17% | 12% | 13% |     |
| Very badly      | 20%  | 27% | 8%  | 7%  | 9%  | 32% | 19% | 20% | 10% | 16% | 18% | 31% | 10% | 17% | 23% | 25% | 18% | 25% | 17% | 16% | 25% | 23% | 24% |
| Don't know      | 24%  | 20% | 25% | 26% | 27% | 19% | 21% | 28% | 25% | 28% | 24% | 18% | 22% | 27% | 20% | 25% | 24% | 23% | 21% | 25% | 23% | 35% | 23% |

#### Transport

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 4%   | 2%  | 8%  | 5%  | 5%  | 1%  | 5%  | 3%  | 13% | 4%  | 2%  | 1%  | 8%  | 3%  | 4%  | 5%  | 1%  | 1%  | 5%  | 5%  | 4%  | 2%  | 3%  |
| Fairly well     | 34%  | 27% | 48% | 38% | 42% | 27% | 33% | 36% | 42% | 34% | 34% | 32% | 44% | 32% | 33% | 33% | 36% | 36% | 39% | 36% | 30% | 33% | 29% |
| Fairly badly    | 24%  | 31% | 20% | 25% | 24% | 28% | 24% | 24% | 15% | 21% | 28% | 32% | 23% | 26% | 27% | 20% | 24% | 28% | 29% | 22% | 22% | 20% | 28% |
| Very badly      | 15%  | 19% | 7%  | 10% | 9%  | 22% | 20% | 11% | 12% | 17% | 14% | 16% | 10% | 13% | 17% | 19% | 15% | 19% | 11% | 14% | 23% | 17% | 14% |
| Don't know      | 22%  | 21% | 16% | 22% | 20% | 23% | 18% | 25% | 18% | 24% | 22% | 19% | 16% | 25% | 19% | 22% | 24% | 16% | 16% | 23% | 22% | 28% | 26% |

#### Housing

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 1%   | 1%  | 2%  | 2%  | 1%  | -   | 1%  | 1%  | 4%  | 1%  | 0%  | 0%  | 2%  | 1%  | 0%  | 1%  | -   | 1%  | 1%  | 1%  | 1%  | -   | 1%  |
| Fairly well     | 17%  | 13% | 27% | 24% | 24% | 11% | 16% | 18% | 16% | 16% | 19% | 17% | 15% | 17% | 22% | 14% | 17% | 17% | 20% | 17% | 14% | 15% | 16% |
| Fairly badly    | 34%  | 35% | 36% | 37% | 35% | 33% | 34% | 34% | 37% | 29% | 38% | 37% | 34% | 37% | 34% | 30% | 32% | 31% | 38% | 35% | 39% | 25% | 22% |
| Very badly      | 30%  | 35% | 20% | 22% | 22% | 40% | 33% | 28% | 24% | 32% | 27% | 33% | 33% | 28% | 29% | 32% | 33% | 34% | 26% | 29% | 31% | 37% | 39% |
| Don't know      | 18%  | 15% | 16% | 15% | 18% | 16% | 15% | 20% | 20% | 21% | 16% | 12% | 16% | 17% | 14% | 22% | 18% | 18% | 15% | 17% | 16% | 24% | 22% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 1%   | 2%  | 1%  | 1%  | 1%  | 1%  | 2%  | 1%  | 4%  | 1%  | 1%  | -   | 2%  | 1%  | 2%  | 1%  | 1%  | -   | 2%  | 1%  | 1%  | 1%  | -   |
| Fairly well     | 27%  | 27% | 38% | 31% | 32% | 23% | 29% | 26% | 28% | 26% | 28% | 28% | 32% | 26% | 29% | 26% | 27% | 23% | 29% | 30% | 23% | 23% | 29% |
| Fairly badly    | 29%  | 27% | 32% | 37% | 34% | 27% | 29% | 30% | 23% | 28% | 33% | 32% | 25% | 32% | 28% | 27% | 30% | 41% | 36% | 26% | 30% | 25% | 27% |
| Very badly      | 21%  | 22% | 14% | 17% | 16% | 25% | 21% | 21% | 26% | 21% | 19% | 22% | 16% | 19% | 25% | 24% | 21% | 19% | 18% | 19% | 26% | 23% | 22% |
| Don't know      | 21%  | 22% | 15% | 14% | 17% | 24% | 20% | 22% | 19% | 24% | 20% | 19% | 25% | 21% | 17% | 23% | 21% | 16% | 15% | 24% | 20% | 28% | 23% |

#### Welfare benefits

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very well       | 2%   | 1%  | 3%  | 1%  | 1%  | 1%  | 2%  | 1%  | 6%  | 1%  | 2%  | 1%  | 2%  | 1%  | 2%  | 2%  | 1%  | 1%  | 2%  | 1%  | 2%  | 1%  | 0%  |
| Fairly well     | 17%  | 7%  | 33% | 16% | 26% | 10% | 19% | 16% | 20% | 17% | 21% | 12% | 22% | 17% | 15% | 17% | 20% | 17% | 24% | 16% | 13% | 13% | 18% |
| Fairly badly    | 26%  | 23% | 29% | 30% | 29% | 23% | 25% | 27% | 27% | 28% | 26% | 24% | 29% | 27% | 28% | 23% | 26% | 29% | 25% | 27% | 26% | 25% | 27% |
| Very badly      | 38%  | 61% | 19% | 33% | 27% | 56% | 39% | 37% | 19% | 34% | 39% | 55% | 28% | 38% | 40% | 41% | 40% | 39% | 36% | 37% | 44% | 39% | 35% |
| Don't know      | 17%  | 8%  | 16% | 19% | 17% | 11% | 15% | 18% | 28% | 20% | 13% | 8%  | 19% | 18% | 15% | 17% | 12% | 15% | 12% | 18% | 15% | 22% | 20% |

#### Do you think John Healey is doing a good job or a bad job as Chancellor of the Exchequer?

|                     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base     | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base: All GB adults | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Good job            | 8%   | 6%  | 16% | 7%  | 12% | 4%  | 11% | 6%  | 16% | 7%  | 9%  | 6%  | 10% | 7%  | 7%  | 10% | 9%  | 9%  | 12% | 9%  | 5%  | 4%  | 8%  |
| Bad job             | 23%  | 33% | 9%  | 12% | 11% | 37% | 26% | 20% | 13% | 20% | 23% | 31% | 18% | 21% | 26% | 26% | 22% | 16% | 18% | 22% | 28% | 21% | 28% |
| Not sure            | 69%  | 61% | 75% | 81% | 77% | 59% | 63% | 74% | 71% | 72% | 68% | 63% | 71% | 72% | 67% | 64% | 69% | 75% | 69% | 70% | 67% | 75% | 64% |

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

|                     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base     | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base: All GB adults | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Don't know          | 85%  | 84% | 79% | 86% | 83% | 88% | 81% | 90% | 79% | 90% | 84% | 82% | 82% | 85% | 88% | 85% | 87% | 87% | 80% | 85% | 87% | 92% | 90% |
| Rachel Reeves       | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| Mel Stride          | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| John Healey         | 9%   | 6%  | 18% | 12% | 14% | 5%  | 13% | 6%  | 13% | 7%  | 12% | 9%  | 12% | 8%  | 8%  | 12% | 9%  | 9%  | 14% | 9%  | 7%  | 6%  | 6%  |
| Andrew Griffith     | 5%   | 11% | 2%  | 2%  | 3%  | 7%  | 7%  | 4%  | 8%  | 3%  | 5%  | 9%  | 7%  | 7%  | 4%  | 4%  | 4%  | 4%  | 6%  | 5%  | 6%  | 2%  | 5%  |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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                                                                           | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                                                                      | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| I am very comfortable financially                                                         | 5%   | 10% | 6%  | 9%  | 6%  | 5%  | 7%  | 4%  | 8%  | 2%  | 7%  | 8%  | 10% | 4%  | 6%  | 5%  | 5%  | 3%  | 9%  | 6%  | 3%  | 3%  | 2%  |
| I am relatively comfortable financially                                                   | 33%  | 41% | 38% | 36% | 39% | 32% | 35% | 31% | 24% | 30% | 37% | 39% | 37% | 33% | 32% | 31% | 37% | 27% | 46% | 33% | 29% | 26% | 14% |
| I do not often have money for luxuries, but can normally comfortably cover the essentials | 38%  | 35% | 34% | 36% | 37% | 38% | 35% | 40% | 35% | 38% | 35% | 40% | 26% | 39% | 41% | 37% | 36% | 45% | 31% | 38% | 42% | 43% | 39% |
| I can only just afford my costs and often struggle to make ends meet                      | 18%  | 10% | 20% | 14% | 15% | 19% | 17% | 19% | 19% | 22% | 17% | 11% | 20% | 17% | 16% | 19% | 16% | 19% | 11% | 17% | 19% | 21% | 31% |
| I cannot afford my costs, and often have to go without essentials like food and heating   | 3%   | 2%  | 2%  | 3%  | 2%  | 3%  | 3%  | 4%  | 6%  | 4%  | 4%  | 1%  | 4%  | 3%  | 2%  | 4%  | 3%  | 4%  | 2%  | 3%  | 3%  | 3%  | 9%  |
| Don't know                                                                                | 3%   | 2%  | 0%  | 3%  | 1%  | 3%  | 3%  | 3%  | 9%  | 3%  | 1%  | 1%  | 3%  | 3%  | 4%  | 3%  | 3%  | 1%  | 1%  | 3%  | 3%  | 4%  | 4%  |

Which government do you think would be better for...  
Helping people get onto the housing ladder?

|                                                |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Neither                                        | 33%  | 32% | 20% | 30% | 24% | 45% | 35% | 30% | 17% | 32% | 36% | 37% | 29% | 31% | 35% | 35% | 37% | 30% | 26% | 32% | 35% | 36% | 44% |
| Don't know                                     | 22%  | 22% | 12% | 17% | 18% | 20% | 17% | 26% | 27% | 23% | 17% | 20% | 20% | 23% | 19% | 23% | 18% | 26% | 13% | 22% | 28% | 25% | 27% |
| A Labour government led by Keir Starmer        | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| A Conservative government led by Kemi Badenoch | 15%  | 36% | 5%  | 10% | 12% | 22% | 16% | 14% | 11% | 10% | 16% | 25% | 17% | 16% | 17% | 12% | 16% | 13% | 18% | 16% | 15% | 12% | 11% |
| A Labour government led by Andy Burnham        | 30%  | 10% | 63% | 43% | 47% | 13% | 32% | 29% | 45% | 34% | 31% | 18% | 34% | 30% | 29% | 30% | 30% | 32% | 43% | 30% | 22% | 27% | 18% |

Managing the economy?

|                                                |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Neither                                        | 28%  | 19% | 17% | 29% | 21% | 35% | 29% | 26% | 21% | 30% | 27% | 27% | 26% | 25% | 32% | 27% | 35% | 22% | 22% | 24% | 33% | 32% | 39% |
| Don't know                                     | 20%  | 15% | 13% | 21% | 19% | 16% | 15% | 25% | 26% | 25% | 17% | 13% | 18% | 21% | 20% | 22% | 17% | 20% | 13% | 21% | 23% | 24% | 27% |
| A Labour government led by Keir Starmer        | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| A Conservative government led by Kemi Badenoch | 26%  | 61% | 11% | 19% | 19% | 39% | 27% | 25% | 13% | 19% | 27% | 43% | 24% | 30% | 29% | 22% | 22% | 23% | 30% | 28% | 24% | 20% | 20% |
| A Labour government led by Andy Burnham        | 26%  | 5%  | 58% | 31% | 41% | 10% | 28% | 24% | 40% | 26% | 29% | 17% | 33% | 24% | 20% | 28% | 27% | 35% | 36% | 28% | 19% | 24% | 14% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Neither                                        | 29%  | 26% | 18% | 28% | 22% | 38% | 31% | 27% | 19% | 31% | 29% | 31% | 24% | 28% | 31% | 30% | 39% | 28% | 22% | 27% | 32% | 35% | 44% |
| Don't know                                     | 22%  | 19% | 14% | 21% | 19% | 20% | 18% | 25% | 28% | 23% | 18% | 19% | 20% | 22% | 20% | 24% | 16% | 20% | 14% | 22% | 28% | 26% | 23% |
| A Labour government led by Keir Starmer        | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| A Conservative government led by Kemi Badenoch | 21%  | 48% | 8%  | 11% | 14% | 31% | 23% | 19% | 14% | 15% | 22% | 33% | 21% | 23% | 27% | 16% | 17% | 14% | 26% | 21% | 20% | 14% | 14% |
| A Labour government led by Andy Burnham        | 28%  | 7%  | 59% | 39% | 46% | 10% | 28% | 29% | 40% | 30% | 31% | 17% | 34% | 27% | 22% | 30% | 28% | 37% | 38% | 29% | 20% | 26% | 19% |

#### Keeping prices down?

|                                                |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Neither                                        | 37%  | 35% | 28% | 40% | 32% | 46% | 39% | 35% | 18% | 36% | 38% | 44% | 33% | 35% | 38% | 37% | 42% | 40% | 30% | 35% | 41% | 37% | 51% |
| Don't know                                     | 21%  | 19% | 13% | 20% | 18% | 20% | 17% | 25% | 27% | 25% | 18% | 16% | 21% | 22% | 21% | 22% | 17% | 21% | 16% | 22% | 25% | 24% | 23% |
| A Labour government led by Keir Starmer        | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| A Conservative government led by Kemi Badenoch | 16%  | 39% | 6%  | 9%  | 11% | 24% | 18% | 15% | 12% | 12% | 18% | 25% | 16% | 19% | 21% | 13% | 11% | 12% | 20% | 16% | 16% | 13% | 10% |
| A Labour government led by Andy Burnham        | 26%  | 7%  | 53% | 32% | 39% | 10% | 26% | 25% | 43% | 27% | 26% | 15% | 30% | 24% | 21% | 28% | 30% | 27% | 35% | 26% | 18% | 26% | 17% |

#### Improving standards of living for people like you?

|                                                |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Neither                                        | 31%  | 23% | 22% | 32% | 24% | 41% | 33% | 29% | 15% | 32% | 32% | 34% | 30% | 27% | 34% | 31% | 38% | 31% | 23% | 30% | 32% | 36% | 45% |
| Don't know                                     | 18%  | 15% | 11% | 15% | 17% | 14% | 15% | 21% | 29% | 21% | 13% | 13% | 19% | 20% | 13% | 20% | 15% | 15% | 13% | 18% | 23% | 23% | 19% |
| A Labour government led by Keir Starmer        | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| A Conservative government led by Kemi Badenoch | 22%  | 55% | 9%  | 15% | 17% | 33% | 22% | 22% | 12% | 15% | 23% | 38% | 18% | 26% | 29% | 17% | 16% | 20% | 28% | 22% | 23% | 15% | 12% |
| A Labour government led by Andy Burnham        | 29%  | 7%  | 58% | 38% | 42% | 12% | 30% | 28% | 44% | 32% | 31% | 15% | 32% | 27% | 24% | 31% | 31% | 34% | 36% | 30% | 22% | 26% | 23% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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 |

#### Tackling the government's deficit?

|                                                |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Neither                                        | 32%  | 21% | 26% | 34% | 28% | 38% | 33% | 30% | 18% | 34% | 34% | 32% | 28% | 28% | 35% | 34% | 38% | 32% | 26% | 28% | 39% | 32% | 43% |
| Don't know                                     | 22%  | 16% | 15% | 23% | 20% | 18% | 17% | 26% | 33% | 25% | 16% | 16% | 23% | 23% | 20% | 23% | 19% | 20% | 16% | 21% | 26% | 25% | 28% |
| A Labour government led by Keir Starmer        | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| A Conservative government led by Kemi Badenoch | 25%  | 59% | 15% | 17% | 19% | 37% | 26% | 24% | 13% | 19% | 26% | 40% | 23% | 29% | 28% | 22% | 19% | 20% | 30% | 27% | 22% | 21% | 18% |
| A Labour government led by Andy Burnham        | 21%  | 3%  | 44% | 26% | 33% | 7%  | 23% | 19% | 36% | 21% | 23% | 12% | 25% | 20% | 18% | 21% | 23% | 28% | 28% | 24% | 13% | 22% | 11% |

#### Reducing the number of people in poverty?

|                                                |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                           | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Neither                                        | 32%  | 35% | 17% | 30% | 21% | 45% | 35% | 28% | 16% | 31% | 32% | 39% | 28% | 31% | 33% | 31% | 37% | 31% | 23% | 29% | 36% | 37% | 45% |
| Don't know                                     | 20%  | 21% | 8%  | 13% | 15% | 20% | 15% | 24% | 27% | 22% | 14% | 18% | 19% | 19% | 19% | 24% | 16% | 18% | 11% | 21% | 28% | 20% | 24% |
| A Labour government led by Keir Starmer        | -    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| A Conservative government led by Kemi Badenoch | 12%  | 28% | 4%  | 3%  | 8%  | 17% | 12% | 12% | 10% | 10% | 12% | 17% | 11% | 14% | 17% | 8%  | 7%  | 7%  | 13% | 13% | 12% | 11% | 7%  |
| A Labour government led by Andy Burnham        | 37%  | 16% | 71% | 54% | 56% | 18% | 38% | 36% | 48% | 38% | 42% | 26% | 42% | 36% | 31% | 36% | 41% | 44% | 52% | 37% | 25% | 33% | 25% |

#### 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                                    | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base: All GB adults                                | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Taxes too much and spends too much on services     | 43%  | 68% | 26% | 34% | 30% | 59% | 48% | 39% | 33% | 37% | 44% | 59% | 40% | 42% | 50% | 43% | 43% | 42% | 45% | 44% | 49% | 34% | 34% |
| Taxes too little and spends too little on services | 21%  | 10% | 34% | 29% | 32% | 11% | 22% | 19% | 25% | 21% | 21% | 17% | 24% | 21% | 15% | 22% | 22% | 18% | 24% | 21% | 15% | 18% | 24% |
| Gets the balance about right                       | 12%  | 7%  | 19% | 17% | 16% | 8%  | 11% | 12% | 10% | 13% | 14% | 8%  | 12% | 12% | 12% | 10% | 11% | 11% | 13% | 11% | 8%  | 16% | 12% |
| Don't know                                         | 24%  | 15% | 21% | 20% | 23% | 22% | 19% | 30% | 32% | 29% | 21% | 16% | 24% | 24% | 23% | 25% | 24% | 30% | 18% | 24% | 28% | 32% | 30% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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 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                                                                  | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                                                             | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Too high - the rich are being made to pay too much and their taxes should be cut | 11%  | 18% | 6%  | 5%  | 7%  | 14% | 11% | 10% | 12% | 10% | 10% | 12% | 11% | 11% | 11% | 10% | 10% | 12% | 13% | 9%  | 11% | 7%  | 12% |
| Too low - the rich are not paying enough and their taxes should be increased     | 53%  | 33% | 72% | 63% | 66% | 41% | 54% | 52% | 56% | 57% | 58% | 39% | 55% | 54% | 49% | 53% | 53% | 57% | 55% | 54% | 49% | 58% | 49% |
| About right - the rich are already paying about the right level of tax           | 23%  | 39% | 14% | 22% | 18% | 30% | 23% | 23% | 16% | 16% | 21% | 40% | 19% | 25% | 26% | 21% | 24% | 18% | 24% | 23% | 25% | 20% | 19% |
| Don't know                                                                       | 13%  | 10% | 8%  | 10% | 9%  | 14% | 12% | 15% | 16% | 17% | 10% | 8%  | 16% | 11% | 14% | 16% | 13% | 13% | 8%  | 14% | 16% | 15% | 20% |

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   | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base              | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Much too high     | 52%  | 79% | 33% | 40% | 32% | 81% | 53% | 51% | 23% | 43% | 58% | 76% | 39% | 54% | 60% | 51% | 50% | 56% | 41% | 49% | 64% | 56% | 62% |
| A little too high | 19%  | 11% | 29% | 21% | 25% | 11% | 18% | 19% | 24% | 20% | 17% | 15% | 23% | 18% | 19% | 16% | 21% | 19% | 25% | 18% | 14% | 16% | 14% |
| About right       | 16%  | 6%  | 22% | 26% | 27% | 4%  | 16% | 16% | 28% | 20% | 15% | 5%  | 26% | 16% | 11% | 16% | 14% | 14% | 23% | 17% | 12% | 12% | 10% |
| A little too low  | 3%   | 0%  | 4%  | 3%  | 5%  | 0%  | 4%  | 2%  | 5%  | 4%  | 2%  | 1%  | 3%  | 2%  | 2%  | 4%  | 3%  | 2%  | 3%  | 4%  | 2%  | 2%  | 4%  |
| Much too low      | 1%   | 0%  | 2%  | 1%  | 1%  | 1%  | 1%  | 1%  | 2%  | 2%  | 0%  | 1%  | 1%  | 1%  | -   | 2%  | 2%  | -   | 1%  | 1%  | 1%  | 1%  | 2%  |
| Don't know        | 9%   | 4%  | 10% | 8%  | 11% | 4%  | 8%  | 10% | 18% | 12% | 7%  | 2%  | 8%  | 9%  | 9%  | 10% | 10% | 10% | 8%  | 11% | 8%  | 12% | 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                   | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                              | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Mostly good for the country       | 17%  | 6%  | 25% | 28% | 27% | 4%  | 17% | 17% | 32% | 20% | 15% | 8%  | 25% | 17% | 8%  | 20% | 17% | 17% | 25% | 17% | 11% | 14% | 13% |
| Mostly bad for the country        | 48%  | 68% | 31% | 29% | 31% | 72% | 48% | 48% | 23% | 43% | 52% | 65% | 36% | 50% | 56% | 46% | 47% | 47% | 37% | 46% | 60% | 51% | 58% |
| Both good and bad for the country | 29%  | 24% | 39% | 39% | 36% | 21% | 28% | 29% | 32% | 28% | 29% | 27% | 30% | 28% | 30% | 25% | 31% | 32% | 34% | 29% | 24% | 29% | 22% |
| Don't know                        | 6%   | 2%  | 4%  | 4%  | 6%  | 3%  | 7%  | 6%  | 13% | 9%  | 4%  | 0%  | 8%  | 5%  | 6%  | 8%  | 4%  | 5%  | 3%  | 9%  | 6%  | 7%  | 7%  |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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 competent or incompetent?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Competent       | 39%  | 72% | 29% | 32% | 31% | 52% | 40% | 38% | 30% | 29% | 41% | 58% | 40% | 43% | 46% | 33% | 32% | 29% | 44% | 41% | 38% | 33% | 29% |
| Incompetent     | 29%  | 7%  | 45% | 33% | 38% | 21% | 35% | 23% | 28% | 34% | 30% | 19% | 31% | 25% | 26% | 34% | 31% | 34% | 31% | 27% | 23% | 32% | 36% |
| Don't know      | 32%  | 21% | 26% | 35% | 30% | 27% | 25% | 39% | 41% | 37% | 29% | 23% | 30% | 32% | 28% | 33% | 37% | 37% | 25% | 32% | 39% | 35% | 34% |

#### Is decisive or indecisive?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Decisive        | 42%  | 66% | 37% | 41% | 40% | 52% | 41% | 43% | 29% | 32% | 46% | 60% | 44% | 44% | 46% | 38% | 33% | 44% | 52% | 43% | 36% | 34% | 31% |
| Indecisive      | 23%  | 10% | 31% | 25% | 26% | 19% | 31% | 16% | 30% | 24% | 25% | 17% | 24% | 22% | 24% | 26% | 23% | 17% | 23% | 22% | 21% | 25% | 32% |
| Don't know      | 35%  | 24% | 31% | 34% | 35% | 30% | 28% | 41% | 41% | 43% | 29% | 23% | 32% | 34% | 30% | 36% | 44% | 39% | 26% | 35% | 43% | 42% | 37% |

#### Is trustworthy or untrustworthy?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Trustworthy     | 25%  | 56% | 13% | 22% | 18% | 36% | 26% | 24% | 18% | 16% | 26% | 42% | 26% | 28% | 29% | 20% | 18% | 18% | 31% | 26% | 21% | 19% | 21% |
| Untrustworthy   | 39%  | 13% | 60% | 40% | 50% | 28% | 45% | 33% | 42% | 46% | 40% | 24% | 39% | 36% | 36% | 42% | 43% | 48% | 44% | 38% | 34% | 38% | 42% |
| Don't know      | 36%  | 31% | 27% | 38% | 32% | 36% | 28% | 43% | 40% | 37% | 34% | 34% | 34% | 35% | 35% | 38% | 39% | 33% | 25% | 36% | 45% | 44% | 38% |

#### Is strong or weak?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Strong          | 40%  | 69% | 32% | 36% | 36% | 50% | 38% | 41% | 27% | 30% | 44% | 59% | 40% | 43% | 44% | 34% | 34% | 37% | 47% | 41% | 36% | 35% | 31% |
| Weak            | 27%  | 12% | 41% | 28% | 33% | 22% | 34% | 21% | 28% | 29% | 31% | 19% | 30% | 24% | 27% | 33% | 26% | 20% | 26% | 25% | 25% | 31% | 37% |
| Don't know      | 33%  | 19% | 27% | 36% | 31% | 28% | 28% | 38% | 45% | 41% | 25% | 23% | 29% | 33% | 29% | 33% | 41% | 43% | 27% | 34% | 39% | 35% | 32% |

#### is competent or incompetent?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Competent       | 45%  | 26% | 75% | 58% | 63% | 26% | 47% | 42% | 53% | 46% | 49% | 33% | 51% | 42% | 42% | 45% | 45% | 51% | 55% | 47% | 38% | 38% | 33% |
| Incompetent     | 30%  | 50% | 10% | 15% | 15% | 50% | 32% | 29% | 13% | 26% | 32% | 44% | 26% | 30% | 33% | 32% | 29% | 27% | 25% | 29% | 34% | 32% | 36% |
| Don't know      | 25%  | 24% | 15% | 27% | 22% | 23% | 21% | 29% | 34% | 28% | 20% | 23% | 23% | 28% | 25% | 23% | 26% | 22% | 20% | 24% | 29% | 29% | 31% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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 decisive or indecisive?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Decisive        | 41%  | 31% | 62% | 51% | 56% | 24% | 41% | 41% | 51% | 40% | 44% | 34% | 45% | 40% | 39% | 39% | 43% | 47% | 52% | 43% | 33% | 35% | 29% |
| Indecisive      | 33%  | 53% | 17% | 20% | 19% | 53% | 36% | 30% | 16% | 28% | 34% | 48% | 28% | 31% | 36% | 35% | 35% | 30% | 29% | 31% | 38% | 32% | 38% |
| Don't know      | 26%  | 16% | 22% | 29% | 25% | 23% | 23% | 29% | 33% | 32% | 22% | 17% | 27% | 29% | 25% | 25% | 22% | 23% | 19% | 26% | 29% | 33% | 34% |

#### Is trustworthy or untrustworthy?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Trustworthy     | 36%  | 19% | 64% | 52% | 52% | 19% | 36% | 35% | 41% | 36% | 39% | 29% | 44% | 32% | 33% | 38% | 35% | 40% | 50% | 36% | 26% | 30% | 23% |
| Untrustworthy   | 35%  | 55% | 17% | 20% | 22% | 53% | 39% | 32% | 21% | 32% | 37% | 45% | 26% | 36% | 37% | 37% | 35% | 36% | 29% | 33% | 43% | 38% | 42% |
| Don't know      | 29%  | 26% | 19% | 29% | 26% | 27% | 25% | 33% | 39% | 31% | 23% | 27% | 30% | 32% | 30% | 25% | 30% | 24% | 21% | 32% | 31% | 32% | 35% |

#### Is strong or weak?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Strong          | 34%  | 24% | 58% | 42% | 49% | 19% | 34% | 34% | 40% | 34% | 38% | 28% | 44% | 33% | 31% | 34% | 33% | 36% | 45% | 35% | 25% | 33% | 24% |
| Weak            | 33%  | 52% | 14% | 22% | 18% | 53% | 36% | 30% | 20% | 28% | 35% | 46% | 24% | 32% | 39% | 35% | 34% | 28% | 28% | 32% | 38% | 32% | 38% |
| Don't know      | 33%  | 24% | 27% | 36% | 33% | 28% | 29% | 36% | 41% | 38% | 27% | 26% | 33% | 35% | 30% | 31% | 33% | 35% | 27% | 33% | 36% | 36% | 38% |

#### Is likeable or dislikeable?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Likeable        | 53%  | 46% | 78% | 63% | 68% | 41% | 53% | 53% | 56% | 51% | 55% | 53% | 59% | 49% | 53% | 55% | 55% | 55% | 66% | 54% | 43% | 49% | 41% |
| Dislikeable     | 26%  | 39% | 10% | 12% | 14% | 41% | 29% | 23% | 14% | 24% | 30% | 32% | 22% | 27% | 27% | 26% | 24% | 24% | 20% | 23% | 34% | 27% | 34% |
| Don't know      | 21%  | 15% | 12% | 25% | 18% | 18% | 19% | 23% | 30% | 25% | 15% | 15% | 19% | 24% | 20% | 18% | 21% | 21% | 14% | 24% | 23% | 25% | 25% |

#### How good or bad a service do you think most care homes for elderly people provide to their residents?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Very good       | 3%   | 2%  | 5%  | 1%  | 3%  | 1%  | 4%  | 1%  | 9%  | 2%  | 2%  | 1%  | 6%  | 1%  | 2%  | 2%  | 4%  | 5%  | 3%  | 3%  | 2%  | 2%  | 1%  |
| Fairly good     | 40%  | 42% | 42% | 47% | 43% | 39% | 36% | 43% | 38% | 34% | 43% | 46% | 38% | 41% | 38% | 36% | 49% | 37% | 46% | 38% | 40% | 36% | 32% |
| Fairly bad      | 29%  | 30% | 29% | 29% | 29% | 30% | 27% | 30% | 23% | 30% | 29% | 29% | 26% | 27% | 31% | 33% | 25% | 29% | 30% | 27% | 30% | 23% | 36% |
| Very bad        | 8%   | 6%  | 6%  | 8%  | 7%  | 10% | 9%  | 7%  | 4%  | 9%  | 10% | 6%  | 8%  | 8%  | 8%  | 7%  | 10% | 10% | 6%  | 8%  | 9%  | 13% | 6%  |
| Don't know      | 21%  | 21% | 17% | 16% | 18% | 20% | 24% | 19% | 26% | 24% | 16% | 18% | 22% | 23% | 21% | 22% | 12% | 20% | 16% | 24% | 19% | 26% | 25% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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 |

Suppose you reached the stage where you could no longer live independently, and had enough money to choose, which of these would you prefer?

|                                                                              |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                                              | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                                                         | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| To live in my own home with the support of a paid carer                      | 33%  | 33% | 36% | 36% | 36% | 31% | 34% | 32% | 32% | 32% | 36% | 33% | 36% | 33% | 29% | 33% | 36% | 32% | 39% | 34% | 31% | 24% | 27% |
| To live in my own home with the support of a member/members of my own family | 30%  | 27% | 26% | 31% | 26% | 32% | 31% | 29% | 34% | 30% | 29% | 29% | 32% | 26% | 37% | 28% | 27% | 41% | 27% | 27% | 34% | 36% | 29% |
| To live in a home in a sheltered community, with care provided               | 24%  | 31% | 24% | 27% | 26% | 25% | 19% | 28% | 13% | 21% | 25% | 31% | 17% | 28% | 22% | 24% | 25% | 14% | 25% | 26% | 19% | 18% | 30% |
| To live in a care home                                                       | 2%   | 1%  | 2%  | 2%  | 3%  | 2%  | 3%  | 2%  | 2%  | 3%  | 3%  | 1%  | 1%  | 1%  | 3%  | 4%  | 2%  | 3%  | 1%  | 2%  | 4%  | 4%  | 1%  |
| Don't know                                                                   | 11%  | 7%  | 11% | 5%  | 9%  | 10% | 13% | 10% | 18% | 14% | 8%  | 7%  | 15% | 12% | 9%  | 12% | 10% | 9%  | 7%  | 12% | 12% | 19% | 13% |

Imagine there comes a time in your own retirement when you are no longer capable of living independently and require full time care. Do you think you would or would not be able to fund the cost of this without selling your home?

|                      |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|----------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base      | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                 | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Definitely would     | 3%   | 3%  | 3%  | 2%  | 2%  | 2%  | 3%  | 2%  | 7%  | 2%  | 2%  | 3%  | 5%  | 2%  | 3%  | 2%  | 3%  | 2%  | 3%  | 2%  | 3%  | 3%  | 2%  |
| Probably would       | 8%   | 10% | 10% | 9%  | 11% | 5%  | 9%  | 7%  | 11% | 5%  | 9%  | 10% | 15% | 7%  | 5%  | 8%  | 8%  | 8%  | 14% | 7%  | 5%  | 3%  | 3%  |
| Probably would not   | 25%  | 28% | 25% | 29% | 27% | 24% | 28% | 22% | 25% | 27% | 22% | 25% | 26% | 25% | 28% | 25% | 22% | 27% | 28% | 25% | 27% | 18% | 21% |
| Definitely would not | 48%  | 45% | 49% | 49% | 49% | 55% | 42% | 53% | 22% | 49% | 57% | 50% | 31% | 52% | 47% | 50% | 53% | 49% | 41% | 48% | 49% | 54% | 58% |
| Don't know           | 16%  | 14% | 13% | 10% | 12% | 14% | 18% | 15% | 34% | 17% | 11% | 13% | 23% | 15% | 17% | 16% | 14% | 14% | 13% | 18% | 16% | 22% | 17% |

And do you think you would or would not be able to fund the cost of this if you did sell your home?

|                      |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|----------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base      | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                 | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Definitely would     | 9%   | 15% | 10% | 11% | 11% | 8%  | 11% | 7%  | 11% | 7%  | 10% | 11% | 16% | 9%  | 6%  | 7%  | 11% | 10% | 14% | 8%  | 8%  | 5%  | 5%  |
| Probably would       | 27%  | 30% | 30% | 32% | 33% | 24% | 26% | 28% | 23% | 26% | 27% | 29% | 26% | 29% | 26% | 25% | 28% | 23% | 36% | 27% | 26% | 18% | 12% |
| Probably would not   | 22%  | 21% | 23% | 20% | 20% | 24% | 21% | 22% | 17% | 21% | 21% | 26% | 12% | 21% | 24% | 25% | 22% | 22% | 20% | 22% | 22% | 24% | 20% |
| Definitely would not | 21%  | 18% | 19% | 17% | 19% | 24% | 20% | 21% | 11% | 22% | 25% | 18% | 19% | 21% | 20% | 22% | 20% | 17% | 14% | 20% | 20% | 28% | 36% |
| Don't know           | 22%  | 16% | 18% | 20% | 17% | 21% | 22% | 22% | 38% | 24% | 17% | 15% | 27% | 20% | 24% | 21% | 19% | 29% | 15% | 23% | 25% | 25% | 27% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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 |

Looking forward, imagine that your parents were no longer able to live independently or with family at some point in the future and required full time care. Which of the following do you think would apply?

|                                                                                                                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------------------------------------------------------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                                                                                 | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                                                                                            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| My parents would probably have enough financial resources to pay for full time care, without selling their home | 11%  | 12% | 10% | 15% | 13% | 7%  | 12% | 9%  | 19% | 15% | 8%  | 3%  | 18% | 12% | 7%  | 7%  | 10% | 16% | 16% | 10% | 8%  | 7%  | 7%  |
| My parents would probably have to sell their home to pay for full time care                                     | 24%  | 19% | 28% | 33% | 31% | 20% | 19% | 28% | 16% | 32% | 29% | 8%  | 17% | 25% | 28% | 24% | 25% | 19% | 28% | 27% | 23% | 18% | 15% |
| I or my siblings would probably contribute money to pay for full time care for my parents                       | 8%   | 4%  | 6%  | 5%  | 6%  | 4%  | 9%  | 7%  | 26% | 10% | 3%  | 3%  | 13% | 8%  | 8%  | 8%  | 6%  | 5%  | 9%  | 9%  | 9%  | 9%  | 3%  |
| My parents have little or no savings and would probably rely on the state to pay for full time care             | 16%  | 10% | 18% | 10% | 14% | 16% | 15% | 16% | 15% | 21% | 14% | 8%  | 14% | 13% | 15% | 20% | 15% | 15% | 13% | 16% | 16% | 15% | 19% |
| Don't know                                                                                                      | 11%  | 6%  | 9%  | 8%  | 10% | 7%  | 13% | 9%  | 22% | 15% | 8%  | 1%  | 11% | 10% | 11% | 11% | 13% | 17% | 7%  | 12% | 12% | 17% | 9%  |
| Not applicable - my parents are no longer alive, I am not in touch with them, or they are already in care       | 31%  | 49% | 28% | 29% | 27% | 45% | 31% | 30% | 2%  | 8%  | 39% | 77% | 27% | 32% | 31% | 30% | 32% | 28% | 27% | 26% | 31% | 34% | 47% |

Overall, which of these policies would you prefer regarding the cost of social care for older people who can no longer live independently?

|                                                                                                                                   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------------------------------------------------------------------------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                                                                                                   | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                                                                                                              | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| A significant increase in income tax, so that social care is available, free, to everyone who needs it.                           | 13%  | 14% | 17% | 14% | 15% | 13% | 14% | 12% | 11% | 10% | 15% | 17% | 14% | 12% | 15% | 13% | 14% | 10% | 15% | 11% | 15% | 11% | 11% |
| A moderate increase in income tax so that subsidised social care is available to most people who need it, subject to a means test | 29%  | 26% | 37% | 36% | 35% | 25% | 27% | 31% | 27% | 26% | 31% | 34% | 29% | 31% | 29% | 28% | 30% | 29% | 32% | 27% | 27% | 32% | 30% |
| A small increase in income tax so that subsidised social care is available only to the least well off.                            | 14%  | 12% | 16% | 14% | 15% | 14% | 13% | 15% | 12% | 15% | 17% | 12% | 18% | 14% | 16% | 12% | 14% | 12% | 15% | 16% | 12% | 12% | 12% |
| No increase in income tax, so that individuals and families take responsibility for providing, or paying for, social care.        | 15%  | 22% | 10% | 15% | 13% | 19% | 18% | 13% | 14% | 15% | 16% | 15% | 14% | 17% | 16% | 15% | 10% | 14% | 18% | 15% | 16% | 10% | 13% |
| Don't know                                                                                                                        | 28%  | 25% | 20% | 21% | 22% | 29% | 28% | 29% | 35% | 34% | 22% | 22% | 25% | 26% | 24% | 33% | 33% | 35% | 20% | 32% | 29% | 35% | 33% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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 |

If the Government applies a means test for subsidising social care, which of these options would you prefer?

|                                                                                                                                             |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------------------------------------------------------------------------------------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                                                                                                             | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base                                                                                                                                        | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| To raise taxes less, but require recipients to sell their home (or borrow against its value) in order to help pay for their social care     | 25%  | 28% | 26% | 30% | 27% | 21% | 27% | 22% | 33% | 24% | 23% | 24% | 28% | 28% | 20% | 23% | 21% | 24% | 35% | 24% | 21% | 16% | 16% |
| To raise taxes more, and NOT require recipients to sell their home (or borrow against its value) in order to help pay for their social care | 40%  | 42% | 47% | 40% | 46% | 39% | 38% | 42% | 26% | 34% | 49% | 47% | 37% | 37% | 47% | 40% | 42% | 35% | 42% | 37% | 40% | 40% | 42% |
| Don't know                                                                                                                                  | 36%  | 30% | 26% | 29% | 27% | 40% | 35% | 36% | 41% | 43% | 28% | 28% | 35% | 34% | 33% | 38% | 37% | 42% | 23% | 39% | 39% | 44% | 42% |

Introducing an extra inheritance tax, paid by everyone with any savings after they die. This would be used to provide free long term care for those who needed it

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Support         | 22%  | 16% | 38% | 19% | 29% | 14% | 27% | 17% | 34% | 22% | 19% | 21% | 26% | 19% | 20% | 25% | 24% | 24% | 31% | 21% | 19% | 17% | 17% |
| Oppose          | 52%  | 66% | 39% | 56% | 48% | 63% | 50% | 55% | 34% | 50% | 61% | 57% | 45% | 58% | 53% | 48% | 51% | 50% | 51% | 53% | 56% | 49% | 50% |
| Don't know      | 25%  | 18% | 23% | 25% | 23% | 23% | 23% | 28% | 33% | 28% | 20% | 22% | 29% | 23% | 26% | 27% | 25% | 26% | 17% | 27% | 26% | 35% | 33% |

Putting a cap on the maximum amount of money that anyone will have to pay towards long term care costs, meaning that no one would have to pay more than about £70,000 towards their care

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Support         | 67%  | 76% | 73% | 71% | 73% | 68% | 67% | 68% | 57% | 65% | 70% | 74% | 69% | 69% | 69% | 64% | 68% | 60% | 75% | 69% | 66% | 53% | 62% |
| Oppose          | 11%  | 9%  | 12% | 10% | 11% | 10% | 14% | 9%  | 16% | 11% | 12% | 10% | 12% | 11% | 9%  | 12% | 11% | 14% | 12% | 11% | 10% | 11% | 12% |
| Don't know      | 21%  | 15% | 16% | 18% | 16% | 22% | 19% | 23% | 28% | 25% | 18% | 16% | 19% | 19% | 22% | 24% | 21% | 26% | 13% | 20% | 24% | 37% | 25% |

Fieldwork Dates: 26th - 28th September 2026

Sample Size: 1794 GB Adults



| Total | Vote in 2024 GE |     |         | EU Ref 2016 |       | 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 government backing a voluntary insurance scheme, so that people under the age of 65 could purchase insurance that would pay for long term care should they need it later in life.

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1794 | 287 | 475 | 164 | 640 | 634 | 813 | 981 | 157 | 719 | 437 | 481 | 198 | 623 | 297 | 418 | 159 | 99  | 529 | 513 | 348 | 209 | 195 |
| Base            | 1794 | 334 | 468 | 166 | 666 | 710 | 872 | 922 | 196 | 748 | 432 | 418 | 217 | 615 | 294 | 425 | 156 | 86  | 502 | 520 | 377 | 202 | 193 |
| Support         | 67%  | 70% | 73% | 72% | 73% | 67% | 66% | 69% | 61% | 65% | 69% | 73% | 68% | 67% | 68% | 64% | 72% | 73% | 75% | 67% | 65% | 61% | 57% |
| Oppose          | 9%   | 9%  | 9%  | 10% | 9%  | 9%  | 12% | 6%  | 10% | 10% | 10% | 7%  | 6%  | 11% | 8%  | 10% | 7%  | 7%  | 9%  | 11% | 10% | 7%  | 6%  |
| Don't know      | 23%  | 21% | 18% | 18% | 17% | 25% | 22% | 25% | 28% | 25% | 21% | 21% | 26% | 22% | 24% | 25% | 21% | 20% | 16% | 22% | 25% | 32% | 36% |

Cell Contents (Column Percentages)