

Fieldwork Dates: 10th - 11th October 2026

Sample Size: 1774 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	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Approve	24%	9%	50%	39%	40%	10%	28%	21%	26%	24%	25%	24%	32%	23%	23%	24%	24%	20%	34%	25%	19%	18%	14%
Disapprove	53%	80%	29%	37%	36%	77%	55%	52%	38%	52%	55%	61%	49%	53%	53%	55%	58%	53%	47%	50%	56%	62%	65%
Don't know	22%	11%	21%	24%	24%	13%	17%	27%	36%	24%	20%	15%	19%	24%	23%	21%	19%	27%	19%	26%	24%	20%	21%

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

Conservatives

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
0 - Would never consider voting for them	31%	1%	45%	33%	40%	22%	31%	32%	28%	37%	28%	26%	35%	27%	26%	35%	44%	34%	28%	30%	35%	33%	36%
1	8%	1%	12%	13%	10%	5%	9%	7%	11%	8%	7%	7%	8%	9%	6%	8%	8%	8%	10%	8%	7%	5%	9%
2	6%	1%	10%	8%	8%	5%	8%	5%	8%	7%	7%	5%	4%	7%	7%	7%	9%	7%	7%	8%	5%	5%	4%
3	5%	1%	6%	12%	6%	4%	5%	6%	9%	5%	4%	5%	7%	6%	5%	5%	2%	5%	5%	6%	3%	6%	7%
4	6%	3%	8%	6%	6%	6%	6%	5%	6%	6%	7%	4%	6%	5%	10%	4%	8%	2%	5%	5%	7%	5%	5%
5	10%	12%	6%	12%	6%	14%	9%	11%	9%	8%	12%	12%	8%	10%	13%	10%	10%	6%	10%	9%	11%	16%	7%
6	6%	9%	3%	5%	6%	7%	6%	5%	5%	5%	7%	6%	4%	6%	5%	7%	4%	11%	7%	4%	6%	6%	5%
7	6%	12%	3%	4%	4%	9%	6%	6%	2%	6%	6%	7%	5%	6%	6%	6%	7%	7%	7%	6%	5%	6%	4%
8	6%	20%	2%	5%	5%	11%	6%	7%	1%	4%	11%	8%	5%	8%	7%	6%	3%	6%	7%	5%	9%	7%	2%
9	2%	9%	1%	1%	1%	4%	2%	3%	1%	1%	1%	5%	5%	2%	4%	1%	1%	1%	2%	3%	1%	3%	2%
10 - Would definitely consider voting for them	7%	31%	1%	1%	7%	11%	7%	7%	2%	5%	8%	13%	5%	10%	8%	6%	2%	6%	10%	9%	3%	3%	7%
prefer not to answer	6%	2%	2%	1%	3%	3%	5%	6%	19%	8%	1%	1%	9%	6%	5%	6%	2%	7%	2%	6%	7%	6%	12%

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Labour

Unweighted base		1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base		1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
0 - Would never consider voting for them		32%	56%	6%	19%	16%	52%	35%	29%	10%	27%	39%	42%	17%	37%	33%	31%	32%	27%	24%	31%	33%	39%	44%
1		4%	7%	1%	6%	2%	6%	5%	4%	3%	5%	3%	5%	2%	5%	4%	4%	3%	6%	4%	4%	4%	6%	5%
2		5%	7%	3%	4%	4%	7%	4%	7%	2%	5%	6%	5%	10%	3%	6%	4%	5%	12%	5%	5%	6%	6%	4%
3		4%	4%	3%	7%	3%	5%	5%	4%	5%	5%	4%	3%	4%	3%	5%	5%	3%	3%	4%	3%	6%	3%	5%
4		5%	5%	3%	7%	4%	4%	4%	5%	8%	5%	3%	4%	4%	5%	4%	3%	8%	5%	5%	6%	4%	5%	1%
5		9%	7%	9%	13%	11%	7%	7%	11%	12%	10%	8%	8%	9%	10%	10%	8%	11%	4%	10%	9%	9%	8%	8%
6		8%	4%	10%	12%	9%	4%	8%	7%	17%	7%	6%	4%	9%	7%	9%	6%	8%	10%	9%	8%	7%	8%	2%
7		8%	4%	14%	11%	13%	4%	9%	7%	7%	9%	7%	7%	11%	6%	7%	11%	9%	4%	11%	7%	7%	7%	7%
8		7%	2%	14%	12%	12%	3%	5%	9%	9%	6%	9%	6%	9%	6%	7%	7%	5%	11%	9%	10%	5%	5%	4%
9		3%	-	6%	2%	4%	1%	3%	2%	5%	2%	3%	2%	3%	2%	2%	3%	7%	4%	4%	2%	3%	0%	0%
10 - Would definitely consider voting for them		10%	2%	29%	5%	18%	5%	9%	10%	3%	10%	10%	12%	12%	9%	8%	12%	4%	6%	13%	9%	8%	7%	8%
prefer not to answer		6%	2%	2%	1%	3%	3%	5%	6%	19%	8%	1%	1%	9%	6%	5%	6%	2%	7%	2%	6%	7%	6%	12%

Liberal Democrats

Unweighted base		1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base		1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
0 - Would never consider voting for them		32%	47%	16%	5%	18%	50%	37%	28%	14%	31%	37%	39%	26%	31%	33%	35%	38%	33%	24%	32%	35%	43%	41%
1		6%	6%	3%	7%	4%	8%	5%	6%	5%	5%	6%	7%	3%	7%	5%	5%	5%	7%	5%	6%	6%	5%	6%
2		5%	7%	6%	1%	4%	6%	4%	6%	2%	5%	6%	5%	3%	5%	6%	6%	4%	7%	4%	6%	5%	5%	3%
3		7%	9%	10%	4%	9%	7%	8%	7%	4%	7%	8%	8%	9%	6%	9%	7%	8%	9%	10%	6%	7%	8%	4%
4		7%	6%	9%	3%	8%	5%	6%	7%	9%	5%	8%	7%	8%	6%	6%	9%	5%	4%	7%	6%	8%	8%	4%
5		15%	14%	20%	12%	17%	10%	14%	16%	21%	16%	12%	12%	16%	13%	18%	15%	13%	15%	20%	15%	12%	10%	12%
6		7%	5%	11%	10%	11%	4%	6%	9%	9%	8%	7%	7%	8%	6%	8%	7%	12%	9%	10%	7%	7%	4%	5%
7		6%	2%	11%	16%	10%	3%	6%	7%	8%	6%	6%	5%	10%	8%	5%	5%	4%	1%	9%	7%	5%	4%	5%
8		5%	1%	6%	19%	9%	2%	5%	4%	4%	5%	4%	6%	5%	6%	4%	2%	4%	4%	5%	5%	4%	4%	3%
9		1%	1%	1%	4%	2%	0%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	0%	-	2%	1%	0%	1%	1%
10 - Would definitely consider voting for them		3%	2%	4%	17%	6%	1%	3%	3%	3%	3%	4%	3%	3%	4%	1%	3%	4%	4%	4%	3%	4%	3%	4%
prefer not to answer		6%	2%	2%	1%	3%	3%	5%	6%	19%	8%	1%	1%	9%	6%	5%	6%	2%	7%	2%	6%	7%	6%	12%

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Reform UK

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
0 - Would never consider voting for them	53%	29%	80%	78%	77%	29%	50%	56%	57%	54%	50%	52%	62%	51%	53%	51%	56%	47%	66%	52%	47%	46%	40%
1	4%	3%	4%	5%	3%	4%	5%	2%	5%	5%	2%	3%	6%	5%	2%	3%	3%	5%	4%	5%	3%	2%	6%
2	3%	5%	3%	3%	1%	4%	3%	3%	1%	2%	3%	4%	2%	2%	3%	3%	4%	2%	1%	4%	2%	4%	4%
3	2%	2%	1%	1%	2%	1%	2%	2%	4%	2%	2%	1%	1%	2%	2%	2%	4%	2%	3%	2%	1%	3%	0%
4	3%	3%	1%	4%	2%	3%	3%	3%	5%	3%	2%	2%	2%	2%	4%	3%	3%	0%	2%	2%	2%	5%	5%
5	6%	17%	1%	0%	3%	10%	5%	7%	2%	6%	7%	7%	5%	8%	6%	5%	3%	4%	3%	6%	10%	5%	5%
6	4%	9%	2%	3%	3%	7%	4%	4%	1%	4%	4%	5%	2%	4%	4%	4%	6%	8%	3%	3%	6%	5%	5%
7	4%	8%	1%	0%	1%	7%	4%	3%	2%	2%	5%	5%	1%	4%	3%	4%	5%	2%	4%	3%	4%	4%	1%
8	4%	8%	1%	1%	1%	7%	5%	3%	1%	3%	6%	4%	2%	4%	4%	4%	2%	11%	2%	4%	4%	3%	7%
9	3%	6%	1%	-	1%	6%	4%	3%	1%	2%	4%	4%	2%	3%	4%	3%	2%	5%	3%	3%	3%	3%	2%
10 - Would definitely consider voting for them	10%	10%	3%	4%	3%	20%	10%	9%	1%	8%	14%	12%	6%	10%	10%	11%	10%	7%	8%	8%	10%	13%	13%
prefer not to answer	6%	2%	2%	1%	3%	3%	5%	6%	19%	8%	1%	1%	9%	6%	5%	6%	2%	7%	2%	6%	7%	6%	12%

Green Party

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
0 - Would never consider voting for them	44%	71%	24%	32%	30%	66%	49%	39%	16%	37%	52%	61%	30%	45%	46%	43%	55%	48%	42%	42%	40%	56%	50%
1	6%	5%	7%	11%	5%	6%	7%	5%	7%	6%	4%	7%	3%	6%	7%	7%	4%	8%	6%	5%	6%	7%	7%
2	6%	7%	7%	8%	6%	6%	4%	7%	5%	6%	6%	6%	6%	5%	8%	6%	5%	3%	9%	4%	6%	5%	4%
3	5%	6%	6%	9%	6%	3%	4%	5%	3%	4%	5%	5%	5%	4%	6%	5%	2%	6%	5%	5%	6%	3%	3%
4	5%	1%	10%	8%	8%	2%	5%	5%	3%	5%	5%	4%	6%	5%	3%	5%	4%	5%	5%	6%	5%	4%	2%
5	9%	4%	14%	16%	13%	7%	8%	11%	7%	10%	12%	7%	8%	10%	11%	9%	8%	11%	9%	10%	11%	7%	7%
6	5%	3%	8%	5%	8%	2%	4%	6%	5%	6%	4%	3%	8%	4%	3%	6%	7%	1%	5%	6%	4%	3%	2%
7	5%	2%	8%	4%	8%	2%	5%	5%	9%	7%	4%	2%	5%	5%	5%	5%	5%	3%	5%	5%	6%	3%	6%
8	3%	0%	5%	3%	4%	1%	2%	4%	5%	4%	2%	2%	5%	3%	1%	3%	4%	4%	4%	3%	4%	0%	2%
9	2%	0%	2%	2%	3%	0%	1%	2%	6%	2%	1%	1%	5%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%
10 - Would definitely consider voting for them	5%	1%	7%	1%	7%	1%	4%	6%	15%	5%	3%	2%	11%	5%	3%	5%	4%	4%	5%	6%	4%	5%	4%
prefer not to answer	6%	2%	2%	1%	3%	3%	5%	6%	19%	8%	1%	1%	9%	6%	5%	6%	2%	7%	2%	6%	7%	6%	12%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Health	25%	19%	31%	30%	32%	21%	18%	31%	17%	25%	29%	25%	21%	26%	22%	24%	33%	30%	29%	23%	24%	23%	24%
Immigration & Asylum	52%	77%	33%	40%	33%	76%	53%	50%	32%	45%	62%	63%	36%	54%	52%	57%	48%	54%	42%	51%	56%	59%	63%
Crime	16%	16%	15%	12%	13%	20%	15%	17%	11%	17%	18%	16%	17%	13%	19%	18%	20%	13%	13%	15%	18%	22%	18%
The economy	52%	52%	59%	63%	59%	47%	53%	52%	58%	51%	54%	51%	51%	53%	53%	51%	52%	60%	57%	56%	52%	48%	35%
Tax	15%	15%	13%	11%	12%	15%	19%	11%	16%	21%	13%	7%	16%	16%	15%	12%	14%	22%	12%	15%	21%	17%	9%
Pensions	6%	8%	4%	5%	6%	7%	5%	7%	0%	4%	8%	9%	5%	6%	6%	7%	3%	4%	3%	6%	8%	5%	9%
Education	6%	1%	10%	10%	9%	2%	4%	9%	11%	8%	5%	3%	7%	7%	6%	5%	6%	4%	9%	6%	6%	4%	3%
Family life & childcare	5%	3%	5%	2%	5%	5%	4%	6%	2%	9%	2%	1%	6%	4%	6%	4%	9%	3%	4%	4%	7%	4%	5%
Housing	17%	8%	20%	24%	20%	12%	17%	18%	29%	20%	11%	13%	36%	16%	14%	13%	18%	10%	15%	19%	16%	19%	20%
The environment	17%	4%	26%	23%	27%	6%	16%	17%	26%	18%	13%	14%	24%	17%	13%	17%	13%	16%	21%	21%	15%	9%	8%
Britain leaving the EU	13%	5%	21%	12%	19%	5%	17%	10%	23%	12%	11%	13%	17%	11%	14%	12%	16%	15%	17%	12%	11%	14%	8%
Transport	2%	1%	1%	3%	2%	0%	2%	1%	4%	2%	1%	1%	4%	2%	1%	1%	2%	1%	2%	1%	3%	2%	0%
Welfare benefits	22%	34%	17%	19%	20%	29%	22%	22%	9%	22%	24%	25%	16%	20%	22%	27%	21%	18%	21%	24%	19%	15%	27%
Defence and security	29%	47%	25%	33%	28%	38%	30%	28%	11%	19%	37%	46%	17%	32%	28%	29%	31%	35%	36%	26%	25%	29%	24%
None of these	0%	0%	1%	-	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	-	1%	0%	0%	0%	1%
Don't know	3%	1%	2%	1%	1%	2%	3%	3%	11%	3%	1%	1%	6%	3%	3%	2%	-	1%	1%	2%	3%	3%	10%

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

National Health Service

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	2%	1%	3%	3%	2%	1%	2%	1%	2%	2%	1%	1%	3%	2%	0%	2%	2%	-	2%	1%	2%	0%	2%
Fairly well	22%	16%	39%	24%	31%	16%	25%	20%	21%	22%	22%	24%	23%	22%	25%	24%	16%	20%	29%	24%	19%	18%	13%
Fairly badly	34%	38%	29%	41%	34%	35%	34%	34%	42%	31%	35%	36%	33%	35%	34%	35%	33%	34%	38%	36%	30%	36%	29%
Very badly	32%	41%	19%	25%	23%	43%	29%	34%	18%	34%	35%	31%	29%	31%	31%	28%	44%	38%	26%	28%	35%	37%	43%
Don't know	10%	5%	11%	6%	10%	5%	9%	11%	18%	11%	8%	7%	12%	10%	10%	11%	5%	7%	5%	11%	13%	8%	14%

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Immigration

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	2%	0%	4%	4%	4%	0%	3%	1%	2%	3%	2%	1%	5%	1%	1%	2%	3%	2%	3%	2%	3%	0%	1%
Fairly well	17%	4%	33%	26%	29%	6%	20%	15%	26%	16%	18%	15%	20%	18%	18%	17%	13%	13%	27%	18%	14%	9%	7%
Fairly badly	21%	15%	24%	30%	25%	14%	18%	23%	31%	23%	15%	18%	26%	20%	19%	20%	23%	23%	22%	23%	19%	20%	18%
Very badly	50%	78%	26%	36%	30%	77%	51%	49%	25%	45%	60%	61%	37%	52%	53%	51%	55%	51%	42%	47%	55%	62%	60%
Don't know	10%	2%	13%	5%	13%	3%	8%	12%	17%	13%	5%	4%	12%	9%	9%	10%	7%	10%	6%	12%	10%	9%	14%

Crime

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	2%	1%	3%	1%	2%	1%	2%	1%	5%	2%	1%	0%	3%	1%	0%	3%	2%	-	1%	2%	1%	1%	1%
Fairly well	22%	11%	37%	32%	34%	12%	24%	21%	27%	22%	21%	22%	22%	24%	19%	23%	21%	21%	29%	23%	21%	13%	13%
Fairly badly	27%	28%	26%	36%	28%	26%	25%	29%	28%	26%	29%	27%	26%	29%	26%	26%	28%	23%	27%	29%	29%	29%	18%
Very badly	34%	51%	15%	22%	18%	54%	37%	31%	17%	32%	41%	38%	29%	31%	39%	35%	36%	37%	30%	29%	34%	44%	49%
Don't know	15%	10%	19%	9%	18%	8%	12%	18%	23%	17%	9%	13%	20%	14%	15%	13%	13%	19%	12%	17%	14%	12%	20%

Education

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	2%	1%	3%	4%	1%	1%	4%	1%	8%	2%	1%	1%	4%	2%	1%	3%	3%	1%	2%	2%	4%	1%	1%
Fairly well	29%	25%	43%	31%	36%	23%	31%	28%	30%	29%	29%	30%	36%	27%	28%	31%	27%	29%	36%	31%	26%	28%	18%
Fairly badly	28%	37%	22%	31%	26%	32%	27%	29%	30%	25%	30%	32%	20%	29%	32%	27%	34%	31%	30%	28%	29%	29%	23%
Very badly	18%	20%	11%	18%	13%	26%	19%	18%	12%	20%	20%	17%	15%	19%	18%	17%	24%	16%	15%	15%	20%	20%	30%
Don't know	22%	17%	21%	17%	24%	18%	20%	24%	20%	24%	20%	21%	24%	23%	22%	22%	12%	24%	16%	24%	22%	22%	29%

Taxation

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	1%	0%	2%	-	1%	0%	1%	0%	2%	1%	1%	0%	2%	1%	-	1%	1%	-	1%	1%	1%	-	1%
Fairly well	18%	9%	30%	27%	15%	11%	19%	18%	24%	18%	16%	18%	18%	17%	18%	19%	21%	14%	22%	19%	16%	12%	15%
Fairly badly	29%	29%	32%	36%	33%	25%	30%	29%	29%	28%	31%	30%	29%	29%	30%	28%	34%	30%	34%	29%	31%	26%	20%
Very badly	38%	57%	20%	30%	25%	56%	41%	35%	21%	38%	42%	41%	34%	40%	39%	37%	37%	41%	35%	34%	38%	48%	45%
Don't know	14%	5%	17%	7%	16%	8%	9%	18%	24%	15%	11%	10%	17%	14%	14%	15%	8%	15%	8%	16%	15%	14%	19%

Fieldwork Dates: 10th - 11th October 2026

Sample Size: 1774 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	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	1%	0%	2%	2%	1%	1%	2%	0%	3%	1%	1%	0%	2%	1%	0%	1%	1%	2%	1%	1%	1%	0%	1%
Fairly well	17%	10%	30%	23%	27%	10%	21%	14%	12%	17%	19%	18%	17%	17%	15%	20%	18%	15%	25%	16%	15%	14%	9%
Fairly badly	32%	34%	31%	36%	33%	31%	30%	35%	34%	31%	32%	35%	28%	32%	34%	31%	40%	34%	31%	33%	38%	34%	22%
Very badly	30%	41%	16%	23%	16%	42%	32%	28%	34%	27%	33%	29%	28%	30%	34%	29%	27%	27%	26%	28%	27%	33%	44%
Don't know	19%	14%	22%	16%	23%	17%	15%	23%	16%	24%	15%	17%	25%	20%	17%	19%	13%	22%	16%	21%	19%	19%	24%

Inflation

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	1%	0%	2%	1%	1%	0%	2%	0%	2%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	-	-
Fairly well	18%	14%	30%	24%	28%	11%	21%	15%	16%	16%	20%	20%	22%	19%	16%	17%	14%	13%	24%	19%	14%	11%	14%
Fairly badly	31%	37%	31%	37%	32%	31%	27%	34%	29%	30%	31%	34%	26%	31%	33%	29%	36%	34%	34%	33%	28%	29%	24%
Very badly	36%	44%	21%	28%	22%	49%	38%	34%	31%	38%	34%	36%	34%	36%	35%	35%	41%	39%	29%	34%	41%	44%	43%
Don't know	14%	6%	17%	10%	17%	8%	12%	17%	22%	16%	14%	10%	17%	13%	15%	18%	7%	12%	12%	13%	17%	15%	19%

Britain's exit from the EU

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	2%	1%	3%	2%	2%	1%	2%	1%	3%	1%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%
Fairly well	18%	11%	33%	25%	26%	12%	19%	17%	16%	17%	19%	20%	19%	18%	17%	20%	15%	14%	26%	19%	12%	13%	12%
Fairly badly	26%	28%	26%	34%	26%	27%	27%	26%	28%	26%	26%	27%	26%	28%	23%	25%	29%	29%	27%	30%	25%	25%	19%
Very badly	35%	41%	21%	27%	27%	44%	37%	33%	32%	35%	36%	36%	36%	33%	36%	31%	44%	37%	32%	30%	38%	40%	42%
Don't know	19%	19%	17%	13%	19%	16%	15%	23%	21%	21%	19%	16%	16%	19%	22%	22%	11%	18%	14%	18%	23%	21%	24%

Defence

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	2%	1%	2%	1%	1%	1%	2%	1%	5%	2%	1%	0%	4%	1%	1%	1%	3%	1%	2%	1%	1%	2%	1%
Fairly well	26%	15%	37%	36%	34%	16%	26%	25%	35%	30%	21%	20%	25%	23%	24%	29%	34%	25%	31%	25%	25%	22%	20%
Fairly badly	25%	26%	27%	35%	28%	24%	25%	24%	16%	21%	28%	32%	25%	28%	21%	22%	24%	23%	24%	27%	25%	25%	21%
Very badly	27%	47%	10%	18%	14%	46%	30%	24%	13%	21%	37%	33%	20%	27%	32%	27%	24%	30%	28%	22%	26%	29%	37%
Don't know	21%	11%	24%	10%	24%	13%	16%	26%	31%	26%	14%	14%	26%	20%	22%	20%	15%	21%	15%	25%	22%	22%	21%

Fieldwork Dates: 10th - 11th October 2026

Sample Size: 1774 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	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	1%	0%	2%	1%	1%	0%	2%	0%	2%	1%	1%	0%	2%	1%	1%	1%	1%	-	2%	1%	1%	-	-
Fairly well	18%	9%	35%	26%	30%	9%	20%	16%	18%	16%	20%	18%	19%	19%	14%	19%	16%	12%	23%	18%	15%	11%	13%
Fairly badly	31%	30%	31%	39%	33%	29%	29%	33%	32%	32%	29%	32%	31%	29%	30%	33%	32%	38%	32%	33%	30%	36%	21%
Very badly	39%	57%	19%	27%	23%	56%	41%	36%	30%	38%	41%	42%	33%	38%	43%	36%	45%	39%	35%	35%	41%	41%	51%
Don't know	12%	4%	13%	7%	13%	6%	8%	14%	18%	13%	9%	7%	14%	12%	12%	11%	6%	11%	8%	13%	13%	12%	15%

Terrorism

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	5%	4%	8%	8%	7%	3%	8%	3%	10%	6%	3%	4%	7%	5%	3%	6%	8%	8%	7%	6%	4%	5%	3%
Fairly well	35%	23%	51%	51%	47%	26%	35%	35%	34%	35%	35%	35%	34%	36%	33%	35%	37%	34%	40%	35%	38%	26%	25%
Fairly badly	17%	28%	10%	13%	12%	22%	16%	19%	12%	14%	19%	23%	16%	16%	20%	18%	15%	11%	18%	16%	17%	23%	12%
Very badly	21%	29%	7%	13%	9%	35%	22%	19%	9%	19%	25%	23%	15%	21%	23%	20%	20%	24%	17%	17%	20%	25%	37%
Don't know	22%	16%	24%	15%	25%	14%	19%	25%	34%	25%	18%	16%	27%	22%	21%	21%	20%	24%	18%	27%	21%	21%	23%

Transport

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	3%	1%	4%	3%	4%	1%	3%	3%	7%	2%	3%	2%	4%	2%	2%	3%	4%	4%	4%	2%	2%	3%	2%
Fairly well	35%	28%	49%	40%	40%	27%	33%	36%	43%	33%	32%	36%	42%	31%	31%	41%	31%	29%	39%	36%	38%	28%	21%
Fairly badly	27%	34%	21%	27%	26%	30%	29%	24%	21%	25%	30%	29%	23%	29%	27%	22%	31%	34%	28%	28%	25%	27%	21%
Very badly	16%	20%	8%	13%	9%	25%	19%	13%	12%	18%	16%	16%	14%	16%	17%	15%	19%	17%	13%	12%	16%	20%	31%
Don't know	20%	17%	18%	17%	21%	17%	16%	23%	16%	22%	19%	18%	17%	22%	24%	18%	15%	16%	15%	21%	20%	22%	25%

Housing

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	2%	1%	2%	2%	2%	0%	2%	1%	5%	1%	1%	1%	4%	1%	1%	2%	0%	-	2%	1%	2%	0%	-
Fairly well	18%	14%	30%	23%	24%	11%	19%	17%	19%	15%	19%	19%	14%	19%	16%	18%	24%	9%	22%	19%	18%	10%	10%
Fairly badly	35%	35%	35%	39%	37%	33%	34%	35%	38%	33%	34%	38%	38%	31%	39%	35%	33%	42%	37%	38%	34%	34%	23%
Very badly	30%	38%	16%	24%	18%	43%	33%	27%	22%	31%	32%	29%	29%	31%	27%	29%	32%	32%	25%	25%	29%	41%	48%
Don't know	16%	13%	18%	12%	19%	12%	12%	20%	16%	19%	14%	13%	15%	17%	17%	16%	11%	17%	13%	17%	17%	15%	19%

Fieldwork Dates: 10th - 11th October 2026

Sample Size: 1774 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	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	2%	1%	2%	1%	1%	2%	3%	1%	3%	2%	2%	1%	4%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%
Fairly well	26%	26%	34%	33%	32%	22%	28%	25%	24%	26%	27%	28%	23%	27%	23%	25%	36%	32%	30%	25%	28%	27%	14%
Fairly badly	30%	33%	33%	28%	34%	29%	30%	31%	26%	32%	29%	32%	32%	31%	33%	30%	27%	27%	32%	34%	27%	25%	30%
Very badly	19%	22%	11%	17%	13%	26%	19%	20%	20%	18%	21%	20%	19%	19%	20%	18%	21%	21%	18%	16%	20%	23%	27%
Don't know	22%	18%	20%	20%	20%	20%	21%	23%	27%	23%	22%	19%	22%	22%	23%	26%	15%	20%	18%	22%	24%	24%	27%

Welfare benefits

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very well	1%	0%	2%	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	0%	-
Fairly well	17%	9%	30%	24%	25%	8%	20%	15%	24%	18%	15%	16%	22%	16%	21%	16%	18%	14%	19%	18%	15%	17%	17%
Fairly badly	28%	25%	30%	31%	29%	26%	26%	30%	29%	28%	27%	28%	27%	28%	29%	27%	33%	22%	26%	27%	31%	28%	29%
Very badly	37%	61%	19%	30%	25%	57%	39%	35%	15%	34%	44%	45%	30%	38%	37%	39%	34%	41%	39%	36%	33%	40%	37%
Don't know	17%	5%	19%	14%	20%	9%	14%	19%	30%	19%	14%	10%	20%	17%	14%	18%	14%	22%	13%	19%	20%	15%	17%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very good	8%	7%	9%	13%	8%	8%	9%	7%	10%	5%	8%	12%	8%	8%	8%	10%	4%	4%	8%	7%	7%	5%	14%
Fairly good	50%	52%	57%	59%	55%	48%	50%	51%	49%	50%	50%	54%	46%	51%	52%	51%	54%	44%	56%	52%	51%	48%	35%
Fairly bad	27%	29%	23%	22%	26%	30%	26%	28%	20%	28%	30%	25%	28%	27%	27%	24%	27%	35%	25%	29%	25%	30%	30%
Very bad	7%	8%	5%	1%	7%	9%	7%	8%	6%	8%	8%	7%	5%	7%	7%	9%	10%	10%	7%	4%	10%	8%	11%
Don't know	7%	4%	5%	5%	4%	5%	8%	6%	16%	9%	5%	2%	12%	8%	6%	5%	5%	7%	4%	8%	7%	10%	10%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very good	2%	1%	3%	3%	2%	1%	3%	2%	5%	3%	1%	2%	3%	1%	2%	4%	1%	1%	2%	1%	3%	2%	4%
Fairly good	29%	30%	36%	29%	33%	24%	33%	25%	35%	27%	26%	32%	28%	31%	32%	28%	21%	25%	33%	32%	27%	21%	24%
Fairly bad	40%	39%	38%	45%	39%	42%	38%	41%	40%	37%	44%	39%	39%	39%	42%	40%	35%	40%	41%	40%	38%	42%	35%
Very bad	17%	23%	11%	9%	14%	23%	14%	19%	5%	19%	19%	16%	13%	17%	15%	16%	28%	23%	15%	16%	19%	19%	18%
Don't know	12%	7%	13%	13%	11%	9%	11%	13%	16%	14%	10%	11%	17%	12%	8%	12%	14%	11%	9%	10%	13%	16%	19%

Fieldwork Dates: 10th - 11th October 2026

Sample Size: 1774 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 expect the NHS to get better, worse or stay the same over the next few years?

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Get much better	2%	0%	3%	4%	3%	1%	2%	1%	3%	2%	2%	2%	3%	1%	1%	3%	2%	-	2%	1%	3%	1%	2%
Get a little better	16%	9%	27%	17%	22%	8%	17%	14%	24%	15%	13%	16%	15%	14%	16%	18%	18%	13%	21%	17%	13%	10%	11%
Stay the same	27%	28%	27%	32%	27%	25%	30%	23%	32%	24%	25%	29%	28%	29%	26%	26%	19%	27%	29%	27%	26%	24%	22%
Get a little worse	28%	35%	26%	24%	26%	33%	26%	31%	22%	29%	28%	31%	29%	29%	29%	26%	29%	27%	28%	32%	28%	27%	24%
Get much worse	20%	25%	10%	14%	15%	29%	17%	23%	9%	21%	24%	19%	13%	18%	22%	21%	27%	26%	18%	17%	21%	26%	26%
Don't know	8%	3%	7%	9%	8%	5%	7%	8%	10%	9%	8%	3%	12%	8%	6%	7%	6%	7%	3%	7%	9%	12%	16%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
The NHS provides better quality healthcare than in other European countries	17%	18%	19%	16%	16%	14%	19%	15%	22%	17%	17%	13%	13%	15%	18%	21%	17%	15%	17%	15%	19%	18%	16%
The NHS provides about the same quality of healthcare as in other European countries	31%	25%	37%	35%	36%	28%	35%	27%	32%	33%	30%	28%	32%	31%	32%	29%	33%	29%	34%	34%	25%	30%	25%
The NHS provides worse quality healthcare than in other European countries	28%	36%	23%	25%	26%	34%	25%	31%	19%	25%	30%	35%	32%	26%	28%	26%	28%	40%	31%	28%	26%	23%	30%
Don't know	24%	21%	20%	24%	22%	24%	21%	28%	26%	24%	23%	24%	23%	28%	22%	23%	23%	15%	18%	23%	30%	30%	29%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Healthcare should be funded by general taxation from everyone	70%	65%	82%	82%	77%	68%	71%	69%	64%	70%	71%	72%	67%	70%	70%	71%	70%	74%	73%	72%	66%	72%	63%
Healthcare should be funded by compulsory health insurance for everyone, paid for from taxation for the least well off, and deducted from other people's wages	12%	15%	8%	12%	10%	14%	13%	10%	10%	11%	11%	15%	13%	12%	12%	10%	12%	11%	14%	11%	12%	9%	10%
Healthcare should only be funded by taxation for the least well off, with other people choosing to take out voluntary insurance if they wished	5%	7%	4%	2%	5%	6%	5%	5%	5%	4%	6%	5%	4%	5%	6%	4%	7%	4%	6%	4%	6%	2%	7%
None of these	4%	3%	1%	2%	2%	4%	3%	4%	6%	4%	4%	3%	4%	2%	5%	5%	6%	3%	3%	4%	3%	4%	6%
Don't know	10%	10%	5%	2%	6%	8%	7%	12%	15%	12%	8%	5%	12%	11%	8%	10%	4%	8%	5%	8%	13%	13%	14%

Fieldwork Dates: 10th - 11th October 2026

Sample Size: 1774 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

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
The NHS should provide all its own treatment, there should be no role for private providers in the NHS	25%	15%	31%	21%	29%	22%	30%	21%	24%	29%	26%	19%	28%	23%	22%	27%	33%	28%	25%	24%	24%	29%	31%
The NHS should be able to use private companies to provide treatment alongside its own services if they can provide it at NHS prices	62%	75%	62%	75%	63%	69%	60%	65%	55%	55%	65%	77%	52%	66%	66%	62%	58%	60%	70%	63%	62%	55%	49%
All NHS provision should be privatised, with the NHS paying private companies to provide treatment	2%	4%	1%	0%	1%	3%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	5%	2%	2%	2%	0%	4%
None of these	2%	2%	1%	2%	1%	2%	2%	2%	3%	2%	1%	0%	1%	1%	3%	1%	2%	2%	1%	1%	1%	2%	5%
Don't know	9%	5%	6%	1%	6%	6%	7%	10%	17%	12%	6%	3%	16%	8%	7%	8%	6%	5%	2%	10%	11%	14%	12%

Which of the following best reflects your view?

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Local health services should have the ability to set their own priorities and respond to local needs, even if this means different drugs and services are only available in certain areas	36%	34%	38%	43%	39%	33%	40%	33%	41%	40%	32%	33%	39%	33%	41%	34%	44%	41%	42%	38%	32%	31%	31%
The NHS should provide the same drugs and services across the whole country, even if this means local health services have less ability to set their own priorities or respond to local needs	46%	54%	47%	46%	47%	53%	43%	49%	35%	39%	55%	55%	36%	52%	44%	47%	38%	45%	50%	47%	42%	42%	45%
Don't know	18%	12%	15%	10%	15%	14%	16%	19%	25%	22%	13%	12%	25%	15%	15%	19%	18%	14%	8%	14%	26%	27%	24%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very good	6%	6%	7%	9%	6%	4%	5%	6%	10%	5%	5%	5%	10%	4%	3%	6%	9%	4%	8%	7%	5%	2%	3%
Fairly good	44%	47%	51%	43%	47%	44%	41%	48%	41%	44%	44%	46%	35%	46%	42%	48%	47%	43%	47%	46%	45%	45%	31%
Fairly bad	15%	14%	14%	10%	14%	17%	16%	14%	15%	17%	14%	14%	9%	15%	18%	14%	20%	19%	16%	15%	17%	14%	12%
Very bad	4%	3%	4%	1%	3%	5%	5%	3%	7%	4%	5%	2%	6%	3%	5%	4%	5%	5%	4%	2%	5%	7%	7%
Don't know	30%	30%	25%	36%	30%	30%	32%	29%	27%	30%	31%	33%	39%	31%	32%	27%	19%	30%	25%	31%	28%	33%	48%

Fieldwork Dates: 10th - 11th October 2026

Sample Size: 1774 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

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very good	1%	1%	2%	1%	1%	1%	2%	1%	3%	2%	0%	1%	1%	1%	1%	1%	3%	-	2%	2%	2%	1%	0%
Fairly good	36%	33%	47%	45%	42%	30%	35%	37%	43%	37%	34%	33%	38%	38%	32%	39%	27%	35%	40%	38%	37%	33%	21%
Fairly bad	28%	36%	23%	18%	24%	33%	29%	27%	24%	25%	34%	28%	22%	27%	32%	28%	32%	20%	31%	26%	30%	26%	21%
Very bad	6%	6%	3%	5%	3%	9%	7%	5%	4%	7%	7%	5%	5%	6%	6%	6%	10%	6%	5%	5%	5%	7%	11%
Don't know	29%	25%	26%	32%	29%	27%	28%	30%	25%	30%	25%	33%	33%	28%	30%	25%	28%	39%	22%	28%	27%	33%	48%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Get much better	1%	-	1%	-	0%	0%	1%	1%	4%	1%	1%	1%	2%	0%	1%	1%	3%	-	2%	1%	1%	1%	0%
Get a little better	13%	11%	19%	10%	17%	8%	13%	13%	21%	14%	8%	13%	12%	14%	12%	13%	16%	10%	16%	15%	11%	10%	9%
Stay the same	34%	35%	39%	47%	37%	33%	35%	33%	27%	35%	33%	35%	33%	37%	32%	32%	30%	33%	36%	38%	33%	29%	23%
Get a little worse	22%	27%	18%	17%	19%	27%	20%	23%	17%	19%	24%	26%	21%	20%	19%	21%	27%	32%	23%	22%	21%	21%	18%
Get much worse	11%	12%	7%	7%	9%	14%	11%	11%	9%	10%	15%	9%	9%	9%	15%	11%	11%	9%	11%	6%	12%	17%	15%
Don't know	20%	15%	16%	19%	18%	18%	20%	20%	22%	21%	19%	17%	22%	20%	21%	20%	13%	16%	13%	19%	21%	22%	34%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
British schools provide better quality education than in other European countries	10%	10%	12%	8%	9%	8%	11%	9%	16%	10%	9%	8%	13%	6%	12%	11%	11%	12%	9%	11%	11%	11%	5%
British schools provide about the same quality of education as in other European countries	31%	28%	37%	41%	34%	30%	33%	30%	30%	32%	28%	33%	28%	34%	31%	27%	34%	31%	38%	32%	28%	25%	24%
British schools provide worse quality education than in other European countries	25%	28%	21%	23%	24%	28%	24%	26%	24%	23%	30%	24%	24%	25%	24%	24%	28%	27%	26%	24%	24%	24%	27%
Don't know	34%	34%	29%	28%	33%	34%	32%	36%	29%	36%	33%	35%	35%	35%	32%	38%	27%	29%	27%	33%	36%	40%	44%

Fieldwork Dates: 10th - 11th October 2026

Sample Size: 1774 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 amount of freedom schools are given to govern themselves, and the amount of control local and central government have over them, do you think...

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base: All GB adults	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Local and central government have too much control over schools, and schools should have more freedom to make their own decisions	26%	29%	26%	27%	24%	31%	25%	28%	29%	26%	26%	27%	21%	28%	25%	26%	33%	25%	28%	28%	25%	28%	17%
Schools have too much freedom to make their own decisions, and local and central government should have more powers over them	18%	21%	18%	15%	19%	19%	20%	15%	13%	15%	21%	20%	14%	18%	22%	18%	13%	14%	19%	17%	17%	11%	24%
The current balance is about right	24%	23%	28%	35%	25%	23%	25%	23%	24%	23%	21%	29%	24%	23%	23%	24%	28%	27%	29%	25%	23%	21%	15%
Don't know	32%	27%	29%	23%	32%	28%	30%	34%	34%	36%	32%	24%	41%	31%	31%	32%	25%	34%	24%	31%	35%	40%	44%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
A positive impact	32%	51%	24%	27%	27%	42%	35%	29%	27%	29%	36%	38%	31%	32%	32%	32%	38%	31%	35%	35%	28%	33%	26%
A negative impact	18%	7%	23%	18%	22%	13%	20%	15%	24%	17%	17%	16%	22%	16%	15%	17%	22%	22%	18%	15%	17%	17%	22%
Both equally	38%	33%	42%	52%	40%	37%	37%	39%	31%	40%	37%	38%	32%	40%	41%	39%	29%	35%	38%	40%	38%	30%	36%
Don't know	12%	9%	11%	3%	11%	8%	8%	17%	18%	14%	11%	9%	15%	12%	12%	13%	10%	11%	9%	9%	17%	20%	16%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Too much regulation	25%	42%	14%	16%	18%	37%	32%	19%	14%	20%	30%	34%	16%	27%	25%	24%	30%	27%	28%	24%	21%	28%	25%
Too little regulation	23%	10%	33%	25%	29%	14%	25%	22%	38%	25%	22%	16%	32%	21%	24%	22%	20%	25%	23%	24%	25%	19%	23%
The balance is about right	29%	34%	34%	38%	31%	30%	28%	29%	21%	26%	30%	36%	23%	29%	30%	27%	30%	32%	33%	30%	27%	22%	25%
Don't know	23%	14%	20%	22%	22%	19%	16%	30%	27%	30%	18%	14%	28%	22%	21%	26%	20%	16%	17%	22%	27%	31%	27%

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Sample Size: 1774 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

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Businesses have to pay too much tax	24%	44%	12%	15%	16%	37%	25%	23%	11%	20%	30%	31%	18%	25%	24%	25%	23%	29%	24%	25%	22%	27%	25%
Businesses do not pay enough tax	30%	14%	44%	36%	41%	20%	34%	27%	39%	31%	30%	25%	36%	30%	32%	26%	33%	29%	35%	30%	29%	26%	25%
The balance is about right	20%	24%	21%	29%	20%	20%	22%	18%	23%	18%	20%	25%	16%	20%	21%	22%	21%	22%	24%	20%	20%	18%	16%
Don't know	26%	18%	23%	20%	23%	23%	19%	32%	27%	31%	20%	20%	29%	25%	23%	28%	23%	20%	18%	25%	30%	30%	34%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Shops should be allowed to open for as long as they want on Sundays	54%	50%	59%	56%	57%	50%	61%	46%	65%	58%	48%	47%	55%	51%	49%	53%	75%	52%	59%	57%	51%	41%	52%
Shops should only be allowed to open for six hours on Sundays	27%	33%	28%	27%	29%	29%	22%	33%	21%	23%	31%	34%	28%	28%	33%	28%	9%	32%	26%	28%	29%	34%	22%
Shops should not be allowed to open at all on Sundays	12%	15%	7%	12%	9%	18%	11%	13%	1%	9%	17%	16%	7%	14%	11%	14%	9%	10%	11%	11%	13%	14%	12%
Don't know	7%	3%	6%	4%	5%	3%	6%	8%	13%	10%	4%	3%	11%	7%	7%	5%	6%	6%	4%	5%	8%	12%	14%

On the subject of climate change do you think:

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
The world's climate is changing as a result of human activity	68%	55%	86%	91%	86%	52%	65%	71%	71%	68%	68%	67%	75%	67%	73%	64%	66%	67%	77%	71%	66%	57%	55%
The world's climate is changing but NOT because of human activity	16%	30%	6%	3%	8%	28%	19%	14%	7%	15%	20%	20%	13%	17%	14%	20%	14%	14%	14%	17%	16%	18%	20%
The world's climate is NOT changing	4%	5%	1%	1%	1%	8%	6%	3%	4%	5%	4%	4%	1%	3%	4%	5%	13%	6%	2%	3%	6%	6%	10%
Not sure	11%	9%	7%	5%	5%	11%	11%	11%	18%	12%	7%	9%	12%	12%	9%	12%	7%	13%	8%	8%	13%	19%	15%

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Sample Size: 1774 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 think concerns about climate change have or have not been exaggerated?

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Have been exaggerated - the threat is not as real as many scientists have said	23%	40%	7%	6%	11%	39%	28%	18%	13%	20%	29%	27%	15%	23%	20%	27%	31%	22%	21%	22%	24%	24%	28%
Have not been exaggerated - the threat is every bit as real as scientists have said	65%	50%	86%	88%	83%	48%	60%	69%	69%	66%	63%	63%	72%	65%	69%	59%	65%	66%	71%	70%	61%	56%	55%
Don't know	12%	10%	7%	6%	6%	13%	12%	12%	18%	14%	8%	10%	12%	12%	11%	14%	5%	12%	8%	8%	15%	20%	17%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Are doing and spending too much to try and reduce carbon emissions	30%	49%	14%	14%	17%	48%	35%	25%	16%	23%	35%	42%	18%	29%	32%	33%	36%	30%	29%	30%	29%	31%	32%
Are not doing or spending enough to try and reduce carbon emissions	37%	21%	47%	56%	49%	22%	37%	37%	52%	40%	32%	30%	47%	36%	34%	34%	40%	31%	42%	38%	36%	27%	32%
Are getting the balance about right	14%	14%	20%	17%	18%	12%	14%	15%	13%	14%	15%	15%	13%	15%	14%	14%	13%	16%	17%	15%	14%	10%	11%
Don't know	19%	16%	19%	14%	16%	18%	15%	24%	19%	23%	18%	14%	22%	19%	21%	19%	11%	23%	12%	18%	21%	32%	25%

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

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Britain is doing more than most other countries to reduce carbon emissions	42%	59%	38%	42%	38%	56%	51%	33%	24%	37%	47%	54%	33%	44%	40%	44%	49%	41%	48%	42%	42%	35%	36%
Britain is doing less than most other countries to reduce carbon emissions	11%	6%	13%	8%	12%	6%	9%	13%	24%	12%	8%	6%	17%	9%	14%	8%	10%	12%	11%	12%	12%	6%	9%
Britain is doing about the same as most other countries to reduce carbon emissions	21%	13%	25%	33%	26%	16%	19%	22%	22%	20%	22%	20%	21%	22%	22%	19%	20%	19%	22%	23%	18%	18%	19%
Don't know	27%	21%	24%	18%	24%	22%	21%	32%	30%	31%	24%	19%	29%	26%	24%	29%	21%	28%	19%	23%	29%	41%	37%

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Sample Size: 1774 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

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

Car manufacturing

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	23%	31%	18%	16%	19%	32%	24%	22%	10%	20%	28%	30%	12%	23%	26%	27%	23%	27%	21%	21%	28%	25%	24%
Fairly important	38%	41%	44%	37%	40%	40%	37%	39%	28%	38%	39%	42%	36%	38%	36%	39%	39%	40%	44%	40%	36%	36%	25%
Not very important	21%	17%	20%	28%	24%	16%	24%	17%	32%	19%	19%	19%	27%	19%	23%	16%	26%	21%	23%	22%	17%	13%	25%
Not important at all	4%	2%	3%	3%	4%	3%	4%	3%	4%	5%	4%	2%	4%	3%	4%	5%	2%	4%	3%	4%	2%	8%	4%
Don't know	14%	8%	15%	16%	13%	9%	10%	18%	26%	18%	10%	7%	20%	18%	11%	13%	10%	7%	9%	13%	17%	18%	22%

Oil and gas extraction

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	35%	54%	25%	19%	25%	53%	39%	30%	12%	29%	42%	49%	22%	34%	33%	36%	48%	46%	32%	29%	40%	42%	37%
Fairly important	31%	26%	33%	40%	33%	27%	27%	34%	32%	32%	28%	31%	27%	29%	32%	35%	31%	31%	33%	34%	26%	29%	26%
Not very important	15%	9%	19%	19%	20%	8%	16%	13%	19%	15%	13%	12%	22%	14%	17%	11%	11%	10%	18%	15%	13%	8%	13%
Not important at all	5%	2%	5%	6%	6%	3%	7%	3%	8%	6%	4%	2%	7%	5%	4%	5%	5%	2%	6%	6%	4%	3%	2%
Don't know	15%	9%	18%	16%	15%	9%	10%	20%	29%	19%	12%	6%	22%	17%	14%	14%	6%	10%	10%	16%	16%	18%	22%

Power generation

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	46%	55%	43%	41%	45%	59%	50%	42%	21%	40%	55%	60%	33%	45%	48%	47%	55%	55%	51%	41%	51%	42%	41%
Fairly important	34%	31%	37%	41%	38%	27%	33%	35%	45%	35%	30%	32%	38%	34%	32%	35%	33%	32%	35%	39%	28%	35%	29%
Not very important	5%	5%	4%	2%	4%	4%	5%	5%	7%	5%	5%	3%	7%	4%	7%	4%	2%	3%	4%	6%	4%	5%	4%
Not important at all	1%	1%	0%	-	-	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	3%	2%	0%	1%	2%	1%	1%
Don't know	14%	8%	16%	16%	13%	9%	10%	18%	26%	18%	11%	6%	22%	16%	12%	13%	7%	8%	10%	13%	16%	17%	24%

Software development

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	30%	34%	33%	35%	33%	33%	34%	26%	14%	24%	36%	42%	29%	29%	29%	28%	40%	31%	35%	28%	29%	28%	26%
Fairly important	40%	43%	40%	36%	41%	40%	37%	42%	41%	39%	39%	41%	38%	39%	41%	41%	35%	45%	42%	41%	39%	40%	30%
Not very important	12%	11%	8%	10%	10%	13%	14%	10%	14%	14%	11%	7%	8%	11%	14%	12%	16%	10%	9%	15%	12%	11%	13%
Not important at all	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	0%	0%	4%	1%	1%	0%	1%	3%
Don't know	17%	11%	18%	18%	15%	13%	13%	22%	30%	22%	13%	9%	24%	20%	13%	19%	9%	11%	13%	15%	20%	20%	29%

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Sample Size: 1774 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

Arts and creative industries

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	17%	15%	23%	26%	26%	13%	17%	18%	11%	17%	21%	17%	24%	16%	19%	18%	11%	16%	22%	18%	15%	12%	15%
Fairly important	34%	35%	40%	33%	38%	32%	35%	34%	32%	35%	32%	37%	38%	34%	30%	33%	40%	35%	39%	32%	33%	35%	29%
Not very important	25%	32%	19%	24%	19%	32%	26%	24%	24%	23%	27%	28%	16%	26%	30%	25%	28%	28%	25%	28%	24%	26%	23%
Not important at all	8%	9%	4%	2%	5%	11%	12%	4%	5%	8%	8%	10%	5%	6%	9%	10%	11%	13%	6%	8%	10%	9%	8%
Don't know	15%	10%	14%	15%	12%	12%	10%	20%	27%	18%	12%	8%	17%	17%	13%	16%	10%	8%	9%	14%	18%	18%	25%

Online and internet companies

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	20%	22%	23%	25%	21%	23%	22%	18%	13%	18%	24%	23%	18%	21%	20%	18%	20%	26%	20%	20%	20%	19%	
Fairly important	46%	52%	47%	45%	48%	47%	46%	47%	40%	44%	46%	54%	53%	44%	44%	48%	47%	45%	53%	46%	44%	45%	36%
Not very important	14%	14%	11%	13%	12%	15%	17%	11%	14%	14%	14%	13%	7%	14%	18%	13%	15%	16%	13%	15%	14%	11%	14%
Not important at all	2%	3%	2%	1%	2%	2%	2%	2%	4%	2%	2%	2%	2%	1%	3%	3%	5%	2%	2%	2%	2%	5%	
Don't know	17%	10%	17%	16%	17%	12%	12%	22%	29%	22%	13%	9%	20%	20%	15%	18%	13%	11%	12%	16%	20%	21%	27%

Building and construction

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	38%	44%	39%	37%	39%	45%	38%	39%	17%	35%	45%	47%	25%	38%	41%	38%	47%	48%	41%	33%	41%	39%	39%
Fairly important	42%	42%	43%	46%	44%	41%	43%	40%	43%	41%	40%	44%	47%	42%	38%	44%	35%	39%	46%	46%	37%	36%	31%
Not very important	6%	7%	5%	4%	5%	6%	8%	4%	11%	6%	6%	5%	9%	5%	8%	5%	10%	3%	5%	7%	6%	6%	9%
Not important at all	1%	0%	0%	-	0%	0%	1%	1%	3%	1%	1%	0%	1%	0%	2%	1%	1%	-	1%	0%	1%	1%	1%
Don't know	13%	6%	13%	13%	11%	7%	10%	16%	27%	17%	9%	3%	19%	15%	11%	12%	8%	10%	7%	13%	15%	17%	20%

Manufacturing

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	39%	53%	35%	30%	35%	53%	42%	37%	13%	32%	50%	54%	21%	37%	44%	45%	44%	52%	39%	34%	43%	42%	42%
Fairly important	31%	30%	33%	41%	34%	29%	29%	34%	35%	34%	27%	30%	33%	33%	30%	29%	29%	34%	32%	35%	30%	33%	20%
Not very important	13%	9%	15%	15%	17%	8%	16%	11%	20%	14%	11%	12%	22%	12%	14%	11%	15%	7%	17%	15%	10%	7%	12%
Not important at all	3%	1%	3%	1%	2%	3%	4%	2%	5%	3%	3%	1%	5%	2%	2%	3%	4%	1%	3%	3%	3%	2%	3%
Don't know	13%	6%	14%	13%	12%	7%	10%	16%	28%	17%	9%	4%	19%	16%	10%	12%	8%	6%	9%	13%	13%	16%	22%

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Sample Size: 1774 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

Financial services

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	39%	45%	40%	41%	43%	40%	49%	30%	35%	35%	43%	45%	43%	38%	34%	39%	46%	42%	50%	35%	35%	37%	33%
Fairly important	36%	38%	37%	34%	34%	38%	30%	41%	29%	34%	34%	42%	32%	35%	38%	36%	36%	34%	33%	40%	37%	36%	26%
Not very important	8%	7%	6%	7%	6%	9%	9%	7%	8%	8%	10%	6%	3%	8%	12%	8%	8%	12%	7%	8%	7%	6%	13%
Not important at all	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	2%	1%	2%	3%	1%	1%	1%	2%	2%
Don't know	16%	9%	16%	17%	15%	11%	12%	21%	27%	22%	12%	6%	21%	18%	14%	17%	9%	9%	10%	16%	19%	20%	25%

Retailing

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	30%	36%	26%	31%	30%	36%	30%	31%	16%	26%	39%	36%	21%	29%	33%	29%	37%	41%	33%	25%	30%	33%	36%
Fairly important	45%	48%	50%	48%	48%	45%	45%	44%	38%	44%	42%	51%	52%	43%	44%	47%	39%	41%	49%	49%	41%	41%	33%
Not very important	11%	9%	9%	9%	10%	11%	14%	8%	15%	12%	10%	8%	9%	11%	11%	11%	14%	8%	9%	14%	12%	8%	9%
Not important at all	1%	-	-	-	0%	0%	1%	0%	2%	1%	0%	0%	2%	1%	1%	0%	0%	-	1%	-	1%	1%	1%
Don't know	14%	7%	14%	12%	12%	8%	10%	17%	29%	18%	9%	4%	17%	16%	11%	12%	8%	10%	9%	13%	16%	17%	21%

Transport

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	33%	34%	31%	33%	32%	38%	32%	33%	22%	28%	40%	39%	30%	30%	32%	36%	37%	41%	34%	28%	33%	34%	39%
Fairly important	43%	47%	46%	39%	46%	42%	44%	41%	39%	42%	41%	48%	38%	44%	45%	41%	47%	38%	46%	46%	42%	40%	30%
Not very important	9%	9%	8%	13%	8%	8%	11%	8%	14%	10%	8%	7%	11%	9%	9%	9%	5%	11%	9%	11%	6%	6%	13%
Not important at all	1%	1%	0%	-	0%	2%	2%	1%	2%	2%	1%	0%	1%	1%	1%	1%	3%	1%	0%	1%	2%	2%	1%
Don't know	14%	9%	14%	15%	13%	10%	11%	17%	23%	19%	11%	5%	20%	16%	13%	13%	8%	10%	10%	15%	16%	18%	18%

Tourism

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	39%	42%	40%	36%	42%	41%	37%	40%	30%	35%	45%	44%	37%	36%	39%	38%	53%	42%	41%	37%	43%	33%	35%
Fairly important	40%	41%	41%	47%	43%	41%	41%	38%	33%	40%	38%	45%	40%	41%	38%	40%	34%	40%	43%	42%	34%	43%	31%
Not very important	10%	9%	8%	4%	6%	11%	11%	8%	15%	10%	10%	7%	10%	8%	11%	11%	7%	12%	8%	10%	11%	9%	13%
Not important at all	1%	1%	0%	0%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	2%	1%	1%	-	0%	1%	1%	1%	2%
Don't know	11%	7%	10%	13%	8%	7%	9%	13%	22%	15%	7%	3%	12%	14%	10%	10%	5%	6%	7%	10%	12%	13%	18%

Agriculture

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	53%	66%	48%	59%	53%	65%	53%	52%	23%	45%	63%	70%	31%	52%	57%	58%	61%	61%	55%	48%	57%	51%	54%

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Sample Size: 1774 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
Fairly important	26%	22%	31%	19%	28%	21%	26%	25%	35%	28%	22%	20%	32%	25%	23%	25%	28%	26%	29%	26%	25%	27%	14%
Not very important	8%	5%	8%	6%	8%	5%	9%	6%	13%	8%	6%	6%	14%	7%	8%	5%	7%	5%	7%	10%	6%	5%	11%
Not important at all	1%	0%	0%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	3%
Don't know	13%	7%	13%	15%	11%	8%	10%	16%	27%	17%	8%	4%	21%	15%	11%	12%	4%	5%	8%	14%	13%	16%	19%

Recreation and leisure industries

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	18%	16%	17%	21%	20%	18%	18%	18%	11%	18%	21%	17%	12%	18%	19%	17%	21%	21%	18%	15%	21%	21%	17%
Fairly important	46%	53%	51%	49%	52%	47%	46%	46%	36%	43%	49%	54%	44%	45%	45%	48%	49%	50%	54%	46%	46%	38%	36%
Not very important	18%	21%	17%	12%	14%	22%	21%	16%	20%	18%	16%	20%	18%	18%	20%	18%	19%	17%	18%	23%	17%	16%	14%
Not important at all	3%	3%	1%	2%	1%	4%	4%	2%	5%	2%	4%	4%	3%	3%	4%	3%	4%	4%	2%	3%	1%	5%	10%
Don't know	14%	8%	13%	15%	12%	9%	11%	18%	29%	18%	10%	6%	22%	16%	12%	13%	7%	8%	9%	14%	15%	20%	23%

Legal services

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	19%	18%	17%	19%	19%	19%	18%	19%	18%	19%	20%	17%	16%	17%	17%	21%	23%	24%	17%	17%	22%	22%	17%
Fairly important	42%	50%	46%	40%	43%	45%	43%	41%	38%	39%	41%	51%	43%	41%	42%	42%	41%	45%	48%	44%	39%	41%	30%
Not very important	17%	16%	16%	16%	16%	20%	20%	14%	12%	16%	20%	19%	10%	18%	18%	17%	21%	18%	20%	20%	15%	11%	15%
Not important at all	3%	5%	1%	1%	1%	4%	4%	1%	3%	2%	4%	2%	2%	2%	5%	1%	4%	4%	2%	2%	1%	2%	9%
Don't know	20%	11%	20%	25%	20%	13%	15%	24%	29%	24%	16%	11%	28%	22%	17%	18%	11%	9%	14%	18%	22%	24%	29%

Telecommunications

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Very important	28%	34%	26%	29%	30%	31%	30%	25%	15%	23%	32%	38%	23%	28%	22%	29%	34%	36%	29%	24%	30%	30%	27%
Fairly important	42%	45%	45%	42%	42%	45%	42%	42%	34%	39%	44%	47%	39%	40%	48%	43%	36%	42%	48%	44%	41%	35%	28%
Not very important	11%	10%	11%	9%	10%	10%	12%	9%	14%	13%	9%	6%	11%	11%	9%	11%	16%	7%	9%	14%	10%	8%	10%
Not important at all	1%	1%	0%	1%	0%	1%	2%	1%	4%	1%	1%	1%	1%	0%	3%	0%	3%	4%	1%	1%	0%	1%	7%
Don't know	19%	11%	18%	20%	18%	12%	14%	24%	33%	23%	15%	8%	26%	21%	17%	18%	11%	12%	14%	18%	19%	26%	27%

Fieldwork Dates: 10th - 11th October 2026
Sample Size: 1774 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 back over the past few years, do you think businesses are behaving better or worse than they were 10 years ago?

Unweighted base	1774	298	469	149	650	624	771	1003	155	709	426	484	184	602	312	436	146	94	535	528	312	213	186
Base	1774	329	460	165	658	703	862	912	193	740	428	413	215	608	291	420	154	85	497	514	373	200	190
Much better	2%	2%	2%	-	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	2%	2%	3%	-	2%	2%	1%	1%	1%
A little better	12%	15%	12%	12%	13%	11%	12%	12%	12%	10%	13%	12%	8%	11%	13%	11%	17%	14%	16%	10%	10%	12%	8%
Exactly the same	24%	34%	23%	33%	24%	29%	28%	21%	16%	22%	25%	33%	22%	28%	24%	24%	18%	24%	24%	26%	20%	27%	25%
A little worse	27%	22%	31%	26%	31%	25%	25%	29%	22%	27%	29%	28%	31%	24%	29%	27%	29%	32%	27%	28%	31%	26%	20%
Much worse	15%	10%	15%	13%	14%	16%	17%	13%	12%	18%	15%	11%	15%	14%	13%	17%	17%	12%	15%	14%	15%	13%	20%
Don't know	20%	15%	16%	15%	16%	18%	17%	23%	34%	22%	16%	15%	22%	22%	19%	19%	16%	18%	15%	20%	23%	21%	27%

Cell Contents (Column Percentages)