

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Approve	24%	11%	50%	30%	41%	11%	29%	19%	24%	23%	21%	28%	32%	22%	23%	26%	16%	27%	35%	24%	19%	16%	13%
Disapprove	52%	71%	26%	45%	34%	74%	54%	50%	40%	50%	58%	56%	44%	53%	52%	50%	64%	55%	43%	51%	61%	53%	59%
Don't know	24%	18%	23%	26%	25%	16%	17%	30%	35%	28%	21%	15%	24%	25%	24%	24%	20%	18%	22%	25%	20%	31%	28%

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	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
0 - Would never consider voting for them	31%	3%	42%	26%	39%	20%	31%	30%	31%	35%	28%	25%	34%	24%	28%	35%	44%	34%	24%	33%	30%	33%	41%
1	8%	1%	10%	14%	9%	6%	9%	7%	13%	8%	8%	6%	13%	8%	12%	7%	5%	5%	8%	8%	8%	8%	11%
2	8%	3%	13%	10%	9%	5%	8%	8%	14%	9%	6%	6%	8%	8%	6%	7%	10%	11%	9%	8%	7%	10%	3%
3	7%	1%	10%	14%	7%	7%	8%	6%	8%	7%	8%	5%	3%	8%	9%	7%	5%	3%	7%	6%	7%	8%	5%
4	4%	3%	4%	4%	4%	4%	5%	3%	7%	5%	3%	4%	5%	4%	4%	6%	3%	2%	5%	4%	3%	6%	3%
5	9%	11%	8%	10%	8%	12%	9%	10%	2%	10%	10%	10%	6%	11%	9%	8%	10%	13%	9%	9%	11%	7%	11%
6	5%	9%	2%	5%	5%	7%	6%	5%	4%	4%	8%	6%	9%	6%	4%	5%	3%	3%	6%	6%	5%	3%	3%
7	7%	14%	3%	7%	6%	11%	7%	7%	3%	6%	9%	8%	5%	8%	9%	7%	5%	4%	11%	5%	8%	6%	3%
8	6%	18%	2%	4%	4%	10%	4%	7%	1%	3%	8%	10%	3%	7%	6%	4%	3%	8%	6%	6%	6%	6%	4%
9	2%	8%	0%	1%	1%	4%	2%	3%	-	1%	3%	5%	2%	4%	2%	1%	0%	2%	2%	3%	2%	1%	3%
10 - Would definitely consider voting for them	7%	28%	2%	3%	6%	12%	7%	8%	1%	4%	10%	14%	5%	8%	9%	8%	6%	7%	10%	9%	5%	5%	4%
prefer not to answer	5%	3%	2%	1%	2%	3%	4%	6%	16%	7%	0%	1%	7%	5%	3%	6%	5%	7%	3%	4%	8%	7%	7%

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	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Labour

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
0 - Would never consider voting for them	31%	52%	7%	14%	15%	51%	31%	31%	8%	26%	38%	41%	28%	35%	31%	27%	24%	28%	23%	29%	38%	35%	38%
1	4%	6%	1%	9%	3%	7%	6%	3%	3%	4%	4%	5%	4%	5%	4%	3%	6%	5%	3%	4%	7%	2%	6%
2	5%	6%	1%	10%	4%	7%	6%	5%	5%	4%	8%	5%	2%	5%	9%	4%	8%	7%	4%	6%	5%	7%	5%
3	6%	6%	3%	4%	5%	5%	5%	6%	10%	5%	4%	7%	4%	5%	3%	6%	12%	6%	5%	7%	6%	6%	3%
4	5%	7%	4%	4%	5%	4%	5%	4%	4%	5%	3%	4%	4%	4%	5%	4%	7%	5%	5%	5%	4%	5%	6%
5	10%	9%	8%	15%	11%	9%	8%	11%	7%	12%	9%	8%	11%	10%	9%	10%	11%	8%	12%	9%	9%	6%	11%
6	7%	4%	9%	9%	10%	3%	8%	7%	17%	7%	7%	4%	6%	7%	9%	8%	9%	6%	8%	9%	5%	7%	5%
7	8%	4%	13%	19%	12%	5%	8%	8%	11%	10%	5%	7%	10%	8%	10%	7%	4%	14%	11%	9%	5%	11%	5%
8	7%	2%	16%	7%	11%	3%	7%	7%	6%	7%	8%	5%	8%	5%	7%	10%	6%	2%	9%	6%	5%	7%	5%
9	2%	0%	6%	1%	4%	1%	3%	2%	2%	2%	2%	3%	2%	1%	3%	3%	5%	3%	3%	3%	1%	2%	2%
10 - Would definitely consider voting for them	10%	1%	30%	6%	19%	3%	10%	10%	10%	10%	9%	12%	15%	9%	9%	13%	4%	10%	16%	9%	8%	4%	7%
prefer not to answer	5%	3%	2%	1%	2%	3%	4%	6%	16%	7%	0%	1%	7%	5%	3%	6%	5%	7%	3%	4%	8%	7%	7%

Liberal Democrats

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
0 - Would never consider voting for them	30%	45%	17%	1%	17%	49%	33%	28%	11%	26%	38%	39%	27%	29%	36%	32%	30%	25%	22%	30%	35%	35%	42%
1	6%	8%	3%	6%	4%	8%	7%	5%	4%	6%	6%	6%	8%	5%	7%	5%	4%	5%	5%	5%	6%	8%	8%
2	7%	7%	7%	2%	6%	8%	8%	7%	12%	6%	7%	7%	6%	7%	7%	6%	10%	13%	8%	9%	6%	6%	4%
3	6%	8%	7%	2%	8%	6%	6%	7%	3%	7%	8%	6%	3%	7%	8%	6%	8%	8%	7%	8%	5%	4%	6%
4	6%	7%	8%	2%	6%	5%	5%	7%	10%	5%	6%	6%	5%	6%	5%	7%	5%	6%	7%	7%	4%	5%	5%
5	13%	11%	20%	10%	17%	10%	12%	15%	15%	14%	13%	11%	13%	13%	11%	15%	16%	16%	14%	12%	16%	15%	11%
6	8%	6%	15%	9%	13%	4%	7%	9%	8%	9%	8%	6%	7%	7%	10%	9%	6%	5%	10%	8%	6%	5%	8%
7	7%	4%	10%	13%	10%	4%	6%	7%	7%	9%	3%	6%	8%	8%	6%	6%	2%	8%	10%	8%	5%	5%	4%
8	5%	2%	6%	19%	7%	3%	5%	5%	6%	5%	5%	4%	6%	5%	5%	4%	7%	3%	7%	4%	5%	5%	1%
9	1%	0%	1%	7%	2%	1%	2%	1%	2%	1%	1%	2%	3%	1%	1%	1%	2%	2%	1%	2%	0%	1%	3%
10 - Would definitely consider voting for them	4%	-	4%	27%	8%	1%	5%	4%	6%	3%	4%	5%	6%	6%	2%	2%	4%	3%	6%	4%	4%	2%	3%
prefer not to answer	5%	3%	2%	1%	2%	3%	4%	6%	16%	7%	0%	1%	7%	5%	3%	6%	5%	7%	3%	4%	8%	7%	7%

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Reform UK

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
0 - Would never consider voting for them	55%	36%	79%	73%	79%	31%	52%	58%	63%	56%	51%	54%	58%	53%	50%	58%	61%	51%	67%	57%	43%	53%	43%
1	4%	6%	3%	5%	4%	4%	4%	4%	2%	4%	4%	4%	4%	4%	4%	3%	4%	5%	4%	4%	3%	2%	6%
2	2%	3%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	0%	2%	4%	2%	1%	1%	2%	3%	3%	1%	1%
3	3%	6%	1%	7%	2%	5%	4%	2%	1%	3%	4%	3%	4%	3%	3%	3%	2%	4%	3%	2%	4%	4%	2%
4	2%	4%	1%	-	1%	3%	3%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	3%
5	6%	11%	4%	4%	3%	10%	6%	7%	4%	7%	7%	6%	1%	8%	9%	6%	7%	2%	5%	5%	7%	10%	10%
6	3%	4%	1%	1%	1%	4%	3%	3%	3%	3%	3%	3%	4%	2%	5%	2%	2%	3%	1%	4%	4%	3%	2%
7	4%	7%	3%	1%	3%	7%	4%	4%	2%	4%	6%	3%	7%	3%	6%	3%	2%	4%	5%	3%	4%	2%	6%
8	3%	7%	1%	1%	1%	7%	4%	3%	2%	2%	4%	6%	3%	4%	3%	3%	3%	8%	2%	4%	5%	4%	2%
9	3%	3%	1%	0%	-	6%	3%	2%	2%	2%	3%	4%	3%	3%	4%	1%	4%	4%	2%	3%	2%	0%	6%
10 - Would definitely consider voting for them	10%	10%	3%	4%	3%	19%	12%	8%	2%	8%	14%	13%	7%	12%	8%	11%	7%	10%	5%	9%	15%	10%	12%
prefer not to answer	5%	3%	2%	1%	2%	3%	4%	6%	16%	7%	0%	1%	7%	5%	3%	6%	5%	7%	3%	4%	8%	7%	7%

Green Party

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
0 - Would never consider voting for them	43%	72%	29%	27%	28%	66%	48%	39%	17%	35%	54%	60%	38%	45%	49%	40%	44%	38%	40%	40%	47%	45%	51%
1	6%	6%	5%	12%	6%	8%	8%	5%	4%	7%	7%	7%	5%	8%	4%	6%	6%	8%	6%	6%	7%	6%	7%
2	5%	4%	6%	8%	6%	5%	6%	5%	4%	6%	5%	5%	3%	5%	6%	6%	6%	6%	7%	6%	3%	2%	4%
3	6%	4%	9%	11%	9%	5%	6%	7%	3%	5%	8%	7%	8%	6%	5%	6%	6%	3%	6%	7%	5%	9%	1%
4	5%	3%	8%	11%	7%	4%	5%	6%	6%	5%	7%	4%	9%	4%	4%	5%	6%	5%	7%	4%	5%	4%	7%
5	9%	4%	14%	9%	11%	6%	8%	10%	9%	10%	8%	7%	6%	8%	8%	12%	7%	14%	10%	10%	9%	7%	7%
6	6%	3%	8%	6%	7%	2%	4%	7%	12%	7%	3%	2%	5%	6%	6%	5%	6%	5%	7%	5%	4%	5%	7%
7	4%	0%	7%	5%	7%	1%	4%	4%	5%	6%	2%	3%	5%	3%	6%	4%	2%	4%	5%	5%	2%	5%	2%
8	4%	-	6%	7%	7%	0%	3%	5%	7%	5%	2%	2%	6%	4%	4%	3%	3%	4%	4%	4%	3%	3%	4%
9	1%	0%	2%	1%	2%	1%	1%	1%	3%	1%	2%	0%	2%	1%	2%	1%	3%	2%	1%	2%	1%	1%	0%
10 - Would definitely consider voting for them	5%	-	5%	2%	7%	0%	4%	6%	14%	6%	2%	1%	7%	4%	3%	5%	7%	3%	3%	6%	5%	6%	3%
prefer not to answer	5%	3%	2%	1%	2%	3%	4%	6%	16%	7%	0%	1%	7%	5%	3%	6%	5%	7%	3%	4%	8%	7%	7%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Health	26%	20%	34%	34%	34%	19%	18%	33%	19%	25%	26%	29%	23%	25%	24%	25%	36%	29%	29%	25%	24%	21%	26%
Immigration & Asylum	50%	72%	36%	36%	31%	76%	50%	50%	24%	41%	63%	64%	37%	50%	53%	55%	42%	54%	40%	48%	57%	56%	61%
Crime	17%	16%	13%	11%	13%	19%	17%	18%	20%	18%	17%	15%	20%	14%	22%	16%	25%	12%	12%	19%	21%	24%	15%
The economy	49%	48%	50%	60%	54%	45%	50%	49%	51%	51%	51%	43%	55%	51%	41%	49%	52%	47%	55%	51%	46%	45%	37%
Tax	13%	13%	10%	11%	10%	13%	17%	10%	18%	16%	12%	8%	14%	13%	17%	11%	11%	16%	10%	13%	16%	15%	15%
Pensions	6%	7%	7%	7%	5%	9%	6%	7%	1%	5%	6%	12%	10%	5%	6%	7%	6%	8%	4%	6%	11%	5%	7%
Education	7%	3%	9%	10%	9%	4%	6%	9%	14%	10%	5%	3%	6%	8%	7%	8%	12%	5%	12%	6%	5%	8%	5%
Family life & childcare	4%	2%	5%	6%	4%	3%	4%	5%	5%	7%	2%	2%	2%	5%	2%	4%	5%	8%	3%	5%	6%	4%	2%
Housing	15%	5%	18%	14%	16%	9%	15%	15%	27%	18%	10%	8%	20%	14%	14%	14%	20%	6%	14%	14%	14%	19%	18%
The environment	17%	5%	25%	23%	27%	6%	14%	19%	19%	20%	14%	13%	20%	19%	15%	14%	12%	20%	21%	18%	12%	17%	12%
Britain leaving the EU	16%	9%	24%	19%	26%	8%	18%	15%	21%	14%	16%	18%	16%	15%	15%	17%	20%	17%	20%	17%	11%	14%	16%
Transport	2%	-	3%	2%	2%	1%	2%	1%	6%	2%	1%	1%	3%	2%	2%	2%	0%	1%	2%	2%	2%	2%	0%
Welfare benefits	23%	34%	20%	18%	19%	31%	22%	23%	11%	20%	28%	26%	15%	23%	24%	24%	21%	28%	23%	23%	23%	23%	17%
Defence and security	30%	49%	29%	35%	33%	37%	32%	29%	13%	17%	39%	52%	25%	32%	34%	29%	27%	31%	39%	31%	25%	22%	27%
None of these	0%	-	1%	-	0%	-	0%	0%	-	1%	0%	-	0%	0%	0%	0%	0%	-	0%	0%	0%	-	1%
Don't know	2%	2%	1%	-	1%	2%	3%	2%	8%	3%	1%	0%	3%	3%	1%	2%	0%	3%	2%	2%	2%	2%	5%

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

National Health Service

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	2%	2%	3%	2%	2%	1%	3%	1%	4%	1%	3%	1%	2%	2%	2%	2%	1%	4%	2%	2%	1%	1%	3%
Fairly well	21%	11%	33%	27%	31%	12%	26%	16%	21%	19%	22%	23%	27%	17%	22%	25%	13%	21%	29%	20%	18%	16%	10%
Fairly badly	33%	37%	31%	37%	36%	32%	32%	34%	35%	31%	31%	37%	30%	35%	33%	31%	35%	33%	33%	35%	32%	29%	36%
Very badly	33%	41%	21%	24%	22%	45%	29%	37%	25%	34%	35%	33%	28%	32%	33%	31%	45%	36%	28%	32%	36%	35%	39%
Don't know	11%	8%	12%	10%	10%	10%	12%	11%	15%	15%	9%	6%	12%	14%	10%	11%	6%	6%	7%	11%	13%	19%	12%

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Immigration

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	3%	-	8%	3%	5%	1%	4%	2%	6%	3%	2%	3%	5%	3%	2%	3%	3%	5%	4%	4%	1%	1%	5%
Fairly well	17%	4%	32%	29%	30%	5%	19%	15%	22%	18%	12%	17%	19%	17%	18%	17%	10%	14%	26%	16%	14%	10%	8%
Fairly badly	19%	19%	20%	24%	25%	11%	19%	20%	31%	20%	18%	16%	26%	17%	17%	18%	22%	25%	24%	21%	12%	22%	16%
Very badly	51%	74%	29%	36%	30%	77%	49%	52%	24%	45%	62%	61%	39%	52%	54%	52%	53%	47%	38%	49%	62%	55%	60%
Don't know	10%	3%	11%	9%	10%	6%	9%	11%	17%	14%	5%	3%	12%	10%	9%	9%	12%	9%	8%	10%	10%	11%	12%

Crime

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	2%	1%	3%	1%	2%	1%	3%	1%	8%	1%	1%	2%	1%	2%	4%	2%	-	2%	2%	2%	2%	1%	4%
Fairly well	21%	8%	36%	30%	33%	9%	23%	19%	26%	22%	16%	20%	28%	20%	20%	18%	19%	29%	27%	23%	15%	17%	14%
Fairly badly	29%	35%	30%	32%	32%	28%	25%	32%	24%	26%	32%	32%	23%	28%	26%	32%	35%	29%	33%	28%	25%	30%	25%
Very badly	33%	44%	16%	22%	18%	51%	35%	31%	21%	28%	41%	38%	32%	32%	37%	32%	35%	27%	26%	33%	39%	34%	40%
Don't know	16%	13%	15%	16%	15%	11%	14%	17%	21%	22%	10%	8%	16%	18%	13%	16%	11%	13%	12%	15%	19%	18%	18%

Education

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	2%	1%	3%	1%	2%	1%	3%	2%	7%	2%	1%	1%	3%	2%	2%	2%	1%	4%	2%	2%	3%	2%	4%
Fairly well	28%	21%	37%	35%	37%	21%	28%	28%	26%	27%	28%	30%	35%	28%	27%	27%	24%	26%	32%	30%	25%	28%	19%
Fairly badly	28%	34%	24%	25%	28%	29%	29%	28%	31%	26%	29%	31%	20%	27%	27%	31%	42%	32%	32%	26%	30%	27%	24%
Very badly	17%	24%	9%	14%	10%	26%	18%	17%	12%	18%	18%	17%	18%	18%	20%	15%	16%	16%	14%	16%	18%	20%	24%
Don't know	24%	20%	26%	26%	24%	22%	22%	26%	24%	26%	24%	21%	24%	26%	24%	25%	16%	22%	21%	26%	24%	24%	29%

Taxation

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	1%	1%	3%	0%	1%	0%	2%	1%	4%	1%	1%	1%	2%	1%	1%	2%	-	2%	1%	1%	1%	-	3%
Fairly well	16%	9%	32%	19%	26%	8%	19%	13%	17%	16%	16%	17%	21%	15%	16%	17%	10%	19%	25%	18%	10%	12%	7%
Fairly badly	30%	24%	31%	38%	34%	24%	27%	32%	39%	28%	29%	29%	26%	29%	33%	28%	40%	23%	32%	30%	25%	28%	32%
Very badly	37%	55%	18%	27%	22%	56%	39%	34%	16%	37%	40%	41%	34%	39%	37%	33%	39%	40%	31%	36%	43%	41%	37%
Don't know	16%	12%	15%	16%	16%	12%	13%	19%	24%	19%	14%	12%	17%	16%	13%	20%	11%	16%	11%	15%	21%	19%	21%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	1%	1%	3%	1%	1%	1%	2%	1%	4%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	-	3%
Fairly well	18%	8%	33%	29%	31%	9%	19%	17%	11%	19%	21%	18%	16%	18%	18%	20%	17%	21%	27%	18%	13%	13%	10%
Fairly badly	31%	37%	27%	31%	30%	30%	29%	33%	42%	27%	32%	33%	32%	28%	33%	33%	36%	27%	33%	31%	27%	34%	33%
Very badly	29%	36%	16%	19%	18%	39%	30%	28%	26%	29%	30%	30%	25%	31%	29%	29%	26%	29%	21%	28%	36%	31%	33%
Don't know	21%	18%	21%	21%	20%	21%	20%	22%	16%	25%	16%	19%	26%	22%	19%	17%	20%	21%	17%	22%	23%	22%	21%

Inflation

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	1%	0%	2%	-	1%	0%	1%	1%	4%	0%	1%	1%	0%	1%	2%	0%	1%	3%	1%	1%	1%	-	2%
Fairly well	19%	11%	38%	31%	34%	11%	22%	17%	11%	15%	22%	27%	25%	18%	17%	22%	15%	21%	31%	20%	12%	16%	6%
Fairly badly	31%	34%	28%	31%	31%	29%	30%	32%	42%	28%	32%	31%	29%	29%	35%	31%	34%	31%	30%	31%	29%	31%	38%
Very badly	33%	45%	15%	23%	22%	46%	31%	34%	19%	38%	33%	30%	30%	34%	29%	30%	41%	34%	25%	33%	42%	33%	32%
Don't know	16%	9%	17%	16%	12%	14%	15%	17%	24%	19%	12%	11%	16%	18%	16%	17%	9%	11%	13%	15%	16%	19%	23%

Britain's exit from the EU

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	3%	1%	5%	2%	4%	1%	3%	2%	5%	2%	2%	3%	3%	3%	4%	2%	2%	4%	4%	3%	2%	1%	3%
Fairly well	18%	9%	31%	31%	28%	11%	20%	17%	17%	18%	19%	20%	24%	16%	18%	21%	15%	19%	26%	19%	15%	13%	11%
Fairly badly	24%	25%	23%	26%	24%	22%	22%	25%	27%	25%	19%	24%	18%	24%	25%	23%	27%	29%	23%	26%	21%	27%	23%
Very badly	35%	46%	20%	26%	26%	48%	39%	31%	29%	32%	41%	37%	38%	34%	34%	32%	45%	30%	33%	31%	40%	32%	43%
Don't know	20%	19%	21%	15%	18%	19%	15%	25%	22%	23%	19%	16%	17%	23%	19%	21%	12%	18%	14%	22%	23%	27%	20%

Defence

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	3%	1%	4%	1%	2%	2%	3%	2%	6%	2%	2%	2%	2%	2%	4%	2%	1%	4%	3%	2%	3%	1%	4%
Fairly well	26%	13%	42%	32%	38%	15%	28%	23%	30%	30%	19%	24%	33%	23%	24%	25%	28%	34%	32%	27%	24%	19%	17%
Fairly badly	25%	28%	23%	31%	27%	24%	25%	24%	24%	21%	29%	27%	22%	23%	27%	28%	24%	22%	25%	23%	25%	26%	24%
Very badly	25%	46%	11%	16%	13%	43%	28%	23%	10%	18%	33%	37%	17%	29%	26%	25%	28%	21%	24%	25%	25%	24%	32%
Don't know	22%	12%	20%	19%	20%	16%	16%	27%	30%	29%	16%	10%	25%	23%	20%	20%	19%	19%	16%	21%	24%	30%	23%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	1%	-	3%	-	2%	-	2%	1%	3%	1%	1%	2%	1%	1%	1%	1%	0%	3%	2%	1%	0%	-	2%
Fairly well	20%	10%	40%	31%	34%	10%	23%	17%	17%	18%	21%	24%	23%	18%	21%	21%	21%	20%	28%	20%	16%	16%	12%
Fairly badly	31%	34%	28%	32%	31%	29%	32%	30%	43%	31%	29%	30%	28%	30%	35%	33%	32%	28%	32%	33%	28%	31%	32%
Very badly	36%	51%	16%	25%	23%	51%	33%	38%	23%	34%	42%	37%	32%	38%	32%	33%	41%	40%	30%	35%	42%	36%	38%
Don't know	12%	5%	13%	11%	11%	9%	9%	14%	15%	16%	7%	8%	16%	13%	11%	12%	6%	8%	9%	10%	14%	18%	15%

Terrorism

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	6%	2%	10%	9%	9%	3%	9%	4%	13%	6%	5%	5%	9%	6%	7%	6%	6%	4%	7%	6%	5%	4%	10%
Fairly well	36%	27%	51%	46%	47%	27%	37%	35%	40%	36%	36%	36%	39%	34%	32%	38%	43%	38%	47%	36%	33%	29%	22%
Fairly badly	14%	25%	8%	12%	14%	15%	13%	15%	14%	10%	15%	20%	12%	14%	15%	14%	16%	22%	14%	14%	15%	16%	14%
Very badly	20%	25%	8%	11%	9%	33%	21%	19%	9%	17%	26%	23%	18%	20%	22%	20%	18%	19%	15%	16%	22%	26%	30%
Don't know	23%	22%	23%	22%	22%	22%	19%	28%	23%	31%	19%	15%	22%	26%	25%	22%	17%	17%	18%	28%	25%	25%	23%

Transport

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	3%	1%	5%	1%	3%	1%	5%	2%	14%	2%	3%	2%	5%	2%	5%	4%	1%	4%	3%	4%	3%	3%	6%
Fairly well	33%	22%	49%	39%	44%	23%	32%	35%	36%	32%	34%	34%	38%	30%	33%	36%	35%	35%	40%	35%	28%	32%	25%
Fairly badly	27%	30%	21%	24%	26%	30%	28%	25%	24%	26%	26%	29%	26%	28%	23%	26%	30%	27%	29%	24%	29%	27%	23%
Very badly	15%	23%	7%	16%	9%	23%	18%	13%	11%	16%	16%	16%	14%	15%	19%	12%	18%	19%	11%	14%	18%	15%	24%
Don't know	21%	24%	18%	20%	18%	22%	17%	25%	15%	24%	20%	19%	18%	24%	20%	22%	16%	15%	17%	23%	22%	24%	23%

Housing

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	1%	2%	2%	-	1%	1%	2%	1%	4%	1%	1%	1%	1%	1%	2%	2%	-	2%	1%	1%	2%	1%	2%
Fairly well	17%	10%	32%	23%	27%	10%	17%	17%	14%	16%	18%	19%	17%	16%	20%	18%	14%	18%	25%	17%	13%	11%	11%
Fairly badly	36%	39%	33%	39%	37%	35%	37%	34%	44%	33%	34%	38%	39%	33%	35%	36%	43%	34%	39%	36%	33%	38%	30%
Very badly	29%	33%	16%	22%	19%	38%	30%	28%	24%	30%	31%	26%	30%	30%	28%	26%	29%	31%	23%	26%	32%	34%	41%
Don't know	17%	16%	17%	17%	15%	17%	14%	20%	14%	20%	15%	15%	13%	20%	15%	17%	14%	15%	13%	20%	19%	16%	16%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	2%	2%	2%	1%	2%	1%	3%	2%	5%	2%	2%	2%	4%	2%	2%	2%	2%	3%	2%	2%	2%	1%	5%
Fairly well	26%	22%	39%	26%	33%	21%	27%	24%	18%	26%	26%	28%	27%	22%	28%	25%	29%	33%	29%	27%	26%	22%	17%
Fairly badly	31%	29%	30%	40%	34%	27%	30%	32%	37%	28%	29%	33%	27%	32%	31%	30%	30%	34%	37%	31%	25%	29%	27%
Very badly	20%	25%	12%	15%	14%	26%	21%	20%	23%	20%	22%	18%	22%	20%	21%	20%	23%	13%	16%	19%	24%	25%	23%
Don't know	21%	23%	17%	18%	17%	24%	19%	23%	17%	23%	21%	20%	20%	24%	18%	23%	16%	17%	16%	21%	23%	23%	28%

Welfare benefits

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	2%	0%	2%	1%	1%	1%	2%	1%	4%	1%	1%	2%	1%	2%	2%	1%	1%	3%	1%	2%	2%	0%	3%
Fairly well	17%	4%	31%	24%	26%	7%	17%	17%	27%	15%	14%	18%	21%	15%	21%	17%	12%	18%	21%	17%	13%	16%	13%
Fairly badly	26%	26%	25%	27%	30%	23%	24%	28%	24%	27%	25%	26%	22%	25%	21%	30%	37%	19%	30%	22%	24%	27%	29%
Very badly	40%	62%	22%	36%	27%	59%	42%	38%	19%	37%	48%	46%	34%	43%	41%	37%	36%	47%	35%	41%	46%	38%	39%
Don't know	16%	7%	19%	12%	16%	10%	15%	16%	26%	20%	11%	9%	22%	15%	15%	15%	14%	13%	13%	19%	14%	18%	16%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
She does look like a Prime Minster in waiting	29%	59%	18%	23%	25%	39%	26%	31%	17%	21%	33%	44%	23%	32%	31%	28%	24%	25%	33%	30%	26%	24%	22%
She does not look like a Prime Minster in waiting	49%	24%	68%	66%	58%	41%	57%	41%	51%	53%	50%	40%	49%	47%	48%	50%	57%	46%	50%	48%	47%	45%	55%
Not sure	23%	17%	14%	12%	16%	20%	17%	27%	31%	27%	17%	17%	28%	21%	22%	22%	19%	29%	17%	22%	27%	31%	23%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	10%	27%	5%	7%	7%	17%	10%	10%	3%	6%	12%	19%	5%	12%	13%	10%	6%	11%	13%	10%	8%	8%	11%
Fairly well	32%	51%	28%	32%	33%	39%	32%	32%	20%	25%	40%	42%	35%	34%	29%	30%	26%	32%	39%	29%	32%	30%	23%
Fairly badly	19%	11%	24%	21%	22%	16%	24%	13%	23%	18%	18%	17%	19%	19%	19%	18%	18%	14%	20%	18%	18%	17%	17%
Very badly	17%	3%	21%	25%	19%	13%	19%	14%	17%	19%	16%	12%	21%	14%	18%	19%	14%	15%	13%	15%	17%	16%	30%
Don't know	23%	8%	21%	15%	20%	16%	15%	30%	37%	32%	14%	9%	20%	21%	21%	23%	36%	28%	15%	28%	25%	30%	19%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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 Ed Davey is doing well or badly as leader of the Liberal Democrats?

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	2%	0%	2%	8%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%	3%	1%	0%	1%	2%	1%	2%	1%	2%
Fairly well	22%	14%	33%	44%	32%	15%	22%	22%	26%	17%	22%	29%	25%	23%	17%	21%	23%	26%	27%	23%	18%	16%	20%
Fairly badly	19%	26%	21%	19%	22%	20%	24%	15%	16%	16%	21%	25%	17%	20%	20%	19%	17%	20%	24%	18%	21%	14%	13%
Very badly	18%	27%	10%	7%	9%	30%	24%	12%	6%	15%	22%	25%	18%	17%	22%	19%	13%	15%	18%	15%	20%	17%	26%
Don't know	39%	33%	34%	21%	34%	34%	28%	49%	50%	51%	33%	19%	38%	38%	37%	39%	47%	38%	29%	44%	39%	51%	40%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	8%	8%	4%	4%	4%	14%	9%	6%	1%	7%	10%	10%	4%	10%	5%	8%	7%	7%	4%	9%	9%	9%	10%
Fairly well	17%	28%	8%	11%	8%	28%	17%	17%	13%	14%	22%	20%	18%	17%	21%	13%	18%	18%	16%	14%	22%	17%	18%
Fairly badly	14%	21%	16%	15%	14%	17%	15%	14%	9%	12%	17%	19%	12%	16%	17%	16%	5%	12%	17%	13%	14%	13%	12%
Very badly	45%	33%	65%	59%	64%	27%	47%	44%	52%	47%	42%	44%	47%	42%	45%	48%	49%	45%	53%	47%	37%	38%	44%
Don't know	16%	10%	8%	11%	10%	14%	12%	19%	24%	21%	11%	7%	19%	15%	12%	15%	21%	18%	9%	17%	18%	24%	15%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	2%	-	3%	1%	3%	0%	2%	2%	8%	3%	2%	0%	2%	1%	2%	4%	3%	2%	1%	4%	2%	1%	3%
Fairly well	11%	2%	17%	12%	16%	3%	11%	11%	26%	13%	6%	6%	14%	10%	11%	12%	10%	11%	13%	10%	12%	12%	9%
Fairly badly	16%	11%	24%	21%	23%	9%	16%	15%	16%	16%	14%	17%	18%	16%	14%	14%	16%	18%	19%	16%	13%	14%	13%
Very badly	46%	70%	38%	45%	40%	65%	55%	37%	19%	35%	59%	64%	38%	47%	52%	46%	42%	39%	51%	42%	47%	40%	47%
Don't know	25%	17%	19%	21%	18%	23%	15%	34%	31%	33%	19%	13%	28%	25%	21%	24%	29%	30%	16%	28%	26%	33%	27%

Do you think that Andy Burnham is doing well or badly as Prime Minister?

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	8%	2%	20%	10%	14%	3%	9%	8%	9%	7%	8%	10%	7%	8%	9%	9%	5%	11%	11%	7%	7%	6%	8%
Fairly well	38%	25%	54%	51%	51%	24%	38%	38%	54%	40%	33%	32%	41%	35%	35%	44%	39%	35%	46%	39%	32%	34%	31%
Fairly badly	18%	30%	9%	14%	14%	25%	20%	16%	15%	15%	22%	22%	14%	19%	21%	17%	19%	21%	17%	20%	22%	15%	14%
Very badly	19%	31%	5%	10%	8%	34%	21%	16%	1%	15%	25%	27%	20%	22%	19%	15%	15%	12%	14%	16%	21%	22%	29%
Don't know	17%	12%	11%	16%	14%	13%	12%	22%	21%	23%	12%	9%	18%	17%	15%	15%	22%	22%	13%	17%	19%	23%	18%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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 believe the Conservative party today are or are not ready for government?

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
They are ready for Government	20%	48%	9%	14%	15%	27%	18%	21%	15%	15%	21%	29%	16%	21%	22%	18%	19%	16%	24%	20%	18%	16%	15%
They are not ready for Government	58%	30%	79%	75%	70%	49%	65%	52%	62%	59%	60%	54%	58%	56%	57%	60%	62%	59%	63%	57%	58%	49%	60%
Not sure	22%	22%	12%	12%	15%	24%	17%	27%	24%	26%	20%	17%	25%	23%	20%	21%	20%	24%	13%	23%	24%	36%	25%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Strongly support	14%	10%	21%	11%	16%	10%	19%	10%	20%	16%	9%	15%	21%	10%	14%	17%	16%	15%	16%	12%	16%	11%	18%
Tend to support	39%	33%	48%	46%	47%	35%	42%	36%	39%	40%	38%	39%	37%	36%	36%	41%	56%	41%	43%	42%	37%	37%	30%
Tend to oppose	24%	33%	20%	24%	23%	27%	19%	28%	15%	20%	30%	29%	21%	27%	28%	21%	16%	18%	26%	24%	24%	20%	20%
Strongly oppose	12%	17%	4%	15%	7%	19%	11%	14%	7%	11%	18%	12%	10%	16%	16%	10%	4%	9%	9%	14%	14%	14%	15%
Don't know	10%	7%	7%	4%	6%	9%	9%	12%	19%	13%	6%	5%	11%	11%	7%	11%	8%	19%	7%	8%	10%	18%	16%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Strongly support	11%	5%	16%	7%	14%	6%	14%	7%	13%	13%	7%	10%	17%	7%	8%	13%	14%	10%	10%	11%	12%	8%	12%
Tend to support	32%	23%	40%	34%	37%	27%	35%	29%	36%	31%	30%	32%	27%	27%	33%	34%	45%	37%	36%	31%	29%	32%	26%
Tend to oppose	22%	32%	18%	28%	22%	24%	19%	25%	19%	21%	24%	24%	20%	27%	22%	19%	18%	20%	23%	22%	23%	20%	20%
Strongly oppose	26%	34%	17%	28%	22%	34%	22%	30%	13%	23%	34%	29%	24%	30%	28%	23%	18%	15%	25%	28%	25%	26%	24%
Don't know	10%	7%	8%	4%	6%	9%	10%	9%	19%	12%	6%	5%	11%	8%	9%	11%	6%	17%	6%	8%	10%	14%	18%

Fieldwork Dates: 17th - 19th October 2026
Sample Size: 1757 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

Would you support or oppose a large increase in the amount of housing being built in Britain...
...if it meant a substantial decrease in house prices?

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Strongly support	20%	6%	25%	18%	21%	11%	24%	15%	42%	23%	11%	11%	30%	14%	19%	21%	25%	19%	20%	22%	19%	19%	16%
Tend to support	32%	27%	40%	36%	39%	27%	33%	32%	29%	32%	32%	35%	29%	34%	30%	32%	35%	32%	37%	30%	31%	29%	33%
Tend to oppose	22%	28%	20%	26%	21%	26%	18%	25%	14%	19%	26%	27%	17%	23%	26%	19%	24%	25%	23%	22%	21%	23%	19%
Strongly oppose	14%	24%	6%	11%	9%	22%	14%	14%	4%	12%	18%	18%	10%	17%	14%	14%	8%	5%	11%	16%	16%	8%	16%
Don't know	13%	15%	8%	9%	10%	14%	11%	14%	12%	14%	13%	10%	14%	12%	12%	14%	8%	19%	9%	11%	13%	22%	16%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Strongly support	4%	2%	7%	2%	6%	2%	6%	3%	5%	5%	2%	3%	5%	3%	5%	4%	2%	10%	3%	5%	3%	4%	7%
Tend to support	16%	5%	23%	17%	20%	11%	19%	13%	21%	16%	13%	16%	16%	12%	18%	16%	27%	12%	17%	14%	16%	16%	17%
Tend to oppose	33%	32%	34%	38%	39%	27%	32%	34%	37%	31%	32%	34%	38%	33%	25%	36%	31%	34%	38%	33%	31%	31%	25%
Strongly oppose	34%	52%	22%	33%	25%	48%	33%	35%	17%	30%	43%	40%	29%	39%	39%	30%	26%	28%	33%	36%	36%	29%	34%
Don't know	13%	9%	14%	9%	10%	12%	11%	15%	20%	18%	9%	7%	13%	13%	13%	14%	14%	16%	10%	12%	14%	21%	17%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Strongly support	5%	2%	7%	5%	6%	3%	8%	3%	9%	7%	2%	4%	8%	3%	8%	6%	4%	4%	5%	8%	3%	4%	8%
Tend to support	25%	18%	32%	27%	29%	22%	28%	22%	26%	24%	24%	25%	24%	23%	23%	27%	30%	22%	30%	22%	24%	22%	22%
Tend to oppose	29%	33%	33%	32%	36%	25%	27%	32%	28%	26%	32%	34%	28%	30%	26%	30%	32%	30%	32%	31%	27%	28%	24%
Strongly oppose	25%	30%	16%	22%	18%	35%	22%	28%	15%	24%	32%	25%	25%	27%	29%	23%	21%	22%	23%	27%	28%	21%	25%
Don't know	15%	16%	12%	13%	11%	14%	16%	15%	21%	19%	10%	11%	16%	17%	14%	14%	12%	23%	11%	12%	18%	24%	22%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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 it meant building more housing on green field sites?

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Strongly support	5%	3%	6%	4%	4%	4%	7%	2%	7%	5%	3%	4%	9%	4%	6%	4%	3%	2%	3%	5%	4%	4%	10%
Tend to support	15%	8%	20%	16%	18%	11%	20%	11%	21%	17%	10%	14%	21%	12%	12%	16%	20%	17%	19%	13%	15%	12%	13%
Tend to oppose	27%	28%	30%	27%	31%	22%	26%	28%	38%	25%	25%	28%	25%	28%	26%	27%	30%	30%	33%	26%	28%	21%	22%
Strongly oppose	42%	54%	33%	45%	39%	54%	36%	48%	20%	37%	54%	49%	32%	46%	45%	43%	35%	36%	38%	47%	41%	43%	42%
Don't know	11%	7%	10%	9%	8%	9%	12%	10%	14%	15%	7%	6%	13%	11%	11%	10%	12%	15%	7%	9%	13%	20%	13%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Go up a lot	10%	5%	8%	7%	8%	9%	11%	10%	23%	12%	7%	7%	11%	8%	10%	14%	13%	9%	6%	10%	13%	14%	17%
Go up a little	30%	25%	33%	32%	32%	27%	33%	27%	35%	32%	25%	27%	21%	28%	33%	30%	36%	36%	31%	30%	29%	28%	25%
Stay about the same	36%	49%	37%	42%	40%	41%	32%	41%	15%	30%	47%	47%	35%	40%	34%	34%	37%	31%	42%	35%	33%	32%	34%
Go down a little	10%	12%	11%	8%	11%	11%	12%	8%	6%	9%	13%	10%	16%	12%	8%	6%	5%	13%	12%	10%	10%	10%	5%
Go down a lot	2%	1%	1%	1%	1%	1%	2%	1%	5%	2%	1%	0%	2%	1%	2%	2%	1%	-	1%	2%	2%	1%	1%
Don't know	12%	9%	10%	10%	9%	12%	11%	13%	17%	15%	8%	9%	15%	11%	13%	13%	9%	12%	7%	12%	13%	16%	19%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
It would be better for Britain if house prices rose	6%	10%	6%	2%	5%	9%	8%	5%	4%	7%	8%	6%	8%	7%	5%	5%	11%	7%	7%	6%	9%	3%	4%
It would be better for Britain if house prices went down	45%	30%	47%	60%	48%	36%	46%	44%	67%	48%	40%	37%	47%	47%	46%	42%	45%	38%	47%	45%	43%	43%	47%
It would be better for Britain if house prices stayed about the same	27%	42%	29%	25%	29%	32%	27%	27%	11%	19%	31%	44%	22%	26%	28%	30%	24%	31%	32%	29%	21%	24%	22%
Don't know	21%	18%	18%	13%	17%	22%	18%	24%	19%	27%	21%	13%	23%	20%	21%	23%	19%	24%	14%	20%	27%	30%	28%

Fieldwork Dates: 17th - 19th October 2026
Sample Size: 1757 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 your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

	Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
	Base: All GB adults	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
	I would be better off if house prices rose	21%	24%	26%	21%	27%	21%	23%	19%	5%	22%	26%	21%	24%	22%	19%	19%	19%	22%	27%	22%	23%	12%	9%
	I would be better off if house prices fell	20%	4%	18%	19%	14%	11%	20%	19%	58%	26%	8%	3%	24%	19%	21%	19%	22%	14%	19%	23%	19%	22%	14%
It will make little difference to me personally if house prices rise or fall		48%	61%	49%	58%	53%	57%	46%	50%	17%	37%	58%	73%	37%	48%	48%	51%	55%	54%	50%	46%	46%	44%	58%
	Don't know	11%	11%	7%	2%	6%	11%	11%	11%	19%	14%	8%	4%	16%	11%	11%	11%	5%	10%	5%	9%	11%	22%	19%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
United	36%	23%	64%	46%	55%	24%	41%	32%	31%	38%	35%	38%	42%	33%	37%	40%	32%	38%	48%	35%	30%	31%	29%
Divided	29%	47%	10%	22%	18%	42%	32%	27%	29%	22%	35%	38%	24%	31%	30%	29%	28%	35%	27%	32%	31%	24%	32%
Don't know	34%	30%	26%	31%	26%	33%	27%	41%	40%	40%	30%	25%	34%	37%	32%	31%	40%	27%	25%	34%	39%	45%	40%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
United	33%	54%	32%	33%	33%	41%	39%	28%	23%	28%	38%	44%	31%	36%	36%	30%	32%	36%	39%	31%	35%	32%	23%
Divided	27%	20%	30%	33%	30%	24%	29%	25%	29%	26%	26%	27%	28%	24%	31%	29%	20%	29%	30%	27%	23%	16%	36%
Don't know	40%	26%	37%	34%	37%	35%	32%	47%	48%	46%	36%	29%	41%	40%	33%	41%	49%	36%	31%	42%	42%	52%	40%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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

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

Labour Party

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very left-wing	17%	30%	5%	9%	9%	29%	20%	14%	7%	13%	22%	24%	18%	17%	24%	13%	10%	15%	12%	15%	22%	18%	22%
Fairly left-wing	26%	32%	30%	37%	30%	29%	27%	26%	17%	21%	33%	33%	29%	29%	27%	21%	22%	30%	34%	29%	20%	22%	16%
Slightly left-of-centre	24%	12%	41%	31%	35%	13%	27%	21%	32%	24%	22%	22%	22%	23%	24%	29%	24%	17%	31%	24%	22%	21%	12%
Centre	7%	3%	8%	6%	9%	3%	7%	6%	10%	8%	6%	4%	8%	6%	4%	6%	11%	14%	7%	6%	7%	7%	9%
Slightly right-of-centre	3%	1%	2%	2%	4%	1%	3%	3%	8%	3%	1%	2%	3%	2%	2%	4%	7%	-	3%	4%	2%	2%	3%
Fairly right-wing	1%	-	2%	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%	0%	1%	2%	1%	1%	1%	2%	0%	1%	0%
Very right-wing	1%	1%	1%	-	1%	1%	1%	0%	0%	1%	1%	0%	2%	1%	1%	0%	1%	-	1%	1%	0%	0%	1%
Don't know	21%	21%	11%	14%	11%	23%	14%	28%	24%	29%	15%	14%	17%	22%	18%	24%	24%	23%	11%	20%	27%	28%	37%

Conservative Party

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very left-wing	1%	-	1%	-	0%	1%	1%	1%	1%	1%	0%	0%	-	1%	3%	1%	-	-	0%	0%	2%	2%	2%
Fairly left-wing	2%	2%	0%	1%	1%	3%	3%	1%	1%	2%	3%	1%	1%	2%	3%	1%	3%	4%	2%	1%	2%	4%	3%
Slightly left-of-centre	3%	2%	2%	1%	2%	4%	3%	2%	1%	3%	2%	4%	1%	3%	2%	3%	4%	1%	3%	2%	2%	3%	4%
Centre	6%	9%	5%	2%	3%	9%	8%	5%	4%	6%	7%	7%	5%	5%	7%	8%	7%	7%	5%	8%	5%	8%	4%
Slightly right-of-centre	25%	35%	21%	23%	22%	30%	31%	20%	30%	22%	28%	26%	28%	24%	26%	25%	24%	28%	29%	24%	32%	18%	15%
Fairly right-wing	34%	29%	47%	47%	49%	25%	33%	35%	32%	31%	37%	38%	40%	36%	30%	33%	32%	27%	43%	35%	27%	30%	27%
Very right-wing	9%	6%	13%	12%	13%	5%	8%	9%	8%	7%	8%	11%	10%	9%	9%	7%	6%	12%	9%	10%	6%	7%	9%
Don't know	20%	17%	11%	14%	10%	22%	14%	27%	21%	27%	15%	13%	15%	20%	19%	23%	24%	21%	9%	19%	25%	28%	37%

Liberal Democrats

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very left-wing	8%	11%	6%	-	4%	15%	11%	6%	3%	8%	11%	7%	7%	8%	12%	8%	6%	5%	7%	6%	11%	10%	8%
Fairly left-wing	13%	13%	13%	9%	12%	15%	16%	9%	13%	14%	13%	10%	8%	14%	11%	14%	13%	11%	14%	14%	11%	11%	9%
Slightly left-of-centre	18%	16%	23%	37%	26%	13%	20%	16%	19%	16%	17%	21%	21%	21%	16%	13%	14%	23%	24%	19%	13%	11%	14%
Centre	25%	19%	33%	36%	32%	20%	25%	25%	26%	21%	27%	30%	27%	24%	23%	25%	30%	25%	28%	26%	22%	25%	21%
Slightly right-of-centre	5%	6%	6%	4%	7%	3%	5%	5%	8%	4%	5%	7%	8%	5%	6%	5%	6%	0%	7%	6%	5%	2%	3%
Fairly right-wing	1%	1%	1%	-	0%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	0%	0%
Very right-wing	0%	1%	0%	-	0%	1%	0%	0%	-	1%	0%	1%	-	0%	1%	1%	-	1%	0%	0%	1%	0%	0%
Don't know	30%	34%	18%	14%	18%	33%	21%	38%	30%	36%	26%	23%	28%	28%	29%	33%	29%	32%	18%	28%	36%	39%	45%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very left-wing	3%	4%	3%	4%	3%	3%	3%	3%	2%	2%	2%	5%	2%	2%	3%	3%	4%	1%	2%	4%	3%	0%	2%
Fairly left-wing	2%	4%	1%	2%	1%	2%	1%	2%	-	1%	1%	4%	3%	1%	1%	1%	3%	1%	2%	1%	2%	2%	1%
Slightly left-of-centre	1%	1%	1%	0%	0%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-
Centre	4%	3%	2%	1%	2%	6%	4%	4%	6%	4%	3%	3%	3%	4%	4%	4%	4%	5%	2%	3%	2%	8%	10%
Slightly right-of-centre	5%	7%	3%	3%	2%	9%	7%	3%	1%	3%	9%	6%	6%	3%	6%	5%	5%	6%	6%	4%	5%	4%	2%
Fairly right-wing	16%	19%	11%	6%	9%	24%	20%	11%	14%	13%	21%	16%	16%	17%	18%	12%	12%	17%	14%	15%	20%	18%	10%
Very right-wing	50%	41%	68%	71%	71%	32%	51%	49%	60%	49%	46%	50%	51%	51%	49%	49%	48%	46%	63%	52%	41%	36%	41%
Don't know	21%	21%	13%	13%	12%	23%	13%	28%	18%	27%	17%	15%	19%	20%	18%	24%	22%	24%	11%	20%	25%	31%	33%

Kemi Badenoch

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very left-wing	1%	-	0%	1%	1%	1%	1%	1%	-	1%	1%	0%	0%	1%	2%	1%	-	0%	0%	0%	2%	1%	0%
Fairly left-wing	2%	2%	1%	-	1%	3%	3%	1%	2%	2%	2%	1%	-	2%	5%	1%	1%	4%	1%	1%	3%	3%	3%
Slightly left-of-centre	3%	2%	2%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	4%	2%	-	2%	3%	1%	4%	2%
Centre	7%	9%	5%	2%	5%	8%	8%	6%	5%	7%	7%	8%	7%	6%	8%	8%	6%	7%	6%	8%	5%	9%	6%
Slightly right-of-centre	20%	28%	18%	18%	17%	27%	25%	16%	18%	16%	27%	23%	22%	21%	14%	22%	21%	25%	23%	19%	23%	16%	14%
Fairly right-wing	29%	31%	38%	39%	39%	24%	30%	29%	31%	26%	30%	34%	30%	31%	30%	26%	30%	24%	40%	29%	25%	23%	18%
Very right-wing	12%	6%	18%	18%	19%	6%	12%	11%	12%	10%	12%	14%	14%	10%	13%	12%	9%	11%	13%	13%	7%	10%	17%
Don't know	27%	21%	18%	20%	15%	28%	19%	35%	32%	37%	19%	17%	25%	28%	25%	27%	32%	28%	15%	27%	34%	35%	39%

Ed Davey

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very left-wing	7%	12%	3%	1%	4%	14%	10%	5%	1%	7%	10%	7%	2%	8%	12%	7%	5%	5%	7%	5%	10%	10%	7%
Fairly left-wing	11%	12%	12%	9%	11%	12%	14%	8%	11%	11%	12%	9%	10%	11%	9%	12%	10%	7%	13%	10%	12%	8%	7%
Slightly left-of-centre	14%	10%	19%	27%	19%	10%	18%	10%	19%	9%	16%	17%	16%	16%	12%	13%	9%	14%	17%	16%	11%	9%	12%
Centre	21%	20%	26%	31%	30%	15%	22%	19%	18%	15%	22%	30%	22%	20%	18%	20%	26%	24%	26%	20%	15%	22%	16%
Slightly right-of-centre	4%	3%	5%	5%	5%	4%	5%	4%	4%	3%	5%	6%	6%	4%	5%	4%	5%	3%	5%	4%	4%	3%	6%
Fairly right-wing	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	0%	3%	-	1%	0%	1%	0%	0%
Very right-wing	1%	0%	0%	-	0%	0%	1%	0%	2%	1%	0%	0%	0%	0%	2%	1%	-	1%	1%	1%	0%	1%	-
Don't know	42%	42%	34%	27%	30%	44%	30%	53%	45%	52%	34%	30%	42%	41%	41%	43%	42%	46%	30%	44%	47%	47%	52%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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

Nigel Farage

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very left-wing	3%	7%	2%	5%	3%	4%	2%	4%	1%	2%	1%	7%	1%	4%	4%	3%	1%	2%	2%	4%	4%	2%	2%
Fairly left-wing	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	6%	-	2%	1%	1%	2%	1%
Slightly left-of-centre	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	3%	-	0%	1%	1%	1%	0%
Centre	4%	3%	1%	-	1%	5%	4%	3%	6%	4%	2%	2%	2%	3%	6%	4%	2%	6%	2%	3%	2%	7%	7%
Slightly right-of-centre	4%	6%	3%	-	2%	8%	7%	2%	1%	3%	9%	5%	5%	4%	7%	4%	3%	6%	5%	4%	5%	4%	5%
Fairly right-wing	15%	18%	8%	10%	8%	23%	19%	11%	12%	13%	18%	16%	22%	15%	14%	12%	16%	11%	14%	13%	19%	16%	11%
Very right-wing	50%	43%	70%	69%	72%	34%	53%	48%	56%	49%	50%	52%	48%	52%	48%	52%	48%	51%	64%	52%	43%	39%	39%
Don't know	21%	20%	13%	14%	12%	24%	13%	29%	21%	27%	18%	15%	20%	21%	20%	24%	21%	23%	11%	21%	25%	29%	35%

Yourself

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very left-wing	5%	-	7%	4%	7%	1%	4%	6%	13%	5%	3%	2%	4%	3%	6%	5%	7%	5%	4%	5%	7%	5%	1%
Fairly left-wing	15%	1%	29%	13%	25%	4%	14%	15%	23%	17%	10%	12%	20%	14%	12%	15%	13%	15%	20%	15%	9%	12%	13%
Slightly left-of-centre	12%	1%	23%	21%	19%	4%	13%	10%	16%	11%	11%	11%	15%	11%	10%	13%	11%	7%	16%	12%	9%	9%	5%
Centre	20%	22%	19%	32%	20%	22%	20%	20%	12%	18%	24%	24%	13%	20%	18%	20%	30%	33%	19%	22%	17%	22%	25%
Slightly right-of-centre	14%	30%	7%	13%	11%	21%	17%	11%	4%	11%	18%	19%	14%	13%	17%	15%	12%	9%	19%	13%	15%	9%	8%
Fairly right-wing	10%	21%	2%	4%	5%	18%	10%	9%	3%	7%	14%	14%	9%	13%	14%	6%	4%	10%	9%	10%	11%	10%	9%
Very right-wing	4%	5%	2%	-	1%	8%	7%	2%	6%	4%	4%	4%	4%	6%	7%	2%	5%	1%	4%	3%	7%	3%	6%
Don't know	21%	20%	12%	12%	12%	21%	14%	27%	24%	27%	15%	14%	20%	21%	18%	24%	18%	20%	10%	20%	24%	31%	33%

Andy Burnham

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very left-wing	19%	35%	8%	12%	13%	33%	22%	17%	7%	13%	29%	26%	15%	21%	27%	17%	13%	15%	17%	19%	21%	20%	21%
Fairly left-wing	25%	21%	37%	36%	35%	20%	28%	23%	23%	23%	28%	29%	26%	27%	26%	24%	19%	26%	34%	26%	22%	18%	16%
Slightly left-of-centre	19%	13%	31%	25%	26%	13%	21%	18%	22%	19%	18%	18%	23%	18%	13%	21%	23%	19%	23%	19%	16%	19%	13%
Centre	8%	8%	7%	7%	9%	6%	9%	7%	14%	9%	7%	6%	8%	7%	7%	9%	11%	12%	9%	8%	6%	8%	9%
Slightly right-of-centre	2%	1%	2%	2%	3%	1%	2%	2%	5%	2%	1%	2%	4%	1%	4%	2%	2%	1%	3%	1%	2%	1%	5%
Fairly right-wing	1%	1%	0%	2%	1%	1%	2%	1%	3%	1%	1%	2%	3%	0%	1%	1%	3%	0%	1%	1%	1%	1%	2%
Very right-wing	0%	-	-	-	0%	0%	0%	1%	1%	0%	0%	0%	-	0%	-	0%	1%	-	0%	0%	0%	1%	0%
Don't know	24%	22%	13%	18%	13%	27%	17%	32%	26%	33%	16%	16%	22%	24%	21%	26%	29%	27%	12%	24%	32%	32%	34%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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 Kemi Badenoch should remain as leader of the Conservative Party, or stand down and let someone else take over?

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Should remain Conservative leader	48%	75%	48%	44%	49%	58%	49%	47%	30%	38%	56%	66%	46%	51%	50%	43%	46%	49%	58%	45%	47%	41%	39%
Should stand down and let someone else take over	17%	10%	17%	21%	14%	17%	19%	14%	23%	18%	16%	12%	13%	15%	19%	20%	12%	18%	13%	15%	17%	16%	30%
Don't know	36%	14%	36%	35%	38%	25%	31%	40%	48%	44%	28%	22%	41%	34%	31%	37%	42%	34%	30%	40%	35%	43%	32%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Should remain Labour leader	59%	49%	88%	72%	79%	42%	60%	57%	64%	58%	57%	58%	57%	56%	58%	64%	61%	52%	71%	60%	50%	49%	48%
Should stand down and let someone else take over	17%	27%	4%	11%	8%	30%	18%	16%	5%	12%	26%	22%	12%	20%	20%	16%	14%	16%	13%	15%	18%	17%	31%
Don't know	24%	24%	9%	17%	13%	28%	22%	26%	31%	30%	17%	19%	30%	24%	23%	21%	25%	32%	16%	25%	31%	33%	21%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	2%	5%	2%	2%	2%	3%	4%	1%	3%	2%	3%	2%	1%	2%	4%	3%	1%	5%	3%	2%	2%	-	3%
Fairly well	51%	62%	52%	54%	55%	52%	49%	52%	41%	43%	57%	62%	50%	52%	52%	49%	51%	49%	62%	52%	43%	45%	41%
Fairly badly	27%	22%	26%	28%	27%	26%	27%	27%	34%	30%	26%	20%	25%	28%	27%	25%	33%	29%	21%	26%	34%	31%	26%
Very badly	4%	1%	5%	5%	3%	5%	5%	3%	1%	5%	5%	2%	6%	3%	5%	6%	1%	3%	3%	4%	4%	5%	7%
Don't know	16%	10%	15%	12%	13%	14%	15%	16%	21%	19%	9%	14%	18%	15%	13%	18%	15%	14%	11%	16%	16%	19%	23%

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

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very well	5%	4%	5%	2%	3%	4%	6%	3%	10%	5%	4%	3%	4%	4%	7%	4%	7%	2%	4%	5%	5%	4%	2%
Fairly well	57%	66%	58%	63%	62%	56%	52%	61%	50%	55%	57%	63%	53%	60%	50%	58%	56%	61%	63%	55%	57%	54%	47%
Fairly badly	24%	21%	28%	22%	26%	25%	27%	22%	19%	23%	29%	25%	26%	22%	30%	23%	26%	20%	23%	25%	23%	21%	31%
Very badly	3%	2%	2%	5%	2%	5%	4%	3%	1%	4%	4%	3%	5%	2%	4%	4%	5%	2%	3%	3%	4%	5%	3%
Don't know	11%	7%	7%	9%	6%	10%	10%	11%	20%	14%	6%	6%	12%	11%	10%	11%	6%	14%	6%	11%	11%	17%	16%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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

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

Car manufacturing

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	2%	3%	2%	1%	1%	2%	3%	1%	6%	1%	2%	2%	0%	2%	4%	2%	3%	7%	1%	2%	3%	2%	3%
Fairly ethical	27%	33%	28%	28%	26%	32%	31%	23%	23%	24%	29%	32%	29%	27%	27%	24%	28%	29%	31%	24%	27%	30%	22%
Not very ethical	26%	22%	31%	28%	31%	21%	26%	26%	31%	26%	24%	24%	26%	27%	25%	27%	26%	13%	29%	29%	23%	19%	21%
Not ethical at all	6%	3%	5%	3%	6%	5%	7%	5%	7%	7%	6%	3%	3%	5%	8%	5%	7%	10%	4%	7%	6%	6%	5%
Don't know	40%	39%	34%	40%	36%	40%	33%	46%	32%	42%	38%	40%	41%	40%	37%	42%	36%	41%	34%	38%	41%	44%	49%

Oil and gas extraction

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	2%	2%	2%	1%	1%	3%	3%	1%	4%	1%	2%	3%	1%	1%	3%	2%	5%	3%	1%	2%	4%	2%	3%
Fairly ethical	15%	25%	11%	11%	12%	21%	19%	11%	13%	9%	18%	22%	17%	16%	15%	11%	17%	17%	18%	12%	14%	13%	17%
Not very ethical	27%	29%	29%	30%	33%	24%	29%	25%	25%	27%	26%	29%	25%	24%	30%	28%	27%	33%	29%	28%	23%	27%	25%
Not ethical at all	28%	11%	37%	32%	38%	17%	27%	30%	38%	34%	27%	15%	32%	29%	27%	28%	25%	21%	32%	32%	24%	24%	21%
Don't know	28%	32%	21%	26%	18%	35%	22%	34%	20%	29%	27%	31%	24%	29%	25%	32%	25%	27%	20%	26%	35%	34%	35%

Power generation

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	2%	3%	2%	1%	1%	2%	4%	1%	5%	2%	2%	2%	4%	2%	2%	3%	2%	4%	2%	2%	3%	3%	4%
Fairly ethical	22%	27%	23%	23%	23%	26%	28%	17%	17%	18%	26%	29%	23%	23%	21%	20%	27%	25%	28%	20%	21%	19%	20%
Not very ethical	31%	29%	35%	38%	36%	27%	32%	31%	44%	30%	30%	30%	29%	32%	38%	28%	34%	23%	35%	35%	28%	27%	23%
Not ethical at all	11%	8%	12%	9%	13%	9%	9%	12%	8%	14%	11%	7%	11%	11%	9%	12%	9%	12%	9%	13%	11%	9%	12%
Don't know	33%	33%	28%	30%	27%	36%	27%	38%	27%	36%	31%	32%	33%	32%	31%	37%	28%	35%	26%	31%	36%	42%	41%

Software development

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	3%	2%	2%	1%	2%	2%	5%	1%	5%	2%	3%	1%	2%	2%	3%	4%	1%	4%	2%	2%	3%	3%	4%
Fairly ethical	23%	25%	22%	22%	20%	25%	27%	19%	29%	22%	20%	23%	26%	24%	22%	19%	24%	23%	27%	22%	22%	18%	19%
Not very ethical	26%	25%	31%	34%	31%	22%	27%	25%	25%	27%	25%	25%	28%	24%	26%	25%	29%	29%	31%	24%	26%	25%	17%
Not ethical at all	13%	10%	15%	10%	15%	11%	12%	13%	17%	11%	14%	13%	19%	11%	13%	13%	10%	11%	13%	14%	10%	11%	15%
Don't know	36%	38%	29%	33%	31%	40%	30%	42%	25%	37%	38%	38%	24%	39%	36%	39%	36%	33%	27%	38%	38%	43%	45%

Arts and creative industries

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
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Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	11%	5%	13%	15%	13%	8%	13%	10%	16%	11%	15%	6%	13%	10%	13%	12%	7%	16%	13%	12%	10%	8%	9%
Fairly ethical	47%	46%	56%	50%	55%	41%	47%	47%	50%	46%	45%	47%	50%	47%	47%	43%	51%	41%	56%	46%	44%	41%	36%
Not very ethical	7%	7%	5%	6%	6%	8%	8%	7%	11%	8%	5%	7%	9%	7%	9%	6%	11%	5%	6%	8%	8%	6%	8%
Not ethical at all	2%	2%	2%	2%	2%	3%	3%	1%	1%	2%	3%	2%	3%	2%	1%	2%	3%	2%	2%	3%	1%	2%	2%
Don't know	33%	40%	24%	28%	24%	40%	30%	36%	21%	33%	32%	38%	26%	34%	30%	37%	29%	36%	23%	31%	36%	42%	45%

Building and construction

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	2%	2%	3%	1%	2%	2%	3%	2%	6%	2%	3%	1%	4%	1%	4%	1%	2%	6%	2%	2%	3%	2%	5%
Fairly ethical	28%	29%	29%	26%	28%	28%	31%	25%	35%	26%	28%	30%	29%	26%	31%	25%	32%	33%	34%	27%	27%	23%	23%
Not very ethical	29%	28%	34%	34%	37%	26%	31%	27%	25%	30%	29%	30%	30%	32%	29%	26%	31%	21%	33%	30%	28%	27%	24%
Not ethical at all	8%	7%	8%	8%	8%	9%	8%	8%	5%	9%	10%	7%	9%	8%	8%	9%	7%	9%	8%	8%	8%	8%	8%
Don't know	32%	34%	26%	31%	26%	35%	26%	38%	29%	35%	30%	32%	28%	32%	29%	38%	29%	30%	23%	33%	34%	41%	40%

Manufacturing

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	2%	3%	1%	-	1%	2%	3%	1%	3%	1%	2%	1%	3%	1%	2%	1%	1%	4%	1%	2%	2%	1%	4%
Fairly ethical	26%	29%	28%	29%	29%	27%	31%	21%	19%	22%	28%	32%	26%	26%	27%	25%	28%	24%	33%	25%	24%	20%	20%
Not very ethical	27%	23%	30%	31%	31%	24%	26%	27%	30%	27%	26%	26%	28%	27%	27%	25%	31%	24%	28%	27%	28%	27%	20%
Not ethical at all	8%	7%	8%	5%	8%	7%	9%	7%	11%	9%	8%	4%	7%	8%	10%	7%	6%	9%	7%	9%	7%	5%	12%
Don't know	38%	39%	33%	35%	31%	41%	31%	44%	36%	40%	36%	37%	36%	39%	34%	42%	34%	38%	31%	37%	39%	48%	44%

Financial services

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	3%	3%	3%	1%	2%	3%	4%	2%	5%	2%	4%	3%	3%	2%	3%	4%	1%	6%	2%	3%	4%	4%	5%
Fairly ethical	22%	29%	23%	27%	22%	24%	22%	22%	22%	19%	22%	27%	21%	22%	24%	20%	23%	24%	29%	21%	22%	17%	12%
Not very ethical	25%	27%	27%	28%	29%	23%	28%	23%	26%	28%	25%	21%	31%	25%	27%	23%	21%	29%	29%	24%	24%	27%	22%
Not ethical at all	17%	8%	21%	18%	21%	14%	20%	14%	14%	19%	17%	14%	18%	17%	14%	18%	18%	11%	17%	20%	15%	11%	15%
Don't know	33%	33%	27%	27%	25%	36%	26%	39%	33%	32%	32%	34%	26%	34%	31%	34%	37%	31%	22%	33%	35%	42%	46%

Retailing

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	2%	0%	3%	3%	2%	2%	3%	1%	3%	2%	2%	2%	1%	2%	3%	2%	1%	1%	1%	2%	3%	3%	3%
Fairly ethical	34%	43%	32%	38%	33%	38%	39%	29%	33%	28%	36%	42%	37%	34%	33%	32%	34%	38%	40%	33%	34%	31%	23%
Not very ethical	26%	19%	31%	24%	32%	22%	23%	29%	26%	28%	25%	25%	24%	25%	28%	24%	35%	29%	31%	26%	23%	24%	25%
Not ethical at all	9%	7%	10%	10%	10%	7%	9%	8%	9%	11%	10%	3%	9%	9%	7%	9%	6%	11%	8%	10%	9%	7%	9%

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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
Don't know	29%	31%	24%	25%	23%	31%	25%	33%	28%	31%	27%	28%	28%	30%	29%	33%	24%	20%	20%	30%	31%	36%	40%

Transport

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	3%	1%	3%	1%	2%	2%	4%	2%	9%	3%	2%	2%	4%	2%	3%	3%	3%	3%	3%	2%	4%	3%	4%
Fairly ethical	32%	33%	38%	35%	36%	32%	35%	30%	30%	28%	35%	39%	40%	28%	34%	29%	38%	39%	42%	29%	30%	28%	26%
Not very ethical	24%	25%	24%	26%	27%	22%	25%	23%	25%	26%	20%	24%	20%	27%	24%	23%	23%	17%	23%	30%	24%	19%	16%
Not ethical at all	6%	4%	5%	4%	6%	6%	6%	6%	5%	7%	7%	3%	7%	5%	4%	5%	6%	13%	5%	6%	6%	8%	7%
Don't know	35%	37%	30%	34%	29%	38%	30%	40%	31%	37%	36%	33%	29%	37%	34%	39%	30%	28%	28%	34%	36%	43%	47%

Tourism

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	4%	3%	5%	4%	5%	3%	5%	2%	5%	4%	4%	3%	5%	4%	5%	2%	5%	5%	5%	4%	4%	3%	3%
Fairly ethical	36%	34%	43%	38%	39%	37%	41%	31%	36%	32%	38%	40%	35%	33%	40%	33%	43%	46%	44%	37%	32%	29%	28%
Not very ethical	19%	19%	20%	20%	24%	17%	18%	20%	17%	21%	20%	18%	18%	23%	18%	18%	18%	14%	20%	19%	22%	18%	17%
Not ethical at all	5%	4%	4%	6%	5%	5%	5%	5%	3%	6%	8%	3%	10%	5%	3%	5%	4%	7%	5%	6%	5%	7%	5%
Don't know	36%	40%	28%	33%	27%	38%	30%	41%	39%	37%	30%	36%	32%	36%	34%	41%	30%	28%	27%	35%	38%	44%	47%

Agriculture

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	8%	13%	6%	5%	5%	12%	10%	7%	8%	7%	6%	13%	8%	8%	9%	8%	8%	10%	8%	9%	7%	7%	9%
Fairly ethical	40%	42%	43%	48%	44%	41%	42%	38%	37%	35%	46%	43%	37%	41%	40%	39%	43%	40%	49%	41%	39%	29%	28%
Not very ethical	15%	11%	16%	17%	19%	11%	17%	13%	21%	17%	11%	12%	19%	13%	18%	12%	15%	18%	16%	15%	13%	13%	15%
Not ethical at all	6%	4%	8%	6%	8%	5%	7%	5%	4%	6%	10%	4%	6%	7%	6%	6%	3%	6%	3%	7%	7%	7%	7%
Don't know	31%	30%	27%	24%	24%	32%	25%	36%	30%	35%	27%	28%	30%	31%	26%	35%	30%	26%	23%	28%	34%	43%	41%

Recreation and leisure industries

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	3%	2%	3%	2%	2%	3%	4%	2%	4%	3%	3%	3%	1%	3%	5%	2%	5%	4%	2%	3%	3%	3%	5%
Fairly ethical	39%	37%	47%	44%	45%	37%	43%	36%	43%	39%	39%	41%	45%	38%	45%	33%	43%	40%	49%	40%	39%	28%	27%
Not very ethical	17%	19%	15%	16%	18%	17%	19%	15%	20%	16%	16%	18%	17%	18%	13%	18%	16%	13%	18%	15%	16%	19%	16%
Not ethical at all	3%	5%	3%	3%	4%	4%	4%	3%	1%	3%	5%	3%	4%	4%	2%	3%	3%	4%	3%	4%	3%	4%	4%
Don't know	37%	38%	32%	36%	31%	40%	30%	44%	33%	39%	37%	36%	33%	37%	34%	44%	33%	39%	28%	38%	39%	45%	49%

Legal services

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189

Fieldwork Dates: 17th - 19th October 2026

Sample Size: 1757 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
Very ethical	4%	4%	6%	4%	4%	4%	6%	3%	6%	4%	6%	3%	3%	4%	5%	5%	4%	3%	6%	4%	3%	3%	5%
Fairly ethical	27%	29%	29%	33%	29%	23%	27%	26%	35%	23%	26%	29%	33%	27%	29%	22%	28%	24%	31%	27%	28%	23%	16%
Not very ethical	19%	17%	20%	21%	22%	18%	22%	16%	16%	22%	16%	18%	19%	19%	20%	19%	17%	22%	23%	18%	17%	18%	15%
Not ethical at all	11%	11%	11%	8%	10%	13%	13%	8%	8%	10%	14%	10%	13%	10%	10%	13%	10%	12%	9%	12%	11%	9%	13%
Don't know	39%	39%	36%	34%	35%	42%	32%	46%	35%	41%	38%	40%	32%	41%	37%	42%	41%	38%	31%	39%	40%	47%	51%

Telecommunications

Unweighted base	1757	258	464	154	652	599	780	977	149	706	410	492	156	596	303	436	169	97	535	518	310	210	184
Base	1757	320	458	164	652	696	854	903	192	733	423	409	213	603	288	416	153	84	492	510	369	198	189
Very ethical	3%	2%	2%	0%	1%	3%	4%	1%	5%	2%	3%	2%	3%	2%	4%	2%	2%	6%	3%	3%	2%	2%	3%
Fairly ethical	25%	27%	27%	27%	27%	25%	29%	21%	26%	22%	26%	27%	27%	26%	21%	23%	30%	24%	32%	23%	25%	19%	16%
Not very ethical	21%	19%	26%	27%	25%	18%	23%	19%	22%	20%	19%	24%	27%	20%	22%	19%	23%	17%	24%	22%	20%	18%	17%
Not ethical at all	9%	7%	10%	8%	9%	10%	10%	8%	5%	10%	10%	8%	7%	8%	8%	12%	6%	15%	7%	10%	8%	11%	9%
Don't know	43%	44%	36%	38%	37%	44%	35%	50%	41%	45%	42%	39%	36%	44%	44%	45%	38%	38%	34%	43%	44%	49%	54%

Cell Contents (Column Percentages)