**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Do you approve or disapprove of the Government's record to date?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base: All GB adults** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Approve | 26% | 10% | 52% | 34% | 40% | 12% | 27% | 24% | 34% | 25% | 25% | 24% | 28% | 24% | 23% | 29% | 21% | 30% | 34% | 27% | 20% | 18% |
| Disapprove | 51% | 77% | 27% | 38% | 36% | 73% | 56% | 46% | 27% | 48% | 57% | 61% | 42% | 54% | 49% | 49% | 56% | 55% | 46% | 47% | 58% | 50% |
| Don't know | 24% | 13% | 22% | 28% | 24% | 15% | 17% | 30% | 39% | 27% | 18% | 15% | 31% | 22% | 27% | 22% | 23% | 15% | 20% | 26% | 22% | 32% |
| **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 Conservatives** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| 0 - Would never consider voting for them | 29% | 3% | 40% | 30% | 38% | 19% | 28% | 30% | 23% | 33% | 30% | 23% | 27% | 28% | 20% | 31% | 41% | 39% | 27% | 29% | 28% | 28% |
| 1 | 8% | 2% | 10% | 15% | 10% | 5% | 7% | 8% | 8% | 8% | 8% | 6% | 10% | 8% | 7% | 8% | 7% | 4% | 7% | 8% | 8% | 8% |
| 2 | 8% | 1% | 15% | 9% | 9% | 7% | 8% | 8% | 11% | 10% | 7% | 6% | 6% | 7% | 11% | 9% | 9% | 9% | 9% | 7% | 11% | 9% |
| 3 | 6% | 2% | 7% | 9% | 6% | 5% | 6% | 6% | 8% | 7% | 5% | 5% | 3% | 7% | 5% | 7% | 3% | 5% | 6% | 7% | 8% | 3% |
| 4 | 4% | 2% | 5% | 4% | 5% | 3% | 5% | 3% | 6% | 5% | 3% | 3% | 5% | 3% | 5% | 4% | 6% | 3% | 3% | 5% | 3% | 5% |
| 5 | 10% | 9% | 7% | 7% | 7% | 14% | 11% | 10% | 9% | 11% | 10% | 10% | 15% | 9% | 11% | 11% | 7% | 9% | 9% | 9% | 12% | 14% |
| 6 | 7% | 9% | 3% | 8% | 5% | 9% | 7% | 7% | 4% | 6% | 7% | 8% | 6% | 7% | 7% | 6% | 6% | 6% | 6% | 7% | 6% | 7% |
| 7 | 7% | 18% | 4% | 3% | 7% | 11% | 7% | 8% | 2% | 7% | 9% | 8% | 5% | 10% | 7% | 6% | 5% | 6% | 8% | 7% | 9% | 6% |
| 8 | 6% | 18% | 3% | 4% | 6% | 9% | 7% | 5% | 2% | 4% | 10% | 8% | 4% | 6% | 9% | 6% | 7% | 6% | 10% | 6% | 5% | 5% |
| 9 | 2% | 7% | 1% | 2% | 2% | 3% | 2% | 2% | 1% | 1% | 2% | 4% | 1% | 3% | 2% | 2% | 0% | 3% | 3% | 1% | 2% | 1% |
| 10 - Would definitely consider voting for them | 7% | 30% | 2% | 4% | 4% | 13% | 8% | 7% | 4% | 3% | 7% | 17% | 8% | 8% | 11% | 6% | 4% | 6% | 10% | 9% | 5% | 4% |
| prefer not to answer | 5% | 1% | 3% | 5% | 1% | 2% | 3% | 6% | 21% | 5% | 1% | 1% | 12% | 4% | 5% | 3% | 4% | 5% | 3% | 5% | 4% | 9% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base: All GB adults** | 1782 | 172 |
| Approve | 26% | 19% |
| Disapprove | 51% | 61% |
| Don't know | 24% | 20% |

**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**

**Conservatives**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| 0 - Would never consider voting for them | 29% | 39% |
| 1 | 8% | 6% |
| 2 | 8% | 5% |
| 3 | 6% | 4% |
| 4 | 4% | 6% |
| 5 | 10% | 10% |
| 6 | 7% | 7% |
| 7 | 7% | 5% |
| 8 | 6% | 3% |
| 9 | 2% | 3% |
| 10 - Would definitely consider voting for them | 7% | 6% |
| prefer not to answer | 5% | 7% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

## Labour

| | 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 |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| 0 - Would never consider voting for them | 31% | 52% | 7% | 17% | 14% | 51% | 34% | 27% | 6% | 27% | 36% | 43% | 15% | 35% | 31% | 33% | 28% | 34% | 23% | 28% | 37% | 32% |
| 1 | 5% | 8% | 2% | 4% | 3% | 8% | 6% | 4% | 2% | 4% | 6% | 7% | 5% | 6% | 5% | 4% | 5% | 4% | 3% | 5% | 6% | 8% |
| 2 | 6% | 13% | 1% | 4% | 6% | 7% | 6% | 5% | 3% | 6% | 6% | 7% | 6% | 6% | 7% | 4% | 7% | 5% | 8% | 4% | 6% | 5% |
| 3 | 5% | 4% | 3% | 6% | 5% | 4% | 5% | 4% | 8% | 5% | 4% | 4% | 6% | 3% | 7% | 4% | 7% | 5% | 5% | 5% | 4% | 3% |
| 4 | 5% | 3% | 4% | 10% | 5% | 3% | 5% | 4% | 8% | 5% | 4% | 3% | 6% | 4% | 4% | 4% | 8% | 5% | 5% | 5% | 3% | 7% |
| 5 | 10% | 7% | 9% | 15% | 11% | 8% | 9% | 11% | 13% | 12% | 9% | 6% | 12% | 11% | 9% | 9% | 11% | 11% | 10% | 11% | 11% | 12% |
| 6 | 8% | 4% | 9% | 15% | 10% | 6% | 6% | 10% | 11% | 8% | 7% | 7% | 11% | 9% | 7% | 6% | 9% | 5% | 10% | 8% | 8% | 4% |
| 7 | 7% | 3% | 14% | 8% | 9% | 5% | 7% | 8% | 10% | 9% | 7% | 5% | 8% | 7% | 9% | 9% | 5% | 4% | 8% | 10% | 8% | 4% |
| 8 | 7% | 2% | 16% | 8% | 12% | 2% | 6% | 8% | 7% | 8% | 6% | 6% | 5% | 7% | 6% | 9% | 5% | 5% | 10% | 6% | 6% | 6% |
| 9 | 3% | 1% | 6% | 2% | 4% | 1% | 2% | 3% | 4% | 3% | 4% | 1% | 4% | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 3% |
| 10 - Would definitely consider voting for them | 10% | 1% | 26% | 7% | 19% | 3% | 9% | 10% | 9% | 9% | 10% | 10% | 11% | 7% | 8% | 14% | 9% | 12% | 13% | 10% | 6% | 9% |
| prefer not to answer | 5% | 1% | 3% | 5% | 1% | 2% | 3% | 6% | 21% | 5% | 1% | 1% | 12% | 4% | 5% | 3% | 4% | 5% | 3% | 5% | 4% | 9% |

## Liberal Democrats

| | 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 |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| 0 - Would never consider voting for them | 31% | 46% | 14% | 4% | 15% | 51% | 38% | 25% | 10% | 30% | 36% | 39% | 21% | 31% | 35% | 36% | 28% | 33% | 23% | 29% | 37% | 33% |
| 1 | 6% | 7% | 5% | 1% | 4% | 7% | 6% | 5% | 1% | 6% | 5% | 7% | 4% | 6% | 5% | 5% | 6% | 9% | 5% | 6% | 6% | 6% |
| 2 | 7% | 8% | 6% | 6% | 6% | 8% | 7% | 7% | 11% | 6% | 8% | 6% | 11% | 4% | 10% | 9% | 6% | 2% | 8% | 6% | 9% | 6% |
| 3 | 6% | 6% | 8% | 3% | 7% | 5% | 5% | 8% | 3% | 6% | 8% | 7% | 7% | 6% | 5% | 7% | 7% | 9% | 7% | 6% | 6% | 7% |
| 4 | 7% | 9% | 8% | 6% | 7% | 6% | 8% | 7% | 12% | 7% | 6% | 7% | 7% | 7% | 8% | 8% | 8% | 6% | 7% | 8% | 6% | 6% |
| 5 | 15% | 13% | 18% | 18% | 18% | 11% | 12% | 17% | 15% | 16% | 14% | 13% | 19% | 15% | 14% | 13% | 13% | 18% | 16% | 14% | 12% | 18% |
| 6 | 8% | 5% | 15% | 8% | 15% | 3% | 7% | 8% | 5% | 8% | 9% | 8% | 4% | 9% | 8% | 7% | 12% | 5% | 12% | 8% | 7% | 4% |
| 7 | 6% | 4% | 11% | 12% | 11% | 2% | 5% | 7% | 4% | 6% | 6% | 5% | 7% | 6% | 5% | 4% | 7% | 7% | 8% | 6% | 6% | 1% |
| 8 | 5% | 2% | 7% | 15% | 8% | 1% | 3% | 6% | 9% | 4% | 3% | 4% | 3% | 6% | 5% | 4% | 5% | 2% | 5% | 6% | 4% | 4% |
| 9 | 1% | - | 1% | 6% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | - | 1% | 1% | 0% | 1% |
| 10 - Would definitely consider voting for them | 4% | - | 5% | 17% | 6% | 2% | 5% | 4% | 7% | 5% | 3% | 3% | 5% | 5% | 1% | 4% | 5% | 5% | 4% | 5% | 3% | 5% |
| prefer not to answer | 5% | 1% | 3% | 5% | 1% | 2% | 3% | 6% | 21% | 5% | 1% | 1% | 12% | 4% | 5% | 3% | 4% | 5% | 3% | 5% | 4% | 9% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|
| **Labour** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| 0 - Would never consider voting for them | 31% | 45% |
| 1 | 5% | 4% |
| 2 | 6% | 5% |
| 3 | 5% | 6% |
| 4 | 5% | 2% |
| 5 | 10% | 5% |
| 6 | 8% | 7% |
| 7 | 7% | 4% |
| 8 | 7% | 3% |
| 9 | 3% | 3% |
| 10 - Would definitely consider voting for them | 10% | 9% |
| prefer not to answer | 5% | 7% |
| **Liberal Democrats** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| 0 - Would never consider voting for them | 31% | 47% |
| 1 | 6% | 3% |
| 2 | 7% | 5% |
| 3 | 6% | 3% |
| 4 | 7% | 9% |
| 5 | 15% | 15% |
| 6 | 8% | 4% |
| 7 | 6% | 2% |
| 8 | 5% | 2% |
| 9 | 1% | 1% |
| 10 - Would definitely consider voting for them | 4% | 3% |
| prefer not to answer | 5% | 7% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

**Reform UK**

| | 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 |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| 0 - Would never consider voting for them | 52% | 32% | 77% | 71% | 76% | 30% | 47% | 57% | 54% | 55% | 48% | 52% | 59% | 51% | 44% | 53% | 63% | 54% | 60% | 56% | 47% | 42% |
| 1 | 3% | 4% | 2% | 2% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | - | 3% | 6% | 3% | 2% | 3% | 3% | 2% | 5% | 2% |
| 2 | 4% | 4% | 3% | 3% | 3% | 4% | 3% | 4% | 4% | 4% | 3% | 2% | 3% | 4% | 3% | 4% | 2% | 5% | 3% | 4% | 4% | 5% |
| 3 | 3% | 7% | 2% | 2% | 2% | 4% | 3% | 2% | 1% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 4% | 3% | 3% | 3% | 2% |
| 4 | 3% | 3% | 2% | 1% | 2% | 4% | 3% | 2% | 1% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 1% | 4% | 3% | 2% | 2% | 3% |
| 5 | 7% | 12% | 2% | 4% | 3% | 9% | 7% | 6% | 6% | 6% | 9% | 6% | 5% | 8% | 7% | 7% | 6% | 1% | 5% | 7% | 7% | 9% |
| 6 | 4% | 7% | 1% | 3% | 2% | 6% | 4% | 4% | 2% | 4% | 5% | 4% | 3% | 5% | 5% | 3% | 2% | 4% | 3% | 3% | 5% | 3% |
| 7 | 3% | 5% | 2% | 2% | 2% | 6% | 5% | 2% | 1% | 4% | 4% | 3% | 2% | 3% | 4% | 5% | 1% | 1% | 4% | 3% | 4% | 2% |
| 8 | 4% | 8% | 1% | 4% | 2% | 8% | 5% | 4% | 3% | 4% | 5% | 6% | 2% | 5% | 6% | 3% | 4% | 3% | 4% | 3% | 5% | 7% |
| 9 | 3% | 6% | 1% | 1% | 2% | 5% | 4% | 2% | 1% | 2% | 3% | 4% | 1% | 3% | 2% | 4% | 3% | 3% | 2% | 3% | 3% | 2% |
| 10 - Would definitely consider voting for them | 10% | 11% | 5% | 2% | 2% | 20% | 12% | 7% | 3% | 7% | 14% | 13% | 9% | 8% | 13% | 9% | 10% | 13% | 7% | 9% | 12% | 14% |
| prefer not to answer | 5% | 1% | 3% | 5% | 1% | 2% | 3% | 6% | 21% | 5% | 1% | 1% | 12% | 4% | 5% | 3% | 4% | 5% | 3% | 5% | 4% | 9% |

**Green Party**

| | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| 0 - Would never consider voting for them | 43% | 67% | 28% | 28% | 26% | 67% | 51% | 35% | 16% | 37% | 48% | 61% | 33% | 43% | 42% | 48% | 47% | 38% | 41% | 42% | 46% | 42% |
| 1 | 6% | 10% | 5% | 5% | 6% | 7% | 7% | 6% | 4% | 6% | 7% | 7% | 4% | 8% | 10% | 5% | 5% | 4% | 7% | 6% | 8% | 6% |
| 2 | 6% | 8% | 5% | 10% | 8% | 5% | 5% | 6% | 5% | 6% | 6% | 5% | 4% | 6% | 7% | 6% | 6% | 4% | 7% | 4% | 6% | 6% |
| 3 | 4% | 5% | 6% | 6% | 6% | 4% | 4% | 5% | 1% | 4% | 7% | 4% | 2% | 5% | 6% | 4% | 2% | 4% | 4% | 6% | 3% | 2% |
| 4 | 5% | 2% | 6% | 10% | 7% | 2% | 3% | 6% | 3% | 5% | 5% | 4% | 8% | 4% | 4% | 3% | 6% | 7% | 5% | 5% | 5% | 3% |
| 5 | 11% | 4% | 15% | 12% | 15% | 5% | 9% | 12% | 17% | 11% | 11% | 9% | 14% | 10% | 10% | 10% | 12% | 16% | 10% | 10% | 11% | 12% |
| 6 | 5% | 1% | 8% | 7% | 8% | 2% | 4% | 6% | 6% | 5% | 6% | 4% | 7% | 5% | 3% | 4% | 5% | 3% | 6% | 5% | 6% | 3% |
| 7 | 5% | 1% | 8% | 5% | 8% | 1% | 4% | 6% | 9% | 7% | 3% | 2% | 4% | 6% | 5% | 5% | 5% | 7% | 7% | 6% | 4% | 3% |
| 8 | 4% | - | 7% | 4% | 5% | 1% | 3% | 5% | 7% | 6% | 1% | 1% | 6% | 4% | 2% | 4% | 2% | 3% | 5% | 4% | 2% | 5% |
| 9 | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 0% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% |
| 10 - Would definitely consider voting for them | 5% | 0% | 7% | 5% | 7% | 2% | 4% | 6% | 9% | 7% | 3% | 2% | 6% | 5% | 3% | 5% | 5% | 8% | 4% | 6% | 3% | 8% |
| prefer not to answer | 5% | 1% | 3% | 5% | 1% | 2% | 3% | 6% | 21% | 5% | 1% | 1% | 12% | 4% | 5% | 3% | 4% | 5% | 3% | 5% | 4% | 9% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|
| **Reform UK** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| 0 - Would never consider voting for them | 52% | 46% |
| 1 | 3% | 3% |
| 2 | 4% | 1% |
| 3 | 3% | 3% |
| 4 | 3% | 4% |
| 5 | 7% | 7% |
| 6 | 4% | 7% |
| 7 | 3% | 5% |
| 8 | 4% | 5% |
| 9 | 3% | 3% |
| 10 - Would definitely consider voting for them | 10% | 10% |
| prefer not to answer | 5% | 7% |
| **Green Party** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| 0 - Would never consider voting for them | 43% | 44% |
| 1 | 6% | 6% |
| 2 | 6% | 4% |
| 3 | 4% | 6% |
| 4 | 5% | 4% |
| 5 | 11% | 13% |
| 6 | 5% | 2% |
| 7 | 5% | 3% |
| 8 | 4% | 2% |
| 9 | 2% | 3% |
| 10 - Would definitely consider voting for them | 5% | 8% |
| prefer not to answer | 5% | 7% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **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** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base: All GB adults** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Health | 24% | 13% | 34% | 32% | 34% | 17% | 16% | 32% | 23% | 26% | 21% | 27% | 18% | 26% | 21% | 24% | 28% | 34% | 26% | 26% | 21% | 23% |
| Immigration & Asylum | 49% | 68% | 31% | 35% | 29% | 73% | 51% | 48% | 33% | 41% | 57% | 64% | 37% | 50% | 54% | 53% | 41% | 50% | 42% | 45% | 55% | 56% |
| Crime | 15% | 18% | 14% | 8% | 12% | 18% | 14% | 17% | 14% | 14% | 19% | 14% | 17% | 17% | 17% | 14% | 8% | 12% | 11% | 15% | 14% | 21% |
| The economy | 54% | 48% | 62% | 61% | 63% | 45% | 57% | 52% | 61% | 58% | 53% | 45% | 49% | 51% | 56% | 57% | 64% | 53% | 56% | 58% | 51% | 54% |
| Tax | 15% | 15% | 13% | 11% | 15% | 14% | 17% | 13% | 14% | 19% | 16% | 7% | 18% | 13% | 12% | 16% | 18% | 14% | 15% | 16% | 14% | 14% |
| Pensions | 4% | 3% | 3% | 6% | 3% | 5% | 3% | 4% | 1% | 3% | 4% | 7% | 4% | 2% | 5% | 3% | 9% | 3% | 4% | 4% | 5% | 2% |
| Education | 8% | 5% | 10% | 8% | 12% | 2% | 7% | 8% | 14% | 10% | 5% | 3% | 8% | 7% | 9% | 8% | 9% | 4% | 11% | 7% | 6% | 6% |
| Family life & childcare | 4% | 2% | 4% | 6% | 5% | 3% | 3% | 5% | 6% | 7% | 2% | 2% | 3% | 4% | 3% | 4% | 5% | 6% | 3% | 7% | 3% | 4% |
| Housing | 16% | 6% | 20% | 14% | 14% | 12% | 14% | 17% | 26% | 18% | 15% | 8% | 23% | 16% | 12% | 15% | 13% | 17% | 13% | 15% | 17% | 19% |
| The environment | 17% | 7% | 25% | 26% | 26% | 8% | 15% | 19% | 21% | 18% | 15% | 14% | 23% | 19% | 15% | 13% | 15% | 18% | 19% | 19% | 12% | 13% |
| Britain leaving the EU | 13% | 3% | 23% | 14% | 21% | 5% | 15% | 11% | 19% | 13% | 13% | 11% | 19% | 10% | 12% | 12% | 19% | 24% | 18% | 12% | 13% | 11% |
| Transport | 2% | 1% | 2% | 3% | 2% | 1% | 2% | 2% | 5% | 2% | 1% | 1% | 2% | 3% | 1% | 1% | 1% | - | 2% | 2% | 1% | 3% |
| Welfare benefits | 24% | 41% | 16% | 24% | 19% | 34% | 24% | 23% | 9% | 18% | 28% | 36% | 13% | 26% | 26% | 26% | 23% | 21% | 25% | 24% | 24% | 21% |
| Defence and security | 32% | 50% | 29% | 34% | 33% | 41% | 36% | 28% | 9% | 24% | 37% | 51% | 28% | 34% | 33% | 34% | 23% | 31% | 38% | 29% | 31% | 27% |
| None of these | 0% | 0% | 0% | - | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | - | 1% | 1% | - | 0% | 1% | 0% | 0% |
| Don't know | 2% | 1% | 1% | 4% | 1% | 1% | 2% | 2% | 9% | 3% | 1% | - | 9% | 1% | 3% | 1% | 2% | 1% | 0% | 2% | 5% | 3% |
| **How well or badly do you think the government is handling the following** | | | | | | | | | | | | | | | | | | | | | | |
| **National Health Service** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 2% | 2% | 2% | 3% | 2% | 1% | 3% | 1% | 7% | 2% | 1% | 1% | 6% | 1% | 3% | 1% | 0% | 2% | 4% | 1% | 1% | 2% |
| Fairly well | 23% | 17% | 37% | 25% | 32% | 15% | 26% | 20% | 27% | 22% | 25% | 22% | 22% | 25% | 22% | 25% | 15% | 18% | 28% | 25% | 19% | 18% |
| Fairly badly | 33% | 40% | 27% | 38% | 32% | 33% | 30% | 35% | 29% | 31% | 32% | 38% | 32% | 32% | 31% | 33% | 42% | 29% | 35% | 33% | 33% | 31% |
| Very badly | 30% | 33% | 21% | 19% | 22% | 40% | 29% | 31% | 21% | 30% | 30% | 33% | 24% | 30% | 31% | 29% | 33% | 38% | 24% | 28% | 33% | 29% |
| Don't know | 13% | 9% | 14% | 15% | 12% | 11% | 12% | 14% | 17% | 16% | 11% | 7% | 16% | 12% | 13% | 12% | 10% | 12% | 9% | 12% | 13% | 20% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|
| **Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.** | | |
| **Unweighted base** | 1782 | 177 |
| **Base: All GB adults** | 1782 | 172 |
| Health | 24% | 26% |
| Immigration & Asylum | 49% | 64% |
| Crime | 15% | 24% |
| The economy | 54% | 44% |
| Tax | 15% | 11% |
| Pensions | 4% | 3% |
| Education | 8% | 5% |
| Family life & childcare | 4% | 2% |
| Housing | 16% | 17% |
| The environment | 17% | 18% |
| Britain leaving the EU | 13% | 7% |
| Transport | 2% | 1% |
| Welfare benefits | 24% | 21% |
| Defence and security | 32% | 30% |
| None of these | 0% | 2% |
| Don't know | 2% | 3% |
| **How well or badly do you think the government is handling the following** | | |
| **National Health Service** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 2% | 1% |
| Fairly well | 23% | 17% |
| Fairly badly | 33% | 24% |
| Very badly | 30% | 45% |
| Don't know | 13% | 13% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Immigration** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 3% | 2% | 6% | 2% | 4% | 1% | 5% | 2% | 12% | 2% | 3% | 1% | 8% | 2% | 2% | 3% | 3% | 8% | 5% | 2% | 2% | 6% |
| Fairly well | 19% | 8% | 36% | 27% | 34% | 7% | 21% | 18% | 22% | 22% | 18% | 15% | 20% | 20% | 21% | 19% | 19% | 17% | 27% | 21% | 16% | 10% |
| Fairly badly | 20% | 20% | 23% | 25% | 25% | 12% | 18% | 22% | 27% | 20% | 18% | 18% | 24% | 21% | 19% | 16% | 21% | 18% | 22% | 22% | 15% | 19% |
| Very badly | 46% | 67% | 22% | 27% | 23% | 74% | 50% | 43% | 26% | 40% | 53% | 61% | 33% | 45% | 49% | 52% | 45% | 50% | 37% | 40% | 58% | 52% |
| Don't know | 11% | 4% | 13% | 19% | 13% | 7% | 7% | 15% | 14% | 16% | 8% | 6% | 15% | 12% | 10% | 10% | 12% | 6% | 9% | 15% | 9% | 13% |
| **Crime** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 2% | 1% | 2% | 2% | 2% | 0% | 3% | 0% | 7% | 2% | 0% | 0% | 4% | 1% | 2% | 1% | 2% | - | 3% | 2% | 1% | 1% |
| Fairly well | 23% | 17% | 36% | 30% | 34% | 12% | 23% | 23% | 30% | 22% | 25% | 19% | 24% | 25% | 21% | 23% | 19% | 22% | 29% | 24% | 20% | 17% |
| Fairly badly | 30% | 36% | 25% | 32% | 31% | 30% | 26% | 33% | 26% | 29% | 26% | 36% | 30% | 28% | 27% | 31% | 38% | 32% | 35% | 28% | 28% | 29% |
| Very badly | 29% | 40% | 17% | 13% | 15% | 46% | 35% | 24% | 17% | 26% | 36% | 33% | 24% | 30% | 35% | 28% | 25% | 31% | 20% | 28% | 35% | 32% |
| Don't know | 17% | 7% | 20% | 23% | 18% | 13% | 13% | 20% | 21% | 21% | 12% | 12% | 18% | 17% | 15% | 17% | 17% | 15% | 13% | 18% | 16% | 21% |
| **Education** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 3% | 3% | 3% | 1% | 2% | 1% | 4% | 1% | 8% | 3% | 0% | 1% | 6% | 2% | 3% | 3% | 2% | 2% | 4% | 2% | 2% | 4% |
| Fairly well | 28% | 24% | 36% | 28% | 33% | 21% | 27% | 29% | 34% | 27% | 28% | 28% | 23% | 30% | 31% | 28% | 24% | 23% | 29% | 31% | 28% | 20% |
| Fairly badly | 29% | 34% | 26% | 35% | 30% | 30% | 28% | 30% | 27% | 26% | 26% | 38% | 32% | 27% | 26% | 31% | 34% | 30% | 33% | 25% | 31% | 26% |
| Very badly | 17% | 18% | 10% | 7% | 11% | 24% | 18% | 15% | 11% | 18% | 20% | 13% | 11% | 16% | 20% | 18% | 17% | 23% | 14% | 14% | 19% | 20% |
| Don't know | 24% | 22% | 26% | 29% | 24% | 23% | 23% | 24% | 20% | 26% | 25% | 19% | 28% | 26% | 21% | 21% | 23% | 22% | 20% | 28% | 20% | 30% |
| **Taxation** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 1% | 1% | 1% | - | 1% | - | 1% | 1% | 3% | 0% | 1% | 1% | 3% | 0% | 1% | - | 1% | 3% | 2% | 1% | - | 1% |
| Fairly well | 18% | 9% | 34% | 26% | 29% | 9% | 18% | 18% | 20% | 17% | 20% | 17% | 15% | 17% | 22% | 19% | 18% | 21% | 22% | 20% | 13% | 15% |
| Fairly badly | 29% | 26% | 29% | 33% | 30% | 27% | 28% | 30% | 31% | 27% | 30% | 30% | 31% | 26% | 29% | 32% | 32% | 25% | 33% | 27% | 28% | 30% |
| Very badly | 37% | 54% | 20% | 20% | 25% | 53% | 42% | 32% | 22% | 36% | 38% | 43% | 31% | 39% | 34% | 36% | 37% | 44% | 31% | 34% | 45% | 35% |
| Don't know | 15% | 10% | 16% | 21% | 15% | 11% | 11% | 19% | 24% | 19% | 11% | 9% | 20% | 17% | 14% | 14% | 13% | 8% | 11% | 18% | 14% | 19% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

**Immigration**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 3% | 3% |
| Fairly well | 19% | 11% |
| Fairly badly | 20% | 17% |
| Very badly | 46% | 59% |
| Don't know | 11% | 11% |

**Crime**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 2% | 1% |
| Fairly well | 23% | 15% |
| Fairly badly | 30% | 22% |
| Very badly | 29% | 42% |
| Don't know | 17% | 20% |

**Education**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 3% | 0% |
| Fairly well | 28% | 27% |
| Fairly badly | 29% | 27% |
| Very badly | 17% | 23% |
| Don't know | 24% | 22% |

**Taxation**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 1% | - |
| Fairly well | 18% | 15% |
| Fairly badly | 29% | 23% |
| Very badly | 37% | 45% |
| Don't know | 15% | 17% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Unemployment** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 1% | 1% | 1% | 1% | 1% | 0% | 2% | 0% | 4% | 1% | 1% | 1% | 4% | 1% | 2% | - | 1% | 1% | 3% | 0% | 0% | 2% |
| Fairly well | 18% | 9% | 29% | 24% | 27% | 10% | 19% | 17% | 15% | 18% | 21% | 16% | 14% | 15% | 20% | 22% | 22% | 19% | 21% | 20% | 14% | 16% |
| Fairly badly | 33% | 37% | 30% | 35% | 34% | 32% | 31% | 34% | 34% | 30% | 34% | 36% | 34% | 32% | 37% | 30% | 37% | 25% | 35% | 32% | 35% | 31% |
| Very badly | 29% | 40% | 15% | 19% | 16% | 42% | 33% | 25% | 25% | 28% | 27% | 34% | 26% | 29% | 28% | 31% | 26% | 33% | 25% | 26% | 32% | 29% |
| Don't know | 19% | 13% | 24% | 21% | 21% | 15% | 15% | 23% | 21% | 24% | 17% | 13% | 21% | 24% | 13% | 18% | 14% | 22% | 16% | 21% | 19% | 22% |
| **Inflation** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 1% | 1% | 2% | 1% | 2% | 0% | 2% | 0% | 3% | 1% | 1% | 0% | 4% | 1% | 1% | 0% | 1% | 1% | 2% | 1% | - | 2% |
| Fairly well | 17% | 8% | 31% | 24% | 26% | 9% | 18% | 15% | 18% | 13% | 21% | 18% | 11% | 14% | 19% | 20% | 20% | 21% | 19% | 21% | 12% | 12% |
| Fairly badly | 34% | 40% | 30% | 37% | 35% | 34% | 33% | 34% | 30% | 31% | 35% | 39% | 31% | 38% | 29% | 31% | 39% | 30% | 37% | 31% | 35% | 35% |
| Very badly | 33% | 45% | 18% | 20% | 21% | 46% | 35% | 31% | 26% | 35% | 31% | 35% | 32% | 32% | 35% | 34% | 30% | 38% | 31% | 30% | 37% | 31% |
| Don't know | 15% | 6% | 20% | 18% | 16% | 11% | 12% | 19% | 22% | 20% | 11% | 7% | 22% | 15% | 16% | 14% | 10% | 9% | 11% | 17% | 16% | 19% |
| **Britain's exit from the EU** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 3% | 2% | 5% | 5% | 4% | 2% | 5% | 1% | 7% | 2% | 4% | 2% | 4% | 4% | 4% | 1% | 1% | 3% | 4% | 3% | 1% | 6% |
| Fairly well | 21% | 11% | 36% | 27% | 33% | 12% | 22% | 20% | 23% | 20% | 20% | 23% | 21% | 19% | 22% | 22% | 23% | 18% | 28% | 22% | 16% | 16% |
| Fairly badly | 24% | 27% | 23% | 22% | 25% | 22% | 22% | 26% | 29% | 26% | 23% | 20% | 23% | 23% | 23% | 23% | 32% | 27% | 26% | 23% | 26% | 22% |
| Very badly | 31% | 42% | 20% | 19% | 21% | 45% | 35% | 26% | 15% | 29% | 34% | 37% | 26% | 31% | 31% | 33% | 28% | 32% | 26% | 28% | 33% | 34% |
| Don't know | 21% | 18% | 17% | 27% | 17% | 20% | 17% | 26% | 27% | 23% | 19% | 18% | 25% | 23% | 20% | 20% | 16% | 21% | 16% | 24% | 24% | 21% |
| **Defence** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 2% | 1% | 3% | 2% | 2% | 1% | 4% | 1% | 7% | 2% | 2% | 0% | 5% | 1% | 2% | 1% | 7% | 2% | 3% | 2% | 2% | 3% |
| Fairly well | 25% | 16% | 39% | 28% | 32% | 15% | 24% | 25% | 33% | 27% | 24% | 19% | 22% | 24% | 29% | 24% | 23% | 28% | 28% | 26% | 23% | 21% |
| Fairly badly | 25% | 30% | 23% | 30% | 28% | 23% | 26% | 24% | 23% | 22% | 26% | 29% | 31% | 26% | 22% | 23% | 23% | 29% | 27% | 24% | 25% | 26% |
| Very badly | 27% | 43% | 13% | 15% | 15% | 45% | 32% | 22% | 9% | 21% | 33% | 40% | 17% | 27% | 28% | 30% | 26% | 31% | 27% | 22% | 28% | 28% |
| Don't know | 21% | 11% | 22% | 26% | 23% | 15% | 15% | 27% | 28% | 28% | 16% | 12% | 25% | 22% | 19% | 23% | 22% | 10% | 16% | 26% | 21% | 22% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

**Unemployment**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 1% | - |
| Fairly well | 18% | 15% |
| Fairly badly | 33% | 26% |
| Very badly | 29% | 40% |
| Don't know | 19% | 20% |

**Inflation**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 1% | - |
| Fairly well | 17% | 14% |
| Fairly badly | 34% | 26% |
| Very badly | 33% | 43% |
| Don't know | 15% | 17% |

**Britain's exit from the EU**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 3% | - |
| Fairly well | 21% | 15% |
| Fairly badly | 24% | 21% |
| Very badly | 31% | 41% |
| Don't know | 21% | 24% |

**Defence**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 2% | 0% |
| Fairly well | 25% | 20% |
| Fairly badly | 25% | 23% |
| Very badly | 27% | 36% |
| Don't know | 21% | 21% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **The economy** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 1% | 1% | 2% | 1% | 2% | 0% | 2% | 1% | 5% | 1% | 1% | 1% | 5% | 1% | 2% | 0% | 1% | 4% | 3% | 1% | 0% | 1% |
| Fairly well | 19% | 8% | 38% | 26% | 31% | 10% | 20% | 18% | 17% | 18% | 20% | 20% | 15% | 18% | 21% | 22% | 17% | 23% | 23% | 21% | 14% | 14% |
| Fairly badly | 31% | 35% | 28% | 38% | 32% | 31% | 30% | 32% | 29% | 30% | 33% | 31% | 38% | 31% | 29% | 29% | 31% | 26% | 35% | 31% | 32% | 29% |
| Very badly | 37% | 51% | 19% | 21% | 24% | 52% | 40% | 35% | 27% | 36% | 38% | 43% | 27% | 39% | 38% | 37% | 41% | 39% | 32% | 33% | 41% | 38% |
| Don't know | 12% | 4% | 13% | 14% | 11% | 7% | 8% | 14% | 21% | 15% | 8% | 4% | 15% | 12% | 11% | 12% | 9% | 8% | 7% | 13% | 13% | 17% |
| **Terrorism** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 5% | 4% | 7% | 4% | 5% | 3% | 8% | 3% | 13% | 5% | 4% | 2% | 12% | 4% | 4% | 3% | 8% | 5% | 7% | 6% | 2% | 6% |
| Fairly well | 34% | 29% | 47% | 46% | 45% | 25% | 36% | 33% | 33% | 34% | 38% | 32% | 33% | 35% | 35% | 34% | 31% | 32% | 41% | 34% | 34% | 24% |
| Fairly badly | 17% | 24% | 9% | 16% | 14% | 21% | 17% | 16% | 12% | 13% | 19% | 24% | 16% | 18% | 15% | 16% | 19% | 15% | 18% | 14% | 18% | 17% |
| Very badly | 18% | 25% | 8% | 2% | 8% | 30% | 18% | 17% | 10% | 17% | 19% | 22% | 10% | 15% | 22% | 21% | 16% | 27% | 13% | 15% | 20% | 23% |
| Don't know | 26% | 18% | 28% | 31% | 29% | 21% | 21% | 31% | 32% | 31% | 21% | 20% | 30% | 28% | 24% | 25% | 26% | 21% | 21% | 31% | 27% | 30% |
| **Transport** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 4% | 2% | 5% | 5% | 4% | 1% | 4% | 3% | 12% | 4% | 2% | 2% | 6% | 2% | 4% | 4% | 4% | 3% | 6% | 3% | 2% | 6% |
| Fairly well | 33% | 30% | 44% | 40% | 42% | 25% | 32% | 34% | 40% | 32% | 33% | 32% | 39% | 35% | 30% | 32% | 29% | 28% | 37% | 36% | 32% | 28% |
| Fairly badly | 26% | 32% | 21% | 26% | 26% | 29% | 28% | 25% | 21% | 24% | 27% | 32% | 23% | 25% | 24% | 27% | 35% | 32% | 30% | 22% | 28% | 26% |
| Very badly | 14% | 14% | 8% | 7% | 7% | 23% | 18% | 11% | 6% | 16% | 17% | 12% | 11% | 15% | 15% | 15% | 14% | 21% | 10% | 14% | 17% | 14% |
| Don't know | 22% | 22% | 22% | 22% | 21% | 22% | 17% | 27% | 21% | 24% | 21% | 21% | 21% | 23% | 26% | 22% | 19% | 16% | 18% | 25% | 21% | 26% |
| **Housing** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 1% | 2% | 1% | 1% | 1% | 0% | 2% | 1% | 5% | 1% | 0% | 1% | 5% | 1% | 1% | 1% | 0% | 2% | 2% | 1% | 1% | 2% |
| Fairly well | 19% | 14% | 28% | 28% | 26% | 12% | 18% | 20% | 19% | 17% | 19% | 21% | 9% | 19% | 23% | 21% | 20% | 14% | 23% | 20% | 15% | 16% |
| Fairly badly | 34% | 39% | 31% | 37% | 36% | 32% | 34% | 33% | 35% | 31% | 31% | 40% | 40% | 36% | 31% | 31% | 31% | 29% | 38% | 34% | 31% | 34% |
| Very badly | 28% | 29% | 19% | 13% | 18% | 38% | 31% | 25% | 21% | 29% | 31% | 24% | 22% | 26% | 27% | 31% | 31% | 35% | 21% | 23% | 35% | 30% |
| Don't know | 19% | 16% | 21% | 21% | 19% | 17% | 16% | 21% | 20% | 21% | 19% | 14% | 24% | 19% | 18% | 17% | 19% | 20% | 17% | 22% | 18% | 18% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|
| **The economy** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 1% | 1% |
| Fairly well | 19% | 19% |
| Fairly badly | 31% | 22% |
| Very badly | 37% | 51% |
| Don't know | 12% | 8% |
| **Terrorism** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 5% | 1% |
| Fairly well | 34% | 29% |
| Fairly badly | 17% | 18% |
| Very badly | 18% | 30% |
| Don't know | 26% | 22% |
| **Transport** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 4% | 0% |
| Fairly well | 33% | 24% |
| Fairly badly | 26% | 27% |
| Very badly | 14% | 24% |
| Don't know | 22% | 24% |
| **Housing** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 1% | 1% |
| Fairly well | 19% | 14% |
| Fairly badly | 34% | 27% |
| Very badly | 28% | 41% |
| Don't know | 19% | 17% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Environment** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 2% | 2% | 1% | 0% | 1% | 1% | 3% | 1% | 9% | 2% | 0% | 0% | 5% | 1% | 4% | 1% | 1% | 3% | 3% | 1% | 2% | 3% |
| Fairly well | 28% | 25% | 36% | 31% | 32% | 25% | 30% | 25% | 25% | 26% | 31% | 28% | 26% | 29% | 25% | 29% | 25% | 28% | 31% | 28% | 26% | 23% |
| Fairly badly | 31% | 31% | 29% | 30% | 33% | 29% | 29% | 33% | 32% | 29% | 29% | 35% | 32% | 27% | 32% | 31% | 41% | 32% | 34% | 29% | 32% | 28% |
| Very badly | 19% | 24% | 15% | 18% | 15% | 24% | 21% | 17% | 14% | 20% | 21% | 18% | 17% | 21% | 18% | 18% | 17% | 22% | 16% | 19% | 19% | 20% |
| Don't know | 20% | 18% | 19% | 21% | 18% | 20% | 17% | 24% | 20% | 23% | 18% | 18% | 21% | 22% | 21% | 21% | 16% | 15% | 15% | 23% | 20% | 27% |
| **Welfare benefits** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very well | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 4% | 1% | 1% | 1% | 5% | 1% | 1% | 1% | 0% | 1% | 3% | 1% | 1% | 2% |
| Fairly well | 17% | 7% | 29% | 19% | 26% | 8% | 17% | 18% | 20% | 18% | 16% | 15% | 19% | 17% | 16% | 18% | 13% | 16% | 21% | 17% | 15% | 13% |
| Fairly badly | 27% | 16% | 29% | 38% | 29% | 22% | 25% | 28% | 30% | 28% | 26% | 24% | 28% | 25% | 27% | 27% | 31% | 21% | 26% | 26% | 27% | 28% |
| Very badly | 39% | 67% | 21% | 26% | 27% | 58% | 44% | 34% | 21% | 34% | 45% | 50% | 27% | 41% | 41% | 39% | 39% | 45% | 37% | 38% | 42% | 36% |
| Don't know | 16% | 8% | 20% | 16% | 17% | 12% | 13% | 19% | 25% | 20% | 12% | 10% | 22% | 16% | 14% | 15% | 17% | 16% | 14% | 19% | 15% | 21% |
| **What do you think is the most likely result of the next general election?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| A large Conservative majority | 2% | 5% | 1% | 2% | 1% | 3% | 2% | 2% | 3% | 3% | 2% | 1% | 3% | 2% | 3% | 2% | - | 2% | 2% | 2% | 2% | 2% |
| A small Conservative majority | 6% | 15% | 3% | 3% | 4% | 9% | 5% | 7% | 1% | 5% | 6% | 9% | 3% | 6% | 7% | 5% | 6% | 8% | 6% | 6% | 4% | 6% |
| A hung Parliament, resulting in a Conservative led government | 13% | 28% | 6% | 12% | 12% | 17% | 14% | 12% | 6% | 10% | 16% | 18% | 15% | 15% | 14% | 11% | 8% | 11% | 15% | 12% | 10% | 14% |
| A hung Parliament, resulting in a Labour led government | 18% | 16% | 24% | 21% | 21% | 16% | 20% | 15% | 16% | 17% | 16% | 20% | 19% | 17% | 16% | 16% | 21% | 22% | 24% | 17% | 14% | 12% |
| A small Labour majority | 22% | 9% | 37% | 28% | 32% | 15% | 24% | 21% | 25% | 21% | 27% | 20% | 21% | 22% | 21% | 25% | 20% | 23% | 24% | 26% | 21% | 15% |
| A large Labour majority | 4% | 0% | 7% | 3% | 6% | 2% | 3% | 5% | 5% | 4% | 4% | 3% | 3% | 3% | 3% | 5% | 5% | 7% | 4% | 4% | 3% | 5% |
| Don't know | 36% | 27% | 22% | 31% | 24% | 38% | 32% | 39% | 44% | 41% | 29% | 29% | 34% | 36% | 36% | 36% | 40% | 28% | 24% | 33% | 46% | 45% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

**Environment**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 2% | 0% |
| Fairly well | 28% | 25% |
| Fairly badly | 31% | 27% |
| Very badly | 19% | 27% |
| Don't know | 20% | 20% |

**Welfare benefits**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very well | 1% | 0% |
| Fairly well | 17% | 15% |
| Fairly badly | 27% | 28% |
| Very badly | 39% | 44% |
| Don't know | 16% | 12% |

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| A large Conservative majority | 2% | 2% |
| A small Conservative majority | 6% | 6% |
| A hung Parliament, resulting in a Conservative led government | 13% | 14% |
| A hung Parliament, resulting in a Labour led government | 18% | 14% |
| A small Labour majority | 22% | 19% |
| A large Labour majority | 4% | 5% |
| Don't know | 36% | 41% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

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

**National Health Service**

| | Total | 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 |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 13% | 45% | 3% | 7% | 10% | 18% | 15% | 11% | 10% | 9% | 12% | 23% | 10% | 17% | 14% | 10% | 6% | 14% | 17% | 12% | 9% | 11% |
| Labour | 29% | 12% | 57% | 30% | 47% | 15% | 30% | 28% | 27% | 30% | 30% | 26% | 32% | 25% | 28% | 33% | 29% | 29% | 39% | 29% | 25% | 22% |
| Liberal Democrat | 5% | 2% | 5% | 20% | 7% | 2% | 5% | 5% | 11% | 3% | 4% | 5% | 5% | 6% | 6% | 2% | 8% | 2% | 4% | 7% | 4% | 4% |
| Green Party | 5% | 0% | 6% | 4% | 6% | 2% | 5% | 5% | 9% | 7% | 2% | 2% | 6% | 5% | 4% | 5% | 5% | 5% | 4% | 5% | 3% | 4% |
| Reform UK | 8% | 5% | 3% | 4% | 2% | 15% | 9% | 7% | 3% | 7% | 9% | 9% | 4% | 7% | 10% | 9% | 7% | 7% | 5% | 8% | 9% | 10% |
| Other | 3% | 2% | 2% | 2% | 3% | 5% | 4% | 2% | - | 5% | 3% | 2% | 1% | 3% | 3% | 4% | 5% | 5% | 2% | 2% | 5% | 4% |
| None | 15% | 16% | 9% | 15% | 11% | 22% | 16% | 15% | 7% | 14% | 20% | 18% | 17% | 15% | 13% | 15% | 19% | 19% | 14% | 13% | 17% | 18% |
| Don't know | 22% | 18% | 15% | 19% | 15% | 20% | 16% | 27% | 31% | 24% | 19% | 16% | 24% | 22% | 23% | 22% | 20% | 19% | 14% | 23% | 27% | 27% |

**Asylum and immigration**

| | 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 |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 10% | 29% | 6% | 8% | 9% | 11% | 11% | 9% | 11% | 7% | 10% | 16% | 11% | 10% | 10% | 9% | 11% | 9% | 15% | 10% | 6% | 7% |
| Labour | 17% | 4% | 38% | 17% | 31% | 5% | 17% | 17% | 17% | 16% | 21% | 13% | 22% | 15% | 16% | 17% | 17% | 18% | 24% | 18% | 11% | 12% |
| Liberal Democrat | 4% | - | 5% | 16% | 7% | 1% | 3% | 4% | 4% | 3% | 3% | 4% | 4% | 5% | 2% | 2% | 4% | 3% | 4% | 3% | 3% | 3% |
| Green Party | 6% | - | 7% | 5% | 8% | 1% | 6% | 6% | 12% | 8% | 2% | 2% | 6% | 5% | 3% | 6% | 7% | 7% | 6% | 6% | 5% | 4% |
| Reform UK | 31% | 47% | 15% | 17% | 15% | 51% | 37% | 25% | 18% | 28% | 35% | 37% | 18% | 33% | 37% | 33% | 23% | 31% | 27% | 29% | 35% | 34% |
| Other | 4% | 2% | 1% | 2% | 3% | 6% | 5% | 3% | 1% | 5% | 5% | 1% | 1% | 4% | 3% | 5% | 5% | 6% | 2% | 3% | 7% | 3% |
| None | 11% | 8% | 10% | 12% | 10% | 13% | 11% | 12% | 7% | 11% | 12% | 14% | 15% | 10% | 10% | 10% | 16% | 12% | 11% | 11% | 12% | 11% |
| Don't know | 18% | 9% | 18% | 23% | 17% | 12% | 12% | 25% | 30% | 22% | 12% | 13% | 24% | 18% | 19% | 18% | 17% | 13% | 12% | 19% | 21% | 25% |

**Law and order**

| | 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 |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 19% | 50% | 12% | 14% | 17% | 24% | 22% | 16% | 13% | 14% | 20% | 29% | 17% | 21% | 18% | 18% | 15% | 19% | 26% | 19% | 14% | 13% |
| Labour | 19% | 5% | 42% | 19% | 33% | 6% | 19% | 19% | 25% | 17% | 19% | 19% | 29% | 16% | 17% | 20% | 18% | 18% | 25% | 21% | 14% | 14% |
| Liberal Democrat | 3% | - | 3% | 16% | 5% | 1% | 3% | 3% | 3% | 3% | 3% | 2% | 4% | 4% | 1% | 1% | 4% | 3% | 4% | 3% | 2% | 3% |
| Green Party | 3% | - | 3% | 3% | 4% | 1% | 2% | 3% | 4% | 5% | 1% | 1% | 3% | 3% | 2% | 2% | 4% | 4% | 2% | 2% | 2% | 4% |
| Reform UK | 17% | 21% | 7% | 7% | 6% | 31% | 21% | 13% | 7% | 17% | 19% | 21% | 8% | 18% | 21% | 18% | 15% | 20% | 15% | 15% | 20% | 23% |
| Other | 4% | 2% | 2% | 2% | 2% | 5% | 5% | 2% | 4% | 5% | 4% | 1% | 1% | 3% | 4% | 5% | 5% | 6% | 1% | 3% | 7% | 3% |
| None | 11% | 7% | 9% | 13% | 10% | 13% | 10% | 11% | 4% | 11% | 12% | 12% | 14% | 10% | 10% | 9% | 15% | 9% | 9% | 10% | 15% | 8% |
| Don't know | 25% | 15% | 23% | 25% | 23% | 18% | 17% | 32% | 40% | 27% | 22% | 16% | 26% | 24% | 26% | 26% | 23% | 21% | 19% | 27% | 27% | 31% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

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

**National Health Service**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 13% | 14% |
| Labour | 29% | 18% |
| Liberal Democrat | 5% | 1% |
| Green Party | 5% | 11% |
| Reform UK | 8% | 10% |
| Other | 3% | 5% |
| None | 15% | 19% |
| Don't know | 22% | 22% |

**Asylum and immigration**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 10% | 10% |
| Labour | 17% | 9% |
| Liberal Democrat | 4% | 3% |
| Green Party | 6% | 7% |
| Reform UK | 31% | 29% |
| Other | 4% | 6% |
| None | 11% | 13% |
| Don't know | 18% | 21% |

**Law and order**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 19% | 16% |
| Labour | 19% | 11% |
| Liberal Democrat | 3% | 2% |
| Green Party | 3% | 6% |
| Reform UK | 17% | 18% |
| Other | 4% | 8% |
| None | 11% | 13% |
| Don't know | 25% | 26% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Education and schools** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 17% | 56% | 5% | 10% | 11% | 27% | 21% | 13% | 8% | 10% | 20% | 30% | 13% | 20% | 17% | 16% | 11% | 20% | 24% | 16% | 12% | 12% |
| Labour | 25% | 7% | 53% | 25% | 40% | 11% | 25% | 24% | 29% | 26% | 24% | 21% | 31% | 21% | 24% | 27% | 25% | 19% | 32% | 24% | 20% | 20% |
| Liberal Democrat | 6% | 2% | 4% | 25% | 9% | 4% | 6% | 6% | 8% | 6% | 6% | 6% | 4% | 9% | 5% | 4% | 6% | 8% | 6% | 8% | 6% | 7% |
| Green Party | 5% | 1% | 6% | 6% | 7% | 2% | 5% | 5% | 13% | 7% | 2% | 2% | 8% | 5% | 3% | 5% | 6% | 6% | 5% | 5% | 3% | 6% |
| Reform UK | 7% | 6% | 2% | 2% | 1% | 14% | 9% | 6% | 5% | 7% | 8% | 8% | 5% | 6% | 10% | 8% | 5% | 11% | 4% | 7% | 8% | 8% |
| Other | 3% | 1% | 2% | 2% | 3% | 4% | 4% | 2% | 1% | 6% | 3% | 1% | 1% | 3% | 3% | 4% | 7% | 4% | 2% | 2% | 6% | 4% |
| None | 11% | 8% | 7% | 10% | 8% | 13% | 10% | 11% | 7% | 10% | 12% | 11% | 11% | 11% | 10% | 9% | 16% | 7% | 9% | 9% | 14% | 9% |
| Don't know | 26% | 19% | 21% | 20% | 21% | 25% | 19% | 32% | 30% | 28% | 24% | 21% | 27% | 24% | 29% | 26% | 26% | 24% | 17% | 28% | 30% | 35% |
| **Taxation** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 21% | 61% | 10% | 14% | 18% | 30% | 26% | 17% | 10% | 15% | 26% | 33% | 20% | 25% | 21% | 19% | 13% | 22% | 28% | 21% | 18% | 18% |
| Labour | 18% | 6% | 38% | 16% | 27% | 7% | 17% | 18% | 25% | 15% | 19% | 16% | 22% | 15% | 16% | 20% | 18% | 16% | 21% | 19% | 14% | 14% |
| Liberal Democrat | 4% | 0% | 3% | 20% | 7% | 1% | 3% | 4% | 3% | 4% | 3% | 5% | 3% | 5% | 3% | 3% | 4% | 2% | 4% | 4% | 3% | 3% |
| Green Party | 7% | 0% | 9% | 7% | 10% | 2% | 6% | 7% | 11% | 10% | 3% | 2% | 8% | 6% | 5% | 7% | 7% | 10% | 8% | 7% | 4% | 5% |
| Reform UK | 10% | 9% | 4% | 1% | 2% | 19% | 13% | 7% | 6% | 10% | 10% | 13% | 6% | 10% | 13% | 11% | 11% | 10% | 7% | 10% | 12% | 10% |
| Other | 3% | 2% | 2% | 2% | 3% | 5% | 4% | 2% | - | 5% | 4% | 1% | 1% | 4% | 3% | 4% | 6% | 3% | 2% | 2% | 5% | 3% |
| None | 13% | 9% | 10% | 13% | 9% | 16% | 13% | 12% | 9% | 13% | 13% | 13% | 13% | 13% | 12% | 10% | 19% | 10% | 10% | 12% | 16% | 13% |
| Don't know | 25% | 13% | 24% | 27% | 23% | 19% | 17% | 32% | 36% | 28% | 23% | 16% | 26% | 23% | 26% | 27% | 21% | 28% | 19% | 25% | 28% | 33% |
| **Unemployment** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 14% | 44% | 6% | 10% | 12% | 21% | 18% | 11% | 8% | 11% | 17% | 21% | 11% | 17% | 16% | 12% | 11% | 18% | 20% | 16% | 8% | 12% |
| Labour | 21% | 8% | 43% | 21% | 35% | 11% | 20% | 23% | 20% | 21% | 23% | 22% | 25% | 19% | 18% | 25% | 21% | 20% | 28% | 23% | 16% | 14% |
| Liberal Democrat | 4% | 2% | 4% | 19% | 6% | 1% | 5% | 4% | 9% | 4% | 3% | 4% | 4% | 5% | 3% | 3% | 5% | 3% | 6% | 4% | 3% | 4% |
| Green Party | 4% | - | 6% | 3% | 6% | 2% | 4% | 5% | 8% | 6% | 3% | 2% | 6% | 5% | 2% | 4% | 4% | 6% | 5% | 3% | 3% | 5% |
| Reform UK | 10% | 11% | 4% | 1% | 2% | 20% | 12% | 9% | 3% | 10% | 10% | 13% | 4% | 10% | 13% | 11% | 9% | 13% | 6% | 10% | 13% | 13% |
| Other | 3% | 2% | 2% | 2% | 2% | 5% | 4% | 2% | 2% | 5% | 4% | 1% | 1% | 3% | 4% | 4% | 5% | 4% | 2% | 2% | 5% | 4% |
| None | 14% | 12% | 10% | 16% | 12% | 18% | 15% | 14% | 8% | 13% | 16% | 17% | 19% | 14% | 14% | 12% | 17% | 8% | 12% | 13% | 17% | 14% |
| Don't know | 28% | 21% | 26% | 28% | 26% | 23% | 23% | 33% | 43% | 30% | 25% | 21% | 31% | 26% | 30% | 29% | 28% | 29% | 22% | 29% | 33% | 33% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|
| **Education and schools** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 17% | 15% |
| Labour | 25% | 19% |
| Liberal Democrat | 6% | 3% |
| Green Party | 5% | 9% |
| Reform UK | 7% | 11% |
| Other | 3% | 5% |
| None | 11% | 14% |
| Don't know | 26% | 25% |
| **Taxation** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 21% | 12% |
| Labour | 18% | 15% |
| Liberal Democrat | 4% | 1% |
| Green Party | 7% | 9% |
| Reform UK | 10% | 16% |
| Other | 3% | 5% |
| None | 13% | 16% |
| Don't know | 25% | 26% |
| **Unemployment** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 14% | 9% |
| Labour | 21% | 16% |
| Liberal Democrat | 4% | 2% |
| Green Party | 4% | 8% |
| Reform UK | 10% | 15% |
| Other | 3% | 6% |
| None | 14% | 16% |
| Don't know | 28% | 28% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **The economy in general** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 21% | 64% | 9% | 14% | 18% | 30% | 26% | 16% | 11% | 15% | 24% | 33% | 19% | 24% | 23% | 18% | 16% | 21% | 31% | 21% | 15% | 18% |
| Labour | 20% | 5% | 46% | 17% | 35% | 7% | 20% | 20% | 24% | 20% | 21% | 18% | 24% | 16% | 20% | 25% | 18% | 22% | 27% | 20% | 17% | 14% |
| Liberal Democrat | 3% | 0% | 2% | 17% | 5% | 1% | 4% | 3% | 5% | 3% | 2% | 4% | 3% | 5% | 2% | 3% | 4% | 2% | 4% | 4% | 3% | 3% |
| Green Party | 4% | 0% | 4% | 4% | 5% | 1% | 4% | 4% | 9% | 5% | 2% | 1% | 4% | 4% | 2% | 3% | 6% | 5% | 3% | 3% | 3% | 5% |
| Reform UK | 10% | 8% | 4% | 1% | 1% | 20% | 12% | 8% | 5% | 9% | 10% | 13% | 6% | 10% | 12% | 11% | 8% | 13% | 6% | 9% | 14% | 11% |
| Other | 3% | 1% | 2% | 4% | 2% | 5% | 4% | 2% | 3% | 5% | 3% | 1% | 1% | 3% | 4% | 4% | 5% | 5% | 1% | 3% | 6% | 3% |
| None | 13% | 7% | 10% | 16% | 11% | 17% | 13% | 14% | 7% | 14% | 16% | 13% | 16% | 14% | 13% | 12% | 18% | 6% | 10% | 15% | 16% | 11% |
| Don't know | 25% | 13% | 24% | 28% | 23% | 20% | 17% | 33% | 36% | 28% | 22% | 17% | 27% | 24% | 25% | 25% | 25% | 25% | 18% | 26% | 27% | 35% |
| **Housing** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 9% | 35% | 2% | 4% | 7% | 14% | 10% | 8% | 4% | 7% | 9% | 17% | 6% | 10% | 11% | 9% | 6% | 12% | 12% | 10% | 7% | 7% |
| Labour | 23% | 12% | 47% | 21% | 36% | 13% | 23% | 23% | 25% | 22% | 24% | 23% | 25% | 19% | 24% | 26% | 27% | 25% | 32% | 23% | 20% | 15% |
| Liberal Democrat | 5% | 2% | 4% | 22% | 7% | 3% | 5% | 4% | 4% | 5% | 4% | 6% | 4% | 7% | 2% | 3% | 4% | 7% | 6% | 6% | 3% | 5% |
| Green Party | 7% | 1% | 9% | 7% | 10% | 2% | 7% | 8% | 13% | 9% | 4% | 4% | 12% | 7% | 6% | 5% | 8% | 9% | 8% | 7% | 4% | 7% |
| Reform UK | 9% | 8% | 4% | 0% | 2% | 18% | 11% | 7% | 6% | 8% | 11% | 9% | 6% | 9% | 11% | 10% | 7% | 10% | 6% | 8% | 10% | 13% |
| Other | 3% | 3% | 2% | 2% | 2% | 5% | 4% | 2% | - | 5% | 4% | 2% | 1% | 4% | 3% | 4% | 5% | 4% | 2% | 3% | 5% | 4% |
| None | 13% | 12% | 9% | 12% | 9% | 18% | 15% | 12% | 9% | 12% | 15% | 15% | 15% | 14% | 14% | 11% | 15% | 8% | 12% | 13% | 17% | 11% |
| Don't know | 30% | 28% | 22% | 31% | 26% | 28% | 25% | 35% | 41% | 32% | 28% | 24% | 31% | 30% | 29% | 32% | 29% | 26% | 23% | 31% | 35% | 39% |
| **Britain's exit from the EU** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 9% | 35% | 3% | 6% | 6% | 15% | 10% | 9% | 4% | 6% | 9% | 19% | 7% | 10% | 14% | 9% | 5% | 7% | 12% | 9% | 6% | 9% |
| Labour | 20% | 7% | 42% | 21% | 35% | 8% | 19% | 21% | 23% | 20% | 22% | 18% | 25% | 19% | 17% | 22% | 19% | 23% | 30% | 19% | 15% | 14% |
| Liberal Democrat | 6% | 1% | 8% | 23% | 11% | 2% | 8% | 4% | 8% | 6% | 5% | 6% | 8% | 7% | 6% | 5% | 7% | 3% | 8% | 8% | 5% | 4% |
| Green Party | 4% | - | 8% | 5% | 7% | 1% | 4% | 5% | 7% | 6% | 3% | 1% | 7% | 4% | 3% | 4% | 5% | 6% | 5% | 5% | 3% | 5% |
| Reform UK | 18% | 25% | 6% | 4% | 4% | 36% | 23% | 12% | 6% | 16% | 21% | 22% | 10% | 19% | 20% | 20% | 14% | 17% | 16% | 17% | 21% | 19% |
| Other | 3% | 2% | 2% | 2% | 3% | 4% | 4% | 2% | 1% | 5% | 3% | 1% | 1% | 3% | 3% | 3% | 6% | 6% | 2% | 3% | 5% | 4% |
| None | 13% | 11% | 10% | 15% | 11% | 15% | 13% | 14% | 10% | 12% | 16% | 13% | 13% | 14% | 12% | 11% | 18% | 16% | 10% | 12% | 18% | 12% |
| Don't know | 26% | 20% | 21% | 24% | 23% | 20% | 19% | 32% | 40% | 28% | 20% | 20% | 29% | 24% | 26% | 26% | 27% | 21% | 17% | 28% | 27% | 33% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

**The economy in general**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 21% | 12% |
| Labour | 20% | 17% |
| Liberal Democrat | 3% | 1% |
| Green Party | 4% | 8% |
| Reform UK | 10% | 15% |
| Other | 3% | 6% |
| None | 13% | 16% |
| Don't know | 25% | 26% |

**Housing**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 9% | 9% |
| Labour | 23% | 16% |
| Liberal Democrat | 5% | 2% |
| Green Party | 7% | 11% |
| Reform UK | 9% | 15% |
| Other | 3% | 5% |
| None | 13% | 15% |
| Don't know | 30% | 28% |

**Britain's exit from the EU**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 9% | 10% |
| Labour | 20% | 13% |
| Liberal Democrat | 6% | 2% |
| Green Party | 4% | 6% |
| Reform UK | 18% | 18% |
| Other | 3% | 4% |
| None | 13% | 17% |
| Don't know | 26% | 29% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Defence and security** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Conservative | 20% | 56% | 11% | 17% | 19% | 27% | 24% | 16% | 11% | 14% | 24% | 32% | 18% | 24% | 23% | 17% | 16% | 18% | 27% | 20% | 17% | 16% |
| Labour | 18% | 4% | 41% | 23% | 31% | 6% | 19% | 17% | 23% | 17% | 18% | 17% | 24% | 16% | 15% | 19% | 19% | 20% | 24% | 19% | 14% | 12% |
| Liberal Democrat | 2% | - | 2% | 11% | 3% | 0% | 2% | 2% | 3% | 2% | 1% | 3% | 1% | 3% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 4% |
| Green Party | 3% | 0% | 3% | 3% | 3% | 1% | 3% | 3% | 8% | 4% | 1% | 1% | 4% | 3% | 3% | 2% | 3% | 4% | 3% | 3% | 1% | 2% |
| Reform UK | 13% | 14% | 4% | 3% | 4% | 24% | 17% | 10% | 5% | 13% | 14% | 16% | 9% | 13% | 14% | 14% | 12% | 16% | 10% | 11% | 16% | 15% |
| Other | 3% | 1% | 2% | 2% | 3% | 4% | 4% | 3% | 2% | 5% | 3% | 1% | 2% | 3% | 3% | 4% | 5% | 5% | 1% | 2% | 6% | 4% |
| None | 11% | 6% | 8% | 12% | 8% | 13% | 10% | 11% | 10% | 10% | 13% | 10% | 12% | 11% | 10% | 10% | 15% | 6% | 8% | 10% | 15% | 10% |
| Don't know | 30% | 19% | 29% | 28% | 29% | 23% | 21% | 38% | 40% | 34% | 26% | 21% | 30% | 28% | 30% | 32% | 28% | 30% | 24% | 32% | 30% | 36% |
| **Generally speaking do you think the police are doing a good or bad job?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base: All GB adults** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very good job | 5% | 9% | 3% | 3% | 5% | 4% | 6% | 4% | 9% | 5% | 3% | 5% | 7% | 5% | 7% | 4% | 4% | 3% | 7% | 5% | 3% | 7% |
| Fairly good job | 46% | 54% | 54% | 55% | 54% | 41% | 43% | 48% | 40% | 42% | 46% | 56% | 46% | 46% | 45% | 45% | 51% | 47% | 54% | 49% | 39% | 40% |
| Fairly bad job | 26% | 24% | 23% | 25% | 24% | 29% | 27% | 26% | 24% | 26% | 27% | 27% | 25% | 29% | 27% | 24% | 24% | 21% | 25% | 24% | 29% | 26% |
| Very bad job | 12% | 8% | 8% | 6% | 7% | 18% | 15% | 8% | 5% | 13% | 15% | 8% | 8% | 10% | 11% | 16% | 9% | 19% | 7% | 8% | 17% | 13% |
| Don't know | 11% | 5% | 12% | 11% | 11% | 7% | 9% | 13% | 21% | 14% | 10% | 4% | 14% | 11% | 11% | 10% | 13% | 10% | 8% | 14% | 12% | 14% |
| **Do you think the level of crime in your LOCAL area has gone up or down over the last few years, or has it stayed the same?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base: All GB adults** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Gone up a lot | 13% | 16% | 10% | 7% | 8% | 19% | 13% | 13% | 8% | 12% | 18% | 13% | 9% | 12% | 14% | 14% | 16% | 19% | 12% | 11% | 14% | 15% |
| Gone up a little | 29% | 37% | 22% | 26% | 28% | 33% | 24% | 33% | 21% | 28% | 30% | 32% | 29% | 29% | 27% | 29% | 31% | 28% | 31% | 27% | 29% | 30% |
| Stayed the same | 38% | 34% | 45% | 48% | 46% | 32% | 41% | 36% | 35% | 38% | 38% | 41% | 34% | 38% | 41% | 38% | 38% | 38% | 36% | 44% | 37% | 33% |
| Gone down a little | 5% | 3% | 8% | 6% | 6% | 2% | 6% | 3% | 8% | 4% | 5% | 4% | 9% | 5% | 4% | 4% | 2% | 3% | 6% | 3% | 5% | 4% |
| Gone down a lot | 1% | 0% | 1% | 2% | 1% | 1% | 2% | 1% | 5% | 1% | 0% | 1% | 3% | 1% | 2% | 1% | 1% | 3% | 2% | 1% | 1% | 2% |
| Don't know | 14% | 11% | 15% | 11% | 12% | 13% | 14% | 14% | 23% | 17% | 9% | 10% | 16% | 16% | 12% | 15% | 11% | 8% | 13% | 14% | 13% | 16% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

**Defence and security**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Conservative | 20% | 14% |
| Labour | 18% | 13% |
| Liberal Democrat | 2% | 1% |
| Green Party | 3% | 9% |
| Reform UK | 13% | 18% |
| Other | 3% | 4% |
| None | 11% | 14% |
| Don't know | 30% | 27% |

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base: All GB adults** | 1782 | 172 |
| Very good job | 5% | 3% |
| Fairly good job | 46% | 38% |
| Fairly bad job | 26% | 30% |
| Very bad job | 12% | 23% |
| Don't know | 11% | 7% |

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base: All GB adults** | 1782 | 172 |
| Gone up a lot | 13% | 18% |
| Gone up a little | 29% | 23% |
| Stayed the same | 38% | 36% |
| Gone down a little | 5% | 3% |
| Gone down a lot | 1% | 3% |
| Don't know | 14% | 17% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Do you think the level of crime NATIONALLY has gone up or down over the last few years, or has it stayed the same?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base: All GB adults** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Gone up a lot | 32% | 45% | 19% | 20% | 20% | 48% | 30% | 34% | 16% | 27% | 38% | 43% | 21% | 32% | 33% | 35% | 34% | 39% | 27% | 30% | 33% | 41% |
| Gone up a little | 29% | 33% | 29% | 34% | 34% | 29% | 28% | 31% | 19% | 30% | 32% | 30% | 27% | 30% | 31% | 26% | 34% | 32% | 34% | 28% | 30% | 25% |
| Stayed the same | 16% | 8% | 20% | 22% | 22% | 10% | 17% | 15% | 18% | 18% | 15% | 12% | 18% | 16% | 18% | 17% | 11% | 10% | 16% | 20% | 15% | 12% |
| Gone down a little | 8% | 3% | 14% | 13% | 11% | 3% | 12% | 4% | 22% | 7% | 6% | 6% | 16% | 8% | 6% | 7% | 7% | 7% | 10% | 8% | 8% | 8% |
| Gone down a lot | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 4% | 2% | 1% | 1% | 4% | 2% | 1% | 2% | 1% | 1% | 3% | 1% | 1% | 2% |
| Don't know | 13% | 9% | 15% | 9% | 12% | 10% | 11% | 15% | 21% | 16% | 8% | 7% | 15% | 13% | 12% | 13% | 13% | 10% | 11% | 13% | 12% | 13% |
| **Generally speaking, how much confidence do you have in the police to deal with crime in your local area?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| A lot of confidence | 4% | 7% | 3% | 2% | 5% | 2% | 5% | 3% | 8% | 4% | 2% | 3% | 5% | 4% | 4% | 4% | 3% | 3% | 6% | 3% | 1% | 5% |
| A fair amount of confidence | 39% | 40% | 46% | 53% | 46% | 32% | 36% | 41% | 38% | 36% | 39% | 44% | 36% | 40% | 38% | 37% | 43% | 43% | 43% | 43% | 33% | 36% |
| Not very much confidence | 35% | 40% | 33% | 29% | 32% | 41% | 35% | 35% | 29% | 34% | 33% | 41% | 38% | 34% | 35% | 35% | 34% | 35% | 36% | 33% | 39% | 29% |
| No confidence at all | 14% | 8% | 11% | 9% | 10% | 20% | 17% | 11% | 7% | 15% | 21% | 8% | 10% | 14% | 13% | 17% | 13% | 18% | 9% | 12% | 17% | 18% |
| Don't know | 8% | 6% | 7% | 7% | 7% | 6% | 7% | 10% | 18% | 11% | 4% | 3% | 12% | 8% | 9% | 7% | 7% | 2% | 5% | 9% | 9% | 13% |
| **Generally speaking, do you think the sentences that the courts hand down to people who have been convicted of crimes are too harsh, not harsh enough, or get the balance about right?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base: All GB adults** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Too harsh | 2% | 2% | 2% | 3% | 3% | 1% | 3% | 1% | 6% | 2% | 3% | 1% | 1% | 3% | 2% | 3% | 0% | 2% | 3% | 2% | 2% | 2% |
| Not harsh enough | 65% | 78% | 58% | 52% | 55% | 79% | 63% | 66% | 48% | 60% | 72% | 74% | 47% | 65% | 70% | 69% | 66% | 66% | 60% | 63% | 70% | 68% |
| Get the balance about right | 16% | 12% | 24% | 22% | 24% | 8% | 18% | 14% | 18% | 15% | 14% | 16% | 25% | 15% | 14% | 13% | 15% | 17% | 22% | 17% | 11% | 10% |
| Don't know | 17% | 8% | 16% | 23% | 19% | 12% | 16% | 19% | 27% | 23% | 11% | 9% | 27% | 16% | 15% | 15% | 18% | 15% | 15% | 18% | 17% | 20% |
| **...someone suffering from a terminal illness?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| The law should be changed to make this legal | 66% | 71% | 70% | 72% | 73% | 66% | 65% | 68% | 46% | 69% | 71% | 65% | 53% | 69% | 65% | 71% | 64% | 61% | 66% | 68% | 67% | 65% |
| The law should not be changed to make this legal | 13% | 14% | 11% | 14% | 12% | 14% | 15% | 12% | 20% | 11% | 11% | 17% | 13% | 12% | 14% | 13% | 17% | 15% | 17% | 11% | 14% | 11% |
| Not sure | 20% | 15% | 19% | 14% | 16% | 20% | 21% | 20% | 34% | 20% | 18% | 18% | 34% | 19% | 20% | 16% | 19% | 24% | 17% | 21% | 19% | 24% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base: All GB adults** | 1782 | 172 |
| Gone up a lot | 32% | 40% |
| Gone up a little | 29% | 26% |
| Stayed the same | 16% | 9% |
| Gone down a little | 8% | 4% |
| Gone down a lot | 2% | 3% |
| Don't know | 13% | 18% |

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| A lot of confidence | 4% | 2% |
| A fair amount of confidence | 39% | 29% |
| Not very much confidence | 35% | 37% |
| No confidence at all | 14% | 26% |
| Don't know | 8% | 6% |

**Generally speaking, do you think the sentences that the courts hand down to people who have been convicted of crimes are too harsh, not harsh enough, or get the balance about right?**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base: All GB adults** | 1782 | 172 |
| Too harsh | 2% | 2% |
| Not harsh enough | 65% | 69% |
| Get the balance about right | 16% | 8% |
| Don't know | 17% | 21% |

**...someone suffering from a terminal illness?**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| The law should be changed to make this legal | 66% | 60% |
| The law should not be changed to make this legal | 13% | 14% |
| Not sure | 20% | 25% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **...someone suffering from an painful, incurable but NOT terminal illness?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| The law should be changed to make this legal | 41% | 40% | 44% | 40% | 44% | 41% | 40% | 41% | 25% | 46% | 42% | 37% | 27% | 43% | 42% | 42% | 42% | 40% | 39% | 41% | 43% | 38% |
| The law should not be changed to make this legal | 29% | 33% | 28% | 33% | 29% | 29% | 30% | 27% | 33% | 24% | 29% | 36% | 32% | 28% | 26% | 29% | 32% | 24% | 35% | 26% | 28% | 26% |
| Not sure | 31% | 27% | 28% | 27% | 27% | 30% | 29% | 32% | 42% | 31% | 29% | 27% | 41% | 29% | 32% | 29% | 26% | 36% | 26% | 33% | 29% | 36% |
| **Would you support or oppose the reintroduction of the death penalty for the** | | | | | | | | | | | | | | | | | | | | | | |
| **All cases of murder** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Would support the death penalty for this | 31% | 41% | 20% | 17% | 19% | 43% | 32% | 30% | 18% | 32% | 33% | 35% | 31% | 30% | 31% | 38% | 22% | 24% | 25% | 29% | 34% | 38% |
| Would oppose the death penalty for this | 50% | 40% | 64% | 65% | 64% | 37% | 52% | 47% | 61% | 47% | 50% | 49% | 54% | 50% | 50% | 42% | 61% | 52% | 59% | 51% | 47% | 39% |
| Don't know | 19% | 19% | 16% | 18% | 17% | 20% | 15% | 22% | 21% | 21% | 18% | 16% | 15% | 20% | 18% | 20% | 18% | 24% | 16% | 20% | 19% | 23% |
| **Murder of a child** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Would support the death penalty for this | 53% | 68% | 37% | 34% | 37% | 71% | 55% | 52% | 37% | 54% | 57% | 56% | 47% | 53% | 60% | 57% | 42% | 53% | 43% | 52% | 59% | 63% |
| Would oppose the death penalty for this | 35% | 21% | 52% | 52% | 52% | 18% | 36% | 33% | 48% | 32% | 33% | 34% | 40% | 35% | 29% | 31% | 46% | 35% | 46% | 35% | 30% | 25% |
| Don't know | 12% | 11% | 11% | 14% | 11% | 11% | 9% | 15% | 15% | 14% | 10% | 9% | 13% | 12% | 11% | 12% | 12% | 12% | 10% | 13% | 11% | 12% |
| **Murder of a police officer** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Would support the death penalty for this | 43% | 62% | 28% | 28% | 27% | 60% | 45% | 40% | 28% | 38% | 45% | 55% | 38% | 42% | 47% | 48% | 29% | 41% | 37% | 41% | 46% | 48% |
| Would oppose the death penalty for this | 41% | 24% | 59% | 57% | 59% | 24% | 42% | 40% | 52% | 41% | 41% | 36% | 48% | 41% | 37% | 35% | 55% | 44% | 52% | 42% | 37% | 31% |
| Don't know | 16% | 14% | 14% | 14% | 14% | 15% | 12% | 20% | 20% | 21% | 14% | 9% | 14% | 17% | 16% | 17% | 15% | 15% | 11% | 17% | 17% | 21% |
| **Murder as part of a terrorist act** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Would support the death penalty for this | 55% | 71% | 38% | 37% | 38% | 73% | 58% | 52% | 42% | 55% | 57% | 60% | 46% | 56% | 59% | 61% | 44% | 52% | 46% | 53% | 61% | 62% |
| Would oppose the death penalty for this | 33% | 18% | 51% | 50% | 51% | 16% | 32% | 33% | 43% | 31% | 33% | 31% | 42% | 31% | 28% | 29% | 46% | 33% | 45% | 33% | 27% | 25% |
| Don't know | 12% | 11% | 11% | 13% | 12% | 11% | 9% | 15% | 15% | 14% | 10% | 9% | 13% | 13% | 13% | 11% | 10% | 15% | 9% | 14% | 12% | 13% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|
| **...someone suffering from an painful, incurable but NOT terminal illness?** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| The law should be changed to make this legal | 41% | 39% |
| The law should not be changed to make this legal | 29% | 26% |
| Not sure | 31% | 36% |
| **Would you support or oppose the reintroduction of the death penalty for the** | | |
| **All cases of murder** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Would support the death penalty for this | 31% | 43% |
| Would oppose the death penalty for this | 50% | 38% |
| Don't know | 19% | 19% |
| **Murder of a child** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Would support the death penalty for this | 53% | 63% |
| Would oppose the death penalty for this | 35% | 22% |
| Don't know | 12% | 15% |
| **Murder of a police officer** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Would support the death penalty for this | 43% | 49% |
| Would oppose the death penalty for this | 41% | 29% |
| Don't know | 16% | 22% |
| **Murder as part of a terrorist act** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Would support the death penalty for this | 55% | 67% |
| Would oppose the death penalty for this | 33% | 18% |
| Don't know | 12% | 15% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Multiple murders** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Would support the death penalty for this | 56% | 71% | 38% | 39% | 38% | 74% | 57% | 54% | 39% | 56% | 58% | 61% | 47% | 57% | 61% | 59% | 46% | 53% | 47% | 53% | 62% | 64% |
| Would oppose the death penalty for this | 32% | 19% | 51% | 49% | 50% | 16% | 32% | 32% | 41% | 30% | 31% | 32% | 39% | 32% | 27% | 28% | 44% | 35% | 44% | 33% | 27% | 23% |
| Don't know | 12% | 10% | 11% | 12% | 11% | 11% | 11% | 14% | 19% | 14% | 11% | 7% | 14% | 12% | 12% | 13% | 10% | 12% | 9% | 14% | 11% | 13% |
| **Do you think it should or should not be legal for parents to smack their children?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Should be legal for parents to smack their children | 51% | 72% | 40% | 43% | 42% | 68% | 59% | 44% | 27% | 43% | 60% | 68% | 48% | 49% | 57% | 58% | 47% | 36% | 52% | 50% | 54% | 50% |
| Should not be legal for parents to smack their children | 33% | 20% | 45% | 37% | 43% | 18% | 27% | 38% | 51% | 39% | 25% | 21% | 30% | 35% | 28% | 28% | 38% | 49% | 35% | 36% | 29% | 29% |
| Don't know | 16% | 9% | 15% | 20% | 15% | 14% | 13% | 18% | 22% | 18% | 15% | 11% | 22% | 16% | 15% | 14% | 15% | 16% | 13% | 14% | 17% | 21% |
| **Do you support or oppose the change in the law that allowed same-sex couples to marry?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Strongly support | 52% | 36% | 71% | 62% | 68% | 38% | 44% | 60% | 53% | 62% | 54% | 33% | 54% | 54% | 47% | 51% | 55% | 50% | 57% | 57% | 47% | 47% |
| Tend to support | 25% | 38% | 17% | 26% | 21% | 34% | 28% | 22% | 12% | 19% | 27% | 39% | 17% | 25% | 25% | 27% | 27% | 26% | 24% | 22% | 26% | 29% |
| Tend to oppose | 8% | 14% | 3% | 6% | 3% | 12% | 9% | 7% | 12% | 5% | 6% | 15% | 7% | 9% | 10% | 7% | 6% | 11% | 7% | 9% | 7% | 9% |
| Strongly oppose | 7% | 8% | 4% | 3% | 4% | 9% | 10% | 4% | 10% | 6% | 7% | 9% | 11% | 7% | 7% | 6% | 4% | 8% | 7% | 4% | 9% | 7% |
| Don't know | 8% | 4% | 5% | 3% | 3% | 8% | 8% | 7% | 14% | 9% | 6% | 5% | 11% | 5% | 10% | 9% | 8% | 6% | 6% | 7% | 10% | 7% |
| **Do you think hunting foxes with dogs should remain illegal, or should it be made legal again?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Hunting foxes with dogs should remain illegal | 80% | 67% | 90% | 91% | 88% | 76% | 76% | 84% | 72% | 81% | 85% | 77% | 79% | 78% | 79% | 82% | 86% | 80% | 79% | 82% | 78% | 81% |
| Hunting foxes with dogs should be made legal again | 10% | 22% | 5% | 4% | 8% | 14% | 14% | 7% | 8% | 9% | 8% | 16% | 7% | 12% | 10% | 10% | 7% | 13% | 14% | 9% | 9% | 6% |
| Don't know | 10% | 11% | 6% | 5% | 4% | 10% | 10% | 9% | 21% | 10% | 7% | 7% | 14% | 9% | 11% | 8% | 7% | 7% | 7% | 9% | 13% | 12% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

**Multiple murders**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Would support the death penalty for this | 56% | 65% |
| Would oppose the death penalty for this | 32% | 19% |
| Don't know | 12% | 16% |

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Should be legal for parents to smack their children | 51% | 51% |
| Should not be legal for parents to smack their children | 33% | 29% |
| Don't know | 16% | 20% |

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Strongly support | 52% | 39% |
| Tend to support | 25% | 30% |
| Tend to oppose | 8% | 8% |
| Strongly oppose | 7% | 12% |
| Don't know | 8% | 11% |

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Hunting foxes with dogs should remain illegal | 80% | 81% |
| Hunting foxes with dogs should be made legal again | 10% | 10% |
| Don't know | 10% | 9% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Which of the following best reflects your view on genetically modified (GM) food?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| It is potentially dangerous and should not be allowed in food products | 40% | 41% | 38% | 36% | 41% | 41% | 35% | 44% | 35% | 38% | 45% | 40% | 39% | 41% | 38% | 37% | 38% | 50% | 38% | 39% | 38% | 41% |
| As long as they have been approved by the authorities they should be allowed in food | 32% | 35% | 36% | 34% | 35% | 29% | 40% | 24% | 40% | 32% | 27% | 33% | 33% | 33% | 31% | 31% | 31% | 29% | 39% | 32% | 31% | 27% |
| Neither | 10% | 8% | 8% | 11% | 8% | 12% | 10% | 10% | 6% | 9% | 11% | 11% | 7% | 7% | 15% | 10% | 12% | 10% | 8% | 9% | 11% | 11% |
| Don't know | 19% | 16% | 18% | 19% | 17% | 18% | 16% | 22% | 19% | 21% | 18% | 16% | 21% | 19% | 16% | 22% | 20% | 11% | 15% | 20% | 20% | 22% |
| **Which of these statements comes closest to your own view?** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| There is not really a serious 'drugs problem' in this country | 6% | 3% | 8% | 5% | 6% | 4% | 8% | 4% | 10% | 8% | 4% | 2% | 10% | 4% | 5% | 7% | 3% | 7% | 6% | 7% | 6% | 5% |
| There is a serious drugs problem, but it is largely confined to certain neighbourhoods and certain | 40% | 43% | 40% | 40% | 40% | 36% | 44% | 35% | 50% | 39% | 37% | 37% | 38% | 43% | 36% | 40% | 34% | 33% | 45% | 41% | 38% | 36% |
| There is a serious problem and it affects practically the whole country | 43% | 48% | 41% | 44% | 42% | 52% | 39% | 47% | 23% | 37% | 52% | 55% | 35% | 42% | 46% | 42% | 54% | 46% | 42% | 41% | 46% | 42% |
| Don't know | 12% | 6% | 12% | 11% | 12% | 7% | 9% | 14% | 17% | 16% | 7% | 6% | 18% | 10% | 12% | 10% | 9% | 14% | 7% | 11% | 11% | 17% |
| **From what you know, how harmful do you think the following drugs are to people who regularly take them?** | | | | | | | | | | | | | | | | | | | | | | |
| **Heroin** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very harmful | 92% | 95% | 94% | 88% | 94% | 92% | 91% | 92% | 84% | 91% | 94% | 95% | 81% | 92% | 93% | 92% | 92% | 98% | 91% | 91% | 89% | 94% |
| Fairly harmful | 5% | 3% | 5% | 6% | 5% | 5% | 6% | 5% | 11% | 5% | 5% | 4% | 9% | 6% | 5% | 6% | 3% | 1% | 6% | 6% | 5% | 4% |
| Not very harmful | 0% | - | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 2% | - | 0% | 0% | 1% | 0% |
| Not harmful at all | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 3% | 2% | 1% | 5% | 1% | 2% | 3% | 2% | 5% | 3% | 2% | 1% | 9% | 2% | 2% | 1% | 3% | 0% | 2% | 2% | 4% | 2% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

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

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| It is potentially dangerous and should not be allowed in food products | 40% | 44% |
| As long as they have been approved by the authorities they should be allowed in food | 32% | 20% |
| Neither | 10% | 13% |
| Don't know | 19% | 23% |

**Which of these statements comes closest to your own view?**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| There is not really a serious 'drugs problem' in this country | 6% | 3% |
| There is a serious drugs problem, but it is largely confined to certain neighbourhoods and certain | 40% | 27% |
| There is a serious problem and it affects practically the whole country | 43% | 51% |
| Don't know | 12% | 19% |

**From what you know, how harmful do you think the following drugs are to people who regularly take them?**

**Heroin**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very harmful | 92% | 94% |
| Fairly harmful | 5% | 3% |
| Not very harmful | 0% | - |
| Not harmful at all | - | - |
| Don't know | 3% | 3% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Cocaine** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very harmful | 69% | 76% | 64% | 69% | 65% | 74% | 66% | 72% | 70% | 62% | 72% | 81% | 61% | 69% | 74% | 75% | 62% | 71% | 67% | 67% | 68% | 77% |
| Fairly harmful | 26% | 21% | 32% | 25% | 31% | 21% | 27% | 24% | 25% | 30% | 25% | 18% | 27% | 27% | 23% | 22% | 33% | 27% | 28% | 28% | 26% | 19% |
| Not very harmful | 2% | 1% | 3% | 1% | 2% | 2% | 4% | 1% | 1% | 5% | 1% | 0% | 4% | 3% | 2% | 2% | 3% | 1% | 2% | 3% | 2% | 3% |
| Not harmful at all | 0% | - | - | - | - | - | 0% | 0% | 0% | 0% | - | - | 1% | - | - | 0% | - | - | - | - | 1% | - |
| Don't know | 2% | 2% | 1% | 5% | 1% | 2% | 3% | 2% | 4% | 3% | 2% | 1% | 8% | 2% | 2% | 1% | 2% | 0% | 2% | 2% | 3% | 2% |
| **Amphetamines** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very harmful | 58% | 63% | 54% | 56% | 53% | 62% | 55% | 61% | 53% | 56% | 58% | 64% | 49% | 58% | 60% | 60% | 59% | 63% | 55% | 58% | 59% | 63% |
| Fairly harmful | 29% | 30% | 34% | 30% | 36% | 29% | 32% | 27% | 22% | 29% | 34% | 29% | 27% | 29% | 32% | 30% | 29% | 30% | 33% | 29% | 25% | 27% |
| Not very harmful | 3% | 2% | 4% | 3% | 3% | 3% | 4% | 2% | 3% | 4% | 3% | 2% | 2% | 4% | 2% | 3% | 4% | 1% | 3% | 3% | 5% | 2% |
| Not harmful at all | 0% | - | - | - | - | - | - | 0% | 0% | - | - | - | - | - | - | 0% | - | - | - | - | 0% | - |
| Don't know | 9% | 5% | 8% | 10% | 8% | 6% | 9% | 10% | 22% | 12% | 5% | 5% | 23% | 9% | 7% | 7% | 8% | 5% | 9% | 10% | 11% | 8% |
| **Ecstasy** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very harmful | 52% | 63% | 47% | 42% | 44% | 59% | 46% | 58% | 56% | 47% | 52% | 61% | 43% | 52% | 56% | 54% | 49% | 59% | 49% | 48% | 51% | 62% |
| Fairly harmful | 32% | 27% | 34% | 41% | 38% | 29% | 33% | 31% | 28% | 32% | 35% | 32% | 27% | 33% | 33% | 33% | 34% | 28% | 34% | 37% | 32% | 26% |
| Not very harmful | 9% | 5% | 14% | 9% | 12% | 7% | 12% | 6% | 5% | 13% | 9% | 4% | 13% | 9% | 7% | 8% | 12% | 8% | 10% | 10% | 9% | 6% |
| Not harmful at all | 1% | 0% | 2% | 1% | 2% | 0% | 2% | 0% | - | 1% | 2% | - | 2% | 1% | 1% | 1% | 1% | - | 2% | 1% | 0% | - |
| Don't know | 6% | 5% | 4% | 7% | 4% | 5% | 6% | 5% | 11% | 8% | 3% | 3% | 15% | 5% | 4% | 4% | 5% | 6% | 4% | 5% | 8% | 7% |
| **Cannabis** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very harmful | 22% | 28% | 18% | 17% | 15% | 26% | 20% | 23% | 26% | 18% | 20% | 28% | 22% | 20% | 23% | 25% | 19% | 21% | 22% | 19% | 22% | 27% |
| Fairly harmful | 37% | 41% | 37% | 33% | 39% | 39% | 35% | 38% | 31% | 31% | 43% | 43% | 33% | 40% | 41% | 33% | 35% | 30% | 41% | 35% | 34% | 34% |
| Not very harmful | 31% | 26% | 36% | 35% | 38% | 27% | 33% | 29% | 30% | 37% | 29% | 25% | 29% | 31% | 30% | 32% | 38% | 35% | 31% | 34% | 32% | 27% |
| Not harmful at all | 7% | 2% | 7% | 8% | 6% | 6% | 7% | 6% | 6% | 10% | 5% | 2% | 5% | 7% | 3% | 8% | 5% | 12% | 5% | 9% | 6% | 8% |
| Don't know | 4% | 2% | 1% | 7% | 2% | 3% | 4% | 3% | 6% | 4% | 3% | 2% | 11% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 6% | 4% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

**Cocaine**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very harmful | 69% | 76% |
| Fairly harmful | 26% | 20% |
| Not very harmful | 2% | 1% |
| Not harmful at all | 0% | - |
| Don't know | 2% | 3% |

**Amphetamines**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very harmful | 58% | 59% |
| Fairly harmful | 29% | 30% |
| Not very harmful | 3% | 1% |
| Not harmful at all | 0% | - |
| Don't know | 9% | 10% |

**Ecstasy**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very harmful | 52% | 62% |
| Fairly harmful | 32% | 23% |
| Not very harmful | 9% | 5% |
| Not harmful at all | 1% | 1% |
| Don't know | 6% | 9% |

**Cannabis**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very harmful | 22% | 25% |
| Fairly harmful | 37% | 38% |
| Not very harmful | 31% | 28% |
| Not harmful at all | 7% | 5% |
| Don't know | 4% | 5% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Tobacco** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very harmful | 40% | 35% | 48% | 44% | 46% | 38% | 39% | 41% | 29% | 38% | 48% | 43% | 41% | 38% | 44% | 43% | 36% | 43% | 43% | 41% | 36% | 41% |
| Fairly harmful | 46% | 53% | 43% | 41% | 44% | 48% | 47% | 45% | 52% | 46% | 42% | 47% | 43% | 46% | 46% | 45% | 53% | 42% | 47% | 46% | 51% | 37% |
| Not very harmful | 10% | 10% | 7% | 10% | 8% | 11% | 10% | 11% | 14% | 11% | 9% | 9% | 8% | 13% | 7% | 11% | 8% | 13% | 8% | 9% | 10% | 17% |
| Not harmful at all | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 1% | - | 2% | 1% | 0% | 0% | 2% | 0% | 1% | 1% | 2% | 1% | 1% | 0% | 2% |
| Don't know | 2% | 2% | 1% | 4% | 1% | 2% | 2% | 3% | 5% | 3% | 1% | 1% | 8% | 2% | 2% | 1% | 3% | 0% | 1% | 2% | 3% | 2% |
| **Alcohol** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very harmful | 26% | 19% | 29% | 19% | 27% | 23% | 22% | 29% | 23% | 29% | 28% | 19% | 28% | 23% | 26% | 26% | 23% | 40% | 22% | 25% | 25% | 27% |
| Fairly harmful | 52% | 56% | 52% | 59% | 51% | 54% | 53% | 51% | 54% | 47% | 55% | 58% | 48% | 52% | 53% | 55% | 56% | 38% | 55% | 51% | 52% | 53% |
| Not very harmful | 19% | 23% | 18% | 18% | 20% | 20% | 22% | 17% | 18% | 20% | 16% | 21% | 17% | 22% | 19% | 18% | 19% | 18% | 21% | 20% | 20% | 17% |
| Not harmful at all | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | - | 1% | 1% | 0% | - | 3% | 1% | 2% | 0% | 1% |
| Don't know | 2% | 2% | 1% | 3% | 1% | 2% | 2% | 2% | 4% | 3% | 1% | 1% | 8% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 3% | 2% |
| **Caffeine** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very harmful | 3% | 4% | 2% | 1% | 2% | 3% | 2% | 3% | 4% | 3% | 3% | 2% | 5% | 2% | 3% | 2% | 2% | 6% | 2% | 3% | 3% | 3% |
| Fairly harmful | 17% | 19% | 15% | 14% | 14% | 16% | 15% | 19% | 23% | 15% | 15% | 19% | 14% | 16% | 21% | 16% | 14% | 15% | 17% | 14% | 15% | 21% |
| Not very harmful | 57% | 54% | 60% | 66% | 61% | 57% | 57% | 56% | 48% | 56% | 59% | 60% | 54% | 57% | 52% | 61% | 59% | 46% | 59% | 56% | 59% | 49% |
| Not harmful at all | 19% | 20% | 19% | 14% | 20% | 19% | 22% | 16% | 19% | 22% | 16% | 17% | 19% | 20% | 18% | 16% | 21% | 26% | 19% | 22% | 16% | 19% |
| Don't know | 5% | 4% | 4% | 6% | 4% | 5% | 4% | 6% | 7% | 5% | 6% | 3% | 9% | 4% | 6% | 4% | 4% | 7% | 3% | 4% | 7% | 8% |

**From what you know, how addictive do you think the following drugs are?**

**Heroin**

| | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very addictive | 91% | 93% | 94% | 91% | 94% | 93% | 90% | 92% | 79% | 90% | 94% | 96% | 83% | 92% | 90% | 93% | 96% | 95% | 93% | 90% | 91% | 90% |
| Fairly addictive | 4% | 4% | 3% | 4% | 3% | 3% | 5% | 3% | 11% | 4% | 3% | 2% | 5% | 4% | 6% | 4% | 1% | 1% | 5% | 5% | 3% | 3% |
| Not very addictive | 0% | - | - | - | - | - | 0% | 0% | 2% | - | - | - | - | 0% | - | 0% | 0% | - | - | - | 0% | 1% |
| Not addictive at all | 0% | - | 0% | - | 0% | - | 0% | 0% | 1% | 1% | 0% | - | 2% | 0% | 1% | - | - | - | - | 0% | 0% | 1% |
| Don't know | 4% | 4% | 3% | 5% | 2% | 4% | 4% | 4% | 8% | 6% | 3% | 1% | 10% | 4% | 3% | 4% | 3% | 4% | 3% | 4% | 5% | 5% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|
| **Tobacco** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very harmful | 40% | 38% |
| Fairly harmful | 46% | 44% |
| Not very harmful | 10% | 14% |
| Not harmful at all | 1% | 1% |
| Don't know | 2% | 3% |
| **Alcohol** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very harmful | 26% | 36% |
| Fairly harmful | 52% | 46% |
| Not very harmful | 19% | 15% |
| Not harmful at all | 1% | - |
| Don't know | 2% | 3% |
| **Caffeine** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very harmful | 3% | 3% |
| Fairly harmful | 17% | 20% |
| Not very harmful | 57% | 57% |
| Not harmful at all | 19% | 13% |
| Don't know | 5% | 6% |
| **From what you know, how addictive do you think the following drugs are?** | | |
| **Heroin** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very addictive | 91% | 91% |
| Fairly addictive | 4% | 1% |
| Not very addictive | 0% | - |
| Not addictive at all | 0% | 2% |
| Don't know | 4% | 6% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | 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 |
| **Cocaine** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very addictive | 74% | 77% | 72% | 78% | 72% | 77% | 70% | 78% | 75% | 68% | 75% | 85% | 67% | 75% | 75% | 76% | 79% | 74% | 75% | 71% | 75% | 75% |
| Fairly addictive | 18% | 18% | 21% | 15% | 22% | 16% | 21% | 15% | 16% | 22% | 19% | 12% | 19% | 18% | 19% | 18% | 15% | 18% | 19% | 22% | 17% | 16% |
| Not very addictive | 2% | 1% | 3% | 3% | 2% | 2% | 3% | 2% | 0% | 3% | 2% | 1% | 3% | 2% | 1% | 2% | 2% | 4% | 2% | 2% | 2% | 3% |
| Not addictive at all | 1% | - | 0% | - | 1% | 0% | 1% | 0% | 1% | 1% | 1% | - | 2% | 0% | 1% | - | - | - | - | 1% | 0% | 1% |
| Don't know | 5% | 5% | 4% | 5% | 3% | 5% | 5% | 4% | 7% | 6% | 4% | 2% | 10% | 4% | 3% | 4% | 3% | 4% | 3% | 4% | 6% | 5% |
| **Amphetamines** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very addictive | 57% | 59% | 56% | 61% | 55% | 61% | 52% | 62% | 53% | 54% | 57% | 65% | 56% | 58% | 58% | 57% | 59% | 52% | 55% | 60% | 56% | 57% |
| Fairly addictive | 23% | 26% | 25% | 19% | 26% | 21% | 26% | 19% | 20% | 22% | 23% | 23% | 15% | 23% | 23% | 24% | 22% | 31% | 26% | 21% | 24% | 19% |
| Not very addictive | 4% | 4% | 5% | 5% | 6% | 4% | 6% | 3% | 0% | 5% | 6% | 4% | 4% | 5% | 5% | 4% | 4% | 2% | 5% | 3% | 4% | 4% |
| Not addictive at all | 1% | - | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 0% | 2% | 0% | 1% | 0% | - | - | - | 1% | 1% | 1% |
| Don't know | 15% | 11% | 13% | 14% | 13% | 14% | 16% | 15% | 26% | 18% | 13% | 8% | 23% | 14% | 14% | 15% | 15% | 14% | 14% | 16% | 15% | 19% |
| **Ecstasy** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very addictive | 43% | 50% | 37% | 39% | 34% | 49% | 37% | 48% | 49% | 37% | 39% | 54% | 39% | 44% | 46% | 42% | 37% | 42% | 38% | 43% | 44% | 45% |
| Fairly addictive | 23% | 24% | 24% | 27% | 25% | 22% | 25% | 21% | 23% | 22% | 24% | 24% | 19% | 25% | 24% | 22% | 26% | 27% | 24% | 23% | 23% | 25% |
| Not very addictive | 15% | 11% | 19% | 18% | 22% | 13% | 17% | 14% | 5% | 20% | 19% | 9% | 15% | 15% | 14% | 17% | 16% | 17% | 20% | 14% | 15% | 10% |
| Not addictive at all | 3% | 1% | 5% | 3% | 5% | 2% | 5% | 2% | 1% | 5% | 4% | 1% | 5% | 4% | 3% | 3% | 3% | 1% | 3% | 5% | 2% | 2% |
| Don't know | 15% | 14% | 15% | 12% | 14% | 15% | 16% | 15% | 22% | 15% | 15% | 13% | 22% | 12% | 14% | 17% | 18% | 14% | 14% | 15% | 16% | 18% |
| **Cannabis** | | | | | | | | | | | | | | | | | | | | | | |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very addictive | 40% | 45% | 35% | 34% | 35% | 43% | 34% | 46% | 42% | 37% | 38% | 47% | 37% | 40% | 40% | 43% | 37% | 40% | 35% | 41% | 42% | 41% |
| Fairly addictive | 36% | 36% | 37% | 40% | 38% | 36% | 39% | 33% | 37% | 36% | 37% | 35% | 32% | 37% | 37% | 34% | 43% | 35% | 39% | 34% | 37% | 37% |
| Not very addictive | 15% | 14% | 19% | 17% | 19% | 13% | 17% | 13% | 9% | 17% | 16% | 14% | 14% | 15% | 15% | 15% | 14% | 16% | 19% | 15% | 12% | 11% |
| Not addictive at all | 3% | 0% | 4% | 3% | 4% | 2% | 4% | 2% | 2% | 4% | 3% | 2% | 5% | 3% | 3% | 3% | 2% | 6% | 3% | 4% | 2% | 2% |
| Don't know | 6% | 5% | 4% | 6% | 4% | 6% | 6% | 6% | 11% | 7% | 6% | 3% | 12% | 5% | 5% | 6% | 4% | 4% | 4% | 6% | 7% | 8% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|

**Cocaine**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very addictive | 74% | 79% |
| Fairly addictive | 18% | 10% |
| Not very addictive | 2% | 3% |
| Not addictive at all | 1% | 2% |
| Don't know | 5% | 6% |

**Amphetamines**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very addictive | 57% | 60% |
| Fairly addictive | 23% | 19% |
| Not very addictive | 4% | 4% |
| Not addictive at all | 1% | 2% |
| Don't know | 15% | 15% |

**Ecstasy**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very addictive | 43% | 47% |
| Fairly addictive | 23% | 17% |
| Not very addictive | 15% | 13% |
| Not addictive at all | 3% | 5% |
| Don't know | 15% | 18% |

**Cannabis**

| | | |
|---|---|---|
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very addictive | 40% | 47% |
| Fairly addictive | 36% | 29% |
| Not very addictive | 15% | 15% |
| Not addictive at all | 3% | 3% |
| Don't know | 6% | 7% |

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

**Tobacco**

| | 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 |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very addictive | 71% | 69% | 78% | 65% | 77% | 69% | 66% | 75% | 58% | 74% | 75% | 67% | 66% | 71% | 67% | 71% | 80% | 70% | 72% | 70% | 70% | 70% |
| Fairly addictive | 24% | 27% | 19% | 32% | 21% | 26% | 29% | 20% | 31% | 20% | 23% | 32% | 22% | 25% | 28% | 25% | 18% | 26% | 26% | 24% | 25% | 23% |
| Not very addictive | 1% | 1% | 0% | - | 0% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | - | 2% | 0% | 2% | 1% | 2% |
| Not addictive at all | 0% | - | 0% | - | 1% | - | 0% | 1% | 1% | 1% | 0% | - | 1% | 0% | 1% | 0% | - | - | - | 0% | 0% | 1% |
| Don't know | 3% | 3% | 2% | 3% | 1% | 4% | 4% | 3% | 8% | 5% | 1% | 1% | 10% | 2% | 3% | 2% | 2% | 2% | 2% | 3% | 4% | 4% |

**Alcohol**

| | 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 |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very addictive | 39% | 35% | 39% | 37% | 38% | 40% | 33% | 46% | 39% | 39% | 43% | 37% | 42% | 38% | 36% | 41% | 39% | 46% | 34% | 37% | 42% | 43% |
| Fairly addictive | 42% | 42% | 45% | 44% | 46% | 38% | 44% | 39% | 43% | 41% | 40% | 43% | 39% | 41% | 44% | 40% | 45% | 40% | 47% | 42% | 40% | 37% |
| Not very addictive | 14% | 18% | 13% | 13% | 12% | 17% | 17% | 11% | 9% | 14% | 13% | 17% | 6% | 16% | 15% | 15% | 13% | 9% | 15% | 16% | 12% | 13% |
| Not addictive at all | 2% | 3% | 1% | 3% | 2% | 2% | 3% | 1% | 1% | 2% | 2% | 2% | 4% | 2% | 3% | 1% | 1% | 1% | 2% | 2% | 1% | 3% |
| Don't know | 3% | 2% | 2% | 3% | 1% | 4% | 4% | 3% | 8% | 4% | 2% | 1% | 9% | 3% | 2% | 2% | 3% | 4% | 2% | 3% | 4% | 4% |

**Caffeine**

| | 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 |
| **Unweighted base** | 1782 | 263 | 469 | 163 | 652 | 621 | 797 | 985 | 145 | 742 | 441 | 454 | 158 | 614 | 311 | 444 | 160 | 95 | 519 | 519 | 339 | 228 |
| **Base** | 1782 | 323 | 467 | 168 | 661 | 706 | 866 | 916 | 194 | 743 | 429 | 415 | 216 | 611 | 292 | 422 | 155 | 86 | 499 | 517 | 374 | 220 |
| Very addictive | 24% | 16% | 26% | 15% | 23% | 20% | 22% | 26% | 36% | 27% | 19% | 16% | 26% | 23% | 19% | 26% | 24% | 27% | 20% | 25% | 26% | 25% |
| Fairly addictive | 38% | 39% | 40% | 43% | 41% | 36% | 35% | 42% | 36% | 39% | 39% | 36% | 41% | 40% | 41% | 33% | 37% | 40% | 42% | 37% | 36% | 39% |
| Not very addictive | 26% | 30% | 24% | 33% | 27% | 28% | 29% | 23% | 17% | 22% | 30% | 32% | 16% | 26% | 26% | 28% | 26% | 26% | 27% | 24% | 26% | 25% |
| Not addictive at all | 6% | 10% | 5% | 6% | 5% | 9% | 9% | 4% | 2% | 5% | 8% | 11% | 5% | 6% | 8% | 8% | 5% | 3% | 6% | 8% | 6% | 5% |
| Don't know | 6% | 5% | 5% | 3% | 4% | 7% | 6% | 6% | 9% | 7% | 5% | 5% | 12% | 5% | 5% | 6% | 8% | 5% | 4% | 6% | 6% | 6% |

Cell Contents (Column Percentages)

**Fieldwork Dates: 31st October - 2nd November 2026**

**Sample Size: 1782**

YouGov

| | Total | E |
|---|---|---|
| **Tobacco** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very addictive | 71% | 70% |
| Fairly addictive | 24% | 21% |
| Not very addictive | 1% | 2% |
| Not addictive at all | 0% | 2% |
| Don't know | 3% | 6% |
| **Alcohol** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very addictive | 39% | 51% |
| Fairly addictive | 42% | 32% |
| Not very addictive | 14% | 10% |
| Not addictive at all | 2% | 2% |
| Don't know | 3% | 6% |
| **Caffeine** | | |
| **Unweighted base** | 1782 | 177 |
| **Base** | 1782 | 172 |
| Very addictive | 24% | 24% |
| Fairly addictive | 38% | 32% |
| Not very addictive | 26% | 27% |
| Not addictive at all | 6% | 6% |
| Don't know | 6% | 11% |

Cell C