Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Do you approve or disapprove of the Government's record to date?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Approve	24%	11%	50%	35%	42%	11%	27%	22%	21%	24%	29%	22%	29%	22%	23%	29%	20%	23%	36%	22%	21%	16%	15%
Disapprove	51%	76%	26%	37%	35%	72%	55%	48%	35%	49%	53%	62%	41%	54%	50%	51%	57%	52%	45%	51%	51%	57%	63%
Don't know	24%	14%	25%	28%	24%	17%	18%	30%	45%	27%	18%	15%	30%	24%	27%	20%	24%	25%	19%	27%	28%	27%	22%
On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?																							
Conservatives																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
0 - Would never consider voting for them	30%	1%	45%	29%	39%	19%	30%	29%	27%	36%	31%	20%	26%	26%	23%	35%	48%	31%	28%	28%	28%	35%	35%
1	6%	0%	8%	12%	7%	4%	7%	6%	7%	7%	6%	5%	5%	6%	4%	8%	8%	4%	4%	7%	5%	6%	12%
2	9%	1%	10%	13%	10%	6%	9%	8%	13%	10%	7%	5%	8%	9%	9%	8%	6%	12%	9%	8%	10%	7%	7%
3	7%	1%	9%	10%	9%	5%	7%	6%	8%	7%	5%	7%	9%	5%	7%	6%	7%	11%	7%	8%	7%	2%	6%
4	5%	5%	6%	5%	5%	4%	5%	5%	8%	5%	4%	3%	6%	4%	6%	4%	3%	3%	5%	3%	8%	3%	4%
5	10%	11%	8%	12%	9%	12%	9%	11%	7%	8%	12%	12%	13%	10%	11%	9%	5%	6%	9%	11%	10%	10%	6%
6	6%	8%	4%	6%	4%	9%	6%	5%	2%	5%	8%	7%	4%	5%	7%	6%	5%	4%	6%	7%	5%	4%	5%
7	6%	13%	3%	3%	4%	10%	7%	5%	3%	4%	8%	9%	3%	9%	7%	5%	2%	9%	7%	7%	4%	8%	5%
8	6%	18%	1%	3%	5%	9%	5%	7%	0%	5%	8%	9%	2%	7%	9%	5%	3%	9%	8%	7%	5%	5%	3%
9	3%	12%	1%	2%	2%	5%	4%	3%	1%	3%	2%	6%	4%	4%	3%	3%	1%	2%	4%	3%	2%	5%	4%
10 - Would definitely consider voting for them	8%	29%	2%	4%	6%	13%	7%	9%	3%	5%	9%	16%	5%	10%	9%	7%	7%	5%	11%	7%	7%	5%	9%
prefer not to answer	6%	1%	2%	2%	1%	4%	5%	6%	22%	7%	1%	1%	15%	5%	5%	5%	5%	5%	2%	6%	10%	9%	5%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

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	E
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
0 - Would never consider voting for them	32%	56%	6%	17%	15%	54%	34%	31%	13%	27%	37%	47%	25%	37%	34%	31%	28%	28%	26%	29%	36%	38%	46%
1	5%	7%	3%	5%	3%	7%	7%	3%	4%	5%	6%	6%	3%	6%	4%	4%	8%	7%	4%	5%	4%	5%	10%
2	6%	11%	2%	6%	5%	8%	7%	6%	7%	7%	5%	7%	9%	6%	6%	6%	9%	7%	6%	6%	6%	6%	8%
3	5%	5%	3%	9%	5%	4%	5%	5%	5%	5%	4%	4%	2%	6%	4%	4%	5%	4%	6%	5%	3%	3%	3%
4	4%	5%	2%	7%	5%	3%	3%	4%	1%	4%	2%	5%	4%	3%	3%	3%	6%	4%	3%	5%	3%	2%	3%
5	10%	8%	10%	12%	11%	8%	8%	11%	10%	10%	10%	9%	9%	9%	11%	9%	12%	8%	8%	11%	11%	9%	9%
6	6%	2%	8%	12%	8%	2%	7%	5%	12%	6%	5%	4%	5%	6%	6%	7%	7%	1%	6%	6%	8%	5%	2%
7	8%	1%	16%	7%	13%	3%	8%	8%	10%	10%	7%	5%	9%	7%	7%	8%	9%	14%	10%	9%	7%	6%	3%
8	7%	3%	13%	14%	12%	2%	7%	7%	10%	7%	9%	4%	7%	6%	8%	7%	5%	12%	12%	6%	5%	6%	2%
9	3%	-	7%	3%	5%	1%	2%	3%	1%	3%	3%	2%	1%	2%	3%	4%	4%	4%	3%	3%	3%	1%	2%
10 - Would definitely consider voting for them	9%	2%	27%	6%	17%	3%	8%	10%	6%	9%	12%	6%	10%	8%	9%	12%	3%	6%	13%	8%	5%	10%	7%
prefer not to answer	6%	1%	2%	2%	1%	4%	5%	6%	22%	7%	1%	1%	15%	5%	5%	5%	5%	5%	2%	6%	10%	9%	5%

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	E
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
0 - Would never consider voting for them	32%	49%	15%	2%	16%	50%	34%	30%	14%	28%	38%	42%	23%	34%	33%	33%	31%	36%	24%	29%	36%	38%	47%
1	6%	6%	4%	4%	4%	8%	7%	5%	6%	8%	5%	4%	5%	7%	6%	6%	7%	7%	5%	6%	6%	8%	6%
2	7%	9%	8%	1%	6%	6%	8%	6%	10%	6%	6%	7%	6%	5%	6%	8%	7%	11%	7%	7%	5%	7%	8%
3	6%	5%	8%	5%	8%	6%	7%	6%	4%	7%	6%	7%	4%	8%	5%	5%	8%	4%	8%	7%	6%	5%	3%
4	7%	8%	8%	4%	8%	6%	6%	7%	7%	7%	7%	6%	11%	6%	8%	6%	7%	5%	7%	8%	5%	6%	7%
5	13%	10%	19%	10%	18%	10%	11%	15%	15%	14%	15%	10%	11%	11%	16%	16%	14%	11%	17%	13%	13%	12%	7%
6	8%	6%	14%	12%	13%	5%	7%	8%	3%	8%	9%	8%	8%	8%	9%	9%	6%	5%	10%	9%	7%	5%	4%
7	5%	3%	8%	14%	8%	3%	5%	5%	5%	5%	4%	6%	4%	5%	6%	5%	5%	9%	7%	5%	4%	3%	5%
8	4%	1%	6%	16%	6%	1%	3%	4%	8%	3%	4%	3%	6%	4%	4%	3%	4%	4%	4%	4%	4%	4%	4%
9	2%	0%	3%	9%	4%	1%	2%	2%	1%	2%	2%	2%	1%	3%	1%	1%	1%	-	2%	2%	1%	1%	1%
10 - Would definitely consider voting for them	4%	1%	5%	21%	8%	1%	4%	4%	5%	5%	4%	2%	6%	6%	1%	3%	4%	2%	6%	4%	2%	3%	4%
prefer not to answer	6%	1%	2%	2%	1%	4%	5%	6%	22%	7%	1%	1%	15%	5%	5%	5%	5%	5%	2%	6%	10%	9%	5%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

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	E
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
0 - Would never consider voting for them	54%	35%	78%	72%	78%	32%	50%	57%	53%	56%	52%	53%	54%	53%	48%	54%	62%	60%	63%	55%	45%	45%	52%
1	4%	6%	3%	7%	3%	5%	5%	4%	7%	4%	4%	4%	3%	5%	6%	3%	3%	6%	5%	4%	6%	2%	6%
2	3%	3%	3%	3%	3%	4%	2%	4%	2%	3%	3%	3%	1%	4%	5%	3%	1%	3%	3%	4%	2%	3%	3%
3	3%	4%	1%	1%	2%	3%	3%	2%	5%	4%	2%	1%	3%	3%	3%	4%	2%	-	2%	3%	3%	3%	3%
4	2%	5%	1%	1%	2%	4%	2%	2%	1%	2%	3%	3%	3%	2%	2%	1%	4%	5%	1%	3%	1%	1%	6%
5	5%	9%	2%	4%	3%	6%	5%	5%	3%	5%	5%	6%	8%	5%	5%	3%	4%	2%	3%	6%	3%	10%	3%
6	3%	5%	2%	2%	1%	6%	4%	2%	1%	3%	4%	4%	0%	3%	4%	4%	5%	3%	4%	2%	4%	2%	3%
7	4%	7%	2%	4%	2%	7%	5%	4%	3%	3%	5%	6%	4%	3%	7%	4%	3%	7%	5%	4%	5%	4%	3%
8	5%	9%	2%	3%	2%	8%	6%	4%	1%	5%	5%	6%	2%	6%	6%	4%	7%	-	5%	3%	6%	6%	6%
9	2%	4%	1%	1%	1%	4%	3%	2%	2%	1%	3%	4%	2%	2%	1%	3%	2%	3%	2%	3%	2%	2%	2%
10 - Would definitely consider voting for them	8%	12%	2%	0%	2%	17%	10%	7%	-	7%	14%	10%	5%	9%	9%	12%	4%	7%	5%	7%	13%	12%	7%
prefer not to answer	6%	1%	2%	2%	1%	4%	5%	6%	22%	7%	1%	1%	15%	5%	5%	5%	5%	5%	2%	6%	10%	9%	5%

Green Party

Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
0 - Would never consider voting for them	44%	71%	29%	22%	31%	67%	51%	39%	12%	38%	53%	62%	34%	49%	42%	43%	50%	47%	39%	41%	45%	52%	57%
1	5%	8%	3%	9%	5%	5%	6%	5%	6%	5%	5%	6%	1%	7%	3%	5%	5%	13%	5%	6%	4%	5%	7%
2	5%	4%	5%	9%	4%	5%	4%	5%	5%	5%	3%	6%	2%	5%	9%	3%	3%	4%	5%	4%	5%	3%	6%
3	6%	4%	8%	7%	8%	4%	4%	7%	5%	5%	9%	4%	6%	5%	6%	8%	4%	4%	8%	6%	4%	3%	5%
4	6%	4%	10%	7%	8%	4%	6%	5%	6%	6%	5%	5%	6%	4%	6%	7%	6%	8%	7%	5%	7%	3%	1%
5	8%	3%	13%	10%	13%	4%	7%	9%	5%	9%	9%	6%	11%	7%	11%	6%	9%	8%	10%	9%	7%	6%	5%
6	5%	1%	7%	12%	8%	1%	4%	5%	5%	6%	3%	3%	6%	5%	5%	5%	2%	-	7%	5%	5%	2%	0%
7	4%	1%	7%	7%	7%	2%	3%	5%	6%	5%	5%	2%	5%	4%	3%	6%	4%	-	6%	4%	3%	3%	5%
8	4%	1%	5%	10%	6%	1%	4%	5%	12%	5%	3%	2%	10%	3%	4%	5%	2%	3%	4%	6%	3%	4%	3%
9	2%	0%	2%	1%	2%	0%	2%	2%	7%	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%
10 - Would definitely consider voting for them	5%	1%	7%	3%	8%	2%	4%	7%	9%	7%	4%	2%	4%	5%	4%	6%	7%	7%	5%	5%	5%	8%	5%
prefer not to answer	6%	1%	2%	2%	1%	4%	5%	6%	22%	7%	1%	1%	15%	5%	5%	5%	5%	5%	2%	6%	10%	9%	5%

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Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Health	24%	19%	30%	26%	30%	20%	19%	30%	26%	24%	23%	27%	17%	23%	24%	26%	31%	37%	25%	25%	25%	24%	19%
Immigration & Asylum	49%	73%	31%	31%	32%	73%	49%	48%	18%	43%	57%	66%	34%	52%	53%	50%	47%	46%	43%	44%	53%	57%	62%
Crime	17%	19%	14%	11%	13%	19%	16%	18%	14%	17%	20%	16%	27%	13%	18%	17%	15%	15%	13%	14%	21%	24%	20%
The economy	52%	51%	61%	53%	60%	46%	52%	52%	59%	53%	54%	46%	48%	52%	53%	54%	57%	49%	59%	52%	50%	44%	48%
Tax	14%	14%	10%	13%	11%	15%	18%	11%	15%	18%	13%	9%	15%	15%	15%	16%	10%	6%	13%	17%	14%	14%	9%
Pensions	5%	5%	3%	9%	4%	5%	5%	5%	0%	3%	5%	10%	2%	5%	6%	3%	9%	4%	5%	5%	6%	2%	4%
Education	8%	3%	11%	8%	11%	5%	6%	9%	11%	10%	4%	5%	8%	8%	7%	8%	10%	4%	9%	7%	8%	6%	5%
Family life & childcare	4%	3%	5%	5%	5%	2%	3%	5%	4%	6%	1%	2%	4%	4%	5%	4%	2%	1%	5%	3%	5%	2%	3%
Housing	15%	6%	21%	16%	16%	9%	14%	16%	33%	16%	11%	10%	25%	15%	12%	13%	10%	19%	15%	17%	13%	16%	14%
The environment	17%	4%	25%	24%	25%	7%	16%	17%	27%	17%	16%	12%	17%	16%	15%	19%	15%	15%	19%	20%	11%	16%	12%
Britain leaving the EU	11%	5%	19%	18%	20%	5%	14%	10%	10%	11%	12%	12%	14%	9%	11%	12%	18%	11%	14%	12%	11%	11%	7%
Transport	2%	0%	3%	2%	3%	1%	2%	2%	4%	2%	1%	1%	3%	2%	1%	2%	2%	-	1%	3%	2%	1%	2%
Welfare benefits	22%	36%	17%	24%	18%	30%	22%	22%	10%	18%	28%	29%	13%	25%	25%	20%	19%	31%	25%	23%	19%	21%	19%
Defence and security	32%	47%	31%	33%	32%	41%	33%	30%	11%	25%	38%	47%	26%	35%	31%	32%	24%	35%	36%	32%	30%	25%	31%
None of these	1%	-	0%	-	1%	0%	1%	1%	1%	1%	-	0%	2%	1%	1%	-	1%	1%	0%	0%	0%	1%	4%
Don't know	3%	1%	2%	3%	1%	3%	4%	3%	11%	5%	0%	0%	6%	4%	1%	3%	2%	3%	1%	3%	5%	4%	6%
How well or badly do you think the government is handling the following issues?																							
National Health Service																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	1%	3%	2%	2%	1%	3%	1%	4%	2%	1%	1%	6%	0%	2%	1%	2%	2%	4%	1%	1%	1%	0%
Fairly well	23%	15%	34%	31%	33%	12%	26%	20%	27%	21%	25%	20%	25%	22%	26%	23%	15%	18%	28%	24%	19%	19%	15%
Fairly badly	34%	41%	28%	38%	33%	33%	33%	35%	41%	33%	33%	34%	29%	37%	30%	34%	33%	40%	39%	35%	32%	29%	27%
Very badly	31%	37%	22%	21%	21%	46%	28%	34%	11%	30%	34%	39%	23%	32%	31%	30%	41%	33%	22%	28%	36%	41%	43%
Don't know	11%	6%	13%	9%	11%	8%	11%	11%	17%	14%	7%	7%	17%	8%	11%	12%	10%	7%	8%	12%	12%	9%	15%

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Sample Size: 1754 Adults in GB

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	E
Immigration																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	1%	4%	3%	3%	1%	3%	1%	4%	2%	3%	1%	3%	2%	3%	2%	1%	-	3%	3%	0%	3%	1%
Fairly well	19%	5%	32%	32%	32%	5%	22%	16%	33%	18%	20%	14%	26%	16%	20%	18%	19%	25%	29%	17%	18%	11%	10%
Fairly badly	20%	17%	24%	31%	25%	14%	18%	22%	28%	22%	17%	17%	20%	22%	18%	20%	22%	20%	21%	26%	17%	18%	14%
Very badly	48%	74%	26%	26%	27%	75%	49%	47%	14%	44%	54%	63%	37%	52%	50%	47%	49%	44%	40%	43%	53%	58%	63%
Don't know	11%	3%	14%	8%	13%	5%	8%	13%	21%	14%	6%	5%	14%	9%	9%	13%	10%	11%	8%	12%	12%	10%	12%
Crime																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	1%	4%	3%	2%	0%	3%	1%	4%	3%	1%	0%	7%	2%	1%	1%	1%	1%	2%	1%	3%	2%	1%
Fairly well	23%	11%	36%	34%	35%	10%	24%	22%	36%	23%	21%	20%	24%	22%	24%	25%	21%	24%	31%	25%	19%	18%	12%
Fairly badly	29%	37%	29%	28%	30%	29%	29%	30%	32%	31%	29%	25%	26%	29%	30%	31%	28%	29%	31%	32%	29%	26%	25%
Very badly	31%	42%	17%	16%	17%	51%	33%	30%	8%	27%	39%	42%	29%	33%	32%	29%	34%	34%	24%	27%	34%	42%	45%
Don't know	14%	9%	14%	19%	17%	10%	11%	17%	20%	17%	9%	12%	14%	15%	13%	14%	16%	12%	12%	15%	16%	13%	17%
Education																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	1%	3%	2%	2%	0%	3%	1%	6%	3%	1%	1%	8%	1%	1%	2%	2%	0%	2%	2%	3%	2%	1%
Fairly well	28%	20%	39%	31%	33%	20%	31%	26%	42%	27%	27%	26%	27%	27%	31%	31%	20%	34%	35%	32%	23%	21%	21%
Fairly badly	28%	33%	24%	30%	27%	29%	27%	28%	29%	24%	30%	32%	21%	29%	27%	25%	37%	32%	31%	24%	31%	23%	24%
Very badly	19%	24%	11%	15%	14%	27%	19%	19%	9%	22%	19%	19%	18%	21%	14%	19%	19%	20%	16%	17%	19%	27%	22%
Don't know	23%	22%	23%	22%	25%	23%	19%	26%	15%	24%	24%	23%	26%	22%	26%	23%	22%	14%	16%	24%	23%	28%	32%
Taxation																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	1%	1%	2%	-	1%	0%	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%	-	1%	0%	2%	0%	3%	0%
Fairly well	17%	10%	31%	23%	28%	9%	18%	17%	14%	16%	18%	19%	14%	15%	21%	18%	20%	23%	25%	17%	14%	10%	14%
Fairly badly	31%	30%	33%	32%	31%	27%	30%	31%	44%	29%	29%	29%	26%	31%	32%	32%	28%	31%	32%	28%	33%	35%	24%
Very badly	38%	54%	21%	32%	27%	54%	42%	35%	18%	38%	43%	42%	40%	40%	37%	36%	37%	37%	34%	39%	39%	41%	41%
Don't know	13%	5%	14%	13%	13%	9%	9%	17%	23%	15%	9%	10%	18%	14%	10%	12%	15%	9%	8%	15%	15%	11%	22%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

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	E
Unemployment																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	1%	0%	2%	3%	1%	1%	1%	1%	0%	2%	1%	0%	3%	1%	1%	1%	2%	0%	2%	1%	1%	2%	0%
Fairly well	19%	10%	32%	21%	29%	10%	21%	17%	20%	18%	23%	17%	20%	17%	20%	23%	18%	16%	25%	19%	16%	14%	13%
Fairly badly	32%	37%	28%	35%	31%	29%	34%	30%	45%	30%	29%	31%	27%	34%	31%	31%	30%	39%	33%	32%	32%	33%	26%
Very badly	30%	40%	17%	26%	18%	45%	30%	30%	20%	29%	32%	35%	30%	34%	28%	27%	30%	28%	27%	28%	31%	36%	37%
Don't know	18%	13%	22%	15%	21%	15%	14%	21%	15%	21%	15%	17%	20%	15%	20%	18%	21%	17%	13%	19%	20%	16%	25%
Inflation																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	1%	1%	2%	-	2%	0%	2%	1%	2%	1%	1%	1%	4%	1%	1%	1%	-	0%	1%	2%	1%	1%	0%
Fairly well	19%	13%	33%	27%	31%	12%	21%	18%	13%	15%	27%	23%	15%	18%	26%	19%	19%	18%	27%	19%	15%	14%	16%
Fairly badly	32%	38%	30%	28%	30%	31%	34%	30%	43%	29%	30%	33%	31%	31%	34%	33%	26%	34%	33%	30%	36%	29%	27%
Very badly	33%	40%	18%	27%	20%	47%	33%	33%	21%	37%	31%	34%	32%	35%	28%	31%	40%	38%	27%	33%	34%	42%	38%
Don't know	15%	8%	17%	19%	17%	10%	10%	19%	21%	18%	12%	9%	18%	14%	11%	16%	15%	10%	12%	15%	15%	14%	18%
Britain's exit from the EU																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	3%	0%	5%	8%	5%	1%	3%	2%	2%	2%	4%	2%	4%	3%	3%	2%	2%	3%	4%	3%	1%	3%	2%
Fairly well	21%	11%	34%	23%	32%	11%	23%	20%	27%	22%	22%	17%	22%	20%	20%	23%	20%	25%	28%	22%	19%	15%	13%
Fairly badly	25%	27%	23%	28%	26%	23%	25%	26%	31%	27%	21%	24%	27%	24%	24%	25%	33%	19%	25%	24%	27%	29%	20%
Very badly	32%	46%	18%	27%	21%	46%	35%	28%	18%	29%	37%	37%	22%	36%	29%	33%	26%	37%	31%	29%	32%	36%	33%
Don't know	19%	15%	20%	13%	17%	19%	14%	25%	23%	20%	15%	21%	25%	18%	24%	17%	19%	16%	13%	22%	20%	17%	31%
Defence																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	1%	3%	2%	2%	0%	3%	1%	5%	3%	1%	0%	5%	1%	2%	3%	4%	0%	1%	3%	2%	3%	1%
Fairly well	25%	13%	41%	28%	35%	13%	27%	24%	36%	26%	25%	19%	27%	20%	31%	28%	26%	27%	32%	27%	22%	20%	17%
Fairly badly	24%	35%	21%	32%	26%	25%	25%	24%	22%	22%	27%	27%	19%	28%	24%	21%	25%	29%	27%	22%	27%	23%	18%
Very badly	28%	43%	13%	20%	15%	48%	30%	26%	4%	22%	37%	39%	16%	33%	25%	27%	26%	30%	27%	25%	27%	29%	37%
Don't know	21%	9%	22%	18%	22%	14%	16%	25%	34%	27%	10%	15%	32%	18%	18%	21%	20%	14%	14%	22%	22%	25%	26%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
The economy																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	1%	3%	2%	3%	1%	2%	1%	2%	1%	2%	1%	3%	2%	1%	1%	0%	0%	2%	2%	1%	1%	1%
Fairly well	21%	9%	40%	28%	34%	9%	25%	18%	23%	19%	26%	21%	20%	19%	27%	22%	17%	25%	31%	19%	18%	17%	13%
Fairly badly	31%	33%	26%	33%	30%	30%	29%	32%	38%	31%	28%	30%	30%	29%	27%	35%	32%	35%	28%	32%	33%	37%	24%
Very badly	36%	51%	19%	27%	22%	52%	36%	35%	19%	36%	38%	41%	31%	40%	36%	30%	40%	31%	32%	35%	37%	36%	46%
Don't know	11%	5%	11%	11%	10%	8%	8%	14%	18%	14%	6%	7%	15%	10%	9%	12%	10%	8%	7%	13%	12%	10%	16%
Terrorism																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	5%	1%	7%	8%	6%	3%	7%	3%	12%	5%	5%	3%	10%	4%	6%	5%	5%	6%	5%	6%	5%	4%	5%
Fairly well	34%	28%	53%	42%	48%	22%	35%	33%	32%	35%	37%	31%	31%	34%	35%	36%	37%	24%	44%	33%	29%	31%	25%
Fairly badly	17%	26%	11%	12%	11%	22%	18%	16%	19%	15%	16%	20%	19%	19%	13%	17%	15%	13%	15%	17%	19%	19%	15%
Very badly	19%	24%	6%	10%	9%	32%	20%	18%	4%	16%	24%	26%	13%	20%	19%	19%	19%	27%	16%	17%	20%	20%	31%
Don't know	25%	21%	22%	29%	26%	20%	20%	29%	33%	29%	18%	20%	28%	23%	27%	23%	24%	30%	20%	27%	27%	26%	25%
Transport																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	-	6%	1%	4%	1%	2%	2%	2%	3%	2%	1%	4%	1%	2%	2%	4%	1%	3%	2%	3%	2%	2%
Fairly well	33%	27%	44%	44%	43%	23%	34%	33%	46%	33%	33%	29%	33%	31%	37%	37%	25%	32%	43%	36%	28%	25%	21%
Fairly badly	27%	29%	24%	25%	25%	29%	31%	24%	26%	26%	28%	30%	25%	29%	23%	26%	30%	38%	26%	28%	27%	29%	25%
Very badly	16%	21%	9%	13%	9%	26%	18%	15%	6%	16%	20%	18%	13%	18%	14%	16%	17%	18%	13%	14%	18%	23%	25%
Don't know	21%	23%	17%	18%	20%	21%	15%	26%	19%	23%	18%	22%	24%	20%	24%	19%	24%	11%	15%	21%	24%	21%	28%
Housing																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	2%	0%	5%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%
Fairly well	18%	13%	30%	20%	25%	10%	18%	17%	21%	17%	19%	16%	13%	16%	22%	21%	14%	15%	24%	16%	17%	13%	10%
Fairly badly	36%	39%	34%	39%	37%	35%	37%	35%	39%	34%	34%	39%	37%	36%	37%	32%	33%	50%	41%	38%	34%	30%	26%
Very badly	28%	33%	16%	23%	18%	39%	28%	27%	15%	27%	33%	28%	21%	31%	23%	29%	33%	21%	21%	23%	31%	37%	42%
Don't know	17%	14%	17%	16%	17%	16%	16%	19%	22%	19%	13%	16%	23%	16%	17%	17%	19%	12%	12%	21%	17%	19%	21%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Environment																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	1%	2%	-	1%	1%	2%	1%	4%	2%	1%	1%	3%	1%	1%	2%	-	3%	2%	2%	1%	3%	1%
Fairly well	26%	23%	35%	28%	32%	19%	29%	24%	29%	26%	26%	25%	31%	23%	26%	25%	33%	28%	29%	28%	26%	21%	21%
Fairly badly	33%	35%	33%	39%	36%	31%	33%	32%	38%	31%	30%	36%	27%	34%	32%	34%	28%	47%	41%	30%	33%	30%	22%
Very badly	20%	22%	12%	17%	15%	27%	19%	20%	12%	19%	25%	20%	15%	23%	19%	18%	19%	17%	15%	18%	19%	27%	30%
Don't know	20%	19%	17%	17%	17%	22%	17%	23%	17%	23%	18%	18%	25%	18%	22%	21%	20%	5%	14%	22%	22%	19%	26%
Welfare benefits																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	2%	2%	1%	2%	1%	2%	2%	4%	1%	2%	1%	7%	1%	1%	1%	1%	0%	3%	2%	0%	2%	1%
Fairly well	17%	7%	28%	16%	23%	10%	17%	17%	26%	18%	15%	13%	18%	14%	19%	19%	18%	21%	20%	18%	16%	13%	14%
Fairly badly	28%	26%	33%	40%	31%	23%	27%	29%	33%	27%	29%	26%	30%	28%	26%	28%	27%	30%	29%	29%	28%	28%	24%
Very badly	38%	60%	20%	30%	27%	56%	42%	35%	12%	35%	45%	48%	25%	43%	39%	37%	36%	40%	38%	34%	41%	41%	41%
Don't know	15%	6%	16%	12%	17%	10%	12%	18%	24%	18%	9%	12%	20%	14%	13%	16%	17%	9%	10%	17%	14%	17%	21%
Do you believe that at the moment Kemi Badenoch does or does not look like a Prime Minister in waiting?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
She does look like a Prime Minster in waiting	33%	71%	20%	23%	24%	49%	31%	34%	19%	25%	39%	46%	33%	36%	37%	28%	26%	34%	37%	33%	30%	29%	32%
She does not look like a Prime Minster in waiting	45%	18%	64%	56%	58%	33%	52%	37%	39%	50%	48%	35%	38%	43%	42%	50%	53%	41%	47%	44%	43%	42%	44%
Not sure	23%	12%	17%	20%	18%	18%	17%	28%	42%	25%	13%	19%	29%	22%	21%	23%	21%	25%	16%	23%	27%	29%	23%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Do you think Kemi Badenoch is doing well or badly as leader of the Conservative party?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	11%	28%	5%	7%	9%	17%	12%	11%	4%	9%	13%	17%	8%	13%	15%	9%	7%	11%	15%	10%	10%	9%	10%
Fairly well	31%	50%	26%	32%	28%	41%	32%	30%	21%	22%	38%	45%	28%	33%	33%	29%	29%	34%	34%	34%	28%	25%	31%
Fairly badly	17%	10%	25%	16%	22%	14%	20%	15%	13%	19%	18%	15%	18%	15%	20%	17%	20%	20%	19%	17%	16%	16%	17%
Very badly	17%	4%	22%	21%	22%	11%	21%	13%	17%	22%	17%	9%	14%	16%	12%	20%	24%	16%	17%	14%	17%	22%	17%
Don't know	23%	8%	22%	25%	19%	17%	15%	31%	45%	28%	14%	13%	32%	23%	20%	24%	19%	19%	15%	25%	29%	28%	25%
Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	2%	1%	2%	6%	2%	1%	2%	1%	2%	2%	1%	3%	5%	2%	1%	1%	1%	-	2%	2%	2%	1%	2%
Fairly well	20%	16%	30%	41%	30%	13%	19%	21%	18%	18%	24%	22%	20%	21%	20%	20%	21%	18%	26%	20%	19%	12%	17%
Fairly badly	17%	20%	19%	15%	17%	19%	21%	14%	12%	15%	21%	19%	10%	15%	20%	21%	18%	22%	18%	18%	19%	14%	10%
Very badly	19%	22%	11%	10%	11%	30%	24%	13%	6%	17%	23%	23%	12%	24%	17%	15%	18%	18%	17%	16%	16%	25%	26%
Don't know	42%	42%	38%	27%	39%	36%	34%	51%	63%	49%	32%	32%	53%	39%	42%	43%	43%	42%	36%	44%	44%	47%	45%
Do you think Nigel Farage is doing well or badly as leader of Reform UK?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	7%	8%	4%	2%	3%	12%	8%	5%	3%	5%	9%	9%	8%	7%	7%	7%	5%	5%	4%	5%	10%	9%	9%
Fairly well	18%	28%	7%	6%	8%	30%	19%	16%	8%	15%	20%	23%	15%	18%	18%	18%	17%	18%	15%	17%	19%	21%	19%
Fairly badly	15%	20%	14%	19%	15%	16%	17%	13%	8%	14%	17%	17%	12%	16%	19%	13%	13%	15%	17%	15%	13%	14%	13%
Very badly	44%	30%	62%	60%	61%	27%	43%	44%	47%	47%	42%	38%	33%	45%	40%	47%	50%	49%	52%	45%	38%	32%	41%
Don't know	17%	14%	13%	13%	13%	15%	13%	22%	34%	19%	13%	13%	32%	15%	16%	15%	16%	14%	11%	19%	20%	23%	18%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Do you think Zack Polanski is doing well or badly as leader of the Green Party?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	3%	1%	3%	3%	5%	1%	4%	3%	7%	4%	2%	2%	6%	3%	2%	3%	6%	2%	3%	4%	4%	3%	2%
Fairly well	12%	4%	17%	14%	16%	4%	12%	13%	30%	15%	7%	5%	17%	10%	14%	14%	11%	10%	15%	14%	11%	8%	9%
Fairly badly	16%	11%	25%	27%	22%	10%	17%	15%	15%	16%	18%	14%	15%	15%	18%	16%	17%	18%	18%	18%	14%	14%	9%
Very badly	41%	61%	32%	38%	36%	60%	49%	34%	5%	34%	53%	57%	26%	47%	40%	41%	43%	37%	43%	40%	37%	42%	47%
Don't know	27%	23%	22%	18%	21%	24%	18%	36%	43%	30%	20%	22%	36%	26%	26%	26%	24%	33%	20%	25%	34%	33%	33%
Do you think that Andy Burnham is doing well or badly as Prime Minister?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very well	7%	2%	16%	12%	13%	3%	9%	6%	7%	8%	9%	5%	7%	7%	7%	10%	5%	3%	11%	8%	5%	6%	5%
Fairly well	37%	20%	60%	44%	53%	20%	36%	38%	54%	37%	35%	31%	38%	33%	41%	38%	36%	49%	45%	38%	35%	31%	26%
Fairly badly	19%	31%	9%	17%	15%	26%	20%	18%	7%	20%	19%	24%	15%	20%	20%	19%	24%	15%	20%	20%	18%	19%	19%
Very badly	22%	38%	6%	11%	10%	40%	24%	20%	2%	18%	28%	31%	22%	25%	19%	21%	17%	23%	17%	18%	23%	29%	32%
Don't know	14%	9%	10%	16%	9%	12%	10%	18%	30%	16%	9%	10%	18%	15%	14%	12%	18%	10%	7%	16%	19%	16%	17%
Do you believe the Conservative party today are or are not ready for government?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
They are ready for Government	24%	60%	12%	18%	16%	36%	24%	23%	13%	19%	30%	31%	23%	26%	27%	21%	17%	19%	27%	24%	20%	22%	22%
They are not ready for Government	55%	24%	75%	68%	68%	45%	59%	51%	46%	58%	57%	50%	49%	51%	53%	60%	66%	55%	58%	52%	54%	53%	60%
Not sure	22%	16%	13%	14%	16%	19%	17%	26%	41%	23%	13%	19%	28%	22%	20%	19%	17%	26%	16%	24%	26%	24%	19%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
In principle, would you support or oppose a large increase in the amount of new housing built in Britain?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Strongly support	14%	9%	21%	11%	17%	10%	18%	10%	18%	15%	12%	12%	18%	10%	12%	15%	21%	23%	16%	14%	12%	14%	14%
Tend to support	37%	30%	46%	42%	44%	29%	40%	35%	47%	34%	36%	38%	45%	31%	38%	38%	43%	38%	38%	39%	38%	30%	37%
Tend to oppose	22%	29%	17%	21%	20%	28%	18%	25%	9%	21%	26%	25%	11%	25%	26%	22%	20%	18%	24%	22%	21%	22%	19%
Strongly oppose	16%	24%	8%	15%	10%	24%	15%	16%	5%	14%	21%	17%	9%	23%	14%	14%	7%	9%	15%	15%	13%	21%	20%
Don't know	11%	7%	8%	11%	9%	8%	9%	13%	20%	15%	4%	7%	17%	10%	10%	11%	9%	12%	7%	11%	17%	13%	10%
And would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Strongly support	10%	5%	14%	9%	12%	6%	13%	7%	14%	11%	9%	7%	13%	6%	8%	11%	20%	14%	10%	10%	9%	11%	10%
Tend to support	31%	23%	40%	38%	38%	24%	35%	27%	38%	30%	30%	31%	40%	24%	30%	33%	40%	37%	35%	31%	29%	29%	31%
Tend to oppose	22%	23%	22%	25%	22%	22%	17%	26%	19%	21%	21%	25%	18%	23%	26%	20%	19%	17%	23%	22%	24%	16%	17%
Strongly oppose	28%	44%	18%	24%	22%	41%	26%	31%	10%	27%	36%	32%	17%	38%	28%	27%	16%	19%	27%	29%	27%	33%	32%
Don't know	9%	5%	6%	4%	6%	7%	8%	9%	18%	11%	4%	5%	12%	8%	9%	8%	5%	13%	5%	8%	12%	12%	10%
Would you support or oppose a large increase in the amount of housing being built in Britain... ...if it meant a substantial decrease in house prices?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Strongly support	16%	10%	20%	11%	16%	10%	20%	12%	35%	18%	12%	8%	26%	12%	13%	17%	22%	16%	16%	17%	13%	21%	14%
Tend to support	36%	25%	41%	46%	41%	27%	34%	37%	43%	35%	33%	37%	40%	33%	36%	33%	40%	42%	36%	35%	37%	29%	41%
Tend to oppose	22%	31%	19%	20%	22%	27%	20%	23%	7%	21%	25%	25%	15%	24%	24%	21%	19%	21%	26%	22%	20%	17%	18%
Strongly oppose	15%	25%	10%	10%	10%	26%	16%	15%	3%	13%	22%	18%	9%	19%	15%	16%	11%	7%	14%	15%	16%	16%	16%
Don't know	12%	9%	9%	13%	11%	10%	10%	13%	14%	12%	8%	13%	10%	12%	11%	13%	8%	14%	9%	11%	14%	16%	12%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
....if it meant the government borrowing a large amount of money to fund house building?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Strongly support	4%	1%	8%	5%	5%	3%	6%	3%	4%	5%	6%	2%	7%	3%	5%	3%	8%	4%	5%	3%	3%	6%	8%
Tend to support	18%	8%	27%	27%	23%	12%	22%	15%	28%	18%	15%	16%	18%	17%	19%	17%	17%	30%	21%	17%	16%	17%	18%
Tend to oppose	27%	25%	32%	25%	31%	23%	25%	29%	30%	25%	28%	27%	32%	23%	29%	29%	26%	21%	27%	30%	26%	21%	24%
Strongly oppose	38%	58%	22%	29%	29%	54%	38%	38%	14%	36%	44%	45%	23%	45%	34%	40%	34%	34%	37%	36%	40%	42%	34%
Don't know	13%	8%	12%	15%	12%	9%	10%	16%	23%	17%	7%	9%	21%	12%	14%	11%	15%	10%	11%	13%	15%	14%	17%
....if it meant allowing smaller housing units or more high rise blocks?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Strongly support	6%	3%	9%	4%	6%	4%	8%	3%	10%	6%	5%	3%	10%	3%	6%	5%	10%	2%	6%	4%	5%	8%	7%
Tend to support	25%	19%	30%	32%	30%	20%	29%	22%	35%	23%	25%	26%	28%	22%	24%	27%	27%	35%	27%	27%	22%	26%	24%
Tend to oppose	28%	28%	33%	31%	31%	27%	27%	30%	27%	29%	28%	28%	25%	28%	29%	29%	29%	32%	30%	29%	31%	23%	24%
Strongly oppose	28%	39%	19%	24%	22%	40%	26%	30%	6%	27%	35%	32%	18%	34%	28%	28%	21%	17%	25%	27%	29%	30%	32%
Don't know	13%	11%	10%	9%	12%	9%	11%	15%	22%	15%	7%	11%	19%	13%	12%	10%	13%	14%	11%	13%	14%	14%	14%
....if it meant building more housing on green field sites?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Strongly support	3%	4%	5%	2%	3%	3%	5%	2%	3%	5%	3%	1%	7%	2%	3%	3%	9%	3%	3%	3%	2%	8%	5%
Tend to support	15%	8%	21%	14%	16%	11%	20%	10%	21%	15%	13%	15%	18%	12%	14%	15%	23%	18%	15%	15%	17%	14%	13%
Tend to oppose	26%	21%	31%	28%	31%	17%	23%	28%	40%	25%	26%	20%	26%	25%	25%	27%	26%	31%	29%	28%	27%	15%	22%
Strongly oppose	47%	64%	37%	49%	42%	62%	44%	50%	21%	44%	54%	57%	30%	55%	48%	50%	33%	38%	47%	44%	47%	51%	50%
Don't know	9%	3%	7%	8%	7%	7%	8%	10%	16%	12%	4%	6%	19%	7%	10%	5%	10%	11%	6%	11%	8%	12%	10%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
In the year ahead, do you expect house prices to go up or down, or stay about the same?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Go up a lot	9%	5%	6%	6%	6%	9%	8%	9%	12%	11%	8%	5%	9%	8%	8%	10%	9%	10%	4%	7%	12%	14%	13%
Go up a little	27%	22%	29%	29%	26%	25%	29%	25%	37%	27%	23%	26%	24%	25%	26%	28%	34%	30%	28%	28%	27%	22%	25%
Stay about the same	35%	39%	40%	37%	38%	38%	34%	35%	21%	33%	40%	39%	29%	35%	39%	35%	31%	39%	41%	36%	32%	28%	29%
Go down a little	13%	19%	11%	15%	14%	14%	12%	14%	6%	11%	15%	17%	11%	17%	12%	10%	10%	10%	15%	12%	12%	10%	10%
Go down a lot	3%	5%	1%	-	2%	4%	4%	2%	6%	2%	4%	2%	9%	4%	2%	1%	1%	3%	4%	3%	2%	4%	2%
Don't know	14%	11%	12%	11%	14%	11%	13%	15%	18%	16%	11%	11%	19%	11%	13%	16%	16%	9%	8%	14%	15%	20%	21%
Do you think it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
It would be better for Britain if house prices rose	6%	10%	4%	8%	4%	9%	9%	4%	3%	7%	7%	7%	7%	6%	9%	6%	7%	2%	8%	5%	9%	5%	4%
It would be better for Britain if house prices went down	47%	35%	50%	49%	46%	39%	47%	46%	70%	51%	39%	36%	53%	44%	45%	48%	45%	54%	41%	50%	50%	47%	47%
It would be better for Britain if house prices stayed about the same	28%	38%	29%	29%	32%	32%	28%	27%	8%	21%	37%	39%	16%	32%	28%	28%	25%	30%	37%	25%	26%	20%	22%
Don't know	19%	18%	16%	14%	18%	20%	17%	22%	19%	21%	17%	18%	24%	19%	18%	18%	23%	15%	15%	20%	16%	28%	27%
And thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base: All GB adults	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
I would be better off if house prices rose	20%	23%	27%	23%	26%	22%	23%	18%	3%	22%	27%	18%	16%	22%	19%	21%	25%	15%	27%	22%	19%	14%	8%
I would be better off if house prices fell	21%	8%	18%	22%	15%	10%	21%	20%	66%	25%	8%	3%	32%	19%	17%	22%	16%	15%	15%	24%	26%	23%	11%
It will make little difference to me personally if house prices rise or fall	50%	63%	48%	49%	53%	58%	47%	53%	19%	39%	60%	73%	38%	52%	53%	48%	53%	58%	53%	44%	46%	45%	69%
Don't know	9%	6%	6%	6%	6%	10%	10%	9%	11%	14%	5%	5%	14%	7%	11%	9%	5%	12%	5%	10%	9%	18%	11%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Do you think the Conservative party is in touch or out of touch?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
In touch	21%	55%	8%	15%	15%	33%	21%	20%	7%	15%	25%	32%	15%	25%	25%	18%	13%	18%	25%	21%	17%	18%	19%
Out of touch	48%	12%	71%	53%	61%	34%	51%	46%	53%	54%	50%	34%	46%	43%	43%	55%	63%	42%	50%	46%	48%	51%	47%
Neither	17%	25%	11%	19%	14%	21%	18%	17%	13%	14%	17%	25%	17%	18%	21%	15%	11%	26%	17%	17%	19%	15%	19%
Don't know	14%	8%	10%	13%	9%	12%	10%	17%	27%	16%	8%	9%	22%	13%	11%	13%	13%	14%	7%	16%	17%	17%	14%
Do you think the Conservative party cares about ordinary people, or care about only a select few?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Cares about ordinary people	17%	50%	6%	15%	13%	26%	18%	17%	10%	13%	19%	27%	13%	22%	19%	15%	12%	12%	22%	17%	14%	15%	13%
Cares about only a select few	56%	20%	80%	62%	70%	45%	58%	55%	56%	63%	57%	44%	55%	50%	52%	64%	71%	56%	58%	56%	58%	53%	55%
Neither	14%	18%	8%	11%	8%	18%	14%	14%	11%	11%	16%	17%	12%	15%	16%	11%	10%	22%	11%	11%	15%	16%	21%
Don't know	12%	12%	6%	12%	8%	12%	10%	15%	23%	13%	8%	11%	19%	13%	13%	10%	8%	11%	8%	16%	13%	15%	11%
Do you think the Conservative party is trustworthy or untrustworthy?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Trustworthy	17%	52%	7%	11%	13%	26%	18%	16%	8%	13%	17%	29%	14%	21%	21%	13%	11%	18%	21%	15%	17%	14%	17%
Untrustworthy	52%	11%	75%	60%	64%	40%	55%	48%	51%	61%	54%	32%	49%	46%	48%	58%	67%	51%	51%	52%	48%	54%	56%
Neither	20%	31%	12%	19%	16%	26%	19%	21%	16%	14%	23%	29%	19%	22%	21%	19%	15%	20%	21%	19%	23%	17%	18%
Don't know	11%	6%	6%	11%	7%	9%	9%	14%	26%	11%	6%	10%	18%	12%	11%	10%	7%	10%	7%	14%	12%	15%	10%
Do you think the Conservative party is trying to do the right thing, or serving their own interests?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Trying to do the right thing	24%	64%	8%	19%	19%	36%	25%	22%	9%	19%	26%	37%	18%	30%	25%	19%	16%	21%	30%	25%	19%	20%	18%
Serving their own interests	56%	19%	78%	59%	66%	45%	58%	53%	59%	60%	55%	47%	50%	48%	57%	63%	72%	52%	54%	54%	58%	53%	61%
Neither	8%	10%	7%	9%	6%	10%	7%	9%	7%	7%	11%	8%	13%	7%	9%	6%	6%	16%	9%	8%	7%	8%	9%
Don't know	13%	7%	7%	13%	9%	10%	10%	15%	25%	14%	9%	9%	19%	14%	9%	12%	7%	11%	8%	13%	16%	19%	12%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Do you think the Conservative party is strong or weak?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Strong	18%	44%	8%	14%	14%	26%	18%	19%	13%	16%	21%	23%	14%	20%	24%	15%	15%	22%	21%	18%	18%	17%	15%
Weak	40%	17%	57%	48%	51%	32%	48%	33%	34%	45%	43%	32%	37%	36%	39%	47%	54%	32%	44%	41%	38%	42%	34%
Neither	28%	33%	26%	29%	26%	33%	25%	30%	20%	25%	28%	37%	30%	31%	25%	25%	24%	35%	29%	25%	28%	27%	35%
Don't know	13%	6%	9%	10%	9%	9%	9%	18%	33%	14%	7%	8%	20%	13%	12%	13%	8%	11%	7%	16%	16%	14%	16%
Do you think the Conservative party is moderate or extreme?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Moderate	44%	72%	37%	40%	41%	55%	47%	41%	28%	42%	47%	51%	27%	49%	48%	44%	36%	45%	50%	46%	41%	35%	36%
Extreme	17%	2%	28%	23%	26%	7%	20%	14%	24%	16%	19%	14%	18%	14%	16%	16%	32%	19%	21%	17%	14%	16%	14%
Neither	21%	16%	23%	21%	21%	21%	18%	23%	19%	21%	20%	22%	25%	21%	20%	20%	18%	22%	21%	15%	25%	20%	28%
Don't know	18%	10%	13%	16%	12%	17%	14%	22%	29%	20%	14%	14%	30%	15%	16%	20%	14%	14%	8%	21%	20%	29%	21%
Do you think the Conservative party is competent or incompetent?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Competent	25%	64%	13%	19%	21%	36%	25%	25%	11%	20%	30%	35%	19%	28%	30%	21%	23%	26%	30%	26%	23%	19%	22%
Incompetent	44%	9%	62%	51%	54%	32%	48%	40%	49%	51%	43%	31%	46%	39%	38%	51%	55%	45%	44%	41%	44%	46%	51%
Neither	18%	18%	17%	19%	15%	21%	17%	19%	21%	14%	19%	24%	21%	19%	19%	16%	15%	18%	18%	17%	21%	15%	19%
Don't know	13%	9%	8%	11%	10%	11%	9%	16%	19%	15%	8%	10%	14%	14%	14%	12%	7%	10%	8%	16%	13%	20%	9%
Do you think the Conservative party has a clear sense of purpose, or are unclear about what they stand for?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Have a clear sense of purpose	31%	58%	22%	26%	27%	38%	31%	30%	26%	26%	34%	38%	26%	33%	37%	25%	29%	32%	36%	32%	29%	24%	25%
Are unclear what they stand for	41%	21%	54%	51%	50%	37%	45%	38%	35%	44%	42%	39%	33%	41%	37%	46%	47%	40%	44%	37%	42%	38%	46%
Neither	12%	12%	12%	12%	11%	12%	12%	12%	10%	12%	13%	12%	19%	11%	9%	11%	10%	15%	10%	13%	11%	13%	13%
Don't know	16%	9%	12%	11%	13%	13%	13%	19%	29%	18%	11%	12%	21%	14%	17%	17%	14%	13%	9%	18%	18%	24%	15%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Do you think the Conservative party is tolerant or prejudiced?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Tolerant	24%	59%	9%	16%	18%	37%	27%	21%	8%	21%	28%	33%	18%	29%	25%	24%	13%	23%	29%	26%	19%	23%	19%
Prejudiced	39%	10%	63%	54%	54%	25%	39%	38%	42%	42%	37%	32%	38%	33%	37%	45%	54%	29%	41%	38%	42%	30%	37%
Neither	19%	21%	15%	16%	14%	23%	20%	19%	18%	17%	22%	21%	17%	22%	19%	16%	16%	29%	18%	17%	19%	20%	27%
Don't know	18%	10%	13%	13%	14%	15%	14%	22%	32%	20%	13%	13%	27%	16%	19%	15%	17%	20%	12%	19%	20%	27%	17%
Do you think the Labour party is in touch or out of touch?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
In touch	26%	8%	52%	35%	41%	11%	24%	27%	33%	25%	28%	21%	24%	22%	24%	29%	31%	38%	35%	26%	19%	22%	17%
Out of touch	50%	77%	25%	36%	35%	73%	57%	44%	27%	46%	56%	63%	41%	54%	53%	47%	50%	43%	46%	48%	53%	51%	59%
Neither	13%	10%	17%	19%	17%	9%	12%	14%	13%	15%	12%	12%	18%	12%	13%	14%	12%	9%	15%	14%	12%	13%	11%
Don't know	11%	4%	6%	11%	7%	7%	7%	15%	27%	14%	5%	4%	17%	11%	10%	11%	7%	11%	4%	12%	16%	15%	12%
Do you think the Labour party cares about ordinary people, or care about only a select few?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Cares about ordinary people	35%	15%	66%	47%	57%	15%	35%	35%	45%	35%	36%	29%	34%	31%	34%	40%	36%	41%	47%	35%	29%	27%	23%
Cares about only a select few	43%	68%	21%	30%	28%	65%	47%	39%	17%	41%	48%	53%	37%	45%	48%	41%	45%	33%	38%	42%	47%	43%	52%
Neither	12%	11%	8%	14%	10%	13%	13%	12%	17%	11%	12%	13%	16%	14%	9%	10%	13%	12%	11%	12%	10%	16%	18%
Don't know	10%	6%	4%	10%	6%	7%	6%	13%	21%	13%	4%	5%	13%	10%	9%	9%	7%	14%	4%	11%	14%	15%	7%
Do you think the Labour party is trustworthy or untrustworthy?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Trustworthy	21%	8%	45%	26%	35%	8%	21%	21%	28%	23%	20%	16%	25%	17%	20%	24%	25%	23%	31%	20%	16%	17%	12%
Untrustworthy	50%	74%	25%	45%	35%	74%	56%	45%	26%	47%	57%	61%	41%	57%	49%	46%	54%	48%	44%	48%	53%	55%	63%
Neither	17%	13%	22%	19%	22%	12%	16%	19%	20%	16%	18%	17%	17%	16%	22%	18%	12%	17%	18%	19%	15%	16%	15%
Don't know	11%	5%	8%	10%	9%	6%	7%	16%	27%	14%	5%	6%	17%	10%	9%	12%	10%	11%	7%	13%	15%	12%	10%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Do you think the Labour party is trying to do the right thing, or serving their own interests?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Trying to do the right thing	36%	18%	66%	48%	57%	17%	37%	35%	42%	36%	38%	29%	35%	32%	36%	38%	36%	43%	47%	36%	28%	29%	24%
Serving their own interests	44%	67%	21%	29%	27%	69%	48%	40%	18%	41%	47%	57%	32%	47%	47%	44%	45%	39%	38%	41%	48%	48%	54%
Neither	9%	10%	8%	11%	9%	8%	8%	11%	13%	9%	8%	9%	15%	10%	8%	8%	8%	6%	9%	10%	8%	9%	13%
Don't know	11%	5%	5%	12%	7%	7%	7%	15%	28%	14%	6%	4%	17%	10%	9%	10%	11%	12%	5%	13%	16%	14%	9%
Do you think the Labour party is strong or weak?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Strong	19%	8%	38%	25%	29%	9%	20%	18%	23%	21%	20%	13%	17%	17%	18%	21%	24%	27%	26%	18%	17%	16%	14%
Weak	43%	64%	24%	29%	29%	63%	50%	37%	26%	41%	47%	52%	34%	43%	47%	46%	47%	40%	39%	41%	46%	47%	50%
Neither	24%	22%	29%	33%	31%	18%	21%	27%	24%	21%	27%	26%	32%	26%	24%	20%	18%	20%	27%	26%	21%	20%	22%
Don't know	13%	6%	8%	14%	10%	10%	9%	18%	26%	16%	7%	9%	17%	14%	11%	13%	11%	13%	8%	14%	16%	17%	14%
Do you think the Labour party is moderate or extreme?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Moderate	44%	27%	71%	55%	63%	26%	45%	43%	55%	49%	41%	34%	42%	42%	43%	46%	51%	46%	56%	47%	36%	34%	33%
Extreme	21%	37%	8%	12%	11%	35%	25%	16%	6%	14%	27%	31%	18%	23%	19%	21%	20%	15%	18%	19%	23%	24%	23%
Neither	21%	28%	13%	20%	18%	26%	20%	22%	16%	21%	20%	24%	21%	22%	23%	21%	17%	24%	19%	20%	23%	24%	26%
Don't know	14%	8%	8%	14%	8%	13%	9%	19%	23%	16%	11%	10%	19%	13%	15%	12%	12%	15%	7%	15%	18%	17%	18%
Do you think the Labour party is competent or incompetent?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Competent	28%	9%	58%	32%	45%	10%	29%	27%	40%	29%	29%	19%	31%	22%	27%	33%	31%	32%	38%	28%	24%	22%	16%
Incompetent	46%	74%	18%	32%	29%	71%	50%	42%	19%	42%	50%	60%	35%	51%	45%	43%	47%	44%	42%	43%	46%	50%	57%
Neither	16%	13%	17%	23%	17%	12%	14%	17%	21%	14%	15%	16%	20%	14%	19%	14%	15%	14%	13%	19%	15%	11%	18%
Don't know	11%	3%	7%	14%	9%	7%	7%	15%	20%	15%	6%	5%	13%	13%	9%	10%	8%	10%	7%	11%	15%	17%	9%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Do you think the Labour party has a clear sense of purpose, or are unclear about what they stand for?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Have a clear sense of purpose	28%	17%	52%	30%	43%	15%	27%	29%	33%	29%	31%	22%	29%	24%	27%	33%	29%	36%	37%	27%	25%	25%	19%
Are unclear what they stand for	48%	67%	31%	46%	36%	66%	53%	42%	31%	44%	48%	61%	46%	51%	48%	44%	51%	40%	45%	47%	48%	46%	56%
Neither	12%	11%	11%	16%	13%	10%	11%	13%	14%	11%	14%	12%	13%	12%	15%	11%	9%	8%	11%	12%	12%	13%	15%
Don't know	12%	5%	6%	9%	8%	9%	9%	15%	21%	16%	7%	6%	12%	12%	11%	11%	11%	16%	7%	13%	16%	15%	10%
Do you think the Labour party is tolerant or prejudiced?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Tolerant	36%	19%	66%	42%	55%	20%	36%	36%	41%	38%	39%	28%	37%	31%	33%	40%	42%	54%	48%	36%	33%	27%	22%
Prejudiced	30%	50%	13%	22%	20%	46%	36%	24%	11%	26%	34%	41%	26%	32%	28%	33%	25%	16%	26%	26%	34%	34%	39%
Neither	19%	22%	14%	21%	14%	23%	18%	21%	21%	18%	17%	23%	20%	22%	21%	15%	18%	14%	18%	20%	17%	17%	26%
Don't know	15%	9%	7%	15%	12%	11%	10%	19%	27%	18%	9%	9%	17%	14%	17%	11%	15%	15%	7%	18%	17%	22%	14%
Generally speaking, how much confidence do you have in the courts and judicial system in Britain?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
A lot of confidence	5%	5%	9%	7%	9%	3%	7%	4%	4%	5%	8%	5%	7%	5%	5%	5%	5%	5%	9%	5%	3%	4%	4%
A fair amount of confidence	37%	41%	47%	51%	50%	29%	37%	38%	35%	36%	37%	40%	43%	38%	38%	34%	41%	31%	47%	41%	30%	31%	24%
Not very much confidence	35%	36%	31%	30%	28%	40%	32%	37%	33%	34%	33%	38%	23%	35%	33%	40%	35%	38%	29%	34%	40%	38%	35%
No confidence at all	15%	13%	8%	7%	7%	24%	17%	13%	6%	16%	20%	13%	14%	14%	17%	16%	15%	15%	8%	13%	17%	18%	29%
Don't know	8%	5%	5%	5%	6%	4%	7%	8%	22%	10%	2%	3%	13%	8%	7%	6%	4%	11%	6%	7%	9%	9%	8%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
When courts are deciding what punishment to give to someone who has committed a crime, what do you think should be the main purpose of the sentence?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
To punish criminals	30%	35%	25%	22%	25%	35%	28%	31%	25%	27%	35%	31%	29%	29%	31%	28%	39%	24%	29%	28%	30%	33%	32%
To get criminals off the streets and away from the law-abiding public	29%	39%	28%	25%	28%	35%	29%	29%	19%	26%	34%	34%	25%	31%	31%	27%	26%	37%	30%	30%	31%	22%	28%
To rehabilitate criminals so that they do not commit further crimes	28%	15%	38%	35%	37%	17%	28%	28%	33%	30%	24%	25%	30%	25%	27%	31%	27%	24%	31%	28%	24%	24%	26%
To serve as a warning to other potential criminals	7%	8%	5%	10%	6%	8%	8%	6%	8%	7%	5%	8%	6%	7%	6%	10%	6%	3%	5%	8%	7%	8%	8%
Don't know	7%	3%	4%	8%	4%	5%	7%	6%	15%	10%	1%	2%	10%	8%	5%	5%	2%	12%	5%	6%	7%	13%	7%

How effective, if at all, do you think the following sentences are at reducing crime in the future?

Prison sentences

Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very effective	10%	13%	9%	3%	8%	12%	13%	8%	13%	10%	10%	10%	19%	9%	7%	9%	11%	11%	10%	11%	12%	11%	5%
Fairly effective	37%	38%	40%	39%	36%	38%	35%	39%	36%	35%	39%	38%	35%	39%	37%	38%	28%	35%	41%	39%	34%	32%	31%
Not very effective	35%	31%	35%	47%	41%	32%	33%	36%	33%	31%	36%	39%	28%	34%	35%	36%	40%	38%	36%	33%	37%	31%	35%
Not effective at all	10%	12%	8%	7%	8%	12%	11%	9%	2%	12%	11%	8%	8%	10%	13%	8%	14%	6%	8%	9%	9%	15%	15%
Don't know	8%	6%	7%	5%	7%	6%	8%	9%	15%	11%	5%	5%	11%	8%	8%	9%	7%	10%	5%	8%	8%	12%	14%

Community service

Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very effective	2%	2%	3%	1%	2%	1%	3%	2%	8%	2%	2%	0%	5%	1%	2%	3%	4%	2%	5%	1%	2%	2%	1%
Fairly effective	20%	16%	28%	30%	28%	13%	21%	20%	21%	22%	21%	17%	19%	22%	21%	18%	21%	25%	24%	22%	16%	20%	14%
Not very effective	38%	33%	39%	37%	39%	36%	37%	39%	40%	37%	38%	39%	36%	37%	41%	41%	34%	29%	35%	39%	41%	33%	37%
Not effective at all	28%	40%	20%	17%	19%	42%	30%	25%	10%	24%	32%	36%	22%	29%	25%	28%	32%	32%	26%	24%	30%	30%	35%
Don't know	12%	9%	10%	15%	13%	7%	10%	14%	20%	15%	7%	8%	18%	12%	11%	11%	9%	12%	10%	13%	11%	15%	12%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Fines																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very effective	2%	1%	3%	4%	1%	2%	3%	1%	4%	3%	2%	1%	5%	3%	2%	1%	3%	-	2%	2%	2%	2%	3%
Fairly effective	15%	13%	16%	21%	17%	11%	17%	13%	20%	16%	16%	11%	20%	13%	18%	13%	13%	18%	15%	16%	16%	14%	13%
Not very effective	38%	37%	41%	45%	41%	35%	36%	39%	39%	36%	36%	43%	37%	39%	34%	41%	35%	33%	41%	40%	35%	33%	31%
Not effective at all	37%	43%	34%	25%	34%	48%	36%	39%	22%	36%	43%	41%	26%	38%	38%	40%	44%	39%	35%	35%	40%	39%	45%
Don't know	7%	6%	6%	5%	6%	5%	7%	7%	14%	10%	3%	4%	12%	7%	8%	6%	6%	10%	6%	7%	7%	12%	7%
Drug or alcohol treatment orders																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Very effective	7%	5%	9%	9%	8%	4%	7%	6%	11%	7%	7%	4%	13%	6%	5%	5%	7%	7%	9%	8%	3%	6%	7%
Fairly effective	26%	19%	36%	34%	34%	17%	23%	29%	31%	29%	26%	18%	23%	24%	27%	28%	27%	30%	29%	27%	27%	26%	15%
Not very effective	25%	29%	19%	23%	21%	27%	26%	23%	25%	22%	26%	29%	24%	27%	26%	23%	23%	15%	23%	25%	27%	22%	27%
Not effective at all	21%	31%	13%	14%	14%	34%	24%	18%	5%	19%	25%	30%	16%	21%	21%	22%	23%	29%	21%	20%	20%	25%	27%
Don't know	21%	16%	23%	20%	23%	18%	19%	23%	28%	23%	16%	20%	25%	22%	20%	21%	20%	19%	19%	21%	23%	21%	24%
In your opinion, are living conditions for people serving sentences in prisons too easy, about right, or too harsh?																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Living conditions are too easy	49%	67%	38%	35%	37%	66%	48%	49%	24%	47%	55%	55%	41%	49%	53%	50%	50%	45%	46%	49%	48%	53%	51%
Living conditions are about right	20%	15%	26%	27%	25%	15%	20%	20%	27%	20%	18%	19%	24%	20%	18%	20%	19%	22%	24%	20%	20%	15%	17%
Living conditions are too harsh	6%	2%	7%	9%	8%	3%	7%	5%	11%	7%	5%	5%	8%	5%	6%	8%	9%	4%	7%	7%	3%	9%	6%
Don't know	25%	17%	29%	29%	29%	17%	24%	26%	38%	26%	22%	21%	28%	27%	23%	23%	22%	29%	24%	24%	29%	23%	26%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Which of the following items do you think prisoners should have access to whilst in prison?																							
Video games console																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Should be allowed access to	12%	9%	16%	14%	16%	8%	15%	10%	17%	10%	12%	16%	16%	10%	16%	11%	15%	10%	16%	14%	7%	11%	12%
Should not be allowed access to	79%	86%	75%	78%	75%	86%	77%	82%	69%	81%	83%	78%	73%	81%	79%	81%	80%	82%	78%	78%	84%	83%	76%
Don't know	8%	5%	10%	8%	9%	5%	8%	8%	14%	9%	5%	7%	11%	9%	5%	8%	5%	8%	6%	8%	9%	6%	13%
TV																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Should be allowed access to	51%	47%	59%	53%	61%	48%	50%	53%	37%	47%	58%	60%	38%	53%	55%	51%	57%	57%	59%	51%	47%	41%	53%
Should not be allowed access to	42%	47%	35%	41%	32%	47%	44%	39%	49%	44%	40%	36%	51%	40%	39%	43%	38%	35%	37%	41%	45%	50%	38%
Don't know	7%	5%	7%	6%	7%	5%	6%	8%	14%	9%	2%	5%	12%	7%	6%	6%	5%	8%	5%	7%	8%	9%	8%
Radio																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Should be allowed access to	78%	71%	84%	85%	87%	74%	75%	80%	68%	76%	81%	82%	70%	79%	78%	77%	79%	87%	83%	77%	76%	70%	76%
Should not be allowed access to	17%	25%	12%	11%	10%	22%	20%	15%	20%	18%	17%	15%	23%	17%	19%	18%	16%	5%	14%	17%	19%	22%	19%
Don't know	5%	4%	4%	3%	3%	4%	5%	5%	12%	6%	1%	3%	7%	4%	2%	6%	5%	8%	3%	5%	6%	8%	4%
Books																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Should be allowed access to	93%	96%	94%	95%	97%	93%	90%	95%	85%	91%	96%	96%	90%	93%	94%	93%	92%	94%	94%	93%	93%	90%	94%
Should not be allowed access to	4%	3%	3%	3%	2%	4%	6%	2%	6%	4%	3%	4%	5%	4%	3%	4%	6%	-	4%	4%	5%	6%	3%
Don't know	3%	1%	2%	2%	1%	2%	4%	2%	9%	4%	0%	0%	5%	3%	2%	3%	1%	6%	2%	3%	2%	4%	3%

Fieldwork Dates: 14th - 16th November 2026

Sample Size: 1754 Adults in GB

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Newspapers																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Should be allowed access to	75%	71%	81%	83%	83%	69%	75%	76%	78%	76%	75%	72%	71%	75%	74%	77%	81%	75%	82%	75%	71%	67%	74%
Should not be allowed access to	19%	25%	14%	12%	13%	26%	20%	18%	12%	18%	22%	23%	21%	20%	21%	19%	14%	18%	14%	19%	24%	24%	20%
Don't know	6%	4%	5%	5%	5%	4%	5%	6%	10%	6%	3%	5%	8%	5%	6%	5%	5%	7%	4%	6%	5%	8%	6%
Computer with internet access																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Should be allowed access to	9%	6%	12%	10%	12%	6%	10%	9%	12%	11%	8%	5%	13%	8%	11%	11%	7%	6%	11%	11%	6%	8%	10%
Should not be allowed access to	81%	87%	76%	77%	77%	88%	81%	81%	70%	78%	86%	87%	72%	82%	81%	82%	85%	84%	81%	79%	82%	81%	81%
Don't know	10%	7%	12%	13%	11%	6%	10%	10%	18%	11%	6%	8%	15%	10%	9%	8%	8%	10%	8%	10%	12%	11%	8%
Mobile phone																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Should be allowed access to	5%	3%	6%	7%	4%	3%	5%	5%	14%	4%	3%	4%	9%	3%	6%	4%	7%	-	5%	4%	3%	7%	5%
Should not be allowed access to	89%	95%	88%	85%	91%	93%	89%	89%	72%	89%	94%	93%	80%	91%	91%	91%	90%	90%	90%	89%	91%	84%	90%
Don't know	6%	2%	7%	8%	5%	4%	6%	6%	14%	7%	3%	2%	11%	6%	4%	5%	4%	10%	5%	7%	5%	9%	4%
Stereo																							
Unweighted base	1754	293	489	152	659	611	788	966	139	728	415	472	151	625	316	432	153	77	541	502	311	217	183
Base	1754	324	460	163	651	695	852	902	191	731	423	409	212	602	288	416	153	84	491	509	368	207	178
Should be allowed access to	49%	45%	55%	62%	60%	41%	44%	53%	45%	53%	49%	43%	35%	50%	50%	52%	42%	65%	55%	51%	44%	41%	44%
Should not be allowed access to	41%	50%	36%	31%	32%	51%	47%	36%	35%	36%	48%	47%	50%	41%	41%	39%	50%	22%	37%	39%	47%	46%	44%
Don't know	10%	6%	9%	7%	8%	8%	9%	11%	20%	10%	4%	10%	15%	9%	9%	9%	8%	13%	7%	10%	9%	13%	13%

Cell Contents (Column Percentages)