

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Approve	18%	4%	39%	29%	31%	8%	22%	15%	19%	16%	21%	20%	22%	20%	18%	16%	16%	23%	27%	17%	15%	12%	13%
Disapprove	57%	80%	36%	48%	45%	77%	57%	58%	36%	56%	63%	64%	52%	57%	59%	59%	63%	52%	54%	57%	57%	60%	67%
Don't know	24%	16%	25%	23%	24%	15%	21%	27%	44%	29%	16%	16%	26%	23%	24%	26%	21%	25%	19%	26%	28%	28%	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 election?

Conservatives

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
0 - Would never consider voting for them	32%	0%	47%	34%	42%	21%	32%	32%	28%	38%	31%	24%	32%	28%	26%	35%	47%	39%	27%	32%	33%	36%	39%
1	7%	-	11%	8%	8%	6%	8%	7%	10%	8%	7%	5%	7%	6%	6%	9%	8%	8%	7%	7%	8%	8%	7%
2	7%	2%	9%	6%	7%	7%	8%	6%	9%	8%	6%	6%	9%	6%	8%	7%	8%	8%	7%	7%	6%	9%	7%
3	6%	3%	7%	11%	7%	6%	6%	7%	7%	6%	6%	7%	5%	8%	7%	6%	3%	6%	8%	8%	4%	4%	3%
4	5%	3%	6%	8%	6%	4%	6%	5%	9%	6%	3%	4%	8%	6%	5%	5%	4%	5%	6%	5%	4%	8%	3%
5	10%	12%	7%	9%	7%	14%	9%	12%	7%	8%	13%	12%	10%	9%	11%	11%	6%	16%	9%	11%	12%	9%	10%
6	6%	9%	3%	8%	5%	8%	7%	6%	4%	5%	10%	6%	6%	7%	7%	4%	6%	4%	6%	6%	7%	5%	5%
7	6%	16%	2%	4%	4%	10%	6%	6%	1%	4%	9%	10%	4%	6%	8%	7%	6%	1%	7%	5%	4%	7%	8%
8	5%	13%	2%	6%	3%	8%	5%	5%	1%	4%	6%	7%	2%	7%	6%	3%	2%	6%	4%	6%	7%	3%	3%
9	3%	8%	1%	1%	2%	4%	4%	2%	1%	2%	1%	6%	4%	3%	4%	2%	2%	-	4%	2%	1%	1%	3%
10 - Would definitely consider voting for them	8%	32%	1%	3%	8%	10%	6%	9%	5%	6%	7%	13%	7%	10%	8%	6%	5%	4%	11%	6%	7%	4%	8%
prefer not to answer	5%	1%	3%	3%	1%	2%	5%	5%	18%	6%	1%	1%	6%	3%	4%	6%	4%	3%	3%	5%	6%	5%	4%

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

Labour

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
0 - Would never consider voting for them	32%	56%	7%	18%	17%	52%	35%	30%	12%	30%	34%	43%	24%	35%	36%	28%	37%	31%	24%	32%	37%	34%	43%
1	5%	8%	2%	6%	4%	7%	4%	6%	4%	5%	5%	6%	5%	6%	5%	5%	3%	6%	6%	4%	6%	5%	7%
2	6%	10%	2%	3%	5%	6%	6%	5%	6%	6%	6%	5%	7%	6%	4%	5%	5%	10%	6%	5%	4%	9%	7%
3	6%	7%	4%	6%	7%	5%	6%	6%	7%	7%	5%	5%	5%	5%	6%	8%	8%	4%	7%	7%	5%	6%	4%
4	5%	5%	4%	12%	6%	5%	4%	6%	4%	6%	5%	4%	4%	6%	8%	4%	5%	3%	6%	4%	5%	4%	7%
5	10%	5%	11%	14%	11%	8%	9%	11%	12%	10%	9%	10%	11%	9%	8%	10%	16%	13%	9%	9%	12%	14%	7%
6	7%	4%	10%	9%	9%	4%	7%	7%	11%	8%	7%	4%	12%	6%	8%	7%	3%	11%	8%	9%	5%	7%	6%
7	7%	2%	14%	12%	10%	5%	7%	7%	9%	7%	8%	6%	5%	8%	6%	8%	4%	11%	9%	10%	6%	4%	2%
8	6%	1%	13%	11%	11%	3%	7%	6%	6%	5%	7%	7%	4%	7%	6%	6%	9%	3%	9%	5%	5%	4%	6%
9	2%	1%	6%	2%	4%	1%	2%	2%	1%	2%	2%	3%	2%	2%	2%	3%	2%	2%	4%	2%	1%	1%	1%
10 - Would definitely consider voting for them	8%	1%	24%	5%	14%	2%	8%	8%	9%	7%	10%	6%	13%	7%	7%	9%	4%	5%	10%	8%	7%	7%	7%
prefer not to answer	5%	1%	3%	3%	1%	2%	5%	5%	18%	6%	1%	1%	6%	3%	4%	6%	4%	3%	3%	5%	6%	5%	4%

Liberal Democrats

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
0 - Would never consider voting for them	29%	41%	13%	0%	15%	45%	31%	26%	13%	28%	30%	37%	28%	28%	30%	28%	35%	28%	22%	28%	33%	31%	41%
1	8%	9%	6%	1%	5%	11%	8%	7%	7%	9%	5%	8%	10%	5%	8%	10%	8%	4%	6%	7%	10%	10%	5%
2	6%	8%	6%	3%	5%	7%	7%	5%	6%	7%	6%	4%	4%	6%	6%	7%	8%	7%	5%	8%	5%	7%	7%
3	7%	9%	8%	3%	10%	6%	8%	7%	9%	8%	6%	7%	7%	6%	8%	6%	8%	15%	8%	7%	7%	10%	5%
4	7%	6%	9%	5%	7%	7%	6%	8%	4%	7%	7%	7%	7%	7%	6%	7%	5%	10%	6%	8%	5%	7%	9%
5	12%	13%	15%	9%	14%	11%	9%	16%	12%	12%	16%	9%	13%	12%	14%	12%	10%	11%	13%	11%	12%	16%	10%
6	8%	7%	13%	12%	13%	4%	9%	7%	7%	9%	7%	9%	6%	10%	7%	7%	9%	9%	13%	8%	6%	4%	6%
7	7%	2%	12%	17%	11%	3%	8%	6%	8%	6%	9%	6%	8%	8%	6%	6%	5%	6%	9%	9%	6%	2%	5%
8	5%	3%	7%	15%	8%	2%	4%	6%	6%	4%	6%	4%	5%	5%	4%	5%	4%	3%	6%	4%	5%	3%	4%
9	1%	1%	3%	4%	2%	0%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	0%	2%	2%	2%	0%	1%	-
10 - Would definitely consider voting for them	5%	1%	5%	28%	9%	2%	5%	6%	7%	4%	6%	7%	4%	9%	4%	3%	5%	1%	7%	5%	4%	4%	4%
prefer not to answer	5%	1%	3%	3%	1%	2%	5%	5%	18%	6%	1%	1%	6%	3%	4%	6%	4%	3%	3%	5%	6%	5%	4%

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Reform UK

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
0 - Would never consider voting for them	51%	32%	74%	75%	77%	27%	47%	55%	50%	53%	50%	49%	56%	52%	45%	51%	54%	57%	63%	52%	43%	44%	43%
1	4%	5%	4%	2%	2%	6%	4%	3%	5%	4%	3%	5%	5%	4%	4%	2%	5%	6%	4%	3%	5%	3%	5%
2	3%	7%	3%	2%	3%	4%	4%	3%	3%	3%	4%	4%	3%	3%	3%	3%	4%	3%	3%	6%	2%	2%	2%
3	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	3%	1%	2%	1%	1%	2%	1%	4%	5%	2%
4	3%	5%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%	4%	2%	4%	2%	3%	1%	2%	4%	2%	4%	2%
5	8%	14%	4%	5%	4%	11%	7%	9%	8%	9%	8%	7%	5%	8%	12%	7%	9%	4%	4%	8%	9%	11%	14%
6	3%	5%	2%	3%	1%	5%	4%	2%	1%	3%	3%	4%	1%	3%	4%	3%	3%	-	3%	2%	4%	3%	2%
7	4%	7%	1%	1%	2%	6%	4%	4%	3%	4%	4%	5%	2%	5%	3%	4%	6%	3%	3%	4%	5%	4%	5%
8	4%	9%	2%	1%	2%	8%	5%	4%	2%	2%	8%	6%	3%	4%	5%	6%	3%	5%	5%	3%	5%	6%	3%
9	3%	4%	1%	2%	1%	6%	3%	2%	-	2%	3%	4%	3%	3%	4%	2%	1%	2%	3%	2%	4%	2%	1%
10 - Would definitely consider voting for them	10%	10%	2%	1%	2%	21%	12%	9%	4%	10%	12%	13%	9%	9%	11%	12%	7%	15%	6%	10%	11%	12%	18%
prefer not to answer	5%	1%	3%	3%	1%	2%	5%	5%	18%	6%	1%	1%	6%	3%	4%	6%	4%	3%	3%	5%	6%	5%	4%

Green Party

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
0 - Would never consider voting for them	40%	66%	21%	23%	25%	61%	43%	36%	12%	37%	44%	53%	36%	38%	43%	38%	50%	35%	37%	37%	41%	39%	52%
1	6%	6%	6%	8%	5%	6%	7%	5%	9%	5%	6%	6%	4%	7%	3%	7%	7%	8%	7%	5%	6%	8%	5%
2	6%	8%	8%	5%	8%	6%	6%	7%	3%	7%	7%	7%	4%	7%	6%	6%	7%	6%	6%	7%	6%	7%	7%
3	5%	5%	6%	10%	7%	5%	5%	5%	4%	5%	6%	6%	4%	6%	4%	6%	3%	6%	6%	5%	6%	4%	5%
4	5%	4%	6%	8%	6%	4%	4%	5%	4%	5%	5%	4%	6%	5%	4%	4%	5%	4%	6%	5%	6%	1%	3%
5	10%	4%	12%	16%	12%	7%	8%	11%	11%	9%	12%	7%	13%	10%	10%	9%	4%	13%	9%	10%	10%	12%	9%
6	5%	3%	11%	5%	8%	2%	4%	6%	7%	6%	4%	5%	5%	5%	7%	6%	4%	2%	7%	6%	3%	4%	4%
7	5%	2%	10%	9%	9%	2%	6%	5%	6%	7%	4%	4%	6%	7%	5%	4%	2%	5%	7%	5%	6%	4%	5%
8	4%	1%	6%	5%	7%	2%	4%	4%	5%	5%	4%	3%	3%	4%	4%	5%	5%	6%	5%	6%	4%	3%	2%
9	2%	-	2%	1%	2%	1%	1%	2%	6%	1%	1%	0%	1%	2%	2%	2%	1%	3%	1%	1%	2%	2%	1%
10 - Would definitely consider voting for them	7%	-	9%	7%	11%	2%	5%	9%	15%	8%	7%	2%	11%	7%	5%	7%	7%	8%	7%	9%	4%	11%	4%
prefer not to answer	5%	1%	3%	3%	1%	2%	5%	5%	18%	6%	1%	1%	6%	3%	4%	6%	4%	3%	3%	5%	6%	5%	4%

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

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Health	25%	19%	35%	31%	32%	19%	17%	32%	19%	25%	28%	24%	19%	27%	21%	26%	24%	32%	27%	24%	24%	19%	28%
Immigration & Asylum	47%	70%	32%	30%	31%	73%	50%	45%	20%	42%	57%	61%	36%	48%	52%	51%	46%	43%	39%	46%	52%	53%	59%
Crime	20%	21%	15%	12%	14%	25%	17%	22%	18%	21%	18%	19%	27%	17%	20%	21%	17%	15%	14%	22%	20%	20%	28%
The economy	51%	53%	56%	63%	59%	46%	56%	47%	50%	54%	52%	48%	53%	52%	52%	47%	55%	55%	57%	49%	52%	53%	41%
Tax	16%	17%	13%	12%	11%	17%	19%	13%	19%	19%	13%	11%	16%	16%	20%	13%	12%	19%	16%	19%	17%	13%	7%
Pensions	5%	5%	5%	8%	4%	6%	6%	5%	2%	5%	4%	8%	5%	5%	6%	5%	7%	5%	4%	5%	7%	4%	5%
Education	9%	6%	12%	11%	11%	4%	7%	11%	13%	11%	6%	6%	8%	9%	8%	8%	9%	15%	11%	9%	9%	7%	4%
Family life & childcare	5%	2%	5%	6%	7%	3%	4%	6%	4%	8%	3%	2%	3%	5%	4%	7%	4%	6%	4%	6%	6%	6%	2%
Housing	16%	5%	21%	11%	17%	9%	15%	17%	25%	18%	10%	12%	22%	13%	16%	14%	22%	15%	12%	17%	16%	19%	17%
The environment	19%	7%	26%	24%	25%	11%	17%	20%	27%	19%	18%	15%	18%	19%	19%	18%	15%	23%	22%	21%	13%	17%	18%
Britain leaving the EU	13%	4%	18%	22%	23%	3%	14%	12%	15%	11%	16%	12%	14%	12%	14%	12%	18%	9%	17%	15%	9%	9%	8%
Transport	2%	1%	2%	2%	2%	1%	2%	2%	5%	2%	1%	1%	3%	1%	3%	2%	1%	1%	1%	2%	2%	3%	2%
Welfare benefits	20%	35%	13%	17%	17%	28%	22%	19%	13%	18%	24%	25%	11%	25%	21%	20%	19%	11%	21%	20%	21%	17%	23%
Defence and security	29%	44%	29%	38%	32%	36%	31%	27%	7%	17%	39%	49%	22%	30%	31%	29%	27%	30%	39%	27%	22%	22%	29%
None of these	1%	-	1%	-	0%	0%	1%	0%	2%	0%	0%	0%	1%	1%	0%	0%	-	-	0%	1%	-	1%	1%
Don't know	3%	-	2%	1%	1%	1%	3%	3%	10%	4%	-	0%	5%	2%	3%	4%	2%	2%	1%	1%	5%	4%	3%

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

National Health Service

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	2%	0%	3%	1%	2%	1%	2%	1%	4%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%
Fairly well	23%	18%	35%	37%	31%	18%	29%	18%	24%	20%	26%	26%	33%	22%	27%	21%	19%	16%	29%	23%	21%	18%	20%
Fairly badly	34%	37%	34%	35%	35%	34%	33%	35%	33%	32%	36%	37%	32%	34%	37%	33%	38%	35%	35%	36%	31%	35%	31%
Very badly	30%	38%	19%	21%	23%	40%	25%	35%	18%	34%	31%	29%	21%	31%	26%	33%	35%	38%	25%	29%	35%	31%	39%
Don't know	11%	7%	9%	6%	9%	7%	11%	11%	22%	13%	7%	6%	12%	11%	8%	11%	7%	9%	8%	11%	12%	14%	8%

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Immigration

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	2%	0%	4%	3%	3%	1%	3%	1%	4%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%
Fairly well	17%	7%	29%	33%	29%	6%	20%	15%	23%	15%	20%	15%	22%	19%	14%	16%	11%	16%	26%	17%	12%	12%	11%
Fairly badly	20%	15%	25%	27%	24%	14%	19%	21%	24%	21%	17%	18%	19%	20%	23%	17%	20%	22%	25%	19%	17%	18%	14%
Very badly	50%	74%	29%	26%	32%	74%	49%	51%	26%	47%	54%	62%	40%	46%	53%	55%	55%	55%	39%	49%	55%	56%	64%
Don't know	11%	4%	13%	12%	12%	5%	10%	12%	22%	15%	6%	4%	16%	12%	8%	11%	12%	4%	8%	13%	14%	12%	9%

Crime

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	1%	-	2%	3%	2%	0%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	5%	2%	1%	1%	2%	1%
Fairly well	21%	9%	34%	32%	30%	13%	22%	20%	23%	20%	23%	19%	20%	20%	22%	20%	19%	19%	28%	22%	15%	17%	13%
Fairly badly	29%	37%	33%	35%	32%	28%	28%	30%	27%	27%	28%	35%	30%	28%	29%	29%	29%	33%	34%	27%	30%	25%	26%
Very badly	34%	47%	15%	18%	21%	50%	35%	33%	24%	34%	37%	36%	33%	35%	36%	32%	36%	34%	25%	34%	38%	39%	46%
Don't know	15%	8%	16%	13%	15%	10%	13%	17%	24%	18%	11%	9%	15%	16%	11%	17%	16%	9%	11%	16%	17%	17%	15%

Education

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	2%	1%	2%	1%	1%	1%	2%	1%	6%	2%	1%	1%	4%	2%	3%	1%	1%	1%	1%	1%	2%	5%	4%
Fairly well	27%	22%	35%	36%	32%	23%	28%	26%	26%	26%	27%	29%	27%	27%	27%	28%	23%	29%	28%	28%	25%	26%	25%
Fairly badly	31%	35%	31%	31%	33%	31%	29%	32%	27%	28%	33%	34%	27%	28%	32%	32%	36%	33%	35%	30%	30%	27%	25%
Very badly	18%	23%	10%	13%	14%	23%	19%	16%	12%	20%	18%	16%	20%	18%	18%	15%	18%	19%	18%	19%	17%	13%	20%
Don't know	23%	20%	22%	19%	21%	21%	21%	25%	28%	24%	21%	20%	23%	25%	21%	23%	22%	17%	18%	22%	26%	29%	26%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Taxation

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	1%	0%	1%	0%	1%	-	0%	1%	2%	1%	-	0%	1%	0%	1%	1%	-	1%	1%	0%	0%	1%	1%
Fairly well	14%	7%	23%	18%	20%	10%	16%	12%	13%	12%	17%	15%	14%	14%	12%	15%	11%	17%	18%	14%	11%	11%	12%
Fairly badly	34%	35%	41%	40%	39%	31%	31%	37%	31%	35%	33%	35%	32%	34%	35%	34%	36%	34%	36%	33%	34%	35%	30%
Very badly	36%	51%	17%	26%	26%	49%	40%	33%	25%	36%	38%	41%	37%	36%	41%	32%	39%	38%	36%	36%	38%	35%	36%
Don't know	15%	6%	18%	16%	14%	10%	13%	17%	28%	18%	12%	8%	17%	15%	11%	18%	14%	10%	9%	17%	16%	18%	21%

Unemployment

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	1%	0%	2%	1%	1%	0%	1%	1%	2%	2%	0%	0%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	2%
Fairly well	17%	9%	28%	27%	25%	13%	19%	14%	11%	15%	21%	18%	16%	17%	17%	15%	18%	15%	21%	18%	13%	10%	14%
Fairly badly	35%	36%	34%	37%	36%	36%	31%	38%	28%	34%	36%	38%	36%	33%	39%	33%	36%	37%	36%	33%	38%	35%	31%
Very badly	29%	40%	16%	20%	19%	36%	32%	26%	37%	27%	26%	30%	28%	27%	29%	32%	26%	33%	25%	29%	30%	34%	30%
Don't know	19%	15%	20%	14%	20%	15%	16%	21%	22%	23%	16%	14%	18%	22%	14%	20%	20%	13%	16%	20%	18%	21%	24%

Inflation

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	1%	-	3%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	-	4%	2%	1%	1%	1%	2%
Fairly well	24%	13%	42%	43%	37%	17%	31%	18%	22%	19%	29%	30%	30%	23%	29%	20%	25%	24%	36%	25%	18%	13%	15%
Fairly badly	30%	40%	26%	28%	28%	35%	27%	33%	24%	27%	32%	36%	26%	29%	33%	31%	29%	32%	28%	28%	30%	36%	35%
Very badly	30%	38%	13%	17%	21%	37%	29%	31%	28%	36%	27%	24%	28%	29%	28%	32%	34%	33%	24%	29%	35%	34%	34%
Don't know	14%	8%	16%	9%	13%	10%	11%	17%	24%	17%	11%	8%	15%	17%	9%	16%	12%	7%	11%	15%	16%	17%	13%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Britain's exit from the EU

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	1%	2%	2%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	4%	1%	1%	2%	1%	3%
Fairly well	16%	12%	28%	25%	21%	14%	17%	16%	16%	15%	21%	16%	18%	17%	16%	17%	16%	12%	21%	16%	14%	16%	12%
Fairly badly	28%	30%	29%	28%	26%	28%	28%	28%	29%	29%	25%	27%	27%	26%	29%	28%	31%	32%	27%	29%	28%	28%	24%
Very badly	35%	40%	23%	32%	36%	37%	38%	32%	24%	35%	36%	38%	33%	34%	33%	37%	39%	38%	37%	34%	33%	37%	35%
Don't know	19%	17%	18%	14%	16%	19%	16%	23%	28%	20%	16%	18%	21%	23%	20%	18%	13%	14%	15%	20%	22%	19%	26%

Defence

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	2%	1%	2%	1%	2%	1%	2%	1%	3%	3%	0%	0%	1%	1%	3%	3%	2%	3%	2%	1%	3%	1%	2%
Fairly well	24%	11%	37%	32%	32%	16%	25%	23%	32%	27%	22%	16%	29%	23%	21%	22%	28%	19%	26%	26%	22%	20%	17%
Fairly badly	26%	26%	28%	32%	30%	27%	26%	26%	22%	22%	30%	31%	23%	25%	29%	26%	25%	32%	30%	26%	23%	27%	22%
Very badly	27%	51%	13%	19%	19%	42%	30%	24%	7%	21%	33%	41%	25%	28%	28%	27%	27%	24%	28%	24%	27%	24%	39%
Don't know	21%	11%	21%	17%	18%	15%	16%	26%	36%	27%	14%	12%	21%	23%	18%	22%	18%	23%	14%	23%	24%	28%	20%

The economy

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	1%	0%	3%	-	1%	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	2%	-	2%	1%	1%	1%	1%	4%
Fairly well	18%	7%	33%	30%	28%	10%	20%	15%	19%	15%	20%	20%	24%	18%	16%	16%	14%	18%	24%	21%	13%	10%	10%
Fairly badly	34%	34%	39%	39%	35%	33%	32%	36%	36%	34%	33%	34%	30%	32%	37%	35%	38%	35%	33%	33%	35%	38%	33%
Very badly	36%	53%	14%	24%	26%	48%	37%	35%	22%	36%	38%	40%	35%	37%	36%	34%	38%	37%	34%	32%	39%	39%	43%
Don't know	11%	6%	12%	8%	10%	7%	10%	13%	21%	13%	8%	6%	10%	12%	9%	14%	10%	8%	8%	13%	12%	13%	11%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Terrorism

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	5%	2%	10%	8%	7%	3%	7%	3%	5%	6%	5%	4%	4%	5%	7%	4%	5%	5%	8%	4%	5%	3%	3%
Fairly well	35%	31%	47%	42%	44%	30%	37%	33%	33%	34%	39%	35%	39%	34%	33%	35%	39%	34%	43%	38%	31%	24%	23%
Fairly badly	19%	24%	13%	20%	16%	22%	17%	21%	20%	16%	20%	22%	17%	19%	18%	20%	17%	20%	17%	18%	20%	19%	23%
Very badly	17%	24%	6%	8%	9%	27%	19%	16%	8%	18%	17%	21%	17%	16%	20%	18%	19%	20%	14%	17%	17%	20%	26%
Don't know	24%	20%	25%	22%	23%	18%	20%	27%	35%	26%	19%	18%	24%	26%	22%	23%	20%	21%	18%	23%	26%	34%	24%

Transport

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	3%	1%	6%	1%	3%	2%	3%	3%	3%	4%	3%	1%	3%	2%	3%	4%	0%	3%	2%	2%	3%	1%	5%
Fairly well	31%	24%	41%	41%	38%	24%	32%	31%	41%	30%	27%	35%	38%	29%	35%	28%	31%	34%	36%	32%	28%	27%	28%
Fairly badly	29%	37%	27%	32%	26%	36%	31%	28%	23%	27%	33%	33%	24%	30%	28%	32%	31%	28%	32%	27%	25%	34%	31%
Very badly	15%	20%	6%	12%	13%	20%	17%	14%	8%	17%	17%	15%	17%	16%	15%	14%	15%	18%	14%	16%	18%	12%	16%
Don't know	21%	18%	20%	14%	19%	19%	18%	25%	26%	23%	21%	17%	18%	23%	19%	22%	22%	17%	16%	22%	25%	26%	19%

Housing

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	1%	1%	0%	0%	1%	1%	1%	1%	2%	1%	0%	1%	0%	1%	2%	0%	1%	2%	1%	0%	0%	1%	2%
Fairly well	15%	11%	25%	17%	19%	12%	14%	16%	13%	15%	16%	15%	12%	16%	16%	17%	10%	12%	19%	15%	17%	10%	7%
Fairly badly	40%	43%	42%	47%	43%	39%	39%	41%	35%	37%	42%	44%	37%	40%	41%	40%	36%	41%	45%	35%	40%	33%	44%
Very badly	28%	30%	18%	18%	20%	35%	30%	26%	27%	30%	26%	28%	35%	25%	30%	24%	37%	32%	23%	31%	26%	33%	32%
Don't know	17%	14%	15%	18%	16%	13%	16%	17%	24%	18%	16%	13%	15%	19%	11%	19%	16%	14%	13%	18%	17%	24%	14%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	2%	1%	3%	1%	1%	2%	3%	1%	6%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3%	3%
Fairly well	25%	23%	33%	32%	31%	23%	27%	23%	19%	25%	27%	26%	26%	24%	29%	24%	26%	20%	29%	25%	27%	20%	17%
Fairly badly	34%	40%	35%	38%	35%	33%	33%	34%	34%	31%	32%	40%	31%	34%	31%	34%	35%	43%	37%	32%	31%	33%	35%
Very badly	19%	19%	12%	16%	15%	23%	19%	18%	17%	19%	20%	18%	21%	18%	19%	17%	19%	21%	16%	19%	18%	20%	23%
Don't know	21%	17%	17%	14%	17%	19%	17%	23%	25%	23%	20%	15%	19%	22%	18%	23%	18%	14%	16%	23%	22%	24%	21%

Welfare benefits

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	2%	2%	0%	1%	1%	2%
Fairly well	14%	6%	25%	17%	18%	10%	16%	13%	18%	13%	14%	15%	17%	16%	14%	12%	11%	12%	14%	15%	15%	11%	11%
Fairly badly	30%	20%	35%	45%	33%	28%	28%	32%	26%	30%	30%	30%	26%	28%	30%	34%	31%	33%	32%	26%	28%	31%	39%
Very badly	38%	65%	20%	23%	29%	52%	40%	36%	22%	37%	39%	46%	38%	38%	39%	36%	41%	39%	40%	40%	37%	36%	33%
Don't know	17%	9%	19%	14%	19%	9%	16%	18%	33%	19%	16%	8%	19%	18%	16%	17%	17%	14%	13%	19%	20%	20%	14%

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

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
She does look like a Prime Minster in waiting	27%	59%	16%	19%	23%	36%	24%	29%	14%	21%	31%	39%	27%	29%	30%	24%	22%	18%	31%	25%	27%	24%	27%
She does not look like a Prime Minster in waiting	46%	25%	64%	64%	58%	40%	53%	40%	38%	47%	50%	45%	45%	45%	45%	47%	52%	56%	50%	49%	38%	44%	48%
Not sure	27%	16%	20%	17%	18%	23%	23%	31%	47%	32%	20%	16%	28%	26%	25%	29%	26%	25%	19%	26%	35%	32%	26%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	8%	27%	3%	3%	7%	12%	7%	10%	3%	6%	7%	17%	9%	9%	10%	8%	6%	3%	11%	7%	7%	6%	9%
Fairly well	30%	48%	24%	27%	26%	40%	31%	29%	18%	23%	37%	41%	29%	31%	31%	28%	25%	35%	35%	28%	26%	31%	30%
Fairly badly	15%	9%	19%	22%	19%	11%	16%	13%	16%	12%	18%	15%	16%	15%	16%	13%	16%	14%	19%	16%	11%	10%	13%
Very badly	16%	3%	26%	24%	22%	11%	19%	12%	10%	16%	17%	16%	16%	14%	14%	17%	18%	18%	16%	16%	13%	15%	20%
Don't know	32%	13%	28%	25%	25%	27%	26%	37%	53%	43%	22%	12%	30%	31%	29%	34%	35%	30%	19%	33%	44%	38%	28%

Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	3%	2%	3%	8%	3%	2%	3%	2%	3%	2%	2%	3%	3%	3%	2%	2%	2%	2%	3%	2%	3%	1%	4%
Fairly well	26%	24%	39%	45%	40%	17%	27%	25%	20%	19%	34%	32%	26%	29%	23%	22%	29%	22%	35%	26%	18%	20%	19%
Fairly badly	14%	21%	14%	15%	14%	17%	16%	12%	12%	11%	15%	20%	16%	16%	12%	13%	11%	15%	16%	14%	11%	11%	21%
Very badly	12%	18%	5%	6%	8%	20%	16%	9%	2%	10%	17%	17%	8%	11%	16%	15%	12%	13%	12%	11%	13%	14%	14%
Don't know	45%	35%	40%	26%	36%	43%	38%	52%	64%	57%	33%	28%	47%	41%	48%	48%	46%	48%	34%	46%	55%	54%	43%

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

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	8%	7%	3%	3%	2%	15%	10%	6%	3%	6%	9%	12%	6%	8%	8%	8%	9%	9%	6%	7%	9%	9%	11%
Fairly well	19%	30%	11%	10%	11%	30%	22%	17%	13%	17%	24%	20%	17%	19%	22%	18%	22%	15%	19%	18%	19%	22%	21%
Fairly badly	14%	23%	11%	10%	13%	14%	15%	13%	15%	13%	13%	15%	16%	16%	13%	12%	11%	10%	15%	13%	12%	14%	16%
Very badly	41%	28%	61%	62%	62%	24%	39%	43%	39%	39%	43%	43%	36%	41%	39%	42%	40%	51%	49%	41%	36%	34%	34%
Don't know	19%	12%	14%	15%	12%	17%	15%	22%	30%	25%	12%	10%	25%	17%	18%	19%	17%	15%	11%	21%	24%	21%	18%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	5%	1%	8%	4%	8%	2%	5%	6%	7%	8%	4%	2%	11%	5%	4%	4%	4%	9%	5%	7%	3%	9%	4%
Fairly well	18%	7%	29%	26%	27%	8%	17%	18%	25%	18%	19%	12%	22%	16%	19%	20%	15%	16%	22%	18%	14%	16%	15%
Fairly badly	13%	15%	19%	25%	18%	11%	15%	12%	11%	10%	17%	16%	10%	15%	12%	13%	10%	20%	17%	13%	11%	11%	12%
Very badly	30%	51%	16%	22%	21%	46%	36%	24%	12%	23%	35%	44%	28%	32%	30%	28%	33%	23%	33%	28%	27%	28%	32%
Don't know	34%	27%	28%	24%	25%	33%	26%	41%	45%	41%	25%	25%	29%	32%	35%	36%	37%	31%	23%	35%	44%	36%	36%

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

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very well	6%	1%	14%	7%	10%	3%	6%	6%	5%	7%	8%	4%	3%	5%	7%	10%	5%	5%	8%	6%	5%	4%	8%
Fairly well	26%	15%	36%	35%	32%	19%	25%	27%	31%	25%	25%	26%	25%	24%	27%	30%	23%	26%	31%	25%	24%	26%	19%
Fairly badly	11%	24%	4%	7%	8%	15%	11%	10%	8%	9%	13%	13%	12%	12%	10%	10%	10%	7%	12%	9%	12%	12%	8%
Very badly	10%	18%	4%	6%	6%	17%	13%	8%	5%	9%	12%	14%	12%	10%	12%	8%	10%	11%	9%	10%	10%	10%	14%
Don't know	47%	42%	42%	45%	44%	46%	44%	49%	51%	51%	41%	42%	48%	49%	44%	41%	53%	50%	40%	50%	48%	49%	51%

Do you believe the Conservative party today are or are not ready for government?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
They are ready for Government	19%	51%	9%	10%	15%	25%	17%	20%	11%	17%	19%	25%	24%	21%	19%	16%	12%	13%	20%	18%	17%	18%	21%
They are not ready for Government	57%	32%	76%	76%	69%	51%	64%	50%	48%	53%	64%	59%	54%	54%	53%	59%	67%	66%	64%	55%	52%	51%	57%
Not sure	25%	17%	15%	14%	16%	24%	19%	30%	41%	29%	17%	16%	22%	25%	28%	25%	21%	21%	16%	26%	31%	30%	22%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Strongly support	17%	10%	23%	16%	21%	10%	21%	12%	20%	18%	14%	16%	25%	13%	17%	14%	24%	18%	16%	17%	15%	15%	19%
Tend to support	36%	33%	42%	36%	41%	33%	38%	34%	35%	34%	37%	39%	34%	33%	33%	38%	45%	42%	41%	32%	35%	34%	36%
Tend to oppose	24%	30%	18%	30%	22%	30%	18%	29%	14%	20%	29%	29%	17%	28%	25%	24%	14%	21%	24%	25%	23%	24%	19%
Strongly oppose	13%	19%	8%	8%	8%	18%	12%	13%	10%	13%	13%	13%	9%	15%	18%	11%	7%	11%	10%	14%	12%	14%	16%
Don't know	11%	9%	9%	10%	8%	9%	11%	12%	22%	15%	8%	3%	15%	12%	7%	13%	11%	8%	8%	12%	14%	13%	11%

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

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Strongly support	12%	4%	18%	9%	16%	5%	15%	9%	20%	13%	8%	10%	24%	7%	13%	10%	16%	13%	10%	15%	9%	15%	10%
Tend to support	30%	25%	36%	30%	34%	28%	33%	27%	22%	30%	31%	32%	27%	28%	27%	31%	42%	33%	35%	28%	31%	22%	28%
Tend to oppose	22%	27%	22%	33%	23%	24%	19%	25%	20%	19%	27%	24%	15%	26%	19%	25%	16%	17%	23%	21%	26%	23%	16%
Strongly oppose	26%	39%	16%	21%	20%	36%	23%	29%	14%	25%	28%	30%	18%	31%	33%	22%	15%	26%	24%	26%	25%	25%	31%
Don't know	10%	6%	9%	8%	7%	7%	10%	10%	24%	12%	7%	5%	15%	8%	7%	12%	10%	10%	8%	10%	9%	14%	14%

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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Strongly support	18%	7%	23%	14%	20%	11%	23%	14%	37%	20%	14%	12%	29%	16%	17%	16%	22%	21%	18%	17%	19%	23%	16%
Tend to support	32%	27%	37%	38%	33%	29%	31%	32%	31%	31%	29%	36%	30%	29%	32%	33%	34%	39%	33%	31%	30%	32%	31%
Tend to oppose	22%	30%	21%	17%	22%	28%	21%	24%	11%	21%	29%	22%	15%	25%	22%	21%	23%	23%	24%	21%	22%	21%	19%
Strongly oppose	13%	22%	8%	16%	12%	19%	13%	14%	3%	12%	16%	17%	10%	16%	15%	15%	4%	12%	15%	14%	12%	12%	14%
Don't know	15%	13%	11%	16%	13%	14%	13%	16%	18%	16%	12%	13%	16%	15%	13%	16%	17%	5%	10%	16%	17%	13%	20%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Strongly support	5%	1%	7%	3%	7%	2%	6%	3%	5%	6%	3%	4%	10%	4%	4%	3%	6%	5%	5%	4%	3%	8%	4%
Tend to support	19%	9%	28%	27%	25%	13%	23%	16%	20%	19%	19%	20%	25%	15%	19%	18%	28%	26%	22%	19%	18%	17%	19%
Tend to oppose	30%	34%	33%	30%	32%	30%	28%	32%	31%	27%	34%	30%	27%	32%	30%	30%	30%	24%	31%	31%	27%	34%	25%
Strongly oppose	33%	49%	21%	28%	27%	45%	32%	35%	20%	32%	35%	39%	24%	38%	37%	33%	21%	35%	35%	34%	33%	28%	33%
Don't know	13%	7%	11%	11%	10%	11%	11%	15%	24%	16%	9%	7%	15%	12%	11%	16%	14%	10%	7%	13%	18%	13%	19%

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

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Strongly support	5%	2%	7%	3%	6%	2%	6%	3%	7%	5%	3%	4%	8%	4%	4%	5%	6%	6%	5%	4%	3%	7%	6%
Tend to support	24%	21%	30%	30%	28%	20%	26%	21%	25%	24%	21%	24%	26%	21%	25%	24%	29%	20%	29%	23%	22%	19%	22%
Tend to oppose	30%	31%	31%	31%	33%	30%	27%	32%	21%	26%	37%	33%	28%	31%	30%	28%	29%	33%	31%	29%	29%	32%	25%
Strongly oppose	27%	35%	20%	23%	21%	35%	24%	29%	18%	28%	28%	27%	24%	29%	31%	25%	19%	25%	25%	28%	29%	23%	27%
Don't know	15%	11%	12%	14%	12%	12%	15%	15%	29%	17%	10%	11%	13%	15%	10%	19%	18%	16%	10%	16%	17%	19%	19%

....if it meant building more housing on green field sites?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Strongly support	4%	2%	5%	3%	4%	2%	5%	2%	6%	4%	3%	2%	8%	2%	4%	3%	4%	5%	5%	4%	3%	5%	3%
Tend to support	16%	9%	23%	15%	19%	12%	20%	12%	16%	18%	14%	14%	18%	14%	17%	15%	21%	17%	18%	17%	15%	12%	15%
Tend to oppose	27%	30%	29%	28%	30%	25%	27%	28%	30%	25%	29%	28%	27%	27%	27%	27%	29%	29%	31%	27%	24%	28%	23%
Strongly oppose	43%	55%	36%	43%	39%	53%	38%	47%	26%	40%	48%	50%	33%	46%	47%	44%	32%	39%	41%	42%	45%	41%	46%
Don't know	11%	5%	7%	11%	7%	8%	10%	11%	23%	13%	6%	5%	14%	10%	5%	12%	14%	11%	5%	11%	13%	14%	13%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Go up a lot	9%	6%	6%	6%	6%	8%	10%	9%	19%	11%	4%	7%	12%	8%	8%	9%	12%	14%	3%	10%	13%	12%	14%
Go up a little	31%	31%	34%	30%	29%	32%	35%	27%	35%	30%	29%	33%	29%	30%	35%	28%	36%	34%	34%	29%	32%	29%	27%
Stay about the same	36%	42%	40%	44%	44%	37%	34%	38%	15%	35%	45%	39%	28%	37%	36%	41%	30%	39%	42%	39%	33%	30%	26%
Go down a little	8%	10%	6%	8%	9%	7%	7%	9%	10%	6%	10%	9%	15%	9%	7%	6%	7%	4%	12%	6%	7%	10%	6%
Go down a lot	2%	1%	0%	2%	1%	2%	1%	2%	3%	2%	1%	2%	1%	3%	1%	1%	3%	-	2%	2%	2%	2%	1%
Don't know	14%	9%	14%	11%	10%	14%	12%	15%	20%	16%	11%	9%	15%	13%	14%	16%	12%	9%	8%	13%	14%	17%	27%

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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
It would be better for Britain if house prices rose	7%	11%	6%	9%	7%	8%	8%	6%	4%	7%	8%	8%	9%	7%	8%	6%	9%	3%	8%	8%	6%	7%	8%
It would be better for Britain if house prices went down	45%	29%	51%	40%	47%	36%	46%	45%	66%	50%	39%	33%	55%	42%	45%	43%	41%	54%	41%	46%	50%	47%	38%
It would be better for Britain if house prices stayed about the same	27%	37%	27%	32%	30%	33%	27%	27%	7%	20%	34%	43%	16%	30%	25%	29%	29%	30%	35%	24%	23%	22%	28%
Don't know	21%	23%	17%	19%	17%	23%	19%	23%	23%	24%	19%	16%	20%	21%	21%	22%	21%	14%	16%	22%	21%	25%	26%

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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base: All GB adults	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
I would be better off if house prices rose	21%	25%	22%	24%	25%	22%	24%	18%	4%	21%	26%	22%	16%	22%	20%	21%	23%	21%	28%	20%	19%	12%	17%
I would be better off if house prices fell	21%	9%	21%	11%	17%	11%	20%	22%	56%	29%	8%	3%	36%	16%	17%	20%	28%	27%	15%	24%	23%	30%	12%
It will make little difference to me personally if house prices rise or fall	47%	58%	47%	53%	50%	56%	44%	49%	17%	34%	59%	70%	31%	50%	54%	46%	40%	46%	48%	45%	45%	42%	56%
Don't know	12%	9%	10%	11%	7%	11%	12%	11%	24%	15%	7%	5%	17%	12%	9%	12%	8%	6%	8%	11%	12%	16%	16%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
In touch	17%	45%	8%	13%	12%	25%	16%	18%	8%	12%	19%	27%	18%	19%	19%	15%	13%	9%	20%	16%	16%	13%	19%
Out of touch	51%	17%	70%	66%	64%	40%	53%	49%	47%	57%	49%	43%	50%	48%	48%	55%	54%	57%	53%	51%	47%	53%	50%
Neither	19%	31%	13%	12%	16%	24%	20%	18%	13%	15%	23%	23%	15%	20%	21%	16%	16%	26%	19%	17%	20%	18%	18%
Don't know	14%	8%	10%	8%	7%	11%	12%	16%	32%	16%	9%	6%	17%	14%	12%	14%	17%	8%	9%	16%	16%	17%	13%

Do you think the Conservative party cares about ordinary people, or care about only a select few?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Cares about ordinary people	16%	49%	5%	11%	11%	25%	15%	17%	9%	11%	17%	26%	17%	21%	17%	12%	11%	4%	21%	14%	14%	14%	15%
Cares about only a select few	60%	25%	81%	76%	73%	50%	61%	58%	52%	63%	62%	54%	56%	55%	57%	66%	64%	70%	61%	63%	56%	58%	54%
Neither	10%	14%	6%	8%	9%	11%	11%	10%	12%	9%	10%	13%	10%	11%	10%	9%	9%	18%	10%	9%	12%	9%	15%
Don't know	14%	11%	8%	5%	7%	14%	13%	15%	28%	17%	10%	8%	18%	13%	15%	13%	16%	8%	8%	14%	18%	19%	16%

Do you think the Conservative party is trustworthy or untrustworthy?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Trustworthy	15%	50%	6%	9%	13%	22%	15%	15%	7%	11%	17%	24%	18%	19%	15%	11%	13%	7%	18%	14%	15%	10%	15%
Untrustworthy	55%	15%	76%	73%	68%	45%	57%	54%	52%	61%	56%	47%	51%	51%	50%	61%	67%	63%	58%	56%	52%	57%	51%
Neither	16%	24%	11%	14%	13%	22%	17%	16%	9%	14%	19%	22%	11%	18%	21%	14%	9%	22%	16%	15%	16%	16%	22%
Don't know	13%	11%	8%	4%	7%	11%	11%	15%	32%	14%	9%	8%	20%	12%	14%	13%	11%	9%	7%	15%	17%	17%	12%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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 trying to do the right thing, or serving their own interests?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Trying to do the right thing	22%	61%	10%	16%	18%	32%	23%	21%	8%	17%	26%	33%	23%	26%	24%	17%	18%	14%	26%	20%	20%	20%	23%
Serving their own interests	57%	20%	76%	74%	69%	48%	58%	56%	53%	61%	58%	51%	52%	53%	53%	64%	62%	68%	60%	59%	54%	54%	56%
Neither	6%	7%	4%	6%	5%	7%	7%	6%	6%	5%	7%	8%	5%	8%	4%	5%	5%	11%	5%	7%	7%	5%	9%
Don't know	14%	12%	10%	4%	8%	12%	12%	17%	33%	16%	9%	8%	20%	13%	18%	13%	15%	7%	9%	15%	19%	21%	12%

Do you think the Conservative party is strong or weak?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Strong	14%	36%	7%	8%	10%	18%	12%	15%	13%	14%	15%	13%	19%	15%	16%	11%	11%	9%	14%	13%	15%	14%	14%
Weak	44%	20%	57%	56%	53%	40%	51%	38%	33%	45%	47%	45%	39%	43%	39%	50%	51%	49%	48%	45%	41%	38%	47%
Neither	26%	34%	22%	27%	26%	28%	25%	26%	20%	22%	26%	34%	22%	26%	30%	24%	23%	30%	28%	25%	24%	26%	25%
Don't know	16%	10%	15%	9%	12%	13%	12%	21%	33%	19%	12%	8%	20%	16%	16%	16%	15%	12%	11%	18%	21%	21%	14%

Do you think the Conservative party is moderate or extreme?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Moderate	45%	74%	38%	39%	42%	53%	46%	44%	43%	41%	47%	50%	42%	49%	49%	39%	42%	39%	53%	45%	40%	39%	37%
Extreme	16%	0%	25%	28%	26%	8%	17%	16%	14%	15%	19%	16%	19%	15%	12%	18%	22%	17%	19%	14%	13%	21%	14%
Neither	21%	17%	23%	22%	22%	23%	24%	19%	14%	21%	21%	26%	23%	19%	21%	23%	22%	27%	19%	25%	21%	18%	26%
Don't know	18%	8%	14%	11%	10%	16%	14%	21%	29%	23%	12%	9%	16%	17%	18%	21%	14%	17%	9%	16%	26%	22%	23%

Do you think the Conservative party is competent or incompetent?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Competent	22%	56%	12%	13%	18%	30%	22%	22%	16%	19%	23%	28%	25%	24%	23%	19%	20%	15%	25%	22%	19%	18%	23%
Incompetent	47%	14%	62%	62%	58%	38%	50%	43%	41%	51%	48%	41%	45%	44%	44%	51%	50%	55%	48%	48%	43%	48%	46%
Neither	17%	19%	15%	18%	17%	19%	16%	17%	16%	12%	18%	23%	17%	17%	17%	16%	16%	17%	19%	14%	17%	18%	16%
Don't know	15%	11%	11%	6%	8%	14%	12%	18%	28%	18%	10%	8%	13%	15%	16%	14%	15%	13%	9%	16%	20%	16%	15%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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 has a clear sense of purpose, or are unclear about what they stand for?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Have a clear sense of purpose	26%	55%	19%	16%	25%	30%	25%	27%	20%	25%	26%	31%	25%	26%	31%	24%	28%	20%	28%	28%	24%	22%	25%
Are unclear what they stand for	46%	23%	57%	62%	52%	44%	50%	41%	37%	45%	49%	46%	43%	45%	40%	48%	51%	51%	49%	46%	44%	40%	47%
Neither	12%	12%	12%	13%	13%	13%	11%	12%	8%	10%	15%	14%	11%	11%	14%	11%	9%	17%	12%	9%	11%	16%	15%
Don't know	17%	10%	12%	9%	11%	14%	14%	20%	35%	21%	10%	9%	22%	17%	15%	17%	13%	12%	11%	18%	21%	22%	13%

Do you think the Conservative party is tolerant or prejudiced?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Tolerant	22%	58%	11%	10%	17%	35%	25%	20%	7%	20%	29%	28%	19%	26%	26%	19%	19%	19%	25%	21%	23%	21%	21%
Prejudiced	39%	7%	59%	59%	56%	22%	37%	41%	41%	41%	39%	33%	43%	36%	31%	42%	45%	41%	44%	40%	32%	38%	35%
Neither	19%	22%	18%	20%	16%	26%	22%	16%	14%	17%	17%	29%	16%	20%	23%	18%	18%	22%	19%	19%	21%	14%	24%
Don't know	19%	13%	13%	11%	11%	17%	16%	23%	38%	22%	15%	10%	21%	18%	20%	20%	18%	19%	12%	20%	24%	26%	20%

Do you think the Labour party is in touch or out of touch?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
In touch	21%	8%	41%	29%	31%	12%	21%	21%	22%	20%	24%	19%	24%	20%	18%	23%	20%	15%	27%	20%	17%	16%	19%
Out of touch	54%	77%	32%	44%	45%	70%	57%	51%	33%	53%	56%	63%	49%	53%	57%	51%	58%	64%	51%	52%	56%	60%	57%
Neither	12%	9%	18%	17%	15%	10%	13%	11%	11%	11%	15%	13%	10%	13%	14%	12%	9%	12%	14%	14%	9%	11%	11%
Don't know	13%	7%	9%	9%	8%	8%	10%	17%	34%	17%	6%	5%	17%	14%	11%	14%	13%	9%	9%	14%	18%	13%	13%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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 cares about ordinary people, or care about only a select few?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Cares about ordinary people	33%	17%	61%	47%	52%	17%	34%	31%	32%	32%	35%	32%	35%	34%	30%	34%	28%	32%	46%	32%	24%	25%	22%
Cares about only a select few	44%	66%	23%	31%	32%	61%	45%	44%	23%	45%	48%	49%	38%	43%	49%	43%	48%	48%	36%	44%	50%	49%	51%
Neither	11%	10%	8%	17%	10%	13%	11%	12%	11%	9%	13%	15%	11%	13%	11%	10%	11%	9%	10%	12%	10%	11%	14%
Don't know	12%	7%	8%	4%	6%	8%	10%	14%	34%	15%	4%	5%	16%	10%	10%	13%	13%	11%	8%	12%	15%	15%	13%

Do you think the Labour party is trustworthy or untrustworthy?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Trustworthy	18%	6%	39%	25%	28%	9%	20%	16%	20%	17%	20%	15%	23%	18%	16%	17%	18%	11%	25%	20%	14%	11%	8%
Untrustworthy	51%	74%	27%	41%	41%	70%	54%	48%	25%	53%	55%	57%	43%	52%	54%	50%	57%	54%	47%	53%	52%	52%	57%
Neither	16%	13%	21%	27%	21%	12%	15%	17%	19%	13%	16%	21%	17%	16%	14%	17%	13%	25%	17%	14%	16%	20%	18%
Don't know	15%	7%	13%	6%	11%	10%	11%	18%	35%	16%	10%	7%	16%	14%	15%	16%	13%	11%	11%	14%	19%	17%	16%

Do you think the Labour party is trying to do the right thing, or serving their own interests?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Trying to do the right thing	33%	15%	62%	46%	50%	19%	34%	31%	31%	31%	37%	33%	33%	32%	32%	33%	31%	36%	43%	34%	25%	24%	24%
Serving their own interests	47%	67%	24%	34%	36%	64%	49%	45%	23%	47%	50%	54%	41%	47%	48%	45%	53%	49%	41%	47%	49%	49%	54%
Neither	7%	10%	5%	13%	7%	6%	6%	8%	10%	6%	7%	8%	7%	9%	8%	7%	3%	4%	7%	6%	9%	7%	9%
Don't know	14%	8%	9%	7%	7%	10%	11%	16%	36%	16%	7%	5%	19%	12%	12%	16%	12%	11%	8%	13%	17%	20%	13%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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 strong or weak?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Strong	13%	5%	25%	14%	17%	8%	14%	12%	18%	13%	11%	11%	15%	11%	14%	13%	13%	12%	14%	14%	10%	13%	11%
Weak	48%	69%	32%	41%	41%	61%	52%	45%	31%	50%	50%	53%	48%	48%	53%	45%	48%	50%	52%	45%	49%	46%	51%
Neither	23%	18%	31%	36%	32%	19%	23%	24%	14%	19%	29%	31%	18%	25%	22%	24%	25%	24%	24%	26%	21%	21%	22%
Don't know	15%	8%	12%	9%	10%	11%	11%	20%	37%	19%	10%	6%	18%	16%	11%	17%	14%	14%	11%	15%	19%	20%	15%

Do you think the Labour party is moderate or extreme?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Moderate	40%	20%	66%	55%	56%	26%	43%	38%	48%	42%	42%	33%	44%	39%	38%	40%	45%	44%	49%	42%	34%	36%	32%
Extreme	22%	41%	7%	13%	13%	37%	25%	20%	10%	15%	26%	36%	19%	24%	27%	21%	20%	19%	23%	20%	22%	23%	26%
Neither	21%	27%	16%	21%	23%	22%	19%	22%	11%	21%	22%	23%	20%	22%	20%	20%	19%	23%	19%	22%	20%	22%	20%
Don't know	17%	11%	11%	11%	9%	15%	13%	20%	32%	21%	10%	8%	17%	16%	15%	19%	16%	14%	9%	16%	24%	19%	22%

Do you think the Labour party is competent or incompetent?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Competent	21%	6%	43%	28%	32%	12%	23%	20%	25%	21%	23%	19%	25%	22%	19%	20%	18%	22%	26%	23%	18%	16%	15%
Incompetent	50%	78%	24%	40%	37%	69%	53%	47%	28%	50%	52%	58%	45%	52%	52%	47%	50%	57%	47%	47%	52%	54%	56%
Neither	15%	9%	21%	23%	21%	10%	13%	16%	12%	12%	17%	18%	11%	12%	18%	16%	21%	8%	17%	15%	13%	12%	14%
Don't know	14%	6%	12%	9%	11%	9%	12%	17%	35%	18%	9%	5%	19%	14%	11%	17%	11%	14%	10%	15%	17%	18%	16%

Do you think the Labour party has a clear sense of purpose, or are unclear about what they stand for?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Have a clear sense of purpose	22%	10%	37%	33%	31%	14%	23%	21%	26%	20%	24%	22%	22%	22%	21%	22%	23%	22%	27%	21%	18%	19%	20%
Are unclear what they stand for	54%	75%	41%	49%	50%	67%	57%	52%	33%	54%	56%	61%	51%	54%	58%	51%	55%	60%	56%	54%	52%	51%	58%
Neither	10%	8%	11%	13%	11%	8%	9%	10%	8%	7%	14%	10%	9%	10%	9%	10%	9%	8%	8%	9%	12%	10%	9%
Don't know	15%	8%	11%	5%	8%	11%	12%	17%	33%	19%	6%	7%	17%	14%	12%	17%	14%	11%	9%	16%	18%	20%	14%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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 tolerant or prejudiced?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Tolerant	32%	15%	60%	43%	48%	19%	33%	31%	30%	33%	34%	28%	32%	31%	31%	34%	33%	27%	40%	34%	26%	26%	25%
Prejudiced	32%	52%	12%	23%	22%	47%	34%	29%	15%	28%	35%	43%	27%	33%	31%	32%	33%	32%	31%	29%	32%	32%	39%
Neither	18%	19%	14%	25%	18%	18%	18%	18%	18%	16%	19%	20%	18%	19%	20%	15%	16%	23%	15%	18%	21%	19%	17%
Don't know	19%	14%	14%	9%	13%	15%	15%	22%	37%	23%	12%	10%	22%	17%	18%	19%	18%	18%	14%	20%	21%	23%	19%

How important do you think it is to teach each of the following subjects at secondary school?

English

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	82%	85%	85%	90%	86%	86%	79%	85%	64%	79%	89%	89%	79%	83%	84%	82%	79%	75%	84%	80%	81%	83%	83%
Quite important	14%	12%	12%	8%	12%	12%	15%	13%	22%	16%	10%	10%	14%	13%	12%	13%	19%	23%	13%	16%	15%	13%	11%
Not very important	2%	2%	1%	1%	1%	1%	3%	0%	6%	2%	0%	1%	2%	1%	2%	2%	0%	1%	2%	1%	2%	1%	2%
Not at all important	0%	0%	-	-	-	0%	0%	0%	1%	0%	-	0%	-	0%	0%	-	-	2%	0%	-	-	1%	-
Don't know	2%	1%	2%	1%	1%	1%	3%	2%	7%	3%	1%	0%	4%	2%	2%	2%	1%	-	1%	3%	3%	2%	4%

Mathematics

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	79%	83%	81%	86%	84%	80%	81%	77%	68%	76%	86%	83%	78%	80%	81%	80%	76%	71%	82%	79%	77%	80%	76%
Quite important	17%	15%	16%	13%	14%	18%	14%	20%	21%	20%	13%	15%	14%	16%	16%	17%	22%	28%	15%	17%	20%	17%	17%
Not very important	1%	1%	1%	-	1%	1%	1%	1%	2%	1%	0%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%
Not at all important	0%	-	0%	-	0%	-	0%	0%	0%	0%	-	-	0%	-	1%	-	-	-	0%	-	0%	-	1%
Don't know	2%	1%	2%	1%	1%	1%	3%	2%	8%	3%	1%	0%	5%	2%	2%	2%	1%	-	1%	3%	3%	1%	4%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Science

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	64%	72%	69%	74%	71%	63%	68%	61%	59%	61%	70%	67%	68%	67%	64%	62%	56%	60%	73%	64%	61%	56%	58%
Quite important	29%	24%	25%	24%	26%	31%	26%	31%	27%	31%	26%	28%	26%	26%	29%	30%	37%	33%	24%	29%	30%	37%	30%
Not very important	4%	2%	3%	1%	1%	4%	3%	4%	6%	3%	3%	4%	2%	3%	4%	4%	5%	4%	2%	4%	5%	4%	6%
Not at all important	1%	-	1%	-	0%	1%	0%	1%	1%	1%	0%	0%	-	0%	1%	1%	-	2%	0%	0%	1%	1%	1%
Don't know	3%	2%	3%	1%	1%	2%	3%	2%	7%	3%	1%	1%	5%	3%	2%	3%	2%	1%	1%	3%	4%	2%	4%

Art

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	15%	6%	23%	19%	22%	9%	15%	16%	15%	17%	16%	12%	23%	15%	14%	14%	10%	17%	20%	14%	12%	15%	13%
Quite important	36%	41%	38%	44%	40%	34%	31%	41%	33%	38%	33%	38%	40%	38%	39%	32%	34%	27%	42%	37%	31%	35%	31%
Not very important	35%	38%	29%	28%	31%	41%	38%	32%	34%	29%	40%	41%	28%	32%	34%	38%	45%	44%	31%	33%	40%	38%	41%
Not at all important	10%	14%	7%	7%	5%	13%	12%	8%	10%	11%	9%	8%	4%	11%	10%	11%	9%	10%	6%	11%	13%	9%	10%
Don't know	4%	2%	3%	2%	2%	3%	4%	3%	8%	5%	2%	1%	5%	4%	2%	4%	2%	3%	2%	4%	4%	4%	5%

Citizenship

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	25%	28%	27%	28%	29%	24%	24%	25%	21%	19%	27%	33%	33%	22%	28%	23%	24%	16%	29%	20%	25%	22%	28%
Quite important	37%	36%	39%	38%	39%	37%	38%	36%	31%	37%	38%	39%	33%	38%	38%	35%	39%	49%	41%	39%	35%	33%	31%
Not very important	19%	20%	17%	20%	18%	20%	20%	18%	22%	20%	18%	18%	13%	21%	20%	21%	14%	19%	16%	21%	19%	23%	19%
Not at all important	7%	8%	6%	7%	6%	7%	7%	6%	6%	8%	8%	4%	7%	5%	6%	9%	8%	8%	7%	6%	6%	9%	7%
Don't know	12%	8%	12%	8%	8%	12%	10%	14%	20%	15%	9%	6%	14%	13%	9%	13%	15%	8%	7%	14%	15%	13%	15%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Computing/Computer Science/ICT

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	63%	69%	65%	76%	69%	65%	64%	62%	40%	61%	72%	68%	63%	65%	63%	59%	62%	64%	67%	63%	58%	60%	63%
Quite important	30%	27%	29%	21%	27%	30%	29%	31%	38%	32%	24%	30%	27%	29%	31%	33%	32%	31%	30%	30%	32%	31%	28%
Not very important	4%	2%	3%	1%	3%	2%	3%	4%	9%	4%	2%	2%	4%	3%	3%	5%	6%	3%	2%	2%	6%	6%	5%
Not at all important	1%	-	1%	-	0%	-	1%	1%	6%	1%	0%	-	2%	1%	1%	0%	-	2%	0%	2%	1%	1%	-
Don't know	3%	2%	2%	2%	1%	2%	3%	2%	7%	4%	1%	0%	4%	3%	2%	3%	1%	-	1%	3%	4%	2%	4%

Design and technology

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	29%	35%	30%	28%	31%	29%	32%	25%	23%	25%	35%	30%	34%	29%	31%	26%	25%	26%	31%	27%	27%	24%	36%
Quite important	48%	49%	48%	52%	49%	51%	46%	50%	32%	48%	50%	54%	40%	49%	47%	49%	53%	49%	49%	48%	52%	47%	37%
Not very important	17%	12%	17%	18%	16%	15%	16%	19%	30%	19%	12%	13%	18%	16%	17%	18%	18%	18%	15%	19%	15%	21%	21%
Not at all important	3%	3%	1%	1%	2%	2%	2%	3%	7%	2%	2%	1%	3%	2%	3%	3%	2%	2%	3%	2%	2%	5%	1%
Don't know	4%	1%	3%	2%	1%	3%	4%	3%	8%	5%	1%	2%	6%	4%	2%	4%	3%	4%	2%	4%	4%	5%	4%

Geography

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	30%	33%	31%	37%	31%	31%	28%	33%	28%	29%	30%	34%	43%	31%	30%	29%	20%	23%	33%	31%	25%	31%	32%
Quite important	53%	52%	55%	53%	57%	52%	54%	52%	46%	55%	52%	54%	40%	54%	56%	54%	61%	57%	53%	53%	56%	53%	46%
Not very important	13%	13%	10%	8%	10%	15%	14%	11%	17%	11%	16%	10%	11%	11%	12%	14%	18%	13%	11%	11%	15%	12%	16%
Not at all important	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	0%	5%	1%	2%	1%	1%	1%
Don't know	3%	2%	3%	1%	1%	1%	3%	2%	7%	3%	1%	1%	4%	3%	1%	3%	1%	2%	1%	3%	3%	3%	4%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

History

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	43%	46%	45%	42%	44%	45%	41%	45%	39%	42%	50%	41%	51%	45%	41%	41%	38%	46%	48%	40%	40%	45%	46%
Quite important	42%	42%	42%	48%	45%	42%	42%	41%	31%	42%	40%	46%	32%	42%	45%	42%	46%	36%	42%	45%	41%	39%	33%
Not very important	11%	10%	10%	8%	9%	11%	12%	9%	16%	10%	9%	11%	8%	10%	9%	14%	12%	12%	8%	9%	15%	12%	15%
Not at all important	2%	0%	1%	1%	1%	1%	2%	2%	6%	2%	0%	1%	3%	1%	3%	1%	3%	4%	2%	3%	1%	2%	1%
Don't know	3%	1%	3%	1%	1%	2%	3%	2%	8%	3%	1%	1%	5%	3%	2%	3%	1%	3%	1%	3%	3%	2%	4%

Modern foreign languages (e.g. French, Spanish, German)

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	31%	30%	38%	41%	42%	23%	28%	33%	29%	28%	32%	37%	40%	33%	26%	28%	28%	32%	40%	31%	24%	28%	26%
Quite important	43%	48%	43%	45%	44%	45%	45%	42%	39%	41%	48%	45%	35%	44%	48%	45%	43%	36%	43%	43%	45%	42%	46%
Not very important	19%	17%	14%	11%	12%	24%	19%	18%	19%	21%	17%	15%	16%	16%	20%	19%	25%	25%	14%	19%	23%	22%	19%
Not at all important	4%	2%	3%	2%	2%	5%	4%	4%	4%	6%	2%	3%	2%	4%	5%	6%	2%	5%	2%	5%	5%	6%	4%
Don't know	3%	2%	3%	1%	1%	2%	3%	3%	9%	4%	1%	1%	6%	4%	2%	3%	1%	2%	2%	4%	3%	4%	5%

Music

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	15%	11%	21%	16%	20%	10%	13%	16%	14%	15%	14%	15%	19%	14%	17%	14%	9%	20%	19%	13%	12%	14%	15%
Quite important	38%	40%	39%	51%	41%	37%	34%	41%	30%	36%	40%	43%	40%	41%	37%	36%	32%	27%	41%	41%	32%	34%	36%
Not very important	34%	38%	29%	27%	31%	40%	35%	32%	31%	33%	35%	34%	26%	33%	34%	34%	47%	38%	31%	30%	42%	37%	34%
Not at all important	10%	9%	8%	4%	6%	10%	13%	7%	16%	11%	8%	6%	7%	9%	10%	12%	10%	12%	7%	12%	9%	11%	10%
Don't know	4%	2%	4%	2%	2%	3%	4%	3%	9%	5%	2%	2%	7%	4%	3%	4%	2%	3%	2%	4%	5%	4%	6%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Physical education (PE)

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	46%	50%	46%	50%	46%	45%	47%	45%	46%	45%	52%	40%	49%	48%	41%	46%	41%	42%	49%	45%	45%	47%	38%
Quite important	39%	39%	40%	37%	40%	39%	38%	40%	32%	40%	35%	44%	37%	37%	42%	39%	45%	39%	39%	39%	40%	37%	38%
Not very important	10%	9%	9%	11%	9%	11%	11%	10%	12%	9%	10%	12%	8%	10%	12%	11%	10%	13%	10%	11%	9%	7%	14%
Not at all important	3%	1%	2%	2%	3%	2%	2%	3%	3%	3%	2%	3%	1%	3%	3%	2%	1%	5%	1%	2%	3%	5%	4%
Don't know	3%	1%	3%	1%	2%	2%	3%	3%	7%	4%	2%	0%	5%	3%	2%	3%	2%	1%	1%	3%	4%	3%	5%

Sex and relationship education (currently part of Personal, Social, Health and Economic education)

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	49%	39%	58%	63%	58%	36%	43%	55%	61%	57%	46%	32%	52%	51%	48%	47%	44%	48%	50%	51%	48%	49%	42%
Quite important	38%	43%	35%	29%	34%	48%	41%	35%	22%	33%	43%	49%	35%	35%	41%	40%	44%	38%	37%	36%	40%	38%	40%
Not very important	8%	13%	4%	4%	6%	12%	10%	7%	5%	6%	9%	14%	5%	9%	8%	9%	7%	12%	9%	7%	8%	8%	11%
Not at all important	2%	2%	1%	3%	1%	2%	2%	1%	3%	1%	1%	3%	1%	2%	2%	1%	2%	-	2%	2%	0%	2%	3%
Don't know	3%	3%	3%	2%	2%	3%	4%	2%	9%	3%	2%	2%	7%	3%	2%	3%	2%	2%	2%	4%	4%	3%	4%

Religious studies

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	10%	9%	12%	5%	9%	8%	8%	11%	16%	11%	6%	7%	18%	8%	11%	8%	7%	8%	11%	8%	9%	13%	9%
Quite important	29%	33%	32%	25%	31%	26%	24%	34%	41%	27%	27%	29%	31%	29%	30%	29%	27%	29%	34%	26%	30%	30%	22%
Not very important	32%	39%	28%	34%	33%	34%	31%	32%	23%	29%	34%	38%	24%	34%	32%	32%	31%	33%	33%	33%	33%	27%	27%
Not at all important	26%	18%	23%	35%	25%	29%	32%	20%	11%	28%	31%	24%	22%	25%	24%	28%	33%	28%	21%	29%	25%	25%	36%
Don't know	4%	2%	5%	2%	2%	3%	4%	3%	8%	5%	2%	2%	5%	4%	3%	4%	3%	2%	2%	5%	4%	5%	6%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Drama

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	8%	4%	13%	9%	10%	5%	8%	8%	9%	9%	7%	6%	13%	8%	7%	7%	2%	11%	11%	6%	5%	6%	12%
Quite important	26%	27%	29%	35%	31%	22%	22%	31%	27%	27%	27%	25%	30%	25%	24%	29%	23%	23%	27%	27%	29%	26%	17%
Not very important	42%	46%	39%	40%	42%	46%	43%	41%	32%	38%	44%	51%	40%	43%	44%	39%	51%	32%	44%	39%	40%	41%	48%
Not at all important	20%	22%	15%	14%	15%	23%	23%	17%	24%	22%	20%	17%	10%	20%	22%	22%	21%	31%	17%	23%	21%	23%	16%
Don't know	4%	2%	3%	1%	2%	3%	4%	3%	9%	5%	2%	2%	6%	4%	3%	4%	3%	3%	2%	4%	5%	4%	6%

Classics

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	7%	9%	7%	6%	7%	7%	6%	8%	5%	7%	8%	8%	12%	6%	9%	5%	7%	2%	7%	5%	5%	11%	11%
Quite important	27%	34%	26%	31%	30%	27%	25%	29%	25%	26%	26%	31%	32%	29%	25%	26%	24%	21%	31%	28%	22%	26%	25%
Not very important	37%	33%	36%	39%	38%	37%	38%	36%	36%	32%	42%	40%	33%	36%	39%	36%	44%	30%	38%	36%	39%	33%	36%
Not at all important	20%	20%	21%	19%	19%	20%	22%	17%	20%	20%	20%	17%	15%	19%	19%	20%	18%	36%	19%	22%	18%	19%	18%
Don't know	10%	5%	10%	6%	6%	9%	10%	10%	13%	15%	4%	3%	8%	9%	8%	12%	7%	10%	4%	9%	16%	11%	11%

Business studies

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	25%	32%	21%	28%	25%	26%	25%	26%	20%	25%	29%	24%	31%	27%	30%	20%	20%	23%	27%	26%	24%	20%	27%
Quite important	52%	52%	54%	51%	53%	54%	52%	51%	43%	51%	50%	58%	47%	51%	50%	53%	61%	53%	50%	52%	56%	51%	47%
Not very important	16%	12%	19%	17%	17%	15%	16%	17%	21%	15%	17%	15%	14%	16%	14%	19%	14%	20%	17%	17%	13%	19%	17%
Not at all important	3%	1%	3%	2%	3%	2%	3%	3%	9%	4%	1%	1%	2%	3%	3%	4%	3%	4%	4%	3%	2%	6%	2%
Don't know	4%	2%	3%	1%	2%	3%	4%	3%	8%	5%	2%	1%	6%	4%	3%	3%	2%	-	2%	3%	4%	5%	6%

Fieldwork Dates: 25th - 27th July 2026

Sample size: 1778 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Latin

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Very important	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%	2%	1%	2%	-	3%	1%	1%	3%	3%
Quite important	8%	10%	7%	5%	7%	8%	7%	9%	12%	7%	7%	9%	15%	8%	8%	6%	4%	6%	10%	8%	6%	8%	7%
Not very important	32%	30%	31%	37%	35%	28%	29%	36%	37%	31%	31%	35%	34%	33%	32%	29%	37%	29%	33%	33%	31%	33%	30%
Not at all important	54%	54%	55%	55%	52%	59%	58%	49%	39%	55%	59%	52%	41%	52%	54%	60%	55%	64%	51%	55%	56%	52%	55%
Don't know	4%	3%	5%	1%	3%	3%	5%	4%	9%	6%	2%	2%	7%	5%	4%	4%	2%	-	3%	4%	6%	5%	5%

From what you know, do you think exams like A-Levels have got harder or easier over the last ten years, or have they stayed the same?

Unweighted base	1778	289	502	159	656	609	785	993	161	703	429	485	183	608	313	421	162	91	539	490	341	223	185
Base	1778	324	465	164	660	704	864	914	194	741	429	414	215	610	292	421	155	85	498	516	373	221	170
Have got harder	17%	10%	17%	14%	14%	11%	13%	21%	50%	18%	11%	7%	24%	16%	17%	18%	11%	21%	16%	14%	20%	22%	18%
Have got easier	25%	38%	20%	25%	24%	33%	29%	21%	9%	18%	34%	35%	21%	28%	21%	25%	30%	22%	30%	26%	20%	20%	24%
Have stayed about the same	17%	17%	23%	20%	20%	17%	18%	17%	14%	18%	19%	16%	13%	15%	21%	19%	16%	26%	19%	18%	18%	13%	12%
Don't know	40%	36%	41%	42%	41%	39%	40%	41%	27%	45%	36%	42%	43%	41%	41%	38%	44%	31%	34%	41%	43%	44%	45%

Cell Contents (Column Percentages)