

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base: All GB adults	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Approve	20%	7%	41%	31%	33%	7%	24%	16%	27%	17%	21%	20%	23%	19%	23%	19%	16%	18%	28%	18%	19%	15%	11%
Disapprove	55%	76%	35%	43%	40%	76%	56%	55%	36%	53%	62%	62%	49%	57%	50%	56%	63%	57%	49%	56%	58%	61%	61%
Don't know	25%	17%	25%	26%	26%	17%	20%	29%	37%	29%	18%	19%	28%	24%	27%	24%	20%	25%	23%	26%	24%	24%	28%

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

Conservatives

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
0 - Would never consider voting for them	32%	1%	43%	37%	41%	20%	33%	31%	27%	39%	30%	23%	33%	27%	29%	34%	40%	37%	23%	34%	35%	30%	42%
1	7%	1%	11%	7%	9%	6%	9%	5%	10%	7%	7%	6%	7%	7%	5%	7%	13%	6%	9%	7%	6%	9%	5%
2	7%	2%	8%	8%	7%	7%	8%	7%	9%	8%	6%	5%	7%	8%	7%	7%	7%	5%	8%	6%	7%	8%	7%
3	7%	3%	10%	7%	8%	5%	7%	7%	10%	6%	6%	7%	10%	5%	11%	5%	6%	11%	8%	6%	5%	9%	7%
4	5%	4%	6%	11%	5%	6%	5%	5%	5%	5%	5%	5%	6%	6%	4%	5%	4%	3%	6%	5%	5%	6%	4%
5	10%	9%	10%	14%	8%	14%	8%	12%	9%	10%	10%	12%	8%	10%	8%	12%	12%	15%	10%	9%	13%	11%	8%
6	6%	10%	4%	6%	4%	9%	6%	5%	4%	5%	7%	6%	4%	6%	7%	6%	3%	5%	6%	7%	6%	4%	5%
7	6%	13%	3%	5%	5%	9%	5%	6%	3%	4%	7%	9%	4%	7%	5%	7%	4%	2%	6%	7%	6%	5%	3%
8	5%	15%	2%	2%	4%	8%	5%	5%	2%	4%	7%	6%	3%	6%	6%	3%	4%	7%	6%	5%	3%	5%	3%
9	3%	11%	1%	-	2%	5%	4%	2%	1%	1%	3%	7%	2%	5%	3%	2%	1%	2%	4%	2%	3%	2%	5%
10 - Would definitely consider voting for them	7%	31%	1%	1%	6%	10%	6%	9%	5%	4%	9%	12%	11%	9%	9%	5%	2%	4%	11%	7%	4%	5%	7%
prefer not to answer	5%	0%	2%	1%	2%	2%	3%	6%	16%	6%	1%	1%	6%	3%	6%	6%	5%	2%	2%	5%	7%	5%	6%

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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		1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base		1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
0 - Would never consider voting for them		32%	55%	7%	14%	14%	51%	35%	29%	13%	28%	37%	40%	27%	33%	33%	32%	34%	22%	23%	29%	36%	39%	44%
1		6%	10%	2%	3%	4%	7%	5%	6%	5%	4%	6%	9%	6%	6%	6%	4%	8%	7%	5%	5%	7%	5%	5%
2		5%	7%	3%	7%	5%	6%	5%	5%	4%	4%	7%	7%	4%	5%	5%	7%	7%	7%	5%	6%	3%	6%	9%
3		6%	6%	4%	7%	6%	5%	5%	7%	6%	6%	6%	6%	6%	6%	5%	6%	4%	9%	7%	6%	5%	6%	4%
4		4%	3%	4%	7%	4%	4%	4%	5%	6%	5%	4%	3%	5%	4%	5%	3%	4%	6%	6%	3%	4%	5%	3%
5		10%	6%	12%	13%	11%	8%	9%	11%	11%	12%	10%	8%	9%	10%	10%	9%	14%	15%	10%	10%	12%	11%	7%
6		8%	5%	10%	15%	11%	5%	8%	8%	10%	9%	6%	5%	7%	9%	7%	8%	7%	5%	8%	10%	7%	3%	6%
7		6%	4%	11%	9%	10%	3%	8%	5%	6%	8%	5%	5%	4%	7%	8%	6%	6%	8%	7%	7%	6%	6%	5%
8		6%	3%	13%	11%	9%	5%	6%	6%	7%	7%	6%	5%	5%	6%	3%	9%	7%	10%	9%	6%	5%	5%	4%
9		2%	1%	5%	2%	4%	1%	3%	2%	5%	2%	2%	2%	5%	2%	2%	2%	0%	2%	4%	2%	1%	2%	1%
10 - Would definitely consider voting for them		10%	1%	27%	12%	18%	3%	10%	10%	12%	9%	10%	10%	16%	9%	10%	10%	5%	7%	13%	10%	8%	7%	7%
prefer not to answer		5%	0%	2%	1%	2%	2%	3%	6%	16%	6%	1%	1%	6%	3%	6%	6%	5%	2%	2%	5%	7%	5%	6%

Liberal Democrats

Unweighted base		1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base		1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
0 - Would never consider voting for them		32%	45%	17%	3%	15%	50%	36%	27%	13%	30%	36%	39%	29%	28%	35%	37%	30%	28%	23%	31%	36%	35%	45%
1		5%	6%	3%	-	3%	7%	5%	5%	6%	4%	7%	5%	6%	5%	5%	4%	5%	8%	4%	5%	4%	9%	5%
2		6%	10%	6%	2%	7%	6%	5%	7%	6%	6%	6%	8%	10%	6%	5%	6%	8%	7%	7%	6%	6%	8%	4%
3		7%	10%	7%	1%	6%	7%	7%	7%	8%	6%	7%	7%	5%	6%	7%	8%	6%	11%	5%	7%	7%	6%	13%
4		7%	8%	9%	5%	8%	6%	8%	7%	10%	8%	4%	8%	7%	7%	7%	7%	10%	8%	8%	7%	7%	9%	3%
5		14%	12%	21%	14%	18%	11%	12%	17%	12%	16%	14%	14%	12%	15%	16%	13%	16%	12%	15%	15%	15%	13%	10%
6		7%	4%	12%	12%	10%	5%	7%	8%	6%	8%	7%	6%	8%	7%	6%	5%	12%	6%	9%	8%	6%	7%	3%
7		5%	1%	8%	12%	9%	1%	5%	5%	6%	5%	6%	4%	5%	6%	2%	4%	5%	9%	8%	5%	3%	2%	5%
8		5%	2%	8%	14%	8%	2%	4%	6%	8%	4%	6%	3%	6%	7%	4%	4%	1%	6%	8%	5%	4%	2%	3%
9		2%	1%	4%	6%	4%	1%	2%	2%	3%	3%	1%	2%	2%	3%	3%	1%	2%	1%	3%	3%	1%	0%	1%
10 - Would definitely consider voting for them		5%	1%	5%	29%	8%	2%	5%	5%	6%	5%	5%	5%	5%	7%	4%	4%	1%	3%	7%	5%	4%	3%	2%
prefer not to answer		5%	0%	2%	1%	2%	2%	3%	6%	16%	6%	1%	1%	6%	3%	6%	6%	5%	2%	2%	5%	7%	5%	6%

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Reform UK

Unweighted base		1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base		1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
0 - Would never consider voting for them		51%	33%	72%	75%	75%	27%	50%	52%	51%	55%	49%	45%	52%	55%	50%	44%	53%	52%	56%	54%	48%	39%	47%
1		4%	4%	5%	2%	5%	3%	3%	4%	3%	4%	3%	4%	3%	4%	3%	6%	4%	1%	5%	4%	2%	4%	5%
2		4%	6%	5%	3%	3%	5%	4%	4%	6%	4%	3%	4%	8%	3%	2%	4%	6%	8%	4%	5%	2%	6%	4%
3		3%	4%	2%	2%	2%	3%	2%	3%	2%	2%	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%	1%	3%	4%
4		3%	6%	1%	2%	1%	5%	3%	2%	2%	3%	3%	3%	3%	3%	3%	2%	7%	-	2%	2%	6%	4%	1%
5		5%	7%	4%	5%	4%	6%	5%	6%	9%	4%	6%	6%	5%	5%	6%	6%	1%	12%	5%	6%	4%	6%	6%
6		3%	5%	1%	2%	1%	6%	3%	4%	4%	2%	3%	5%	4%	3%	5%	4%	1%	6%	4%	3%	4%	3%	2%
7		4%	8%	2%	3%	2%	7%	4%	4%	1%	4%	5%	5%	2%	4%	5%	6%	5%	-	5%	4%	5%	4%	4%
8		5%	9%	2%	1%	1%	9%	6%	4%	2%	4%	7%	5%	2%	5%	6%	5%	5%	6%	3%	4%	5%	8%	6%
9		2%	5%	0%	1%	1%	5%	3%	2%	-	2%	3%	4%	1%	4%	1%	3%	1%	2%	1%	3%	4%	2%	4%
10 - Would definitely consider voting for them		11%	13%	5%	3%	4%	21%	13%	9%	3%	8%	14%	16%	11%	11%	10%	12%	9%	8%	9%	8%	13%	17%	11%
prefer not to answer		5%	0%	2%	1%	2%	2%	3%	6%	16%	6%	1%	1%	6%	3%	6%	6%	5%	2%	2%	5%	7%	5%	6%

Green Party

Unweighted base		1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base		1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
0 - Would never consider voting for them		40%	67%	25%	20%	22%	64%	45%	35%	14%	34%	47%	56%	33%	39%	40%	44%	47%	37%	35%	38%	43%	45%	49%
1		5%	8%	4%	4%	5%	5%	5%	4%	5%	4%	5%	6%	3%	5%	5%	5%	5%	4%	4%	5%	5%	8%	3%
2		6%	8%	8%	6%	7%	6%	6%	7%	5%	5%	7%	9%	7%	6%	4%	8%	5%	8%	9%	4%	5%	7%	6%
3		5%	2%	7%	10%	7%	5%	6%	5%	3%	6%	6%	5%	4%	6%	6%	4%	9%	6%	6%	5%	5%	6%	6%
4		5%	3%	6%	8%	6%	4%	3%	6%	3%	5%	6%	4%	2%	4%	5%	6%	3%	8%	4%	5%	4%	4%	8%
5		9%	6%	12%	15%	12%	6%	8%	10%	8%	11%	8%	9%	12%	11%	10%	6%	6%	6%	11%	9%	10%	6%	7%
6		6%	2%	9%	10%	8%	4%	6%	6%	7%	7%	6%	3%	6%	6%	6%	5%	7%	8%	7%	5%	7%	6%	4%
7		4%	1%	6%	8%	7%	2%	4%	5%	7%	5%	4%	2%	4%	5%	4%	4%	2%	4%	7%	4%	3%	4%	-
8		4%	-	7%	6%	6%	1%	3%	4%	8%	5%	2%	2%	8%	3%	4%	3%	1%	4%	4%	6%	3%	1%	1%
9		2%	1%	4%	3%	4%	0%	3%	2%	6%	3%	2%	0%	3%	2%	3%	2%	3%	3%	3%	2%	3%	1%	3%
10 - Would definitely consider voting for them		8%	1%	11%	10%	12%	2%	8%	9%	18%	9%	6%	4%	13%	9%	6%	6%	7%	9%	9%	11%	6%	7%	6%
prefer not to answer		5%	0%	2%	1%	2%	2%	3%	6%	16%	6%	1%	1%	6%	3%	6%	6%	5%	2%	2%	5%	7%	5%	6%

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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

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

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base: All GB adults	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Health	28%	18%	39%	36%	38%	19%	20%	35%	31%	26%	30%	26%	23%	30%	24%	24%	34%	44%	32%	26%	28%	23%	28%
Immigration & Asylum	48%	69%	32%	31%	29%	74%	49%	47%	27%	41%	56%	62%	38%	47%	51%	52%	47%	50%	42%	45%	51%	58%	56%
Crime	18%	20%	16%	16%	14%	22%	18%	19%	17%	20%	18%	16%	22%	19%	19%	15%	19%	15%	14%	18%	22%	20%	21%
The economy	48%	54%	51%	56%	53%	47%	50%	47%	44%	51%	47%	46%	48%	47%	46%	50%	51%	51%	52%	51%	48%	45%	35%
Tax	15%	22%	11%	13%	13%	15%	20%	11%	19%	19%	12%	10%	18%	14%	18%	13%	18%	14%	17%	17%	13%	17%	7%
Pensions	6%	7%	6%	5%	5%	6%	6%	6%	3%	4%	4%	12%	3%	5%	7%	6%	9%	10%	5%	5%	7%	5%	8%
Education	8%	6%	10%	11%	10%	6%	7%	9%	10%	10%	7%	5%	16%	7%	8%	6%	6%	10%	9%	9%	6%	8%	7%
Family life & childcare	5%	2%	5%	7%	7%	4%	4%	5%	3%	9%	2%	2%	4%	4%	6%	7%	4%	3%	7%	4%	6%	4%	1%
Housing	17%	5%	24%	15%	19%	8%	16%	18%	30%	20%	13%	11%	32%	15%	15%	15%	12%	16%	13%	19%	17%	19%	19%
The environment	23%	9%	30%	37%	34%	10%	22%	23%	32%	25%	19%	17%	23%	26%	23%	18%	18%	24%	27%	26%	19%	14%	17%
Britain leaving the EU	12%	4%	18%	15%	20%	5%	15%	9%	14%	11%	13%	11%	13%	13%	12%	11%	11%	12%	16%	11%	9%	10%	11%
Transport	2%	-	2%	2%	2%	0%	3%	1%	6%	2%	1%	1%	3%	2%	2%	2%	1%	1%	2%	2%	1%	1%	3%
Welfare benefits	22%	31%	14%	19%	16%	32%	22%	22%	14%	19%	25%	29%	15%	22%	22%	28%	26%	13%	22%	21%	23%	25%	23%
Defence and security	26%	43%	23%	24%	24%	37%	27%	24%	7%	15%	35%	43%	21%	27%	26%	26%	22%	28%	29%	23%	27%	20%	29%
None of these	1%	-	1%	-	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	-	0%	1%	1%	0%	1%
Don't know	3%	1%	1%	2%	1%	1%	2%	3%	8%	3%	1%	1%	2%	2%	3%	3%	3%	1%	1%	2%	3%	4%	4%

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

National Health Service

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	2%	0%	4%	3%	2%	0%	3%	1%	5%	2%	0%	2%	6%	1%	3%	2%	-	-	2%	3%	2%	0%	2%
Fairly well	20%	15%	29%	23%	26%	14%	24%	15%	28%	16%	20%	22%	32%	18%	15%	20%	17%	16%	22%	21%	19%	17%	11%
Fairly badly	35%	38%	35%	37%	37%	37%	33%	36%	24%	36%	35%	37%	28%	38%	37%	35%	32%	27%	38%	31%	38%	38%	24%
Very badly	33%	38%	23%	29%	25%	42%	30%	35%	24%	33%	36%	33%	21%	32%	31%	32%	47%	48%	27%	33%	33%	32%	48%
Don't know	11%	8%	9%	8%	10%	7%	9%	13%	18%	13%	9%	6%	13%	11%	14%	11%	4%	8%	10%	12%	8%	12%	15%

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Immigration

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	2%	0%	4%	4%	4%	0%	3%	1%	4%	2%	2%	1%	4%	2%	3%	1%	2%	-	3%	1%	2%	2%	3%
Fairly well	16%	6%	29%	23%	27%	4%	20%	12%	25%	16%	15%	12%	22%	17%	13%	12%	14%	17%	22%	15%	13%	12%	9%
Fairly badly	21%	14%	23%	34%	26%	12%	18%	23%	29%	23%	17%	16%	24%	20%	20%	19%	25%	13%	24%	23%	20%	15%	15%
Very badly	50%	75%	29%	30%	30%	78%	51%	50%	26%	43%	60%	65%	38%	49%	50%	55%	53%	60%	41%	48%	53%	61%	63%
Don't know	11%	5%	14%	8%	13%	6%	9%	14%	17%	17%	6%	5%	12%	11%	14%	12%	6%	9%	10%	13%	12%	10%	11%

Crime

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	2%	1%	3%	2%	2%	0%	3%	1%	2%	3%	1%	1%	2%	2%	2%	1%	2%	-	1%	2%	2%	1%	2%
Fairly well	23%	10%	38%	29%	32%	12%	25%	20%	34%	22%	22%	18%	28%	24%	21%	21%	15%	26%	29%	23%	19%	21%	11%
Fairly badly	29%	34%	28%	35%	31%	30%	27%	30%	24%	27%	29%	34%	22%	28%	31%	30%	37%	27%	31%	28%	31%	22%	27%
Very badly	32%	45%	17%	18%	19%	48%	33%	31%	18%	28%	39%	36%	32%	30%	30%	35%	34%	29%	24%	30%	33%	39%	45%
Don't know	15%	9%	15%	16%	17%	9%	12%	18%	21%	19%	10%	11%	16%	16%	16%	13%	12%	17%	15%	16%	15%	16%	15%

Education

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	3%	2%	3%	1%	1%	1%	3%	2%	9%	3%	2%	1%	6%	3%	1%	2%	1%	2%	2%	2%	4%	3%	2%
Fairly well	27%	22%	35%	37%	33%	22%	28%	26%	32%	27%	25%	28%	34%	27%	25%	27%	22%	27%	29%	27%	27%	24%	24%
Fairly badly	31%	39%	31%	28%	34%	32%	31%	31%	26%	29%	33%	36%	28%	30%	31%	33%	38%	29%	36%	30%	32%	27%	25%
Very badly	18%	20%	12%	13%	12%	26%	19%	17%	12%	18%	21%	17%	13%	19%	21%	16%	19%	19%	16%	17%	21%	18%	21%
Don't know	21%	17%	19%	22%	21%	18%	18%	24%	21%	24%	20%	18%	19%	21%	21%	22%	20%	23%	17%	24%	17%	28%	27%

Taxation

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	1%	0%	2%	1%	1%	-	2%	1%	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Fairly well	15%	8%	26%	27%	24%	8%	16%	14%	15%	12%	17%	18%	12%	16%	12%	17%	14%	11%	20%	14%	14%	10%	11%
Fairly badly	33%	33%	35%	38%	34%	31%	31%	34%	37%	32%	35%	29%	35%	33%	33%	30%	33%	36%	35%	33%	31%	34%	24%
Very badly	37%	52%	24%	20%	26%	51%	44%	32%	28%	37%	38%	44%	41%	35%	36%	38%	42%	35%	32%	36%	43%	38%	43%
Don't know	14%	7%	14%	14%	15%	10%	8%	19%	17%	18%	10%	9%	9%	14%	18%	14%	10%	17%	12%	15%	11%	17%	21%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Unemployment

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	1%	1%	2%	1%	2%	0%	2%	1%	3%	2%	1%	1%	1%	1%	2%	1%	2%	-	2%	1%	2%	1%	2%
Fairly well	16%	8%	29%	23%	23%	10%	20%	13%	16%	15%	18%	16%	17%	18%	15%	16%	15%	13%	20%	14%	18%	16%	9%
Fairly badly	36%	40%	38%	38%	38%	36%	34%	37%	37%	34%	40%	34%	36%	36%	33%	37%	40%	36%	39%	38%	34%	32%	32%
Very badly	29%	39%	15%	16%	18%	41%	30%	29%	27%	27%	27%	35%	30%	28%	30%	29%	28%	36%	25%	29%	31%	32%	33%
Don't know	17%	13%	16%	21%	20%	13%	15%	20%	17%	22%	13%	14%	16%	17%	20%	18%	15%	15%	15%	18%	16%	19%	24%

Inflation

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	2%	1%	5%	1%	2%	1%	3%	1%	5%	1%	2%	2%	4%	3%	2%	1%	-	1%	2%	3%	1%	2%	3%
Fairly well	21%	17%	36%	29%	32%	13%	26%	17%	24%	16%	26%	25%	22%	21%	22%	20%	22%	20%	32%	17%	18%	18%	14%
Fairly badly	32%	37%	25%	31%	31%	34%	32%	31%	32%	30%	33%	32%	30%	34%	27%	29%	40%	33%	30%	34%	31%	33%	28%
Very badly	30%	35%	21%	20%	17%	42%	29%	30%	19%	34%	27%	29%	33%	26%	29%	33%	29%	31%	22%	29%	34%	33%	40%
Don't know	15%	9%	14%	19%	17%	11%	11%	20%	20%	18%	12%	12%	11%	16%	20%	16%	9%	14%	14%	18%	15%	14%	15%

Britain's exit from the EU

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	2%	2%	3%	3%	2%	1%	2%	1%	4%	2%	1%	3%	3%	1%	2%	3%	-	1%	2%	2%	2%	1%	3%
Fairly well	15%	13%	24%	22%	19%	13%	16%	15%	14%	15%	18%	14%	19%	18%	14%	14%	11%	9%	19%	15%	15%	13%	8%
Fairly badly	29%	35%	27%	34%	32%	27%	30%	28%	29%	28%	29%	31%	30%	31%	27%	27%	33%	25%	30%	31%	30%	26%	22%
Very badly	34%	36%	28%	29%	30%	42%	38%	31%	27%	33%	38%	37%	32%	32%	33%	36%	40%	43%	33%	31%	33%	37%	46%
Don't know	19%	15%	17%	13%	17%	17%	14%	25%	27%	23%	14%	16%	16%	18%	24%	20%	16%	22%	16%	21%	19%	23%	22%

Defence

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	3%	2%	5%	3%	2%	2%	5%	2%	8%	5%	1%	1%	7%	3%	3%	2%	2%	2%	3%	3%	4%	2%	3%
Fairly well	23%	14%	36%	31%	28%	15%	24%	21%	34%	23%	22%	17%	25%	21%	23%	25%	21%	14%	25%	24%	23%	19%	16%
Fairly badly	26%	31%	27%	25%	30%	28%	27%	26%	16%	25%	29%	31%	25%	26%	25%	25%	38%	29%	30%	25%	27%	24%	22%
Very badly	27%	45%	11%	15%	15%	45%	31%	23%	10%	19%	35%	41%	19%	29%	28%	27%	23%	34%	25%	23%	28%	30%	41%
Don't know	21%	9%	21%	26%	25%	11%	13%	29%	33%	28%	13%	11%	24%	21%	22%	21%	17%	22%	17%	25%	19%	25%	18%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

The economy

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	2%	1%	3%	-	1%	0%	2%	1%	5%	1%	1%	1%	4%	2%	1%	1%	-	-	1%	2%	2%	1%	2%
Fairly well	18%	8%	34%	29%	29%	9%	22%	15%	25%	15%	21%	18%	19%	20%	18%	16%	17%	16%	24%	16%	20%	14%	10%
Fairly badly	33%	34%	30%	39%	35%	32%	31%	34%	30%	33%	33%	32%	39%	33%	30%	33%	32%	26%	36%	34%	28%	33%	31%
Very badly	36%	50%	23%	22%	24%	51%	37%	35%	23%	35%	39%	42%	29%	35%	35%	38%	45%	48%	29%	36%	41%	37%	45%
Don't know	11%	5%	10%	10%	11%	8%	7%	15%	16%	15%	6%	7%	9%	10%	16%	13%	7%	10%	9%	12%	10%	16%	13%

Terrorism

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	7%	3%	11%	8%	9%	3%	9%	4%	11%	8%	4%	5%	9%	6%	7%	5%	9%	5%	9%	6%	8%	3%	4%
Fairly well	33%	27%	46%	44%	41%	27%	35%	31%	38%	33%	34%	29%	31%	34%	34%	35%	27%	32%	39%	34%	33%	28%	20%
Fairly badly	18%	26%	11%	12%	15%	22%	16%	19%	16%	15%	20%	22%	17%	15%	16%	20%	26%	17%	18%	17%	16%	19%	23%
Very badly	20%	26%	7%	8%	9%	31%	22%	17%	13%	17%	23%	24%	12%	21%	19%	21%	19%	24%	14%	17%	23%	23%	30%
Don't know	23%	18%	25%	28%	27%	18%	17%	28%	22%	27%	19%	21%	30%	24%	23%	20%	19%	22%	20%	27%	19%	26%	23%

Transport

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	4%	1%	9%	2%	4%	2%	5%	4%	14%	4%	2%	2%	9%	4%	3%	4%	1%	1%	4%	5%	5%	4%	3%
Fairly well	30%	25%	40%	39%	36%	25%	30%	30%	36%	29%	28%	33%	34%	31%	28%	31%	26%	30%	37%	28%	33%	23%	22%
Fairly badly	31%	42%	27%	21%	31%	35%	32%	29%	23%	29%	34%	34%	29%	31%	29%	31%	34%	31%	30%	33%	32%	32%	22%
Very badly	15%	17%	8%	15%	9%	21%	18%	13%	11%	16%	18%	13%	14%	14%	17%	15%	14%	21%	13%	14%	15%	18%	23%
Don't know	20%	16%	16%	23%	21%	17%	15%	24%	17%	22%	18%	18%	14%	20%	22%	19%	24%	17%	17%	20%	16%	23%	30%

Housing

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	1%	1%	2%	1%	1%	0%	2%	1%	4%	1%	1%	1%	3%	1%	2%	1%	1%	-	2%	1%	1%	1%	1%
Fairly well	14%	9%	26%	17%	20%	10%	15%	14%	14%	14%	15%	15%	14%	17%	15%	14%	11%	7%	20%	12%	13%	13%	11%
Fairly badly	38%	42%	39%	47%	41%	36%	39%	37%	38%	37%	36%	42%	41%	38%	37%	34%	41%	41%	40%	38%	39%	36%	28%
Very badly	30%	32%	19%	18%	21%	38%	32%	27%	26%	29%	34%	28%	31%	28%	29%	31%	29%	34%	23%	29%	31%	33%	43%
Don't know	17%	16%	14%	17%	16%	16%	13%	21%	19%	19%	15%	15%	11%	16%	17%	20%	18%	19%	16%	19%	15%	18%	18%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	2%	1%	2%	-	1%	1%	2%	1%	4%	2%	1%	1%	3%	1%	1%	3%	1%	1%	1%	1%	1%	4%	2%
Fairly well	24%	21%	32%	27%	25%	22%	26%	22%	25%	24%	22%	25%	24%	25%	22%	24%	22%	21%	24%	23%	27%	23%	18%
Fairly badly	35%	37%	34%	39%	38%	32%	35%	34%	36%	31%	38%	38%	38%	36%	31%	30%	40%	38%	39%	35%	35%	30%	26%
Very badly	22%	25%	17%	18%	22%	24%	22%	22%	21%	24%	23%	20%	23%	22%	26%	21%	17%	27%	21%	23%	22%	21%	28%
Don't know	18%	15%	16%	15%	14%	20%	14%	21%	14%	20%	16%	16%	13%	16%	20%	22%	20%	12%	14%	18%	16%	22%	27%

Welfare benefits

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very well	2%	1%	2%	-	1%	1%	2%	1%	4%	2%	0%	1%	3%	1%	2%	1%	2%	1%	1%	2%	1%	3%	1%
Fairly well	14%	5%	26%	19%	20%	8%	17%	12%	19%	13%	15%	15%	20%	13%	14%	15%	10%	12%	15%	13%	17%	13%	12%
Fairly badly	27%	23%	31%	39%	34%	22%	23%	31%	25%	30%	26%	25%	31%	27%	28%	23%	34%	32%	31%	26%	25%	28%	26%
Very badly	39%	61%	22%	23%	27%	57%	42%	36%	21%	33%	47%	49%	29%	41%	35%	44%	40%	36%	38%	40%	38%	38%	40%
Don't know	18%	10%	19%	19%	19%	12%	15%	20%	31%	22%	12%	10%	18%	18%	22%	17%	14%	18%	15%	19%	19%	18%	21%

Do you think John Healey is doing a good job or a bad job as Chancellor of the Exchequer?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base: All GB adults	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Good job	8%	4%	14%	12%	11%	4%	10%	6%	13%	6%	8%	9%	14%	7%	8%	7%	3%	8%	10%	7%	9%	5%	4%
Bad job	13%	16%	7%	7%	6%	19%	14%	11%	8%	14%	15%	10%	11%	13%	9%	15%	15%	14%	9%	12%	12%	19%	17%
Not sure	80%	80%	79%	81%	83%	77%	76%	83%	80%	81%	77%	81%	76%	79%	84%	78%	82%	79%	81%	81%	79%	77%	79%

Which of these would make the better Chancellor of the Exchequer?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base: All GB adults	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Don't know	81%	77%	75%	81%	76%	86%	74%	88%	75%	87%	80%	77%	75%	82%	80%	82%	84%	86%	75%	83%	84%	85%	85%
Rachel Reeves	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mel Stride	6%	17%	1%	1%	6%	7%	8%	4%	6%	5%	6%	8%	6%	5%	8%	6%	4%	6%	7%	6%	5%	6%	6%
John Healey	13%	6%	23%	18%	18%	6%	18%	8%	20%	9%	14%	15%	18%	13%	12%	12%	12%	8%	18%	11%	11%	8%	8%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Thinking about your finances, which of the following best reflects your position?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
I am very comfortable financially	4%	8%	5%	7%	5%	4%	5%	4%	6%	2%	7%	6%	6%	4%	4%	4%	3%	4%	8%	4%	3%	0%	4%
I am relatively comfortable financially	34%	44%	37%	45%	41%	32%	35%	33%	28%	30%	33%	46%	33%	37%	30%	34%	31%	35%	48%	33%	26%	30%	17%
I do not often have money for luxuries, but can normally comfortably cover the essentials	39%	36%	41%	33%	36%	43%	39%	39%	34%	41%	37%	38%	37%	39%	44%	35%	41%	43%	30%	44%	45%	35%	42%
I can only just afford my costs and often struggle to make ends meet	16%	9%	14%	10%	15%	16%	15%	17%	14%	19%	18%	8%	17%	15%	14%	17%	21%	11%	9%	14%	18%	24%	24%
I cannot afford my costs, and often have to go without essentials like food and heating	3%	1%	2%	3%	1%	3%	3%	3%	5%	4%	3%	0%	3%	2%	4%	4%	3%	5%	1%	2%	6%	4%	5%
Don't know	4%	1%	1%	3%	2%	2%	4%	4%	14%	4%	2%	1%	5%	3%	4%	5%	1%	2%	3%	3%	2%	7%	8%

Which government do you think would be better for...

Helping people get onto the housing ladder?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Neither	32%	26%	25%	28%	24%	43%	36%	28%	14%	33%	33%	36%	30%	30%	32%	30%	41%	39%	26%	28%	38%	34%	44%
Don't know	23%	18%	18%	19%	19%	20%	16%	30%	33%	25%	18%	19%	17%	21%	26%	27%	25%	17%	17%	25%	25%	29%	23%
A Labour government led by Keir Starmer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	14%	42%	3%	6%	10%	23%	15%	13%	8%	9%	19%	21%	14%	18%	14%	11%	8%	11%	17%	14%	13%	9%	16%
A Labour government led by Andy Burnham	31%	14%	55%	47%	47%	15%	33%	29%	44%	32%	31%	23%	39%	31%	27%	31%	26%	33%	41%	33%	24%	28%	17%

Managing the economy?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Neither	27%	16%	21%	26%	22%	34%	29%	25%	13%	31%	27%	27%	30%	24%	27%	26%	40%	28%	20%	27%	31%	30%	37%
Don't know	21%	13%	19%	19%	17%	18%	14%	28%	32%	24%	17%	16%	16%	19%	24%	26%	19%	19%	16%	21%	24%	29%	18%
A Labour government led by Keir Starmer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	24%	65%	6%	16%	16%	38%	26%	22%	13%	16%	31%	36%	23%	30%	22%	20%	16%	22%	28%	23%	22%	19%	24%
A Labour government led by Andy Burnham	28%	5%	55%	40%	44%	10%	32%	24%	42%	29%	26%	21%	31%	27%	26%	29%	24%	32%	35%	29%	22%	22%	20%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Providing more jobs?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Neither	28%	21%	20%	25%	21%	38%	31%	26%	15%	30%	29%	30%	29%	26%	31%	27%	38%	21%	22%	25%	33%	33%	39%
Don't know	23%	18%	19%	26%	19%	21%	17%	30%	33%	26%	20%	18%	20%	22%	26%	26%	23%	18%	16%	26%	24%	30%	25%
A Labour government led by Keir Starmer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	18%	52%	4%	9%	12%	29%	19%	16%	10%	11%	24%	27%	15%	23%	16%	15%	9%	22%	22%	17%	17%	13%	15%
A Labour government led by Andy Burnham	31%	10%	56%	41%	48%	13%	33%	29%	42%	33%	27%	25%	36%	29%	27%	32%	30%	38%	40%	31%	26%	24%	21%

Keeping prices down?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Neither	35%	27%	27%	38%	28%	45%	38%	32%	18%	37%	35%	38%	36%	32%	35%	34%	45%	37%	29%	33%	41%	37%	42%
Don't know	21%	16%	20%	19%	18%	19%	15%	27%	29%	23%	19%	17%	15%	20%	26%	23%	22%	19%	18%	22%	23%	26%	21%
A Labour government led by Keir Starmer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	17%	49%	3%	6%	10%	27%	19%	15%	12%	10%	24%	23%	16%	22%	15%	14%	9%	14%	19%	18%	15%	12%	18%
A Labour government led by Andy Burnham	27%	8%	50%	37%	43%	9%	28%	26%	41%	30%	22%	21%	33%	26%	24%	29%	24%	29%	34%	28%	21%	25%	19%

Improving standards of living for people like you?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Neither	31%	22%	22%	25%	25%	40%	34%	28%	16%	33%	31%	34%	37%	28%	29%	29%	45%	35%	24%	29%	37%	36%	38%
Don't know	19%	12%	15%	17%	15%	16%	13%	25%	28%	21%	16%	16%	15%	18%	24%	22%	17%	14%	15%	19%	23%	21%	22%
A Labour government led by Keir Starmer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	19%	60%	5%	15%	14%	31%	21%	18%	11%	12%	26%	30%	16%	26%	17%	17%	13%	16%	26%	19%	16%	13%	16%
A Labour government led by Andy Burnham	30%	7%	57%	43%	46%	13%	32%	29%	45%	33%	27%	21%	32%	29%	30%	32%	26%	34%	35%	33%	24%	29%	23%

Tackling the government's deficit?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Neither	31%	20%	28%	30%	27%	38%	34%	29%	20%	35%	31%	32%	35%	29%	32%	29%	42%	29%	28%	29%	35%	32%	41%
Don't know	24%	17%	20%	24%	21%	19%	16%	31%	32%	27%	18%	20%	18%	22%	25%	28%	23%	24%	19%	25%	26%	29%	23%
A Labour government led by Keir Starmer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	23%	59%	9%	19%	17%	35%	25%	21%	16%	15%	31%	32%	20%	28%	23%	20%	17%	22%	28%	21%	20%	20%	23%
A Labour government led by Andy Burnham	22%	5%	43%	27%	36%	8%	24%	20%	33%	24%	20%	15%	28%	21%	19%	23%	19%	24%	25%	25%	20%	19%	13%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Reducing the number of people in poverty?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Neither	31%	31%	19%	26%	20%	45%	35%	27%	13%	32%	32%	37%	31%	29%	29%	31%	44%	30%	24%	27%	39%	36%	41%
Don't know	20%	19%	13%	14%	15%	19%	14%	26%	32%	21%	17%	17%	16%	19%	25%	23%	17%	22%	13%	22%	26%	25%	21%
A Labour government led by Keir Starmer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	11%	34%	1%	4%	6%	18%	11%	11%	6%	8%	14%	15%	11%	14%	10%	8%	6%	10%	13%	12%	7%	7%	13%
A Labour government led by Andy Burnham	38%	16%	66%	56%	59%	18%	40%	36%	50%	39%	36%	32%	43%	38%	37%	38%	34%	39%	50%	40%	29%	32%	25%

Generally speaking, do you think the government taxes too much and spends too much on services, taxes too little and spends too little on services, or gets the balance about right?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base: All GB adults	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Taxes too much and spends too much on services	42%	61%	27%	32%	29%	59%	47%	37%	29%	40%	44%	49%	45%	41%	38%	44%	39%	49%	45%	38%	44%	49%	32%
Taxes too little and spends too little on services	24%	11%	38%	36%	37%	15%	24%	24%	26%	23%	25%	23%	24%	26%	20%	23%	28%	20%	27%	25%	21%	18%	24%
Gets the balance about right	11%	10%	16%	13%	14%	6%	12%	10%	14%	11%	11%	9%	9%	10%	16%	8%	12%	14%	13%	12%	10%	6%	9%
Don't know	23%	18%	19%	19%	20%	20%	17%	30%	31%	27%	20%	18%	22%	22%	26%	25%	21%	17%	15%	25%	25%	27%	35%

Thinking about the level of taxes paid by the richest people in Britain, do you think they are too high, too low, or about right?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Too high - the rich are being made to pay too much and their taxes should be cut	9%	17%	3%	4%	5%	13%	12%	6%	9%	9%	10%	8%	16%	8%	7%	7%	11%	10%	10%	8%	8%	10%	11%
Too low - the rich are not paying enough and their taxes should be increased	59%	37%	79%	73%	73%	47%	61%	58%	59%	63%	60%	53%	62%	59%	58%	60%	60%	58%	61%	57%	61%	62%	53%
About right - the rich are already paying about the right level of tax	20%	39%	11%	14%	14%	30%	19%	21%	14%	14%	21%	32%	12%	21%	22%	21%	16%	22%	21%	23%	19%	12%	18%
Don't know	12%	6%	7%	9%	8%	10%	8%	15%	17%	14%	9%	8%	10%	12%	13%	12%	13%	10%	8%	11%	12%	16%	18%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Generally speaking, do you think the level of immigration into Britain over the last ten years has been too high, too low or about right?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Much too high	50%	80%	34%	29%	30%	80%	50%	50%	17%	41%	63%	70%	36%	50%	54%	56%	49%	50%	43%	48%	53%	57%	65%
A little too high	20%	11%	29%	32%	28%	10%	22%	18%	24%	22%	17%	17%	25%	21%	14%	19%	24%	18%	21%	20%	22%	20%	11%
About right	15%	5%	22%	22%	23%	4%	15%	16%	29%	17%	12%	7%	20%	15%	15%	12%	14%	19%	21%	15%	13%	8%	12%
A little too low	3%	1%	4%	3%	5%	0%	4%	3%	9%	4%	2%	1%	4%	3%	3%	3%	3%	2%	4%	5%	1%	3%	1%
Much too low	1%	-	1%	1%	2%	0%	1%	1%	3%	1%	0%	1%	2%	1%	1%	1%	1%	1%	2%	1%	-	-	3%
Don't know	11%	4%	10%	13%	12%	4%	9%	12%	19%	15%	6%	5%	14%	10%	13%	9%	9%	9%	9%	12%	11%	11%	8%

Do you think the level of immigration into Britain over the last ten years has been good or bad for the country?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Mostly good for the country	17%	5%	25%	27%	27%	4%	18%	16%	35%	20%	11%	10%	25%	19%	13%	14%	13%	22%	24%	19%	12%	12%	10%
Mostly bad for the country	46%	65%	32%	27%	27%	72%	47%	45%	21%	41%	53%	59%	33%	44%	47%	52%	48%	49%	38%	41%	52%	53%	60%
Both good and bad for the country	30%	29%	36%	39%	39%	21%	30%	30%	31%	29%	33%	28%	37%	31%	30%	26%	30%	24%	33%	33%	26%	25%	23%
Don't know	7%	2%	7%	6%	7%	3%	5%	9%	14%	10%	3%	3%	5%	6%	10%	8%	8%	5%	5%	6%	9%	10%	7%

Is competent or incompetent?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Competent	40%	76%	28%	39%	31%	57%	41%	38%	29%	30%	49%	53%	42%	42%	40%	37%	36%	38%	45%	38%	37%	38%	38%
Incompetent	27%	8%	41%	34%	38%	17%	33%	21%	25%	30%	27%	22%	31%	24%	26%	27%	36%	25%	29%	28%	25%	23%	26%
Don't know	33%	16%	31%	28%	32%	25%	26%	41%	45%	41%	24%	24%	27%	34%	34%	35%	28%	37%	26%	34%	38%	39%	36%

Is decisive or indecisive?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Decisive	43%	76%	34%	42%	38%	56%	43%	43%	35%	32%	53%	57%	49%	43%	43%	41%	41%	45%	47%	43%	38%	42%	42%
Indecisive	21%	7%	31%	30%	26%	17%	28%	15%	20%	23%	21%	19%	20%	20%	21%	21%	31%	18%	22%	19%	23%	18%	26%
Don't know	36%	17%	35%	28%	35%	27%	29%	42%	45%	45%	26%	24%	31%	37%	36%	38%	28%	38%	30%	38%	39%	39%	32%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Is trustworthy or untrustworthy?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Trustworthy	25%	58%	15%	17%	18%	36%	26%	24%	19%	16%	33%	36%	33%	28%	25%	20%	19%	21%	30%	23%	21%	25%	25%
Untrustworthy	37%	10%	54%	48%	50%	26%	45%	30%	39%	43%	36%	27%	40%	34%	37%	38%	45%	37%	40%	39%	37%	28%	36%
Don't know	38%	32%	31%	35%	32%	38%	29%	46%	42%	41%	32%	37%	27%	39%	38%	42%	36%	41%	30%	38%	42%	47%	39%

Is strong or weak?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Strong	40%	72%	31%	36%	33%	53%	39%	41%	34%	29%	49%	53%	47%	39%	40%	38%	36%	42%	46%	39%	34%	38%	40%
Weak	24%	11%	33%	30%	29%	20%	31%	18%	21%	26%	24%	22%	28%	22%	24%	22%	31%	20%	23%	23%	25%	23%	27%
Don't know	36%	17%	36%	35%	38%	27%	30%	41%	44%	45%	27%	25%	25%	38%	36%	40%	32%	38%	31%	37%	41%	39%	33%

is competent or incompetent?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Competent	43%	32%	67%	57%	57%	30%	44%	42%	53%	41%	44%	41%	51%	41%	41%	46%	34%	42%	50%	43%	38%	38%	39%
Incompetent	22%	35%	8%	8%	10%	35%	27%	17%	14%	21%	24%	24%	17%	23%	25%	20%	25%	17%	17%	21%	25%	23%	30%
Don't know	35%	33%	25%	35%	33%	34%	30%	41%	34%	38%	32%	35%	32%	36%	34%	34%	41%	42%	33%	36%	37%	39%	31%

Is decisive or indecisive?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Decisive	44%	42%	64%	59%	59%	34%	43%	45%	44%	42%	48%	45%	48%	44%	43%	45%	36%	50%	53%	45%	38%	42%	35%
Indecisive	23%	33%	12%	12%	12%	37%	29%	18%	22%	19%	26%	27%	24%	23%	25%	22%	24%	20%	18%	22%	27%	24%	32%
Don't know	33%	25%	25%	30%	29%	30%	28%	37%	34%	39%	26%	28%	27%	33%	32%	33%	39%	30%	29%	33%	35%	34%	33%

Is trustworthy or untrustworthy?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Trustworthy	30%	18%	53%	41%	43%	17%	33%	28%	39%	28%	31%	29%	38%	26%	28%	34%	25%	30%	40%	28%	24%	26%	24%
Untrustworthy	31%	45%	15%	17%	17%	48%	37%	25%	18%	31%	34%	34%	27%	33%	30%	28%	39%	35%	25%	31%	35%	32%	39%
Don't know	39%	37%	32%	41%	39%	35%	30%	48%	43%	41%	35%	38%	35%	41%	42%	38%	36%	35%	35%	41%	41%	42%	37%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Is strong or weak?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Strong	40%	37%	59%	49%	51%	31%	40%	39%	43%	36%	44%	40%	49%	36%	40%	43%	32%	41%	47%	40%	34%	36%	34%
Weak	21%	27%	9%	10%	11%	32%	26%	16%	17%	19%	24%	22%	17%	21%	20%	21%	27%	16%	16%	21%	22%	23%	27%
Don't know	40%	36%	32%	41%	38%	37%	34%	45%	40%	45%	32%	38%	34%	43%	40%	37%	41%	43%	37%	39%	44%	40%	38%

Is likeable or dislikeable?

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Likeable	50%	43%	72%	61%	66%	39%	50%	51%	54%	44%	55%	54%	53%	48%	49%	58%	39%	51%	61%	51%	46%	43%	38%
Dislikeable	22%	33%	8%	11%	12%	35%	27%	17%	11%	22%	24%	24%	18%	23%	22%	18%	30%	20%	17%	20%	24%	24%	33%
Don't know	28%	24%	20%	28%	22%	27%	23%	33%	34%	34%	22%	22%	28%	29%	29%	25%	31%	29%	22%	29%	30%	34%	29%

Some people describe political parties as being close to particular groups in society. Thinking about the LABOUR party, we'd like you to say how close they are to the following groups in society?

Immigrants

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	21%	31%	11%	7%	9%	37%	26%	16%	7%	17%	27%	27%	24%	20%	20%	22%	18%	16%	18%	17%	24%	26%	26%
Fairly close	26%	31%	32%	34%	29%	25%	27%	24%	27%	23%	25%	30%	25%	25%	30%	26%	25%	16%	32%	25%	23%	23%	18%
Not very close	19%	13%	23%	34%	26%	11%	19%	19%	27%	18%	18%	18%	20%	21%	17%	14%	23%	25%	22%	19%	16%	20%	17%
Not close at all	8%	5%	8%	2%	8%	7%	8%	8%	8%	9%	7%	6%	9%	8%	4%	8%	9%	14%	6%	10%	7%	6%	12%
Don't know	27%	20%	27%	22%	28%	20%	20%	34%	31%	32%	23%	19%	22%	26%	28%	30%	25%	29%	22%	29%	31%	26%	28%

Benefit claimants

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	27%	53%	16%	17%	17%	44%	32%	23%	14%	21%	35%	38%	30%	29%	24%	29%	25%	25%	33%	24%	27%	28%	20%
Fairly close	26%	22%	38%	34%	33%	19%	28%	24%	36%	24%	24%	28%	30%	26%	30%	23%	24%	22%	31%	29%	22%	24%	18%
Not very close	16%	9%	17%	23%	20%	14%	15%	17%	16%	16%	15%	16%	15%	16%	15%	15%	19%	18%	14%	15%	16%	16%	24%
Not close at all	8%	3%	10%	7%	9%	7%	9%	8%	7%	11%	8%	5%	10%	8%	5%	9%	11%	15%	5%	10%	7%	8%	15%
Don't know	22%	13%	19%	19%	21%	16%	16%	28%	28%	29%	17%	13%	16%	22%	26%	24%	22%	19%	17%	22%	27%	24%	23%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

The working class

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	13%	16%	18%	16%	15%	10%	14%	12%	14%	11%	14%	14%	21%	13%	9%	12%	9%	11%	18%	13%	9%	9%	10%
Fairly close	30%	27%	44%	41%	42%	21%	30%	29%	34%	27%	30%	34%	27%	33%	32%	27%	29%	21%	37%	31%	26%	25%	20%
Not very close	22%	29%	17%	25%	18%	30%	24%	21%	15%	20%	25%	27%	22%	22%	20%	25%	18%	27%	20%	24%	22%	23%	24%
Not close at all	18%	17%	11%	7%	12%	27%	21%	16%	11%	21%	20%	16%	16%	16%	19%	19%	26%	26%	13%	16%	24%	22%	26%
Don't know	17%	11%	10%	11%	13%	12%	11%	22%	27%	22%	11%	9%	14%	16%	20%	17%	18%	14%	12%	17%	19%	22%	19%

The trade unions

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	29%	47%	30%	25%	28%	38%	36%	23%	18%	21%	36%	42%	38%	30%	27%	27%	26%	25%	37%	29%	26%	21%	27%
Fairly close	30%	26%	38%	41%	38%	26%	30%	30%	29%	28%	33%	31%	22%	31%	31%	33%	28%	31%	36%	27%	27%	34%	22%
Not very close	13%	9%	12%	16%	11%	14%	12%	13%	11%	14%	11%	12%	14%	11%	14%	11%	15%	15%	9%	13%	14%	12%	20%
Not close at all	6%	3%	6%	5%	6%	5%	8%	5%	6%	8%	6%	4%	6%	5%	5%	7%	10%	12%	4%	6%	8%	7%	11%
Don't know	22%	16%	15%	13%	16%	17%	14%	29%	36%	28%	14%	11%	19%	22%	23%	22%	21%	17%	15%	25%	24%	26%	21%

The middle class

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	5%	1%	6%	5%	5%	4%	6%	4%	9%	6%	3%	2%	9%	4%	5%	4%	2%	9%	4%	6%	3%	8%	5%
Fairly close	29%	17%	45%	40%	37%	22%	31%	27%	37%	30%	28%	25%	34%	27%	29%	29%	31%	23%	31%	31%	27%	26%	27%
Not very close	29%	40%	27%	36%	32%	31%	29%	29%	19%	24%	35%	37%	29%	31%	26%	28%	28%	31%	34%	30%	25%	23%	29%
Not close at all	17%	29%	8%	6%	10%	28%	20%	15%	6%	15%	21%	23%	15%	19%	19%	15%	19%	19%	16%	13%	24%	20%	18%
Don't know	20%	12%	14%	13%	16%	15%	14%	25%	29%	25%	14%	12%	13%	19%	20%	23%	20%	18%	14%	21%	22%	23%	22%

Women

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	6%	5%	11%	6%	6%	6%	10%	3%	9%	6%	5%	5%	16%	4%	7%	5%	4%	2%	7%	4%	6%	7%	8%
Fairly close	30%	22%	43%	42%	39%	22%	35%	25%	38%	25%	32%	31%	32%	29%	27%	31%	28%	30%	37%	30%	26%	24%	20%
Not very close	23%	37%	15%	22%	20%	31%	20%	27%	17%	18%	28%	31%	23%	26%	24%	20%	20%	26%	24%	21%	25%	23%	27%
Not close at all	14%	13%	10%	9%	11%	20%	13%	16%	6%	16%	16%	14%	11%	15%	13%	13%	21%	19%	11%	15%	16%	16%	17%
Don't know	27%	22%	21%	22%	25%	22%	23%	30%	29%	34%	19%	19%	19%	26%	30%	30%	26%	23%	21%	29%	28%	30%	28%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

People with families

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	8%	7%	12%	7%	9%	7%	10%	6%	11%	8%	7%	8%	13%	7%	10%	6%	6%	7%	8%	6%	8%	9%	10%
Fairly close	36%	34%	53%	47%	47%	30%	39%	34%	37%	32%	39%	40%	47%	36%	33%	35%	34%	31%	45%	40%	31%	29%	21%
Not very close	21%	32%	12%	22%	17%	30%	21%	21%	13%	16%	27%	27%	13%	22%	22%	21%	23%	29%	21%	17%	21%	23%	30%
Not close at all	11%	10%	7%	5%	7%	16%	13%	10%	7%	14%	11%	9%	11%	12%	8%	11%	17%	14%	7%	12%	14%	14%	12%
Don't know	23%	17%	16%	19%	20%	18%	18%	29%	33%	30%	16%	15%	16%	24%	27%	26%	20%	18%	19%	24%	25%	25%	28%

Homeowners

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	3%	1%	6%	3%	3%	1%	4%	2%	9%	3%	2%	2%	9%	2%	3%	3%	1%	3%	3%	3%	3%	5%	1%
Fairly close	21%	8%	37%	35%	33%	12%	23%	19%	29%	23%	18%	18%	23%	21%	19%	20%	25%	24%	25%	22%	18%	17%	19%
Not very close	29%	42%	26%	36%	30%	34%	30%	28%	21%	23%	37%	36%	26%	32%	31%	28%	27%	24%	35%	29%	26%	25%	25%
Not close at all	21%	36%	9%	7%	11%	34%	23%	19%	9%	17%	26%	29%	24%	21%	19%	20%	22%	24%	18%	18%	26%	22%	27%
Don't know	25%	13%	22%	19%	24%	19%	19%	31%	33%	34%	17%	16%	19%	23%	28%	29%	26%	24%	19%	27%	26%	31%	28%

Older people

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	5%	3%	9%	7%	7%	2%	7%	4%	11%	7%	3%	3%	11%	4%	5%	5%	3%	5%	7%	6%	4%	6%	3%
Fairly close	20%	10%	34%	35%	30%	13%	21%	19%	21%	21%	20%	18%	20%	20%	16%	23%	22%	14%	25%	19%	18%	18%	16%
Not very close	26%	37%	24%	26%	25%	29%	27%	25%	28%	21%	29%	30%	30%	29%	25%	23%	21%	24%	29%	27%	23%	24%	22%
Not close at all	26%	39%	15%	14%	18%	42%	30%	24%	9%	20%	33%	40%	18%	26%	30%	24%	34%	39%	22%	23%	30%	28%	40%
Don't know	22%	12%	18%	18%	20%	15%	16%	29%	32%	31%	15%	10%	21%	21%	25%	25%	20%	19%	18%	25%	25%	24%	20%

Businesspeople and the City

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	7%	2%	9%	8%	7%	6%	8%	7%	11%	8%	5%	6%	9%	8%	4%	6%	9%	11%	6%	7%	7%	10%	9%
Fairly close	20%	15%	29%	24%	24%	16%	20%	20%	22%	18%	20%	20%	27%	18%	18%	20%	16%	22%	17%	19%	22%	21%	23%
Not very close	25%	25%	28%	34%	31%	22%	26%	23%	20%	24%	27%	27%	19%	27%	28%	24%	26%	19%	32%	26%	22%	17%	18%
Not close at all	22%	42%	11%	14%	16%	33%	27%	17%	11%	18%	28%	29%	23%	24%	20%	19%	24%	24%	24%	21%	23%	20%	22%
Don't know	26%	17%	22%	20%	22%	22%	19%	32%	36%	32%	21%	17%	21%	23%	30%	31%	25%	23%	21%	28%	27%	32%	28%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Rich people

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	13%	7%	12%	15%	9%	14%	14%	11%	14%	16%	9%	9%	19%	12%	10%	11%	14%	14%	9%	10%	15%	20%	19%
Fairly close	16%	13%	19%	15%	17%	16%	15%	17%	20%	15%	14%	18%	20%	15%	14%	15%	18%	23%	14%	19%	16%	16%	15%
Not very close	21%	16%	31%	31%	28%	16%	22%	21%	22%	20%	26%	19%	17%	21%	26%	22%	23%	15%	27%	22%	19%	15%	17%
Not close at all	29%	51%	20%	22%	26%	38%	33%	24%	16%	23%	35%	38%	27%	33%	27%	26%	23%	27%	34%	27%	28%	24%	25%
Don't know	21%	13%	17%	17%	19%	16%	15%	27%	28%	26%	16%	15%	18%	18%	23%	26%	23%	20%	16%	22%	24%	26%	23%

People in the North

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	16%	23%	20%	15%	16%	18%	16%	16%	15%	13%	18%	21%	27%	24%	11%	8%	8%	10%	20%	16%	12%	14%	16%
Fairly close	33%	34%	43%	40%	43%	27%	34%	32%	30%	30%	36%	36%	35%	34%	37%	29%	28%	34%	38%	35%	31%	29%	21%
Not very close	16%	20%	12%	19%	13%	20%	18%	14%	16%	14%	18%	17%	13%	14%	17%	21%	10%	19%	15%	15%	18%	15%	18%
Not close at all	12%	11%	8%	6%	8%	17%	15%	9%	6%	14%	13%	11%	5%	6%	11%	19%	28%	11%	10%	10%	12%	12%	20%
Don't know	23%	13%	17%	20%	20%	18%	17%	29%	33%	30%	15%	16%	21%	22%	25%	23%	26%	27%	17%	24%	27%	29%	24%

People in the South

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	7%	5%	9%	4%	5%	9%	9%	5%	8%	8%	6%	7%	6%	2%	8%	12%	15%	2%	6%	6%	6%	7%	12%
Fairly close	26%	16%	39%	38%	33%	21%	28%	25%	35%	24%	26%	27%	27%	23%	28%	31%	25%	20%	29%	27%	25%	27%	20%
Not very close	27%	37%	23%	31%	28%	30%	29%	25%	20%	25%	32%	27%	29%	31%	26%	23%	16%	29%	32%	29%	26%	18%	20%
Not close at all	15%	28%	8%	7%	13%	22%	16%	14%	2%	13%	20%	21%	17%	22%	10%	7%	16%	21%	15%	14%	14%	16%	22%
Don't know	24%	13%	20%	20%	21%	19%	17%	31%	35%	31%	16%	17%	22%	21%	27%	27%	27%	28%	19%	24%	28%	31%	26%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Some people describe political parties as being close to particular groups in society. Thinking about the CONSERVATIVE party, we'd like you to say how close they are to the following groups in society?

Immigrants

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	5%	1%	5%	3%	2%	7%	7%	3%	5%	6%	5%	5%	6%	4%	5%	7%	5%	2%	3%	4%	7%	7%	6%
Fairly close	13%	19%	11%	9%	8%	21%	13%	13%	8%	12%	14%	16%	16%	12%	15%	13%	8%	14%	12%	11%	12%	20%	15%
Not very close	28%	45%	24%	32%	26%	36%	29%	28%	19%	21%	33%	40%	23%	32%	25%	28%	31%	27%	30%	29%	31%	22%	24%
Not close at all	31%	20%	44%	41%	46%	18%	35%	28%	39%	33%	31%	25%	41%	30%	28%	28%	35%	38%	41%	32%	24%	25%	26%
Don't know	22%	16%	17%	15%	18%	19%	16%	28%	30%	28%	17%	14%	15%	22%	27%	26%	21%	19%	13%	25%	26%	27%	29%

Benefit claimants

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	2%	2%	1%	1%	1%	3%	3%	1%	1%	2%	2%	2%	-	2%	3%	2%	3%	3%	2%	1%	2%	3%	2%
Fairly close	10%	14%	8%	6%	5%	14%	11%	9%	14%	7%	11%	12%	15%	9%	12%	11%	4%	6%	10%	8%	11%	14%	8%
Not very close	33%	47%	29%	35%	30%	42%	33%	32%	23%	27%	34%	46%	29%	37%	29%	30%	35%	33%	36%	32%	32%	28%	33%
Not close at all	35%	23%	47%	46%	49%	25%	38%	32%	36%	37%	38%	29%	41%	33%	33%	34%	38%	43%	41%	37%	30%	29%	33%
Don't know	20%	13%	14%	13%	15%	17%	15%	26%	27%	27%	14%	12%	15%	20%	23%	23%	20%	14%	12%	22%	25%	26%	24%

The working class

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	2%	3%	2%	0%	0%	2%	2%	1%	6%	1%	2%	1%	3%	1%	2%	3%	0%	-	1%	3%	0%	2%	3%
Fairly close	15%	35%	8%	7%	9%	22%	16%	14%	14%	11%	17%	20%	14%	17%	17%	14%	11%	14%	16%	14%	15%	14%	14%
Not very close	31%	39%	30%	36%	30%	38%	32%	30%	21%	25%	35%	42%	29%	34%	30%	28%	30%	32%	36%	30%	29%	30%	24%
Not close at all	35%	12%	49%	46%	47%	26%	37%	33%	34%	40%	36%	26%	42%	30%	32%	37%	43%	39%	35%	36%	35%	32%	37%
Don't know	17%	11%	11%	11%	13%	12%	12%	22%	26%	23%	11%	10%	13%	18%	19%	19%	15%	15%	11%	18%	21%	22%	22%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

The trade unions

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	0%	2%	2%	-	2%	2%	1%	2%	0%	0%
Fairly close	7%	10%	5%	6%	4%	8%	7%	7%	11%	9%	4%	4%	8%	8%	8%	6%	6%	5%	6%	6%	7%	10%	7%
Not very close	28%	36%	23%	31%	25%	36%	26%	31%	22%	23%	30%	39%	29%	30%	30%	27%	23%	22%	29%	28%	29%	23%	31%
Not close at all	42%	38%	56%	52%	55%	38%	51%	34%	29%	39%	52%	45%	44%	40%	35%	43%	53%	52%	50%	40%	38%	38%	39%
Don't know	21%	15%	14%	10%	14%	17%	15%	28%	36%	28%	13%	12%	17%	21%	25%	23%	18%	19%	13%	25%	25%	28%	22%

The middle class

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	11%	14%	14%	10%	11%	13%	12%	11%	12%	11%	12%	11%	11%	11%	11%	12%	9%	13%	13%	11%	12%	10%	7%
Fairly close	47%	62%	49%	60%	50%	52%	48%	47%	41%	41%	49%	60%	46%	50%	48%	46%	46%	45%	56%	46%	43%	42%	44%
Not very close	15%	13%	15%	13%	16%	15%	16%	15%	16%	13%	19%	15%	20%	15%	12%	13%	20%	14%	13%	17%	15%	17%	13%
Not close at all	8%	2%	9%	9%	10%	7%	11%	6%	4%	12%	8%	4%	10%	7%	10%	7%	9%	11%	7%	7%	10%	8%	12%
Don't know	18%	9%	12%	8%	13%	13%	13%	23%	27%	23%	12%	10%	12%	17%	20%	21%	16%	18%	10%	19%	21%	24%	23%

Women

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	4%	10%	3%	3%	2%	8%	6%	3%	4%	3%	6%	6%	4%	5%	5%	4%	3%	1%	4%	5%	3%	3%	7%
Fairly close	29%	55%	25%	25%	25%	39%	33%	26%	25%	20%	33%	44%	35%	32%	27%	25%	25%	33%	36%	25%	27%	26%	28%
Not very close	24%	15%	30%	34%	30%	21%	24%	25%	24%	24%	26%	24%	24%	24%	26%	22%	28%	22%	26%	26%	22%	25%	19%
Not close at all	16%	4%	23%	19%	21%	12%	15%	17%	14%	21%	16%	10%	20%	14%	13%	17%	20%	25%	14%	17%	19%	14%	18%
Don't know	26%	16%	19%	20%	22%	20%	22%	30%	33%	33%	19%	16%	17%	25%	28%	32%	24%	18%	19%	27%	29%	32%	28%

People with families

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	4%	10%	3%	2%	2%	6%	6%	3%	7%	3%	5%	4%	11%	4%	4%	2%	3%	1%	5%	5%	2%	5%	5%
Fairly close	29%	53%	26%	25%	26%	37%	32%	26%	26%	23%	32%	38%	29%	30%	32%	27%	24%	28%	38%	26%	27%	24%	22%
Not very close	28%	21%	33%	37%	34%	26%	30%	27%	24%	25%	30%	34%	24%	30%	28%	27%	26%	30%	28%	31%	26%	27%	25%
Not close at all	15%	3%	20%	17%	20%	12%	16%	14%	11%	19%	15%	10%	18%	12%	13%	16%	23%	20%	12%	14%	17%	16%	20%
Don't know	24%	13%	18%	20%	19%	19%	17%	30%	31%	30%	18%	14%	17%	23%	24%	28%	24%	20%	17%	24%	28%	29%	28%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

Homeowners

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	13%	15%	18%	16%	15%	12%	15%	11%	18%	12%	14%	12%	19%	13%	11%	13%	11%	11%	16%	14%	9%	11%	11%
Fairly close	40%	58%	39%	44%	42%	43%	42%	38%	35%	34%	41%	49%	43%	43%	41%	35%	31%	37%	48%	38%	39%	31%	32%
Not very close	16%	13%	16%	15%	16%	18%	16%	15%	10%	12%	20%	19%	11%	16%	14%	16%	22%	17%	16%	16%	14%	17%	15%
Not close at all	10%	3%	11%	10%	9%	11%	11%	9%	4%	14%	9%	6%	9%	8%	10%	10%	14%	13%	7%	8%	13%	12%	15%
Don't know	22%	11%	16%	15%	18%	16%	16%	28%	33%	28%	15%	13%	18%	20%	24%	26%	22%	21%	13%	23%	25%	29%	28%

Older people

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	14%	12%	20%	21%	17%	11%	19%	10%	29%	17%	11%	6%	19%	15%	13%	14%	8%	13%	20%	16%	10%	9%	9%
Fairly close	30%	48%	25%	32%	30%	33%	31%	28%	25%	26%	33%	34%	31%	32%	31%	25%	30%	25%	35%	26%	29%	30%	23%
Not very close	18%	19%	20%	19%	18%	21%	16%	19%	9%	13%	20%	28%	13%	19%	15%	18%	19%	23%	17%	20%	14%	20%	16%
Not close at all	16%	8%	20%	13%	17%	19%	17%	16%	4%	16%	18%	21%	14%	13%	18%	18%	23%	19%	14%	14%	19%	17%	25%
Don't know	22%	13%	15%	15%	17%	16%	16%	28%	33%	28%	17%	12%	22%	21%	23%	25%	20%	20%	14%	24%	27%	24%	26%

Businesspeople and the City

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	39%	34%	48%	53%	49%	35%	44%	33%	35%	35%	43%	42%	43%	38%	35%	41%	36%	36%	46%	39%	35%	32%	34%
Fairly close	33%	48%	32%	32%	31%	39%	32%	33%	25%	29%	36%	39%	35%	34%	32%	29%	31%	38%	36%	31%	32%	33%	29%
Not very close	5%	6%	5%	5%	4%	6%	5%	6%	6%	6%	5%	5%	4%	6%	6%	5%	7%	4%	4%	7%	5%	5%	5%
Not close at all	4%	1%	3%	1%	3%	4%	6%	3%	3%	6%	3%	3%	6%	3%	5%	3%	8%	5%	2%	4%	7%	5%	6%
Don't know	19%	11%	12%	9%	13%	16%	13%	25%	30%	24%	12%	12%	12%	19%	22%	21%	18%	16%	12%	20%	21%	26%	25%

Rich people

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	50%	38%	65%	69%	61%	45%	56%	45%	46%	50%	53%	48%	54%	50%	47%	50%	47%	54%	55%	52%	45%	44%	48%
Fairly close	25%	44%	19%	18%	22%	34%	25%	26%	18%	19%	30%	35%	23%	27%	24%	26%	26%	23%	28%	24%	25%	24%	23%
Not very close	5%	8%	3%	5%	3%	7%	5%	5%	6%	5%	3%	6%	7%	4%	5%	4%	8%	3%	5%	5%	5%	5%	3%
Not close at all	4%	2%	3%	1%	2%	3%	4%	3%	3%	5%	3%	2%	5%	3%	4%	3%	4%	6%	2%	3%	6%	4%	6%
Don't know	16%	9%	11%	7%	11%	11%	11%	21%	26%	21%	11%	9%	11%	16%	20%	18%	16%	14%	10%	16%	19%	23%	20%

Fieldwork Dates: 1st - 3rd August 2026

Sample Size: 1782 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

People in the North

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	1%	3%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	-	2%	1%	0%	1%	3%
Fairly close	11%	22%	9%	7%	8%	14%	12%	10%	12%	9%	12%	14%	19%	12%	11%	9%	5%	9%	12%	12%	10%	12%	8%
Not very close	32%	42%	27%	45%	33%	36%	33%	31%	29%	25%	35%	43%	22%	38%	30%	29%	33%	35%	38%	33%	30%	25%	26%
Not close at all	30%	16%	44%	30%	37%	28%	36%	25%	25%	34%	33%	24%	30%	22%	31%	39%	39%	31%	30%	30%	30%	29%	37%
Don't know	25%	17%	19%	18%	21%	20%	18%	32%	34%	31%	19%	18%	26%	27%	26%	22%	22%	25%	18%	25%	30%	33%	26%

People in the South

Unweighted base	1782	293	463	161	645	619	799	983	182	692	420	488	144	665	306	428	145	94	533	507	337	227	178
Base	1782	325	467	164	661	706	866	916	194	743	429	415	216	611	292	422	155	86	499	517	374	219	173
Very close	22%	17%	33%	22%	23%	25%	26%	18%	17%	22%	24%	22%	16%	14%	26%	31%	31%	22%	25%	21%	19%	17%	28%
Fairly close	39%	56%	37%	44%	40%	42%	40%	38%	39%	31%	42%	49%	39%	42%	36%	37%	38%	35%	43%	43%	33%	39%	27%
Not very close	10%	8%	8%	11%	10%	10%	10%	9%	8%	10%	11%	9%	13%	13%	9%	6%	5%	9%	11%	9%	11%	9%	7%
Not close at all	6%	1%	5%	5%	6%	6%	6%	5%	1%	8%	5%	4%	8%	6%	5%	5%	5%	8%	3%	4%	8%	7%	10%
Don't know	24%	17%	17%	17%	21%	18%	17%	30%	35%	29%	18%	16%	24%	26%	25%	22%	20%	26%	18%	23%	29%	29%	28%

Cell Contents (Column Percentages)