

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Approve	22%	8%	45%	34%	35%	10%	26%	18%	27%	21%	24%	20%	28%	18%	22%	25%	24%	16%	33%	19%	19%	19%	10%
Disapprove	55%	77%	30%	45%	40%	76%	56%	55%	40%	53%	58%	63%	47%	59%	56%	52%	55%	61%	47%	59%	57%	54%	63%
Don't know	23%	15%	25%	21%	26%	14%	18%	28%	33%	27%	18%	17%	24%	23%	22%	23%	21%	23%	20%	22%	24%	27%	27%

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	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
0 - Would never consider voting for them	32%	1%	45%	34%	40%	22%	34%	30%	33%	38%	32%	22%	35%	26%	27%	37%	43%	44%	29%	29%	35%	37%	36%
1	7%	0%	11%	7%	8%	5%	6%	7%	10%	7%	6%	5%	6%	6%	5%	8%	8%	6%	5%	8%	7%	5%	7%
2	8%	1%	13%	11%	8%	8%	8%	8%	10%	9%	6%	5%	8%	7%	7%	9%	9%	3%	9%	9%	8%	6%	7%
3	7%	3%	10%	11%	8%	6%	8%	6%	8%	9%	6%	5%	6%	7%	6%	8%	8%	4%	8%	7%	6%	7%	6%
4	4%	1%	3%	5%	3%	5%	4%	4%	3%	5%	2%	4%	5%	4%	5%	3%	1%	7%	4%	5%	3%	4%	3%
5	11%	15%	7%	13%	8%	13%	11%	12%	12%	9%	14%	13%	6%	11%	16%	11%	14%	8%	10%	12%	12%	12%	12%
6	6%	8%	4%	4%	5%	7%	7%	6%	6%	6%	7%	6%	7%	7%	7%	5%	3%	5%	7%	7%	6%	5%	4%
7	6%	14%	2%	6%	4%	10%	7%	6%	0%	3%	10%	10%	7%	8%	5%	4%	4%	7%	8%	6%	5%	5%	5%
8	6%	21%	1%	1%	6%	7%	5%	6%	3%	4%	6%	10%	3%	7%	7%	5%	3%	4%	7%	5%	6%	5%	4%
9	2%	10%	0%	0%	3%	3%	2%	3%	1%	1%	3%	5%	0%	3%	3%	2%	1%	3%	4%	2%	2%	2%	1%
10 - Would definitely consider voting for them	6%	26%	1%	5%	5%	10%	5%	7%	1%	3%	7%	12%	8%	8%	7%	4%	4%	4%	8%	7%	4%	5%	7%
prefer not to answer	5%	1%	3%	2%	2%	3%	4%	5%	13%	6%	2%	2%	7%	5%	4%	4%	3%	4%	2%	4%	7%	6%	8%

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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	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
0 - Would never consider voting for them	33%	58%	4%	17%	15%	54%	33%	32%	13%	29%	34%	46%	28%	35%	36%	29%	35%	27%	26%	31%	37%	36%	42%
1	5%	9%	3%	2%	5%	7%	7%	4%	4%	4%	6%	8%	4%	5%	6%	3%	5%	15%	6%	4%	7%	5%	6%
2	6%	6%	2%	8%	5%	8%	4%	7%	5%	6%	7%	5%	6%	7%	6%	5%	6%	6%	5%	6%	6%	7%	8%
3	5%	4%	4%	10%	6%	5%	5%	5%	2%	7%	4%	4%	7%	5%	4%	5%	6%	4%	4%	7%	3%	5%	5%
4	5%	7%	4%	7%	6%	3%	5%	5%	9%	4%	5%	3%	4%	5%	4%	5%	4%	4%	6%	5%	4%	4%	2%
5	10%	7%	10%	11%	12%	6%	10%	10%	11%	11%	10%	6%	6%	11%	10%	9%	12%	8%	9%	11%	9%	11%	5%
6	7%	5%	9%	9%	10%	4%	6%	8%	9%	8%	6%	4%	8%	7%	7%	6%	5%	10%	7%	8%	5%	5%	5%
7	7%	2%	13%	13%	11%	3%	8%	7%	11%	7%	8%	6%	7%	8%	7%	8%	8%	5%	10%	7%	7%	5%	5%
8	8%	2%	18%	10%	12%	4%	8%	7%	12%	8%	7%	5%	8%	6%	8%	10%	5%	8%	9%	7%	8%	9%	5%
9	2%	-	8%	1%	4%	1%	2%	2%	2%	3%	2%	2%	1%	2%	2%	4%	4%	1%	3%	2%	2%	1%	2%
10 - Would definitely consider voting for them	8%	0%	24%	10%	15%	3%	9%	8%	8%	8%	9%	9%	14%	6%	6%	12%	7%	7%	14%	7%	5%	6%	7%
prefer not to answer	5%	1%	3%	2%	2%	3%	4%	5%	13%	6%	2%	2%	7%	5%	4%	4%	3%	4%	2%	4%	7%	6%	8%

Liberal Democrats

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
0 - Would never consider voting for them	30%	44%	12%	3%	15%	48%	31%	30%	14%	28%	33%	38%	28%	28%	37%	29%	33%	33%	23%	29%	35%	36%	37%
1	5%	11%	4%	-	5%	7%	5%	5%	4%	5%	5%	7%	7%	5%	5%	5%	6%	7%	5%	5%	5%	8%	6%
2	6%	6%	7%	5%	7%	7%	7%	6%	4%	7%	8%	6%	4%	6%	6%	8%	7%	6%	7%	7%	7%	6%	6%
3	7%	7%	9%	2%	7%	6%	7%	6%	8%	8%	5%	6%	4%	5%	9%	10%	6%	10%	6%	8%	6%	6%	8%
4	6%	7%	6%	2%	8%	4%	7%	6%	9%	6%	5%	6%	6%	5%	7%	7%	7%	3%	8%	6%	5%	7%	7%
5	15%	14%	22%	9%	18%	13%	15%	16%	15%	16%	15%	13%	14%	16%	12%	16%	16%	16%	15%	16%	16%	12%	16%
6	8%	4%	12%	11%	11%	4%	8%	7%	9%	7%	8%	6%	9%	6%	6%	10%	7%	8%	9%	9%	7%	5%	5%
7	6%	4%	10%	17%	11%	4%	7%	6%	5%	8%	6%	5%	5%	7%	7%	5%	7%	5%	9%	7%	5%	5%	2%
8	5%	2%	8%	14%	8%	3%	5%	5%	6%	5%	5%	3%	5%	6%	5%	4%	3%	2%	7%	7%	2%	5%	1%
9	2%	0%	2%	8%	3%	0%	2%	2%	5%	1%	2%	2%	2%	3%	1%	1%	2%	2%	3%	2%	1%	3%	0%
10 - Would definitely consider voting for them	4%	0%	5%	27%	6%	2%	4%	5%	7%	4%	4%	5%	7%	6%	3%	2%	3%	3%	6%	3%	5%	3%	5%
prefer not to answer	5%	1%	3%	2%	2%	3%	4%	5%	13%	6%	2%	2%	7%	5%	4%	4%	3%	4%	2%	4%	7%	6%	8%

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Reform UK

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
0 - Would never consider voting for them	53%	33%	79%	75%	78%	31%	52%	55%	55%	58%	53%	45%	56%	51%	48%	56%	60%	61%	61%	56%	50%	47%	39%
1	4%	5%	3%	3%	3%	4%	4%	3%	3%	4%	3%	4%	3%	4%	3%	4%	4%	4%	4%	3%	4%	1%	6%
2	4%	5%	4%	2%	2%	5%	3%	4%	4%	3%	3%	4%	5%	4%	4%	3%	3%	2%	3%	3%	4%	4%	5%
3	3%	5%	2%	2%	2%	3%	2%	3%	3%	3%	2%	2%	1%	4%	3%	3%	2%	-	3%	2%	2%	5%	1%
4	3%	5%	2%	1%	2%	4%	3%	2%	2%	2%	4%	3%	4%	3%	2%	2%	4%	5%	2%	3%	3%	3%	6%
5	5%	8%	2%	4%	3%	7%	5%	6%	5%	4%	8%	6%	5%	5%	8%	6%	2%	2%	4%	6%	6%	7%	6%
6	4%	5%	2%	4%	2%	6%	5%	3%	4%	3%	5%	4%	3%	4%	4%	4%	3%	5%	4%	4%	2%	1%	9%
7	4%	8%	1%	1%	2%	6%	5%	4%	5%	3%	4%	6%	0%	4%	4%	5%	5%	3%	5%	2%	4%	5%	5%
8	4%	9%	1%	2%	2%	8%	5%	4%	1%	4%	5%	6%	6%	5%	5%	4%	2%	1%	3%	6%	5%	4%	3%
9	2%	3%	0%	2%	0%	4%	3%	2%	1%	2%	3%	3%	-	3%	3%	2%	2%	2%	2%	2%	2%	5%	0%
10 - Would definitely consider voting for them	10%	14%	1%	1%	3%	19%	11%	9%	4%	10%	8%	14%	10%	9%	12%	8%	10%	11%	7%	7%	13%	13%	11%
prefer not to answer	5%	1%	3%	2%	2%	3%	4%	5%	13%	6%	2%	2%	7%	5%	4%	4%	3%	4%	2%	4%	7%	6%	8%

Green Party

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
0 - Would never consider voting for them	41%	70%	21%	24%	26%	62%	45%	38%	19%	37%	45%	56%	38%	42%	46%	38%	42%	40%	35%	41%	43%	46%	48%
1	5%	7%	5%	2%	5%	6%	5%	5%	2%	4%	8%	6%	4%	4%	5%	5%	8%	7%	5%	5%	5%	7%	7%
2	5%	5%	7%	6%	7%	5%	5%	6%	3%	5%	6%	7%	4%	6%	6%	6%	8%	5%	6%	6%	5%	5%	3%
3	6%	6%	7%	7%	7%	5%	6%	6%	4%	5%	6%	7%	6%	5%	6%	6%	3%	5%	6%	7%	5%	2%	6%
4	5%	2%	8%	8%	6%	4%	5%	5%	8%	5%	6%	4%	4%	5%	3%	7%	5%	7%	6%	6%	3%	5%	5%
5	10%	7%	12%	16%	12%	7%	9%	11%	10%	11%	10%	8%	11%	12%	8%	8%	10%	6%	10%	8%	12%	10%	9%
6	6%	3%	11%	8%	10%	2%	6%	6%	6%	9%	5%	2%	5%	5%	7%	7%	8%	5%	7%	5%	6%	5%	6%
7	5%	-	9%	5%	8%	1%	4%	6%	9%	6%	3%	2%	8%	4%	5%	6%	3%	6%	7%	5%	3%	3%	4%
8	4%	-	7%	8%	6%	1%	4%	4%	6%	4%	4%	2%	3%	4%	4%	5%	3%	7%	6%	3%	5%	2%	0%
9	1%	0%	3%	2%	2%	0%	1%	2%	5%	1%	1%	1%	0%	2%	1%	2%	0%	1%	2%	2%	0%	2%	-
10 - Would definitely consider voting for them	7%	1%	6%	11%	9%	2%	6%	7%	16%	7%	5%	3%	9%	7%	5%	7%	6%	6%	7%	8%	6%	6%	5%
prefer not to answer	5%	1%	3%	2%	2%	3%	4%	5%	13%	6%	2%	2%	7%	5%	4%	4%	3%	4%	2%	4%	7%	6%	8%

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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	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Health	26%	12%	35%	42%	36%	19%	21%	30%	21%	27%	30%	23%	23%	25%	22%	24%	34%	43%	26%	27%	28%	24%	20%
Immigration & Asylum	51%	76%	32%	31%	33%	75%	48%	54%	31%	46%	57%	65%	38%	51%	61%	54%	49%	51%	42%	52%	55%	57%	61%
Crime	19%	21%	14%	13%	13%	25%	16%	22%	15%	19%	22%	19%	26%	15%	22%	21%	18%	20%	14%	17%	23%	22%	29%
The economy	49%	51%	56%	50%	55%	43%	52%	46%	55%	50%	46%	48%	53%	50%	45%	52%	46%	43%	57%	48%	43%	50%	41%
Tax	13%	13%	10%	12%	10%	13%	17%	10%	17%	17%	9%	8%	15%	12%	15%	11%	16%	12%	13%	14%	16%	10%	10%
Pensions	4%	5%	4%	3%	3%	6%	4%	4%	1%	3%	5%	7%	4%	4%	5%	4%	6%	3%	5%	5%	3%	3%	6%
Education	8%	4%	10%	11%	9%	4%	6%	10%	20%	9%	6%	5%	7%	9%	8%	9%	8%	5%	7%	9%	11%	7%	4%
Family life & childcare	4%	3%	4%	7%	6%	3%	4%	5%	4%	7%	4%	1%	4%	5%	3%	4%	5%	5%	3%	4%	6%	5%	4%
Housing	18%	7%	20%	13%	17%	13%	21%	16%	32%	23%	13%	10%	32%	16%	17%	16%	23%	12%	14%	18%	22%	22%	21%
The environment	23%	7%	37%	40%	37%	10%	24%	23%	33%	26%	23%	14%	24%	26%	20%	22%	16%	31%	30%	24%	23%	17%	13%
Britain leaving the EU	13%	6%	21%	22%	21%	5%	15%	12%	19%	11%	15%	13%	14%	11%	14%	14%	15%	11%	20%	12%	10%	11%	6%
Transport	2%	-	3%	3%	2%	1%	2%	2%	5%	3%	1%	1%	3%	2%	1%	2%	1%	3%	1%	3%	2%	2%	2%
Welfare benefits	22%	39%	17%	21%	19%	31%	23%	22%	11%	19%	24%	32%	15%	25%	25%	20%	23%	25%	23%	23%	21%	19%	23%
Defence and security	25%	45%	22%	23%	25%	32%	27%	23%	9%	14%	30%	48%	24%	27%	27%	23%	20%	22%	31%	25%	19%	20%	27%
None of these	0%	-	0%	1%	0%	1%	1%	0%	-	1%	0%	0%	1%	0%	0%	0%	2%	-	0%	0%	-	2%	1%
Don't know	2%	0%	2%	1%	1%	2%	2%	2%	4%	3%	2%	0%	3%	3%	1%	2%	-	2%	1%	2%	2%	2%	5%

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

National Health Service

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	1%	0%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	-	1%	1%	2%	1%	-
Fairly well	23%	19%	36%	29%	32%	15%	30%	17%	30%	19%	25%	24%	30%	22%	23%	26%	18%	11%	29%	22%	20%	21%	17%
Fairly badly	35%	38%	34%	34%	37%	35%	36%	35%	34%	35%	35%	36%	35%	38%	33%	31%	37%	39%	36%	35%	35%	36%	35%
Very badly	31%	37%	18%	28%	22%	41%	25%	36%	20%	32%	29%	34%	25%	28%	33%	30%	38%	49%	26%	32%	33%	30%	34%
Don't know	10%	6%	10%	7%	8%	8%	8%	12%	15%	11%	10%	5%	9%	11%	9%	12%	6%	1%	7%	10%	11%	12%	14%

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Immigration

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	2%	0%	3%	2%	3%	0%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	-	3%	2%	-	1%	0%
Fairly well	17%	6%	30%	32%	29%	5%	22%	12%	27%	17%	16%	14%	24%	17%	14%	18%	13%	14%	23%	18%	15%	15%	8%
Fairly badly	20%	16%	28%	24%	28%	12%	20%	21%	26%	23%	19%	15%	23%	19%	19%	20%	23%	28%	24%	21%	20%	13%	18%
Very badly	50%	73%	25%	32%	28%	77%	48%	53%	29%	45%	55%	65%	40%	51%	58%	47%	56%	56%	40%	50%	54%	56%	63%
Don't know	10%	4%	13%	10%	12%	5%	7%	14%	16%	13%	9%	5%	10%	12%	9%	12%	6%	2%	10%	9%	11%	13%	11%

Crime

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	1%	-	2%	1%	1%	0%	2%	1%	4%	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Fairly well	21%	11%	36%	36%	31%	12%	24%	18%	26%	19%	23%	20%	23%	20%	19%	24%	15%	22%	29%	20%	20%	14%	11%
Fairly badly	29%	32%	29%	27%	30%	27%	29%	28%	31%	30%	23%	31%	22%	30%	30%	27%	30%	39%	29%	29%	29%	27%	30%
Very badly	33%	50%	14%	19%	19%	51%	31%	35%	18%	30%	39%	41%	37%	30%	37%	31%	40%	29%	27%	35%	34%	35%	41%
Don't know	16%	7%	19%	17%	19%	9%	14%	18%	21%	20%	14%	8%	15%	19%	13%	17%	14%	9%	14%	15%	16%	23%	17%

Education

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	2%	2%	2%	2%	1%	0%	3%	1%	6%	3%	0%	1%	3%	1%	2%	2%	1%	1%	2%	2%	3%	1%	0%
Fairly well	30%	21%	45%	36%	39%	22%	34%	27%	32%	28%	32%	32%	34%	29%	30%	29%	28%	36%	35%	30%	29%	30%	22%
Fairly badly	28%	36%	23%	25%	26%	32%	26%	30%	31%	27%	30%	28%	24%	30%	26%	29%	32%	27%	30%	27%	26%	28%	30%
Very badly	18%	24%	8%	14%	11%	26%	18%	18%	14%	19%	16%	20%	19%	16%	22%	16%	22%	22%	16%	18%	19%	19%	22%
Don't know	22%	18%	22%	24%	23%	20%	19%	24%	17%	23%	22%	20%	20%	23%	20%	23%	17%	15%	17%	23%	23%	23%	26%

Taxation

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	1%	-	1%	1%	1%	0%	1%	0%	2%	1%	0%	1%	1%	0%	1%	1%	0%	-	1%	1%	-	0%	-
Fairly well	16%	7%	30%	25%	25%	8%	18%	15%	19%	15%	17%	17%	17%	14%	14%	18%	19%	18%	21%	15%	15%	14%	12%
Fairly badly	33%	34%	34%	34%	33%	31%	35%	31%	35%	34%	33%	29%	28%	35%	30%	34%	33%	33%	31%	34%	33%	31%	34%
Very badly	36%	52%	16%	27%	25%	51%	37%	35%	24%	36%	35%	43%	42%	36%	41%	29%	38%	42%	34%	36%	40%	34%	35%
Don't know	15%	6%	18%	13%	16%	10%	9%	19%	20%	15%	15%	9%	12%	15%	15%	18%	10%	7%	12%	15%	13%	21%	19%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	1%	0%	2%	1%	1%	0%	2%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
Fairly well	17%	10%	29%	26%	24%	11%	20%	14%	14%	16%	19%	17%	12%	19%	15%	16%	19%	20%	22%	17%	15%	15%	10%
Fairly badly	34%	35%	36%	33%	37%	32%	34%	34%	38%	34%	32%	34%	33%	32%	35%	35%	42%	35%	35%	31%	37%	32%	38%
Very badly	29%	43%	12%	19%	16%	40%	28%	30%	31%	26%	29%	33%	39%	28%	31%	26%	24%	29%	25%	29%	31%	32%	32%
Don't know	19%	12%	21%	22%	22%	16%	16%	22%	14%	23%	19%	15%	15%	20%	18%	22%	14%	15%	17%	22%	16%	20%	19%

Inflation

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	1%	-	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	2%	-	1%	1%	-	0%	0%
Fairly well	21%	11%	35%	33%	30%	12%	25%	16%	24%	17%	26%	20%	20%	19%	21%	22%	21%	20%	29%	18%	19%	18%	12%
Fairly badly	34%	44%	30%	34%	35%	35%	35%	33%	30%	33%	33%	38%	31%	36%	33%	33%	34%	37%	36%	34%	32%	33%	33%
Very badly	30%	38%	15%	20%	18%	43%	28%	32%	25%	33%	27%	32%	35%	29%	30%	28%	31%	35%	23%	32%	36%	31%	33%
Don't know	14%	7%	18%	12%	16%	10%	11%	18%	20%	16%	14%	8%	13%	15%	16%	16%	12%	7%	11%	15%	12%	17%	21%

Britain's exit from the EU

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	2%	1%	3%	3%	2%	1%	3%	1%	3%	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%
Fairly well	15%	14%	23%	15%	18%	12%	17%	14%	20%	12%	19%	17%	15%	17%	13%	17%	12%	18%	19%	15%	15%	13%	12%
Fairly badly	29%	34%	31%	35%	33%	27%	30%	28%	28%	31%	29%	26%	31%	31%	29%	25%	28%	29%	33%	29%	25%	25%	30%
Very badly	33%	35%	22%	31%	28%	39%	34%	31%	28%	33%	31%	36%	36%	29%	34%	32%	38%	43%	30%	33%	35%	34%	31%
Don't know	21%	16%	20%	16%	20%	20%	16%	26%	22%	22%	21%	19%	15%	22%	24%	24%	20%	8%	15%	21%	24%	25%	26%

Defence

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	2%	1%	3%	3%	2%	1%	3%	1%	5%	3%	1%	1%	4%	2%	2%	3%	2%	2%	3%	2%	2%	2%	1%
Fairly well	23%	11%	35%	31%	30%	14%	23%	22%	29%	26%	20%	16%	23%	21%	22%	22%	27%	25%	28%	23%	22%	17%	13%
Fairly badly	28%	32%	30%	29%	32%	28%	33%	24%	25%	26%	32%	31%	28%	29%	29%	25%	32%	30%	30%	27%	25%	28%	35%
Very badly	25%	48%	7%	18%	13%	43%	25%	25%	9%	20%	26%	40%	25%	25%	28%	24%	20%	28%	22%	25%	28%	26%	25%
Don't know	22%	8%	24%	20%	23%	14%	16%	28%	32%	26%	21%	11%	20%	23%	19%	27%	18%	15%	17%	22%	23%	27%	26%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	1%	0%	2%	2%	1%	1%	2%	0%	6%	1%	1%	1%	3%	1%	1%	2%	1%	-	1%	2%	2%	2%	0%
Fairly well	17%	9%	34%	27%	28%	9%	20%	15%	16%	15%	22%	18%	23%	16%	18%	17%	14%	18%	26%	13%	16%	15%	10%
Fairly badly	36%	36%	34%	41%	38%	34%	36%	35%	37%	37%	34%	35%	29%	39%	36%	33%	39%	32%	35%	38%	30%	34%	41%
Very badly	35%	51%	17%	21%	22%	50%	34%	36%	26%	35%	34%	41%	36%	34%	35%	33%	36%	45%	31%	36%	40%	32%	36%
Don't know	11%	3%	13%	9%	12%	7%	8%	13%	14%	13%	10%	6%	8%	10%	11%	14%	11%	5%	7%	11%	11%	16%	13%

Terrorism

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	6%	3%	11%	11%	7%	4%	9%	4%	7%	7%	6%	4%	12%	5%	6%	6%	6%	5%	7%	7%	6%	4%	4%
Fairly well	35%	24%	47%	50%	47%	24%	39%	31%	39%	37%	30%	33%	38%	35%	31%	33%	38%	40%	40%	37%	34%	31%	22%
Fairly badly	15%	27%	9%	9%	11%	20%	16%	15%	17%	11%	17%	20%	10%	16%	18%	17%	15%	14%	17%	15%	15%	12%	17%
Very badly	19%	31%	7%	9%	9%	32%	17%	21%	10%	18%	20%	25%	20%	19%	22%	17%	21%	16%	14%	18%	20%	24%	26%
Don't know	25%	15%	26%	21%	26%	20%	19%	30%	27%	26%	27%	18%	20%	26%	23%	28%	20%	25%	21%	23%	26%	29%	31%

Transport

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	4%	1%	8%	2%	5%	2%	5%	2%	7%	4%	3%	3%	6%	3%	4%	5%	2%	1%	4%	4%	3%	6%	1%
Fairly well	34%	26%	47%	40%	41%	25%	34%	34%	44%	33%	32%	33%	41%	34%	32%	32%	39%	28%	39%	30%	37%	34%	26%
Fairly badly	29%	38%	24%	29%	27%	33%	31%	27%	28%	27%	31%	32%	21%	29%	32%	28%	28%	44%	31%	32%	24%	27%	27%
Very badly	15%	19%	8%	12%	10%	21%	16%	14%	8%	16%	14%	16%	20%	15%	12%	13%	17%	19%	12%	14%	18%	15%	18%
Don't know	18%	16%	14%	17%	17%	18%	14%	22%	13%	20%	20%	16%	13%	20%	21%	21%	14%	9%	14%	19%	18%	19%	27%

Housing

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	-	1%	0%	2%	1%	1%	1%	1%	0%	-	0%
Fairly well	16%	11%	26%	24%	20%	10%	19%	14%	24%	14%	16%	16%	19%	14%	18%	19%	10%	13%	20%	16%	16%	14%	11%
Fairly badly	37%	40%	40%	41%	42%	34%	39%	35%	34%	36%	38%	38%	38%	37%	33%	33%	44%	48%	41%	37%	33%	35%	36%
Very badly	31%	36%	17%	20%	19%	42%	30%	32%	28%	31%	30%	33%	36%	31%	32%	27%	31%	32%	25%	30%	35%	36%	36%
Don't know	15%	13%	17%	14%	18%	13%	12%	19%	14%	18%	16%	12%	7%	18%	16%	18%	14%	6%	14%	16%	16%	16%	17%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	2%	-	2%	1%	1%	1%	3%	1%	6%	1%	1%	1%	4%	1%	-	2%	1%	1%	2%	2%	0%	2%	1%
Fairly well	23%	24%	29%	24%	28%	17%	25%	21%	24%	22%	23%	24%	24%	21%	27%	22%	27%	20%	25%	26%	22%	19%	16%
Fairly badly	35%	35%	40%	39%	40%	32%	37%	32%	31%	35%	33%	37%	33%	38%	30%	31%	35%	46%	42%	29%	34%	32%	34%
Very badly	23%	25%	13%	22%	16%	29%	20%	25%	22%	23%	22%	22%	25%	22%	24%	23%	22%	20%	19%	23%	25%	26%	22%
Don't know	18%	17%	16%	14%	14%	21%	16%	21%	17%	19%	21%	16%	13%	18%	19%	23%	15%	13%	12%	20%	19%	21%	27%

Welfare benefits

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	2%	0%	2%	2%	1%	1%	2%	1%	5%	1%	1%	1%	2%	1%	2%	2%	1%	-	2%	1%	2%	3%	-
Fairly well	17%	6%	27%	27%	24%	10%	19%	15%	21%	17%	19%	14%	20%	16%	16%	19%	15%	13%	20%	16%	15%	15%	20%
Fairly badly	29%	23%	35%	31%	32%	25%	29%	28%	34%	30%	27%	26%	25%	31%	29%	26%	32%	31%	30%	29%	26%	30%	28%
Very badly	37%	61%	18%	27%	25%	54%	37%	36%	22%	32%	39%	50%	40%	35%	39%	34%	35%	48%	36%	37%	41%	35%	36%
Don't know	16%	9%	18%	13%	19%	11%	12%	19%	19%	20%	14%	9%	12%	17%	14%	19%	17%	8%	13%	18%	17%	17%	16%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
She does look like a Prime Minister in waiting	26%	62%	10%	16%	18%	37%	25%	27%	21%	18%	28%	40%	25%	30%	28%	22%	15%	22%	31%	26%	24%	20%	19%
She does not look like a Prime Minister in waiting	50%	25%	72%	63%	62%	43%	56%	45%	47%	51%	55%	46%	52%	45%	50%	54%	60%	48%	54%	49%	44%	50%	57%
Not sure	24%	13%	19%	21%	20%	20%	19%	29%	32%	32%	17%	14%	23%	25%	22%	24%	24%	30%	14%	25%	32%	30%	24%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	7%	25%	2%	4%	6%	11%	7%	8%	3%	4%	9%	14%	5%	9%	10%	6%	4%	4%	9%	6%	9%	6%	6%
Fairly well	29%	48%	23%	27%	26%	37%	31%	27%	21%	21%	32%	43%	29%	31%	29%	27%	27%	28%	34%	31%	26%	23%	23%
Fairly badly	19%	12%	26%	23%	24%	17%	20%	18%	15%	19%	20%	18%	22%	18%	16%	20%	19%	16%	21%	17%	17%	17%	22%
Very badly	17%	6%	24%	22%	21%	13%	21%	13%	19%	19%	17%	12%	13%	16%	16%	20%	18%	23%	16%	15%	18%	22%	17%
Don't know	28%	9%	26%	25%	24%	21%	21%	34%	43%	36%	21%	13%	31%	26%	29%	27%	31%	29%	20%	30%	31%	32%	32%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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 Ed Davey is doing well or badly as leader of the Liberal Democrats?

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	3%	3%	4%	10%	3%	2%	4%	2%	7%	3%	2%	3%	5%	4%	1%	2%	5%	2%	3%	3%	5%	2%	1%
Fairly well	25%	18%	36%	45%	36%	17%	27%	22%	22%	21%	28%	29%	26%	25%	24%	25%	26%	17%	31%	25%	23%	19%	18%
Fairly badly	15%	22%	14%	17%	16%	15%	18%	12%	17%	12%	16%	18%	16%	16%	13%	16%	11%	14%	19%	15%	11%	11%	17%
Very badly	16%	28%	8%	2%	9%	29%	20%	12%	1%	15%	18%	24%	14%	17%	18%	15%	17%	18%	14%	15%	18%	21%	17%
Don't know	41%	30%	37%	26%	36%	37%	30%	51%	52%	50%	36%	25%	38%	38%	45%	42%	40%	50%	33%	42%	43%	47%	47%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	8%	11%	2%	3%	2%	17%	10%	6%	4%	7%	9%	11%	9%	8%	14%	5%	10%	3%	7%	7%	10%	11%	8%
Fairly well	18%	30%	10%	14%	10%	27%	19%	16%	11%	16%	19%	23%	9%	20%	18%	18%	14%	23%	18%	16%	19%	18%	17%
Fairly badly	17%	27%	14%	17%	17%	19%	16%	17%	12%	14%	19%	20%	20%	17%	17%	15%	15%	15%	19%	18%	15%	14%	14%
Very badly	42%	23%	65%	54%	58%	26%	43%	40%	50%	43%	40%	38%	39%	39%	36%	49%	46%	44%	47%	43%	38%	38%	35%
Don't know	16%	9%	10%	12%	13%	11%	12%	20%	24%	20%	13%	8%	23%	16%	16%	13%	15%	15%	10%	16%	18%	18%	26%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	5%	0%	6%	6%	7%	1%	5%	5%	15%	6%	3%	1%	5%	5%	3%	7%	3%	5%	5%	6%	5%	4%	2%
Fairly well	16%	5%	27%	20%	25%	6%	16%	16%	25%	18%	18%	8%	18%	15%	16%	17%	14%	16%	18%	16%	16%	12%	13%
Fairly badly	15%	13%	20%	25%	18%	11%	17%	12%	17%	14%	14%	15%	16%	15%	13%	14%	16%	14%	20%	15%	11%	9%	11%
Very badly	34%	59%	21%	25%	25%	52%	39%	29%	10%	27%	38%	53%	35%	34%	34%	33%	35%	29%	36%	30%	34%	37%	36%
Don't know	31%	22%	26%	25%	25%	29%	22%	39%	34%	36%	27%	23%	25%	31%	33%	29%	31%	36%	21%	32%	33%	37%	39%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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 that Andy Burnham is doing well or badly as Prime Minister?

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very well	7%	2%	16%	7%	10%	4%	8%	6%	9%	7%	6%	7%	9%	4%	4%	12%	8%	5%	9%	5%	7%	6%	7%
Fairly well	36%	21%	56%	49%	47%	23%	35%	36%	50%	36%	36%	29%	34%	36%	40%	38%	34%	25%	42%	36%	36%	29%	26%
Fairly badly	16%	25%	6%	12%	11%	21%	16%	15%	13%	13%	15%	21%	11%	18%	13%	16%	11%	19%	17%	18%	12%	17%	13%
Very badly	15%	30%	2%	4%	6%	27%	16%	14%	3%	14%	15%	20%	17%	13%	19%	12%	17%	12%	11%	11%	19%	19%	20%
Don't know	27%	23%	20%	27%	26%	26%	25%	29%	25%	30%	28%	23%	29%	29%	23%	22%	31%	39%	21%	30%	27%	29%	34%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
They are ready for Government	19%	49%	6%	10%	12%	27%	18%	20%	16%	13%	21%	28%	17%	22%	19%	17%	13%	18%	20%	20%	20%	15%	13%
They are not ready for Government	61%	36%	80%	74%	73%	56%	68%	54%	58%	61%	64%	60%	63%	57%	59%	65%	69%	60%	67%	61%	54%	59%	63%
Not sure	20%	15%	14%	16%	15%	17%	14%	26%	26%	27%	15%	12%	20%	21%	22%	19%	18%	21%	13%	19%	26%	27%	24%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Strongly support	15%	6%	20%	15%	17%	8%	20%	10%	26%	14%	13%	13%	26%	11%	11%	15%	25%	12%	18%	13%	14%	14%	12%
Tend to support	38%	36%	47%	39%	43%	32%	42%	33%	40%	37%	35%	40%	43%	32%	38%	41%	41%	42%	39%	39%	38%	38%	31%
Tend to oppose	25%	34%	17%	27%	22%	32%	20%	29%	15%	23%	29%	28%	18%	29%	27%	22%	23%	23%	24%	27%	21%	24%	28%
Strongly oppose	13%	19%	7%	12%	8%	21%	10%	16%	5%	13%	14%	15%	6%	19%	15%	10%	4%	10%	12%	12%	15%	13%	13%
Don't know	10%	5%	10%	7%	10%	7%	8%	12%	14%	13%	9%	4%	8%	10%	10%	12%	7%	14%	7%	9%	12%	12%	16%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Strongly support	11%	4%	15%	10%	11%	7%	15%	7%	17%	11%	8%	10%	14%	8%	10%	12%	18%	7%	12%	10%	11%	9%	11%
Tend to support	34%	30%	41%	32%	40%	27%	39%	29%	38%	34%	33%	32%	47%	26%	29%	38%	43%	38%	35%	35%	34%	34%	27%
Tend to oppose	22%	27%	19%	29%	22%	25%	18%	25%	16%	21%	24%	25%	10%	28%	25%	20%	19%	15%	23%	24%	20%	23%	17%
Strongly oppose	25%	37%	16%	24%	20%	36%	21%	30%	16%	25%	29%	27%	20%	32%	27%	21%	15%	31%	25%	25%	26%	23%	28%
Don't know	8%	3%	8%	4%	7%	6%	7%	9%	13%	9%	6%	6%	8%	7%	9%	9%	6%	9%	5%	6%	9%	10%	17%

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	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Strongly support	19%	8%	21%	19%	19%	10%	25%	13%	41%	20%	13%	11%	32%	15%	13%	19%	24%	15%	18%	18%	21%	22%	14%
Tend to support	34%	26%	42%	38%	41%	29%	36%	33%	36%	32%	35%	35%	39%	33%	30%	34%	36%	40%	36%	35%	31%	36%	34%
Tend to oppose	22%	36%	17%	18%	20%	28%	18%	25%	8%	21%	23%	28%	15%	22%	26%	22%	21%	25%	27%	22%	20%	18%	15%
Strongly oppose	14%	21%	8%	15%	11%	21%	12%	16%	3%	14%	17%	15%	7%	17%	16%	13%	11%	13%	12%	14%	16%	11%	17%
Don't know	12%	9%	12%	11%	9%	13%	9%	15%	12%	12%	12%	11%	7%	13%	14%	13%	8%	7%	7%	12%	12%	13%	20%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Strongly support	6%	3%	7%	5%	5%	5%	8%	4%	11%	7%	4%	4%	10%	5%	5%	7%	9%	2%	5%	6%	7%	11%	4%
Tend to support	18%	7%	29%	17%	24%	10%	21%	15%	25%	15%	21%	16%	23%	13%	18%	19%	30%	15%	21%	16%	18%	22%	14%
Tend to oppose	29%	29%	33%	36%	34%	26%	28%	30%	32%	28%	28%	31%	25%	32%	24%	31%	24%	38%	30%	33%	29%	23%	25%
Strongly oppose	35%	55%	20%	30%	26%	51%	33%	37%	13%	35%	37%	42%	27%	37%	42%	33%	24%	38%	37%	35%	34%	28%	37%
Don't know	12%	5%	11%	12%	10%	8%	10%	14%	20%	14%	10%	6%	15%	13%	12%	10%	14%	7%	7%	11%	13%	17%	20%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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 allowing smaller housing units or more high rise blocks?

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Strongly support	5%	3%	6%	10%	5%	3%	8%	3%	14%	6%	4%	2%	11%	4%	2%	7%	4%	3%	8%	4%	6%	6%	2%
Tend to support	26%	21%	34%	27%	29%	22%	31%	21%	30%	24%	24%	27%	26%	23%	28%	27%	28%	22%	29%	23%	24%	22%	30%
Tend to oppose	29%	35%	30%	27%	33%	29%	29%	30%	22%	26%	33%	35%	25%	31%	26%	32%	28%	33%	32%	30%	27%	31%	26%
Strongly oppose	26%	35%	17%	25%	21%	36%	22%	30%	12%	28%	28%	27%	23%	29%	30%	20%	24%	37%	24%	27%	31%	24%	24%
Don't know	13%	5%	13%	11%	12%	10%	11%	15%	22%	15%	10%	9%	14%	12%	14%	14%	16%	5%	8%	15%	13%	17%	18%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Strongly support	4%	1%	4%	3%	3%	3%	5%	2%	8%	4%	3%	2%	5%	3%	2%	5%	4%	1%	5%	3%	4%	4%	2%
Tend to support	17%	11%	23%	15%	20%	12%	24%	10%	24%	16%	18%	15%	28%	12%	16%	16%	24%	20%	19%	16%	19%	17%	10%
Tend to oppose	25%	26%	30%	23%	30%	21%	26%	24%	25%	27%	23%	26%	25%	23%	23%	31%	27%	23%	25%	27%	26%	23%	21%
Strongly oppose	44%	58%	34%	52%	40%	58%	36%	52%	25%	42%	50%	51%	29%	54%	49%	37%	35%	50%	46%	44%	41%	42%	49%
Don't know	10%	3%	9%	7%	8%	6%	8%	11%	18%	11%	7%	6%	13%	9%	10%	11%	9%	5%	6%	10%	10%	13%	18%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Go up a lot	8%	6%	5%	4%	5%	8%	7%	8%	14%	10%	5%	5%	10%	6%	9%	9%	7%	7%	5%	7%	8%	14%	9%
Go up a little	33%	34%	32%	36%	32%	32%	38%	29%	42%	31%	32%	33%	29%	28%	38%	33%	50%	36%	35%	33%	35%	30%	28%
Stay about the same	36%	40%	41%	39%	41%	37%	34%	38%	21%	36%	39%	40%	36%	40%	32%	38%	24%	35%	39%	36%	36%	35%	30%
Go down a little	9%	12%	9%	8%	10%	10%	9%	9%	7%	7%	11%	12%	10%	13%	7%	7%	5%	12%	12%	9%	8%	10%	7%
Go down a lot	1%	1%	0%	2%	1%	2%	1%	1%	1%	1%	2%	1%	4%	1%	2%	0%	2%	-	1%	1%	2%	-	2%
Don't know	12%	8%	13%	11%	12%	11%	10%	14%	15%	15%	11%	8%	12%	12%	12%	13%	13%	10%	8%	13%	11%	12%	25%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
It would be better for Britain if house prices rose	6%	12%	4%	4%	5%	9%	6%	7%	3%	7%	5%	8%	6%	6%	7%	7%	8%	3%	8%	6%	6%	3%	9%
It would be better for Britain if house prices went down	49%	29%	55%	52%	47%	40%	52%	45%	76%	51%	44%	36%	63%	50%	45%	43%	46%	46%	47%	50%	50%	50%	47%
It would be better for Britain if house prices stayed about the same	28%	45%	24%	28%	32%	31%	28%	27%	10%	21%	32%	43%	19%	29%	27%	30%	28%	30%	34%	26%	26%	23%	19%
Don't know	18%	14%	17%	16%	15%	20%	14%	21%	11%	21%	18%	14%	11%	16%	21%	20%	19%	21%	11%	18%	18%	24%	25%

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	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base: All GB adults	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
I would be better off if house prices rose	21%	29%	24%	23%	26%	23%	21%	22%	6%	23%	26%	21%	17%	23%	20%	21%	25%	20%	27%	25%	17%	15%	10%
I would be better off if house prices fell	23%	9%	24%	18%	18%	12%	25%	20%	63%	31%	10%	3%	37%	21%	18%	24%	22%	16%	18%	24%	27%	27%	19%
It will make little difference to me personally if house prices rise or fall	47%	53%	46%	52%	49%	57%	47%	46%	17%	34%	55%	73%	36%	47%	52%	47%	47%	53%	50%	43%	44%	44%	54%
Don't know	9%	8%	6%	6%	7%	8%	7%	12%	14%	12%	9%	3%	11%	10%	10%	9%	6%	11%	6%	8%	11%	14%	17%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
United	33%	20%	57%	49%	46%	22%	37%	29%	36%	31%	36%	30%	39%	30%	30%	35%	37%	27%	41%	32%	28%	25%	28%
Divided	34%	52%	16%	25%	24%	48%	37%	31%	24%	29%	35%	46%	31%	36%	37%	32%	29%	40%	33%	34%	33%	35%	37%
Don't know	33%	29%	26%	26%	31%	30%	26%	40%	40%	40%	28%	24%	30%	34%	34%	34%	33%	33%	25%	34%	38%	41%	35%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
United	28%	57%	22%	24%	26%	35%	33%	24%	21%	22%	31%	39%	27%	30%	31%	26%	25%	25%	32%	29%	27%	20%	27%
Divided	31%	18%	36%	42%	34%	30%	36%	26%	27%	31%	31%	33%	29%	29%	29%	33%	35%	32%	34%	29%	27%	28%	37%
Don't know	41%	24%	42%	34%	40%	36%	32%	50%	51%	48%	38%	28%	44%	41%	40%	41%	40%	43%	35%	42%	46%	52%	36%

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

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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

Labour Party

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very left-wing	14%	28%	3%	8%	7%	25%	15%	14%	9%	10%	14%	24%	14%	17%	17%	9%	14%	12%	13%	14%	16%	13%	17%
Fairly left-wing	24%	38%	21%	25%	24%	28%	28%	21%	18%	18%	29%	34%	28%	26%	24%	23%	16%	22%	30%	23%	21%	23%	21%
Slightly left-of-centre	26%	13%	45%	38%	39%	14%	28%	23%	32%	26%	26%	21%	29%	23%	23%	30%	28%	22%	36%	25%	19%	21%	17%
Centre	7%	2%	11%	7%	8%	4%	7%	7%	12%	10%	5%	3%	10%	5%	7%	9%	10%	2%	6%	9%	8%	7%	5%
Slightly right-of-centre	3%	2%	3%	6%	5%	1%	3%	4%	6%	4%	3%	2%	3%	4%	2%	3%	4%	5%	4%	4%	2%	2%	2%
Fairly right-wing	1%	2%	1%	2%	1%	2%	2%	1%	0%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%
Very right-wing	1%	-	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	-
Don't know	24%	16%	17%	14%	16%	25%	17%	30%	21%	30%	21%	14%	15%	24%	25%	23%	26%	35%	9%	22%	33%	32%	37%

Conservative Party

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very left-wing	1%	-	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	1%	2%	0%	0%
Fairly left-wing	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	3%	2%	0%	3%	1%	1%	2%	1%	1%	3%	2%
Slightly left-of-centre	4%	4%	1%	1%	2%	5%	4%	3%	3%	4%	3%	3%	3%	4%	3%	4%	4%	2%	1%	3%	6%	6%	3%
Centre	8%	13%	4%	2%	5%	10%	9%	7%	6%	7%	8%	9%	11%	7%	10%	6%	10%	3%	7%	8%	7%	11%	7%
Slightly right-of-centre	22%	35%	18%	24%	23%	25%	26%	19%	24%	19%	24%	26%	17%	22%	23%	24%	24%	23%	29%	23%	20%	13%	20%
Fairly right-wing	33%	29%	46%	48%	42%	27%	34%	31%	34%	30%	33%	36%	42%	34%	32%	31%	25%	25%	43%	34%	26%	25%	24%
Very right-wing	7%	3%	12%	8%	11%	5%	7%	7%	6%	6%	9%	9%	8%	7%	6%	7%	10%	11%	9%	9%	5%	9%	5%
Don't know	24%	16%	17%	15%	16%	25%	17%	30%	22%	31%	22%	15%	14%	23%	26%	25%	25%	34%	10%	22%	33%	33%	38%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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

Liberal Democrats

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very left-wing	8%	12%	2%	2%	3%	14%	10%	6%	5%	8%	6%	10%	11%	8%	7%	6%	8%	7%	8%	6%	8%	10%	8%
Fairly left-wing	13%	20%	12%	12%	12%	16%	14%	12%	10%	12%	14%	15%	13%	13%	14%	13%	10%	8%	17%	12%	13%	9%	6%
Slightly left-of-centre	17%	15%	24%	17%	22%	11%	20%	15%	26%	16%	15%	16%	24%	16%	17%	16%	20%	9%	24%	17%	13%	9%	15%
Centre	25%	21%	32%	42%	33%	19%	28%	22%	24%	22%	26%	29%	24%	25%	22%	27%	21%	30%	28%	27%	21%	23%	20%
Slightly right-of-centre	5%	5%	6%	6%	6%	5%	6%	4%	6%	4%	6%	5%	8%	4%	4%	5%	8%	3%	5%	5%	3%	7%	8%
Fairly right-wing	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	3%	1%	2%	2%	1%	1%	0%
Very right-wing	0%	-	0%	-	0%	1%	0%	0%	-	0%	0%	0%	-	1%	-	0%	1%	1%	-	1%	0%	0%	1%
Don't know	31%	26%	23%	19%	22%	33%	22%	39%	28%	36%	30%	24%	19%	32%	35%	31%	29%	41%	17%	30%	40%	42%	42%

Reform UK

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very left-wing	2%	3%	3%	2%	2%	3%	2%	3%	1%	2%	3%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%	4%
Fairly left-wing	1%	3%	1%	2%	1%	2%	1%	2%	2%	0%	1%	3%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%
Slightly left-of-centre	1%	-	0%	1%	1%	0%	1%	0%	2%	1%	1%	0%	2%	0%	0%	0%	2%	-	0%	0%	1%	3%	1%
Centre	4%	3%	2%	1%	2%	6%	4%	4%	4%	5%	4%	3%	7%	3%	6%	3%	3%	4%	3%	3%	5%	4%	7%
Slightly right-of-centre	6%	9%	2%	3%	3%	9%	7%	4%	4%	5%	6%	8%	5%	6%	7%	5%	10%	2%	4%	5%	7%	6%	6%
Fairly right-wing	15%	25%	8%	7%	8%	22%	18%	11%	13%	12%	16%	18%	9%	16%	16%	17%	12%	9%	16%	15%	12%	14%	14%
Very right-wing	48%	38%	69%	69%	68%	33%	51%	46%	54%	48%	47%	47%	57%	48%	46%	47%	44%	49%	63%	50%	40%	39%	30%
Don't know	23%	19%	15%	16%	16%	25%	16%	31%	21%	28%	23%	17%	16%	24%	23%	25%	24%	33%	11%	22%	31%	32%	37%

Kemi Badenoch

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very left-wing	1%	-	1%	-	0%	1%	1%	1%	1%	1%	0%	0%	-	0%	1%	1%	2%	2%	0%	1%	2%	1%	1%
Fairly left-wing	1%	0%	1%	1%	0%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	0%	3%
Slightly left-of-centre	3%	4%	1%	2%	2%	4%	3%	2%	2%	3%	2%	4%	-	3%	2%	4%	3%	3%	1%	4%	3%	4%	3%
Centre	9%	13%	5%	3%	6%	12%	10%	7%	5%	9%	10%	8%	14%	7%	9%	9%	10%	2%	8%	7%	9%	11%	11%
Slightly right-of-centre	18%	29%	18%	17%	19%	21%	21%	16%	18%	14%	18%	26%	17%	18%	16%	21%	17%	19%	24%	18%	16%	12%	18%
Fairly right-wing	27%	26%	35%	38%	34%	23%	29%	25%	25%	25%	26%	32%	31%	29%	26%	24%	26%	16%	36%	28%	23%	20%	14%
Very right-wing	10%	6%	18%	14%	15%	7%	12%	9%	13%	7%	14%	12%	11%	9%	10%	11%	8%	19%	15%	11%	6%	8%	8%
Don't know	31%	21%	23%	25%	24%	31%	23%	39%	35%	39%	28%	18%	25%	31%	34%	30%	33%	39%	16%	31%	39%	44%	42%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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

Ed Davey

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very left-wing	6%	10%	1%	2%	2%	11%	8%	4%	4%	5%	5%	9%	7%	6%	7%	5%	5%	4%	7%	5%	5%	7%	7%
Fairly left-wing	10%	15%	10%	11%	9%	14%	12%	9%	7%	9%	13%	11%	12%	11%	8%	11%	9%	6%	13%	10%	10%	7%	9%
Slightly left-of-centre	14%	16%	19%	14%	19%	11%	17%	12%	16%	13%	14%	16%	19%	14%	16%	12%	15%	8%	20%	14%	11%	9%	10%
Centre	22%	18%	28%	35%	28%	17%	27%	18%	27%	16%	24%	28%	26%	21%	18%	25%	21%	24%	27%	23%	19%	19%	18%
Slightly right-of-centre	3%	2%	6%	5%	4%	2%	3%	4%	5%	2%	4%	4%	5%	2%	3%	4%	5%	2%	4%	4%	3%	3%	2%
Fairly right-wing	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%
Very right-wing	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	-	2%	2%	0%	1%	1%	1%	0%
Don't know	42%	36%	34%	30%	35%	43%	31%	52%	38%	52%	37%	30%	29%	43%	45%	42%	40%	52%	28%	42%	50%	52%	52%

Nigel Farage

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very left-wing	2%	2%	3%	3%	2%	3%	2%	3%	1%	2%	3%	3%	2%	3%	2%	3%	2%	1%	2%	3%	1%	2%	3%
Fairly left-wing	1%	2%	1%	1%	1%	1%	0%	1%	0%	0%	1%	2%	0%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%
Slightly left-of-centre	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%	2%	1%	0%	1%	1%	1%	1%
Centre	4%	4%	2%	1%	0%	6%	4%	3%	6%	3%	4%	3%	5%	3%	5%	3%	3%	1%	3%	4%	3%	4%	8%
Slightly right-of-centre	5%	6%	2%	2%	3%	7%	6%	3%	3%	5%	4%	6%	5%	4%	6%	3%	12%	3%	3%	4%	6%	6%	5%
Fairly right-wing	14%	28%	7%	3%	7%	23%	17%	12%	11%	12%	17%	17%	10%	15%	15%	16%	10%	10%	15%	13%	12%	19%	13%
Very right-wing	49%	37%	69%	70%	68%	34%	52%	45%	55%	47%	47%	50%	57%	48%	47%	49%	44%	46%	65%	51%	41%	35%	29%
Don't know	25%	20%	16%	18%	18%	26%	17%	32%	23%	30%	25%	17%	19%	26%	23%	25%	27%	37%	11%	24%	34%	33%	39%

Yourself

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very left-wing	4%	-	5%	5%	5%	1%	4%	4%	9%	3%	4%	2%	8%	3%	1%	4%	4%	4%	5%	4%	4%	2%	1%
Fairly left-wing	14%	1%	27%	13%	22%	5%	12%	15%	22%	16%	11%	8%	15%	11%	12%	18%	12%	18%	16%	15%	11%	14%	7%
Slightly left-of-centre	13%	2%	24%	28%	21%	5%	15%	11%	18%	12%	13%	12%	16%	13%	12%	12%	18%	6%	20%	13%	8%	10%	8%
Centre	21%	19%	21%	28%	19%	23%	22%	19%	13%	20%	23%	23%	23%	20%	21%	18%	23%	22%	21%	21%	21%	20%	21%
Slightly right-of-centre	14%	34%	6%	10%	11%	20%	17%	11%	6%	11%	18%	20%	14%	16%	14%	11%	16%	15%	16%	14%	12%	11%	16%
Fairly right-wing	9%	23%	1%	2%	5%	17%	10%	8%	5%	6%	9%	16%	8%	13%	9%	7%	3%	5%	11%	8%	10%	8%	7%
Very right-wing	3%	4%	0%	1%	1%	6%	5%	2%	4%	4%	2%	4%	1%	2%	7%	4%	3%	1%	2%	4%	2%	6%	4%
Don't know	22%	16%	16%	14%	16%	23%	15%	29%	23%	28%	20%	15%	15%	22%	24%	26%	21%	28%	9%	21%	32%	28%	36%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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

Andy Burnham

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very left-wing	15%	33%	4%	9%	8%	27%	15%	15%	5%	11%	18%	26%	17%	17%	19%	12%	14%	11%	16%	14%	18%	14%	15%
Fairly left-wing	26%	26%	35%	37%	33%	23%	28%	23%	21%	21%	31%	30%	29%	26%	24%	26%	19%	25%	35%	24%	17%	25%	22%
Slightly left-of-centre	17%	12%	26%	20%	23%	11%	21%	13%	23%	17%	15%	16%	15%	16%	14%	20%	23%	10%	24%	19%	12%	10%	11%
Centre	9%	5%	13%	10%	10%	6%	10%	9%	17%	11%	6%	6%	12%	7%	8%	12%	9%	12%	8%	9%	11%	10%	11%
Slightly right-of-centre	3%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	2%
Fairly right-wing	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	3%	1%	1%	2%	0%	1%	-
Very right-wing	1%	1%	1%	-	0%	1%	1%	0%	2%	1%	0%	1%	0%	1%	0%	1%	1%	-	-	2%	0%	1%	1%
Don't know	28%	21%	18%	20%	21%	29%	21%	35%	28%	36%	26%	18%	24%	29%	30%	25%	30%	40%	13%	28%	38%	38%	39%

Do you think Kemi Badenoch should remain as leader of the Conservative Party, or stand down and let someone else take over?

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Should remain Conservative leader	44%	78%	32%	43%	42%	54%	47%	41%	30%	34%	48%	64%	43%	46%	46%	43%	36%	39%	51%	45%	41%	33%	37%
Should stand down and let someone else take over	18%	9%	23%	16%	19%	16%	20%	16%	20%	20%	17%	15%	21%	18%	18%	17%	18%	16%	15%	17%	18%	23%	23%
Don't know	39%	12%	45%	41%	40%	29%	33%	44%	51%	47%	35%	22%	37%	36%	36%	40%	46%	45%	34%	38%	41%	45%	40%

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

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Should remain Labour leader	58%	50%	85%	75%	75%	47%	59%	56%	58%	56%	60%	59%	52%	57%	56%	66%	56%	56%	68%	59%	55%	49%	43%
Should stand down and let someone else take over	15%	23%	4%	9%	7%	24%	17%	14%	12%	15%	15%	18%	18%	15%	18%	12%	18%	13%	13%	14%	15%	20%	23%
Don't know	27%	27%	11%	16%	18%	29%	24%	29%	30%	29%	24%	23%	30%	28%	26%	22%	26%	31%	19%	27%	30%	31%	33%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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 Labour win the next election and form a government, do you think the overall level of taxation will rise, fall or stay about the same?

	Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
	Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
The level of taxation will stay about the same	The level of taxation will rise a lot	31%	62%	10%	22%	19%	52%	32%	30%	10%	22%	36%	52%	31%	34%	36%	25%	27%	32%	34%	29%	32%	26%	35%
	The level of taxation will rise a little	33%	25%	46%	40%	41%	28%	36%	29%	28%	30%	36%	35%	30%	33%	29%	35%	36%	32%	36%	32%	31%	31%	29%
	The level of taxation will stay about the same	14%	6%	22%	18%	18%	7%	14%	14%	25%	16%	13%	7%	16%	12%	14%	16%	15%	15%	14%	13%	15%	11%	
	The level of taxation will fall a little	3%	1%	3%	3%	3%	2%	3%	2%	7%	3%	2%	1%	2%	2%	2%	3%	4%	4%	2%	4%	2%	2%	2%
	The level of taxation will fall a lot	0%	-	-	-	-	0%	0%	0%	0%	0%	-	-	-	-	0%	0%	2%	-	0%	0%	-	1%	-
	Don't know	19%	6%	20%	17%	19%	12%	14%	24%	29%	28%	14%	5%	21%	19%	19%	21%	17%	17%	13%	21%	22%	25%	23%

If the Conservatives win the next election and form a government, do you think the overall level of taxation will rise, fall or stay about the same?

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
The level of taxation will rise a lot	15%	7%	14%	18%	12%	17%	14%	15%	15%	15%	16%	12%	14%	12%	17%	15%	15%	18%	11%	13%	17%	16%	23%
The level of taxation will rise a little	25%	26%	27%	30%	27%	26%	27%	23%	19%	22%	25%	33%	21%	27%	17%	27%	28%	26%	26%	26%	23%	23%	24%
The level of taxation will stay about the same	24%	35%	24%	21%	28%	23%	26%	22%	17%	23%	25%	27%	30%	23%	26%	23%	23%	15%	27%	27%	20%	17%	20%
The level of taxation will fall a little	13%	21%	9%	16%	12%	16%	15%	11%	15%	9%	15%	18%	14%	13%	14%	11%	13%	16%	20%	11%	10%	12%	5%
The level of taxation will fall a lot	1%	1%	1%	-	1%	0%	1%	1%	2%	0%	1%	1%	2%	1%	0%	1%	1%	0%	1%	1%	1%	-	-
Don't know	23%	9%	24%	16%	20%	18%	17%	29%	32%	31%	18%	10%	20%	24%	26%	23%	20%	24%	15%	22%	29%	32%	28%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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 taxes HAD to rise after the next general election, which of the following would you MOST like to see increased? Please tick up to three

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Basic rate of income tax	7%	13%	8%	4%	7%	8%	9%	5%	5%	5%	7%	10%	10%	5%	7%	7%	10%	3%	9%	7%	5%	4%	7%
Higher rate of income tax	21%	22%	26%	28%	29%	21%	24%	19%	7%	18%	27%	30%	15%	23%	23%	19%	25%	23%	23%	19%	22%	15%	
Top rate of income tax	42%	38%	55%	51%	53%	39%	44%	40%	34%	35%	49%	50%	39%	44%	37%	41%	48%	40%	49%	47%	34%	32%	37%
National Insurance	5%	9%	4%	7%	6%	6%	6%	5%	4%	3%	8%	6%	8%	5%	6%	4%	5%	4%	7%	5%	5%	5%	3%
Fuel duty	6%	5%	7%	7%	7%	4%	6%	5%	7%	5%	7%	6%	6%	6%	5%	7%	7%	2%	9%	4%	4%	7%	5%
Capital gains tax	27%	24%	36%	30%	35%	24%	29%	24%	19%	25%	29%	32%	27%	26%	27%	27%	27%	27%	35%	26%	22%	23%	21%
Corporation tax	34%	27%	42%	45%	41%	32%	35%	33%	28%	35%	37%	33%	33%	36%	34%	30%	41%	35%	37%	36%	35%	30%	25%
Inheritance tax	12%	6%	18%	17%	17%	9%	13%	11%	12%	12%	14%	10%	13%	11%	10%	13%	15%	16%	14%	13%	11%	13%	6%
Council tax	4%	3%	2%	3%	2%	4%	4%	3%	8%	4%	1%	3%	4%	3%	5%	3%	2%	4%	4%	3%	4%	5%	5%
VAT	5%	6%	4%	3%	5%	5%	7%	3%	8%	5%	4%	6%	7%	5%	6%	3%	5%	2%	6%	3%	6%	6%	5%
Stamp duty	5%	8%	4%	3%	5%	7%	4%	6%	1%	5%	6%	6%	6%	5%	6%	5%	5%	5%	4%	5%	5%	10%	3%
Not sure	28%	27%	18%	17%	16%	31%	23%	32%	37%	34%	19%	21%	29%	28%	27%	30%	19%	31%	16%	27%	35%	32%	43%

If taxes HAD to rise after the next general election, which of the following would you LEAST like to see increased? Please tick up to three

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Basic rate of income tax	45%	43%	49%	56%	48%	47%	45%	45%	42%	41%	48%	50%	40%	47%	43%	45%	45%	53%	47%	48%	44%	46%	29%
Higher rate of income tax	7%	10%	6%	2%	6%	7%	8%	6%	6%	8%	7%	5%	11%	7%	5%	6%	5%	6%	11%	7%	3%	7%	1%
Top rate of income tax	2%	4%	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	4%	2%	2%	1%	1%	5%	3%	2%	2%	1%	0%
National Insurance	32%	26%	36%	37%	37%	28%	34%	29%	31%	36%	30%	26%	30%	29%	33%	33%	35%	37%	34%	34%	30%	31%	20%
Fuel duty	24%	34%	24%	20%	25%	30%	25%	23%	8%	21%	27%	34%	17%	25%	29%	21%	28%	25%	24%	23%	26%	22%	25%
Capital gains tax	4%	7%	3%	3%	4%	4%	4%	3%	5%	2%	5%	5%	5%	4%	3%	3%	3%	1%	5%	3%	4%	2%	3%
Corporation tax	4%	6%	5%	3%	4%	4%	5%	2%	5%	3%	4%	2%	7%	2%	5%	3%	2%	5%	4%	3%	4%	4%	1%
Inheritance tax	15%	23%	10%	13%	12%	20%	15%	16%	15%	12%	14%	22%	24%	16%	16%	10%	13%	17%	16%	13%	19%	10%	17%
Council tax	45%	44%	50%	45%	48%	49%	44%	46%	31%	44%	46%	52%	37%	45%	43%	47%	54%	42%	45%	45%	43%	48%	42%
VAT	33%	29%	38%	46%	40%	33%	40%	27%	25%	29%	38%	41%	35%	33%	32%	31%	41%	30%	39%	35%	27%	26%	34%
Stamp duty	7%	6%	10%	12%	9%	6%	7%	7%	6%	7%	5%	11%	8%	10%	7%	5%	3%	7%	11%	6%	5%	4%	7%
Not sure	16%	10%	11%	10%	9%	13%	14%	17%	28%	20%	11%	7%	15%	17%	15%	18%	8%	13%	8%	14%	20%	19%	28%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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

How fair or unfair do you think the following are?

VAT

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	3%	4%	2%	5%	2%	3%	4%	2%	4%	2%	3%	3%	2%	3%	3%	4%	2%	-	4%	3%	2%	1%	3%
Fair	28%	27%	35%	34%	34%	22%	29%	27%	31%	29%	29%	23%	32%	33%	24%	22%	23%	27%	35%	25%	25%	25%	24%
Neither	26%	34%	25%	29%	29%	26%	25%	27%	20%	21%	27%	38%	27%	25%	28%	28%	25%	19%	29%	28%	24%	24%	21%
Unfair	24%	23%	22%	19%	22%	28%	26%	22%	19%	24%	26%	23%	19%	20%	27%	25%	34%	28%	20%	25%	28%	21%	25%
Very unfair	9%	9%	6%	6%	4%	15%	10%	8%	5%	11%	7%	9%	9%	8%	9%	9%	8%	14%	5%	8%	14%	11%	12%
Not sure	10%	5%	10%	7%	9%	6%	6%	14%	21%	12%	9%	4%	11%	10%	9%	13%	7%	12%	7%	11%	7%	18%	16%

Inheritance tax

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	4%	2%	6%	4%	6%	1%	4%	3%	6%	4%	3%	3%	6%	2%	3%	4%	7%	4%	6%	4%	2%	1%	3%
Fair	15%	8%	27%	20%	23%	8%	17%	13%	21%	13%	17%	14%	12%	15%	13%	17%	21%	14%	20%	13%	15%	15%	9%
Neither	13%	10%	16%	15%	15%	12%	12%	13%	10%	12%	13%	16%	18%	10%	17%	13%	12%	10%	13%	13%	10%	16%	17%
Unfair	27%	33%	25%	32%	26%	29%	26%	29%	27%	25%	29%	31%	19%	30%	28%	27%	27%	31%	30%	29%	25%	24%	25%
Very unfair	30%	42%	16%	22%	19%	44%	32%	28%	19%	33%	30%	31%	37%	34%	26%	27%	23%	26%	27%	31%	37%	27%	27%
Not sure	11%	4%	11%	7%	10%	7%	8%	13%	17%	13%	8%	6%	9%	9%	14%	12%	10%	15%	5%	10%	11%	18%	19%

Income tax

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	4%	4%	7%	5%	6%	3%	5%	3%	6%	3%	6%	4%	5%	4%	5%	4%	3%	4%	5%	4%	5%	2%	2%
Fair	33%	36%	41%	42%	42%	28%	34%	32%	30%	30%	38%	34%	37%	34%	30%	30%	35%	32%	42%	32%	31%	22%	26%
Neither	22%	27%	22%	25%	24%	23%	23%	20%	15%	19%	20%	31%	17%	23%	22%	23%	26%	15%	23%	22%	18%	24%	22%
Unfair	22%	21%	18%	17%	16%	25%	21%	23%	27%	22%	22%	20%	25%	21%	22%	24%	18%	20%	19%	25%	24%	22%	19%
Very unfair	11%	9%	6%	6%	5%	16%	10%	12%	10%	14%	8%	9%	12%	9%	12%	10%	13%	20%	6%	10%	15%	16%	15%
Not sure	8%	3%	6%	5%	6%	5%	6%	10%	13%	11%	7%	2%	4%	9%	9%	9%	6%	9%	4%	8%	7%	15%	15%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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

Council tax

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	2%	1%	3%	1%	2%	1%	2%	2%	3%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	-
Fair	23%	28%	28%	33%	31%	17%	23%	24%	27%	23%	22%	24%	28%	26%	20%	21%	21%	26%	33%	24%	20%	17%	12%
Neither	20%	19%	18%	27%	22%	20%	21%	18%	16%	16%	22%	25%	17%	19%	21%	21%	21%	14%	23%	16%	21%	19%	20%
Unfair	29%	34%	32%	17%	28%	33%	29%	30%	27%	27%	31%	33%	31%	27%	32%	29%	33%	24%	27%	31%	29%	25%	34%
Very unfair	19%	16%	13%	16%	12%	26%	20%	19%	13%	23%	21%	14%	15%	19%	19%	20%	20%	29%	11%	19%	23%	29%	22%
Not sure	7%	2%	5%	6%	6%	3%	5%	8%	14%	9%	4%	2%	6%	8%	5%	8%	3%	7%	3%	8%	6%	8%	11%

Tax on petrol and deisel

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	4%	2%	6%	7%	5%	2%	5%	3%	8%	4%	4%	3%	11%	4%	2%	3%	4%	3%	6%	4%	3%	2%	2%
Fair	24%	23%	30%	36%	32%	16%	25%	23%	32%	23%	25%	21%	31%	26%	19%	21%	27%	16%	33%	22%	22%	16%	18%
Neither	15%	17%	15%	20%	17%	16%	17%	14%	14%	15%	13%	20%	11%	14%	17%	17%	14%	21%	17%	16%	12%	16%	13%
Unfair	28%	31%	28%	20%	27%	32%	26%	31%	21%	28%	30%	31%	20%	28%	32%	30%	29%	28%	25%	29%	29%	32%	29%
Very unfair	20%	24%	14%	12%	12%	30%	21%	19%	10%	21%	22%	21%	16%	20%	23%	19%	20%	28%	14%	19%	28%	22%	24%
Not sure	8%	4%	7%	6%	7%	4%	6%	10%	15%	9%	6%	4%	10%	8%	7%	10%	5%	4%	4%	10%	6%	13%	13%

Tax on cigarettes and tobacco

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	48%	53%	53%	60%	57%	44%	49%	47%	45%	45%	49%	52%	54%	50%	44%	43%	49%	47%	60%	50%	44%	40%	24%
Fair	28%	29%	30%	25%	29%	29%	27%	29%	24%	27%	31%	28%	26%	28%	28%	29%	29%	27%	26%	26%	30%	28%	35%
Neither	6%	6%	5%	3%	3%	8%	7%	5%	8%	7%	5%	6%	3%	6%	8%	9%	3%	6%	4%	6%	6%	10%	8%
Unfair	5%	6%	4%	3%	3%	6%	4%	5%	4%	4%	4%	6%	7%	3%	6%	5%	6%	4%	3%	5%	5%	5%	7%
Very unfair	6%	5%	2%	2%	2%	8%	6%	5%	5%	7%	5%	4%	4%	6%	6%	5%	6%	7%	3%	4%	8%	7%	11%
Not sure	8%	3%	6%	6%	6%	5%	6%	9%	14%	9%	6%	4%	5%	8%	8%	8%	7%	9%	3%	9%	7%	10%	14%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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

Tax on alcohol

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	31%	35%	34%	39%	37%	27%	29%	33%	36%	31%	29%	32%	42%	32%	28%	26%	29%	39%	38%	33%	30%	24%	19%
Fair	37%	37%	44%	42%	43%	37%	36%	39%	28%	37%	42%	38%	33%	39%	36%	41%	35%	29%	42%	35%	36%	36%	37%
Neither	11%	10%	8%	7%	8%	12%	12%	9%	13%	9%	10%	13%	7%	10%	10%	13%	14%	11%	8%	10%	12%	15%	11%
Unfair	9%	11%	8%	5%	5%	12%	11%	7%	5%	8%	9%	10%	9%	6%	13%	8%	10%	9%	6%	9%	9%	9%	10%
Very unfair	5%	4%	2%	1%	1%	8%	6%	4%	5%	6%	5%	4%	4%	6%	5%	4%	6%	6%	3%	5%	7%	5%	9%
Not sure	7%	3%	5%	6%	6%	4%	6%	8%	13%	9%	5%	4%	5%	8%	8%	7%	6%	5%	3%	8%	6%	10%	14%

National insurance

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	4%	3%	5%	5%	6%	3%	4%	4%	3%	4%	5%	3%	7%	4%	3%	3%	4%	2%	6%	5%	2%	3%	1%
Fair	32%	28%	42%	40%	41%	26%	34%	31%	36%	34%	35%	25%	36%	31%	31%	30%	38%	38%	39%	32%	33%	22%	24%
Neither	23%	29%	21%	24%	23%	28%	25%	22%	16%	19%	25%	33%	19%	26%	22%	24%	21%	15%	25%	22%	20%	24%	29%
Unfair	20%	20%	18%	16%	17%	21%	20%	20%	18%	18%	18%	25%	18%	19%	22%	19%	18%	26%	18%	22%	20%	22%	15%
Very unfair	12%	15%	5%	8%	6%	17%	12%	11%	8%	14%	10%	10%	12%	10%	13%	12%	13%	12%	6%	11%	17%	14%	14%
Not sure	9%	4%	8%	6%	8%	5%	7%	12%	19%	11%	7%	4%	8%	10%	9%	11%	6%	7%	5%	9%	8%	15%	17%

BBC licence fee

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	5%	5%	7%	13%	9%	4%	6%	5%	3%	4%	7%	8%	9%	4%	4%	5%	6%	7%	8%	5%	4%	4%	2%
Fair	17%	17%	28%	24%	28%	11%	19%	16%	16%	15%	23%	17%	24%	19%	13%	14%	16%	23%	27%	19%	13%	6%	11%
Neither	13%	13%	14%	20%	15%	11%	12%	14%	17%	11%	11%	17%	14%	15%	10%	13%	10%	11%	15%	10%	14%	13%	12%
Unfair	17%	19%	15%	16%	16%	15%	16%	17%	22%	16%	15%	17%	17%	16%	20%	17%	13%	17%	17%	18%	15%	16%	16%
Very unfair	42%	44%	32%	24%	29%	57%	44%	40%	27%	48%	40%	40%	33%	41%	46%	43%	50%	39%	30%	41%	49%	52%	49%
Not sure	6%	2%	5%	3%	4%	3%	4%	8%	16%	7%	5%	2%	4%	6%	8%	8%	6%	4%	4%	6%	5%	10%	9%

Fieldwork Dates: 22nd - 24th August 2026

Sample Size: 1783 GB Adults



Total	Vote 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

Air passenger duty

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	9%	5%	15%	13%	13%	7%	10%	9%	9%	8%	11%	10%	11%	9%	6%	9%	7%	21%	13%	9%	6%	7%	11%
Fair	24%	27%	28%	31%	30%	19%	24%	23%	23%	23%	29%	20%	23%	27%	21%	23%	24%	15%	29%	26%	19%	18%	19%
Neither	19%	20%	17%	18%	18%	22%	20%	18%	15%	18%	19%	24%	23%	20%	19%	16%	21%	18%	20%	20%	18%	21%	17%
Unfair	15%	18%	13%	14%	13%	18%	15%	15%	16%	14%	14%	17%	15%	13%	16%	17%	14%	14%	14%	16%	15%	19%	10%
Very unfair	12%	15%	7%	5%	8%	17%	15%	10%	7%	14%	12%	12%	11%	10%	14%	13%	18%	11%	10%	10%	18%	14%	12%
Not sure	21%	16%	20%	19%	19%	17%	16%	25%	29%	23%	15%	17%	18%	21%	24%	21%	17%	21%	15%	20%	24%	22%	31%

Stamp duty

Unweighted base	1783	265	475	168	648	628	784	999	163	698	429	493	159	638	298	439	157	92	530	527	322	213	191
Base	1783	325	465	164	661	706	867	916	194	744	430	415	216	612	292	423	155	86	499	517	374	206	187
Very fair	2%	2%	2%	2%	2%	2%	3%	2%	3%	1%	3%	3%	5%	1%	1%	3%	2%	2%	3%	2%	2%	3%	2%
Fair	14%	12%	19%	19%	18%	12%	16%	13%	17%	13%	18%	13%	17%	14%	12%	14%	17%	18%	17%	16%	12%	13%	10%
Neither	23%	26%	21%	22%	24%	24%	24%	22%	14%	19%	25%	31%	18%	22%	28%	21%	25%	25%	24%	22%	21%	25%	23%
Unfair	26%	31%	27%	32%	28%	27%	28%	25%	24%	26%	26%	28%	27%	27%	28%	25%	23%	25%	30%	30%	25%	22%	17%
Very unfair	17%	22%	14%	12%	13%	25%	18%	17%	10%	21%	15%	17%	17%	20%	14%	18%	16%	12%	17%	16%	21%	15%	19%
Not sure	17%	8%	17%	13%	15%	11%	13%	21%	32%	20%	13%	9%	17%	15%	17%	19%	17%	18%	9%	16%	19%	23%	29%

Cell Contents (Column Percentages)