

YouGov / Persuasion UK Survey Results

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | |
|--------------------------|-----------------|------------|------------|------------|------------|------------|---------------------|------------|------------|------------|------------|------------|-----------------|------------|------------|------------|------------|-------------|------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

If there were a ****general election**** tomorrow, how would you vote in your area?

| | | | | | | | | | | | | | | | | | | | |
|------------------|----|-----|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 13 | 100 | 0 | 0 | 0 | 0 | 85 | 1 | 5 | 2 | 0 | 13 | 46 | 3 | 6 | 2 | 2 | 11 | 18 |
| Labour | 15 | 0 | 100 | 0 | 0 | 0 | 1 | 84 | 10 | 0 | 7 | 10 | 2 | 42 | 11 | 2 | 3 | 25 | 6 |
| Liberal Democrat | 10 | 0 | 0 | 100 | 0 | 0 | 1 | 2 | 71 | 0 | 3 | 7 | 3 | 7 | 51 | 0 | 7 | 15 | 5 |
| Reform UK | 22 | 0 | 0 | 0 | 100 | 0 | 6 | 0 | 3 | 93 | 0 | 10 | 31 | 6 | 5 | 84 | 1 | 7 | 46 |
| Green | 17 | 0 | 0 | 0 | 0 | 100 | 0 | 7 | 4 | 0 | 85 | 12 | 2 | 22 | 11 | 1 | 76 | 24 | 5 |
| Some other party | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 3 | 0 | 30 | 1 | 2 | 4 | 4 | 1 | 2 | 5 |
| Would not vote | 4 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 3 | 0 | 1 | 1 | 3 | 3 |
| Don't know | 12 | 0 | 0 | 0 | 0 | 0 | 4 | 3 | 7 | 1 | 4 | 14 | 13 | 14 | 11 | 5 | 7 | 12 | 12 |
| Refused | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 1 | 2 | 0 | 3 | 1 | 0 | 2 | 2 | 0 |

In general, how willing are you to vote for these parties at the next ****general election****?

Conservative

| | | | | | | | | | | | | | | | | | | | |
|------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Not at all willing | 40 | 0 | 59 | 48 | 24 | 74 | 1 | 60 | 44 | 26 | 72 | 38 | 5 | 60 | 48 | 27 | 72 | 52 | 27 |
| 1 | 6 | 1 | 12 | 7 | 2 | 9 | 1 | 12 | 9 | 2 | 8 | 6 | 0 | 9 | 10 | 4 | 7 | 7 | 3 |
| 2 | 6 | 0 | 8 | 9 | 6 | 7 | 1 | 7 | 6 | 6 | 8 | 7 | 1 | 8 | 7 | 6 | 7 | 6 | 4 |
| 3 | 5 | 1 | 4 | 8 | 8 | 3 | 2 | 3 | 7 | 8 | 3 | 9 | 1 | 5 | 7 | 11 | 2 | 4 | 6 |
| 4 | 4 | 0 | 4 | 8 | 7 | 1 | 0 | 5 | 5 | 7 | 2 | 6 | 4 | 3 | 5 | 8 | 0 | 4 | 6 |
| 5 | 8 | 4 | 5 | 8 | 15 | 3 | 6 | 5 | 11 | 14 | 4 | 5 | 13 | 4 | 9 | 12 | 4 | 5 | 12 |
| 6 | 6 | 9 | 2 | 8 | 10 | 0 | 10 | 2 | 9 | 9 | 1 | 7 | 10 | 2 | 8 | 10 | 1 | 4 | 8 |
| 7 | 6 | 11 | 2 | 2 | 12 | 0 | 12 | 2 | 4 | 10 | 0 | 7 | 13 | 2 | 3 | 10 | 1 | 4 | 9 |
| 8 | 6 | 18 | 1 | 1 | 10 | 0 | 16 | 1 | 2 | 10 | 0 | 4 | 16 | 1 | 2 | 8 | 0 | 4 | 9 |
| 9 | 3 | 12 | 0 | 1 | 5 | 0 | 10 | 1 | 2 | 4 | 0 | 4 | 10 | 0 | 2 | 1 | 1 | 2 | 4 |
| 10 - Very willing | 6 | 41 | 1 | 0 | 1 | 0 | 40 | 0 | 2 | 1 | 0 | 2 | 22 | 1 | 1 | 1 | 0 | 4 | 9 |
| Don't know | 2 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 1 | 2 | 1 | 2 |
| Refused | 3 | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 0 | 1 | 1 | 6 | 1 | 3 | 0 | 1 | 3 | 2 | 1 |

YouGov / Persuasion UK Survey Results

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

If there were a ****general election**** tomorrow, how would you vote in your area?

| | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 13 | 13 | 14 | 3 | 10 | 16 | 17 | 9 | 16 | 13 | 15 | 15 | 12 | 13 | 14 | 11 |
| Labour | 15 | 17 | 14 | 14 | 17 | 14 | 14 | 19 | 12 | 17 | 13 | 19 | 11 | 12 | 15 | 17 |
| Liberal Democrat | 10 | 11 | 9 | 9 | 9 | 9 | 14 | 7 | 6 | 7 | 16 | 12 | 11 | 8 | 11 | 5 |
| Reform UK | 22 | 24 | 19 | 9 | 13 | 26 | 33 | 31 | 26 | 12 | 21 | 16 | 27 | 31 | 25 | 6 |
| Green | 17 | 15 | 19 | 32 | 25 | 12 | 7 | 15 | 14 | 22 | 16 | 19 | 16 | 11 | 15 | 27 |
| Some other party | 3 | 4 | 3 | 5 | 4 | 3 | 2 | 3 | 9 | 3 | 2 | 2 | 5 | 5 | 3 | 5 |
| Would not vote | 4 | 3 | 5 | 6 | 5 | 5 | 2 | 3 | 4 | 8 | 2 | 3 | 4 | 6 | 3 | 10 |
| Don't know | 12 | 9 | 15 | 9 | 12 | 14 | 11 | 11 | 11 | 12 | 13 | 12 | 12 | 12 | 12 | 12 |
| Refused | 3 | 3 | 2 | 13 | 4 | 1 | 0 | 1 | 2 | 6 | 1 | 2 | 2 | 2 | 1 | 8 |

In general, how willing are you to vote for these parties at the next ****general election****?

Conservative

| | | | | | | | | | | | | | | | | |
|------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Not at all willing | 40 | 39 | 41 | 31 | 45 | 41 | 32 | 47 | 34 | 38 | 37 | 40 | 41 | 38 | 39 | 44 |
| 1 | 6 | 8 | 5 | 14 | 7 | 5 | 4 | 5 | 4 | 6 | 7 | 6 | 5 | 6 | 6 | 7 |
| 2 | 6 | 6 | 6 | 14 | 6 | 5 | 5 | 5 | 6 | 8 | 5 | 5 | 6 | 6 | 5 | 8 |
| 3 | 5 | 6 | 4 | 2 | 6 | 4 | 5 | 6 | 7 | 4 | 5 | 6 | 4 | 5 | 6 | 4 |
| 4 | 4 | 4 | 5 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 5 | 5 | 3 |
| 5 | 8 | 8 | 7 | 7 | 7 | 8 | 9 | 8 | 7 | 7 | 9 | 7 | 10 | 8 | 9 | 6 |
| 6 | 6 | 7 | 4 | 2 | 5 | 6 | 7 | 5 | 4 | 6 | 7 | 7 | 5 | 4 | 6 | 4 |
| 7 | 6 | 5 | 6 | 2 | 4 | 7 | 8 | 5 | 9 | 4 | 7 | 6 | 8 | 4 | 6 | 3 |
| 8 | 6 | 5 | 6 | 2 | 4 | 6 | 9 | 5 | 8 | 5 | 6 | 5 | 6 | 7 | 6 | 3 |
| 9 | 3 | 3 | 3 | 1 | 2 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 2 | 4 | 3 | 2 |
| 10 - Very willing | 6 | 5 | 7 | 1 | 3 | 7 | 10 | 5 | 8 | 5 | 6 | 6 | 5 | 7 | 6 | 4 |
| Don't know | 2 | 2 | 3 | 6 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 4 |
| Refused | 3 | 3 | 3 | 17 | 4 | 1 | 1 | 1 | 3 | 7 | 2 | 3 | 1 | 4 | 1 | 9 |

YouGov / Persuasion UK Survey Results

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | | |
|--------------------------|-------------------|------------------|------------------------|--|--|---|
| | Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

If there were a **general election** tomorrow, how would you vote in your area?

| | | | | | | |
|------------------|----|----|----|----|----|----|
| Conservative | 13 | 15 | 16 | 11 | 10 | 11 |
| Labour | 15 | 11 | 19 | 15 | 12 | 8 |
| Liberal Democrat | 10 | 17 | 13 | 8 | 5 | 6 |
| Reform UK | 22 | 32 | 20 | 22 | 24 | 21 |
| Green | 17 | 7 | 15 | 19 | 23 | 20 |
| Some other party | 3 | 4 | 2 | 4 | 6 | 9 |
| Would not vote | 4 | 3 | 4 | 5 | 5 | 11 |
| Don't know | 12 | 8 | 11 | 13 | 13 | 14 |
| Refused | 3 | 3 | 2 | 3 | 1 | 0 |

In general, how willing are you to vote for these parties at the next **general election**?

Conservative

| | | | | | | |
|------------------------|----|----|----|----|----|----|
| 0 - Not at all willing | 40 | 33 | 37 | 43 | 42 | 40 |
| 1 | 6 | 2 | 6 | 6 | 6 | 6 |
| 2 | 6 | 5 | 7 | 5 | 8 | 6 |
| 3 | 5 | 10 | 6 | 4 | 7 | 8 |
| 4 | 4 | 6 | 4 | 4 | 5 | 0 |
| 5 | 8 | 5 | 8 | 9 | 9 | 5 |
| 6 | 6 | 8 | 6 | 5 | 5 | 11 |
| 7 | 6 | 4 | 6 | 6 | 4 | 0 |
| 8 | 6 | 10 | 6 | 5 | 4 | 2 |
| 9 | 3 | 3 | 5 | 2 | 1 | 0 |
| 10 - Very willing | 6 | 9 | 6 | 5 | 5 | 8 |
| Don't know | 2 | 0 | 1 | 3 | 2 | 9 |
| Refused | 3 | 6 | 2 | 3 | 2 | 5 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | |
|--------------------------|-----------------|------------|------------|------------|------------|------------|---------------------|------------|------------|------------|------------|------------|-----------------|------------|------------|------------|------------|-------------|------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Labour | | | | | | | | | | | | | | | | | | | |
| 0 - Not at all willing | 42 | 70 | 1 | 23 | 89 | 19 | 69 | 1 | 26 | 88 | 18 | 40 | 72 | 10 | 29 | 85 | 22 | 22 | 73 |
| 1 | 4 | 5 | 1 | 1 | 3 | 6 | 6 | 0 | 1 | 3 | 6 | 4 | 6 | 2 | 2 | 5 | 6 | 3 | 4 |
| 2 | 5 | 8 | 0 | 5 | 3 | 10 | 6 | 1 | 5 | 3 | 10 | 2 | 4 | 4 | 6 | 3 | 9 | 5 | 3 |
| 3 | 5 | 4 | 0 | 12 | 2 | 9 | 3 | 1 | 10 | 2 | 8 | 6 | 3 | 4 | 10 | 2 | 8 | 6 | 3 |
| 4 | 5 | 3 | 0 | 10 | 0 | 10 | 3 | 1 | 9 | 0 | 11 | 3 | 3 | 3 | 7 | 0 | 18 | 6 | 2 |
| 5 | 8 | 6 | 6 | 12 | 1 | 14 | 6 | 6 | 9 | 2 | 14 | 11 | 4 | 10 | 10 | 3 | 16 | 12 | 4 |
| 6 | 6 | 1 | 6 | 12 | 0 | 11 | 2 | 8 | 10 | 0 | 12 | 6 | 2 | 11 | 8 | 0 | 6 | 9 | 2 |
| 7 | 6 | 1 | 11 | 11 | 1 | 10 | 1 | 13 | 12 | 0 | 9 | 6 | 1 | 12 | 9 | 0 | 5 | 9 | 2 |
| 8 | 6 | 1 | 23 | 8 | 0 | 6 | 1 | 20 | 10 | 0 | 5 | 8 | 1 | 14 | 9 | 0 | 3 | 9 | 1 |
| 9 | 2 | 0 | 10 | 2 | 0 | 1 | 0 | 10 | 2 | 0 | 1 | 1 | 0 | 5 | 3 | 1 | 0 | 3 | 1 |
| 10 - Very willing | 7 | 0 | 42 | 3 | 0 | 1 | 1 | 37 | 6 | 0 | 4 | 6 | 1 | 21 | 5 | 0 | 2 | 12 | 3 |
| Don't know | 2 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 2 | 2 | 2 | 1 | 0 | 2 | 1 | 2 |
| Refused | 3 | 1 | 1 | 0 | 0 | 2 | 1 | 2 | 0 | 0 | 1 | 5 | 1 | 3 | 0 | 1 | 3 | 2 | 1 |
| Liberal Democrat | | | | | | | | | | | | | | | | | | | |
| 0 - Not at all willing | 33 | 48 | 15 | 0 | 70 | 20 | 47 | 15 | 1 | 72 | 21 | 25 | 54 | 17 | 7 | 68 | 15 | 18 | 55 |
| 1 | 5 | 9 | 2 | 0 | 5 | 3 | 10 | 2 | 0 | 6 | 4 | 8 | 8 | 3 | 0 | 7 | 4 | 3 | 6 |
| 2 | 5 | 5 | 6 | 0 | 6 | 7 | 6 | 7 | 1 | 6 | 7 | 5 | 5 | 5 | 1 | 5 | 10 | 5 | 5 |
| 3 | 5 | 5 | 10 | 0 | 4 | 6 | 5 | 10 | 1 | 5 | 6 | 3 | 4 | 8 | 3 | 5 | 9 | 7 | 4 |
| 4 | 8 | 12 | 10 | 2 | 4 | 10 | 9 | 10 | 3 | 4 | 11 | 11 | 8 | 9 | 3 | 6 | 12 | 8 | 7 |
| 5 | 11 | 7 | 17 | 3 | 5 | 19 | 7 | 17 | 6 | 4 | 18 | 14 | 7 | 16 | 8 | 4 | 18 | 15 | 6 |
| 6 | 6 | 5 | 11 | 7 | 2 | 8 | 5 | 11 | 10 | 2 | 7 | 11 | 5 | 10 | 7 | 1 | 7 | 9 | 4 |
| 7 | 8 | 2 | 14 | 14 | 1 | 13 | 3 | 15 | 15 | 1 | 11 | 7 | 2 | 13 | 16 | 0 | 8 | 13 | 3 |
| 8 | 5 | 3 | 7 | 20 | 0 | 6 | 3 | 5 | 20 | 0 | 7 | 3 | 2 | 7 | 17 | 1 | 4 | 8 | 2 |
| 9 | 2 | 0 | 2 | 12 | 0 | 2 | 0 | 3 | 11 | 0 | 2 | 0 | 0 | 2 | 8 | 0 | 3 | 3 | 1 |
| 10 - Very willing | 5 | 0 | 3 | 40 | 0 | 2 | 1 | 2 | 30 | 0 | 3 | 6 | 2 | 3 | 26 | 0 | 3 | 8 | 2 |
| Don't know | 4 | 3 | 1 | 0 | 1 | 3 | 3 | 1 | 1 | 1 | 3 | 1 | 2 | 3 | 3 | 2 | 2 | 2 | 4 |
| Refused | 3 | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 0 | 1 | 5 | 1 | 3 | 0 | 1 | 4 | 2 | 1 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | |
|--------------------------|-------------|------|--------|-------|-------|-------|-----|-------------------|----------|--------|---------------|--|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Labour | | | | | | | | | | | | | | | | |
| 0 - Not at all willing | 42 | 41 | 42 | 22 | 29 | 51 | 55 | 43 | 51 | 34 | 44 | 33 | 50 | 56 | 44 | 30 |
| 1 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 2 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 4 |
| 2 | 5 | 5 | 4 | 8 | 6 | 3 | 4 | 6 | 3 | 5 | 4 | 6 | 4 | 4 | 5 | 5 |
| 3 | 5 | 5 | 4 | 4 | 6 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 6 | 3 | 5 | 6 |
| 4 | 5 | 5 | 4 | 8 | 6 | 4 | 2 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 5 |
| 5 | 8 | 7 | 9 | 5 | 10 | 8 | 7 | 8 | 7 | 10 | 7 | 9 | 7 | 7 | 8 | 10 |
| 6 | 6 | 5 | 6 | 4 | 8 | 4 | 3 | 5 | 5 | 6 | 6 | 7 | 5 | 4 | 6 | 6 |
| 7 | 6 | 6 | 5 | 10 | 8 | 4 | 4 | 6 | 6 | 7 | 5 | 8 | 5 | 4 | 6 | 7 |
| 8 | 6 | 6 | 6 | 6 | 6 | 7 | 4 | 8 | 4 | 5 | 6 | 7 | 5 | 4 | 6 | 4 |
| 9 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 0 | 2 | 2 | 2 | 2 | 1 | 2 | 2 |
| 10 - Very willing | 7 | 8 | 6 | 4 | 8 | 7 | 8 | 9 | 7 | 5 | 7 | 9 | 5 | 7 | 8 | 6 |
| Don't know | 2 | 1 | 3 | 8 | 3 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 3 | 2 | 2 | 5 |
| Refused | 3 | 3 | 3 | 17 | 4 | 1 | 1 | 1 | 3 | 7 | 1 | 2 | 2 | 3 | 1 | 10 |
| Liberal Democrat | | | | | | | | | | | | | | | | |
| 0 - Not at all willing | 33 | 33 | 33 | 18 | 28 | 38 | 39 | 36 | 42 | 31 | 30 | 26 | 39 | 44 | 34 | 30 |
| 1 | 5 | 5 | 4 | 6 | 4 | 4 | 6 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| 2 | 5 | 6 | 5 | 4 | 6 | 5 | 4 | 7 | 7 | 6 | 3 | 6 | 4 | 5 | 6 | 4 |
| 3 | 5 | 7 | 4 | 3 | 6 | 6 | 5 | 4 | 4 | 6 | 6 | 6 | 5 | 6 | 6 | 5 |
| 4 | 8 | 8 | 8 | 9 | 10 | 6 | 7 | 9 | 7 | 7 | 8 | 8 | 8 | 8 | 8 | 8 |
| 5 | 11 | 10 | 11 | 11 | 11 | 10 | 11 | 12 | 6 | 12 | 10 | 12 | 9 | 9 | 10 | 15 |
| 6 | 6 | 6 | 6 | 8 | 7 | 6 | 5 | 5 | 6 | 6 | 7 | 8 | 6 | 4 | 7 | 5 |
| 7 | 8 | 7 | 8 | 4 | 9 | 9 | 6 | 8 | 9 | 6 | 8 | 10 | 5 | 5 | 8 | 5 |
| 8 | 5 | 6 | 5 | 7 | 5 | 4 | 7 | 5 | 3 | 3 | 8 | 6 | 6 | 3 | 6 | 4 |
| 9 | 2 | 2 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 3 | 2 | 3 | 1 | 2 | 2 |
| 10 - Very willing | 5 | 5 | 5 | 2 | 4 | 6 | 7 | 4 | 2 | 3 | 8 | 6 | 5 | 4 | 6 | 3 |
| Don't know | 4 | 2 | 6 | 12 | 5 | 3 | 2 | 3 | 4 | 5 | 4 | 3 | 5 | 3 | 3 | 8 |
| Refused | 3 | 3 | 3 | 17 | 4 | 1 | 1 | 1 | 3 | 7 | 1 | 2 | 2 | 3 | 1 | 9 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | | Economic Security | | | | | |
|--------------------------|------------------------|-------------------|------------------|------------------------|--|--|---|
| | | Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Weighted Sample | | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | | 2153 | 118 | 839 | 822 | 299 | 50 |
| | | % | % | % | % | % | % |
| Labour | | | | | | | |
| | 0 - Not at all willing | 42 | 52 | 40 | 41 | 45 | 54 |
| | 1 | 4 | 5 | 4 | 3 | 5 | 3 |
| | 2 | 5 | 2 | 4 | 7 | 5 | 0 |
| | 3 | 5 | 7 | 5 | 4 | 5 | 5 |
| | 4 | 5 | 3 | 4 | 4 | 7 | 5 |
| | 5 | 8 | 1 | 9 | 8 | 10 | 1 |
| | 6 | 6 | 4 | 7 | 6 | 3 | 3 |
| | 7 | 6 | 5 | 6 | 7 | 4 | 1 |
| | 8 | 6 | 4 | 8 | 5 | 5 | 6 |
| | 9 | 2 | 0 | 3 | 2 | 3 | 1 |
| | 10 - Very willing | 7 | 9 | 9 | 7 | 5 | 4 |
| | Don't know | 2 | 2 | 1 | 3 | 2 | 9 |
| | Refused | 3 | 5 | 2 | 3 | 2 | 7 |
| Liberal Democrat | | | | | | | |
| | 0 - Not at all willing | 33 | 36 | 33 | 34 | 31 | 34 |
| | 1 | 5 | 4 | 4 | 5 | 6 | 5 |
| | 2 | 5 | 6 | 5 | 5 | 8 | 4 |
| | 3 | 5 | 4 | 6 | 5 | 7 | 3 |
| | 4 | 8 | 8 | 6 | 10 | 8 | 3 |
| | 5 | 11 | 5 | 11 | 11 | 13 | 7 |
| | 6 | 6 | 5 | 9 | 5 | 4 | 8 |
| | 7 | 8 | 8 | 9 | 7 | 6 | 3 |
| | 8 | 5 | 6 | 6 | 5 | 3 | 0 |
| | 9 | 2 | 3 | 2 | 2 | 2 | 0 |
| | 10 - Very willing | 5 | 9 | 6 | 4 | 3 | 6 |
| | Don't know | 4 | 0 | 2 | 5 | 6 | 20 |
| | Refused | 3 | 6 | 2 | 3 | 2 | 7 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | |
|--------------------------|-----------------|-----|-----|---------|-----------|-------|---------------------|-----|---------|-----------|-------|-----|-----------------|-----|---------|-----------|-------|-------------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Reform UK | | | | | | | | | | | | | | | | | | | |
| 0 - Not at all willing | 54 | 41 | 88 | 81 | 0 | 93 | 42 | 86 | 77 | 0 | 92 | 54 | 28 | 80 | 74 | 3 | 87 | 78 | 24 |
| 1 | 3 | 4 | 3 | 3 | 0 | 2 | 4 | 3 | 3 | 1 | 2 | 0 | 2 | 2 | 3 | 3 | 3 | 1 | 3 |
| 2 | 3 | 9 | 2 | 2 | 0 | 1 | 7 | 2 | 2 | 0 | 1 | 8 | 5 | 1 | 2 | 0 | 1 | 2 | 3 |
| 3 | 2 | 5 | 1 | 3 | 0 | 1 | 5 | 1 | 2 | 0 | 1 | 1 | 4 | 1 | 2 | 1 | 1 | 2 | 3 |
| 4 | 2 | 5 | 2 | 2 | 1 | 0 | 4 | 2 | 3 | 1 | 0 | 6 | 4 | 2 | 3 | 0 | 0 | 2 | 3 |
| 5 | 4 | 11 | 2 | 2 | 1 | 1 | 12 | 2 | 2 | 2 | 1 | 1 | 9 | 2 | 3 | 1 | 1 | 3 | 5 |
| 6 | 2 | 7 | 0 | 1 | 0 | 0 | 6 | 0 | 1 | 2 | 0 | 0 | 4 | 1 | 1 | 2 | 1 | 1 | 3 |
| 7 | 3 | 9 | 1 | 0 | 2 | 0 | 7 | 1 | 1 | 3 | 0 | 3 | 8 | 1 | 0 | 3 | 0 | 1 | 5 |
| 8 | 3 | 3 | 0 | 3 | 9 | 0 | 4 | 0 | 5 | 7 | 0 | 3 | 4 | 1 | 4 | 9 | 0 | 1 | 5 |
| 9 | 3 | 3 | 0 | 0 | 12 | 0 | 3 | 0 | 1 | 11 | 0 | 3 | 6 | 1 | 0 | 9 | 0 | 1 | 6 |
| 10 - Very willing | 17 | 2 | 0 | 0 | 72 | 0 | 4 | 0 | 1 | 72 | 0 | 11 | 23 | 4 | 4 | 66 | 1 | 4 | 36 |
| Don't know | 2 | 2 | 0 | 0 | 1 | 1 | 2 | 0 | 1 | 1 | 0 | 2 | 2 | 1 | 3 | 1 | 3 | 1 | 3 |
| Refused | 3 | 0 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 7 | 1 | 3 | 0 | 1 | 3 | 2 | 1 |
| Green | | | | | | | | | | | | | | | | | | | |
| 0 - Not at all willing | 40 | 67 | 17 | 25 | 86 | 0 | 67 | 17 | 26 | 85 | 1 | 42 | 69 | 18 | 27 | 85 | 0 | 22 | 68 |
| 1 | 3 | 7 | 3 | 6 | 2 | 0 | 7 | 2 | 5 | 2 | 1 | 5 | 5 | 2 | 4 | 2 | 2 | 3 | 3 |
| 2 | 4 | 6 | 5 | 7 | 2 | 0 | 4 | 6 | 6 | 3 | 0 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 4 |
| 3 | 4 | 6 | 7 | 5 | 3 | 0 | 5 | 8 | 6 | 3 | 0 | 6 | 5 | 6 | 4 | 2 | 0 | 5 | 3 |
| 4 | 4 | 5 | 9 | 9 | 2 | 1 | 5 | 11 | 8 | 2 | 1 | 8 | 3 | 5 | 8 | 1 | 3 | 6 | 3 |
| 5 | 6 | 3 | 15 | 11 | 1 | 0 | 4 | 13 | 11 | 1 | 3 | 5 | 5 | 9 | 11 | 1 | 3 | 9 | 3 |
| 6 | 5 | 1 | 10 | 10 | 1 | 2 | 2 | 10 | 9 | 0 | 4 | 2 | 1 | 8 | 9 | 1 | 1 | 7 | 2 |
| 7 | 6 | 2 | 14 | 7 | 1 | 6 | 1 | 12 | 8 | 1 | 8 | 4 | 2 | 11 | 5 | 1 | 5 | 8 | 2 |
| 8 | 6 | 0 | 9 | 8 | 0 | 14 | 0 | 9 | 7 | 0 | 14 | 10 | 0 | 10 | 9 | 0 | 13 | 8 | 2 |
| 9 | 3 | 0 | 4 | 3 | 1 | 11 | 0 | 4 | 4 | 1 | 9 | 4 | 1 | 6 | 3 | 0 | 6 | 4 | 1 |
| 10 - Very willing | 12 | 0 | 4 | 7 | 0 | 64 | 1 | 6 | 7 | 0 | 59 | 4 | 1 | 15 | 12 | 1 | 58 | 19 | 3 |
| Don't know | 3 | 2 | 0 | 1 | 1 | 0 | 3 | 0 | 1 | 1 | 0 | 1 | 2 | 3 | 4 | 1 | 2 | 2 | 3 |
| Refused | 3 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 6 | 1 | 3 | 1 | 1 | 3 | 2 | 1 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | |
|--------------------------|-------------|------|--------|-------|-------|-------|-----|-------------------|----------|--------|---------------|--|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Reform UK | | | | | | | | | | | | | | | | |
| 0 - Not at all willing | 54 | 51 | 57 | 62 | 61 | 51 | 45 | 51 | 48 | 59 | 55 | 61 | 52 | 39 | 52 | 64 |
| 1 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 4 | 2 | 2 | 2 | 3 | 2 | 4 |
| 2 | 3 | 2 | 3 | 0 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 1 | 3 | 3 | 3 |
| 3 | 2 | 3 | 2 | 0 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 6 | 2 | 2 | 2 | 2 | 3 | 2 | 3 |
| 5 | 4 | 5 | 2 | 1 | 4 | 3 | 4 | 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 6 | 2 | 2 | 2 | 0 | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 |
| 7 | 3 | 3 | 3 | 1 | 1 | 4 | 4 | 3 | 1 | 1 | 4 | 2 | 2 | 4 | 3 | 1 |
| 8 | 3 | 4 | 2 | 2 | 2 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 4 | 0 |
| 9 | 3 | 3 | 3 | 0 | 1 | 4 | 6 | 4 | 4 | 2 | 3 | 2 | 5 | 5 | 4 | 1 |
| 10 - Very willing | 17 | 18 | 15 | 6 | 12 | 20 | 23 | 25 | 19 | 8 | 17 | 11 | 21 | 26 | 19 | 5 |
| Don't know | 2 | 1 | 3 | 4 | 2 | 3 | 2 | 1 | 2 | 4 | 3 | 1 | 2 | 4 | 2 | 4 |
| Refused | 3 | 3 | 3 | 17 | 4 | 1 | 1 | 1 | 3 | 7 | 2 | 2 | 1 | 4 | 1 | 9 |
| Green | | | | | | | | | | | | | | | | |
| 0 - Not at all willing | 40 | 44 | 36 | 15 | 33 | 45 | 54 | 44 | 41 | 31 | 44 | 35 | 44 | 52 | 45 | 21 |
| 1 | 3 | 3 | 3 | 1 | 3 | 4 | 4 | 3 | 3 | 5 | 2 | 3 | 3 | 4 | 3 | 3 |
| 2 | 4 | 5 | 4 | 2 | 3 | 5 | 6 | 4 | 6 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 6 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 6 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 5 | 6 | 6 | 6 | 1 | 6 | 8 | 6 | 5 | 6 | 7 | 6 | 6 | 6 | 6 | 6 | 7 |
| 6 | 5 | 4 | 5 | 8 | 6 | 4 | 3 | 5 | 1 | 6 | 4 | 5 | 3 | 4 | 4 | 5 |
| 7 | 6 | 6 | 6 | 4 | 7 | 5 | 4 | 7 | 4 | 6 | 5 | 7 | 5 | 3 | 5 | 7 |
| 8 | 6 | 5 | 7 | 10 | 6 | 5 | 3 | 6 | 3 | 6 | 6 | 7 | 5 | 3 | 5 | 6 |
| 9 | 3 | 2 | 4 | 6 | 4 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 |
| 10 - Very willing | 12 | 12 | 13 | 20 | 18 | 9 | 6 | 11 | 12 | 14 | 13 | 15 | 12 | 7 | 11 | 17 |
| Don't know | 3 | 2 | 5 | 7 | 4 | 3 | 1 | 2 | 6 | 4 | 3 | 3 | 3 | 4 | 2 | 7 |
| Refused | 3 | 3 | 3 | 17 | 4 | 1 | 1 | 1 | 3 | 7 | 2 | 3 | 2 | 3 | 2 | 9 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | | Economic Security | | | | | |
|--------------------------|------------------------|-------------------|------------------|------------------------|--|--|---|
| | | Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Weighted Sample | | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | | 2153 | 118 | 839 | 822 | 299 | 50 |
| | | % | % | % | % | % | % |
| Reform UK | | | | | | | |
| | 0 - Not at all willing | 54 | 40 | 58 | 53 | 55 | 49 |
| | 1 | 3 | 1 | 3 | 2 | 4 | 0 |
| | 2 | 3 | 6 | 2 | 2 | 2 | 7 |
| | 3 | 2 | 1 | 3 | 1 | 1 | 0 |
| | 4 | 2 | 2 | 2 | 2 | 2 | 3 |
| | 5 | 4 | 4 | 4 | 3 | 4 | 1 |
| | 6 | 2 | 3 | 1 | 2 | 3 | 3 |
| | 7 | 3 | 4 | 3 | 3 | 2 | 0 |
| | 8 | 3 | 7 | 3 | 3 | 2 | 3 |
| | 9 | 3 | 3 | 3 | 3 | 3 | 1 |
| | 10 - Very willing | 17 | 23 | 14 | 18 | 18 | 19 |
| | Don't know | 2 | 0 | 2 | 3 | 2 | 10 |
| | Refused | 3 | 5 | 2 | 3 | 2 | 5 |
| Green | | | | | | | |
| | 0 - Not at all willing | 40 | 52 | 42 | 41 | 33 | 39 |
| | 1 | 3 | 4 | 3 | 3 | 5 | 0 |
| | 2 | 4 | 4 | 4 | 3 | 7 | 2 |
| | 3 | 4 | 5 | 5 | 4 | 3 | 0 |
| | 4 | 4 | 4 | 5 | 5 | 2 | 1 |
| | 5 | 6 | 5 | 6 | 7 | 6 | 7 |
| | 6 | 5 | 4 | 5 | 5 | 3 | 6 |
| | 7 | 6 | 4 | 6 | 5 | 6 | 1 |
| | 8 | 6 | 3 | 6 | 6 | 7 | 0 |
| | 9 | 3 | 2 | 4 | 3 | 2 | 6 |
| | 10 - Very willing | 12 | 7 | 11 | 14 | 17 | 14 |
| | Don't know | 3 | 0 | 1 | 3 | 6 | 19 |
| | Refused | 3 | 6 | 2 | 3 | 2 | 7 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

In general we find a lot of people don't vote, though some people do. How likely are you to vote in the ****local elections**** on 7th May this year?

| | | | | | | | | | | | | | | | | | | | |
|------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Definitely will not vote | 6 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 8 | 2 | 4 | 3 | 2 | 0 | 4 | 5 |
| 1 | 1 | 1 | 1 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 2 | 0 | 1 | 0 |
| 2 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 1 | 1 |
| 3 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 0 | 2 | 0 | 0 | 2 | 3 | 0 | 0 | 1 | 1 |
| 4 | 1 | 1 | 1 | 3 | 0 | 2 | 0 | 1 | 3 | 0 | 1 | 1 | 0 | 1 | 3 | 1 | 4 | 2 | 1 |
| 5 | 3 | 4 | 3 | 0 | 1 | 2 | 3 | 3 | 1 | 1 | 2 | 2 | 3 | 3 | 1 | 0 | 3 | 2 | 2 |
| 6 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 0 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 7 | 4 | 6 | 4 | 2 | 2 | 6 | 6 | 6 | 3 | 2 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 3 | 3 |
| 8 | 5 | 7 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 6 | 6 | 6 | 5 | 5 | 1 | 5 | 4 |
| 9 | 5 | 7 | 6 | 4 | 3 | 8 | 7 | 6 | 4 | 3 | 8 | 6 | 6 | 6 | 5 | 3 | 10 | 6 | 5 |
| 10 - Definitely will vote | 69 | 72 | 75 | 76 | 86 | 71 | 75 | 73 | 76 | 84 | 75 | 68 | 74 | 70 | 71 | 84 | 76 | 73 | 76 |
| Don't know | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 2 | 1 | 2 | 0 | 1 | 1 | 1 |

And if you do vote in the local elections, how do you intend to vote?

| | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|----|----|----|----|----|----|----|
| Conservative | 12 | 81 | 1 | 1 | 3 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 41 | 4 | 6 | 5 | 1 | 10 | 17 |
| Labour | 14 | 1 | 75 | 2 | 0 | 6 | 0 | 100 | 0 | 0 | 0 | 0 | 2 | 37 | 6 | 2 | 6 | 21 | 5 |
| Liberal Democrat | 12 | 4 | 7 | 84 | 2 | 3 | 0 | 0 | 100 | 0 | 0 | 0 | 7 | 9 | 51 | 2 | 10 | 18 | 7 |
| Reform UK | 21 | 3 | 0 | 0 | 91 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 29 | 5 | 5 | 82 | 1 | 6 | 45 |
| Green | 17 | 0 | 7 | 5 | 0 | 83 | 0 | 0 | 0 | 0 | 100 | 0 | 2 | 22 | 14 | 0 | 67 | 25 | 5 |
| An independent candidate or independent group | 5 | 5 | 3 | 3 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 100 | 4 | 5 | 3 | 1 | 2 | 4 | 5 |
| Some other party or candidate | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 2 | 0 | 1 | 1 |
| Would not vote | 5 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 3 | 3 | 2 | 0 | 3 | 4 |
| Don't know | 11 | 4 | 6 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 11 | 11 | 10 | 5 | 10 | 10 | 10 |
| Refused | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 2 | 2 | 0 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

In general we find a lot of people don't vote, though some people do. How likely are you to vote in the ****local elections**** on 7th May this year?

| | | | | | | | | | | | | | | | | |
|------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Definitely will not vote | 6 | 5 | 7 | 6 | 7 | 5 | 5 | 5 | 3 | 9 | 5 | 6 | 5 | 6 | 5 | 10 |
| 1 | 1 | 2 | 1 | 3 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| 2 | 1 | 0 | 1 | 2 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| 3 | 1 | 1 | 2 | 7 | 2 | 1 | 1 | 0 | 1 | 3 | 1 | 1 | 2 | 2 | 1 | 4 |
| 4 | 1 | 1 | 2 | 2 | 3 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 3 |
| 5 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 1 | 4 | 2 | 3 | 2 | 3 | 2 | 5 |
| 6 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 0 | 1 | 3 | 1 | 1 | 1 | 2 | 1 | 4 |
| 7 | 4 | 4 | 4 | 7 | 6 | 3 | 2 | 3 | 5 | 6 | 3 | 4 | 4 | 3 | 4 | 4 |
| 8 | 5 | 5 | 6 | 2 | 8 | 3 | 3 | 2 | 4 | 6 | 6 | 5 | 6 | 6 | 5 | 6 |
| 9 | 5 | 6 | 5 | 7 | 6 | 5 | 5 | 5 | 6 | 8 | 4 | 6 | 5 | 5 | 5 | 6 |
| 10 - Definitely will vote | 69 | 71 | 67 | 50 | 59 | 77 | 80 | 78 | 73 | 53 | 72 | 71 | 70 | 68 | 73 | 52 |
| Don't know | 2 | 2 | 2 | 9 | 2 | 1 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 5 |

And if you do vote in the local elections, how do you intend to vote?

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 12 | 12 | 13 | 4 | 10 | 14 | 17 | 8 | 16 | 14 | 13 | 14 | 13 | 12 | 13 | 11 |
| Labour | 14 | 15 | 13 | 11 | 16 | 12 | 12 | 18 | 14 | 16 | 10 | 16 | 10 | 11 | 13 | 17 |
| Liberal Democrat | 12 | 13 | 11 | 10 | 9 | 12 | 17 | 10 | 7 | 7 | 19 | 15 | 11 | 9 | 14 | 4 |
| Reform UK | 21 | 25 | 18 | 9 | 14 | 26 | 30 | 31 | 28 | 10 | 21 | 15 | 27 | 31 | 25 | 5 |
| Green | 17 | 16 | 18 | 27 | 23 | 13 | 8 | 16 | 10 | 21 | 16 | 18 | 15 | 12 | 15 | 25 |
| An independent candidate or independent group | 5 | 5 | 4 | 6 | 5 | 4 | 5 | 4 | 6 | 5 | 5 | 4 | 6 | 4 | 4 | 6 |
| Some other party or candidate | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| Would not vote | 5 | 3 | 6 | 3 | 6 | 5 | 3 | 4 | 3 | 7 | 4 | 4 | 5 | 6 | 4 | 8 |
| Don't know | 11 | 8 | 14 | 16 | 12 | 12 | 7 | 8 | 12 | 13 | 11 | 10 | 10 | 12 | 10 | 14 |
| Refused | 2 | 2 | 2 | 13 | 3 | 1 | 0 | 0 | 2 | 6 | 1 | 2 | 1 | 2 | 1 | 7 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | | Economic Security | | | | |
|--------------------------|-------------|-------------------|------------------------|--|--|---|
| | | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Total | | | | | | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

In general we find a lot of people don't vote, though some people do. How likely are you to vote in the ****local elections**** on 7th May this year?

| | | | | | | |
|------------------------------|-----------|----|----|----|----|----|
| 0 - Definitely will not vote | 6 | 9 | 4 | 6 | 6 | 11 |
| 1 | 1 | 0 | 1 | 1 | 2 | 2 |
| 2 | 1 | 1 | 1 | 1 | 1 | 3 |
| 3 | 1 | 0 | 1 | 2 | 2 | 3 |
| 4 | 1 | 0 | 2 | 1 | 3 | 0 |
| 5 | 3 | 1 | 2 | 3 | 4 | 2 |
| 6 | 1 | 2 | 2 | 1 | 1 | 2 |
| 7 | 4 | 3 | 4 | 4 | 4 | 9 |
| 8 | 5 | 1 | 5 | 6 | 5 | 5 |
| 9 | 5 | 3 | 6 | 5 | 7 | 3 |
| 10 - Definitely will vote | 69 | 78 | 72 | 67 | 63 | 52 |
| Don't know | 2 | 1 | 1 | 3 | 2 | 7 |

And if you do vote in the local elections, how do you intend to vote?

| | | | | | | |
|---|-----------|----|----|----|----|----|
| Conservative | 12 | 13 | 15 | 11 | 11 | 9 |
| Labour | 14 | 10 | 16 | 13 | 12 | 5 |
| Liberal Democrat | 12 | 21 | 15 | 10 | 6 | 13 |
| Reform UK | 21 | 30 | 19 | 22 | 25 | 20 |
| Green | 17 | 8 | 14 | 19 | 23 | 20 |
| An independent candidate or independent group | 5 | 4 | 5 | 5 | 5 | 1 |
| Some other party or candidate | 1 | 3 | 1 | 1 | 1 | 9 |
| Would not vote | 5 | 3 | 3 | 6 | 5 | 11 |
| Don't know | 11 | 7 | 10 | 12 | 11 | 13 |
| Refused | 2 | 3 | 2 | 2 | 1 | 0 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

You told us you are planning to vote for [party] in the local elections on 7th May. In the last few weeks, have you considered giving your vote at the local elections to any of these parties instead?

[Shown only to those giving a local voting intention; N=1738]

Conservative

[Option shown to those not intending to vote for the Conservatives; N=1480]

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 73 | 7 | 88 | 76 | 49 | 96 | 0 | 88 | 71 | 49 | 95 | 74 | 30 | 90 | 79 | 57 | 93 | 84 | 57 |
| I have considered voting for them | 25 | 93 | 10 | 23 | 50 | 2 | 0 | 10 | 28 | 50 | 4 | 22 | 65 | 9 | 20 | 42 | 6 | 14 | 42 |
| Don't know | 2 | 0 | 2 | 1 | 1 | 1 | 0 | 2 | 2 | 1 | 1 | 5 | 5 | 1 | 1 | 0 | 1 | 2 | 1 |

Labour

[Option shown to those not intending to vote for Labour; N=1446]

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 72 | 90 | 22 | 55 | 96 | 47 | 89 | 0 | 56 | 96 | 44 | 64 | 92 | 37 | 61 | 97 | 62 | 54 | 91 |
| I have considered voting for them | 26 | 9 | 77 | 45 | 4 | 50 | 10 | 0 | 43 | 4 | 53 | 34 | 7 | 61 | 38 | 3 | 35 | 44 | 8 |
| Don't know | 2 | 1 | 1 | 0 | 0 | 3 | 1 | 0 | 1 | 0 | 3 | 2 | 1 | 2 | 2 | 0 | 3 | 2 | 0 |

Liberal Democrat

[Option shown to those not intending to vote for the Liberal Democrats; N=1477]

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 70 | 77 | 58 | 17 | 90 | 55 | 79 | 53 | 0 | 89 | 55 | 63 | 86 | 57 | 28 | 90 | 62 | 58 | 85 |
| I have considered voting for them | 27 | 18 | 40 | 83 | 8 | 43 | 17 | 45 | 0 | 9 | 43 | 32 | 11 | 40 | 71 | 8 | 34 | 39 | 14 |
| Don't know | 3 | 5 | 2 | 0 | 2 | 2 | 4 | 2 | 0 | 2 | 2 | 5 | 3 | 3 | 1 | 2 | 4 | 3 | 1 |

Reform UK

[Option shown to those not intending to vote for Reform UK; N=1274]

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 84 | 64 | 96 | 93 | 19 | 97 | 61 | 96 | 90 | 0 | 96 | 67 | 60 | 95 | 91 | 40 | 96 | 92 | 64 |
| I have considered voting for them | 14 | 35 | 3 | 7 | 78 | 2 | 37 | 3 | 9 | 0 | 3 | 31 | 38 | 4 | 9 | 60 | 1 | 6 | 35 |
| Don't know | 2 | 2 | 1 | 0 | 3 | 1 | 2 | 1 | 1 | 0 | 1 | 3 | 2 | 1 | 1 | 0 | 2 | 1 | 1 |

Green

[Option shown to those not intending to vote for the Greens; N=1396]

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 72 | 88 | 45 | 57 | 93 | 0 | 87 | 42 | 57 | 92 | 0 | 64 | 90 | 47 | 63 | 94 | 16 | 56 | 90 |
| I have considered voting for them | 26 | 9 | 53 | 43 | 6 | 98 | 9 | 57 | 42 | 7 | 0 | 36 | 9 | 50 | 36 | 4 | 78 | 41 | 9 |
| Don't know | 2 | 3 | 2 | 0 | 1 | 2 | 4 | 1 | 1 | 1 | 0 | 0 | 1 | 3 | 1 | 2 | 6 | 2 | 1 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

You told us you are planning to vote for [party] in the local elections on 7th May. In the last few weeks, have you considered giving your vote at the local elections to any of these parties instead?

[Shown only to those giving a local voting intention; N=1738]

Conservative

[Option shown to those not intending to vote for the Conservatives; N=1480]

| | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 73 | 70 | 77 | 85 | 79 | 74 | 62 | 74 | 67 | 77 | 72 | 73 | 73 | 72 | 72 | 82 |
| I have considered voting for them | 25 | 29 | 20 | 13 | 18 | 25 | 37 | 25 | 32 | 19 | 26 | 26 | 25 | 26 | 27 | 13 |
| Don't know | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 1 | 4 | 1 | 1 | 2 | 2 | 1 | 4 |

Labour

[Option shown to those not intending to vote for Labour; N=1446]

| | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 72 | 73 | 72 | 68 | 63 | 75 | 82 | 73 | 78 | 66 | 74 | 68 | 76 | 79 | 74 | 63 |
| I have considered voting for them | 26 | 26 | 26 | 29 | 35 | 24 | 17 | 26 | 21 | 31 | 25 | 31 | 22 | 20 | 25 | 33 |
| Don't know | 2 | 1 | 2 | 3 | 3 | 1 | 1 | 1 | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 4 |

Liberal Democrat

[Option shown to those not intending to vote for the Liberal Democrats; N=1477]

| | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 70 | 71 | 69 | 71 | 64 | 72 | 76 | 72 | 75 | 64 | 71 | 66 | 74 | 77 | 71 | 64 |
| I have considered voting for them | 27 | 27 | 27 | 24 | 32 | 26 | 22 | 27 | 22 | 30 | 27 | 32 | 24 | 22 | 27 | 30 |
| Don't know | 3 | 2 | 4 | 6 | 4 | 2 | 2 | 2 | 3 | 6 | 1 | 2 | 3 | 2 | 2 | 6 |

Reform UK

[Option shown to those not intending to vote for Reform UK; N=1274]

| | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 84 | 83 | 86 | 89 | 87 | 83 | 80 | 86 | 82 | 86 | 83 | 86 | 82 | 80 | 83 | 87 |
| I have considered voting for them | 14 | 16 | 13 | 10 | 11 | 16 | 18 | 14 | 18 | 11 | 16 | 13 | 16 | 18 | 16 | 8 |
| Don't know | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 0 | 4 | 1 | 1 | 2 | 2 | 1 | 5 |

Green

[Option shown to those not intending to vote for the Greens; N=1396]

| | | | | | | | | | | | | | | | | |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I have not considered voting for them | 72 | 74 | 69 | 45 | 62 | 79 | 79 | 74 | 73 | 65 | 74 | 68 | 75 | 80 | 75 | 54 |
| I have considered voting for them | 26 | 24 | 29 | 55 | 35 | 20 | 20 | 25 | 23 | 33 | 25 | 30 | 24 | 18 | 24 | 42 |
| Don't know | 2 | 2 | 2 | 0 | 4 | 1 | 1 | 1 | 4 | 3 | 2 | 3 | 1 | 1 | 1 | 4 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | | |
|--------------------------|-------------------|------------------------|--|--|---|----|
| Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

You told us you are planning to vote for [party] in the local elections on 7th May. In the last few weeks, have you considered giving your vote at the local elections to any of these parties instead?

[Shown only to those giving a local voting intention; N=1738]

Conservative

[Option shown to those not intending to vote for the Conservatives; N=1480]

| | | | | | | |
|---------------------------------------|----|----|----|----|----|----|
| I have not considered voting for them | 73 | 62 | 72 | 76 | 75 | 71 |
| I have considered voting for them | 25 | 36 | 26 | 23 | 23 | 23 |
| Don't know | 2 | 2 | 2 | 2 | 1 | 7 |

Labour

[Option shown to those not intending to vote for Labour; N=1446]

| | | | | | | |
|---------------------------------------|----|----|----|----|----|----|
| I have not considered voting for them | 72 | 78 | 72 | 71 | 73 | 67 |
| I have considered voting for them | 26 | 21 | 27 | 28 | 24 | 21 |
| Don't know | 2 | 1 | 1 | 1 | 3 | 12 |

Liberal Democrat

[Option shown to those not intending to vote for the Liberal Democrats; N=1477]

| | | | | | | |
|---------------------------------------|----|----|----|----|----|----|
| I have not considered voting for them | 70 | 80 | 68 | 74 | 62 | 61 |
| I have considered voting for them | 27 | 20 | 31 | 23 | 34 | 22 |
| Don't know | 3 | 0 | 2 | 3 | 5 | 17 |

Reform UK

[Option shown to those not intending to vote for Reform UK; N=1274]

| | | | | | | |
|---------------------------------------|----|----|----|----|----|----|
| I have not considered voting for them | 84 | 85 | 84 | 83 | 89 | 82 |
| I have considered voting for them | 14 | 13 | 15 | 15 | 11 | 10 |
| Don't know | 2 | 2 | 1 | 2 | 1 | 8 |

Green

[Option shown to those not intending to vote for the Greens; N=1396]

| | | | | | | |
|---------------------------------------|----|----|----|----|----|----|
| I have not considered voting for them | 72 | 75 | 72 | 73 | 67 | 81 |
| I have considered voting for them | 26 | 18 | 28 | 26 | 28 | 12 |
| Don't know | 2 | 7 | 1 | 1 | 5 | 6 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

You said you plan to vote Reform UK at the local elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the local elections outside London; N=395]

| | | | | | | | | | | | | | | | | | | | |
|---|----|----|---|---|----|---|---|---|---|----|---|---|----|----|----|----|----|----|----|
| To take a tougher approach to immigration and asylum | 70 | 11 | 0 | 0 | 72 | 0 | 0 | 0 | 0 | 70 | 0 | 0 | 74 | 58 | 71 | 72 | 45 | 69 | 71 |
| To stand up for British values and for ordinary British people | 53 | 20 | 0 | 0 | 54 | 0 | 0 | 0 | 0 | 53 | 0 | 0 | 62 | 43 | 85 | 48 | 45 | 37 | 55 |
| The main parties - Labour and Conservatives - have all failed and we need a change | 39 | 43 | 0 | 0 | 38 | 0 | 0 | 0 | 0 | 39 | 0 | 0 | 39 | 64 | 29 | 35 | 55 | 53 | 36 |
| To scrap Net Zero and the green agenda | 27 | 31 | 0 | 0 | 27 | 0 | 0 | 0 | 0 | 27 | 0 | 0 | 22 | 11 | 11 | 33 | 0 | 25 | 28 |
| They are saying the things other politicians are too afraid to say | 24 | 42 | 0 | 0 | 24 | 0 | 0 | 0 | 0 | 24 | 0 | 0 | 25 | 16 | 44 | 24 | 0 | 20 | 23 |
| To get Labour out - especially to send a message to Keir Starmer | 21 | 25 | 0 | 0 | 21 | 0 | 0 | 0 | 0 | 21 | 0 | 0 | 21 | 30 | 10 | 22 | 45 | 16 | 22 |
| Their policies and values are closest to my own | 18 | 4 | 0 | 0 | 19 | 0 | 0 | 0 | 0 | 18 | 0 | 0 | 19 | 0 | 0 | 21 | 0 | 11 | 19 |
| Reform would cut taxes and reduce government spending | 12 | 32 | 0 | 0 | 12 | 0 | 0 | 0 | 0 | 12 | 0 | 0 | 12 | 22 | 0 | 11 | 55 | 14 | 12 |
| Nigel Farage is the best leader on offer | 10 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 8 | 5 | 10 | 12 | 0 | 3 | 10 |
| They are the best of a bad bunch | 5 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 4 | 9 | 0 | 4 | 0 | 8 | 4 |
| To scrap Low Traffic Neighbourhoods (LTNs), low emission zones and 20mph speed limits | 2 | 7 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 2 | 0 | 3 | 0 | 5 | 2 |
| Other | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 |
| Don't know | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 1 |

You said you plan to vote Green at the local elections. Below are some reasons people have given us for voting Green. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for the Greens in the local elections outside London; N=217]

| | | | | | | | | | | | | | | | | | | | |
|---|----|-----|----|----|---|----|---|---|---|---|----|---|----|----|----|-----|----|----|----|
| Their policies and values are closest to my own | 40 | 0 | 19 | 16 | 0 | 46 | 0 | 0 | 0 | 0 | 40 | 0 | 0 | 37 | 25 | 0 | 55 | 43 | 37 |
| Their commitment to tackling climate change and protecting the environment | 32 | 0 | 17 | 44 | 0 | 32 | 0 | 0 | 0 | 0 | 32 | 0 | 22 | 22 | 43 | 0 | 46 | 30 | 35 |
| They want to tax the rich and redistribute wealth | 32 | 0 | 22 | 15 | 0 | 35 | 0 | 0 | 0 | 0 | 32 | 0 | 0 | 33 | 32 | 0 | 35 | 33 | 13 |
| They are the only genuinely left-wing / progressive party on offer | 28 | 0 | 19 | 19 | 0 | 30 | 0 | 0 | 0 | 0 | 28 | 0 | 0 | 21 | 23 | 0 | 42 | 27 | 11 |
| They would take water, rail and other utilities back into public ownership | 26 | 0 | 18 | 17 | 0 | 28 | 0 | 0 | 0 | 0 | 26 | 0 | 0 | 30 | 16 | 100 | 27 | 24 | 29 |
| To send a message against Reform UK and the rise of the far right | 24 | 0 | 33 | 39 | 0 | 23 | 0 | 0 | 0 | 0 | 24 | 0 | 0 | 26 | 42 | 0 | 13 | 26 | 27 |
| Local Green councillors or candidates do good work for the area | 18 | 100 | 58 | 57 | 0 | 11 | 0 | 0 | 0 | 0 | 18 | 0 | 72 | 18 | 28 | 100 | 11 | 18 | 30 |
| Their support for trans rights and other minorities | 15 | 0 | 8 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 15 | 0 | 0 | 15 | 23 | 0 | 9 | 14 | 5 |
| Zack Polanski is the best leader on offer | 14 | 0 | 0 | 0 | 0 | 17 | 0 | 0 | 0 | 0 | 14 | 0 | 0 | 14 | 8 | 0 | 16 | 15 | 10 |
| Their stance on Gaza and Palestine | 12 | 0 | 12 | 18 | 0 | 12 | 0 | 0 | 0 | 0 | 12 | 0 | 19 | 12 | 17 | 0 | 10 | 11 | 7 |
| They care about the cost of living | 11 | 0 | 10 | 0 | 0 | 13 | 0 | 0 | 0 | 0 | 11 | 0 | 19 | 13 | 1 | 0 | 11 | 11 | 5 |
| They are the best of a bad bunch | 11 | 0 | 3 | 9 | 0 | 10 | 0 | 0 | 0 | 0 | 11 | 0 | 42 | 14 | 4 | 0 | 5 | 10 | 26 |
| To send a message to Labour / Keir Starmer that they've taken left-leaning voters for granted | 10 | 0 | 22 | 18 | 0 | 9 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 17 | 14 | 0 | 3 | 13 | 5 |
| They care about housing and rent | 4 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 3 | 0 | 0 | 5 | 3 | 11 |
| Other | 2 | 0 | 12 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 9 | 0 | 1 | 3 | 2 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 0 | 0 | 0 | 2 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

You said you plan to vote Reform UK at the local elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the local elections outside London; N=395]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|-----|----|----|----|----|----|---|----|----|----|----|----|-----|
| To take a tougher approach to immigration and asylum | 70 | 69 | 72 | 0 | 72 | 73 | 67 | 76 | 76 | 0 | 63 | 67 | 74 | 70 | 70 | 100 |
| To stand up for British values and for ordinary British people | 53 | 45 | 63 | 0 | 41 | 56 | 58 | 52 | 44 | 0 | 57 | 43 | 55 | 60 | 53 | 50 |
| The main parties - Labour and Conservatives - have all failed and we need a change | 39 | 39 | 39 | 100 | 43 | 40 | 36 | 37 | 33 | 0 | 43 | 40 | 36 | 41 | 39 | 29 |
| To scrap Net Zero and the green agenda | 27 | 36 | 15 | 0 | 28 | 28 | 25 | 27 | 32 | 0 | 26 | 28 | 26 | 26 | 27 | 7 |
| They are saying the things other politicians are too afraid to say | 24 | 23 | 25 | 0 | 15 | 29 | 25 | 25 | 22 | 0 | 24 | 25 | 24 | 25 | 24 | 18 |
| To get Labour out - especially to send a message to Keir Starmer | 21 | 19 | 23 | 0 | 18 | 18 | 26 | 23 | 13 | 0 | 21 | 24 | 18 | 21 | 21 | 0 |
| Their policies and values are closest to my own | 18 | 21 | 15 | 100 | 8 | 21 | 22 | 17 | 13 | 0 | 22 | 23 | 15 | 18 | 19 | 0 |
| Reform would cut taxes and reduce government spending | 12 | 12 | 11 | 0 | 26 | 8 | 7 | 12 | 26 | 0 | 7 | 13 | 14 | 8 | 11 | 32 |
| Nigel Farage is the best leader on offer | 10 | 8 | 12 | 100 | 9 | 4 | 15 | 11 | 17 | 0 | 6 | 10 | 9 | 11 | 10 | 0 |
| They are the best of a bad bunch | 5 | 6 | 3 | 0 | 5 | 4 | 6 | 5 | 8 | 0 | 3 | 6 | 4 | 5 | 5 | 14 |
| To scrap Low Traffic Neighbourhoods (LTNs), low emission zones and 20mph speed limits | 2 | 4 | 0 | 0 | 2 | 3 | 2 | 5 | 0 | 0 | 1 | 0 | 4 | 3 | 1 | 50 |
| Other | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 0 | 0 | 0 | 2 | 1 | 2 | 1 | 1 | 0 |
| Don't know | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 2 | 0 | 1 | 0 |

You said you plan to vote Green at the local elections. Below are some reasons people have given us for voting Green. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for the Greens in the local elections outside London; N=217]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|
| Their policies and values are closest to my own | 40 | 42 | 39 | 8 | 49 | 30 | 42 | 34 | 31 | 0 | 46 | 43 | 42 | 28 | 41 | 37 |
| Their commitment to tackling climate change and protecting the environment | 32 | 28 | 36 | 43 | 29 | 32 | 38 | 25 | 33 | 0 | 36 | 37 | 28 | 24 | 33 | 27 |
| They want to tax the rich and redistribute wealth | 32 | 38 | 26 | 39 | 36 | 27 | 23 | 30 | 20 | 0 | 35 | 33 | 32 | 23 | 31 | 34 |
| They are the only genuinely left-wing / progressive party on offer | 28 | 27 | 29 | 40 | 32 | 25 | 18 | 31 | 43 | 0 | 23 | 31 | 33 | 15 | 29 | 22 |
| They would take water, rail and other utilities back into public ownership | 26 | 29 | 23 | 26 | 19 | 31 | 35 | 27 | 33 | 0 | 23 | 26 | 28 | 12 | 26 | 22 |
| To send a message against Reform UK and the rise of the far right | 24 | 21 | 26 | 6 | 20 | 38 | 17 | 19 | 23 | 0 | 27 | 22 | 17 | 35 | 24 | 21 |
| Local Green councillors or candidates do good work for the area | 18 | 13 | 23 | 6 | 15 | 21 | 27 | 12 | 10 | 0 | 23 | 19 | 13 | 23 | 19 | 8 |
| Their support for trans rights and other minorities | 15 | 13 | 16 | 53 | 19 | 4 | 7 | 18 | 21 | 0 | 11 | 8 | 21 | 21 | 14 | 19 |
| Zack Polanski is the best leader on offer | 14 | 13 | 15 | 6 | 17 | 8 | 17 | 9 | 30 | 0 | 14 | 14 | 19 | 6 | 11 | 34 |
| Their stance on Gaza and Palestine | 12 | 11 | 12 | 23 | 9 | 13 | 15 | 12 | 11 | 0 | 12 | 10 | 15 | 7 | 12 | 14 |
| They care about the cost of living | 11 | 13 | 10 | 23 | 10 | 6 | 20 | 18 | 8 | 0 | 7 | 11 | 9 | 10 | 11 | 14 |
| They are the best of a bad bunch | 11 | 9 | 13 | 6 | 11 | 16 | 5 | 15 | 4 | 0 | 10 | 11 | 5 | 23 | 11 | 9 |
| To send a message to Labour / Keir Starmer that they've taken left-leaning voters for granted | 10 | 13 | 7 | 0 | 8 | 17 | 8 | 15 | 16 | 0 | 6 | 13 | 8 | 6 | 9 | 16 |
| They care about housing and rent | 4 | 7 | 2 | 20 | 3 | 3 | 7 | 4 | 15 | 0 | 3 | 4 | 6 | 4 | 4 | 10 |
| Other | 2 | 2 | 2 | 0 | 3 | 1 | 4 | 4 | 0 | 0 | 1 | 3 | 2 | 0 | 3 | 0 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | | |
|--------------------------|-------------------|------------------------|--|--|---|----|
| Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

You said you plan to vote Reform UK at the local elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the local elections outside London; N=395]

| | | | | | | |
|---|----|----|----|----|----|----|
| To take a tougher approach to immigration and asylum | 70 | 73 | 65 | 73 | 78 | 55 |
| To stand up for British values and for ordinary British people | 53 | 24 | 52 | 57 | 57 | 81 |
| The main parties - Labour and Conservatives - have all failed and we need a change | 39 | 26 | 41 | 39 | 42 | 45 |
| To scrap Net Zero and the green agenda | 27 | 35 | 27 | 27 | 17 | 44 |
| They are saying the things other politicians are too afraid to say | 24 | 15 | 25 | 25 | 24 | 18 |
| To get Labour out - especially to send a message to Keir Starmer | 21 | 37 | 21 | 21 | 11 | 0 |
| Their policies and values are closest to my own | 18 | 23 | 23 | 15 | 17 | 0 |
| Reform would cut taxes and reduce government spending | 12 | 21 | 12 | 8 | 16 | 0 |
| Nigel Farage is the best leader on offer | 10 | 0 | 11 | 9 | 16 | 0 |
| They are the best of a bad bunch | 5 | 8 | 4 | 5 | 4 | 0 |
| To scrap Low Traffic Neighbourhoods (LTNs), low emission zones and 20mph speed limits | 2 | 9 | 1 | 3 | 0 | 0 |
| Other | 1 | 0 | 2 | 1 | 0 | 0 |
| Don't know | 1 | 0 | 1 | 1 | 0 | 19 |

You said you plan to vote Green at the local elections. Below are some reasons people have given us for voting Green. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for the Greens in the local elections outside London; N=217]

| | | | | | | |
|---|----|----|----|----|----|----|
| Their policies and values are closest to my own | 40 | 52 | 31 | 46 | 43 | 40 |
| Their commitment to tackling climate change and protecting the environment | 32 | 69 | 33 | 33 | 24 | 10 |
| They want to tax the rich and redistribute wealth | 32 | 0 | 35 | 31 | 29 | 49 |
| They are the only genuinely left-wing / progressive party on offer | 28 | 8 | 29 | 31 | 26 | 10 |
| They would take water, rail and other utilities back into public ownership | 26 | 8 | 31 | 24 | 24 | 22 |
| To send a message against Reform UK and the rise of the far right | 24 | 17 | 33 | 18 | 22 | 50 |
| Local Green councillors or candidates do good work for the area | 18 | 34 | 17 | 18 | 11 | 62 |
| Their support for trans rights and other minorities | 15 | 0 | 18 | 8 | 31 | 0 |
| Zack Polanski is the best leader on offer | 14 | 0 | 5 | 21 | 16 | 0 |
| Their stance on Gaza and Palestine | 12 | 36 | 6 | 14 | 10 | 18 |
| They care about the cost of living | 11 | 0 | 8 | 13 | 17 | 0 |
| They are the best of a bad bunch | 11 | 0 | 11 | 13 | 12 | 0 |
| To send a message to Labour / Keir Starmer that they've taken left-leaning voters for granted | 10 | 25 | 16 | 5 | 11 | 0 |
| They care about housing and rent | 4 | 0 | 5 | 5 | 2 | 0 |
| Other | 2 | 17 | 4 | 1 | 0 | 0 |
| Don't know | 0 | 7 | 0 | 0 | 0 | 0 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

You said you plan to vote Labour at the local elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the local elections outside London; N=191]

| | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|---|----|---|----|---|---|---|---|----|----|----|----|----|----|----|
| To keep Reform UK and the Conservatives out of local government | 39 | 41 | 34 | 23 | 0 | 79 | 0 | 39 | 0 | 0 | 0 | 0 | 61 | 39 | 31 | 64 | 41 | 36 | 40 |
| Their policies and values are closest to my own | 31 | 0 | 36 | 0 | 0 | 0 | 0 | 31 | 0 | 0 | 0 | 0 | 0 | 35 | 3 | 0 | 0 | 34 | 23 |
| Keir Starmer and the Labour government need more time to deliver - it's too early to punish them | 31 | 41 | 35 | 0 | 0 | 0 | 0 | 31 | 0 | 0 | 0 | 0 | 11 | 34 | 0 | 33 | 0 | 34 | 22 |
| I trust Labour to improve the NHS, schools and public services | 31 | 0 | 35 | 0 | 0 | 4 | 0 | 31 | 0 | 0 | 0 | 0 | 16 | 33 | 31 | 0 | 27 | 33 | 23 |
| The Labour-run council in my area has done a good job | 28 | 0 | 26 | 65 | 0 | 46 | 0 | 28 | 0 | 0 | 0 | 0 | 0 | 31 | 31 | 15 | 0 | 26 | 40 |
| Labour councillors or candidates do good work for the area | 24 | 0 | 21 | 44 | 0 | 55 | 0 | 24 | 0 | 0 | 0 | 0 | 23 | 24 | 24 | 47 | 16 | 24 | 12 |
| None of the other parties is a credible choice | 17 | 41 | 17 | 0 | 0 | 9 | 0 | 17 | 0 | 0 | 0 | 0 | 45 | 15 | 0 | 20 | 16 | 18 | 11 |
| They are the best of a bad bunch | 15 | 0 | 15 | 32 | 0 | 11 | 0 | 15 | 0 | 0 | 0 | 0 | 23 | 12 | 24 | 85 | 0 | 13 | 18 |
| Labour best represents working people like me | 12 | 0 | 13 | 23 | 0 | 5 | 0 | 12 | 0 | 0 | 0 | 0 | 10 | 13 | 0 | 0 | 27 | 14 | 4 |
| Keir Starmer is the best leader on offer | 12 | 0 | 15 | 0 | 0 | 0 | 0 | 12 | 0 | 0 | 0 | 0 | 16 | 12 | 34 | 0 | 0 | 10 | 27 |
| I've always voted Labour | 11 | 0 | 12 | 0 | 0 | 7 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 11 | 31 | 0 | 0 | 11 | 19 |
| They care about the cost of living | 4 | 0 | 2 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 13 | 4 | 3 |
| Other | 5 | 59 | 3 | 0 | 0 | 18 | 0 | 5 | 0 | 0 | 0 | 0 | 16 | 2 | 0 | 20 | 46 | 4 | 10 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |

You said you plan to vote Reform UK at the local elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the local elections in London; N=69]

| | | | | | | | | | | | | | | | | | | | |
|--|----|---|---|---|----|---|---|---|---|----|---|---|----|----|-----|----|---|----|----|
| To take a tougher approach to immigration and asylum | 57 | 0 | 0 | 0 | 57 | 0 | 0 | 0 | 0 | 57 | 0 | 0 | 85 | 64 | 44 | 47 | 0 | 68 | 62 |
| To stand up for British values and for ordinary British people | 53 | 0 | 0 | 0 | 54 | 0 | 0 | 0 | 0 | 53 | 0 | 0 | 47 | 52 | 56 | 62 | 0 | 31 | 55 |
| London has changed beyond recognition and I want a party that will address that | 51 | 0 | 0 | 0 | 50 | 0 | 0 | 0 | 0 | 51 | 0 | 0 | 58 | 43 | 100 | 55 | 0 | 21 | 57 |
| The main parties - Labour and Conservatives - have all failed and we need a change | 31 | 0 | 0 | 0 | 32 | 0 | 0 | 0 | 0 | 31 | 0 | 0 | 28 | 37 | 33 | 24 | 0 | 53 | 30 |
| To get Labour out - especially to send a message to Keir Starmer and Sadiq Khan | 27 | 0 | 0 | 0 | 27 | 0 | 0 | 0 | 0 | 27 | 0 | 0 | 30 | 28 | 0 | 37 | 0 | 55 | 23 |
| Their policies and values are closest to my own | 16 | 0 | 0 | 0 | 16 | 0 | 0 | 0 | 0 | 16 | 0 | 0 | 25 | 27 | 0 | 4 | 0 | 12 | 11 |
| They are saying the things other politicians are too afraid to say | 13 | 0 | 0 | 0 | 12 | 0 | 0 | 0 | 0 | 13 | 0 | 0 | 11 | 4 | 56 | 9 | 0 | 0 | 13 |
| To scrap Low Traffic Neighbourhoods (LTNs), ULEZ and the 20mph speed limit | 10 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 7 | 12 | 0 | 11 | 0 | 15 | 12 |
| To scrap Net Zero and the green agenda | 10 | 0 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 11 | 18 | 0 | 11 | 17 |
| Reform would cut taxes and reduce government spending | 10 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 11 | 22 | 0 | 7 | 0 | 21 | 5 |
| Nigel Farage is the best leader on offer | 4 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 12 | 5 |
| They are the best of a bad bunch | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 3 |
| Other | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Don't know | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

You said you plan to vote Labour at the local elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the local elections outside London; N=191]

| | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|
| To keep Reform UK and the Conservatives out of local government | 39 | 36 | 42 | 32 | 42 | 36 | 38 | 39 | 36 | 0 | 39 | 38 | 41 | 41 | 39 | 35 |
| Their policies and values are closest to my own | 31 | 35 | 26 | 36 | 24 | 36 | 36 | 32 | 12 | 0 | 36 | 30 | 27 | 40 | 34 | 0 |
| Keir Starmer and the Labour government need more time to deliver - it's too early to punish them | 31 | 32 | 30 | 36 | 23 | 25 | 50 | 27 | 36 | 0 | 34 | 29 | 36 | 33 | 32 | 19 |
| I trust Labour to improve the NHS, schools and public services | 31 | 40 | 21 | 36 | 22 | 32 | 44 | 35 | 17 | 0 | 31 | 32 | 34 | 16 | 32 | 25 |
| The Labour-run council in my area has done a good job | 28 | 27 | 30 | 0 | 30 | 23 | 32 | 32 | 27 | 0 | 23 | 23 | 34 | 41 | 26 | 49 |
| Labour councillors or candidates do good work for the area | 24 | 16 | 33 | 32 | 24 | 30 | 17 | 23 | 11 | 0 | 30 | 28 | 26 | 11 | 25 | 13 |
| None of the other parties is a credible choice | 17 | 19 | 14 | 0 | 21 | 16 | 11 | 12 | 16 | 0 | 22 | 16 | 12 | 31 | 18 | 8 |
| They are the best of a bad bunch | 15 | 11 | 20 | 32 | 23 | 12 | 6 | 13 | 19 | 0 | 17 | 17 | 14 | 9 | 17 | 2 |
| Labour best represents working people like me | 12 | 12 | 11 | 0 | 8 | 15 | 15 | 15 | 8 | 0 | 10 | 11 | 18 | 11 | 13 | 0 |
| Keir Starmer is the best leader on offer | 12 | 15 | 10 | 0 | 20 | 4 | 11 | 9 | 11 | 0 | 17 | 13 | 6 | 23 | 13 | 10 |
| I've always voted Labour | 11 | 12 | 9 | 0 | 11 | 10 | 11 | 10 | 7 | 0 | 12 | 13 | 3 | 13 | 9 | 23 |
| They care about the cost of living | 4 | 4 | 3 | 0 | 4 | 3 | 3 | 5 | 0 | 0 | 3 | 2 | 7 | 2 | 3 | 9 |
| Other | 5 | 5 | 6 | 32 | 4 | 7 | 5 | 4 | 11 | 0 | 5 | 6 | 2 | 8 | 4 | 16 |
| Don't know | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 |

You said you plan to vote Reform UK at the local elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the local elections in London; N=69]

| | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|---|---|----|---|----|----|----|----|----|
| To take a tougher approach to immigration and asylum | 57 | 47 | 72 | 54 | 47 | 57 | 79 | 0 | 0 | 57 | 0 | 71 | 55 | 44 | 72 | 19 |
| To stand up for British values and for ordinary British people | 53 | 51 | 57 | 52 | 53 | 59 | 50 | 0 | 0 | 53 | 0 | 51 | 69 | 44 | 46 | 71 |
| London has changed beyond recognition and I want a party that will address that | 51 | 47 | 55 | 46 | 59 | 53 | 34 | 0 | 0 | 51 | 0 | 56 | 58 | 40 | 45 | 64 |
| The main parties - Labour and Conservatives - have all failed and we need a change | 31 | 29 | 33 | 18 | 39 | 33 | 22 | 0 | 0 | 31 | 0 | 32 | 27 | 37 | 36 | 19 |
| To get Labour out - especially to send a message to Keir Starmer and Sadiq Khan | 27 | 28 | 24 | 24 | 21 | 39 | 26 | 0 | 0 | 27 | 0 | 15 | 26 | 37 | 34 | 8 |
| Their policies and values are closest to my own | 16 | 20 | 9 | 22 | 23 | 2 | 10 | 0 | 0 | 16 | 0 | 28 | 5 | 17 | 14 | 20 |
| They are saying the things other politicians are too afraid to say | 13 | 15 | 9 | 24 | 12 | 5 | 13 | 0 | 0 | 13 | 0 | 8 | 11 | 7 | 10 | 20 |
| To scrap Low Traffic Neighbourhoods (LTNs), ULEZ and the 20mph speed limit | 10 | 13 | 6 | 10 | 1 | 8 | 31 | 0 | 0 | 10 | 0 | 0 | 9 | 28 | 14 | 0 |
| To scrap Net Zero and the green agenda | 10 | 15 | 4 | 0 | 6 | 14 | 25 | 0 | 0 | 10 | 0 | 12 | 8 | 13 | 11 | 9 |
| Reform would cut taxes and reduce government spending | 10 | 13 | 6 | 14 | 14 | 4 | 4 | 0 | 0 | 10 | 0 | 20 | 0 | 3 | 9 | 12 |
| Nigel Farage is the best leader on offer | 4 | 5 | 3 | 0 | 8 | 5 | 0 | 0 | 0 | 4 | 0 | 3 | 0 | 8 | 2 | 9 |
| They are the best of a bad bunch | 2 | 3 | 0 | 0 | 2 | 5 | 0 | 0 | 0 | 2 | 0 | 2 | 4 | 0 | 1 | 4 |
| Other | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Don't know | 2 | 3 | 0 | 12 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 7 | 0 | 7 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | | |
|--------------------------|-------------------|------------------------|--|--|---|----|
| Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

You said you plan to vote Labour at the local elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the local elections outside London; N=191]

| | | | | | | |
|--|----|----|----|----|----|-----|
| To keep Reform UK and the Conservatives out of local government | 39 | 28 | 48 | 31 | 22 | 0 |
| Their policies and values are closest to my own | 31 | 53 | 31 | 25 | 38 | 100 |
| Keir Starmer and the Labour government need more time to deliver - it's too early to punish them | 31 | 8 | 31 | 34 | 29 | 46 |
| I trust Labour to improve the NHS, schools and public services | 31 | 27 | 35 | 26 | 27 | 46 |
| The Labour-run council in my area has done a good job | 28 | 39 | 30 | 27 | 16 | 0 |
| Labour councillors or candidates do good work for the area | 24 | 63 | 26 | 17 | 17 | 0 |
| None of the other parties is a credible choice | 17 | 16 | 10 | 28 | 14 | 0 |
| They are the best of a bad bunch | 15 | 16 | 10 | 21 | 20 | 54 |
| Labour best represents working people like me | 12 | 31 | 8 | 16 | 10 | 0 |
| Keir Starmer is the best leader on offer | 12 | 0 | 17 | 10 | 0 | 0 |
| I've always voted Labour | 11 | 0 | 9 | 11 | 24 | 54 |
| They care about the cost of living | 4 | 9 | 0 | 6 | 15 | 0 |
| Other | 5 | 11 | 3 | 8 | 5 | 0 |
| Don't know | 0 | 0 | 0 | 1 | 0 | 0 |

You said you plan to vote Reform UK at the local elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the local elections in London; N=69]

| | | | | | | |
|--|----|-----|----|----|----|-----|
| To take a tougher approach to immigration and asylum | 57 | 0 | 80 | 51 | 53 | 100 |
| To stand up for British values and for ordinary British people | 53 | 100 | 30 | 52 | 63 | 44 |
| London has changed beyond recognition and I want a party that will address that | 51 | 100 | 41 | 53 | 37 | 78 |
| The main parties - Labour and Conservatives - have all failed and we need a change | 31 | 32 | 37 | 23 | 40 | 22 |
| To get Labour out - especially to send a message to Keir Starmer and Sadiq Khan | 27 | 0 | 24 | 31 | 26 | 34 |
| Their policies and values are closest to my own | 16 | 68 | 33 | 2 | 16 | 0 |
| They are saying the things other politicians are too afraid to say | 13 | 0 | 7 | 18 | 10 | 22 |
| To scrap Low Traffic Neighbourhoods (LTNs), ULEZ and the 20mph speed limit | 10 | 0 | 2 | 11 | 19 | 0 |
| To scrap Net Zero and the green agenda | 10 | 0 | 26 | 7 | 9 | 0 |
| Reform would cut taxes and reduce government spending | 10 | 0 | 12 | 14 | 6 | 0 |
| Nigel Farage is the best leader on offer | 4 | 0 | 8 | 4 | 4 | 0 |
| They are the best of a bad bunch | 2 | 0 | 0 | 1 | 7 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 | 0 |
| Don't know | 2 | 0 | 0 | 5 | 0 | 0 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

You said you plan to vote Green at the local elections. Below are some reasons people have given us for voting Green. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for the Greens in the local elections in London; N=125]

| | | | | | | | | | | | | | | | | | | | |
|---|----|---|----|-----|---|----|---|---|---|---|----|---|-----|----|----|---|----|----|----|
| Their policies and values are closest to my own | 39 | 0 | 20 | 0 | 0 | 41 | 0 | 0 | 0 | 0 | 39 | 0 | 0 | 36 | 71 | 0 | 39 | 40 | 21 |
| They want to tax the rich and redistribute wealth | 30 | 0 | 0 | 0 | 0 | 31 | 0 | 0 | 0 | 0 | 30 | 0 | 54 | 25 | 58 | 0 | 28 | 22 | 34 |
| They care about the cost of living | 29 | 0 | 0 | 0 | 0 | 32 | 0 | 0 | 0 | 0 | 29 | 0 | 100 | 29 | 0 | 0 | 30 | 20 | 40 |
| Their stance on Gaza and Palestine | 28 | 0 | 0 | 0 | 0 | 30 | 0 | 0 | 0 | 0 | 28 | 0 | 54 | 6 | 29 | 0 | 40 | 21 | 14 |
| Their commitment to tackling climate change and protecting the environment | 26 | 0 | 18 | 100 | 0 | 24 | 0 | 0 | 0 | 0 | 26 | 0 | 0 | 32 | 17 | 0 | 39 | 28 | 10 |
| They are the only genuinely left-wing / progressive party on offer | 20 | 0 | 20 | 0 | 0 | 21 | 0 | 0 | 0 | 0 | 20 | 0 | 0 | 20 | 71 | 0 | 18 | 26 | 0 |
| To send a message against Reform UK and the rise of the far right | 18 | 0 | 43 | 0 | 0 | 18 | 0 | 0 | 0 | 0 | 18 | 0 | 0 | 19 | 0 | 0 | 10 | 23 | 32 |
| To send a message to Labour / Keir Starmer that they've taken left-leaning voters for granted | 17 | 0 | 20 | 0 | 0 | 18 | 0 | 0 | 0 | 0 | 17 | 0 | 0 | 19 | 25 | 0 | 8 | 19 | 19 |
| They care about housing and rent | 15 | 0 | 26 | 0 | 0 | 14 | 0 | 0 | 0 | 0 | 15 | 0 | 0 | 22 | 0 | 0 | 19 | 10 | 40 |
| Zack Polanski is the best leader on offer | 14 | 0 | 20 | 0 | 0 | 14 | 0 | 0 | 0 | 0 | 14 | 0 | 0 | 20 | 0 | 0 | 8 | 18 | 19 |
| They would take water, rail and other utilities back into public ownership | 13 | 0 | 20 | 0 | 0 | 14 | 0 | 0 | 0 | 0 | 13 | 0 | 46 | 12 | 0 | 0 | 11 | 10 | 19 |
| Local Green councillors or candidates do good work for the area | 10 | 0 | 46 | 0 | 0 | 8 | 0 | 0 | 0 | 0 | 10 | 0 | 46 | 18 | 0 | 0 | 1 | 9 | 44 |
| They are the best of a bad bunch | 9 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 13 | 0 | 0 | 13 | 14 | 2 |
| Their support for trans rights and other minorities | 8 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 6 | 29 | 0 | 10 | 7 | 0 |
| Other | 1 | 0 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 |
| Don't know | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 |

You said you plan to vote Labour at the local elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the local elections in London; N=101]

| | | | | | | | | | | | | | | | | | | | |
|--|----|---|----|-----|---|----|---|----|---|---|---|---|-----|----|----|---|----|----|----|
| To keep Reform UK and the Conservatives out of local government | 32 | 0 | 33 | 100 | 0 | 25 | 0 | 32 | 0 | 0 | 0 | 0 | 16 | 27 | 93 | 0 | 58 | 35 | 32 |
| Keir Starmer and the Labour government need more time to deliver - it's too early to punish them | 27 | 0 | 29 | 0 | 0 | 0 | 0 | 27 | 0 | 0 | 0 | 0 | 84 | 26 | 24 | 0 | 58 | 39 | 9 |
| I trust Labour to improve the NHS, schools and public services | 23 | 0 | 24 | 0 | 0 | 0 | 0 | 23 | 0 | 0 | 0 | 0 | 100 | 23 | 0 | 0 | 58 | 30 | 3 |
| Their policies and values are closest to my own | 21 | 0 | 22 | 0 | 0 | 0 | 0 | 21 | 0 | 0 | 0 | 0 | 0 | 24 | 0 | 0 | 0 | 19 | 9 |
| The Labour-run council in my area has done a good job | 20 | 0 | 16 | 0 | 0 | 75 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 18 | 27 | 0 | 42 | 16 | 48 |
| They are the best of a bad bunch | 20 | 0 | 21 | 0 | 0 | 25 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 22 | 0 | 0 | 0 | 17 | 23 |
| I've always voted Labour | 19 | 0 | 18 | 0 | 0 | 17 | 0 | 19 | 0 | 0 | 0 | 0 | 0 | 21 | 0 | 0 | 0 | 16 | 24 |
| Labour councillors or candidates do good work for the area | 17 | 0 | 15 | 100 | 0 | 37 | 0 | 17 | 0 | 0 | 0 | 0 | 0 | 19 | 20 | 0 | 0 | 17 | 12 |
| Keir Starmer is the best leader on offer | 14 | 0 | 15 | 100 | 0 | 0 | 0 | 14 | 0 | 0 | 0 | 0 | 84 | 6 | 49 | 0 | 0 | 14 | 5 |
| Labour best represents working people like me | 13 | 0 | 13 | 0 | 0 | 0 | 0 | 13 | 0 | 0 | 0 | 0 | 0 | 16 | 0 | 0 | 0 | 15 | 26 |
| To support Sadiq Khan and the Labour administration at City Hall | 12 | 0 | 12 | 0 | 0 | 37 | 0 | 12 | 0 | 0 | 0 | 0 | 0 | 15 | 12 | 0 | 0 | 15 | 3 |
| None of the other parties is a credible choice | 11 | 0 | 12 | 0 | 0 | 25 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 10 | 20 | 0 | 0 | 9 | 9 |
| They care about the cost of living | 10 | 0 | 10 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 16 | 10 | 0 | 0 | 0 | 8 | 21 |
| Other | 4 | 0 | 4 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 2 | 29 | 0 | 0 | 3 | 0 |
| Don't know | 5 | 0 | 4 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 1 | 0 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|-------------|-------------|------------|------------|------------|-------------------|------------|------------|---------------|--|--------------|------------|------------|-----------------|------------|
| Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic | |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

You said you plan to vote Green at the local elections. Below are some reasons people have given us for voting Green. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for the Greens in the local elections in London; N=125]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|---|---|----|---|----|----|----|----|----|
| Their policies and values are closest to my own | 39 | 38 | 39 | 48 | 40 | 17 | 46 | 0 | 0 | 39 | 0 | 39 | 29 | 42 | 33 | 42 |
| They want to tax the rich and redistribute wealth | 30 | 26 | 32 | 39 | 30 | 25 | 0 | 0 | 0 | 30 | 0 | 32 | 31 | 12 | 27 | 31 |
| They care about the cost of living | 29 | 29 | 30 | 44 | 28 | 18 | 22 | 0 | 0 | 29 | 0 | 23 | 47 | 22 | 10 | 40 |
| Their stance on Gaza and Palestine | 28 | 27 | 29 | 41 | 28 | 15 | 0 | 0 | 0 | 28 | 0 | 33 | 10 | 29 | 26 | 28 |
| Their commitment to tackling climate change and protecting the environment | 26 | 19 | 31 | 24 | 22 | 53 | 22 | 0 | 0 | 26 | 0 | 30 | 21 | 27 | 39 | 18 |
| They are the only genuinely left-wing / progressive party on offer | 20 | 21 | 20 | 22 | 18 | 29 | 22 | 0 | 0 | 20 | 0 | 23 | 20 | 15 | 26 | 17 |
| To send a message against Reform UK and the rise of the far right | 18 | 18 | 17 | 3 | 19 | 23 | 29 | 0 | 0 | 18 | 0 | 16 | 30 | 16 | 18 | 17 |
| To send a message to Labour / Keir Starmer that they've taken left-leaning voters for granted | 17 | 22 | 13 | 12 | 18 | 20 | 16 | 0 | 0 | 17 | 0 | 22 | 7 | 26 | 28 | 11 |
| They care about housing and rent | 15 | 8 | 21 | 17 | 14 | 8 | 36 | 0 | 0 | 15 | 0 | 8 | 19 | 24 | 10 | 18 |
| Zack Polanski is the best leader on offer | 14 | 23 | 8 | 4 | 13 | 36 | 16 | 0 | 0 | 14 | 0 | 14 | 26 | 14 | 13 | 14 |
| They would take water, rail and other utilities back into public ownership | 13 | 18 | 10 | 21 | 11 | 10 | 26 | 0 | 0 | 13 | 0 | 12 | 25 | 6 | 10 | 15 |
| Local Green councillors or candidates do good work for the area | 10 | 14 | 7 | 0 | 11 | 9 | 39 | 0 | 0 | 10 | 0 | 8 | 9 | 23 | 8 | 11 |
| They are the best of a bad bunch | 9 | 9 | 8 | 0 | 10 | 6 | 26 | 0 | 0 | 9 | 0 | 10 | 10 | 10 | 5 | 11 |
| Their support for trans rights and other minorities | 8 | 6 | 10 | 19 | 8 | 0 | 0 | 0 | 0 | 8 | 0 | 13 | 0 | 0 | 13 | 5 |
| Other | 1 | 1 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 |
| Don't know | 2 | 0 | 3 | 0 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 5 | 0 |

You said you plan to vote Labour at the local elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the local elections in London; N=101]

| | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|---|---|----|---|----|----|----|----|----|
| To keep Reform UK and the Conservatives out of local government | 32 | 39 | 24 | 38 | 30 | 33 | 35 | 0 | 0 | 32 | 0 | 40 | 16 | 23 | 34 | 31 |
| Keir Starmer and the Labour government need more time to deliver - it's too early to punish them | 27 | 29 | 25 | 18 | 25 | 28 | 43 | 0 | 0 | 27 | 0 | 22 | 40 | 18 | 27 | 27 |
| I trust Labour to improve the NHS, schools and public services | 23 | 24 | 22 | 29 | 17 | 32 | 34 | 0 | 0 | 23 | 0 | 17 | 15 | 22 | 20 | 25 |
| Their policies and values are closest to my own | 21 | 29 | 10 | 49 | 22 | 5 | 5 | 0 | 0 | 21 | 0 | 30 | 0 | 9 | 25 | 17 |
| The Labour-run council in my area has done a good job | 20 | 19 | 21 | 9 | 19 | 30 | 24 | 0 | 0 | 20 | 0 | 26 | 21 | 20 | 23 | 17 |
| They are the best of a bad bunch | 20 | 21 | 20 | 34 | 16 | 21 | 25 | 0 | 0 | 20 | 0 | 4 | 34 | 29 | 15 | 25 |
| I've always voted Labour | 19 | 10 | 30 | 48 | 11 | 27 | 17 | 0 | 0 | 19 | 0 | 14 | 18 | 23 | 15 | 21 |
| Labour councillors or candidates do good work for the area | 17 | 15 | 20 | 20 | 13 | 15 | 37 | 0 | 0 | 17 | 0 | 15 | 22 | 25 | 20 | 15 |
| Keir Starmer is the best leader on offer | 14 | 12 | 17 | 7 | 16 | 0 | 28 | 0 | 0 | 14 | 0 | 20 | 0 | 10 | 18 | 11 |
| Labour best represents working people like me | 13 | 11 | 16 | 9 | 13 | 23 | 7 | 0 | 0 | 13 | 0 | 15 | 15 | 18 | 7 | 18 |
| To support Sadiq Khan and the Labour administration at City Hall | 12 | 18 | 6 | 0 | 16 | 4 | 15 | 0 | 0 | 12 | 0 | 13 | 13 | 21 | 17 | 9 |
| None of the other parties is a credible choice | 11 | 9 | 14 | 8 | 15 | 12 | 0 | 0 | 0 | 11 | 0 | 12 | 7 | 9 | 6 | 15 |
| They care about the cost of living | 10 | 9 | 10 | 0 | 11 | 11 | 12 | 0 | 0 | 10 | 0 | 2 | 11 | 25 | 8 | 11 |
| Other | 4 | 6 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 4 | 0 | 9 | 0 | 0 | 8 | 0 |
| Don't know | 5 | 2 | 9 | 7 | 7 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 20 | 5 | 3 | 7 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | | |
|--------------------------|-------------------|------------------------|--|--|---|----|
| Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

You said you plan to vote Green at the local elections. Below are some reasons people have given us for voting Green. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for the Greens in the local elections in London; N=125]

| Reason | Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
|---|-------|------------------|------------------------|--|--|---|
| Their policies and values are closest to my own | 39 | 18 | 45 | 51 | 14 | 8 |
| They want to tax the rich and redistribute wealth | 30 | 46 | 23 | 32 | 32 | 57 |
| They care about the cost of living | 29 | 64 | 33 | 13 | 39 | 87 |
| Their stance on Gaza and Palestine | 28 | 0 | 23 | 34 | 27 | 18 |
| Their commitment to tackling climate change and protecting the environment | 26 | 82 | 30 | 18 | 34 | 0 |
| They are the only genuinely left-wing / progressive party on offer | 20 | 0 | 8 | 30 | 27 | 0 |
| To send a message against Reform UK and the rise of the far right | 18 | 0 | 17 | 19 | 25 | 0 |
| To send a message to Labour / Keir Starmer that they've taken left-leaning voters for granted | 17 | 0 | 15 | 20 | 9 | 30 |
| They care about housing and rent | 15 | 18 | 15 | 11 | 22 | 31 |
| Zack Polanski is the best leader on offer | 14 | 0 | 25 | 8 | 11 | 0 |
| They would take water, rail and other utilities back into public ownership | 13 | 0 | 11 | 19 | 7 | 0 |
| Local Green councillors or candidates do good work for the area | 10 | 0 | 16 | 1 | 16 | 30 |
| They are the best of a bad bunch | 9 | 0 | 4 | 15 | 5 | 13 |
| Their support for trans rights and other minorities | 8 | 0 | 9 | 11 | 0 | 0 |
| Other | 1 | 0 | 2 | 0 | 0 | 0 |
| Don't know | 2 | 0 | 6 | 0 | 0 | 0 |

You said you plan to vote Labour at the local elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the local elections in London; N=101]

| Reason | Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
|--|-------|------------------|------------------------|--|--|---|
| To keep Reform UK and the Conservatives out of local government | 32 | 43 | 41 | 30 | 24 | 0 |
| Keir Starmer and the Labour government need more time to deliver - it's too early to punish them | 27 | 23 | 27 | 22 | 37 | 36 |
| I trust Labour to improve the NHS, schools and public services | 23 | 23 | 25 | 25 | 9 | 0 |
| Their policies and values are closest to my own | 21 | 43 | 36 | 10 | 14 | 0 |
| The Labour-run council in my area has done a good job | 20 | 34 | 18 | 21 | 22 | 0 |
| They are the best of a bad bunch | 20 | 0 | 10 | 22 | 43 | 36 |
| I've always voted Labour | 19 | 34 | 7 | 16 | 43 | 64 |
| Labour councillors or candidates do good work for the area | 17 | 0 | 23 | 14 | 16 | 64 |
| Keir Starmer is the best leader on offer | 14 | 0 | 15 | 19 | 7 | 0 |
| Labour best represents working people like me | 13 | 34 | 17 | 10 | 14 | 0 |
| To support Sadiq Khan and the Labour administration at City Hall | 12 | 0 | 16 | 10 | 16 | 0 |
| None of the other parties is a credible choice | 11 | 0 | 4 | 17 | 12 | 36 |
| They care about the cost of living | 10 | 66 | 2 | 10 | 10 | 0 |
| Other | 4 | 0 | 6 | 4 | 0 | 0 |
| Don't know | 5 | 0 | 3 | 7 | 6 | 0 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

And if you do vote in the local elections on 7th May, will you be...

| | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Mostly voting on issues under the control of the local council | 36 | 42 | 46 | 41 | 34 | 32 | 39 | 45 | 44 | 31 | 34 | 56 | 42 | 38 | 42 | 35 | 42 | 40 | 37 |
| Mostly voting to send a signal to the UK government | 25 | 29 | 8 | 14 | 47 | 29 | 29 | 9 | 11 | 51 | 31 | 16 | 27 | 19 | 17 | 44 | 23 | 18 | 34 |
| Mostly voting to stop another party from winning in my area | 19 | 16 | 31 | 35 | 12 | 22 | 17 | 32 | 35 | 12 | 20 | 13 | 16 | 26 | 29 | 10 | 12 | 25 | 14 |
| None of these | 8 | 7 | 10 | 5 | 5 | 9 | 8 | 11 | 7 | 5 | 9 | 9 | 6 | 8 | 4 | 8 | 13 | 9 | 7 |
| Don't know | 6 | 4 | 2 | 2 | 1 | 6 | 5 | 2 | 2 | 1 | 6 | 2 | 5 | 4 | 5 | 1 | 8 | 4 | 4 |
| Not applicable - I do not plan to vote | 6 | 3 | 2 | 1 | 0 | 1 | 2 | 1 | 1 | 0 | 0 | 3 | 4 | 5 | 4 | 2 | 1 | 4 | 5 |

You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?

[Shown to respondents who voted Labour in the 2024 general election but are not intending to vote Labour in the Senedd elections now, N=387]

| | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|---|----|----|----|----|---|----|---|---|---|----|----|
| I have mostly changed my vote because I am unhappy with the local Labour Party in my city / town / area | 8 | 10 | 18 | 13 | 9 | 3 | 13 | 0 | 13 | 8 | 6 | 15 | 0 | 8 | 0 | 0 | 0 | 8 | 7 |
| An equal mix of the two | 23 | 47 | 9 | 19 | 20 | 24 | 34 | 0 | 12 | 21 | 29 | 15 | 0 | 23 | 0 | 0 | 0 | 21 | 29 |
| I have mostly changed my vote because I am unhappy with the Labour Party nationally and Keir Starmer as Prime Minister | 40 | 34 | 14 | 43 | 72 | 52 | 39 | 0 | 37 | 71 | 47 | 36 | 0 | 40 | 0 | 0 | 0 | 41 | 41 |
| None of the above | 22 | 3 | 57 | 23 | 0 | 18 | 10 | 0 | 36 | 0 | 17 | 28 | 0 | 22 | 0 | 0 | 0 | 23 | 13 |
| Don't know | 7 | 6 | 2 | 2 | 0 | 2 | 5 | 0 | 2 | 1 | 1 | 6 | 0 | 7 | 0 | 0 | 0 | 6 | 10 |

You previously told us that you plan to vote for [party]. Is this more because you want to stop a particular party winning in your area or because you believe in what [party] are standing for?

[Shown to respondents giving a voting intention in the local elections; N=1738]

| | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - More because I want to stop a particular party winning in my area | 7 | 10 | 9 | 14 | 3 | 5 | 9 | 10 | 15 | 4 | 3 | 6 | 6 | 9 | 14 | 3 | 6 | 9 | 5 |
| 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 2 | 2 | 3 | 3 | 3 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 2 | 4 | 1 | 1 | 3 | 1 |
| 3 | 3 | 2 | 4 | 5 | 1 | 5 | 2 | 6 | 6 | 0 | 3 | 4 | 1 | 5 | 5 | 0 | 0 | 3 | 1 |
| 4 | 2 | 1 | 4 | 2 | 2 | 3 | 1 | 4 | 3 | 1 | 3 | 3 | 1 | 5 | 3 | 1 | 1 | 3 | 1 |
| 5 | 9 | 10 | 13 | 11 | 4 | 9 | 9 | 13 | 10 | 5 | 11 | 8 | 10 | 12 | 11 | 3 | 8 | 9 | 10 |
| 6 | 5 | 6 | 8 | 9 | 4 | 3 | 7 | 9 | 9 | 3 | 3 | 2 | 6 | 7 | 5 | 2 | 5 | 6 | 4 |
| 7 | 9 | 10 | 13 | 8 | 7 | 9 | 11 | 14 | 9 | 7 | 9 | 6 | 9 | 13 | 8 | 6 | 3 | 11 | 7 |
| 8 | 13 | 17 | 13 | 14 | 11 | 11 | 15 | 13 | 14 | 12 | 13 | 9 | 15 | 13 | 13 | 11 | 12 | 14 | 11 |
| 9 | 6 | 6 | 3 | 7 | 8 | 7 | 6 | 3 | 7 | 7 | 5 | 8 | 8 | 4 | 7 | 7 | 5 | 6 | 7 |
| 10 - More because I believe in what [party] are standing for | 41 | 35 | 29 | 25 | 59 | 46 | 34 | 25 | 23 | 59 | 46 | 54 | 42 | 30 | 28 | 66 | 57 | 34 | 50 |
| Don't know | 1 | 1 | 1 | 0 | 0 | 2 | 2 | 2 | 1 | 0 | 1 | 2 | 1 | 1 | 1 | 0 | 2 | 1 | 1 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

And if you do vote in the local elections on 7th May, will you be...

| | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Mostly voting on issues under the control of the local council | 36 | 37 | 35 | 24 | 31 | 40 | 43 | 40 | 33 | 30 | 38 | 38 | 38 | 34 | 39 | 25 |
| Mostly voting to send a signal to the UK government | 25 | 27 | 23 | 24 | 23 | 26 | 26 | 24 | 31 | 25 | 24 | 25 | 26 | 25 | 25 | 24 |
| Mostly voting to stop another party from winning in my area | 19 | 19 | 19 | 19 | 20 | 18 | 19 | 22 | 22 | 15 | 20 | 20 | 18 | 20 | 20 | 16 |
| None of these | 8 | 7 | 9 | 5 | 10 | 6 | 6 | 6 | 4 | 8 | 9 | 7 | 8 | 8 | 7 | 11 |
| Don't know | 6 | 4 | 7 | 17 | 7 | 4 | 2 | 4 | 4 | 11 | 3 | 5 | 4 | 7 | 4 | 11 |
| Not applicable - I do not plan to vote | 6 | 5 | 7 | 11 | 8 | 5 | 4 | 4 | 5 | 11 | 5 | 6 | 6 | 7 | 5 | 13 |

You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?

[Shown to respondents who voted Labour in the 2024 general election but are not intending to vote Labour in the Senedd elections now, N=387]

| | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I have mostly changed my vote because I am unhappy with the local Labour Party in my city / town / area | 8 | 10 | 7 | 25 | 6 | 6 | 12 | 13 | 13 | 7 | 3 | 6 | 6 | 18 | 8 | 7 |
| An equal mix of the two | 23 | 22 | 24 | 7 | 28 | 18 | 20 | 23 | 37 | 25 | 17 | 21 | 20 | 39 | 22 | 26 |
| I have mostly changed my vote because I am unhappy with the Labour Party nationally and Keir Starmer as Prime Minister | 40 | 38 | 42 | 28 | 41 | 38 | 46 | 39 | 41 | 35 | 45 | 43 | 46 | 24 | 42 | 34 |
| None of the above | 22 | 23 | 21 | 23 | 19 | 29 | 20 | 20 | 7 | 20 | 30 | 22 | 21 | 16 | 23 | 18 |
| Don't know | 7 | 7 | 6 | 18 | 6 | 9 | 2 | 5 | 3 | 13 | 4 | 7 | 7 | 3 | 5 | 15 |

You previously told us that you plan to vote for [party]. Is this more because you want to stop a particular party winning in your area or because you believe in what [party] are standing for?

[Shown to respondents giving a voting intention in the local elections; N=1738]

| | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - More because I want to stop a particular party winning in my area | 7 | 6 | 8 | 5 | 6 | 8 | 7 | 7 | 11 | 6 | 7 | 8 | 7 | 7 | 7 | 7 |
| 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| 2 | 2 | 2 | 2 | 0 | 1 | 2 | 2 | 1 | 0 | 2 | 2 | 2 | 1 | 1 | 2 | 2 |
| 3 | 3 | 4 | 2 | 4 | 4 | 2 | 2 | 1 | 2 | 4 | 4 | 4 | 3 | 1 | 3 | 1 |
| 4 | 2 | 3 | 2 | 3 | 4 | 2 | 1 | 3 | 2 | 3 | 2 | 4 | 1 | 1 | 2 | 2 |
| 5 | 9 | 9 | 9 | 7 | 12 | 8 | 7 | 5 | 12 | 11 | 10 | 10 | 7 | 10 | 9 | 10 |
| 6 | 5 | 5 | 6 | 13 | 5 | 5 | 5 | 6 | 4 | 7 | 5 | 5 | 7 | 3 | 5 | 9 |
| 7 | 9 | 9 | 9 | 14 | 11 | 9 | 8 | 9 | 9 | 12 | 8 | 10 | 9 | 7 | 9 | 9 |
| 8 | 13 | 13 | 13 | 14 | 14 | 12 | 13 | 17 | 5 | 13 | 13 | 12 | 14 | 16 | 13 | 13 |
| 9 | 6 | 7 | 5 | 3 | 5 | 7 | 8 | 6 | 5 | 6 | 6 | 5 | 7 | 6 | 6 | 4 |
| 10 - More because I believe in what [party] are standing for | 41 | 42 | 41 | 33 | 36 | 43 | 48 | 43 | 46 | 33 | 44 | 38 | 44 | 47 | 42 | 38 |
| Don't know | 1 | 1 | 2 | 2 | 2 | 0 | 0 | 0 | 1 | 4 | 0 | 1 | 1 | 1 | 1 | 4 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | | Economic Security | | | | |
|--------------------------|-------------|-------------------|------------------------|--|--|---|
| | | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Total | | | | | | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | | % | % | % | % | % |

And if you do vote in the local elections on 7th May, will you be...

| | | | | | | |
|--|-----------|----|----|----|----|----|
| Mostly voting on issues under the control of the local council | 36 | 34 | 38 | 37 | 34 | 24 |
| Mostly voting to send a signal to the UK government | 25 | 37 | 21 | 24 | 31 | 33 |
| Mostly voting to stop another party from winning in my area | 19 | 14 | 23 | 19 | 16 | 5 |
| None of these | 8 | 6 | 8 | 9 | 7 | 10 |
| Don't know | 6 | 3 | 5 | 5 | 6 | 19 |
| Not applicable - I do not plan to vote | 6 | 7 | 6 | 6 | 7 | 10 |

You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?

[Shown to respondents who voted Labour in the 2024 general election but are not intending to vote Labour in the Senedd elections now, N=387]

| | | | | | | |
|--|-----------|----|----|----|----|----|
| I have mostly changed my vote because I am unhappy with the local Labour Party in my city / town / area | 8 | 13 | 9 | 7 | 10 | 0 |
| An equal mix of the two | 23 | 11 | 18 | 30 | 27 | 5 |
| I have mostly changed my vote because I am unhappy with the Labour Party nationally and Keir Starmer as Prime Minister | 40 | 52 | 41 | 39 | 42 | 60 |
| None of the above | 22 | 23 | 28 | 19 | 14 | 36 |
| Don't know | 7 | 0 | 5 | 6 | 7 | 0 |

You previously told us that you plan to vote for [party]. Is this more because you want to stop a particular party winning in your area or because you believe in what [party] are standing for?

[Shown to respondents giving a voting intention in the local elections; N=1738]

| | | | | | | |
|---|-----------|----|----|----|----|----|
| 0 - More because I want to stop a particular party winning in my area | 7 | 4 | 7 | 7 | 9 | 11 |
| 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| 2 | 2 | 2 | 3 | 1 | 0 | 0 |
| 3 | 3 | 1 | 5 | 2 | 1 | 2 |
| 4 | 2 | 1 | 3 | 2 | 1 | 1 |
| 5 | 9 | 8 | 9 | 9 | 9 | 3 |
| 6 | 5 | 5 | 6 | 6 | 4 | 2 |
| 7 | 9 | 15 | 8 | 9 | 11 | 3 |
| 8 | 13 | 9 | 12 | 15 | 11 | 18 |
| 9 | 6 | 5 | 6 | 7 | 6 | 2 |
| 10 - More because I believe in what [party] are standing for | 41 | 49 | 39 | 40 | 45 | 55 |
| Don't know | 1 | 0 | 1 | 1 | 2 | 3 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which party are you most trying to stop winning in your area?

[Shown only to those who scored themselves as a 6 or below on the scale question above; N=518]

| | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 11 | 1 | 14 | 16 | 17 | 11 | 0 | 11 | 17 | 18 | 9 | 5 | 6 | 14 | 14 | 0 | 8 | 14 | 8 |
| Labour | 24 | 68 | 3 | 13 | 51 | 7 | 68 | 0 | 20 | 47 | 9 | 15 | 66 | 8 | 19 | 42 | 6 | 16 | 43 |
| Liberal Democrat | 3 | 5 | 0 | 2 | 10 | 1 | 3 | 0 | 0 | 9 | 1 | 18 | 7 | 2 | 1 | 5 | 0 | 2 | 4 |
| Reform UK | 52 | 19 | 77 | 64 | 0 | 73 | 22 | 82 | 58 | 0 | 74 | 46 | 15 | 70 | 58 | 14 | 69 | 64 | 29 |
| Green | 3 | 5 | 1 | 1 | 9 | 0 | 6 | 1 | 2 | 13 | 0 | 0 | 4 | 2 | 2 | 23 | 4 | 1 | 6 |
| An independent candidate or independent group | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 4 | 0 | 0 | 1 |
| Some other party or candidate | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 3 | 1 | 1 | 0 | 0 | 1 | 2 |
| Don't know | 5 | 1 | 2 | 3 | 13 | 7 | 1 | 2 | 3 | 13 | 6 | 15 | 1 | 4 | 3 | 13 | 13 | 2 | 7 |

You have told us that you are intending to vote for [party1], in part tactically to stop [party2].

What source of information has been most important to you in suggesting that [party1] are best placed locally to beat [party2] in your area? Choose up to two options.

[Shown only to those who did not respond 'Don't know' on the question above; N=510]

| | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Their performance in my area at the last local election | 35 | 39 | 40 | 49 | 20 | 22 | 41 | 37 | 49 | 16 | 26 | 27 | 37 | 34 | 51 | 11 | 42 | 42 | 26 |
| Their performance in my area at the last general election | 26 | 35 | 26 | 35 | 11 | 19 | 39 | 32 | 34 | 8 | 12 | 5 | 26 | 24 | 33 | 21 | 25 | 29 | 20 |
| Their performance in the polls | 18 | 6 | 23 | 14 | 29 | 19 | 5 | 19 | 16 | 28 | 22 | 18 | 13 | 21 | 21 | 12 | 9 | 19 | 17 |
| Word of mouth locally / online | 18 | 14 | 23 | 12 | 19 | 18 | 15 | 19 | 10 | 23 | 22 | 39 | 15 | 17 | 17 | 17 | 6 | 16 | 18 |
| Information I've seen on a leaflet | 15 | 17 | 10 | 11 | 18 | 19 | 13 | 13 | 11 | 21 | 21 | 7 | 12 | 12 | 13 | 29 | 26 | 12 | 17 |
| Other | 12 | 15 | 11 | 13 | 7 | 14 | 20 | 10 | 15 | 6 | 12 | 6 | 17 | 11 | 11 | 22 | 15 | 15 | 12 |
| Can't remember / Don't know | 12 | 8 | 8 | 9 | 20 | 20 | 7 | 14 | 7 | 22 | 12 | 23 | 11 | 12 | 9 | 17 | 20 | 7 | 17 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which party are you most trying to stop winning in your area?

[Shown only to those who scored themselves as a 6 or below on the scale question above; N=518]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 11 | 8 | 14 | 17 | 12 | 8 | 11 | 6 | 13 | 14 | 11 | 9 | 13 | 12 | 10 | 16 |
| Labour | 24 | 28 | 20 | 15 | 14 | 32 | 38 | 28 | 19 | 31 | 19 | 23 | 30 | 28 | 24 | 28 |
| Liberal Democrat | 3 | 4 | 1 | 0 | 3 | 2 | 5 | 2 | 0 | 2 | 5 | 4 | 1 | 2 | 3 | 2 |
| Reform UK | 52 | 50 | 54 | 58 | 59 | 50 | 41 | 56 | 48 | 41 | 59 | 56 | 46 | 50 | 54 | 44 |
| Green | 3 | 4 | 2 | 0 | 5 | 3 | 2 | 4 | 9 | 3 | 2 | 4 | 1 | 4 | 4 | 3 |
| An independent candidate or independent group | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 |
| Some other party or candidate | 1 | 0 | 1 | 0 | 1 | 2 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 |
| Don't know | 5 | 4 | 6 | 10 | 6 | 4 | 2 | 3 | 11 | 6 | 4 | 3 | 8 | 3 | 4 | 6 |

You have told us that you are intending to vote for [party1], in part tactically to stop [party2].

What source of information has been most important to you in suggesting that [party1] are best placed locally to beat [party2] in your area? Choose up to two options.

[Shown only to those who did not respond 'Don't know' on the question above; N=510]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Their performance in my area at the last local election | 35 | 35 | 36 | 29 | 32 | 36 | 42 | 41 | 21 | 30 | 39 | 37 | 38 | 29 | 38 | 24 |
| Their performance in my area at the last general election | 26 | 27 | 25 | 28 | 25 | 25 | 28 | 30 | 29 | 26 | 23 | 28 | 23 | 25 | 24 | 33 |
| Their performance in the polls | 18 | 20 | 16 | 13 | 16 | 21 | 18 | 22 | 13 | 12 | 21 | 21 | 12 | 14 | 19 | 9 |
| Word of mouth locally / online | 18 | 21 | 15 | 29 | 19 | 17 | 16 | 14 | 12 | 29 | 15 | 16 | 19 | 19 | 16 | 26 |
| Information I've seen on a leaflet | 15 | 15 | 15 | 14 | 14 | 15 | 15 | 13 | 11 | 20 | 13 | 11 | 18 | 24 | 12 | 26 |
| Other | 12 | 14 | 10 | 0 | 11 | 16 | 14 | 15 | 22 | 8 | 11 | 14 | 11 | 12 | 14 | 5 |
| Can't remember / Don't know | 12 | 8 | 17 | 25 | 15 | 11 | 5 | 4 | 21 | 16 | 12 | 11 | 12 | 12 | 12 | 14 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | | Economic Security | | | | |
|--------------------------|-------------|-------------------|------------------------|--|--|---|
| | | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Total | | | | | | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

Which party are you most trying to stop winning in your area?

[Shown only to those who scored themselves as a 6 or below on the scale question above; N=518]

| | | | | | | |
|---|-----------|----|----|----|----|----|
| Conservative | 11 | 12 | 11 | 12 | 4 | 0 |
| Labour | 24 | 52 | 21 | 24 | 25 | 87 |
| Liberal Democrat | 3 | 3 | 3 | 3 | 2 | 0 |
| Reform UK | 52 | 26 | 56 | 52 | 56 | 13 |
| Green | 3 | 7 | 3 | 2 | 5 | 0 |
| An independent candidate or independent group | 1 | 0 | 1 | 1 | 0 | 0 |
| Some other party or candidate | 1 | 0 | 1 | 1 | 0 | 0 |
| Don't know | 5 | 0 | 4 | 6 | 7 | 0 |

You have told us that you are intending to vote for [party1], in part tactically to stop [party2]. What source of information has been most important to you in suggesting that [party1] are best placed locally to beat [party2] in your area? Choose up to two options.

[Shown only to those who did not respond 'Don't know' on the question above; N=510]

| | | | | | | |
|---|-----------|----|----|----|----|----|
| Their performance in my area at the last local election | 35 | 39 | 38 | 36 | 24 | 10 |
| Their performance in my area at the last general election | 26 | 35 | 25 | 25 | 29 | 43 |
| Their performance in the polls | 18 | 17 | 17 | 18 | 17 | 28 |
| Word of mouth locally / online | 18 | 14 | 18 | 20 | 13 | 24 |
| Information I've seen on a leaflet | 15 | 19 | 11 | 15 | 30 | 0 |
| Other | 12 | 6 | 12 | 13 | 16 | 8 |
| Can't remember / Don't know | 12 | 6 | 14 | 10 | 13 | 16 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Below are some reasons some people have given us for why they do not intend to vote for ****Reform UK**** at the local elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Reform UK in the local elections; N=1689]

| | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|
| Nigel Farage is not trustworthy - he's a charlatan who says one thing and does another | 43 | 42 | 50 | 51 | 0 | 47 | 40 | 48 | 48 | 0 | 47 | 46 | 39 | 48 | 48 | 29 | 42 | 50 | 32 |
| They are a racist and xenophobic party | 42 | 24 | 52 | 46 | 3 | 60 | 22 | 51 | 46 | 0 | 61 | 46 | 21 | 53 | 43 | 5 | 60 | 50 | 24 |
| They stoke division and hatred in society | 39 | 23 | 50 | 50 | 1 | 52 | 22 | 46 | 51 | 0 | 51 | 32 | 26 | 46 | 48 | 4 | 53 | 49 | 22 |
| They are far-right / fascist in their views | 37 | 20 | 44 | 45 | 4 | 51 | 17 | 42 | 44 | 0 | 51 | 34 | 22 | 47 | 36 | 7 | 55 | 44 | 22 |
| They are too close to Donald Trump and MAGA politics | 27 | 25 | 24 | 32 | 18 | 34 | 25 | 25 | 30 | 0 | 31 | 28 | 25 | 24 | 31 | 29 | 33 | 27 | 24 |
| They would privatise the NHS | 26 | 19 | 32 | 25 | 9 | 36 | 19 | 33 | 24 | 0 | 35 | 21 | 18 | 31 | 27 | 27 | 30 | 29 | 23 |
| They don't really have any policies - just slogans and complaints | 23 | 34 | 23 | 28 | 14 | 17 | 33 | 24 | 25 | 0 | 17 | 30 | 29 | 23 | 31 | 11 | 12 | 26 | 21 |
| They are funded by billionaires and don't represent ordinary people | 23 | 12 | 30 | 27 | 1 | 31 | 11 | 29 | 23 | 0 | 30 | 31 | 14 | 26 | 24 | 12 | 30 | 25 | 18 |
| Their views on immigration are too extreme | 22 | 12 | 31 | 24 | 0 | 25 | 13 | 33 | 22 | 0 | 25 | 17 | 11 | 28 | 19 | 5 | 30 | 25 | 13 |
| Their views on women, LGBT people and minorities | 20 | 11 | 22 | 21 | 4 | 34 | 11 | 22 | 21 | 0 | 33 | 8 | 12 | 24 | 23 | 14 | 32 | 23 | 11 |
| They are inexperienced and untested - they have never run anything | 15 | 36 | 12 | 11 | 38 | 5 | 36 | 11 | 12 | 0 | 7 | 13 | 32 | 9 | 14 | 35 | 7 | 11 | 28 |
| They are just ex-Tories under a different name | 14 | 10 | 16 | 16 | 12 | 11 | 10 | 15 | 14 | 0 | 16 | 21 | 9 | 16 | 15 | 19 | 12 | 15 | 12 |
| The low quality of their local candidates and poor vetting | 13 | 24 | 13 | 15 | 12 | 7 | 22 | 13 | 18 | 0 | 5 | 12 | 22 | 12 | 15 | 15 | 8 | 14 | 16 |
| Where Reform have taken control of councils, they have not delivered | 12 | 19 | 13 | 14 | 13 | 9 | 18 | 13 | 14 | 0 | 9 | 12 | 18 | 12 | 13 | 11 | 8 | 13 | 14 |
| Their views on climate change and Net Zero | 10 | 3 | 14 | 13 | 3 | 18 | 3 | 15 | 13 | 0 | 16 | 5 | 4 | 12 | 12 | 3 | 25 | 11 | 6 |
| I just prefer another party | 5 | 13 | 2 | 4 | 11 | 1 | 14 | 2 | 4 | 0 | 1 | 9 | 12 | 2 | 2 | 14 | 2 | 2 | 11 |
| I worry that they can't win in my area - so voting for them would be a wasted vote | 3 | 11 | 1 | 1 | 22 | 0 | 11 | 0 | 2 | 0 | 0 | 4 | 10 | 1 | 2 | 4 | 0 | 1 | 9 |
| Other | 3 | 1 | 3 | 2 | 11 | 2 | 3 | 3 | 2 | 0 | 2 | 0 | 3 | 2 | 2 | 7 | 4 | 2 | 3 |
| Don't know | 9 | 9 | 3 | 3 | 22 | 3 | 10 | 4 | 3 | 0 | 2 | 7 | 9 | 7 | 7 | 14 | 2 | 5 | 13 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Below are some reasons some people have given us for why they do not intend to vote for ****Reform UK**** at the local elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Reform UK in the local elections; N=1689]

| | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Nigel Farage is not trustworthy - he's a charlatan who says one thing and does another | 43 | 46 | 41 | 46 | 39 | 44 | 48 | 46 | 42 | 41 | 43 | 43 | 45 | 40 | 43 | 42 |
| They are a racist and xenophobic party | 42 | 41 | 42 | 58 | 45 | 40 | 32 | 46 | 39 | 41 | 40 | 43 | 42 | 35 | 40 | 47 |
| They stoke division and hatred in society | 39 | 38 | 39 | 30 | 37 | 42 | 40 | 46 | 35 | 33 | 40 | 42 | 40 | 30 | 40 | 34 |
| They are far-right / fascist in their views | 37 | 35 | 38 | 45 | 41 | 34 | 30 | 37 | 31 | 37 | 38 | 40 | 37 | 26 | 37 | 38 |
| They are too close to Donald Trump and MAGA politics | 27 | 26 | 27 | 35 | 25 | 26 | 30 | 25 | 24 | 28 | 28 | 27 | 29 | 23 | 26 | 28 |
| They would privatise the NHS | 26 | 26 | 26 | 28 | 26 | 26 | 25 | 30 | 22 | 18 | 32 | 24 | 31 | 25 | 28 | 20 |
| They don't really have any policies - just slogans and complaints | 23 | 26 | 20 | 19 | 19 | 26 | 27 | 22 | 26 | 20 | 24 | 24 | 25 | 18 | 25 | 15 |
| They are funded by billionaires and don't represent ordinary people | 23 | 26 | 19 | 27 | 22 | 20 | 25 | 28 | 21 | 19 | 23 | 24 | 21 | 19 | 23 | 21 |
| Their views on immigration are too extreme | 22 | 22 | 22 | 27 | 22 | 21 | 19 | 20 | 25 | 21 | 22 | 23 | 18 | 20 | 21 | 24 |
| Their views on women, LGBT people and minorities | 20 | 15 | 24 | 31 | 25 | 15 | 12 | 20 | 19 | 17 | 23 | 22 | 21 | 12 | 22 | 14 |
| They are inexperienced and untested - they have never run anything | 15 | 15 | 15 | 7 | 8 | 19 | 26 | 14 | 16 | 13 | 17 | 15 | 17 | 14 | 17 | 9 |
| They are just ex-Tories under a different name | 14 | 19 | 9 | 6 | 15 | 14 | 13 | 17 | 15 | 11 | 14 | 13 | 15 | 15 | 15 | 10 |
| The low quality of their local candidates and poor vetting | 13 | 17 | 9 | 5 | 11 | 18 | 13 | 15 | 12 | 11 | 14 | 15 | 14 | 10 | 15 | 8 |
| Where Reform have taken control of councils, they have not delivered | 12 | 15 | 10 | 7 | 9 | 15 | 17 | 11 | 19 | 9 | 13 | 13 | 13 | 11 | 13 | 8 |
| Their views on climate change and Net Zero | 10 | 11 | 9 | 13 | 11 | 6 | 12 | 10 | 11 | 8 | 11 | 13 | 8 | 4 | 11 | 6 |
| I just prefer another party | 5 | 4 | 5 | 1 | 3 | 6 | 7 | 5 | 5 | 3 | 5 | 4 | 7 | 6 | 5 | 3 |
| I worry that they can't win in my area - so voting for them would be a wasted vote | 3 | 3 | 3 | 0 | 2 | 3 | 6 | 4 | 1 | 3 | 3 | 3 | 3 | 4 | 4 | 1 |
| Other | 3 | 3 | 2 | 1 | 3 | 3 | 3 | 4 | 1 | 3 | 2 | 3 | 3 | 2 | 3 | 1 |
| Don't know | 9 | 8 | 11 | 13 | 13 | 6 | 6 | 4 | 12 | 15 | 7 | 8 | 6 | 16 | 8 | 15 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | | |
|--------------------------|-------------------|------------------------|--|--|---|----|
| Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

Below are some reasons some people have given us for why they do not intend to vote for ****Reform UK**** at the local elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Reform UK in the local elections; N=1689]

| | | | | | | |
|--|----|----|----|----|----|----|
| Nigel Farage is not trustworthy - he's a charlatan who says one thing and does another | 43 | 37 | 44 | 42 | 45 | 44 |
| They are a racist and xenophobic party | 42 | 34 | 44 | 40 | 44 | 34 |
| They stoke division and hatred in society | 39 | 37 | 46 | 34 | 31 | 42 |
| They are far-right / fascist in their views | 37 | 37 | 37 | 37 | 42 | 14 |
| They are too close to Donald Trump and MAGA politics | 27 | 24 | 26 | 28 | 26 | 33 |
| They would privatise the NHS | 26 | 17 | 26 | 28 | 28 | 19 |
| They don't really have any policies - just slogans and complaints | 23 | 23 | 23 | 23 | 20 | 14 |
| They are funded by billionaires and don't represent ordinary people | 23 | 15 | 23 | 24 | 22 | 11 |
| Their views on immigration are too extreme | 22 | 22 | 23 | 21 | 19 | 23 |
| Their views on women, LGBT people and minorities | 20 | 19 | 19 | 21 | 21 | 26 |
| They are inexperienced and untested - they have never run anything | 15 | 17 | 17 | 14 | 11 | 7 |
| They are just ex-Tories under a different name | 14 | 14 | 13 | 14 | 12 | 14 |
| The low quality of their local candidates and poor vetting | 13 | 20 | 15 | 11 | 10 | 12 |
| Where Reform have taken control of councils, they have not delivered | 12 | 11 | 14 | 10 | 12 | 9 |
| Their views on climate change and Net Zero | 10 | 13 | 12 | 10 | 5 | 0 |
| I just prefer another party | 5 | 4 | 5 | 5 | 3 | 1 |
| I worry that they can't win in my area - so voting for them would be a wasted vote | 3 | 4 | 3 | 3 | 2 | 7 |
| Other | 3 | 0 | 2 | 4 | 3 | 1 |
| Don't know | 9 | 12 | 7 | 9 | 11 | 16 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Below are some reasons some people have given us for why they do not intend to vote for **the Greens** at the local elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for the Greens in the local elections; N=1811]

| | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|
| They are too soft on immigration / support open borders | 27 | 34 | 8 | 9 | 52 | 3 | 33 | 8 | 12 | 52 | 0 | 30 | 39 | 11 | 14 | 53 | 10 | 14 | 44 |
| Their policies are unrealistic and naive | 26 | 32 | 26 | 30 | 31 | 0 | 30 | 22 | 28 | 31 | 0 | 39 | 35 | 21 | 29 | 26 | 10 | 25 | 29 |
| Zack Polanski is not a credible or strong leader | 23 | 26 | 15 | 23 | 33 | 2 | 27 | 14 | 24 | 33 | 0 | 22 | 27 | 15 | 22 | 37 | 20 | 17 | 30 |
| They are obsessed with Gaza and Palestine at the expense of other issues | 23 | 24 | 12 | 18 | 40 | 4 | 23 | 11 | 17 | 41 | 0 | 18 | 27 | 13 | 18 | 42 | 16 | 17 | 30 |
| Antisemitism in the party / their courting of the Muslim vote | 21 | 22 | 8 | 13 | 39 | 1 | 23 | 8 | 12 | 38 | 0 | 16 | 30 | 10 | 14 | 38 | 7 | 13 | 31 |
| They have no experience of government and wouldn't know how to run things | 18 | 30 | 18 | 25 | 13 | 14 | 30 | 19 | 22 | 12 | 0 | 21 | 25 | 16 | 24 | 12 | 16 | 19 | 18 |
| It's not clear what they would actually do in local government | 17 | 19 | 21 | 29 | 11 | 5 | 19 | 19 | 28 | 11 | 0 | 28 | 19 | 20 | 22 | 7 | 14 | 19 | 17 |
| They don't understand the economy or business | 16 | 28 | 13 | 18 | 19 | 3 | 26 | 12 | 18 | 19 | 0 | 11 | 23 | 12 | 19 | 19 | 9 | 15 | 19 |
| Their stance on defence, NATO and nuclear weapons | 16 | 22 | 19 | 19 | 16 | 6 | 21 | 16 | 17 | 16 | 0 | 13 | 20 | 16 | 17 | 15 | 10 | 17 | 17 |
| They are too left wing for me | 15 | 18 | 8 | 17 | 23 | 2 | 17 | 7 | 18 | 25 | 0 | 9 | 21 | 6 | 18 | 27 | 3 | 11 | 18 |
| They would be bad for the economy and raise taxes | 14 | 22 | 6 | 13 | 19 | 3 | 21 | 7 | 13 | 20 | 0 | 14 | 19 | 8 | 14 | 19 | 10 | 14 | 16 |
| They have moved away from environmental issues and become a generic left-wing party | 13 | 17 | 8 | 13 | 20 | 5 | 16 | 8 | 15 | 19 | 0 | 12 | 17 | 11 | 12 | 19 | 15 | 12 | 18 |
| Their policies on drugs and legalisation | 13 | 15 | 9 | 6 | 23 | 0 | 16 | 9 | 6 | 21 | 0 | 7 | 16 | 9 | 5 | 25 | 8 | 9 | 20 |
| Voting Green would split the progressive vote and let Reform or the Conservatives in | 13 | 5 | 36 | 19 | 2 | 26 | 4 | 36 | 19 | 2 | 0 | 17 | 2 | 27 | 16 | 3 | 21 | 21 | 5 |
| They are anti-nuclear energy | 10 | 13 | 12 | 13 | 5 | 22 | 14 | 13 | 11 | 5 | 0 | 14 | 9 | 11 | 11 | 6 | 15 | 10 | 6 |
| Their transport policies (anti-car, LTNs, 20mph) | 10 | 11 | 7 | 12 | 12 | 6 | 11 | 6 | 11 | 12 | 0 | 15 | 11 | 7 | 11 | 11 | 10 | 10 | 11 |
| I worry that they can't win in my area - so voting for them would be a wasted vote | 10 | 5 | 24 | 14 | 1 | 46 | 7 | 24 | 17 | 1 | 0 | 7 | 4 | 20 | 13 | 1 | 22 | 16 | 3 |
| Their views on transgender and gender issues | 8 | 10 | 6 | 5 | 12 | 2 | 10 | 6 | 5 | 12 | 0 | 2 | 9 | 6 | 6 | 15 | 6 | 7 | 10 |
| I just prefer another party | 8 | 10 | 15 | 9 | 5 | 5 | 10 | 15 | 8 | 5 | 0 | 11 | 8 | 11 | 7 | 4 | 5 | 10 | 7 |
| They only care about the environment and not other issues | 7 | 9 | 6 | 10 | 10 | 2 | 8 | 5 | 8 | 10 | 0 | 11 | 7 | 8 | 9 | 6 | 2 | 6 | 9 |
| Greens in local government have been ineffective / NIMBYish | 6 | 9 | 9 | 5 | 5 | 4 | 9 | 10 | 4 | 5 | 0 | 5 | 7 | 6 | 6 | 4 | 6 | 7 | 5 |
| Other | 3 | 1 | 2 | 1 | 2 | 15 | 2 | 4 | 3 | 2 | 0 | 2 | 2 | 3 | 1 | 3 | 8 | 3 | 3 |
| Don't know | 13 | 4 | 5 | 5 | 6 | 15 | 4 | 6 | 6 | 7 | 0 | 14 | 8 | 15 | 9 | 6 | 14 | 11 | 10 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Below are some reasons some people have given us for why they do not intend to vote for ****the Greens**** at the local elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for the Greens in the local elections; N=1811]

| | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| They are too soft on immigration / support open borders | 27 | 28 | 26 | 13 | 21 | 29 | 34 | 34 | 27 | 20 | 27 | 22 | 32 | 35 | 30 | 12 |
| Their policies are unrealistic and naive | 26 | 32 | 20 | 31 | 19 | 26 | 34 | 25 | 25 | 22 | 30 | 29 | 25 | 23 | 27 | 19 |
| Zack Polanski is not a credible or strong leader | 23 | 27 | 19 | 17 | 14 | 24 | 33 | 27 | 23 | 16 | 24 | 22 | 26 | 24 | 25 | 10 |
| They are obsessed with Gaza and Palestine at the expense of other issues | 23 | 28 | 18 | 19 | 18 | 29 | 22 | 29 | 25 | 17 | 22 | 21 | 26 | 25 | 25 | 11 |
| Antisemitism in the party / their courting of the Muslim vote | 21 | 21 | 20 | 13 | 16 | 21 | 28 | 22 | 21 | 17 | 22 | 19 | 26 | 22 | 23 | 9 |
| They have no experience of government and wouldn't know how to run things | 18 | 15 | 20 | 15 | 16 | 18 | 21 | 17 | 15 | 19 | 19 | 18 | 19 | 16 | 18 | 16 |
| It's not clear what they would actually do in local government | 17 | 13 | 22 | 13 | 14 | 18 | 21 | 16 | 11 | 18 | 19 | 17 | 17 | 17 | 18 | 13 |
| They don't understand the economy or business | 16 | 19 | 13 | 5 | 14 | 18 | 19 | 15 | 16 | 13 | 19 | 19 | 15 | 15 | 17 | 11 |
| Their stance on defence, NATO and nuclear weapons | 16 | 21 | 11 | 13 | 12 | 16 | 22 | 14 | 16 | 11 | 20 | 17 | 13 | 17 | 17 | 10 |
| They are too left wing for me | 15 | 19 | 11 | 15 | 15 | 15 | 15 | 14 | 15 | 13 | 17 | 15 | 15 | 14 | 16 | 10 |
| They would be bad for the economy and raise taxes | 14 | 17 | 10 | 10 | 11 | 17 | 15 | 16 | 11 | 13 | 14 | 14 | 16 | 13 | 14 | 13 |
| They have moved away from environmental issues and become a generic left-wing party | 13 | 12 | 14 | 4 | 9 | 17 | 17 | 17 | 16 | 9 | 13 | 14 | 15 | 13 | 15 | 5 |
| Their policies on drugs and legalisation | 13 | 15 | 10 | 3 | 10 | 14 | 16 | 17 | 12 | 7 | 14 | 9 | 14 | 21 | 14 | 7 |
| Voting Green would split the progressive vote and let Reform or the Conservatives in | 13 | 14 | 12 | 20 | 14 | 12 | 11 | 14 | 13 | 11 | 13 | 16 | 11 | 9 | 13 | 11 |
| They are anti-nuclear energy | 10 | 13 | 6 | 20 | 11 | 6 | 11 | 10 | 9 | 10 | 10 | 11 | 7 | 9 | 9 | 11 |
| Their transport policies (anti-car, LTNs, 20mph) | 10 | 12 | 8 | 9 | 10 | 12 | 9 | 11 | 9 | 9 | 10 | 9 | 13 | 9 | 10 | 8 |
| I worry that they can't win in my area - so voting for them would be a wasted vote | 10 | 9 | 11 | 21 | 12 | 7 | 8 | 8 | 11 | 9 | 12 | 12 | 7 | 7 | 10 | 8 |
| Their views on transgender and gender issues | 8 | 10 | 6 | 5 | 8 | 10 | 8 | 11 | 9 | 6 | 8 | 8 | 7 | 10 | 9 | 5 |
| I just prefer another party | 8 | 6 | 10 | 2 | 7 | 7 | 10 | 9 | 10 | 7 | 7 | 8 | 9 | 7 | 8 | 6 |
| They only care about the environment and not other issues | 7 | 6 | 9 | 12 | 6 | 8 | 8 | 8 | 8 | 7 | 8 | 7 | 8 | 7 | 7 | 8 |
| Greens in local government have been ineffective / NIMBYish | 6 | 6 | 6 | 3 | 5 | 6 | 7 | 6 | 4 | 7 | 5 | 5 | 6 | 6 | 6 | 5 |
| Other | 3 | 3 | 3 | 0 | 3 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| Don't know | 13 | 10 | 16 | 24 | 19 | 11 | 5 | 8 | 12 | 23 | 10 | 11 | 12 | 14 | 9 | 31 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | | |
|--------------------------|-------------------|------------------------|--|--|---|----|
| Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

Below are some reasons some people have given us for why they do not intend to vote for **the Greens** at the local elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for the Greens in the local elections; N=1811]

| | | | | | | |
|--|----|----|----|----|----|----|
| They are too soft on immigration / support open borders | 27 | 28 | 25 | 30 | 26 | 29 |
| Their policies are unrealistic and naive | 26 | 20 | 31 | 25 | 20 | 16 |
| Zack Polanski is not a credible or strong leader | 23 | 28 | 24 | 21 | 23 | 12 |
| They are obsessed with Gaza and Palestine at the expense of other issues | 23 | 25 | 23 | 23 | 19 | 25 |
| Antisemitism in the party / their courting of the Muslim vote | 21 | 24 | 19 | 24 | 19 | 22 |
| They have no experience of government and wouldn't know how to run things | 18 | 13 | 21 | 16 | 17 | 10 |
| It's not clear what they would actually do in local government | 17 | 11 | 20 | 16 | 18 | 12 |
| They don't understand the economy or business | 16 | 15 | 18 | 16 | 12 | 9 |
| Their stance on defence, NATO and nuclear weapons | 16 | 11 | 18 | 15 | 14 | 26 |
| They are too left wing for me | 15 | 21 | 16 | 14 | 13 | 10 |
| They would be bad for the economy and raise taxes | 14 | 23 | 16 | 10 | 15 | 9 |
| They have moved away from environmental issues and become a generic left-wing party | 13 | 20 | 14 | 13 | 12 | 6 |
| Their policies on drugs and legalisation | 13 | 9 | 13 | 14 | 12 | 14 |
| Voting Green would split the progressive vote and let Reform or the Conservatives in | 13 | 7 | 15 | 12 | 11 | 5 |
| They are anti-nuclear energy | 10 | 10 | 12 | 9 | 7 | 6 |
| Their transport policies (anti-car, LTNs, 20mph) | 10 | 5 | 10 | 10 | 13 | 8 |
| I worry that they can't win in my area - so voting for them would be a wasted vote | 10 | 6 | 12 | 9 | 7 | 9 |
| Their views on transgender and gender issues | 8 | 15 | 7 | 8 | 7 | 14 |
| I just prefer another party | 8 | 10 | 8 | 7 | 10 | 0 |
| They only care about the environment and not other issues | 7 | 9 | 6 | 8 | 10 | 2 |
| Greens in local government have been ineffective / NIMBYish | 6 | 9 | 5 | 6 | 6 | 5 |
| Other | 3 | 3 | 2 | 4 | 2 | 0 |
| Don't know | 13 | 15 | 9 | 13 | 15 | 30 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Below are some reasons some people have given us for why they do not intend to vote for ****Labour**** at the local elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Labour in the local elections; N=1861]

| | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|----|----|
| They have been incompetent in government - broken promises and U-turns | 36 | 50 | 10 | 29 | 51 | 27 | 48 | 0 | 27 | 49 | 26 | 46 | 48 | 30 | 33 | 47 | 24 | 30 | 46 |
| They have mismanaged the economy and the cost of living is still too high | 31 | 46 | 12 | 27 | 39 | 23 | 43 | 0 | 27 | 39 | 22 | 30 | 40 | 24 | 28 | 39 | 24 | 27 | 39 |
| They are too soft on immigration and the small boats | 30 | 37 | 4 | 11 | 66 | 3 | 40 | 0 | 14 | 65 | 3 | 23 | 47 | 15 | 14 | 65 | 3 | 15 | 52 |
| Keir Starmer is a weak leader and not credible as Prime Minister | 29 | 37 | 13 | 22 | 45 | 18 | 33 | 0 | 23 | 46 | 19 | 19 | 37 | 24 | 23 | 49 | 15 | 21 | 43 |
| They give too much to people on benefits and not enough to working people | 28 | 46 | 13 | 18 | 45 | 4 | 42 | 0 | 20 | 45 | 4 | 40 | 46 | 14 | 19 | 41 | 5 | 19 | 40 |
| They have raised taxes on working people | 25 | 37 | 14 | 20 | 30 | 17 | 38 | 0 | 21 | 30 | 17 | 29 | 35 | 20 | 22 | 30 | 11 | 22 | 29 |
| It's not clear what Labour stands for anymore | 21 | 12 | 16 | 30 | 9 | 40 | 12 | 0 | 27 | 9 | 39 | 22 | 10 | 32 | 27 | 9 | 37 | 28 | 15 |
| Labour politicians have shown poor standards in public life (Reeves, Rayner etc.) | 19 | 26 | 15 | 14 | 26 | 11 | 25 | 0 | 16 | 25 | 12 | 13 | 25 | 12 | 20 | 26 | 12 | 16 | 25 |
| Their treatment of pensioners (incl. the Winter Fuel Payment) | 17 | 26 | 12 | 14 | 22 | 10 | 26 | 0 | 13 | 22 | 12 | 15 | 26 | 13 | 13 | 21 | 7 | 12 | 26 |
| They have become "Tory-lite" and abandoned traditional Labour values | 17 | 6 | 15 | 20 | 4 | 47 | 7 | 0 | 17 | 4 | 45 | 23 | 3 | 33 | 17 | 3 | 41 | 25 | 8 |
| Their support for Israel / their stance on Gaza | 15 | 6 | 20 | 11 | 6 | 36 | 6 | 0 | 11 | 6 | 36 | 21 | 7 | 18 | 14 | 6 | 40 | 19 | 8 |
| Their Net Zero policies are damaging the economy | 15 | 20 | 4 | 5 | 35 | 3 | 23 | 0 | 6 | 35 | 3 | 13 | 25 | 5 | 7 | 37 | 0 | 7 | 26 |
| They are too left wing / too woke | 13 | 16 | 0 | 2 | 31 | 0 | 17 | 0 | 5 | 30 | 0 | 13 | 21 | 2 | 4 | 35 | 2 | 6 | 22 |
| I do not trust them to run local public services | 11 | 20 | 5 | 12 | 10 | 7 | 19 | 0 | 11 | 10 | 7 | 10 | 16 | 6 | 11 | 11 | 6 | 12 | 11 |
| They have copied Reform's rhetoric on immigration | 11 | 2 | 18 | 15 | 1 | 36 | 2 | 0 | 12 | 1 | 34 | 10 | 3 | 17 | 16 | 1 | 36 | 17 | 3 |
| Labour-run councils have not delivered where I live | 10 | 17 | 12 | 12 | 9 | 11 | 14 | 0 | 14 | 9 | 11 | 12 | 12 | 10 | 7 | 11 | 10 | 11 | 11 |
| Their treatment of disabled people and welfare cuts | 10 | 6 | 10 | 10 | 3 | 25 | 5 | 0 | 7 | 4 | 23 | 14 | 5 | 16 | 11 | 4 | 24 | 13 | 6 |
| I just prefer another party | 7 | 4 | 10 | 18 | 4 | 11 | 4 | 0 | 17 | 4 | 12 | 4 | 6 | 6 | 12 | 4 | 15 | 10 | 4 |
| They have not done enough on climate change | 5 | 2 | 5 | 8 | 0 | 14 | 2 | 0 | 7 | 0 | 14 | 4 | 1 | 7 | 6 | 0 | 20 | 8 | 2 |
| Their local transport policies (LTNs, 20mph, cycle lanes) | 5 | 6 | 6 | 6 | 4 | 4 | 6 | 0 | 6 | 4 | 5 | 4 | 5 | 6 | 4 | 3 | 3 | 5 | 4 |
| I worry that they can't win in my area - so voting for them would be a wasted vote | 5 | 1 | 28 | 21 | 0 | 5 | 2 | 0 | 23 | 0 | 5 | 4 | 1 | 9 | 21 | 0 | 4 | 11 | 1 |
| The low quality of their local candidates | 4 | 5 | 7 | 6 | 2 | 4 | 5 | 0 | 6 | 1 | 4 | 8 | 4 | 3 | 5 | 1 | 5 | 5 | 3 |
| Their treatment of transgender people | 4 | 1 | 6 | 2 | 0 | 14 | 1 | 0 | 3 | 0 | 14 | 1 | 0 | 6 | 6 | 0 | 13 | 6 | 1 |
| Other | 4 | 3 | 10 | 5 | 2 | 2 | 4 | 0 | 5 | 2 | 3 | 5 | 2 | 4 | 8 | 2 | 3 | 5 | 2 |
| Don't know | 6 | 1 | 11 | 2 | 1 | 4 | 2 | 0 | 2 | 1 | 3 | 6 | 3 | 8 | 4 | 1 | 4 | 6 | 3 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Below are some reasons some people have given us for why they do not intend to vote for ****Labour**** at the local elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Labour in the local elections; N=1861]

| | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| They have been incompetent in government - broken promises and U-turns | 36 | 37 | 36 | 28 | 30 | 39 | 45 | 38 | 39 | 28 | 40 | 35 | 37 | 42 | 39 | 24 |
| They have mismanaged the economy and the cost of living is still too high | 31 | 28 | 33 | 13 | 26 | 36 | 36 | 30 | 28 | 29 | 33 | 32 | 31 | 31 | 31 | 29 |
| They are too soft on immigration and the small boats | 30 | 30 | 30 | 7 | 23 | 37 | 40 | 42 | 34 | 22 | 28 | 25 | 35 | 40 | 34 | 12 |
| Keir Starmer is a weak leader and not credible as Prime Minister | 29 | 31 | 28 | 18 | 24 | 31 | 38 | 32 | 29 | 25 | 31 | 26 | 31 | 39 | 32 | 19 |
| They give too much to people on benefits and not enough to working people | 28 | 27 | 28 | 15 | 23 | 32 | 33 | 33 | 33 | 19 | 29 | 27 | 32 | 29 | 30 | 17 |
| They have raised taxes on working people | 25 | 28 | 23 | 26 | 24 | 27 | 24 | 31 | 31 | 22 | 22 | 25 | 28 | 24 | 26 | 22 |
| It's not clear what Labour stands for anymore | 21 | 20 | 23 | 16 | 24 | 21 | 18 | 20 | 18 | 23 | 22 | 23 | 19 | 19 | 20 | 25 |
| Labour politicians have shown poor standards in public life (Reeves, Rayner etc.) | 19 | 20 | 18 | 11 | 14 | 23 | 23 | 22 | 19 | 12 | 21 | 18 | 20 | 22 | 20 | 12 |
| Their treatment of pensioners (incl. the Winter Fuel Payment) | 17 | 13 | 21 | 7 | 10 | 19 | 29 | 18 | 23 | 12 | 19 | 15 | 20 | 22 | 19 | 11 |
| They have become "Tory-lite" and abandoned traditional Labour values | 17 | 18 | 17 | 24 | 23 | 15 | 11 | 18 | 18 | 17 | 18 | 18 | 20 | 12 | 17 | 19 |
| Their support for Israel / their stance on Gaza | 15 | 17 | 12 | 26 | 17 | 11 | 12 | 14 | 15 | 17 | 13 | 15 | 13 | 12 | 13 | 21 |
| Their Net Zero policies are damaging the economy | 15 | 21 | 10 | 7 | 10 | 16 | 25 | 19 | 18 | 11 | 16 | 14 | 17 | 20 | 17 | 9 |
| They are too left wing / too woke | 13 | 16 | 10 | 7 | 9 | 15 | 17 | 16 | 17 | 9 | 12 | 12 | 15 | 15 | 14 | 5 |
| I do not trust them to run local public services | 11 | 10 | 11 | 5 | 9 | 12 | 12 | 10 | 11 | 12 | 10 | 10 | 13 | 10 | 11 | 10 |
| They have copied Reform's rhetoric on immigration | 11 | 12 | 10 | 17 | 14 | 9 | 7 | 10 | 7 | 12 | 12 | 13 | 10 | 6 | 10 | 14 |
| Labour-run councils have not delivered where I live | 10 | 10 | 11 | 8 | 7 | 13 | 14 | 17 | 14 | 11 | 5 | 10 | 9 | 13 | 10 | 11 |
| Their treatment of disabled people and welfare cuts | 10 | 8 | 12 | 7 | 11 | 9 | 9 | 9 | 10 | 7 | 12 | 9 | 11 | 8 | 10 | 8 |
| I just prefer another party | 7 | 7 | 7 | 9 | 8 | 6 | 6 | 5 | 6 | 7 | 9 | 8 | 6 | 7 | 7 | 6 |
| They have not done enough on climate change | 5 | 5 | 5 | 3 | 6 | 3 | 5 | 4 | 5 | 3 | 7 | 6 | 5 | 3 | 5 | 2 |
| Their local transport policies (LTNs, 20mph, cycle lanes) | 5 | 6 | 3 | 10 | 4 | 5 | 5 | 5 | 4 | 7 | 3 | 4 | 4 | 5 | 4 | 9 |
| I worry that they can't win in my area - so voting for them would be a wasted vote | 5 | 5 | 6 | 2 | 5 | 6 | 6 | 3 | 3 | 2 | 10 | 6 | 6 | 3 | 6 | 1 |
| The low quality of their local candidates | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 6 | 4 | 4 | 5 | 3 | 3 | 4 | 4 |
| Their treatment of transgender people | 4 | 3 | 4 | 8 | 7 | 1 | 1 | 4 | 2 | 5 | 3 | 5 | 2 | 2 | 4 | 4 |
| Other | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 2 | 4 | 4 |
| Don't know | 6 | 5 | 8 | 22 | 9 | 3 | 2 | 3 | 4 | 14 | 5 | 6 | 6 | 6 | 4 | 16 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | | |
|--------------------------|-------------------|------------------------|--|--|---|----|
| Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

Below are some reasons some people have given us for why they do not intend to vote for ****Labour**** at the local elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Labour in the local elections; N=1861]

| | | | | | | |
|--|----|----|----|----|----|----|
| They have been incompetent in government - broken promises and U-turns | 36 | 33 | 37 | 37 | 37 | 39 |
| They have mismanaged the economy and the cost of living is still too high | 31 | 25 | 29 | 31 | 36 | 42 |
| They are too soft on immigration and the small boats | 30 | 38 | 30 | 32 | 26 | 27 |
| Keir Starmer is a weak leader and not credible as Prime Minister | 29 | 31 | 28 | 31 | 34 | 18 |
| They give too much to people on benefits and not enough to working people | 28 | 33 | 33 | 26 | 19 | 21 |
| They have raised taxes on working people | 25 | 31 | 28 | 23 | 24 | 24 |
| It's not clear what Labour stands for anymore | 21 | 16 | 20 | 21 | 28 | 21 |
| Labour politicians have shown poor standards in public life (Reeves, Rayner etc.) | 19 | 19 | 18 | 20 | 20 | 21 |
| Their treatment of pensioners (incl. the Winter Fuel Payment) | 17 | 14 | 17 | 18 | 14 | 28 |
| They have become "Tory-lite" and abandoned traditional Labour values | 17 | 7 | 15 | 20 | 21 | 15 |
| Their support for Israel / their stance on Gaza | 15 | 9 | 14 | 15 | 18 | 17 |
| Their Net Zero policies are damaging the economy | 15 | 14 | 17 | 16 | 11 | 16 |
| They are too left wing / too woke | 13 | 17 | 14 | 12 | 10 | 10 |
| I do not trust them to run local public services | 11 | 16 | 11 | 9 | 12 | 7 |
| They have copied Reform's rhetoric on immigration | 11 | 6 | 11 | 13 | 11 | 6 |
| Labour-run councils have not delivered where I live | 10 | 7 | 11 | 10 | 15 | 6 |
| Their treatment of disabled people and welfare cuts | 10 | 5 | 9 | 10 | 14 | 14 |
| I just prefer another party | 7 | 9 | 9 | 6 | 5 | 1 |
| They have not done enough on climate change | 5 | 5 | 5 | 6 | 3 | 0 |
| Their local transport policies (LTNs, 20mph, cycle lanes) | 5 | 6 | 4 | 5 | 7 | 2 |
| I worry that they can't win in my area - so voting for them would be a wasted vote | 5 | 5 | 8 | 4 | 3 | 2 |
| The low quality of their local candidates | 4 | 6 | 4 | 3 | 4 | 10 |
| Their treatment of transgender people | 4 | 3 | 3 | 4 | 6 | 1 |
| Other | 4 | 2 | 4 | 5 | 1 | 0 |
| Don't know | 6 | 5 | 5 | 7 | 4 | 10 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which of the following, if any, are MOST likely to shape your vote at the local elections, if you do vote? Please select up to three options.

[Shown to respondents in London, N=1511]

| | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Council tax and how councils spend money | 34 | 39 | 32 | 39 | 36 | 27 | 39 | 33 | 38 | 36 | 29 | 40 | 37 | 31 | 37 | 38 | 21 | 34 | 35 |
| Immigration and asylum (incl. asylum hotels in my area) | 28 | 29 | 5 | 7 | 70 | 2 | 30 | 5 | 9 | 71 | 2 | 25 | 45 | 9 | 12 | 68 | 3 | 10 | 51 |
| The state of the NHS and local hospitals | 26 | 18 | 31 | 27 | 19 | 34 | 19 | 30 | 30 | 19 | 34 | 24 | 19 | 30 | 28 | 19 | 37 | 29 | 22 |
| The state of roads and potholes | 26 | 31 | 32 | 38 | 22 | 18 | 31 | 27 | 39 | 21 | 20 | 40 | 29 | 27 | 31 | 23 | 20 | 28 | 25 |
| The cost of living | 25 | 20 | 21 | 23 | 21 | 39 | 21 | 26 | 20 | 22 | 36 | 19 | 18 | 26 | 23 | 22 | 44 | 24 | 23 |
| Crime and anti-social behaviour | 23 | 32 | 17 | 20 | 32 | 12 | 29 | 16 | 22 | 32 | 12 | 17 | 30 | 21 | 16 | 34 | 9 | 19 | 29 |
| The performance of the Labour government in Westminster | 17 | 22 | 10 | 9 | 30 | 13 | 19 | 13 | 10 | 30 | 13 | 11 | 22 | 14 | 13 | 26 | 7 | 13 | 22 |
| Housing - affordability and new homes being built | 11 | 8 | 16 | 7 | 6 | 21 | 10 | 16 | 8 | 5 | 21 | 14 | 5 | 17 | 7 | 4 | 14 | 13 | 6 |
| Climate change and the environment | 11 | 0 | 11 | 11 | 5 | 34 | 0 | 11 | 13 | 5 | 32 | 3 | 4 | 14 | 13 | 5 | 33 | 16 | 4 |
| Bin collections and local services | 10 | 12 | 16 | 12 | 3 | 8 | 14 | 16 | 13 | 3 | 9 | 11 | 8 | 12 | 12 | 4 | 8 | 13 | 5 |
| Public transport - buses, trains and rural connectivity | 10 | 4 | 15 | 16 | 1 | 22 | 4 | 14 | 16 | 2 | 23 | 10 | 5 | 13 | 16 | 2 | 20 | 14 | 4 |
| Social care and services for older people | 10 | 8 | 16 | 20 | 7 | 10 | 7 | 17 | 16 | 7 | 13 | 9 | 7 | 14 | 16 | 6 | 10 | 13 | 10 |
| Over-development in my area | 10 | 13 | 6 | 13 | 12 | 10 | 15 | 3 | 10 | 11 | 9 | 26 | 15 | 7 | 13 | 9 | 7 | 12 | 11 |
| The state of my local high street | 9 | 12 | 12 | 10 | 9 | 7 | 9 | 9 | 13 | 9 | 7 | 8 | 11 | 10 | 7 | 8 | 7 | 9 | 9 |
| Fly-tipping and litter | 5 | 5 | 6 | 5 | 3 | 7 | 7 | 7 | 3 | 3 | 7 | 7 | 5 | 6 | 6 | 3 | 6 | 5 | 5 |
| Quality of local schools | 5 | 5 | 13 | 7 | 1 | 4 | 6 | 15 | 6 | 1 | 4 | 3 | 5 | 8 | 6 | 1 | 5 | 8 | 2 |
| Other | 3 | 4 | 3 | 3 | 1 | 4 | 4 | 7 | 4 | 1 | 0 | 3 | 3 | 4 | 2 | 1 | 4 | 4 | 2 |
| Don't know | 3 | 1 | 3 | 5 | 1 | 3 | 2 | 4 | 4 | 1 | 3 | 1 | 3 | 4 | 4 | 1 | 5 | 3 | 3 |
| Not applicable - I do not plan to vote | 3 | 4 | 1 | 0 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 3 | 1 | 2 | 3 | 2 | 0 | 2 | 3 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which of the following, if any, are MOST likely to shape your vote at the local elections, if you do vote? Please select up to three options.

[Shown to respondents in London, N=1511]

| | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|
| Council tax and how councils spend money | 34 | 34 | 33 | 22 | 33 | 33 | 35 | 33 | 32 | 0 | 34 | 33 | 36 | 32 | 34 | 29 |
| Immigration and asylum (incl. asylum hotels in my area) | 28 | 28 | 29 | 5 | 23 | 31 | 35 | 33 | 30 | 0 | 25 | 20 | 34 | 43 | 29 | 17 |
| The state of the NHS and local hospitals | 26 | 21 | 31 | 25 | 28 | 22 | 27 | 25 | 20 | 0 | 28 | 26 | 27 | 22 | 26 | 25 |
| The state of roads and potholes | 26 | 30 | 21 | 34 | 19 | 32 | 27 | 22 | 28 | 0 | 28 | 26 | 26 | 25 | 29 | 26 |
| The cost of living | 25 | 24 | 26 | 34 | 36 | 21 | 15 | 23 | 30 | 0 | 25 | 26 | 26 | 21 | 24 | 41 |
| Crime and anti-social behaviour | 23 | 25 | 21 | 6 | 21 | 26 | 24 | 25 | 25 | 0 | 21 | 21 | 21 | 30 | 23 | 19 |
| The performance of the Labour government in Westminster | 17 | 22 | 11 | 15 | 10 | 18 | 24 | 21 | 14 | 0 | 14 | 17 | 15 | 18 | 17 | 17 |
| Housing - affordability and new homes being built | 11 | 12 | 9 | 16 | 14 | 9 | 9 | 9 | 14 | 0 | 11 | 11 | 10 | 10 | 11 | 12 |
| Climate change and the environment | 11 | 10 | 11 | 10 | 15 | 6 | 10 | 9 | 5 | 0 | 13 | 13 | 9 | 7 | 11 | 10 |
| Bin collections and local services | 10 | 10 | 9 | 23 | 11 | 8 | 8 | 9 | 18 | 0 | 8 | 13 | 8 | 5 | 10 | 11 |
| Public transport - buses, trains and rural connectivity | 10 | 11 | 8 | 20 | 12 | 7 | 8 | 10 | 6 | 0 | 10 | 10 | 9 | 8 | 9 | 11 |
| Social care and services for older people | 10 | 11 | 10 | 0 | 5 | 12 | 16 | 11 | 8 | 0 | 11 | 11 | 11 | 10 | 11 | 7 |
| Over-development in my area | 10 | 8 | 12 | 7 | 5 | 14 | 13 | 8 | 4 | 0 | 13 | 10 | 13 | 10 | 11 | 5 |
| The state of my local high street | 9 | 9 | 9 | 18 | 7 | 10 | 10 | 10 | 9 | 0 | 8 | 9 | 10 | 7 | 9 | 7 |
| Fly-tipping and litter | 5 | 6 | 5 | 8 | 5 | 5 | 6 | 6 | 9 | 0 | 4 | 5 | 4 | 6 | 5 | 6 |
| Quality of local schools | 5 | 6 | 5 | 6 | 9 | 3 | 3 | 5 | 3 | 0 | 6 | 7 | 3 | 3 | 5 | 5 |
| Other | 3 | 3 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 0 | 3 | 4 | 2 | 1 | 3 | 2 |
| Don't know | 3 | 3 | 4 | 11 | 4 | 3 | 2 | 4 | 1 | 0 | 3 | 3 | 3 | 3 | 3 | 1 |
| Not applicable - I do not plan to vote | 3 | 2 | 4 | 0 | 4 | 3 | 3 | 3 | 5 | 0 | 3 | 3 | 3 | 3 | 3 | 5 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | |
|-------------------------------|-------------------|------------------------|--|--|---|
| Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Weighted Sample 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % |

Which of the following, if any, are MOST likely to shape your vote at the local elections, if you do vote? Please select up to three options.

[Shown to respondents in London, N=1511]

| | | | | | | |
|---|----|----|----|----|----|----|
| Council tax and how councils spend money | 34 | 37 | 33 | 34 | 30 | 31 |
| Immigration and asylum (incl. asylum hotels in my area) | 28 | 35 | 25 | 30 | 32 | 30 |
| The state of the NHS and local hospitals | 26 | 22 | 25 | 28 | 26 | 4 |
| The state of roads and potholes | 26 | 23 | 30 | 22 | 24 | 22 |
| The cost of living | 25 | 19 | 19 | 29 | 35 | 37 |
| Crime and anti-social behaviour | 23 | 27 | 20 | 25 | 27 | 7 |
| The performance of the Labour government in Westminster | 17 | 18 | 18 | 15 | 17 | 16 |
| Housing - affordability and new homes being built | 11 | 7 | 8 | 14 | 9 | 8 |
| Climate change and the environment | 11 | 8 | 12 | 11 | 7 | 8 |
| Bin collections and local services | 10 | 12 | 9 | 10 | 9 | 15 |
| Public transport - buses, trains and rural connectivity | 10 | 3 | 11 | 9 | 9 | 6 |
| Social care and services for older people | 10 | 10 | 13 | 10 | 6 | 8 |
| Over-development in my area | 10 | 13 | 12 | 9 | 8 | 3 |
| The state of my local high street | 9 | 7 | 10 | 8 | 10 | 5 |
| Fly-tipping and litter | 5 | 3 | 6 | 4 | 8 | 7 |
| Quality of local schools | 5 | 6 | 7 | 4 | 2 | 5 |
| Other | 3 | 4 | 3 | 2 | 2 | 3 |
| Don't know | 3 | 3 | 4 | 3 | 1 | 3 |
| Not applicable - I do not plan to vote | 3 | 4 | 2 | 3 | 7 | 18 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which of the following, if any, are MOST likely to shape your vote at the local elections, if you do vote? Please select up to three options.

[Shown to respondents outside London, N=642]

| | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The cost of living | 40 | 41 | 48 | 27 | 33 | 59 | 36 | 48 | 31 | 37 | 63 | 39 | 32 | 44 | 35 | 16 | 57 | 47 | 25 |
| Council tax and how councils spend money | 29 | 37 | 34 | 50 | 22 | 31 | 37 | 31 | 50 | 14 | 27 | 35 | 34 | 30 | 49 | 22 | 26 | 35 | 30 |
| Crime and anti-social behaviour (including knife crime, phone theft) | 27 | 38 | 19 | 34 | 54 | 20 | 31 | 20 | 30 | 59 | 23 | 40 | 37 | 20 | 41 | 51 | 22 | 23 | 33 |
| Housing - rent, affordability and homelessness | 23 | 12 | 29 | 36 | 12 | 34 | 13 | 30 | 33 | 12 | 33 | 14 | 10 | 27 | 28 | 13 | 30 | 26 | 8 |
| The state of the NHS and local hospitals | 20 | 15 | 33 | 17 | 12 | 26 | 16 | 34 | 17 | 8 | 28 | 12 | 16 | 24 | 20 | 3 | 32 | 24 | 15 |
| Immigration and asylum (including asylum hotels in my area) | 17 | 24 | 9 | 8 | 57 | 4 | 26 | 8 | 11 | 64 | 5 | 5 | 27 | 13 | 14 | 59 | 5 | 10 | 33 |
| Bin collections and local services | 11 | 18 | 15 | 21 | 5 | 5 | 14 | 16 | 24 | 3 | 6 | 9 | 16 | 12 | 16 | 7 | 2 | 10 | 14 |
| The performance of Keir Starmer as Prime Minister | 11 | 13 | 4 | 13 | 23 | 13 | 12 | 7 | 12 | 27 | 16 | 6 | 10 | 13 | 11 | 18 | 12 | 13 | 12 |
| Public transport - tube, buses and roads | 10 | 8 | 18 | 5 | 0 | 13 | 6 | 16 | 6 | 1 | 14 | 11 | 7 | 14 | 13 | 0 | 6 | 11 | 9 |
| The performance of Sadiq Khan as Mayor of London | 10 | 19 | 5 | 4 | 27 | 5 | 20 | 5 | 5 | 31 | 5 | 1 | 21 | 8 | 2 | 33 | 1 | 7 | 19 |
| The state of my local high street | 9 | 9 | 10 | 9 | 5 | 11 | 12 | 10 | 14 | 4 | 6 | 19 | 13 | 9 | 11 | 7 | 14 | 10 | 13 |
| Climate change and the environment | 9 | 4 | 12 | 6 | 3 | 21 | 4 | 12 | 3 | 3 | 24 | 0 | 7 | 9 | 11 | 1 | 35 | 12 | 5 |
| Over-development and new housing being built in my area | 8 | 13 | 6 | 11 | 12 | 5 | 14 | 7 | 8 | 7 | 5 | 13 | 17 | 6 | 8 | 16 | 4 | 6 | 15 |
| Cycle lanes, LTNs and road changes | 6 | 7 | 7 | 12 | 7 | 4 | 9 | 5 | 10 | 5 | 4 | 24 | 7 | 5 | 8 | 9 | 3 | 7 | 5 |
| ULEZ and the expansion of the Ultra Low Emission Zone | 4 | 7 | 0 | 5 | 10 | 1 | 12 | 0 | 5 | 6 | 1 | 5 | 7 | 0 | 4 | 17 | 0 | 3 | 8 |
| Quality of local schools | 4 | 4 | 2 | 6 | 1 | 7 | 3 | 3 | 2 | 0 | 5 | 10 | 3 | 3 | 0 | 2 | 6 | 6 | 2 |
| Air quality and air pollution | 4 | 1 | 3 | 3 | 2 | 11 | 1 | 5 | 3 | 3 | 11 | 0 | 1 | 3 | 5 | 2 | 13 | 5 | 4 |
| Other | 3 | 2 | 3 | 2 | 2 | 4 | 2 | 1 | 2 | 1 | 4 | 3 | 1 | 3 | 1 | 8 | 0 | 4 | 3 |
| Don't know | 5 | 2 | 4 | 2 | 1 | 5 | 4 | 4 | 2 | 1 | 3 | 11 | 4 | 4 | 0 | 0 | 6 | 3 | 3 |
| Not applicable - I do not plan to vote | 7 | 3 | 1 | 0 | 1 | 1 | 2 | 2 | 1 | 1 | 0 | 0 | 2 | 8 | 1 | 0 | 0 | 3 | 8 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which of the following, if any, are MOST likely to shape your vote at the local elections, if you do vote? Please select up to three options.

[Shown to respondents outside London, N=642]

| | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|---|---|----|---|----|----|----|----|----|
| The cost of living | 40 | 38 | 43 | 47 | 47 | 26 | 25 | 0 | 0 | 40 | 0 | 36 | 39 | 43 | 32 | 47 |
| Council tax and how councils spend money | 29 | 26 | 31 | 26 | 27 | 27 | 41 | 0 | 0 | 29 | 0 | 35 | 31 | 20 | 34 | 25 |
| Crime and anti-social behaviour (including knife crime, phone theft) | 27 | 29 | 25 | 27 | 25 | 33 | 27 | 0 | 0 | 27 | 0 | 28 | 28 | 24 | 29 | 25 |
| Housing - rent, affordability and homelessness | 23 | 20 | 25 | 26 | 28 | 14 | 9 | 0 | 0 | 23 | 0 | 17 | 29 | 24 | 20 | 26 |
| The state of the NHS and local hospitals | 20 | 16 | 24 | 26 | 19 | 15 | 26 | 0 | 0 | 20 | 0 | 20 | 18 | 15 | 17 | 23 |
| Immigration and asylum (including asylum hotels in my area) | 17 | 17 | 16 | 13 | 15 | 19 | 26 | 0 | 0 | 17 | 0 | 17 | 19 | 18 | 23 | 11 |
| Bin collections and local services | 11 | 10 | 11 | 5 | 9 | 15 | 19 | 0 | 0 | 11 | 0 | 13 | 11 | 9 | 13 | 9 |
| The performance of Keir Starmer as Prime Minister | 11 | 12 | 11 | 10 | 10 | 14 | 14 | 0 | 0 | 11 | 0 | 12 | 7 | 16 | 12 | 10 |
| Public transport - tube, buses and roads | 10 | 10 | 10 | 9 | 11 | 10 | 7 | 0 | 0 | 10 | 0 | 11 | 13 | 7 | 9 | 11 |
| The performance of Sadiq Khan as Mayor of London | 10 | 17 | 4 | 10 | 8 | 17 | 14 | 0 | 0 | 10 | 0 | 10 | 14 | 14 | 14 | 7 |
| The state of my local high street | 9 | 12 | 7 | 3 | 8 | 14 | 13 | 0 | 0 | 9 | 0 | 8 | 9 | 12 | 10 | 8 |
| Climate change and the environment | 9 | 8 | 11 | 6 | 11 | 6 | 8 | 0 | 0 | 9 | 0 | 12 | 8 | 7 | 11 | 8 |
| Over-development and new housing being built in my area | 8 | 8 | 9 | 6 | 5 | 14 | 18 | 0 | 0 | 8 | 0 | 10 | 10 | 6 | 10 | 7 |
| Cycle lanes, LTNs and road changes | 6 | 6 | 6 | 5 | 5 | 9 | 8 | 0 | 0 | 6 | 0 | 6 | 7 | 6 | 5 | 7 |
| ULEZ and the expansion of the Ultra Low Emission Zone | 4 | 3 | 4 | 2 | 2 | 7 | 9 | 0 | 0 | 4 | 0 | 2 | 5 | 6 | 6 | 2 |
| Quality of local schools | 4 | 3 | 4 | 1 | 5 | 2 | 3 | 0 | 0 | 4 | 0 | 5 | 3 | 2 | 2 | 5 |
| Air quality and air pollution | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 0 | 0 | 4 | 0 | 3 | 2 | 8 | 4 | 4 |
| Other | 3 | 2 | 3 | 2 | 2 | 6 | 0 | 0 | 0 | 3 | 0 | 3 | 1 | 2 | 3 | 2 |
| Don't know | 5 | 5 | 5 | 13 | 4 | 4 | 2 | 0 | 0 | 5 | 0 | 6 | 3 | 3 | 4 | 6 |
| Not applicable - I do not plan to vote | 7 | 8 | 7 | 8 | 8 | 7 | 4 | 0 | 0 | 7 | 0 | 5 | 5 | 12 | 5 | 10 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Economic Security | | | | | |
|--------------------------|-------------------|------------------------|--|--|---|----|
| Total | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

Which of the following, if any, are MOST likely to shape your vote at the local elections, if you do vote? Please select up to three options.

[Shown to respondents outside London, N=642]

| | | | | | | |
|--|----|----|----|----|----|----|
| The cost of living | 40 | 43 | 36 | 39 | 49 | 70 |
| Council tax and how councils spend money | 29 | 35 | 35 | 28 | 19 | 33 |
| Crime and anti-social behaviour (including knife crime, phone theft) | 27 | 31 | 26 | 24 | 37 | 23 |
| Housing - rent, affordability and homelessness | 23 | 15 | 19 | 25 | 26 | 36 |
| The state of the NHS and local hospitals | 20 | 19 | 21 | 21 | 16 | 21 |
| Immigration and asylum (including asylum hotels in my area) | 17 | 42 | 14 | 16 | 19 | 20 |
| Bin collections and local services | 11 | 10 | 16 | 9 | 7 | 0 |
| The performance of Keir Starmer as Prime Minister | 11 | 13 | 9 | 13 | 12 | 13 |
| Public transport - tube, buses and roads | 10 | 0 | 11 | 11 | 13 | 1 |
| The performance of Sadiq Khan as Mayor of London | 10 | 13 | 10 | 9 | 16 | 10 |
| The state of my local high street | 9 | 6 | 11 | 9 | 7 | 3 |
| Climate change and the environment | 9 | 17 | 10 | 10 | 7 | 5 |
| Over-development and new housing being built in my area | 8 | 6 | 11 | 7 | 8 | 0 |
| Cycle lanes, LTNs and road changes | 6 | 3 | 6 | 6 | 8 | 0 |
| ULEZ and the expansion of the Ultra Low Emission Zone | 4 | 0 | 4 | 4 | 6 | 9 |
| Quality of local schools | 4 | 5 | 5 | 3 | 1 | 9 |
| Air quality and air pollution | 4 | 0 | 3 | 4 | 7 | 3 |
| Other | 3 | 0 | 5 | 1 | 2 | 0 |
| Don't know | 5 | 0 | 4 | 5 | 5 | 5 |
| Not applicable - I do not plan to vote | 7 | 6 | 6 | 11 | 2 | 1 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Where would you place ****your views**** on these spectrums?

1 Inequality is too high, we should redistribute money from the richest to middle and working class people

10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

| | | | | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 18 | 5 | 24 | 19 | 5 | 46 | 6 | 27 | 17 | 5 | 42 | 22 | 5 | 25 | 20 | 4 | 47 | 24 | 7 |
| 2 | 9 | 1 | 13 | 15 | 3 | 16 | 2 | 12 | 14 | 2 | 17 | 5 | 3 | 14 | 12 | 3 | 10 | 12 | 5 |
| 3 | 12 | 6 | 20 | 16 | 4 | 15 | 6 | 20 | 14 | 4 | 15 | 15 | 3 | 18 | 14 | 5 | 15 | 14 | 7 |
| 4 | 10 | 10 | 14 | 16 | 5 | 8 | 10 | 13 | 13 | 5 | 9 | 12 | 9 | 13 | 15 | 4 | 5 | 11 | 9 |
| 5 | 12 | 13 | 9 | 12 | 16 | 4 | 13 | 7 | 15 | 17 | 4 | 15 | 15 | 9 | 12 | 17 | 6 | 9 | 17 |
| 6 | 8 | 12 | 7 | 9 | 11 | 2 | 12 | 6 | 10 | 10 | 4 | 7 | 13 | 6 | 9 | 9 | 4 | 8 | 11 |
| 7 | 7 | 11 | 2 | 3 | 13 | 2 | 12 | 2 | 6 | 11 | 1 | 5 | 11 | 3 | 4 | 15 | 3 | 5 | 10 |
| 8 | 7 | 14 | 5 | 2 | 15 | 1 | 13 | 5 | 4 | 16 | 2 | 3 | 13 | 3 | 3 | 14 | 2 | 5 | 12 |
| 9 | 4 | 10 | 1 | 1 | 7 | 1 | 7 | 1 | 2 | 7 | 1 | 3 | 8 | 2 | 2 | 8 | 0 | 3 | 5 |
| 10 | 6 | 11 | 2 | 1 | 17 | 1 | 13 | 3 | 1 | 17 | 0 | 3 | 13 | 2 | 4 | 14 | 1 | 3 | 11 |
| Don't know | 7 | 6 | 3 | 6 | 5 | 4 | 6 | 4 | 5 | 5 | 4 | 9 | 8 | 4 | 6 | 6 | 6 | 6 | 6 |

1 Overall, immigration to the UK has benefited society more than it has weakened it

10 Overall, immigration to the UK has undermined society more than it has strengthened it

| | | | | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 13 | 3 | 24 | 15 | 2 | 33 | 3 | 24 | 16 | 2 | 32 | 11 | 3 | 22 | 15 | 1 | 37 | 21 | 3 |
| 2 | 8 | 4 | 16 | 9 | 0 | 19 | 5 | 17 | 8 | 0 | 16 | 8 | 2 | 16 | 8 | 0 | 12 | 12 | 1 |
| 3 | 11 | 4 | 21 | 15 | 1 | 19 | 4 | 18 | 14 | 1 | 20 | 9 | 4 | 18 | 13 | 1 | 14 | 16 | 4 |
| 4 | 9 | 6 | 12 | 16 | 3 | 10 | 6 | 10 | 17 | 3 | 10 | 10 | 6 | 10 | 17 | 2 | 11 | 13 | 3 |
| 5 | 9 | 13 | 9 | 16 | 2 | 5 | 14 | 10 | 14 | 1 | 6 | 15 | 9 | 8 | 14 | 2 | 7 | 10 | 6 |
| 6 | 5 | 7 | 3 | 7 | 3 | 4 | 7 | 3 | 8 | 2 | 4 | 3 | 7 | 4 | 7 | 3 | 6 | 4 | 6 |
| 7 | 7 | 15 | 4 | 8 | 6 | 2 | 13 | 5 | 6 | 6 | 4 | 5 | 12 | 6 | 4 | 6 | 1 | 7 | 9 |
| 8 | 9 | 19 | 4 | 3 | 13 | 3 | 18 | 4 | 6 | 13 | 3 | 17 | 16 | 4 | 6 | 14 | 4 | 6 | 14 |
| 9 | 5 | 6 | 2 | 5 | 10 | 0 | 6 | 1 | 4 | 10 | 1 | 3 | 7 | 2 | 5 | 10 | 2 | 3 | 7 |
| 10 | 20 | 19 | 5 | 3 | 59 | 2 | 20 | 5 | 6 | 60 | 2 | 16 | 31 | 6 | 9 | 59 | 3 | 6 | 43 |
| Don't know | 4 | 4 | 1 | 3 | 1 | 2 | 5 | 1 | 2 | 2 | 3 | 2 | 4 | 4 | 2 | 2 | 3 | 4 | 3 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Where would you place ****your views**** on these spectrums?

1 Inequality is too high, we should redistribute money from the richest to middle and working class people

10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

| | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 18 | 18 | 17 | 17 | 22 | 15 | 12 | 18 | 20 | 16 | 18 | 19 | 18 | 14 | 17 | 20 |
| 2 | 9 | 9 | 9 | 17 | 10 | 9 | 6 | 10 | 6 | 7 | 10 | 10 | 9 | 6 | 9 | 9 |
| 3 | 12 | 13 | 11 | 15 | 14 | 10 | 9 | 13 | 9 | 13 | 11 | 12 | 10 | 13 | 12 | 12 |
| 4 | 10 | 9 | 11 | 8 | 11 | 10 | 11 | 8 | 7 | 11 | 12 | 13 | 8 | 8 | 10 | 10 |
| 5 | 12 | 11 | 13 | 10 | 10 | 13 | 15 | 10 | 13 | 13 | 13 | 11 | 11 | 15 | 13 | 10 |
| 6 | 8 | 8 | 8 | 5 | 7 | 11 | 9 | 9 | 10 | 8 | 8 | 8 | 9 | 10 | 9 | 7 |
| 7 | 7 | 6 | 7 | 4 | 6 | 8 | 7 | 7 | 8 | 6 | 7 | 7 | 7 | 7 | 7 | 6 |
| 8 | 7 | 8 | 6 | 3 | 5 | 8 | 11 | 9 | 8 | 7 | 6 | 7 | 8 | 9 | 8 | 5 |
| 9 | 4 | 4 | 3 | 1 | 3 | 3 | 4 | 4 | 1 | 4 | 4 | 3 | 6 | 4 | 3 | 5 |
| 10 | 6 | 7 | 6 | 4 | 4 | 8 | 9 | 8 | 12 | 4 | 6 | 6 | 7 | 7 | 7 | 3 |
| Don't know | 7 | 5 | 8 | 14 | 7 | 5 | 7 | 5 | 5 | 11 | 6 | 6 | 7 | 8 | 5 | 14 |

1 Overall, immigration to the UK has benefited society more than it has weakened it

10 Overall, immigration to the UK has undermined society more than it has strengthened it

| | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 13 | 13 | 14 | 17 | 17 | 12 | 9 | 13 | 10 | 15 | 13 | 17 | 10 | 9 | 12 | 19 |
| 2 | 8 | 7 | 10 | 13 | 9 | 8 | 6 | 8 | 4 | 9 | 10 | 10 | 7 | 7 | 8 | 9 |
| 3 | 11 | 12 | 10 | 17 | 15 | 7 | 7 | 10 | 7 | 13 | 11 | 13 | 10 | 7 | 10 | 13 |
| 4 | 9 | 9 | 8 | 13 | 10 | 8 | 6 | 8 | 7 | 9 | 9 | 10 | 8 | 4 | 8 | 10 |
| 5 | 9 | 9 | 9 | 11 | 9 | 8 | 8 | 6 | 10 | 9 | 9 | 9 | 9 | 7 | 8 | 10 |
| 6 | 5 | 4 | 6 | 5 | 4 | 6 | 5 | 3 | 7 | 6 | 5 | 5 | 5 | 4 | 5 | 6 |
| 7 | 7 | 8 | 7 | 3 | 8 | 7 | 7 | 7 | 8 | 8 | 6 | 7 | 7 | 9 | 7 | 8 |
| 8 | 9 | 9 | 9 | 5 | 7 | 10 | 13 | 10 | 14 | 6 | 10 | 10 | 9 | 11 | 10 | 6 |
| 9 | 5 | 5 | 4 | 3 | 4 | 6 | 6 | 5 | 5 | 4 | 5 | 4 | 7 | 4 | 5 | 3 |
| 10 | 20 | 21 | 19 | 1 | 11 | 27 | 30 | 28 | 26 | 13 | 17 | 13 | 24 | 33 | 23 | 7 |
| Don't know | 4 | 4 | 5 | 12 | 6 | 2 | 3 | 2 | 3 | 8 | 3 | 3 | 4 | 5 | 3 | 10 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | | Economic Security | | | | |
|--------------------------|-------------|-------------------|------------------------|--|--|---|
| | | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Total | | | | | | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

Where would you place ****your views**** on these spectrums?

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10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

| | | | | | | |
|------------|-----------|----|----|----|----|----|
| 1 | 18 | 9 | 15 | 19 | 23 | 21 |
| 2 | 9 | 5 | 9 | 10 | 11 | 5 |
| 3 | 12 | 9 | 12 | 12 | 12 | 13 |
| 4 | 10 | 7 | 13 | 9 | 8 | 4 |
| 5 | 12 | 11 | 12 | 12 | 14 | 14 |
| 6 | 8 | 8 | 9 | 9 | 5 | 5 |
| 7 | 7 | 12 | 7 | 6 | 6 | 3 |
| 8 | 7 | 10 | 8 | 6 | 7 | 7 |
| 9 | 4 | 4 | 4 | 4 | 2 | 1 |
| 10 | 6 | 15 | 6 | 6 | 5 | 5 |
| Don't know | 7 | 10 | 5 | 6 | 6 | 23 |

1 Overall, immigration to the UK has benefited society more than it has weakened it

10 Overall, immigration to the UK has undermined society more than it has strengthened it

| | | | | | | |
|------------|-----------|----|----|----|----|----|
| 1 | 13 | 10 | 13 | 15 | 14 | 14 |
| 2 | 8 | 6 | 9 | 9 | 8 | 6 |
| 3 | 11 | 10 | 12 | 11 | 8 | 5 |
| 4 | 9 | 8 | 11 | 7 | 7 | 8 |
| 5 | 9 | 9 | 9 | 7 | 10 | 11 |
| 6 | 5 | 5 | 4 | 5 | 7 | 6 |
| 7 | 7 | 5 | 7 | 8 | 7 | 7 |
| 8 | 9 | 7 | 11 | 7 | 10 | 10 |
| 9 | 5 | 5 | 3 | 6 | 6 | 0 |
| 10 | 20 | 28 | 17 | 21 | 21 | 24 |
| Don't know | 4 | 6 | 3 | 4 | 4 | 9 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

1 The UK should fully rejoin the EU immediately

10 The UK should remain outside the EU and be as independent as possible from it

| | | | | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 27 | 15 | 42 | 43 | 4 | 52 | 15 | 43 | 38 | 5 | 50 | 20 | 10 | 41 | 42 | 4 | 40 | 44 | 6 |
| 2 | 7 | 5 | 12 | 7 | 1 | 11 | 5 | 13 | 9 | 1 | 11 | 10 | 4 | 11 | 6 | 1 | 13 | 11 | 2 |
| 3 | 10 | 5 | 13 | 12 | 2 | 16 | 6 | 11 | 11 | 2 | 17 | 13 | 4 | 14 | 10 | 4 | 15 | 13 | 3 |
| 4 | 7 | 8 | 8 | 10 | 1 | 8 | 7 | 7 | 9 | 2 | 8 | 5 | 4 | 7 | 10 | 1 | 14 | 8 | 3 |
| 5 | 7 | 8 | 6 | 8 | 5 | 3 | 8 | 7 | 9 | 5 | 4 | 8 | 7 | 6 | 10 | 6 | 5 | 8 | 6 |
| 6 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 2 | 1 | 7 | 3 | 3 | 5 | 2 | 3 | 2 | 5 |
| 7 | 4 | 7 | 3 | 2 | 5 | 2 | 6 | 3 | 3 | 4 | 2 | 9 | 8 | 3 | 1 | 4 | 2 | 2 | 7 |
| 8 | 5 | 8 | 3 | 4 | 7 | 1 | 8 | 4 | 4 | 7 | 1 | 2 | 9 | 2 | 5 | 5 | 3 | 3 | 9 |
| 9 | 3 | 4 | 3 | 1 | 7 | 0 | 5 | 2 | 3 | 6 | 1 | 0 | 6 | 2 | 1 | 6 | 0 | 2 | 6 |
| 10 | 21 | 29 | 5 | 4 | 62 | 1 | 29 | 5 | 6 | 61 | 1 | 19 | 40 | 6 | 6 | 62 | 1 | 5 | 48 |
| Don't know | 6 | 6 | 1 | 5 | 3 | 3 | 7 | 2 | 3 | 4 | 3 | 5 | 6 | 4 | 4 | 4 | 4 | 3 | 5 |

1 The main institutions of this country work well and should be protected from significant disruption

10 The main institutions of this country need a radical overhaul, even if that involves some element of risk

| | | | | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 3 | 3 | 6 | 4 | 1 | 3 | 4 | 7 | 5 | 1 | 2 | 3 | 3 | 5 | 2 | 1 | 2 | 3 | 2 |
| 2 | 3 | 2 | 6 | 3 | 0 | 4 | 2 | 8 | 4 | 0 | 3 | 0 | 1 | 5 | 4 | 0 | 1 | 4 | 1 |
| 3 | 8 | 11 | 15 | 10 | 3 | 7 | 9 | 14 | 11 | 4 | 8 | 4 | 6 | 12 | 8 | 5 | 7 | 12 | 4 |
| 4 | 10 | 8 | 18 | 18 | 3 | 10 | 8 | 15 | 17 | 3 | 12 | 11 | 7 | 15 | 14 | 2 | 8 | 13 | 6 |
| 5 | 12 | 14 | 14 | 11 | 6 | 12 | 14 | 14 | 11 | 6 | 12 | 27 | 12 | 13 | 11 | 7 | 12 | 13 | 12 |
| 6 | 10 | 15 | 10 | 9 | 7 | 9 | 12 | 11 | 8 | 8 | 8 | 11 | 12 | 10 | 8 | 7 | 12 | 11 | 10 |
| 7 | 15 | 16 | 11 | 23 | 13 | 16 | 16 | 11 | 22 | 11 | 18 | 17 | 13 | 15 | 19 | 14 | 18 | 15 | 16 |
| 8 | 12 | 11 | 9 | 9 | 22 | 12 | 12 | 8 | 10 | 23 | 11 | 8 | 16 | 8 | 14 | 19 | 9 | 11 | 14 |
| 9 | 5 | 5 | 1 | 2 | 9 | 6 | 5 | 2 | 1 | 9 | 5 | 3 | 4 | 3 | 2 | 10 | 6 | 4 | 5 |
| 10 | 12 | 10 | 4 | 5 | 30 | 10 | 11 | 4 | 4 | 31 | 10 | 8 | 16 | 5 | 8 | 29 | 12 | 6 | 21 |
| Don't know | 11 | 6 | 5 | 6 | 5 | 12 | 7 | 7 | 8 | 5 | 12 | 8 | 8 | 10 | 8 | 7 | 12 | 8 | 8 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

1 The UK should fully rejoin the EU immediately

10 The UK should remain outside the EU and be as independent as possible from it

| | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 27 | 27 | 27 | 33 | 31 | 25 | 21 | 25 | 20 | 27 | 30 | 31 | 25 | 20 | 27 | 28 |
| 2 | 7 | 8 | 7 | 8 | 10 | 6 | 5 | 6 | 9 | 8 | 7 | 7 | 9 | 5 | 7 | 10 |
| 3 | 10 | 9 | 11 | 17 | 12 | 8 | 7 | 11 | 9 | 11 | 8 | 12 | 9 | 5 | 9 | 15 |
| 4 | 7 | 6 | 8 | 15 | 9 | 5 | 4 | 5 | 8 | 9 | 6 | 8 | 5 | 4 | 6 | 9 |
| 5 | 7 | 7 | 7 | 5 | 6 | 8 | 7 | 6 | 8 | 6 | 8 | 7 | 7 | 6 | 7 | 6 |
| 6 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 1 | 5 | 3 | 4 | 3 | 2 | 5 | 3 | 3 |
| 7 | 4 | 5 | 4 | 1 | 4 | 4 | 5 | 4 | 8 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 8 | 5 | 5 | 5 | 0 | 3 | 6 | 7 | 6 | 3 | 3 | 6 | 5 | 5 | 5 | 6 | 1 |
| 9 | 3 | 3 | 3 | 1 | 3 | 3 | 5 | 3 | 5 | 3 | 2 | 3 | 3 | 5 | 3 | 2 |
| 10 | 21 | 24 | 19 | 4 | 12 | 27 | 34 | 30 | 20 | 14 | 21 | 15 | 25 | 34 | 24 | 9 |
| Don't know | 6 | 5 | 6 | 14 | 7 | 4 | 3 | 3 | 5 | 10 | 4 | 5 | 5 | 7 | 4 | 12 |

1 The main institutions of this country work well and should be protected from significant disruption

10 The main institutions of this country need a radical overhaul, even if that involves some element of risk

| | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 2 | 3 | 1 | 4 | 2 | 6 |
| 2 | 3 | 3 | 3 | 1 | 3 | 2 | 2 | 2 | 1 | 3 | 3 | 4 | 2 | 1 | 3 | 3 |
| 3 | 8 | 10 | 6 | 5 | 8 | 8 | 8 | 9 | 6 | 6 | 9 | 10 | 7 | 5 | 8 | 8 |
| 4 | 10 | 9 | 10 | 13 | 10 | 10 | 8 | 11 | 6 | 8 | 11 | 12 | 8 | 6 | 10 | 5 |
| 5 | 12 | 9 | 15 | 11 | 12 | 13 | 13 | 9 | 14 | 14 | 13 | 12 | 12 | 11 | 12 | 13 |
| 6 | 10 | 10 | 10 | 5 | 11 | 9 | 10 | 8 | 13 | 11 | 10 | 10 | 9 | 12 | 9 | 12 |
| 7 | 15 | 17 | 13 | 10 | 16 | 15 | 15 | 14 | 16 | 15 | 15 | 17 | 15 | 13 | 15 | 12 |
| 8 | 12 | 13 | 11 | 8 | 11 | 12 | 16 | 15 | 14 | 9 | 13 | 11 | 15 | 13 | 13 | 9 |
| 9 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 10 | 12 | 14 | 11 | 3 | 9 | 16 | 15 | 18 | 14 | 8 | 11 | 10 | 14 | 17 | 13 | 7 |
| Don't know | 11 | 8 | 14 | 35 | 11 | 8 | 7 | 7 | 11 | 17 | 9 | 7 | 13 | 12 | 9 | 19 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | | Economic Security | | | | |
|--------------------------|-------------|-------------------|------------------------|--|--|---|
| | | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Total | | | | | | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | | % | % | % | % | % |

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10 The UK should remain outside the EU and be as independent as possible from it

| | | | | | | |
|------------|----|----|----|----|----|----|
| 1 | 27 | 19 | 30 | 24 | 30 | 23 |
| 2 | 7 | 4 | 7 | 8 | 8 | 0 |
| 3 | 10 | 10 | 10 | 10 | 9 | 10 |
| 4 | 7 | 5 | 7 | 7 | 6 | 16 |
| 5 | 7 | 10 | 7 | 6 | 7 | 8 |
| 6 | 3 | 2 | 3 | 4 | 4 | 3 |
| 7 | 4 | 4 | 4 | 5 | 3 | 0 |
| 8 | 5 | 8 | 6 | 4 | 3 | 2 |
| 9 | 3 | 5 | 3 | 2 | 5 | 2 |
| 10 | 21 | 27 | 20 | 23 | 21 | 18 |
| Don't know | 6 | 7 | 4 | 6 | 5 | 18 |

1 The main institutions of this country work well and should be protected from significant disruption

10 The main institutions of this country need a radical overhaul, even if that involves some element of risk

| | | | | | | |
|------------|----|----|----|----|----|----|
| 1 | 3 | 4 | 3 | 3 | 2 | 1 |
| 2 | 3 | 6 | 4 | 1 | 2 | 2 |
| 3 | 8 | 10 | 9 | 8 | 5 | 2 |
| 4 | 10 | 7 | 11 | 9 | 8 | 6 |
| 5 | 12 | 9 | 11 | 12 | 18 | 16 |
| 6 | 10 | 6 | 10 | 10 | 10 | 2 |
| 7 | 15 | 15 | 17 | 14 | 13 | 10 |
| 8 | 12 | 9 | 12 | 13 | 12 | 14 |
| 9 | 5 | 12 | 4 | 4 | 6 | 3 |
| 10 | 12 | 11 | 10 | 14 | 15 | 15 |
| Don't know | 11 | 11 | 8 | 12 | 8 | 28 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | | |
|--------------------------|-----------------|-----|-----|---------|-----------|---------------------|-----|-----|---------|-----------|-------|-----------------|-----|-----|---------|-----------|-------------|--------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Where would you place the views of **the Labour party** on these spectrums?

1 Inequality is too high, we should redistribute money from the richest to middle and working class people

10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

| | | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 12 | 22 | 5 | 5 | 29 | 2 | 22 | 5 | 5 | 29 | 2 | 16 | 25 | 4 | 7 | 26 | 1 | 8 | 19 |
| 2 | 8 | 12 | 7 | 9 | 13 | 2 | 11 | 6 | 12 | 11 | 3 | 10 | 15 | 5 | 7 | 11 | 2 | 7 | 11 |
| 3 | 12 | 12 | 18 | 16 | 13 | 4 | 13 | 17 | 15 | 14 | 6 | 8 | 11 | 14 | 14 | 16 | 6 | 13 | 12 |
| 4 | 12 | 9 | 25 | 17 | 6 | 11 | 8 | 24 | 18 | 7 | 11 | 11 | 10 | 18 | 18 | 6 | 9 | 17 | 8 |
| 5 | 15 | 10 | 21 | 20 | 9 | 20 | 10 | 21 | 19 | 10 | 22 | 12 | 9 | 22 | 15 | 9 | 17 | 17 | 12 |
| 6 | 7 | 5 | 8 | 7 | 3 | 14 | 5 | 10 | 6 | 3 | 10 | 7 | 4 | 10 | 6 | 2 | 10 | 9 | 5 |
| 7 | 6 | 3 | 6 | 5 | 5 | 12 | 2 | 6 | 4 | 5 | 12 | 8 | 3 | 8 | 4 | 6 | 10 | 6 | 5 |
| 8 | 4 | 4 | 2 | 7 | 2 | 8 | 3 | 2 | 6 | 2 | 8 | 11 | 4 | 4 | 5 | 3 | 9 | 4 | 4 |
| 9 | 2 | 4 | 1 | 2 | 2 | 6 | 4 | 1 | 2 | 2 | 5 | 2 | 2 | 2 | 1 | 2 | 4 | 3 | 2 |
| 10 | 4 | 6 | 1 | 0 | 6 | 4 | 6 | 1 | 0 | 6 | 4 | 5 | 4 | 3 | 3 | 5 | 5 | 3 | 5 |
| Don't know | 17 | 14 | 6 | 13 | 11 | 17 | 15 | 7 | 12 | 11 | 17 | 10 | 13 | 11 | 19 | 15 | 27 | 14 | 16 |

1 Overall, immigration to the UK has benefited society more than it has weakened it

10 Overall, immigration to the UK has undermined society more than it has strengthened it

| | | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 14 | 20 | 6 | 5 | 35 | 2 | 20 | 8 | 5 | 35 | 2 | 13 | 24 | 6 | 6 | 36 | 3 | 10 | 24 |
| 2 | 8 | 10 | 9 | 7 | 14 | 2 | 9 | 9 | 8 | 15 | 1 | 7 | 11 | 8 | 5 | 16 | 4 | 7 | 11 |
| 3 | 13 | 13 | 21 | 18 | 12 | 7 | 13 | 18 | 19 | 11 | 8 | 12 | 14 | 14 | 18 | 9 | 4 | 14 | 12 |
| 4 | 11 | 6 | 20 | 15 | 6 | 11 | 8 | 18 | 14 | 4 | 13 | 19 | 8 | 17 | 13 | 7 | 6 | 14 | 8 |
| 5 | 11 | 9 | 17 | 18 | 5 | 14 | 8 | 18 | 16 | 5 | 13 | 12 | 7 | 17 | 15 | 3 | 12 | 15 | 8 |
| 6 | 8 | 5 | 9 | 7 | 1 | 19 | 5 | 12 | 9 | 1 | 17 | 8 | 3 | 12 | 8 | 2 | 19 | 11 | 3 |
| 7 | 6 | 5 | 5 | 5 | 2 | 15 | 5 | 5 | 5 | 2 | 16 | 10 | 4 | 7 | 7 | 0 | 16 | 7 | 3 |
| 8 | 5 | 6 | 3 | 4 | 2 | 9 | 6 | 3 | 4 | 2 | 8 | 2 | 5 | 5 | 3 | 1 | 10 | 6 | 3 |
| 9 | 2 | 6 | 1 | 2 | 2 | 3 | 6 | 0 | 3 | 2 | 3 | 1 | 5 | 2 | 1 | 1 | 4 | 2 | 3 |
| 10 | 7 | 6 | 3 | 5 | 15 | 2 | 7 | 2 | 4 | 16 | 3 | 4 | 7 | 2 | 7 | 15 | 3 | 2 | 12 |
| Don't know | 15 | 13 | 6 | 14 | 6 | 16 | 13 | 6 | 13 | 7 | 16 | 13 | 13 | 10 | 17 | 10 | 19 | 12 | 12 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Where would you place the views of **the Labour party** on these spectrums?

1 Inequality is too high, we should redistribute money from the richest to middle and working class people

10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

| | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 12 | 14 | 11 | 9 | 8 | 18 | 15 | 15 | 14 | 11 | 11 | 10 | 16 | 15 | 13 | 10 |
| 2 | 8 | 10 | 6 | 4 | 7 | 7 | 12 | 7 | 8 | 7 | 9 | 9 | 9 | 6 | 9 | 6 |
| 3 | 12 | 15 | 9 | 10 | 12 | 12 | 13 | 13 | 9 | 9 | 14 | 13 | 12 | 10 | 13 | 6 |
| 4 | 12 | 14 | 11 | 8 | 13 | 13 | 11 | 14 | 10 | 12 | 12 | 15 | 11 | 10 | 13 | 8 |
| 5 | 15 | 15 | 15 | 11 | 14 | 14 | 17 | 16 | 14 | 14 | 15 | 15 | 11 | 16 | 15 | 15 |
| 6 | 7 | 7 | 8 | 9 | 7 | 8 | 5 | 6 | 9 | 7 | 8 | 8 | 7 | 5 | 7 | 8 |
| 7 | 6 | 6 | 7 | 6 | 7 | 6 | 4 | 6 | 8 | 6 | 5 | 7 | 6 | 5 | 6 | 7 |
| 8 | 4 | 4 | 5 | 7 | 5 | 4 | 3 | 4 | 2 | 4 | 5 | 4 | 3 | 6 | 4 | 5 |
| 9 | 2 | 2 | 3 | 5 | 2 | 2 | 2 | 2 | 4 | 2 | 3 | 2 | 4 | 2 | 2 | 4 |
| 10 | 4 | 3 | 4 | 1 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 6 | 4 | 3 |
| Don't know | 17 | 12 | 22 | 30 | 20 | 13 | 13 | 12 | 15 | 24 | 15 | 13 | 19 | 19 | 14 | 27 |

1 Overall, immigration to the UK has benefited society more than it has weakened it

10 Overall, immigration to the UK has undermined society more than it has strengthened it

| | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 14 | 16 | 13 | 5 | 11 | 21 | 16 | 21 | 16 | 11 | 13 | 13 | 16 | 17 | 16 | 8 |
| 2 | 8 | 10 | 6 | 6 | 6 | 10 | 11 | 11 | 10 | 7 | 7 | 10 | 9 | 6 | 9 | 6 |
| 3 | 13 | 14 | 11 | 9 | 12 | 14 | 12 | 12 | 11 | 12 | 14 | 13 | 11 | 14 | 13 | 9 |
| 4 | 11 | 12 | 11 | 16 | 12 | 11 | 9 | 11 | 8 | 11 | 13 | 12 | 8 | 12 | 11 | 10 |
| 5 | 11 | 11 | 12 | 12 | 10 | 12 | 12 | 13 | 11 | 11 | 11 | 12 | 11 | 10 | 11 | 14 |
| 6 | 8 | 6 | 9 | 11 | 9 | 6 | 7 | 8 | 6 | 8 | 8 | 10 | 6 | 4 | 7 | 9 |
| 7 | 6 | 6 | 6 | 9 | 9 | 4 | 5 | 4 | 11 | 6 | 7 | 7 | 5 | 4 | 6 | 7 |
| 8 | 5 | 4 | 5 | 3 | 6 | 3 | 5 | 3 | 2 | 5 | 6 | 4 | 7 | 3 | 4 | 7 |
| 9 | 2 | 3 | 2 | 1 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 |
| 10 | 7 | 6 | 7 | 1 | 4 | 8 | 11 | 9 | 11 | 5 | 5 | 5 | 6 | 12 | 7 | 5 |
| Don't know | 15 | 11 | 19 | 28 | 19 | 11 | 10 | 7 | 12 | 23 | 15 | 12 | 17 | 15 | 12 | 24 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | | Economic Security | | | | |
|--------------------------|-------------|-------------------|------------------------|--|--|---|
| | | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Total | | | | | | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | % | % | % | % | % | % |

Where would you place the views of **the Labour party** on these spectrums?

1 Inequality is too high, we should redistribute money from the richest to middle and working class people

10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

| | | | | | | |
|------------|----|----|----|----|----|----|
| 1 | 12 | 17 | 11 | 14 | 11 | 6 |
| 2 | 8 | 11 | 10 | 6 | 5 | 2 |
| 3 | 12 | 14 | 14 | 12 | 8 | 7 |
| 4 | 12 | 9 | 16 | 11 | 8 | 9 |
| 5 | 15 | 8 | 14 | 16 | 18 | 15 |
| 6 | 7 | 7 | 6 | 7 | 9 | 6 |
| 7 | 6 | 5 | 6 | 8 | 5 | 2 |
| 8 | 4 | 3 | 3 | 5 | 7 | 4 |
| 9 | 2 | 1 | 3 | 2 | 3 | 4 |
| 10 | 4 | 6 | 2 | 4 | 8 | 3 |
| Don't know | 17 | 19 | 14 | 16 | 18 | 43 |

1 Overall, immigration to the UK has benefited society more than it has weakened it

10 Overall, immigration to the UK has undermined society more than it has strengthened it

| | | | | | | |
|------------|----|----|----|----|----|----|
| 1 | 14 | 18 | 14 | 14 | 17 | 14 |
| 2 | 8 | 10 | 9 | 8 | 7 | 6 |
| 3 | 13 | 13 | 15 | 12 | 11 | 5 |
| 4 | 11 | 10 | 13 | 11 | 9 | 11 |
| 5 | 11 | 7 | 12 | 12 | 11 | 10 |
| 6 | 8 | 5 | 8 | 7 | 12 | 5 |
| 7 | 6 | 8 | 5 | 9 | 5 | 2 |
| 8 | 5 | 5 | 5 | 5 | 3 | 1 |
| 9 | 2 | 3 | 2 | 3 | 2 | 6 |
| 10 | 7 | 6 | 6 | 7 | 9 | 10 |
| Don't know | 15 | 15 | 13 | 14 | 14 | 29 |

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | VI: Westminster | | | | | | VI: Local Authority | | | | | | Vote in 2024 GE | | | | | 2016 EU Ref | |
|--------------------------|-----------------|-----|-----|---------|-----------|-------|---------------------|-----|---------|-----------|-------|-----|-----------------|-----|---------|-----------|-------|-------------|-------|
| | Total | Con | Lab | Lib Dem | Reform UK | Green | Con | Lab | Lib Dem | Reform UK | Green | Ind | Con | Lab | Lib Dem | Reform UK | Green | Remain | Leave |
| Weighted Sample | 2153 | 282 | 333 | 219 | 467 | 369 | 269 | 297 | 259 | 457 | 361 | 102 | 465 | 646 | 256 | 277 | 151 | 976 | 794 |
| Unweighted Sample | 2153 | 266 | 332 | 221 | 475 | 339 | 258 | 292 | 261 | 464 | 342 | 95 | 424 | 619 | 251 | 275 | 139 | 948 | 849 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

1 The UK should fully rejoin the EU immediately

10 The UK should remain outside the EU and be as independent as possible from it

| | | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 17 | 24 | 11 | 6 | 40 | 6 | 25 | 13 | 7 | 41 | 4 | 14 | 29 | 11 | 9 | 33 | 4 | 12 | 28 |
| 2 | 8 | 13 | 6 | 2 | 15 | 2 | 12 | 5 | 5 | 14 | 2 | 8 | 15 | 5 | 3 | 15 | 1 | 6 | 12 |
| 3 | 12 | 13 | 16 | 12 | 12 | 9 | 10 | 14 | 12 | 12 | 11 | 23 | 13 | 13 | 11 | 15 | 10 | 12 | 15 |
| 4 | 12 | 6 | 21 | 19 | 4 | 15 | 9 | 23 | 19 | 4 | 12 | 10 | 6 | 16 | 21 | 4 | 13 | 16 | 5 |
| 5 | 13 | 11 | 20 | 23 | 3 | 17 | 10 | 20 | 22 | 4 | 19 | 14 | 6 | 19 | 21 | 4 | 19 | 20 | 6 |
| 6 | 6 | 5 | 4 | 6 | 3 | 13 | 5 | 5 | 4 | 3 | 13 | 5 | 5 | 7 | 6 | 2 | 14 | 8 | 4 |
| 7 | 5 | 4 | 7 | 6 | 1 | 9 | 4 | 7 | 6 | 1 | 9 | 5 | 3 | 7 | 6 | 0 | 5 | 6 | 2 |
| 8 | 3 | 3 | 3 | 5 | 2 | 4 | 2 | 3 | 5 | 2 | 5 | 2 | 2 | 3 | 5 | 0 | 4 | 3 | 2 |
| 9 | 1 | 3 | 2 | 1 | 2 | 0 | 3 | 2 | 1 | 1 | 0 | 1 | 2 | 2 | 1 | 1 | 0 | 2 | 1 |
| 10 | 4 | 5 | 1 | 3 | 10 | 3 | 5 | 0 | 4 | 9 | 2 | 2 | 7 | 1 | 3 | 9 | 3 | 2 | 9 |
| Don't know | 18 | 13 | 9 | 17 | 10 | 22 | 15 | 8 | 14 | 9 | 22 | 18 | 13 | 15 | 16 | 15 | 26 | 15 | 15 |

1 The main institutions of this country work well and should be protected from significant disruption

10 The main institutions of this country need a radical overhaul, even if that involves some element of risk

| | | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 9 | 9 | 6 | 4 | 20 | 6 | 11 | 6 | 4 | 21 | 5 | 9 | 15 | 5 | 5 | 16 | 4 | 6 | 14 |
| 2 | 6 | 5 | 7 | 8 | 9 | 6 | 5 | 6 | 7 | 9 | 7 | 7 | 7 | 6 | 7 | 7 | 8 | 8 | 6 |
| 3 | 12 | 10 | 15 | 14 | 13 | 15 | 9 | 16 | 15 | 14 | 14 | 5 | 8 | 15 | 12 | 16 | 14 | 13 | 12 |
| 4 | 11 | 7 | 19 | 13 | 7 | 15 | 8 | 20 | 14 | 6 | 12 | 13 | 6 | 16 | 11 | 8 | 16 | 12 | 9 |
| 5 | 15 | 13 | 18 | 17 | 12 | 17 | 13 | 16 | 17 | 12 | 18 | 16 | 12 | 18 | 15 | 13 | 12 | 17 | 13 |
| 6 | 7 | 8 | 9 | 8 | 4 | 5 | 8 | 8 | 6 | 3 | 8 | 9 | 6 | 8 | 8 | 3 | 7 | 8 | 5 |
| 7 | 6 | 6 | 9 | 6 | 5 | 6 | 7 | 9 | 8 | 5 | 6 | 5 | 6 | 7 | 7 | 6 | 5 | 7 | 7 |
| 8 | 5 | 10 | 5 | 7 | 4 | 4 | 10 | 7 | 7 | 4 | 2 | 14 | 6 | 5 | 5 | 5 | 3 | 6 | 5 |
| 9 | 2 | 4 | 1 | 3 | 3 | 1 | 4 | 1 | 4 | 2 | 1 | 0 | 5 | 1 | 3 | 0 | 0 | 2 | 2 |
| 10 | 5 | 9 | 1 | 2 | 11 | 3 | 7 | 1 | 2 | 11 | 3 | 7 | 9 | 2 | 4 | 9 | 2 | 3 | 9 |
| Don't know | 22 | 18 | 10 | 19 | 13 | 23 | 20 | 11 | 18 | 13 | 24 | 16 | 19 | 17 | 22 | 17 | 29 | 19 | 19 |

The Net Zero target is a target set by the government to reach zero greenhouse gas emissions by 2050 at the latest, balancing any carbon emissions that are produced with carbon-reducing measures, in order to reduce the risks from climate change.

Do you support or oppose the UK's target of becoming Net Zero by 2050?

| | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support | 30 | 10 | 52 | 42 | 4 | 60 | 12 | 52 | 41 | 4 | 59 | 23 | 8 | 47 | 40 | 5 | 63 | 43 | 12 |
| Somewhat support | 31 | 32 | 36 | 42 | 14 | 29 | 30 | 35 | 38 | 15 | 33 | 37 | 29 | 37 | 36 | 13 | 25 | 34 | 24 |
| TOTAL SUPPORT | 61 | 42 | 88 | 84 | 18 | 89 | 42 | 87 | 79 | 19 | 92 | 60 | 37 | 84 | 76 | 18 | 88 | 77 | 36 |
| Somewhat oppose | 12 | 24 | 5 | 8 | 18 | 4 | 21 | 4 | 11 | 18 | 2 | 21 | 24 | 5 | 9 | 16 | 4 | 8 | 18 |
| Strongly oppose | 19 | 26 | 2 | 3 | 58 | 1 | 29 | 1 | 5 | 58 | 1 | 12 | 33 | 3 | 8 | 60 | 1 | 8 | 38 |
| TOTAL OPPOSE | 31 | 50 | 7 | 11 | 76 | 5 | 50 | 5 | 16 | 76 | 3 | 33 | 57 | 8 | 17 | 76 | 5 | 16 | 56 |
| Don't know | 8 | 8 | 6 | 5 | 6 | 6 | 8 | 8 | 6 | 6 | 5 | 6 | 7 | 8 | 7 | 5 | 7 | 6 | 8 |

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | Gender | | Age | | | | Region in England | | | | Socio-economic Classification (NS-SEC) | | | BAME | | |
|--------------------------|-------------|------|--------|-------|-------|-------|-------------------|-------|----------|--------|--|--------|--------------|---------|-------|-----------------|
| | Total | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | North | Midlands | London | Rest of South | Higher | Intermediate | Routine | White | Minority Ethnic |
| Weighted Sample | 2153 | 1072 | 1081 | 123 | 871 | 604 | 554 | 553 | 212 | 576 | 812 | 990 | 546 | 469 | 1738 | 415 |
| Unweighted Sample | 2153 | 1058 | 1095 | 101 | 753 | 675 | 624 | 560 | 187 | 642 | 764 | 943 | 559 | 460 | 1800 | 353 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

1 The UK should fully rejoin the EU immediately

10 The UK should remain outside the EU and be as independent as possible from it

| | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 17 | 18 | 16 | 6 | 12 | 21 | 24 | 20 | 19 | 15 | 16 | 13 | 23 | 22 | 18 | 12 |
| 2 | 8 | 9 | 7 | 3 | 5 | 10 | 11 | 7 | 9 | 6 | 9 | 7 | 9 | 8 | 9 | 4 |
| 3 | 12 | 14 | 10 | 6 | 15 | 11 | 11 | 15 | 10 | 9 | 14 | 13 | 13 | 12 | 13 | 9 |
| 4 | 12 | 12 | 11 | 15 | 12 | 12 | 10 | 12 | 13 | 11 | 12 | 16 | 8 | 8 | 13 | 7 |
| 5 | 13 | 14 | 12 | 7 | 15 | 13 | 11 | 14 | 10 | 12 | 14 | 16 | 9 | 10 | 13 | 13 |
| 6 | 6 | 5 | 7 | 7 | 7 | 5 | 4 | 7 | 5 | 5 | 6 | 7 | 4 | 6 | 6 | 6 |
| 7 | 5 | 5 | 5 | 15 | 5 | 5 | 3 | 6 | 7 | 5 | 5 | 5 | 6 | 3 | 4 | 9 |
| 8 | 3 | 3 | 3 | 6 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 2 | 3 | 5 |
| 9 | 1 | 1 | 1 | 0 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 2 |
| 10 | 4 | 4 | 4 | 0 | 3 | 6 | 7 | 5 | 7 | 3 | 5 | 2 | 4 | 10 | 5 | 2 |
| Don't know | 18 | 12 | 23 | 37 | 22 | 12 | 13 | 10 | 16 | 29 | 16 | 16 | 19 | 17 | 15 | 30 |

1 The main institutions of this country work well and should be protected from significant disruption

10 The main institutions of this country need a radical overhaul, even if that involves some element of risk

| | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 9 | 10 | 8 | 4 | 7 | 12 | 10 | 11 | 11 | 7 | 8 | 8 | 10 | 12 | 10 | 6 |
| 2 | 6 | 9 | 4 | 3 | 6 | 7 | 7 | 8 | 7 | 5 | 6 | 8 | 6 | 5 | 7 | 4 |
| 3 | 12 | 15 | 9 | 8 | 16 | 10 | 10 | 14 | 12 | 10 | 12 | 14 | 12 | 9 | 13 | 7 |
| 4 | 11 | 11 | 11 | 18 | 10 | 12 | 10 | 11 | 12 | 9 | 12 | 12 | 9 | 10 | 11 | 9 |
| 5 | 15 | 15 | 14 | 13 | 13 | 17 | 15 | 16 | 9 | 14 | 16 | 15 | 14 | 14 | 15 | 14 |
| 6 | 7 | 6 | 7 | 4 | 7 | 7 | 6 | 7 | 7 | 7 | 7 | 6 | 6 | 8 | 6 | 8 |
| 7 | 6 | 6 | 7 | 4 | 6 | 7 | 7 | 5 | 8 | 7 | 7 | 7 | 4 | 7 | 6 | 7 |
| 8 | 5 | 6 | 5 | 6 | 4 | 4 | 9 | 5 | 7 | 5 | 5 | 5 | 7 | 4 | 5 | 8 |
| 9 | 2 | 2 | 2 | 0 | 3 | 1 | 2 | 1 | 1 | 1 | 3 | 2 | 2 | 3 | 2 | 2 |
| 10 | 5 | 4 | 6 | 0 | 4 | 6 | 8 | 6 | 9 | 4 | 5 | 4 | 6 | 8 | 6 | 3 |
| Don't know | 22 | 16 | 27 | 40 | 24 | 19 | 17 | 16 | 18 | 31 | 20 | 19 | 24 | 21 | 19 | 31 |

The Net Zero target is a target set by the government to reach zero greenhouse gas emissions by 2050 at the latest, balancing any carbon emissions that are produced with carbon-reducing measures, in order to reduce the risks from climate change.

Do you support or oppose the UK's target of becoming Net Zero by 2050?

| | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support | 30 | 30 | 30 | 38 | 39 | 23 | 22 | 27 | 22 | 30 | 35 | 38 | 23 | 20 | 30 | 29 |
| Somewhat support | 31 | 28 | 34 | 40 | 30 | 33 | 27 | 29 | 30 | 36 | 28 | 31 | 33 | 26 | 29 | 39 |
| TOTAL SUPPORT | 61 | 58 | 64 | 78 | 69 | 56 | 49 | 56 | 52 | 66 | 63 | 69 | 56 | 46 | 59 | 68 |
| Somewhat oppose | 12 | 12 | 12 | 1 | 11 | 12 | 16 | 12 | 16 | 8 | 14 | 10 | 14 | 16 | 13 | 6 |
| Strongly oppose | 19 | 25 | 13 | 6 | 13 | 24 | 28 | 26 | 24 | 13 | 18 | 16 | 22 | 27 | 21 | 10 |
| TOTAL OPPOSE | 31 | 37 | 25 | 7 | 24 | 36 | 44 | 38 | 40 | 21 | 32 | 26 | 36 | 43 | 34 | 16 |
| Don't know | 8 | 5 | 11 | 15 | 8 | 8 | 6 | 7 | 7 | 14 | 5 | 5 | 8 | 12 | 6 | 16 |

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2153 adults in England (18+)
Fieldwork: 22nd April - 5th May 2026

| | | Economic Security | | | | |
|--------------------------|-------------|-------------------|------------------------|--|--|---|
| | | Very comfortable | Relatively comfortable | Comfortable with essentials, no luxuries | Can only just afford costs, often struggling | Cannot afford costs, going without essentials |
| Total | | | | | | |
| Weighted Sample | 2153 | 129 | 849 | 836 | 268 | 47 |
| Unweighted Sample | 2153 | 118 | 839 | 822 | 299 | 50 |
| | | % | % | % | % | % |

1 The UK should fully rejoin the EU immediately

10 The UK should remain outside the EU and be as independent as possible from it

| | | | | | | |
|------------|----|----|----|----|----|----|
| 1 | 17 | 19 | 17 | 17 | 20 | 12 |
| 2 | 8 | 10 | 9 | 8 | 4 | 2 |
| 3 | 12 | 14 | 12 | 13 | 14 | 2 |
| 4 | 12 | 11 | 13 | 12 | 10 | 15 |
| 5 | 13 | 10 | 14 | 13 | 12 | 9 |
| 6 | 6 | 3 | 6 | 7 | 5 | 7 |
| 7 | 5 | 6 | 4 | 7 | 3 | 9 |
| 8 | 3 | 4 | 3 | 2 | 4 | 0 |
| 9 | 1 | 2 | 2 | 1 | 1 | 0 |
| 10 | 4 | 3 | 4 | 4 | 8 | 11 |
| Don't know | 18 | 17 | 17 | 17 | 18 | 32 |

1 The main institutions of this country work well and should be protected from significant disruption

10 The main institutions of this country need a radical overhaul, even if that involves some element of risk

| | | | | | | |
|------------|----|----|----|----|----|----|
| 1 | 9 | 6 | 8 | 10 | 11 | 5 |
| 2 | 6 | 7 | 7 | 7 | 5 | 0 |
| 3 | 12 | 15 | 14 | 11 | 10 | 1 |
| 4 | 11 | 10 | 14 | 9 | 9 | 11 |
| 5 | 15 | 11 | 14 | 15 | 18 | 13 |
| 6 | 7 | 4 | 6 | 8 | 7 | 1 |
| 7 | 6 | 4 | 6 | 7 | 5 | 7 |
| 8 | 5 | 6 | 4 | 6 | 6 | 9 |
| 9 | 2 | 2 | 2 | 3 | 1 | 0 |
| 10 | 5 | 8 | 4 | 5 | 9 | 7 |
| Don't know | 22 | 27 | 20 | 20 | 19 | 45 |

The Net Zero target is a target set by the government to reach zero greenhouse gas emissions by 2050 at the latest, balancing any carbon emissions that are produced with carbon-reducing measures, in order to reduce the risks from climate change.

Do you support or oppose the UK's target of becoming Net Zero by 2050?

| | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support | 30 | 36 | 32 | 29 | 25 | 24 |
| Somewhat support | 31 | 27 | 32 | 31 | 33 | 11 |
| TOTAL SUPPORT | 61 | 63 | 64 | 60 | 58 | 35 |
| Somewhat oppose | 12 | 12 | 13 | 11 | 13 | 9 |
| Strongly oppose | 19 | 20 | 18 | 21 | 18 | 30 |
| TOTAL OPPOSE | 31 | 32 | 31 | 32 | 31 | 39 |
| Don't know | 8 | 4 | 6 | 8 | 11 | 26 |

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.