

YouGov / Persuasion UK Survey Results

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample	3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample	3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		19-22 May '26	3-6 July '26														
On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?																	
Conservatives																	
0 - Would never consider voting for them	33	34	0	47	32	18	62	2	48	33	21	60	43	21	33	36	
1	8	8	0	12	11	7	12	1	9	9	9	11	8	6	9	7	
2	8	8	0	12	11	6	10	3	11	11	8	11	10	6	8	8	
3	7	6	1	8	10	6	6	2	7	8	8	6	6	6	6	6	
4	5	4	0	6	5	4	3	2	4	7	3	4	4	4	4	4	
5	10	10	3	7	19	14	4	9	9	11	14	3	9	12	10	11	
6	5	5	4	2	6	12	2	8	3	7	11	3	4	7	6	5	
7	6	6	10	2	4	16	1	12	4	6	13	1	4	11	8	5	
8	5	5	15	2	2	10	0	15	1	2	7	0	4	8	5	5	
9	2	3	13	0	0	4	0	9	1	4	2	1	2	4	2	3	
10 - Would definitely consider voting for them	9	9	54	1	0	3	0	37	2	3	4	1	7	15	8	10	
TOTAL CONSIDER (6+)	27	28	96	7	12	45	3	81	11	22	37	6	21	45	29	28	
Prefer not to answer	2	2	0	0	0	0	0	1	1	1	0	0	0	1	1	3	
Labour																	
0 - Would never consider voting for them	39	36	52	0	16	74	11	56	8	23	76	21	19	57	38	34	
1	5	6	8	1	6	9	9	8	3	4	10	13	5	9	7	5	
2	6	6	9	0	9	6	6	6	3	7	6	7	5	5	6	5	
3	5	5	9	0	8	3	9	7	2	8	2	7	5	5	6	5	
4	5	5	5	1	10	3	10	4	4	8	4	6	5	4	4	5	
5	10	10	7	3	19	2	17	7	11	11	2	16	12	6	8	11	
6	5	7	6	6	12	1	12	6	9	12	0	12	8	5	6	8	
7	7	6	1	13	8	1	13	2	12	9	0	7	9	3	6	6	
8	5	5	2	17	5	1	6	1	11	5	0	4	8	2	5	5	
9	2	2	0	10	1	0	2	1	5	1	0	2	4	1	3	2	
10 - Would definitely consider voting for them	9	10	0	48	5	0	5	1	28	8	0	5	19	3	8	11	
TOTAL CONSIDER (6+)	28	30	9	94	31	3	38	11	65	35	0	30	48	14	28	32	
Prefer not to answer	2	2	0	0	1	0	0	1	1	2	0	0	1	1	2	3	

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		Age				Socioeconomic classification (NS-SEC)			Country				Region in England			
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
Unweighted Sample	3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Conservatives

			19-22 May '26				3-6 July '26											
0 - Would never consider voting for them	33	34	35	40	35	24	30	32	39	33	44	43	32	40	32	36	28	
1	8	8	15	7	7	5	8	7	7	8	5	9	6	9	8	6	8	
2	8	8	9	10	6	6	9	8	7	8	8	8	4	7	10	10	7	
3	7	6	9	6	5	5	6	4	6	6	7	6	9	5	7	6	6	
4	5	4	5	4	2	5	5	4	3	4	6	2	4	3	3	4	5	
5	10	10	9	10	11	10	10	11	10	10	6	9	13	10	11	9	11	
6	5	5	3	4	6	7	6	6	5	5	6	4	8	5	6	4	5	
7	6	6	3	5	7	9	6	9	6	7	3	5	9	5	5	8	8	
8	5	5	2	4	6	6	6	6	5	6	3	1	1	4	6	5	6	
9	2	3	2	1	3	4	3	3	2	3	2	1	2	3	2	3	3	
10 - Would definitely consider voting for them	9	9	3	5	10	18	12	9	7	9	5	8	5	7	9	8	11	
TOTAL CONSIDER (6+)	27	28	13	19	32	44	33	33	25	30	19	19	25	24	28	28	33	
Prefer not to answer	2	2	6	3	1	1	1	2	3	2	6	4	6	1	1	1	2	

Labour

0 - Would never consider voting for them	39	36	18	31	39	48	26	40	48	36	45	29	39	33	41	25	40	
1	5	6	4	6	7	7	5	8	7	7	4	6	7	6	5	6	8	
2	6	6	8	5	5	5	6	5	6	5	7	7	2	7	4	4	6	
3	5	5	9	6	5	4	5	5	4	6	2	6	4	4	5	9	6	
4	5	5	9	5	3	4	5	5	3	5	3	4	4	5	5	6	4	
5	10	10	14	11	10	6	11	8	8	9	9	16	10	8	10	10	9	
6	5	7	11	8	5	5	10	5	4	7	4	6	4	10	3	9	7	
7	7	6	7	8	7	3	8	7	4	7	2	6	10	6	5	9	7	
8	5	5	6	6	4	4	6	4	4	5	7	6	8	5	6	6	4	
9	2	2	2	2	2	2	2	2	2	2	1	2	1	3	3	3	1	
10 - Would definitely consider voting for them	9	10	6	9	13	9	14	9	6	10	9	6	5	12	12	14	7	
TOTAL CONSIDER (6+)	28	30	32	33	31	23	40	27	20	31	23	26	28	36	29	41	26	
Prefer not to answer	2	2	6	3	1	1	2	2	3	2	6	4	6	2	1	2	2	

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Fieldwork: 3rd - 6th July 2026

			Westminster VI						Vote in 2024 GE					2016 EU Ref		Gender		
			Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	
Weighted Sample			3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630	
Unweighted Sample			3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Liberal Democrats	0 - Would never consider voting for them	29	30	33	10	0	60	14	39	13	1	67	18	13	47	33	26	
	1	6	6	9	3	0	7	8	10	3	1	8	9	4	7	7	5	
	2	6	8	10	5	0	7	9	8	6	4	9	12	6	9	7	8	
	3	7	6	9	6	0	9	7	9	7	2	7	5	6	7	7	6	
	4	6	7	9	7	1	6	11	9	7	4	5	13	7	6	6	7	
	5	13	13	14	21	5	5	15	12	20	10	3	12	17	9	13	13	
	6	8	8	8	12	5	3	14	5	12	11	1	10	11	4	7	9	
	7	7	7	4	15	13	1	11	3	12	16	0	9	12	4	7	8	
	8	6	5	2	10	14	0	6	2	9	10	0	5	9	2	4	5	
	9	2	2	1	4	9	0	1	1	3	5	0	0	2	1	1	2	
	10 - Would definitely consider voting for them	7	7	1	7	53	0	4	2	8	35	0	7	11	3	6	7	
	TOTAL CONSIDER (6+)		30	29	16	48	94	4	36	13	44	77	1	31	45	14	25	31
	Prefer not to answer		3	2	1	0	0	0	0	1	1	1	1	0	0	1	2	3
	Reform UK	0 - Would never consider voting for them	53	54	29	90	82	0	96	26	80	75	3	85	78	25	50	58
1		4	4	6	2	5	0	1	4	3	5	2	3	3	4	4	4	
2		3	3	6	2	5	0	1	5	3	2	1	1	2	4	3	3	
3		3	3	8	2	3	0	0	7	2	2	1	1	2	5	3	3	
4		3	2	6	1	2	1	0	4	1	1	2	2	2	3	2	2	
5		5	6	14	1	2	3	0	11	2	3	5	1	3	8	5	6	
6		2	3	8	1	1	3	0	5	1	2	4	1	3	4	3	3	
7		3	4	10	1	0	5	0	7	2	3	5	1	2	6	5	3	
8		4	4	6	0	0	14	1	7	1	2	9	0	2	7	5	3	
9		3	3	2	0	0	12	0	5	0	2	13	1	1	6	4	2	
10 - Would definitely consider voting for them		14	12	5	0	0	62	0	17	4	3	53	2	3	27	14	10	
TOTAL CONSIDER (6+)		26	31	2	1	96	1	41	8	12	84	5	11	50	31	21		
Prefer not to answer		2	2	0	0	1	0	0	1	0	1	0	1	0	1	1	3	

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		Age					Socioeconomic classification (NS-SEC)			Country				Region in England					
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Weighted Sample		3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052		
Unweighted Sample		3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023		
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Liberal Democrats	0 - Would never consider voting for them	29	30	16	27	32	38	22	33	39	29	39	25	31	30	33	25	29	
	1	6	6	7	6	6	6	5	7	7	6	6	7	9	6	6	6	7	
	2	6	8	8	9	7	6	7	6	9	8	6	7	4	9	9	8	6	
	3	7	6	6	6	7	6	7	7	5	6	4	9	8	7	5	6	7	
	4	6	7	10	6	6	7	7	6	7	7	6	7	5	8	6	7	6	
	5	13	13	14	13	14	11	15	11	11	13	12	15	12	14	14	13	11	
	6	8	8	11	9	7	6	9	8	6	7	8	8	16	8	6	7	8	
	7	7	7	8	9	6	5	10	7	5	8	6	6	3	6	7	10	8	
	8	6	5	4	5	5	5	7	5	2	5	4	3	3	4	6	7	5	
	9	2	2	2	1	2	2	2	2	2	2	1	2	0	1	2	2	2	
	10 - Would definitely consider voting for them	7	7	7	6	7	7	8	7	5	7	1	7	4	5	6	8	9	
	TOTAL CONSIDER (6+)		30	29	32	30	27	25	36	29	20	29	20	26	26	24	27	34	32
	Prefer not to answer		3	2	7	3	1	1	2	2	3	2	6	4	6	2	2	2	2
Reform UK	0 - Would never consider voting for them	53	54	71	58	51	43	61	51	48	53	53	64	51	54	52	63	51	
	1	4	4	3	4	4	3	4	4	3	4	3	2	0	4	3	5	4	
	2	3	3	4	4	2	3	3	5	2	3	3	4	1	3	3	3	3	
	3	3	3	2	2	4	3	3	2	4	3	5	2	3	3	4	3	3	
	4	3	2	2	3	2	2	1	3	3	2	3	2	5	2	3	3	2	
	5	5	6	5	6	5	6	5	5	6	6	5	4	2	5	5	5	7	
	6	2	3	1	3	3	2	3	2	3	3	0	3	2	4	3	1	3	
	7	3	4	3	4	2	5	4	3	5	4	3	2	3	6	4	3	4	
	8	4	4	2	4	5	5	4	4	5	4	3	2	5	5	4	3	5	
	9	3	3	0	3	3	5	3	3	4	3	2	3	5	2	3	3	4	
	10 - Would definitely consider voting for them	14	12	2	7	17	22	9	16	16	12	14	10	16	13	14	7	13	
	TOTAL CONSIDER (6+)		26	26	8	21	30	39	23	28	33	26	22	20	31	30	28	17	29
	Prefer not to answer		2	2	6	2	1	1	1	2	3	2	5	4	6	2	1	2	2

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			Westminster VI						Vote in 2024 GE					2016 EU Ref		Gender	
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Weighted Sample			3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample			3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Green Party																	
	0 - Would never consider voting for them	39	39	60	14	22	74	0	61	21	24	80	8	24	60	45	33
	1	5	5	9	5	3	6	0	10	4	4	4	3	3	7	6	5
	2	6	6	8	7	10	4	0	7	7	8	4	2	6	6	6	6
	3	4	6	4	8	7	2	0	6	6	8	3	2	7	5	4	7
	4	5	4	6	5	6	3	1	4	5	7	3	2	5	4	3	5
	5	9	10	7	15	19	6	1	7	13	14	3	5	12	8	9	11
	6	6	5	1	12	8	1	2	1	8	8	1	2	7	3	4	5
	7	5	5	2	11	6	0	9	2	10	6	0	9	8	2	5	5
	8	5	4	0	8	4	2	12	1	5	6	1	14	6	2	4	4
	9	2	3	1	6	4	2	11	1	6	5	1	6	4	2	3	4
	10 - Would definitely consider voting for them	13	11	1	8	9	0	63	1	15	11	0	48	16	2	9	12
	TOTAL CONSIDER (6+)	31	28	5	45	31	5	97	6	44	36	3	79	41	11	25	30
	Prefer not to answer	2	2	1	0	1	0	0	1	1	1	1	0	1	1	2	3
Plaid Cymru																	
[Shown to those in Wales; N=150]																	
	0 - Would never consider voting for them	30	35	54	4	37	65	0	71	12	26	57	9	13	51	40	29
	1	2	6	22	0	0	18	0	6	5	0	23	0	6	10	8	4
	2	7	1	0	0	0	0	0	0	0	0	0	0	2	0	0	1
	3	6	2	0	4	23	0	0	0	6	0	0	0	5	2	1	3
	4	3	2	0	4	0	0	0	0	2	0	0	0	5	0	0	3
	5	10	12	11	11	19	11	22	8	16	25	5	22	17	7	11	12
	6	4	6	5	13	0	3	19	4	6	0	5	0	9	4	5	7
	7	6	6	9	14	0	3	14	7	10	0	4	7	10	4	3	8
	8	9	4	0	14	11	0	0	0	13	19	0	0	0	5	4	3
	9	3	4	0	15	10	0	35	0	9	8	0	41	7	0	6	2
	10 - Would definitely consider voting for them	19	15	0	22	0	0	10	4	21	22	6	20	25	13	12	19
	TOTAL CONSIDER (6+)	41	35	14	78	21	6	78	15	59	49	15	68	51	26	30	39
	Prefer not to answer	2	9	0	0	0	0	0	0	0	0	0	0	1	5	9	8

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			Age				Socioeconomic classification (NS-SEC)			Country				Region in England				
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Weighted Sample		3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052	
Unweighted Sample		3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Green Party																		
	0 - Would never consider voting for them	39	39	20	33	42	56	33	43	46	39	43	39	37	39	42	28	41
	1	5	5	3	4	6	7	5	6	6	5	4	5	3	6	4	5	6
	2	6	6	3	7	6	6	6	7	6	6	3	6	12	4	6	6	7
	3	4	6	4	6	6	5	6	7	5	5	9	6	5	5	5	8	5
	4	5	4	4	3	6	4	5	4	4	4	4	4	3	5	3	4	4
	5	9	10	11	11	11	7	11	8	10	9	13	11	11	8	12	10	9
	6	6	5	5	6	4	2	6	3	3	5	2	3	7	5	4	6	5
	7	5	5	7	6	5	3	7	5	3	5	3	6	3	5	5	6	5
	8	5	4	9	5	3	3	7	3	3	4	7	7	1	4	5	4	4
	9	2	3	5	3	4	3	3	4	2	3	1	1	5	3	4	6	3
	10 - Would definitely consider voting for them	13	11	22	14	7	4	11	9	10	11	5	8	8	12	10	15	10
	TOTAL CONSIDER (6+)	31	28	48	34	23	15	34	24	21	28	18	25	24	29	28	37	27
	Prefer not to answer	2	2	7	3	1	1	1	2	3	2	7	5	6	2	1	3	2
Plaid Cymru																		
	[Shown to those in Wales; N=150]																	
	0 - Would never consider voting for them	30	35	17	43	31	29	26	43	36	0	35	0	0	0	0	0	0
	1	2	6	0	6	11	3	11	2	4	0	6	0	0	0	0	0	0
	2	7	1	0	1	0	0	2	0	0	0	1	0	0	0	0	0	0
	3	6	2	0	0	0	9	2	0	4	0	2	0	0	0	0	0	0
	4	3	2	0	1	4	0	2	0	2	0	2	0	0	0	0	0	0
	5	10	12	0	11	14	14	23	5	6	0	12	0	0	0	0	0	0
	6	4	6	25	3	5	6	7	7	3	0	6	0	0	0	0	0	0
	7	6	6	0	5	2	11	8	3	5	0	6	0	0	0	0	0	0
	8	9	4	11	0	6	5	0	3	6	0	4	0	0	0	0	0	0
	9	3	4	26	0	6	3	4	0	7	0	4	0	0	0	0	0	0
	10 - Would definitely consider voting for them	19	15	6	14	21	15	14	29	11	0	15	0	0	0	0	0	0
	TOTAL CONSIDER (6+)	41	35	68	22	40	40	33	42	32	0	35	0	0	0	0	0	0
	Prefer not to answer	2	9	15	16	0	3	0	7	15	0	9	0	0	0	0	0	0

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		Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample	3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample	3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

SNP

[Shown to those in Scotland; N=286]

0 - Would never consider voting for them	38	37	85	36	47	74	11	75	46	52	93	0	31	56	40	34
1	4	6	12	5	14	11	0	18	4	19	0	0	6	9	6	5
2	4	3	0	13	3	0	0	0	6	4	0	0	3	5	4	3
3	1	3	0	8	0	2	13	0	6	0	0	0	2	2	3	3
4	1	2	0	4	4	2	0	0	4	0	0	0	2	3	2	2
5	10	8	4	11	22	0	6	3	12	9	0	0	12	3	7	10
6	5	3	0	4	0	8	12	0	6	0	0	0	2	3	1	4
7	5	3	0	2	0	0	12	0	2	4	0	0	4	1	3	4
8	3	5	0	3	6	0	20	0	4	8	0	68	6	2	6	5
9	6	3	0	4	0	0	0	0	1	0	0	0	3	2	4	3
10 - Would definitely consider voting for them	22	23	0	10	3	0	26	0	9	4	0	32	29	10	24	22
TOTAL CONSIDER (6+)	41	37	0	23	9	8	70	0	22	16	0	100	44	18	38	38
Prefer not to answer	1	4	0	0	0	3	0	4	0	0	7	0	0	2	0	7

Which of the following, if any, do you think are the most important issues facing the UK at this time? Please select up to three options.

Health	30	28	20	35	36	14	31	20	36	33	13	30	33	23	19	36
Immigration & Asylum	48	47	66	19	28	90	10	71	28	31	87	20	29	71	51	43
Crime	20	18	19	12	17	24	10	18	15	16	30	13	14	21	17	19
The economy	56	52	49	58	60	42	56	48	58	60	41	48	57	46	54	51
Tax	16	15	17	10	9	17	15	16	12	10	16	9	11	14	18	13
Pensions	6	5	6	4	2	6	4	6	3	4	6	7	5	7	5	5
Education	7	9	5	14	15	2	12	3	13	11	3	11	12	4	7	11
Family life & childcare	5	4	2	4	6	2	5	2	5	3	3	6	5	3	3	5
Housing	18	17	9	21	20	8	29	8	20	14	8	24	16	10	17	16
The environment & climate change	17	20	9	28	28	4	52	8	29	28	3	50	30	9	18	22
Britain leaving the EU	15	15	7	27	22	5	24	6	21	23	6	20	24	6	16	14
Transport	2	2	1	3	3	0	4	1	2	2	1	4	2	0	2	2
Welfare benefits	18	19	29	15	15	30	13	26	12	16	28	16	14	27	21	18
Defence and security	23	28	48	28	26	40	8	50	24	33	37	13	27	42	32	24
None of these	0	1	0	1	0	0	1	0	1	0	1	1	1	0	1	1
Don't know	1	1	0	1	1	1	1	0	1	1	1	2	1	0	1	2

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Age				Socioeconomic classification (NS-SEC)			Country				Region in England			
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
Unweighted Sample	3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

SNP

[Shown to those in Scotland; N=286]

0 - Would never consider voting for them	38	37	21	25	41	52	39	35	42	0	0	37	0	0	0	0
1	4	6	0	7	5	7	7	4	5	0	0	6	0	0	0	0
2	4	3	1	2	5	3	1	11	1	0	0	3	0	0	0	0
3	1	3	7	2	2	3	4	1	2	0	0	3	0	0	0	0
4	1	2	0	2	3	2	1	1	2	0	0	2	0	0	0	0
5	10	8	13	13	4	6	8	10	6	0	0	8	0	0	0	0
6	5	3	5	5	0	2	2	3	3	0	0	3	0	0	0	0
7	5	3	3	6	2	2	4	2	3	0	0	3	0	0	0	0
8	3	5	9	10	3	2	9	1	5	0	0	5	0	0	0	0
9	6	3	2	5	2	3	3	4	3	0	0	3	0	0	0	0
10 - Would definitely consider voting for them	22	23	28	19	32	15	22	25	23	0	0	23	0	0	0	0
TOTAL CONSIDER (6+)	41	37	47	45	39	24	40	35	37	0	0	37	0	0	0	0
Prefer not to answer	1	4	9	4	3	3	1	2	5	0	0	4	0	0	0	0

Which of the following, if any, do you think are the most important issues facing the UK at this time? Please select up to three options.

Health	30	28	25	27	30	27	27	31	24	27	29	32	40	27	26	24	28
Immigration & Asylum	48	47	24	40	53	61	38	53	54	47	45	40	58	49	46	34	51
Crime	20	18	17	19	17	18	16	19	19	19	12	15	17	20	19	24	16
The economy	56	52	62	54	51	46	56	52	49	52	48	61	42	50	52	56	52
Tax	16	15	18	21	10	9	15	13	17	15	26	12	6	13	16	17	15
Pensions	6	5	2	3	5	9	3	4	8	5	7	6	9	5	6	2	5
Education	7	9	17	10	7	5	11	7	7	9	10	11	8	8	8	7	10
Family life & childcare	5	4	3	7	2	2	4	4	5	4	10	3	7	4	4	2	5
Housing	18	17	35	18	14	10	13	16	17	17	13	19	20	17	16	22	15
The environment & climate change	17	20	31	21	18	14	25	16	15	20	20	19	15	19	16	24	22
Britain leaving the EU	15	15	18	13	18	11	19	14	10	14	18	15	14	15	16	18	12
Transport	2	2	5	2	2	0	2	1	2	2	4	1	5	2	2	3	1
Welfare benefits	18	19	8	18	19	26	18	21	21	20	16	19	18	23	20	13	19
Defence and security	23	28	8	17	34	48	32	29	26	28	23	25	22	26	28	22	32
None of these	0	1	0	1	1	0	0	0	1	1	0	0	0	1	1	2	0
Don't know	1	1	4	2	1	0	1	1	2	1	1	1	0	2	1	1	1

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample	3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample	3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You have indicated that you do not currently plan to vote Labour at the next election. What are the top reasons for you not voting Labour? Please choose up to five options.

[Shown to those who did not choose Labour in Westminster Voting Intention; N=2479]

They tried to remove the winter fuel allowance from most pensioners	18	18	20	0	17	23	9	22	19	20	19	15	18	22	17	19
They have introduced, or tried to introduce, too many austerity measures	10	8	7	0	11	6	13	7	8	12	4	13	10	7	7	8
They have put up too many taxes	26	24	40	0	20	36	6	42	15	19	35	5	19	32	28	20
They have spent too much money wastefully	19	23	35	0	15	33	7	34	12	20	34	10	17	27	26	20
They are too close to the Trade Unions	5	6	15	0	7	8	0	15	2	6	7	4	6	9	7	5
They have not reduced the cost of living	39	36	36	0	41	36	41	34	43	38	34	31	37	34	36	36
They have not improved public services (e.g. the NHS)	25	26	27	0	36	20	30	26	29	30	18	26	25	27	22	31
Their climate change/environment policies have gone too far	9	11	15	0	2	23	1	18	3	5	28	2	6	19	14	8
Their climate change/environment policies have not gone far enough	8	8	4	0	13	2	29	3	13	13	2	26	13	3	8	8
They have failed to control immigration	40	39	52	0	18	72	6	56	23	24	74	15	23	59	43	35
Their anti-immigration rhetoric and policies	12	12	8	0	7	16	25	9	14	11	10	20	11	10	12	12
Too many ministers/MPs have behaved in dishonest ways	21	19	19	0	19	21	14	21	16	18	23	17	18	22	18	20
They have just generally been incompetent/chaotic	41	40	53	0	35	54	22	53	32	40	53	26	35	51	41	38
I just do not like Keir Starmer as a person	12	7	8	0	2	13	4	8	4	5	12	8	5	10	9	6
I just have a very positive view of a different party	9	8	5	0	14	6	23	5	9	12	7	19	13	4	10	7
They have not stood up for Israel sufficiently	3	4	8	0	2	4	3	5	3	4	5	2	4	5	4	3
They have not stood up for Palestinians/Gaza sufficiently	12	11	2	0	12	1	45	2	18	13	2	45	17	4	12	11
They have not sufficiently addressed income/wealth inequality	21	18	6	0	30	8	42	8	30	24	4	30	22	11	18	17
Their opposition to new oil and gas drilling in the North Sea will be disastrous for jobs	17	19	32	0	11	33	4	34	10	12	35	3	13	30	26	12
Other	9	10	7	0	14	8	10	5	13	16	10	9	15	7	11	10
Don't know	3	4	0	0	2	1	1	1	2	0	2	3	1	2	3	4
Not applicable - there is no specific reason	6	6	3	0	2	1	3	3	7	3	1	5	6	3	4	8

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Age				Socioeconomic classification (NS-SEC)			Country				Region in England			
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
Unweighted Sample	3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You have indicated that you do not currently plan to vote Labour at the next election. What are the top reasons for you not voting Labour? Please choose up to five options.

[Shown to those who did not choose Labour in Westminster Voting Intention; N=2479]

They tried to remove the winter fuel allowance from most pensioners	18	18	7	10	20	31	14	21	21	17	15	24	18	19	15	14	18
They have introduced, or tried to introduce, too many austerity measures	10	8	11	7	9	7	9	8	6	7	8	10	14	7	7	6	8
They have put up too many taxes	26	24	18	21	26	29	28	26	20	24	26	20	14	19	28	27	26
They have spent too much money wastefully	19	23	21	20	23	27	21	25	24	23	26	17	11	27	26	17	22
They are too close to the Trade Unions	5	6	0	4	7	11	9	6	5	6	5	4	6	6	6	6	7
They have not reduced the cost of living	39	36	39	41	36	27	34	34	40	36	36	34	30	38	34	37	36
They have not improved public services (e.g. the NHS)	25	26	30	25	28	26	25	26	26	26	26	27	25	28	25	22	27
Their climate change/environment policies have gone too far	9	11	2	5	14	20	11	14	10	11	13	11	6	13	11	6	10
Their climate change/environment policies have not gone far enough	8	8	17	10	7	4	10	6	6	9	7	5	8	8	8	10	9
They have failed to control immigration	40	39	15	29	48	55	33	45	45	41	36	29	27	42	45	27	42
Their anti-immigration rhetoric and policies	12	12	16	12	10	12	10	12	13	12	11	10	9	14	13	14	10
Too many ministers/MPs have behaved in dishonest ways	21	19	15	16	22	22	15	24	21	19	22	19	18	20	20	19	18
They have just generally been incompetent/chaotic	41	40	26	30	48	52	41	45	37	40	35	36	35	41	44	33	41
I just do not like Keir Starmer as a person	12	7	5	6	10	8	6	7	9	8	5	4	6	7	9	11	7
I just have a very positive view of a different party	9	8	16	10	6	5	10	6	7	8	6	11	6	6	8	10	9
They have not stood up for Israel sufficiently	3	4	4	3	3	5	4	3	4	4	5	3	4	5	3	5	3
They have not stood up for Palestinians/Gaza sufficiently	12	11	31	12	8	6	12	10	7	11	11	17	9	12	8	21	8
They have not sufficiently addressed income/wealth inequality	21	18	34	19	16	10	18	16	16	17	20	24	25	19	16	16	15
Their opposition to new oil and gas drilling in the North Sea will be disastrous for jobs	17	19	8	11	18	36	20	21	18	18	14	25	16	20	20	16	18
Other	9	10	8	11	11	9	14	7	8	10	7	11	17	8	12	13	11
Don't know	3	4	8	5	2	1	3	2	4	3	8	5	9	2	3	3	3
Not applicable - there is no specific reason	6	6	6	9	4	3	4	6	7	6	7	7	3	8	6	5	5

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample	3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample	3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Moving on, below is a list of reasons some people have suggested might explain ****low economic growth**** in the UK. Which of these, if any, do you find most convincing? Please choose up to three options.

Too much profiteering by big businesses	20	21	8	26	31	6	45	7	28	28	7	40	27	13	20	21
The after-effects of the Covid-19 pandemic	10	9	7	16	6	4	16	7	12	8	6	12	11	6	7	11
Britain leaving the European Union (Brexit)	30	29	14	53	43	5	52	12	46	45	3	43	50	8	30	28
High energy costs	29	29	34	24	22	36	24	33	27	24	39	24	26	36	33	26
Too many environmental/Net Zero initiatives	9	10	15	1	3	24	1	16	4	5	28	1	5	18	13	7
Too little long-term government investment in infrastructure	12	12	10	18	20	5	20	8	18	19	5	16	17	10	14	11
Too little long-term investment by private companies in their workforce	6	6	3	12	10	2	9	3	10	9	2	6	8	4	7	5
British people becoming more lazy	8	8	8	8	9	10	7	9	7	9	7	8	6	10	8	8
Too much immigration	23	23	28	7	9	54	2	33	11	13	53	11	12	39	23	23
Too little immigration	2	1	2	1	1	1	4	2	2	1	0	3	2	1	1	1
Too many people on welfare benefits	27	28	51	12	19	50	9	51	14	19	48	13	18	44	28	28
Too many regulations on business	8	8	16	4	8	9	2	13	5	11	13	3	7	11	9	8
Taxes on businesses	18	19	32	9	20	30	7	29	14	17	32	10	15	28	21	17
Trade Unions are too powerful	3	2	6	0	3	4	1	6	0	1	3	2	2	3	2	2
Too many planning restrictions on building / development	3	2	2	4	2	1	2	1	3	1	1	3	2	2	4	1
International instability (e.g. Trump's Presidency)	21	18	12	32	31	5	29	12	28	30	5	27	27	11	17	19
The impact of Russia's war in Ukraine	12	11	9	17	16	6	12	10	15	14	5	15	15	8	12	10
The impact of the US-Iran conflict	16	12	11	18	15	5	11	10	16	19	4	9	14	11	12	12
Other	2	2	2	1	2	2	2	1	2	2	3	2	2	2	2	2
Don't know	7	9	5	5	6	7	9	6	7	5	8	12	6	7	6	11
Not applicable - I don't think economic growth has been too low	2	2	0	2	1	2	1	1	1	1	0	0	1	1	2	2

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Age				Socioeconomic classification (NS-SEC)			Country				Region in England			
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
Unweighted Sample	3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Moving on, below is a list of reasons some people have suggested might explain ****low economic growth**** in the UK. Which of these, if any, do you find most convincing? Please choose up to three options.

Too much profiteering by big businesses	20	21	28	22	20	15	22	20	19	20	22	23	27	22	18	20	20
The after-effects of the Covid-19 pandemic	10	9	15	11	8	6	9	9	8	9	4	10	8	11	11	11	7
Britain leaving the European Union (Brexit)	30	29	41	30	30	22	37	25	21	28	32	38	30	30	26	40	25
High energy costs	29	29	21	27	32	35	28	31	33	29	32	32	30	29	32	21	30
Too many environmental/Net Zero initiatives	9	10	3	6	11	17	9	13	8	9	12	12	9	11	10	7	8
Too little long-term government investment in infrastructure	12	12	14	12	13	12	15	11	10	13	10	12	12	11	12	17	13
Too little long-term investment by private companies in their workforce	6	6	7	5	5	7	7	5	5	6	4	8	6	5	6	7	5
British people becoming more lazy	8	8	7	9	7	8	9	8	9	8	10	6	10	8	10	6	8
Too much immigration	23	23	10	19	27	31	15	28	29	23	21	20	27	27	24	13	24
Too little immigration	2	1	2	2	1	1	2	1	1	1	2	2	0	1	0	3	1
Too many people on welfare benefits	27	28	12	23	29	42	30	31	29	29	24	23	25	29	31	20	30
Too many regulations on business	8	8	8	7	8	11	8	12	6	8	11	7	7	7	7	9	9
Taxes on businesses	18	19	11	17	21	26	20	22	19	19	23	17	19	16	21	21	20
Trade Unions are too powerful	3	2	1	2	3	3	2	2	2	2	1	2	1	1	3	2	3
Too many planning restrictions on building / development	3	2	6	3	1	1	3	3	2	2	5	3	2	2	2	3	2
International instability (e.g. Trump's Presidency)	21	18	20	17	21	16	23	16	14	18	17	16	18	19	16	22	18
The impact of Russia's war in Ukraine	12	11	10	11	10	12	13	10	9	11	11	14	6	12	8	12	11
The impact of the US-Iran conflict	16	12	13	10	13	13	13	11	11	12	13	11	15	11	11	13	12
Other	2	2	2	2	2	1	1	2	2	2	2	1	0	1	3	1	2
Don't know	7	9	13	12	7	3	6	8	10	9	5	8	10	8	8	8	10
Not applicable - I don't think economic growth has been too low	2	2	3	3	1	1	1	1	2	2	2	2	0	3	2	2	1

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample	3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample	3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You may be aware that in recent years, several well known steelworks in the UK have faced either closure or uncertain futures in the face of financial difficulty - the most recent being the Port Talbot steelworkers in Wales or the Scunthorpe Steelworks. What do you think are the main causes of the ****problems facing the steel industry**** in the UK? Please choose up to three options.

High energy costs	33	37	49	35	37	47	21	48	34	37	48	29	36	45	47	27
Too many environmental/Net Zero initiatives	14	14	26	6	4	33	2	25	6	9	41	3	8	26	19	10
Britain leaving the European Union (Brexit)	15	15	9	27	20	3	23	7	22	21	2	20	26	4	15	14
The legacy of the Thatcher governments of the 1980s	14	13	3	24	18	3	28	3	22	19	5	20	19	8	16	11
Too many government regulations generally	7	7	9	1	5	13	4	11	4	4	16	2	4	10	7	7
Too much immigration	4	4	4	1	1	10	0	4	1	2	6	3	2	5	4	3
The economic rise of China (e.g. has made British steel uncompetitive)	42	42	51	50	47	42	37	51	50	49	42	41	50	49	44	39
Trade Unions being too powerful in the UK	5	4	10	1	4	5	1	11	2	2	4	2	3	6	4	4
International instability (e.g. the war in Ukraine, Trump Presidencies)	10	9	9	14	12	4	13	7	12	13	3	13	12	7	8	10
Taxation being too high	12	12	15	6	5	21	7	16	8	9	20	8	8	16	13	10
A lack of government subsidy and support generally	18	17	22	17	17	23	13	21	15	15	25	13	16	22	17	18
Workers in the UK being lazy	3	3	4	1	5	4	3	4	2	3	2	3	2	3	3	2
Nobody wanting to work in the steel industry anymore	6	6	4	6	10	4	8	6	6	7	3	7	8	3	6	6
Profiteering and greed by the owners of these big steel companies	19	19	13	22	25	16	28	15	23	23	17	25	22	19	19	19
The impact of the US-Iran conflict	3	2	2	4	2	2	2	2	3	2	1	0	2	2	2	2
Other	1	1	1	0	2	2	1	1	1	2	2	1	1	1	2	1
Don't know	22	23	13	17	23	14	28	14	21	20	13	28	18	17	15	31

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Age				Socioeconomic classification (NS-SEC)			Country				Region in England			
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
Unweighted Sample	3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You may be aware that in recent years, several well known steelworks in the UK have faced either closure or uncertain futures in the face of financial difficulty - the most recent being the Port Talbot steelworkers in Wales or the Scunthorpe Steelworks. What do you think are the main causes of the **problems facing the steel industry** in the UK? Please choose up to three options.

High energy costs	33	37	18	30	41	51	40	37	37	36	36	40	35	35	39	33	37
Too many environmental/Net Zero initiatives	14	14	5	10	15	25	15	17	14	14	15	13	13	15	15	12	15
Britain leaving the European Union (Brexit)	15	15	12	14	18	12	18	13	13	13	19	20	24	15	11	17	13
The legacy of the Thatcher governments of the 1980s	14	13	16	12	15	13	16	11	11	13	14	18	10	15	12	13	12
Too many government regulations generally	7	7	5	6	7	9	6	11	6	7	7	4	9	6	8	8	7
Too much immigration	4	4	2	3	5	4	3	3	5	4	4	4	1	6	3	3	3
The economic rise of China (e.g. has made British steel uncompetitive)	42	42	21	32	53	56	47	43	41	41	45	45	47	40	42	35	43
Trade Unions being too powerful in the UK	5	4	2	2	6	6	5	4	3	4	1	3	2	4	4	4	5
International instability (e.g. the war in Ukraine, Trump Presidencies)	10	9	6	10	9	10	12	7	8	9	7	13	13	9	9	11	8
Taxation being too high	12	12	6	13	11	12	11	10	13	12	15	11	10	12	13	9	12
A lack of government subsidy and support generally	18	17	14	14	19	24	16	19	19	17	23	17	16	19	15	13	18
Workers in the UK being lazy	3	3	3	2	2	3	2	4	3	3	1	4	3	2	3	3	2
Nobody wanting to work in the steel industry anymore	6	6	9	7	3	4	6	4	6	6	2	3	5	6	4	8	7
Profiteering and greed by the owners of these big steel companies	19	19	17	16	22	22	19	21	20	19	26	18	24	21	21	15	18
The impact of the US-Iran conflict	3	2	2	3	2	2	3	3	2	2	2	2	1	2	2	5	2
Other	1	1	1	1	2	1	2	2	1	1	2	1	3	1	1	1	1
Don't know	22	23	45	32	14	9	18	22	23	24	17	21	20	23	24	25	25

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample	3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample	3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of things some people have suggested might explain **rising energy bills** in the UK. Which of these, if any, do you find most convincing as reasons for rising energy bills? Please choose up to three options.

Profiteering by the energy companies	32	30	22	34	38	22	44	21	39	34	23	39	37	28	28	32
Privatisation of the energy companies	20	19	9	30	24	8	34	9	29	25	8	26	25	14	19	19
Russia's invasion of Ukraine	23	24	28	34	33	15	24	26	30	33	12	21	31	20	25	24
Too many government environmental/Net Zero initiatives	12	14	22	4	4	36	1	25	6	8	41	4	8	26	19	10
Green' levies on energy bills	10	11	20	3	5	24	2	20	4	7	27	1	5	19	14	7
Failure to reform the energy market	14	16	12	19	26	10	24	13	20	22	8	24	22	12	17	14
Higher immigration pushing up demand for energy	5	5	6	2	3	11	1	8	2	1	11	2	2	7	5	5
Britain becoming too dependent on foreign gas	30	29	38	26	27	35	25	37	26	32	35	23	28	35	27	31
Britain not expanding oil and gas drilling projects sufficiently	19	19	35	7	9	40	4	38	10	11	41	5	11	34	23	16
Britain not moving to renewable energy quickly enough	20	19	12	29	24	7	37	12	26	21	5	36	27	9	18	19
Britain not moving to nuclear energy quickly enough	12	10	15	7	13	15	7	14	8	12	17	7	9	14	15	6
Governments just generally handling things in an incompetent or chaotic way	18	17	20	7	16	25	10	19	10	18	26	13	13	24	15	19
The after-effects of the Covid-19 pandemic	3	3	2	4	2	1	5	1	3	2	1	4	2	2	2	3
Britain leaving the European Union (Brexit)	10	10	5	16	10	2	21	4	13	12	2	16	15	3	10	11
The impact of the US-Iran conflict	27	23	24	34	32	11	22	22	30	34	11	26	29	19	22	24
Other	1	1	1	1	3	0	2	0	1	0	0	1	1	1	1	1
Don't know	7	8	3	6	4	7	7	4	7	3	5	8	5	5	7	9
Not applicable- I don't think energy bills have been rising	1	1	0	1	1	0	0	0	1	1	0	2	1	0	0	2

Climate change refers to the idea that the world's average temperature has been increasing over 150 years, will increase more in the future, and that the world's climate will change as a result. Which of these comes closest to your view?

Climate change is real and caused by human action	65	65	54	87	88	34	94	52	86	80	26	89	82	47	63	68
Climate change is part of the earth's natural cycle and human action is not to blame	21	22	34	8	7	49	4	35	8	15	55	6	11	40	25	20
I am not convinced that climate change is happening	5	4	4	1	1	12	1	5	1	1	12	0	2	7	5	3
Don't know	8	8	8	4	4	6	2	8	4	5	7	4	5	6	7	9

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Age				Socioeconomic classification (NS-SEC)			Country				Region in England			
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
Unweighted Sample	3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of things some people have suggested might explain **rising energy bills** in the UK. Which of these, if any, do you find most convincing as reasons for rising energy bills? Please choose up to three options.

Profiteering by the energy companies	32	30	22	32	33	27	31	31	29	30	31	32	27	33	30	24	30
Privatisation of the energy companies	20	19	24	18	20	17	21	17	17	19	20	16	18	20	21	17	18
Russia's invasion of Ukraine	23	24	22	25	25	23	29	22	20	24	27	24	31	23	22	26	24
Too many government environmental/Net Zero initiatives	12	14	5	10	16	25	13	18	15	15	17	12	16	16	17	12	13
Green' levies on energy bills	10	11	5	6	11	20	12	12	10	11	6	9	12	11	11	9	11
Failure to reform the energy market	14	16	18	16	15	16	18	15	15	15	17	19	23	16	16	18	14
Higher immigration pushing up demand for energy	5	5	3	4	6	5	2	6	8	5	6	2	3	5	5	3	6
Britain becoming too dependent on foreign gas	30	29	21	25	34	34	30	30	29	30	30	27	20	28	31	26	31
Britain not expanding oil and gas drilling projects sufficiently	19	19	8	12	22	34	19	23	20	20	17	20	18	19	19	15	22
Britain not moving to renewable energy quickly enough	20	19	26	20	19	12	21	15	17	19	17	16	21	19	16	23	19
Britain not moving to nuclear energy quickly enough	12	10	9	9	10	14	13	10	7	10	8	11	13	10	9	11	11
Governments just generally handling things in an incompetent or chaotic way	18	17	10	14	20	23	13	19	23	17	20	20	11	17	21	11	17
The after-effects of the Covid-19 pandemic	3	3	3	4	1	1	2	3	2	3	3	3	2	3	2	4	2
Britain leaving the European Union (Brexit)	10	10	17	12	8	6	11	9	9	10	11	14	15	11	9	10	9
The impact of the US-Iran conflict	27	23	22	23	25	21	28	25	19	23	28	23	20	22	21	23	25
Other	1	1	2	1	2	1	1	1	1	1	1	2	6	0	2	1	1
Don't know	7	8	15	11	4	3	6	8	8	8	4	7	9	7	7	12	8
Not applicable- I don't think energy bills have been rising	1	1	2	2	1	0	1	0	1	1	1	2	0	1	1	1	1

Climate change refers to the idea that the world's average temperature has been increasing over 150 years, will increase more in the future, and that the world's climate will change as a result. Which of these comes closest to your view?

Climate change is real and caused by human action	65	65	82	67	64	56	73	62	58	65	65	68	66	65	60	77	64
Climate change is part of the earth's natural cycle and human action is not to blame	21	22	6	19	24	33	20	25	25	22	18	22	26	24	25	14	23
I am not convinced that climate change is happening	5	4	2	4	6	5	3	4	7	4	6	3	5	4	7	2	4
Don't know	8	8	9	10	6	6	4	9	10	8	11	6	3	6	9	6	9

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample	3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample	3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the most recent heatwave in the UK, which of the following, if either, comes closest to your view?

The heatwave was mostly as a result of climate change due to human activity
The heatwave was mostly due to natural changes in the weather
Neither of these
Don't know

50	35	74	74	19	87	33	68	67	13	81	66	31	48	53
35	51	16	17	66	6	53	18	21	68	11	20	54	39	31
4	5	2	1	6	1	4	2	3	8	0	2	6	4	3
11	9	9	8	10	6	9	12	9	11	8	11	9	9	13

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	31	14	50	51	6	75	14	46	44	5	67	45	13	29	32
Somewhat support	30	27	33	33	31	18	17	30	31	33	11	16	30	24	27	28
TOTAL SUPPORT	60	58	47	83	82	24	92	44	77	77	16	83	75	37	56	60
Somewhat oppose	13	12	23	6	6	19	2	20	6	9	19	5	9	18	14	10
Strongly oppose	15	16	23	3	3	44	1	27	5	7	55	2	7	32	22	11
TOTAL OPPOSE	28	28	46	9	9	63	3	47	11	16	74	7	16	50	36	21
Don't know	13	13	6	7	10	13	5	9	11	6	10	10	9	13	8	18

How much, if at all, do you think climate change will harm the following people and places over the next 5 years?

The world

A great deal	39	44	30	59	65	18	80	29	60	56	13	70	57	28	40	47
A fair amount	32	29	40	30	26	29	16	38	28	28	26	21	29	32	28	30
TOTAL A GREAT DEAL / FAIR AMOUNT	71	73	70	89	91	47	96	67	88	84	39	91	86	60	68	77
Not very much	17	16	20	6	3	34	2	23	7	11	34	3	9	25	19	13
Not at all	6	4	3	0	0	12	0	5	1	1	16	0	1	7	6	2
TOTAL NOT VERY MUCH / AT ALL	23	20	23	6	3	46	2	28	8	12	50	3	10	32	25	15
Don't know	7	7	6	5	5	7	2	6	4	4	11	4	3	8	6	8

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

Weighted Sample Unweighted Sample		Age				Socioeconomic classification (NS-SEC)			Country				Region in England			
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
	3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
	3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the most recent heatwave in the UK, which of the following, if either, comes closest to your view?

The heatwave was mostly as a result of climate change due to human activity
The heatwave was mostly due to natural changes in the weather
Neither of these
Don't know

50	69	52	47	41	58	46	40	51	51	45	50	49	47	65	49
35	18	29	39	47	30	37	42	34	38	38	40	35	37	23	36
4	1	4	5	4	3	5	4	4	1	3	4	5	4	2	4
11	12	15	9	8	9	11	14	11	10	14	6	11	12	11	11

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?

	19-22 May '26	3-6 July '26															
Strongly support	30	31	49	36	25	20	37	25	25	32	26	26	30	31	26	42	31
Somewhat support	30	27	26	28	32	23	29	28	27	27	31	31	22	25	29	25	28
TOTAL SUPPORT	60	58	75	64	57	43	66	53	52	59	57	57	52	56	55	67	59
Somewhat oppose	13	12	6	9	14	18	11	14	14	12	11	13	17	12	12	8	13
Strongly oppose	15	16	6	12	17	28	16	19	17	16	20	16	21	17	19	12	16
TOTAL OPPOSE	28	28	12	21	31	46	27	33	31	28	31	29	38	29	31	20	29
Don't know	13	13	13	15	12	11	7	13	18	13	12	14	9	14	13	12	13

How much, if at all, do you think climate change will harm the following people and places over the next 5 years?

The world

A great deal	39	44	62	47	40	34	48	39	39	44	37	44	43	42	42	54	43
A fair amount	32	29	24	26	30	35	31	34	27	29	30	28	27	31	27	25	31
TOTAL A GREAT DEAL / FAIR AMOUNT	71	73	86	73	70	69	79	73	66	73	67	72	70	73	69	79	74
Not very much	17	16	7	14	19	20	14	17	19	16	13	18	21	18	16	10	16
Not at all	6	4	1	4	4	5	4	4	4	4	9	3	2	4	4	4	4
TOTAL NOT VERY MUCH / AT ALL	23	20	8	18	23	25	18	21	23	20	22	21	23	22	20	14	20
Don't know	7	7	6	9	7	6	4	7	10	7	11	6	7	6	11	8	6

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

			Westminster VI						Vote in 2024 GE					2016 EU Ref		Gender		
			Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	
Weighted Sample			3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630	
Unweighted Sample			3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The UK																		
	A great deal	16	24	15	30	35	10	46	14	31	29	8	38	30	15	20	27	
	A fair amount	40	40	40	51	50	25	46	38	49	50	21	47	48	34	39	42	
	TOTAL A GREAT DEAL / FAIR AMOUNT	56	64	55	81	85	35	92	52	80	79	29	85	78	49	59	69	
	Not very much	28	23	36	13	9	41	5	36	14	16	40	9	16	34	26	19	
	Not at all	8	6	4	1	1	18	0	6	1	2	23	1	2	10	9	3	
TOTAL NOT VERY MUCH / AT ALL			36	29	40	14	10	59	5	42	15	18	63	10	18	44	35	22
Your region																		
	Don't know	8	7	5	5	5	7	3	6	5	3	9	4	3	8	6	8	
	A great deal	11	17	10	24	28	6	34	10	24	22	6	27	21	11	15	19	
	A fair amount	33	39	36	48	47	24	48	34	46	47	17	49	49	29	36	41	
	TOTAL A GREAT DEAL / FAIR AMOUNT	44	56	46	72	75	30	82	44	70	69	23	76	70	40	51	60	
	Not very much	35	28	42	19	16	41	13	42	22	23	40	17	22	38	31	24	
	Not at all	11	7	6	2	2	20	0	7	2	3	26	0	3	12	10	5	
TOTAL NOT VERY MUCH / AT ALL			46	35	48	21	18	61	13	49	24	26	66	17	25	50	41	29
People like you																		
	Don't know	10	9	6	7	7	8	5	7	6	5	10	6	5	10	7	11	
	A great deal	11	18	9	24	29	8	41	9	22	23	6	33	22	12	16	21	
	A fair amount	32	36	32	46	44	23	44	31	44	44	17	45	44	27	33	39	
	TOTAL A GREAT DEAL / FAIR AMOUNT	43	54	41	70	73	31	85	40	66	67	23	78	66	39	49	60	
	Not very much	36	29	44	23	21	38	11	42	25	27	38	13	25	38	32	26	
	Not at all	12	9	8	3	2	25	2	11	4	2	29	4	5	15	13	6	
TOTAL NOT VERY MUCH / AT ALL			48	38	52	26	23	63	13	53	29	29	67	17	30	53	45	32
Younger generations																		
	Don't know	9	8	6	5	5	7	2	7	5	4	9	5	4	9	7	9	
	A great deal	36	41	29	58	62	15	76	24	57	55	13	60	55	24	38	44	
	A fair amount	29	28	33	28	28	28	17	35	29	26	19	29	28	30	28	29	
	TOTAL A GREAT DEAL / FAIR AMOUNT	65	69	62	86	90	43	93	59	86	81	32	89	83	54	66	73	
	Not very much	20	18	26	8	4	35	5	26	9	14	38	6	11	28	20	16	
	Not at all	7	5	6	1	1	14	0	7	1	2	19	0	2	9	8	3	
TOTAL NOT VERY MUCH / AT ALL			27	23	32	9	5	49	5	33	10	16	57	6	13	37	28	19
	Don't know	8	8	7	5	5	8	2	7	5	3	11	4	4	9	7	9	

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

				Age					Socioeconomic classification (NS-SEC)			Country				Region in England			
			Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample			3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052	
Unweighted Sample			3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The UK	A great deal	16	24	33	26	22	18	24	20	23	24	21	23	28	23	23	32	22	
	A fair amount	40	40	45	40	39	40	45	41	34	41	37	39	31	39	43	40	42	
	TOTAL A GREAT DEAL / FAIR AMOUNT	56	64	78	66	61	58	69	61	57	65	58	62	59	62	66	72	64	
	Not very much	28	23	11	20	26	30	21	24	27	22	22	25	28	26	18	16	24	
	Not at all	8	6	3	6	7	6	5	6	7	6	9	6	4	6	6	5	5	
TOTAL NOT VERY MUCH / AT ALL			36	29	14	26	33	36	26	30	34	28	31	31	32	32	24	21	29
Your region	Don't know	8	7	8	9	7	5	5	8	8	7	11	7	9	5	10	8	6	
	A great deal	11	17	26	19	16	12	17	16	15	18	12	15	18	16	15	28	16	
	A fair amount	33	39	42	38	37	39	45	37	34	39	37	35	32	38	37	39	41	
	TOTAL A GREAT DEAL / FAIR AMOUNT	44	56	68	57	53	51	62	53	49	57	49	50	50	54	52	67	57	
	Not very much	35	28	20	24	30	34	26	29	30	28	27	30	29	30	27	18	29	
TOTAL NOT VERY MUCH / AT ALL			46	35	24	31	38	42	33	37	39	35	39	41	39	38	36	23	35
People like you	Don't know	10	9	9	11	8	6	5	10	12	9	11	9	12	7	12	10	8	
	A great deal	11	18	32	20	15	13	16	17	18	19	15	18	22	19	15	28	17	
	A fair amount	32	36	38	37	35	33	42	34	32	37	33	30	24	36	39	37	36	
	TOTAL A GREAT DEAL / FAIR AMOUNT	43	54	70	57	50	46	58	51	50	56	48	48	46	55	54	65	53	
	Not very much	36	29	16	26	32	36	30	31	29	28	28	33	34	30	23	20	32	
TOTAL NOT VERY MUCH / AT ALL			48	38	21	33	43	48	37	41	40	37	40	45	44	39	34	26	40
Younger generations	Don't know	9	8	10	10	7	6	5	9	10	8	12	7	10	6	12	8	7	
	A great deal	36	41	56	45	39	30	46	39	35	41	39	44	46	40	39	53	39	
	A fair amount	29	28	27	26	27	33	30	28	28	29	26	25	26	28	27	23	32	
	TOTAL A GREAT DEAL / FAIR AMOUNT	65	69	83	71	66	63	76	67	63	70	65	69	72	68	66	76	71	
	Not very much	20	18	9	14	22	23	16	19	21	18	13	19	17	20	17	12	19	
TOTAL NOT VERY MUCH / AT ALL			27	23	10	19	28	30	21	25	27	23	23	25	21	25	23	17	24
			8	8	6	9	7	7	4	8	11	8	11	7	6	7	12	8	6

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample	3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample	3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	2-4 July '25	3-6 July '26															
When thinking about the following statement, which of the following, if any, apply to you? Please select all that apply.																	
Over the next ten years, I am worried that extreme weather and other climate change-related effects will...																	
Damage my physical health and wellbeing	19	22	15	28	30	11	38	17	29	26	11	31	26	18	20	25	
Damage my mental health and wellbeing	12	14	6	17	19	5	33	6	18	15	7	24	17	9	14	14	
Cause my bills and other costs to rise	40	40	38	45	46	29	54	37	47	46	31	44	45	39	39	41	
Make travelling more difficult	16	20	17	27	27	12	33	17	25	26	7	26	26	15	19	21	
Make some food unavailable	35	41	37	49	52	29	59	35	51	50	26	54	49	38	38	45	
Mean I might lose my job or income	2	3	2	2	6	2	6	2	3	2	2	4	2	2	3	2	
Cause damage to my home	11	10	6	12	18	4	16	4	12	14	6	13	11	7	9	10	
Devalue my home	4	3	2	5	6	2	5	1	5	4	2	4	3	2	3	3	
Mean I have to move to a different area	3	4	2	4	7	3	13	3	4	5	3	8	5	2	5	4	
Make it harder to spend time outdoors	24	34	29	42	43	18	51	27	43	40	17	43	38	25	28	39	
Lead to greater immigration to the UK	15	14	16	15	17	19	14	16	15	18	18	15	14	17	18	12	
Cause suffering and hardship for the world's poorest	42	48	40	67	66	25	76	39	65	63	23	65	62	38	45	50	
Harm nature and wildlife	54	58	49	69	73	41	82	52	70	68	36	82	71	48	51	65	
Cause harm to the people who are close to me (e.g. family, friends)	17	22	13	26	34	9	45	15	30	28	7	36	27	14	18	25	
Cause damage to my local area/local community	20	20	13	25	31	8	35	13	25	28	5	28	25	11	17	22	
I am not worried about climate change affecting my life in the next ten years	21	19	22	8	6	38	3	25	8	9	44	5	10	27	23	16	

	19-22 May '26	3-6 July '26															
Which of the following statements do you agree with most?																	
It will cost too much **to tackle** climate change now and we should be prioritising other things at a time when consumers can least afford it	33	31	42	15	17	62	4	45	17	21	66	9	19	48	37	24	
It will cost too much **not to tackle** climate change now and we should be prioritising it while we can still avoid the worst impacts	50	51	41	73	72	17	88	37	71	65	10	79	67	31	46	55	
Don't know	17	19	17	11	11	21	7	18	12	13	24	13	14	20	17	21	

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Age				Socioeconomic classification (NS-SEC)			Country				Region in England			
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
Unweighted Sample	3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		2-4 July '25		3-6 July '26													
When thinking about the following statement, which of the following, if any, apply to you? Please select all that apply.																	
Over the next ten years, I am worried that extreme weather and other climate change-related effects will...																	
Damage my physical health and wellbeing	19	22	32	23	20	21	24	20	19	23	21	16	15	21	22	30	23
Damage my mental health and wellbeing	12	14	25	18	11	6	14	11	12	15	12	11	13	14	13	17	15
Cause my bills and other costs to rise	40	40	41	40	40	40	43	42	35	41	29	38	38	39	39	42	43
Make travelling more difficult	16	20	24	22	20	15	25	16	16	21	12	19	25	21	17	26	20
Make some food unavailable	35	41	45	41	40	42	44	39	39	41	43	44	43	36	42	41	44
Mean I might lose my job or income	2	3	5	4	2	1	3	2	3	3	1	2	4	3	4	3	3
Cause damage to my home	11	10	14	11	8	8	11	8	8	9	11	13	12	8	8	10	10
Devalue my home	4	3	5	3	2	3	4	2	2	3	1	6	3	3	2	3	3
Mean I have to move to a different area	3	4	11	6	2	1	5	3	3	5	2	3	5	2	5	6	6
Make it harder to spend time outdoors	24	34	47	35	29	31	36	33	28	35	36	26	22	32	32	40	36
Lead to greater immigration to the UK	15	14	13	12	15	18	16	11	16	14	13	16	23	12	13	14	16
Cause suffering and hardship for the world's poorest	42	48	55	43	49	51	56	48	37	47	47	51	46	46	45	52	48
Harm nature and wildlife	54	58	64	58	56	59	63	56	53	59	58	58	45	55	57	57	63
Cause harm to the people who are close to me (e.g. family, friends)	17	22	33	24	18	18	24	19	20	22	20	22	17	22	19	26	23
Cause damage to my local area/local community	20	20	30	21	16	15	24	17	15	19	17	22	19	18	18	21	21
I am not worried about climate change affecting my life in the next ten years	21	19	15	18	21	22	15	21	24	19	23	22	22	22	22	15	16
		19-22 May '26		3-6 July '26													
Which of the following statements do you agree with most?																	
It will cost too much **to tackle** climate change now and we should be prioritising other things at a time when consumers can least afford it	33	31	15	25	34	43	28	35	34	30	31	29	40	32	35	24	29
It will cost too much **not to tackle** climate change now and we should be prioritising it while we can still avoid the worst impacts	50	51	70	55	47	39	59	45	44	51	48	52	42	50	46	59	51
Don't know	17	19	16	20	19	19	13	21	22	19	20	19	18	18	19	17	20

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

		Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample	3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample	3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements do you agree with most?

The UK should be one of the most ambitious countries in the world when it comes to addressing climate change, regardless of what other countries are doing	50	51	36	76	75	16	88	32	71	66	9	82	67	30	46	55
The UK should not take steps to address climate change until other bigger countries like the US and China agree to do the same	36	36	56	16	17	73	6	57	18	25	80	12	22	59	42	30
Don't know	13	14	9	8	9	11	6	10	11	9	11	6	10	11	12	15

And, if you had to choose, which of the following comes closest to your views?

The best way of ensuring the **UK's energy security** is...

To reduce our use of fossil fuels all together and instead expand our use of renewable energy (such as wind and solar)	49	48	32	74	69	14	87	29	70	63	12	81	65	27	45	52
To increase our supply of oil and gas by allowing new oil and gas exploration licences	34	34	56	14	18	71	6	57	17	24	73	11	21	57	42	26
Don't know	14	14	9	11	8	11	5	11	11	10	11	6	12	12	9	19
Other	3	3	3	1	5	4	2	3	2	3	4	2	2	4	4	2

And, if you had to choose, which of the following comes closest to your views?

The best way to **cut energy bills** in the UK is...

To reduce our use of fossil fuels all together and instead expand our use of renewable energy (such as wind and solar)	47	46	27	69	66	14	82	27	66	59	11	75	61	25	41	50
To increase our supply of oil and gas by allowing new oil and gas exploration licences	34	35	58	15	19	72	7	58	16	25	71	11	21	57	43	26
Don't know	15	16	10	14	11	10	8	11	14	12	12	12	14	13	11	20
Other	3	4	5	2	5	4	3	4	4	4	6	3	4	5	4	4

Do you support or oppose each of the following policies intended to reduce emissions which contribute to climate change?

Phasing out the sale of new petrol and diesel vehicles by 2035

Support	28	29	19	48	44	8	61	18	45	34	6	52	39	13	29	29
Neither support nor oppose	21	23	23	25	25	15	23	21	24	29	11	29	27	19	22	24
Oppose	44	41	54	21	23	73	11	58	26	32	80	12	29	64	45	37
Don't know	7	7	4	6	8	3	5	3	6	5	4	7	5	4	5	9

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

Weighted Sample Unweighted Sample		Age				Socioeconomic classification (NS-SEC)			Country				Region in England			
	Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South East
	3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
	3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements do you agree with most?

The UK should be one of the most ambitious countries in the world when it comes to addressing climate change, regardless of what other countries are doing

50

51

69

58

46

35

57

45

45

51

52

49

50

52

45

58

50

The UK should not take steps to address climate change until other bigger countries like the US and China agree to do the same

36

36

17

27

41

54

33

41

41

36

29

34

38

37

40

27

37

Don't know

13

14

14

16

12

11

11

14

15

13

19

17

12

11

15

15

13

And, if you had to choose, which of the following comes closest to your views?

The best way of ensuring the **UK's energy security** is...

To reduce our use of fossil fuels all together and instead expand our use of renewable energy (such as wind and solar)

49

48

65

54

47

32

55

42

43

49

48

44

49

46

45

57

50

To increase our supply of oil and gas by allowing new oil and gas exploration licences

34

34

14

24

39

55

32

43

36

34

30

36

34

36

36

25

35

Don't know

14

14

15

19

11

10

14

17

14

18

18

13

15

16

13

12

Other

3

3

5

3

3

2

2

2

5

3

4

2

3

3

3

4

3

And, if you had to choose, which of the following comes closest to your views?

The best way to **cut energy bills** in the UK is...

To reduce our use of fossil fuels all together and instead expand our use of renewable energy (such as wind and solar)

47

46

59

52

44

31

51

41

41

46

43

43

40

45

42

54

47

To increase our supply of oil and gas by allowing new oil and gas exploration licences

34

35

20

25

39

54

32

41

37

34

32

36

43

35

37

25

36

Don't know

15

16

18

20

11

12

13

16

18

15

22

17

13

16

18

16

14

Other

3

4

4

3

6

3

5

3

4

4

3

4

4

5

4

4

3

Do you support or oppose each of the following policies intended to reduce emissions which contribute to climate change?

Phasing out the sale of new petrol and diesel vehicles by 2035

Support

28

29

50

36

22

16

34

22

24

29

27

27

24

28

27

39

28

Neither support nor oppose

21

23

17

22

25

26

24

21

25

24

18

21

21

25

22

27

23

Oppose

44

41

21

33

49

55

37

51

43

39

47

47

49

41

42

25

42

Don't know

7

7

12

9

5

3

4

6

8

7

7

6

6

6

9

9

7

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

Fieldwork: 3rd - 6th July 2026

			Westminster VI						Vote in 2024 GE					2016 EU Ref		Gender	
			Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample			3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample			3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Investing in incentives and infrastructure around electric cars																	
	Support	44	45	40	69	62	21	73	35	63	56	18	67	57	29	48	42
	Neither support nor oppose	28	27	29	19	22	36	17	34	23	26	35	16	25	32	29	26
	Oppose	21	20	27	7	9	38	5	29	9	14	43	7	13	33	19	22
	Don't know	7	7	3	6	6	6	5	3	6	4	3	10	5	5	4	10
Phasing out the sale of new gas boilers by 2035 and replacing them with electric heat pumps																	
	Support	31	32	19	48	46	12	60	17	45	38	8	50	38	15	33	30
	Neither support nor oppose	24	24	24	24	27	20	21	23	23	28	19	27	28	23	23	26
	Oppose	34	33	50	18	18	60	8	53	22	26	67	12	25	55	37	30
	Don't know	11	11	7	9	10	7	11	7	9	9	7	12	9	7	8	14
Providing financial aid to poor and vulnerable countries to help them shift to clean energy and reduce their emissions																	
	Support	30	31	18	55	40	6	62	15	48	35	6	55	44	13	30	33
	Neither support nor oppose	25	26	28	25	29	22	21	31	26	33	17	19	26	28	24	27
	Oppose	38	35	49	12	21	70	10	51	19	25	73	17	23	54	41	30
	Don't know	7	8	5	7	10	3	7	4	7	7	3	9	7	5	6	11
A tax on frequent fliers																	
	Support	42	44	39	57	56	33	64	38	56	53	31	65	52	40	45	44
	Neither support nor oppose	26	23	25	19	16	26	20	25	20	23	24	21	21	26	22	24
	Oppose	24	24	33	16	20	35	10	32	16	20	41	9	21	29	27	21
	Don't know	8	8	3	8	8	6	5	5	7	4	5	6	6	5	6	10
A 1% increase in the basic rate of income tax to invest in a new generation of renewable energy																	
	Support	26	25	16	47	43	7	40	15	40	33	5	37	37	14	27	23
	Neither support nor oppose	21	21	20	20	23	16	23	21	20	25	16	22	21	19	19	23
	Oppose	45	45	59	25	27	71	28	61	31	36	71	27	35	60	49	41
	Don't know	8	9	5	8	6	5	9	3	9	6	8	14	7	7	6	13
Supporting farmers to reduce their emissions through government-backed schemes																	
	Support	62	62	59	76	79	44	81	58	74	72	38	76	71	52	58	65
	Neither support nor oppose	22	22	27	14	13	30	12	28	15	20	28	13	19	28	24	19
	Oppose	9	9	11	4	2	21	2	10	4	5	28	2	5	15	12	6
	Don't know	7	8	4	6	6	6	5	4	7	3	7	9	5	5	6	10

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

			Age					Socioeconomic classification (NS-SEC)			Country				Region in England			
			Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample			3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052
Unweighted Sample			3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Investing in incentives and infrastructure around electric cars																		
	Support	44	45	61	52	39	32	55	37	37	46	45	37	48	45	47	56	42
	Neither support nor oppose	28	27	20	22	32	35	25	27	32	27	23	30	27	28	27	24	29
	Oppose	21	20	8	16	24	29	16	28	22	19	25	28	19	19	19	12	22
	Don't know	7	7	11	10	5	5	4	8	9	8	7	5	7	8	7	9	7
Phasing out the sale of new gas boilers by 2035 and replacing them with electric heat pumps																		
	Support	31	32	58	38	24	16	35	22	30	32	36	25	41	32	30	41	30
	Neither support nor oppose	24	24	17	24	27	25	24	24	25	25	18	26	15	26	24	22	25
	Oppose	34	33	9	23	40	53	32	44	33	33	33	38	29	34	36	24	33
	Don't know	11	11	15	14	8	6	8	11	12	11	13	11	15	9	10	12	12
Providing financial aid to poor and vulnerable countries to help them shift to clean energy and reduce their emissions																		
	Support	30	31	53	36	23	23	36	28	26	30	35	38	34	31	30	41	27
	Neither support nor oppose	25	26	17	21	33	29	26	26	26	26	17	24	25	25	25	25	28
	Oppose	38	35	17	32	39	44	33	39	39	35	39	30	36	38	37	25	36
	Don't know	7	8	13	11	5	4	6	7	9	8	8	9	5	6	9	10	9
A tax on frequent fliers																		
	Support	42	44	50	43	45	44	45	42	45	45	46	44	40	45	44	42	46
	Neither support nor oppose	26	23	14	21	27	27	23	25	24	24	20	23	16	26	21	20	25
	Oppose	24	24	21	25	24	24	27	26	21	23	29	24	35	21	26	28	22
	Don't know	8	8	15	11	4	5	4	7	10	8	6	9	8	8	10	9	7
A 1% increase in the basic rate of income tax to invest in a new generation of renewable energy																		
	Support	26	25	32	25	24	23	29	21	23	25	24	27	27	24	20	29	25
	Neither support nor oppose	21	21	22	19	22	24	21	20	21	21	19	21	16	21	21	20	22
	Oppose	45	45	30	45	48	48	45	51	46	44	49	46	48	45	48	39	44
	Don't know	8	9	15	12	7	4	6	8	11	10	8	6	9	9	11	12	9
Supporting farmers to reduce their emissions through government-backed schemes																		
	Support	62	62	72	63	59	58	65	58	61	62	62	53	68	63	60	60	64
	Neither support nor oppose	22	22	12	19	23	29	21	23	23	21	17	29	16	22	22	22	21
	Oppose	9	9	6	8	11	9	9	11	8	9	9	12	9	9	10	8	8
	Don't know	7	8	10	10	7	4	6	8	9	8	12	6	7	6	8	10	8

Sample Size: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

			Westminster VI						Vote in 2024 GE					2016 EU Ref		Gender	
			Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female
Weighted Sample			3159	417	518	247	543	353	552	783	284	332	171	1118	1125	1529	1630
Unweighted Sample			3159	400	578	258	522	373	505	824	309	329	182	1223	1070	1448	1711
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ending fracking for gas																	
	Support	40	41	26	66	60	12	79	24	60	54	10	72	57	25	39	43
	Neither support nor oppose	24	22	30	15	15	26	11	30	19	17	26	12	19	26	22	22
	Oppose	21	20	32	7	11	48	3	35	8	18	54	3	12	35	27	14
	Don't know	16	16	12	12	14	13	8	12	13	11	11	13	12	14	11	21
Ending drilling for gas in the North Sea																	
	Support	26	27	10	43	36	7	70	10	41	34	6	57	37	11	25	29
	Neither support nor oppose	23	23	23	27	28	13	16	22	27	26	9	20	27	18	20	25
	Oppose	40	38	59	16	25	73	8	62	19	30	79	10	26	61	48	28
	Don't know	12	13	8	14	11	7	6	6	13	9	6	13	11	9	7	18
Incentives and investment for homeowners and landlords to improve home insulation																	
	Support	71	69	66	81	85	55	83	64	79	79	52	75	77	62	68	70
	Neither support nor oppose	19	21	26	12	12	34	12	29	14	18	29	19	17	28	22	21
	Oppose	5	5	5	3	0	8	2	5	3	1	15	2	3	7	6	3
	Don't know	5	5	3	4	3	3	3	2	3	2	5	4	3	3	4	6
Introducing low-traffic neighbourhoods, where 'through' motor traffic is significantly reduced but residential access is maintained																	
	Support	41	41	30	60	57	23	60	29	54	49	19	59	52	29	37	46
	Neither support nor oppose	25	25	28	22	19	27	20	29	24	21	24	16	24	27	26	24
	Oppose	26	25	38	12	14	46	9	37	15	22	53	12	18	38	31	19
	Don't know	8	9	4	6	10	4	11	4	7	7	5	13	7	5	7	11
Providing financial support to low income families to help them afford 'green' home upgrades like insulation																	
	Support	55	52	39	70	70	28	81	35	68	63	26	74	63	37	52	53
	Neither support nor oppose	23	25	31	19	15	30	13	36	21	22	29	15	22	32	25	24
	Oppose	17	17	25	7	9	38	4	26	8	12	39	6	11	26	19	15
	Don't know	6	6	5	5	5	4	3	3	4	3	6	5	4	5	5	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: 3159 UK adults
Fieldwork: 3rd - 6th July 2026

				Age					Socioeconomic classification (NS-SEC)			Country				Region in England			
			Total	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample			3159	332	1299	783	746	1068	708	945	2644	164	262	88	727	502	363	1052	
Unweighted Sample			3159	317	1164	863	815	1239	678	783	2655	150	286	68	735	517	380	1023	
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Ending fracking for gas																			
	Support	40	41	57	43	41	33	45	39	36	41	44	45	35	44	38	46	39	
	Neither support nor oppose	24	22	14	21	25	25	23	22	23	23	21	20	21	22	24	19	23	
	Oppose	21	20	9	16	22	33	20	23	23	20	18	21	22	21	23	15	21	
	Don't know	16	16	20	21	12	9	13	17	19	16	17	14	21	14	15	19	16	
Ending drilling for gas in the North Sea																			
	Support	26	27	52	33	19	15	30	20	24	28	24	22	22	27	27	35	27	
	Neither support nor oppose	23	23	15	23	27	21	24	23	20	22	26	24	14	24	23	22	21	
	Oppose	40	38	17	26	45	59	37	40	41	37	37	45	48	37	39	28	38	
	Don't know	12	13	15	19	9	5	9	16	14	13	14	10	16	11	11	15	15	
Incentives and investment for homeowners and landlords to improve home insulation																			
	Support	71	69	76	71	68	65	75	65	66	69	71	66	83	70	68	70	68	
	Neither support nor oppose	19	21	12	18	24	29	18	26	23	22	21	23	15	21	22	19	23	
	Oppose	5	5	3	5	5	4	5	5	4	5	3	7	0	5	5	5	4	
	Don't know	5	5	9	7	3	2	3	4	7	5	5	4	2	4	6	6	5	
Introducing low-traffic neighbourhoods, where 'through' motor traffic is significantly reduced but residential access is maintained																			
	Support	41	41	49	43	39	37	45	37	39	41	43	43	51	44	36	40	41	
	Neither support nor oppose	25	25	17	23	28	28	23	24	27	25	26	24	19	27	27	20	24	
	Oppose	26	25	16	22	28	32	26	31	23	25	22	26	22	23	26	28	26	
	Don't know	8	9	17	12	5	4	6	7	11	9	8	8	9	6	11	12	9	
Providing financial support to low income families to help them afford 'green' home upgrades like insulation																			
	Support	55	52	70	56	48	43	53	47	51	51	59	57	64	51	47	59	50	
	Neither support nor oppose	23	25	13	20	30	33	25	29	23	25	17	23	17	28	26	22	24	
	Oppose	17	17	7	16	19	21	18	19	18	17	18	16	14	17	19	13	17	
	Don't know	6	6	11	9	3	3	4	5	8	6	6	4	5	4	8	6	8	

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