



INTERNAL

<u>T1</u>	<u>Table 1</u>
<u>T2</u>	<u>Table 2</u>
<u>T3</u>	<u>Table 3</u>
<u>T4</u>	<u>Table 4</u>
<u>T5</u>	<u>Table 5</u>
<u>T6</u>	<u>Table 6</u>
<u>T7</u>	<u>Table 7</u>

/CLIENT USE ONLY

Q1 - To what extent do you think Keir Starmer should continue as Prime Minister and Leader of the Labour

Q2 - Thinking about the next General Election, do you think Labour are more likely to win with Keir Starmer

Q3 - If Keir Starmer was no longer leader of the Labour party, which of the following, if any, would you MOS

Q4 - Which of the following parties, if any, do you consider to be the main opposition to the current Labour

Q5 - Which of the following, if any, best describes the type of change you think Britain needs?

Q6a - Which of the following parties, if any, would you trust most to deliver the kind of change you think Br

Q6b - Which of the following parties, if any, do you think would be most likely to deliver the kind of change



Table 1

Q1 - To what extent do you think Keir Starmer should continue as Prime Minister and Leader

Base: All adults aged 18+ in Great Britain

	TOTAL	Gender	
		Man (a)	Woman (b)
UNWEIGHTED BASE	1049	483	559
WEIGHTED BASE	1049	510	532
	100%	49%	51%
Definitely should continue - none of the alternatives would do a better job	109	65	43
	10%	13%	8%
Probably should continue unlikely one of the alternatives would do a better job	276	134	141
	26%	26%	26%
Probably should stand down likely one of the alternatives would do a better job	204	107	96
	19%	21%	18%
Definitely should stand down - one of the alternatives would do a better job	343	168	173
	33%	33%	33%
NET: Should continue	385	199	183
	37%	39%	34%
NET: Should stand down	547	275	269
	52%	54%	51%
Don't know	117	36	80
	11%	7%	15%
			a

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q -
Overlap formulae used. * small base

of the Labour party, or should he stand down and let someone else takeover?

Age				
18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)
244	190	179	175	261
286	173	174	169	247
27%	16%	17%	16%	24%
19	16	15	20	39
7%	9%	9%	12%	16%
				c
87	52	40	39	59
30%	30%	23%	23%	24%
65	27	34	28	50
23%	16%	19%	17%	20%
70	56	70	63	83
24%	32%	40%	38%	34%
		c	c	
106	67	55	58	98
37%	39%	32%	35%	40%
135	83	104	92	133
47%	48%	60%	54%	54%
		cd		
45	23	15	19	16
16%	13%	9%	11%	6%
g	g			

Region				
North (h)	Midlands (i)	South (j)	Greater London (k)	Wales (l)
260	275	225	136	54
248	274	239	146*	51*
24%	26%	23%	14%*	5%*
23	36	20	19	4
9%	13%	8%	13%	7%
65	64	70	38	16
26%	23%	29%	26%	31%
66	46	42	28	8
27%	17%	17%	19%	15%
ij				
72	91	83	44	22
29%	33%	35%	30%	43%
88	100	90	57	20
36%	36%	38%	39%	38%
138	137	125	72	30
56%	50%	52%	49%	58%
21	37	24	17	2
9%	13%	10%	12%	4%

INTERNAL/CLIENT USE ONLY
25-061766-09 - ELECTIONS
24TH - 26TH FEBRUARY 2026
IPSOS

Scotland (m)	Employment Status		Social Grade	
	Working (n)	Not working (o)	ABC1 (p)	C2DE (q)
99	661	388	701	348
92*	648	401	590	459
9%*	62%	38%	56%	44%
8	61	48	76	33
8%	9%	12%	13%	7%
23	172	104	175	101
25%	27%	26%	30%	22%
14	142	62	128	76
16%	22%	15%	22%	17%
31	208	135	152	191
34%	32%	34%	26%	42%
30	233	152	251	134
33%	36%	38%	42%	29%
45	350	197	280	267
49%	54%	49%	47%	58%
16	65	52	60	58
18%	10%	13%	10%	13%
hl				

This work was carried out in accordanc

Education		Income		
Graduates (r)	Non-Graduates (s)	Up to £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)
570	479	151	242	257
343	706	163	272	266
33%	67%	16%	26%	25%
60	49	17	24	27
17%	7%	10%	9%	10%
s				
107	169	33	88	70
31%	24%	20%	32%	26%
s		t		
60	144	23	44	53
17%	20%	14%	16%	20%
85	258	66	86	96
25%	37%	41%	32%	36%
	r	w		w
167	218	50	112	97
49%	31%	31%	41%	36%
s				
145	402	89	130	149
42%	57%	55%	48%	56%
	r			
32	86	24	30	20
9%	12%	15%	11%	7%

	Ethnicity		Cons (A)	Lab (B)
	White ethnic group (x)	Minority ethnic groups (y)		
£55000+ (w)				
301	911	125	204	318
249	917	118*	210	296
24%	87%	11%*	20%	28%
32	87	19	14	59
13%	9%	16%	7%	20%
71	243	31	54	106
28%	26%	27%	26%	36%
62	181	22	43	67
25%	20%	19%	20%	23%
63	310	27	90	50
25%	34%	23%	43%	17%
102	329	50	68	165
41%	36%	42%	33%	56%
125	491	50	133	117
50%	54%	42%	63%	40%
22	97	19	9	14
9%	11%	16%	4%	5%

26 Feb 2026

GE 2024 Vote			EU Ref Vote	
Lib Dems (C)	Reform UK (D)	Other party (E)	Remain (F)	Leave (G)
102	109	121	499	353
89*	131*	106*	434	377
8%*	13%*	10%*	41%	36%
16	5	9	71	27
19%	4%	8%	16%	7%
AD			G	
32	17	28	152	69
37%	13%	26%	35%	18%
D		D	G	
14	26	23	92	63
16%	20%	21%	21%	17%
16	80	29	79	195
18%	61%	27%	18%	52%
	ABCE	B		F
49	22	37	223	96
55%	17%	35%	51%	25%
ADE		D	G	
30	106	52	171	258
34%	81%	49%	39%	68%
	ABCE			F
10	3	18	40	23
11%	3%	17%	9%	6%
ABD		ABD		



Table 2

Q2 - Thinking about the next General Election, do you think Labour are more likely to win with

Base: All adults aged 18+ in Great Britain

	TOTAL	Cons (A)	Lab (B)
UNWEIGHTED BASE	1049	204	318
WEIGHTED BASE	1049	210	296
	100%	20%	28%
More likely to win with someone else as leader and Prime Minister	393	80	118
	37%	38%	40%
More likely to win with Keir Starmer as leader and Prime Minister	111	7	65
	11%	3%	22%
			ADE
It would make no difference	407	109	79
	39%	52%	27%
		BCE	
Don't know	138	13	34
	13%	6%	12%
			D

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - Overlap formulae used. * small base

26 Feb 2026

h Keir Starmer as leader and Prime Minister, more likely to win with someone else as leader and Prime Mini

GE 2024 Vote			EU Ref Vote	
Lib Dems (C)	Reform UK (D)	Other party (E)	Remain (F)	Leave (G)
102	109	121	499	353
89*	131*	106*	434	377
8%*	13%*	10%*	41%	36%
27	48	46	156	150
30%	37%	43%	36%	40%
11	4	11	60	24
12%	3%	10%	14%	6%
AD		AD	G	
33	75	34	159	180
37%	57%	32%	37%	48%
	BCE			F
18	4	15	59	23
21%	3%	14%	14%	6%
AD		AD	G	

· r/s - t/u/v/w - x/y - A/B/C/D/E - F/G

ster, or would it make no difference?

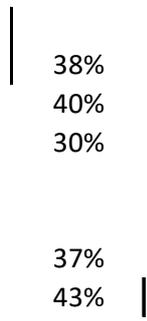


Table 3

Q3 - If Keir Starmer was no longer leader of the Labour party, which of the following, if any, w

Base: All adults aged 18+ in Great Britain

	TOTAL	Cons (A)	Lab (B)
UNWEIGHTED BASE	1049	204	318
WEIGHTED BASE	1049	210	296
	100%	20%	28%
Andy Burnham	206 20%	34 16%	96 33%
			ACD
Angela Rayner	59 6%	5 2%	32 11%
			AD
Yvette Cooper	35 3%	9 4%	10 3%
Wes Streeting	31 3%	10 5%	6 2%
Sadiq Khan	30 3%	2 1%	14 5%
			A
Ed Miliband	30 3%	5 2%	5 2%
Rachel Reeves	21 2%	4 2%	12 4%
Shabana Mahmood	12 1%	4 2%	4 1%
David Lammy	12 1%	2 1%	4 1%
Lisa Nandy	8 1%	4 2%	1 *
John Healey	5	2	1

	*	1%	*
Darren Jones	5 *	-	3 1%
Lucy Powell	3 *	-	1 *
Liz Kendall	3 *	1 1%	1 *
Al Carns	2 *	-	-
Bridget Phillipson	1 *	-	1 *
Pat McFadden	1 *	-	-
Other	12 1%	3 1%	1 *
None of them	295 28%	79 38%	33 11%
Don't know	279 27%	48 23%	70 24%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q -
Overlap formulae used. * small base

26 Feb 2026

Would you MOST prefer to become the next leader of the Labour party?

GE 2024 Vote			EU Ref Vote	
Lib Dems (C)	Reform UK (D)	Other party (E)	Remain (F)	Leave (G)
102	109	121	499	353
89*	131*	106*	434	377
8%*	13%*	10%*	41%	36%
16	22	23	115	75
18%	17%	22%	26%	20%
8	-	9	36	14
9%	-	8%	8%	4%
AD		AD	G	
7	3	4	22	12
8%	2%	4%	5%	3%
5	6	1	12	16
5%	5%	1%	3%	4%
6	1	3	18	6
6%	*	3%	4%	2%
AD				
3	1	10	15	4
3%	1%	9%	3%	1%
		ABD	G	
2	3	-	14	5
3%	2%	-	3%	1%
*	1	3	4	6
*	1%	3%	1%	2%
*	2	3	6	6
*	1%	3%	1%	2%
-	3	-	3	5
-	3%	-	1%	1%
-	*	2	4	1

-	*	2%	1%	*
1	1	-	3	1
1%	1%	-	1%	*
-	-	1	2	1
-	-	1%	1%	*
-	-	1	3	-
-	-	1%	1%	-
2	-	-	1	1
2%	-	-	*	*
B				
-	1	-	1	-
-	1%	-	*	-
1	-	-	1	-
1%	-	-	*	-
1	1	2	2	4
1%	1%	2%	*	1%
12	66	26	76	158
14%	51%	24%	17%	42%
	BCE	B		F
26	21	19	99	63
29%	16%	18%	23%	17%
D				

· r/s - t/u/v/w - x/y - A/B/C/D/E - F/G



Table 4

Q4 - Which of the following parties, if any, do you consider to be the main opposition to the c

Base: All adults aged 18+ in Great Britain

	TOTAL	Gender	
		Man (a)	Woman (b)
UNWEIGHTED BASE	1049	483	559
WEIGHTED BASE	1049	510	532
	100%	49%	51%
Reform UK	478 46%	244 48%	233 44%
The Conservatives	268 26%	148 29%	118 22%
		b	
The Green party	66 6%	28 5%	37 7%
The Liberal Democrats	44 4%	30 6%	15 3%
		b	
The SNP	9 1%	6 1%	4 1%
Plaid Cymru	2 *	- -	2 *
Another party	17 2%	2 *	14 3%
			a
Don't know	165 16%	53 10%	109 20%
			a

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - Overlap formulae used. * small base

urrent Labour government in Westminster? This is the most likely party to lead a government in '

Age				
18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)
244	190	179	175	261
286	173	174	169	247
27%	16%	17%	16%	24%
113	65	89	74	137
40%	38%	51%	44%	56%
		d		cdf
84	46	42	46	51
29%	27%	24%	27%	21%
25	13	15	1	11
9%	7%	9%	1%	5%
f	f	f		
8	10	6	9	12
3%	6%	3%	6%	5%
*	2	2	3	3
*	1%	1%	2%	1%
-	-	1	-	1
-	-	*	-	*
4	4	4	3	1
2%	2%	2%	2%	*
51	34	17	32	31
18%	19%	10%	19%	13%
	e		e	

· r/s - t/u/v/w - x/y - A/B/C/D/E - F/G

Westminster if Labour were to lose the next election.

Region				
North (h)	Midlands (i)	South (j)	Greater London (k)	Wales (l)
260	275	225	136	54
248	274	239	146*	51*
24%	26%	23%	14%*	5%*
122	137	113	50	23
49%	50%	47%	35%	46%
k	km	k		
66	64	61	53	7
27%	23%	25%	36%	14%
			ilm	
15	14	14	13	4
6%	5%	6%	9%	8%
7	13	7	5	6
3%	5%	3%	4%	11%
				hj
-	-	-	-	*
-	-	-	-	1%
-	-	-	-	1
-	-	-	-	2%
				hij
1	4	5	2	2
*	1%	2%	1%	4%
				h
36	42	38	22	7
15%	16%	16%	15%	15%

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25-061766-09 - ELECTIONS
24TH - 26TH FEBRUARY 2026
IPSOS

Scotland (m)	Employment Status		Social Grade	
	Working (n)	Not working (o)	ABC1 (p)	C2DE (q)
99	661	388	701	348
92*	648	401	590	459
9%*	62%	38%	56%	44%
33	276	202	249	230
36%	43%	50%	42%	50%
		n		p
17	195	73	165	103
18%	30%	18%	28%	22%
	o			
6	46	20	46	20
6%	7%	5%	8%	4%
6	28	16	31	14
7%	4%	4%	5%	3%
9	4	6	3	7
10%	1%	1%	*	1%
hijk				
1	-	2	-	2
1%	-	*	-	*
3	11	6	5	12
4%	2%	2%	1%	3%
h				
18	89	76	92	72
19%	14%	19%	16%	16%

This work was carried out in accordance with the IPSOS methodology.

Education		Income		
Graduates (r)	Non-Graduates (s)	Up to £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)
570	479	151	242	257
343	706	163	272	266
33%	67%	16%	26%	25%
121	357	67	134	128
35%	51%	41%	49%	48%
	r			
110	158	35	65	72
32%	22%	22%	24%	27%
s				
26	39	14	15	12
8%	6%	8%	5%	4%
22	22	6	11	12
6%	3%	4%	4%	4%
s				
2	7	3	3	2
1%	1%	2%	1%	1%
1	1	2	-	-
*	*	1%	-	-
6	10	4	1	8
2%	1%	2%	*	3%
55	110	34	44	33
16%	16%	21%	16%	12%
		w		

in line with the requirements of the international quality standard for market research, ISO 20252 and

£55000+ (w)	Ethnicity		Cons (A)	Lab (B)
	White ethnic group (x)	Minority ethnic groups (y)		
301	911	125	204	318
249	917	118*	210	296
24%	87%	11%*	20%	28%
103	442	31	84	117
41%	48%	26%	40%	40%
	y			
81	221	44	104	90
33%	24%	37%	50%	30%
t		x	BCDE	DE
22	53	11	-	32
9%	6%	9%	-	11%
				ACD
12	37	7	2	16
5%	4%	6%	1%	5%
				A
*	9	-	1	1
*	1%	-	1%	*
-	2	-	-	-
-	*	-	-	-
3	14	3	3	1
1%	2%	2%	1%	*
27	138	23	15	39
11%	15%	19%	7%	13%
			D	D

with the Ipsos Terms and Conditions.

26 Feb 2026

GE 2024 Vote			EU Ref Vote	
Lib Dems (C)	Reform UK (D)	Other party (E)	Remain (F)	Leave (G)
102	109	121	499	353
89*	131*	106*	434	377
8%*	13%*	10%*	41%	36%
36	123	36	154	223
41%	94%	34%	35%	59%
	ABCE			F
20	4	17	127	94
23%	3%	16%	29%	25%
D		D		
1	-	19	43	9
1%	-	18%	10%	2%
		ACD	G	
16	2	6	29	11
18%	1%	6%	7%	3%
ABDE		A	G	
-	*	6	7	2
-	*	6%	2%	1%
		ABCD		
-	-	2	1	1
-	-	1%	*	*
-	2	4	7	8
-	2%	4%	2%	2%
		B		
14	*	15	66	29
16%	*	14%	15%	8%
AD		D	G	



Table 5

Q5 - Which of the following, if any, best describes the type of change you think Britain needs?

Base: All adults aged 18+ in Great Britain

	TOTAL	Gender	
		Man (a)	Woman (b)
UNWEIGHTED BASE	1049	483	559
WEIGHTED BASE	1049	510	532
	100%	49%	51%
Radical change (e.g., complete overhaul of current systems)	457	219	237
	44%	43%	45%
Moderate change (e.g., significant adjustments to existing policies)	422	210	206
	40%	41%	39%
Minimal change (e.g., minor tweaks to current systems)	88	49	39
	8%	10%	7%
No change at all (maintaining the current systems)	28	18	10
	3%	3%	2%
Don't know	54	14	40
	5%	3%	8%
			a

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - Overlap formulae used. * small base

Age				
18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)
244	190	179	175	261
286	173	174	169	247
27%	16%	17%	16%	24%
91	70	88	80	129
32%	40%	50%	47%	52%
		c	c	cd
139	69	64	61	88
48%	40%	37%	36%	36%
fg				
33	15	12	13	16
11%	9%	7%	8%	6%
7	10	1	5	5
2%	6%	1%	3%	2%
	e			
17	10	9	9	9
6%	6%	5%	5%	4%

· r/s - t/u/v/w - x/y - A/B/C/D/E - F/G

Region				
North (h)	Midlands (i)	South (j)	Greater London (k)	Wales (l)
260	275	225	136	54
248	274	239	146*	51*
24%	26%	23%	14%*	5%*
109	120	103	55	25
44%	44%	43%	38%	48%
92	108	104	63	19
37%	39%	44%	43%	38%
27	20	18	13	5
11%	7%	8%	9%	10%
11	8	2	2	1
4%	3%	1%	1%	3%
9	17	12	14	1
4%	6%	5%	9%	1%

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25-061766-09 - ELECTIONS
24TH - 26TH FEBRUARY 2026
IPSOS

Scotland (m)	Employment Status		Social Grade	
	Working (n)	Not working (o)	ABC1 (p)	C2DE (q)
99	661	388	701	348
92*	648	401	590	459
9%*	62%	38%	56%	44%
45	274	183	232	225
49%	42%	46%	39%	49%
36	274	148	267	155
39%	42%	37%	45%	34%
5	54	34	56	32
5%	8%	8%	9%	7%
4	21	7	12	16
4%	3%	2%	2%	4%
2	24	29	24	30
2%	4%	7%	4%	6%
		n		

This work was carried out in accordance with the Ipsos methodology.

Education		Income		
Graduates (r)	Non-Graduates (s)	Up to £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)
570	479	151	242	257
343	706	163	272	266
33%	67%	16%	26%	25%
115	342	81	109	123
34%	48%	50%	40%	46%
175	247	52	111	103
51%	35%	32%	41%	39%
33	55	11	33	18
9%	8%	7%	12%	7%
5	23	2	10	10
1%	3%	1%	4%	4%
15	39	18	9	12
4%	6%	11%	3%	5%
		UVW		

in line with the requirements of the international quality standard for market research, ISO 20252 and

	Ethnicity		Cons (A)	Lab (B)
	White ethnic group (x)	Minority ethnic groups (y)		
£55000+ (w)				
301	911	125	204	318
249	917	118*	210	296
24%	87%	11%*	20%	28%
93	406	42	91	98
37%	44%	36%	44%	33%
			BC	
127	367	53	85	149
51%	40%	44%	40%	50%
tuv			D	DE
20	75	11	15	33
8%	8%	9%	7%	11%
			D	D
4	22	6	6	9
2%	2%	5%	3%	3%
5	47	7	12	7
2%	5%	6%	6%	2%
			D	

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GE 2024 Vote			EU Ref Vote	
Lib Dems (C)	Reform UK (D)	Other party (E)	Remain (F)	Leave (G)
102	109	121	499	353
89*	131*	106*	434	377
8%*	13%*	10%*	41%	36%
24	102	45	135	226
27%	78%	43%	31%	60%
	ABCE	C		F
45	28	40	220	113
51%	21%	38%	51%	30%
D		D	G	
11	1	16	51	16
12%	1%	15%	12%	4%
D		D	G	
4	-	3	12	11
5%	-	3%	3%	3%
D				
4	-	2	16	11
4%	-	2%	4%	3%
D				

Table 6
Q6a - Which of the following parties, if any, would you trust most to deliver the kind of chang

Base: All adults aged 18+ in Great Britain

	TOTAL	Gender	
		Man (a)	Woman (b)
UNWEIGHTED BASE	1049	483	559
WEIGHTED BASE	1049	510	532
	100%	49%	51%
Reform UK	212 20%	113 22%	99 19%
Green Party	132 13%	56 11%	74 14%
Conservative	129 12%	70 14%	59 11%
Labour	122 12%	76 15%	46 9%
Liberal Democrats	94 9%	52 10%	42 8%
Scottish National Party	14 1%	11 2%	4 1%
Plaid Cymru	4 *	1 *	3 1%
Another party	32 3%	14 3%	18 3%
None of these	179 17%	79 16%	96 18%
Don't know	132 13%	39 8%	91 17%
			a

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q -
Overlap formulae used. * small base

What do you think Britain needs?

Age				
18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)
244	190	179	175	261
286	173	174	169	247
27%	16%	17%	16%	24%
34	31	46	32	68
12%	18%	27%	19%	28%
		c		cd
57	29	24	5	17
20%	17%	14%	3%	7%
fg	fg	fg		
31	17	15	27	38
11%	10%	9%	16%	15%
44	17	14	13	34
15%	10%	8%	8%	14%
25	12	21	14	22
9%	7%	12%	8%	9%
3	1	2	6	3
1%	*	1%	4%	1%
1	1	1	*	1
*	1%	*	*	1%
3	6	6	7	9
1%	4%	3%	4%	4%
50	32	25	46	26
17%	19%	14%	27%	10%
	g		ceg	
38	27	20	18	28
13%	15%	12%	11%	11%

·r/s - t/u/v/w - x/y - A/B/C/D/E - F/G

Region				
North (h)	Midlands (i)	South (j)	Greater London (k)	Wales (l)
260	275	225	136	54
248	274	239	146*	51*
24%	26%	23%	14%*	5%*
51	54	61	25	9
20%	20%	26%	17%	17%
		m		
32	40	24	18	8
13%	15%	10%	13%	15%
36	31	32	22	4
14%	11%	13%	15%	9%
m	m	m	m	
31	29	20	24	8
13%	11%	8%	16%	17%
16	25	27	11	2
6%	9%	11%	7%	3%
-	-	-	-	-
-	-	-	-	-
-	-	-	-	4
-	-	-	-	8%
				hijkm
14	11	2	2	2
6%	4%	1%	2%	4%
j				
49	45	42	21	9
20%	16%	17%	15%	18%
20	38	31	22	5
8%	14%	13%	15%	9%



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Scotland (m)	Employment Status		Social Grade	
	Working (n)	Not working (o)	ABC1 (p)	C2DE (q)
99	661	388	701	348
92*	648	401	590	459
9%*	62%	38%	56%	44%
12	134	78	82	130
13%	21%	19%	14%	28%
				p
10	86	46	97	35
11%	13%	12%	16%	8%
			q	
3	80	48	76	53
3%	12%	12%	13%	11%
9	70	52	81	41
10%	11%	13%	14%	9%
13	59	35	57	36
15%	9%	9%	10%	8%
h				
14	7	8	7	8
16%	1%	2%	1%	2%
hijkl				
-	3	1	3	1
-	*	*	1%	*
1	19	13	9	23
1%	3%	3%	2%	5%
				p
13	120	59	100	78
14%	19%	15%	17%	17%
15	71	61	78	54
17%	11%	15%	13%	12%

This work was carried out in accordanc

Education		Income		
Graduates (r)	Non-Graduates (s)	Up to £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)
570	479	151	242	257
343	706	163	272	266
33%	67%	16%	26%	25%
36	176	32	47	70
10%	25%	19%	17%	26%
	r			uw
58	74	23	35	30
17%	11%	14%	13%	11%
s				
41	88	21	41	26
12%	12%	13%	15%	10%
57	65	16	30	35
17%	9%	10%	11%	13%
s				
41	53	12	25	25
12%	7%	7%	9%	9%
s				
4	10	3	6	1
1%	1%	2%	2%	*
3	1	1	1	2
1%	*	1%	*	1%
7	25	3	8	15
2%	4%	2%	3%	6%
				w
54	124	31	41	42
16%	18%	19%	15%	16%
42	90	22	39	21
12%	13%	14%	14%	8%

ce with the requirements of the international quality standard for market research, ISO 20252 and

£55000+ (w)	Ethnicity		Cons (A)	Lab (B)
	White ethnic group (x)	Minority ethnic groups (y)		
301	911	125	204	318
249	917	118*	210	296
24%	87%	11%*	20%	28%
40	206	4	49	27
16%	22%	4%	23%	9%
	y		BCE	
41	109	22	1	52
16%	12%	18%	*	18%
				ACD
35	114	15	101	7
14%	12%	12%	48%	2%
			BCDE	
35	96	26	3	102
14%	10%	22%	1%	34%
		x		ACDE
27	80	13	6	23
11%	9%	11%	3%	8%
				D
1	14	-	1	-
*	2%	-	1%	-
1	4	-	-	2
*	*	-	-	1%
2	29	2	8	-
1%	3%	2%	4%	-
			B	
46	152	20	25	49
18%	17%	17%	12%	17%
				D
22	114	16	16	34
9%	12%	14%	8%	12%

d with the Ipsos Terms and Conditions.

26 Feb 2026

GE 2024 Vote			EU Ref Vote	
Lib Dems (C)	Reform UK (D)	Other party (E)	Remain (F)	Leave (G)
102	109	121	499	353
89*	131*	106*	434	377
8%*	13%*	10%*	41%	36%
4	97	4	28	153
5%	74%	4%	6%	41%
	ABCE			F
5	1	45	70	14
6%	1%	42%	16%	4%
A		ABCD	G	
4	5	1	47	61
5%	4%	1%	11%	16%
				F
5	*	1	82	23
6%	*	1%	19%	6%
AD			G	
44	2	8	62	16
50%	1%	7%	14%	4%
ABDE		D	G	
-	-	11	11	2
-	-	10%	2%	*
		ABCD	G	
-	-	3	2	1
-	-	2%	*	*
		A		
-	13	8	4	23
-	10%	8%	1%	6%
	BC	BC		F
13	6	19	74	47
14%	5%	17%	17%	12%
D		D		
13	7	8	54	38
14%	5%	7%	13%	10%
D				



Table 7

Q6b - Which of the following parties, if any, do you think would be most likely to deliver the k

Base: All adults aged 18+ in Great Britain

	TOTAL	Gender	
		Man (a)	Woman (b)
UNWEIGHTED BASE	1049	483	559
WEIGHTED BASE	1049	510	532
	100%	49%	51%
Reform UK	423 40%	216 42%	204 38%
Labour	167 16%	83 16%	84 16%
Green Party	119 11%	63 12%	56 11%
Conservative	75 7%	37 7%	38 7%
Liberal Democrats	45 4%	32 6%	13 2%
Scottish National Party	29 3%	19 4%	10 2%
Plaid Cymru	1 *	1 *	1 *
Another party	5 *	3 *	2 *
None of these	58 6%	23 4%	34 6%
Don't know	127 12%	35 7%	89 17%
			a

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q -
Overlap formulae used. * small base

Kind of change that Britain does not need?

Age				
18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)
244	190	179	175	261
286	173	174	169	247
27%	16%	17%	16%	24%
139	62	76	50	96
48%	36%	44%	30%	39%
df		f		
33	30	34	28	43
11%	17%	19%	17%	17%
14	17	18	27	43
5%	10%	10%	16%	17%
			c	c
21	13	9	17	15
7%	7%	5%	10%	6%
17	2	9	7	10
6%	1%	5%	4%	4%
8	5	4	5	7
3%	3%	2%	3%	3%
1	1	-	-	-
*	*	-	-	-
-	1	2	-	2
-	*	1%	-	1%
21	18	8	6	5
7%	10%	5%	4%	2%
g	fg			
35	24	15	27	26
12%	14%	8%	16%	11%

Region				
North (h)	Midlands (i)	South (j)	Greater London (k)	Wales (l)
260	275	225	136	54
248	274	239	146*	51*
24%	26%	23%	14%*	5%*
94	121	87	58	30
38%	44%	37%	40%	59%
				h j k m
40	45	39	26	7
16%	17%	16%	18%	13%
33	30	28	14	5
13%	11%	12%	9%	10%
22	15	19	10	1
9%	6%	8%	7%	2%
14	6	11	7	2
6%	2%	5%	5%	4%
4	4	10	-	-
2%	1%	4%	-	-
		k		
*	-	*	1	-
*	-	*	*	-
1	3	-	2	-
*	1%	-	1%	-
17	15	13	9	2
7%	5%	5%	6%	5%
23	34	31	20	3
9%	13%	13%	14%	6%

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IPSOS

Scotland (m)	Employment Status		Social Grade	
	Working (n)	Not working (o)	ABC1 (p)	C2DE (q)
99	661	388	701	348
92*	648	401	590	459
9%*	62%	38%	56%	44%
32	257	166	278	145
35%	40%	41%	47%	32%
			q	
11	117	50	73	95
12%	18%	13%	12%	21%
	o			p
10	73	46	58	61
11%	11%	12%	10%	13%
7	51	24	33	41
8%	8%	6%	6%	9%
4	27	17	24	20
4%	4%	4%	4%	4%
11	20	9	17	12
12%	3%	2%	3%	3%
hijkl				
-	1	-	1	-
-	*	-	*	-
-	3	2	2	3
-	*	*	*	1%
2	37	21	33	25
2%	6%	5%	6%	5%
15	61	66	71	56
16%	9%	16%	12%	12%
		n		

This work was carried out in accordanc

Education		Income		
Graduates (r)	Non-Graduates (s)	Up to £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)
570	479	151	242	257
343	706	163	272	266
33%	67%	16%	26%	25%
182	241	60	108	110
53%	34%	37%	40%	41%
s				
39	129	27	53	41
11%	18%	17%	19%	16%
	r			
31	88	22	19	40
9%	13%	13%	7%	15%
				u
25	49	12	25	18
7%	7%	7%	9%	7%
11	34	11	6	10
3%	5%	6%	2%	4%
8	21	2	7	8
2%	3%	1%	3%	3%
1	-	-	-	-
*	-	-	-	-
1	4	-	1	-
*	1%	-	*	-
17	41	14	10	14
5%	6%	8%	4%	5%
28	99	17	43	23
8%	14%	10%	16%	9%
	r		vW	

£55000+ (w)	Ethnicity		Cons (A)	Lab (B)
	White ethnic group (x)	Minority ethnic groups (y)		
301	911	125	204	318
249	917	118*	210	296
24%	87%	11%*	20%	28%
115	368	49	57	160
46%	40%	42%	27%	54%
37	154	13	47	31
15%	17%	11%	23%	11%
			BCE	C
31	112	6	37	15
12%	12%	5%	18%	5%
	y		BC	
13	64	10	24	26
5%	7%	8%	12%	9%
			E	
13	37	8	10	15
5%	4%	7%	5%	5%
			E	E
7	28	1	8	12
3%	3%	1%	4%	4%
1	1	*	*	1
1%	*	*	*	*
2	3	2	-	-
1%	*	2%	-	-
		x		
12	43	12	8	10
5%	5%	10%	4%	3%
		x		
18	107	17	18	27
7%	12%	15%	8%	9%

26 Feb 2026

GE 2024 Vote			EU Ref Vote	
Lib Dems (C)	Reform UK (D)	Other party (E)	Remain (F)	Leave (G)
102	109	121	499	353
89*	131*	106*	434	377
8%*	13%*	10%*	41%	36%
58	24	61	246	94
65%	18%	57%	57%	25%
AD		AD	G	
2	43	11	39	105
2%	33%	11%	9%	28%
	BCE	C		F
5	42	10	35	69
5%	32%	10%	8%	18%
	ABCE			F
4	5	3	24	32
4%	4%	3%	6%	8%
8	7	-	13	26
9%	5%	-	3%	7%
E	E			F
1	2	5	12	11
1%	1%	5%	3%	3%
-	-	-	1	*
-	-	-	*	*
-	1	4	2	3
-	*	4%	*	1%
		AB		
2	-	7	22	9
2%	-	6%	5%	2%
		D		
10	8	4	40	28
11%	6%	4%	9%	7%