Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 1

V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

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12 Mar 2026

Table 2

V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Total voting (sub-base)	**897**	**888**	**221**	**233**	**200**	**126***	**781**	**75***	**40****	-**	-**	-**	-**	-**	-**	-**	-**	**222***	**181***	**180**	**169**	**145***	**273**	**326**	**139***	**139***	**256**	**599**	**425**	**467**	**601**	**194**	**888**
Conservative	147 **16%LE**	150 *17%*	36 *16%*	31 *13%*	51 **25%ZbeF**	18 *14%*	136 *17%*	9 *12%*	2 **5%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	26 *12%*	20 *11%*	47 **26%ZpqS**	24 *14%*	29 *20%*	44 *16%*	77 **23%ZCDE**	13 *11%*	12 *9%*	26 *10%*	121 **20%ZDE**	56 *13%*	91 **19%Z**	96 *16%*	34 *17%*	150 *17%*
Labour	212 **24%cfD**	204 *23%*	68 **31%Zcf**	57 *25%*	34 *17%*	36 *29%*	195 **25%cf**	10 *13%*	7 **17%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	54 *24%*	42 *23%*	28 *16%*	49 **29%r**	38 *26%*	63 **23%D**	69 **27%D**	34 **29%DE**	14 *10%*	49 **19%D**	151 **25%D**	110 *26%*	99 *21%*	132 *22%*	56 *29%*	204 *23%*
Reform UK	240 **27%dD**	228 *26%*	64 **29%d**	81 **35%Zdef**	46 *23%*	18 *14%*	209 **27%d**	15 *20%*	16 **39%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	76 *35%*	44 *24%*	47 *26%*	41 *24%*	32 *22%*	60 *22%*	93 **35%C**	15 *13%*	61 **45%ZABCEF**	77 **30%C**	153 **29%C**	103 *24%*	136 *29%*	164 *27%*	45 *23%*	228 *26%*
Liberal Democrats (Lib Dem)	76 *8%*	93 *10%*	12 *5%*	12 *5%*	34 **17%ZabeF**	14 *11%*	72 **9%b**	4 *5%*	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	15 *7%*	19 *11%*	9 *5%*	15 *9%*	17 *12%*	26 *9%*	36 *11%*	5 *4%*	8 *6%*	13 *5%*	61 **10%Z**	35 *8%*	41 *9%*	56 *9%*	12 *6%*	93 *10%*
Scottish National Party (SNP)	32 **4%abcee**	34 *4%*	- -	- -	- -	- -	- -	32 **42%Zabcde**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	12 **5%e**	8 *4%*	10 **6%e**	1 *1%*	1 *1%*	9 *3%*	8 *3%*	5 *4%*	7 *5%*	13 *5%*	17 *3%*	17 *4%*	14 *3%*	20 *3%*	7 *3%*	34 *4%*
Plaid Cymru	5 *1%*	9 *1%*	- -	- -	- -	- -	- -	- -	5 **13%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	* *	- -	1 *	1 *1%*	4 **2%Z**	4 *1%*	2 *1%*	- -	- -	- -	5 *1%*	4 *1%*	2 *	4 *1%*	1 *1%*	9 *1%*
Green Party	155 **17%BEf**	144 *16%*	37 **17%f**	39 **17%f**	32 **16%f**	35 **28%f**	143 **18%f**	2 *3%*	10 **22%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	28 *13%*	39 *22%*	32 *18%*	34 *20%*	23 *16%*	59 **22%BF**	20 *6%*	46 **36%ZABDEF**	17 *12%*	63 **24%ZBDF**	79 **13%B**	84 *20%*	70 *15%*	104 *17%*	34 *18%*	144 *16%*
Alba Party	- -	- -	- -	- -	- -	- -	- -	- -	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	30 **3%BF**	26 *3%*	5 *2%*	13 *5%*	4 *2%*	4 *3%*	26 *3%*	3 *4%*	1 **2%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	10 *4%*	8 *5%*	7 *4%*	5 *3%*	1 *1%*	10 *4%*	3 *1%*	1 *1%*	16 **12%ZABCF**	17 **7%ZBCF**	12 **2%B**	16 *4%*	14 *3%*	24 *4%*	4 *2%*	26 *3%*
Would not vote	74 **7%eF**	66 *6%*	17 *7%*	17 *6%*	21 *9%*	7 *5%*	62 *7%*	7 *8%*	5 **9%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	26 **10%r**	23 **10%r**	5 *2%*	9 *5%*	11 *6%*	18 *6%*	18 *5%*	12 *8%*	24 **14%ZABF**	36 **11%ZBF**	35 *5%*	26 *5%*	47 *8%*	48 *7%*	16 *7%*	66 *6%*
Undecided	86 *8%*	98 *9%*	13 *5%*	30 *10%*	21 *9%*	9 *7%*	73 *8%*	9 *10%*	4 **7%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	17 *7%*	18 *8%*	26 **12%Z**	12 *6%*	12 *7%*	27 *9%*	25 *7%*	16 *11%*	9 *5%*	26 *8%*	53 *8%*	42 *9%*	43 *8%*	49 *7%*	20 *9%*	98 *9%*
Prefer not to say	5 *	10 *1%*	1 *	2 *1%*	1 *	* *	4 *	* *	1 **1%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	1 *1%*	1 *1%*	* *	2 *1%*	1 *	* *	2 *1%*	- -	- -	- -	3 *	2 *	1 *	1 *	1 *	10 *1%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political/political-trends

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Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 3
V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Total voting (sub-base)	**897**	**888**	**113***	**108***	**212**	**147***	**76***	**240**	**155***	**685**	**750**	**539**	**173***	**673**	**199**	**490**	**689**	**102***	**44***	**81***	**135***	**77***	**102***	**87***	**153***	**15****	**34***	**42****	**40***	***	**155***	**102***	**20****	**12****	**4****	**888**
Conservative	147 16%stGhjkp suvxBC	150 17%	23 20%	12 11%	-	147 100%ZcdGghi	-	-	-	147 21%ZceGhi	-	-	11 6%	130 16%Zj	23 12%	90 18%	113 16%	102 100%Zgrstuvxz BC	44 100%Zgrstuvxz BC	-	-	-	9 9%qruvB	-	-	2 10%s	-	-	8 19%sqruvxBC	-	-	2 2%	-	-	150 17%
Labour	212 24%deGgkop tuvxBC	204 23%	29 26%	34 31%	212 100%ZdeGghi	-	-	-	-	-	212 28%ZdeGgi	-	109 63%Zk	84 13%	54 27%	101 21%	154 22%	-	-	13 16%sopxuvB C	135 100%Zopqtuvxz zBC	77 100%sZopqtuvxz BC	-	-	-	1 6%s	-	-	14 35%sopqtuvxBC	-	-	1 1%	-	-	1 34%s	204 23%
Reform UK	240 27%cdeGjopre xB	228 26%	33 29%	31 29%	-	-	-	240 100%ZcdeGghi	-	240 35%ZcdeG	240 32%ZcdeG	240 45%ZcdeGgh	13 7%	227 34%Zj	48 24%	152 31%Z	200 29%	-	-	59 73%sZoprstuxB	-	-	17 17%oprsxB	87 100%sZoprst uxBC	153 100%ZoprstuxB C	-	-	-	6 14%soprsxB	-	-	87 84%ZoprstuxB	-	-	2 54%s	228 26%
Liberal Democrats (Lib Dem)	76 8%cdGkloruv BC	93 10%	11 10%	8 7%	-	-	76 100%sZcdGghi	-	-	76 11%ZcdG	76 10%ZcdG	76 14%ZcdGgh	20 12%	48 7%	17 9%	41 8%	58 8%	-	-	4 5%arvB	-	-	18 18%ZoprsvuxBC	-	-	* 2%s	34 100%sZoprst uvxBC	42 100%s	-	-	-	*	-	-	93 10%
Scottish National Party (SNP)	32 4%cf	34 4%	2 2%	3 3%	-	-	-	-	-	32 5%Zcdf	32 4%cdf	32 6%ZcdGgh	3 2%	24 4%	7 3%	17 4%	24 4%	-	-	-	-	-	5 5%	-	-	-	-	-	1 1%s	-	-	-	20 100%s	12 100%s	-	34 4%
Plaid Cymru	5 1%	9 1%	* *	1 1%	-	-	-	-	-	5 1%	5 1%	5 1%	- *	5 1%	1 *	4 1%	5 1%	-	-	-	-	-	1 1%	-	-	-	-	-	* *s	-	-	-	-	-	-	9 1%
Green Party	155 17%cdeGnopq rsuvxC	144 16%	13 11%	19 18%	-	-	-	-	155 100%ZcdeGhi	155 23%ZcdeF	155 21%ZcdeF	155 29%ZcdeGgh	16 9%	126 19%j	39 19%	69 14%	107 16%	-	-	3 4%sv	-	-	46 45%ZopqrsuvxC	-	-	* 2%s	-	-	11 28%sopqrsux zC	* 100%s	155 100%ZopqrstuvxC	-	-	-	* 12%s	144 16%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	30 3%f	26 3%	3 2%	* *	-	-	-	-	-	30 4%ZcdF	30 4%cf	30 6%ZcrGh	1 1%	29 4%Z	11 6%	16 3%	27 4%	-	-	1 1%s	-	-	6 6%vxB	-	-	11 73%s	-	-	1 1%s	-	-	11 11%ZopsuxB	-	-	-	26 3%
Would not vote	74 7%cdeGghij mnoruvBC	66 6%	13 10%	21 16%Z	-	-	-	-	-	-	-	-	5 2%	54 7%	-	18 3%I	18 2%	-	-	6 7%sorvB	-	-	3 2%	-	-	1 4%s	-	-	1 1%s	-	-	1 1%	-	-	-	66 6%
Undecided	86 9%cdeGghij mnoruvBC	98 9%	9 7%	5 3%	-	-	-	-	-	-	-	-	5 3%	71 9%j	4 2%	30 6%	34 5%I	-	-	7 8%soruvB	-	-	22 17%ZoprsuvxBC	-	-	2 11%s	-	-	8 17%sZoprsuvxB C	-	-	2 2%	-	-	1 14%s	98 9%
Prefer not to say	5 *	10 1%	1 1%	2 2%	-	-	-	-	-	-	-	-	1 *	1 *	2 1%	* *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 1%

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Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 4
V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)										Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	69	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Total voting (sub-base)	**697**	**688**	**157***	**180**	**192***	**80****	**45****	**205***	**249**	**96***	**277**	**184***	**160***	**133***	**114***	**234**	**38****	**54***	**65****	**20****	**116***	**52***	**15****	**79***	**30****	**-****	**50***	**20****	**512**	**-***	**-***	**-***	**-***	**-***	**-***	**213**	**231**	**173**	**132***	**83***	**235**	**888**
Conservative	147 16%gkM	150 17%	21 14%k	25 14%gk	21 11%	17 21%s	5 10%s	21 10%	20 8%	14 14%sk	55 22%cfgjkm	11 6%	9 5%	16 12%k	10 9%	40 17%gjk	9 24%s	16 29%sZEFM	14 21%s	2 8%s	10 9%s	4 7%s	2 16%s	29 37%sZEFKM	4 12%s	-	9 18%s	4 22%s	64 13%	-	-	-	-	-	-	44 21%	31 14%	29 17%	19 13%	14 17%s	34 14%	150 17%
Labour	212 24%D	204 23%	39 25%	51 28%	57 30%	33 42%s	14 32%s	58 28%	84 34%Zhin	17 18%s	62 22%	53 29%	58 33%Zhin	49 37%Zhin	43 38%Zhin	48 20%	7 19%s	16 29%s	26 40%s	9 47%s	31 27%s	18 33%sH	-	13 17%s	13 44%s	-	18 36%sH	4 22%s	116 23%	-	-	-	-	-	-	69 32%ZDGS	50 21%	37 21%	16 11%	24 29%sGS	40 17%G	204 23%
Reform UK	240 27%abgkmF KN	228 26%	39 25%bgkkm	26 13%gm	66 34%bfgkkm	4 5%s	15 33%s	37 16%gkm	20 8%	40 41%sZabfgj kkn	81 29%bfgkkm	40 22%gkkm	21 13%	10 8%	8 7%	74 32%bfgkkm	12 32%s	10 18%sF	22 33%s	8 42%s	22 11%sF	1 2%s	12 84%s	26 32%sFK	8 25%s	-	5 9%s	2 9%s	154 30%ZFK	-	-	-	-	-	-	40 19%	69 30%N	44 25%	53 33%N	29 31%sN	82 30%ZN	228 26%
Liberal Democrats (Lib Dem)	76 8%	93 10%	15 9%	25 14%Zcln	9 5%	15 19%s	-	24 12%	28 11%	7 7%s	19 7%	19 10%	20 12%	15 11%	20 18%Zcln	15 6%	2 5%s	6 11%s	-	-	14 12%s	9 11%sDM	-	5 6%s	2 6%s	-	9 18%sDM	2 9%s	35 7%	-	-	-	-	-	-	17 8%	31 13%JS	13 7%	10 7%	2 2%s	12 5%	93 10%
Scottish National Party (SNP)	32 4%l	34 4%	2 1%	3 1%	8 4%l	-	*	3 2%	8 3%l	1 1%s	1 1%	5 3%	2 1%	2 2%	2 1%	12 5%l	*	-	1 2%s	-	3 3%s	1 2%s	-	-	-	-	1 1%s	1 5%s	21 4%	-	-	-	-	-	-	9 4%	10 4%	2 1%	9 6%	2 3%s	11 5%	34 4%
Plaid Cymru	5 1%	9 1%	1 *	1 *	-	-	-	*	3 1%	-	2 1%	-	1 *	1 1%	3 2%	-	1 2%s	1 1%s	-	-	-	2 4%sDM	-	*	-	-	1 1%s	2 12%s	1 *	-	-	-	-	-	-	*	3 1%	2 1%	-	-	9 1%	9 1%
Green Party	155 17%nH	144 16%	37 23%n	46 26%Zcn	29 15%	10 12%s	11 24%s	58 26%Zcln	79 32%Zchln	17 18%s	51 18%	55 30%Zcln	52 32%Zchln	38 26%Zcn	28 23%	28 12%	6 16%s	5 9%s	2 3%s	- -s	34 28%sZBH	18 31%sZBHM	- -s	6 7%s	3 11%s	- -s	8 15%s	4 19%s	92 18%	-	-	-	-	-	-	31 14%	35 15%	33 20%	35 23%	11 13%s	45 19%	144 16%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	30 3%	26 3%	4 3%	4 2%	2 1%	- -s	- -s	4 2%	6 2%	1 1%s	7 2%	- -	3 2%	1 1%	3 3%	17 7%ZbcjI	1 1%s	2 3%s	- -s	- -s	1 1%s	1 2%s	- -s	- -s	- -s	- -s	1 1%s	1 3%s	26 5%Z	-	-	-	-	-	-	4 2%	4 2%	11 7%ZNO	10 7%	1 1%s	11 5%	26 3%
Would not vote	74 7%O	66 6%	10 6%	11 6%	16 7%	5 6%s	9 16%s	17 8%	13 5%	5 4%s	14 4%	12 6%	6 3%	6 4%	2 2%	31 10%ZghkIm	- -s	3 5%s	7 9%s	5 20%s	6 5%s	4 7%s	1 4%s	2 3%s	1 3%s	- -s	- -s	- -s	52 8%	-	-	-	-	-	-	12 5%	9 4%	14 6%	16 9%	16 14%sZNO	31 11%O	66 6%
Undecided	86 8%fgO	98 9%	11 6%	11 6%	17 8%	2 2%s	1 2%s	6 2%	11 4%	5 5%s	23 7%	11 5%	6 4%	8 5%	3 3%	34 11%fgkm	- -s	2 4%s	8 10%sE	- -s	1 1%s	2 4%s	- -s	3 4%s	1 4%s	- -s	3 6%s	- -s	64 10%ZE	-	-	-	-	-	-	12 5%	10 4%	24 11%O	15 8%	11 10%s	26 9%	98 9%
Prefer not to say	5 *	10 1%	* -	- -	- -	- -	- -s	* -	- -	- -s	- -	- -	- -	- -	- -	2 1%	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	3 *	-	-	-	-	-	-	- -	- -	- -	- -	1 1%s	* *	10 1%

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(Wave 2) KP260305A - POL (S26011063)
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12 Mar 2026

Table 5
V1AB/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 9/10 at likely to vote (LIKEV) and always/usually/it depends at vote frequency (votefreq)

| | Total (Wt'd) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

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V1AB/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 9/10 at likely to vote (LIKEV) and always/usually/it depends at vote frequency (votefreq)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	750	750	170	200	187	72	629	81	40	-	-	-	-	-	-	-	-	131	142	167	166	144	255	325	72	73	145	580	340	405	485	194	750
Weighted Total	699	750	159*	188	158	102*	607	64*	29**	-**	-**	-**	-**	-**	-**	-**	-**	152*	132*	149	148	118*	221	271	77*	100*	177*	491	330	367	451	176	750
Total voting (sub-base)	**671**	**703**	**157***	**178**	**148**	**101***	**583**	**59***	**28****	-**	-**	-**	-**	-**	-**	-**	-**	**147***	**126***	**141***	**141**	**115***	**214**	**257**	**74***	**98***	**172***	**470**	**315**	**352**	**433**	**168**	**703**
Conservative	114 *17%*	117 *17%*	26 *16%*	26 *15%*	37 **25%fa**	16 **16%a**	105 *18%*	7 **12%a**	1 **5%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	20 *13%*	15 *12%*	36 **24%ZCDE**	18 *13%*	25 *22%*	36 *17%*	62 **24%ZCDE**	6 **9%a**	9 **9%a**	15 *9%*	99 **21%ZCD**	43 *14%*	71 *20%*	74 *17%*	29 *17%*	117 *17%*
Labour	140 **21%CD**	151 *21%*	44 **28%b**	27 *15%*	25 *17%*	33 **32%ab**	128 **22%b**	8 **14%a**	4 **15%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	26 *18%*	23 *18%*	21 *15%*	40 **28%Zr**	31 *27%*	41 **19%D**	63 **34%D**	21 **29%dDE**	5 **5%a**	26 **15%D**	104 **22%D**	74 *23%*	65 *19%*	77 *18%*	49 **29%B**	151 *21%*
Reform UK	189 **28%dC**	190 *27%*	47 **30%d**	69 **39%Zbef**	39 **26%d**	9 **9%a**	164 **26%d**	11 **19%a**	13 **49%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	53 *36%*	35 *28%*	37 *26%*	39 *28%*	24 *21%*	50 *23%*	80 **31%C**	12 **16%a**	44 **45%aZACEF**	55 **32%C**	130 *28%*	85 *27%*	104 *29%*	127 *29%*	40 *24%*	190 *27%*
Liberal Democrats (Lib Dem)	58 **9%r**	77 *11%*	10 *7%*	10 *5%*	26 **17%Zabef**	10 **10%a**	56 **10%b**	2 **3%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	13 *9%*	12 *10%*	5 *4%*	14 *10%*	13 *12%*	21 *10%*	27 *11%*	2 **3%a**	4 **5%a**	7 *4%*	49 **10%Z**	29 *9%*	29 *8%*	44 *10%*	11 *7%*	77 *11%*
Scottish National Party (SNP)	28 **4%abcnsF**	30 *4%*	- -	- -	- -	- -s	- -	28 **47%aZabcds**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	12 **8%a**	5 *4%*	9 **7%a**	1 *1%*	1 *1%*	6 *3%*	8 *3%*	5 **7%a**	7 **8%a**	13 *7%*	14 *3%*	15 *5%*	13 *4%*	19 *4%*	5 *3%*	30 *4%*
Plaid Cymru	3 *	7 *1%*	- -	- -	- -	- -s	- -	- -	3 **10%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	1 *1%*	1 *1%*	1 *1%*	1 *1%*	2 *1%*	- -s	- -s	- -	3 *1%*	1 *	2 *	1 *	1 *1%*	7 *1%*
Green Party	113 **17%BEf**	111 *16%*	24 **16%f**	35 **20%f**	18 **12%f**	30 **30%aZcf**	107 **18%cf**	1 **1%a**	5 **18%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	14 *10%*	30 **24%p**	26 *19%*	24 *17%*	19 *16%*	50 **22%ZBF**	13 *5%*	27 **36%aZBDEF**	14 **14%a**	41 **24%BDF**	62 **13%B**	54 *17%*	58 *16%*	67 *16%*	30 *18%*	111 *16%*
Alba Party	- -	- -	- -	- -	- -	- -s	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -
Other	26 **4%BF**	20 *3%*	5 *3%*	12 *7%*	4 *3%*	3 **3%a**	23 *4%*	2 **4%a**	1 **2%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	10 *7%*	6 *5%*	6 *4%*	5 *3%*	* *	9 **4%BF**	2 *1%*	1 **1%a**	15 **15%aZABCF**	16 **9%ZBCF**	11 **2%B**	15 *5%*	11 *3%*	23 *5%*	3 *2%*	20 *3%*
Would not vote	- -	- -	- -	- -	- -	- -s	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -
Undecided	27 *4%*	44 *6%*	2 *1%*	9 *5%*	9 *6%*	1 **1%a**	21 *4%*	4 **6%a**	1 **5%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	4 *3%*	7 *5%*	8 *5%*	6 *4%*	2 *1%*	7 *3%*	13 *5%*	3 **4%a**	2 **2%a**	5 *3%*	19 *4%*	13 *4%*	13 *4%*	18 *4%*	8 *5%*	44 *6%*
Prefer not to say	2 *	3 *	- -	1 *	1 *1%*	- -s	2 *	* **1%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	* *	1 *1%*	1 *	- -	2 *1%*	- -s	- -s	- -	2 *	1 *	1 *	* *	1 *	3 *

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12 Mar 2026

Table 7

V1AB/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 9/10 at likely to vote (LIKEV) and always/usually/it depends at vote frequency (votefreq)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	750	750	92	75	151	117	77	190	111	552	586	435	133	571	216	394	610	88	29	81	106	45	101	82	108	14	44	33	42	1	110	95	18	12	5	750
Weighted Total	699	750	87*	75*	140*	114*	58*	189	113*	530	557	417	128*	533	181	405	586	89*	25**	76*	102*	39**	90*	80*	108*	11**	31**	27**	32**	***	113*	91*	20**	8**	4**	750
Total voting (sub-base)	**671**	**703**	**85***	**72***	**140***	**114***	**58***	**189**	**113***	**530**	**557**	**417**	**125***	**512**	**177**	**390**	**567**	**89***	**25****	**71***	**102***	**39****	**90***	**80***	**108***	**10****	**31****	**27****	**30****	***	**113***	**90***	**20****	**8****	**4****	**703**
Conservative	114 17%stvGhijkq rsvBC	117 17%	18 21%s	11 15%s	-	114 100%ZcefGghi	-	-	-	114 21%ZcefGhi	-	-	5 4%	107 21%Zj	18 10%	73 19%I	91 16%I	89 100%uGfqrtuvB C	25 100%s	-	-	-	7 8%rvB	-	-	* 4%s	-	-	-	* *s	-	-	-	-	117 17%
Labour	140 21%defGgkoq tuvBC	151 21%	17 20%s	16 22%s	140 100%ZdefGghi	-	-	-	-	-	140 25%ZdefGgi	-	82 66%Zk	46 9%	46 26%	76 20%	122 22%	-	-	7 9%eotuvBC	102 100%ZoqtuvBC	39 100%s	-	-	-	-	-	-	11 36%s	-	-	-	-	-	1 34%s	151 21%
Reform UK	189 38%cdeGjprB	190 27%	30 36%s	19 26%s	-	-	-	189 100%ZcdeGghi	-	189 36%ZcdeG	189 34%ZcdeG	189 45%ZcdeGgh	6 5%	183 36%Zj	42 24%	126 32%	168 30%	-	-	58 81%aZorIB	-	-	14 17%orB	80 100%aZoqrtBC	108 100%ZoqrtBC	-	-	-	5 15%s	-	-	80 88%aZorIB	-	-	2 54%s	190 27%
Liberal Democrats (Lib Dem)	58 9%cdfGkoruv BC	77 11%	7 9%s	5 7%s	-	-	58 100%aZcdfGghi	-	-	58 11%ZcdfG	58 10%ZcdfG	58 14%ZcdfGgh	19 15%Zk	32 6%	17 10%	31 8%	48 8%	-	-	3 4%s	-	-	14 18%ZoqruvBC	-	-	*	31 100%s	27 100%s	-	-	-	* *s	-	-	-	77 11%
Scottish National Party (SNP)	28 4%I	30 4%	1 2%s	3 5%s	-	-	-	-	-	28 5%Zcdf	28 5%cf	28 7%ZcefGh	3 2%	21 4%	7 4%	17 4%	24 4%	-	-	-	-	-	3 4%	-	-	-	-	-	1 2%s	-	-	-	20 100%s	8 100%s	-	30 4%
Plaid Cymru	3 *	7 1%	* *s	1 1%s	-	-	-	-	-	3 1%	3 1%	3 1%	-	3 1%	1 1%	2 *	2 *	-	-	-	-	-	1 1%	-	-	-	-	-	* 1%s	-	-	-	-	-	-	7 1%
Green Party	113 17%cdeGmoqr uvC	111 16%	9 10%s	18 25%s	-	-	-	-	113 100%ZdefghI	-	113 20%Zdef	113 27%ZdefgIh	9 7%	96 19%j	37 21%n	51 13%	88 16%	-	-	3 4%s	-	-	36 40%ZoqruvC	-	-	-	-	-	7 24%s	100%s	113 100%ZoqrtuvC	-	-	-	-	111 16%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	26 4%I	20 3%	2 2%s	-	-	-	-	-	-	26 5%Zf	26 5%cf	26 6%ZijpRt	1 1%	25 5%	10 5%	14 4%	24 4%	-	-	1 2%s	-	-	6 7%vB	-	-	9 90%s	-	-	-	-	-	9 10%aZoruvB	-	-	-	20 3%
Would not vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	27 4%ghi	44 6%	2 2%s	2 2%s	-	-	-	-	-	-	-	-	3 2%	21 4%	3 1%	16 4%	18 3%	-	-	5 7%aorvB	-	-	10 11%ZoruvBC	-	-	1 10%s	-	-	3 8%s	-	-	1 1%s	-	-	1 14%s	44 6%
Prefer not to say	2 *	3 *	-	1 1%s	-	-	-	-	-	-	-	-	1 1%	-	2 1%	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 *

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V1AB/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 9/10 at likely to vote (LIKEV) and always/usually/it depends at vote frequency (votefreq)

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious /extremely vulnerable (S)	Total	
Unweighted Total	750	750	134	150	102	24	17	116	264	71	201	86	122	122	92	192	37	49	31	5	59	71	13	66	11	-	52	20	463	-	-	-	-	-	-	218	186	169	100	50	150	750	
Weighted Total	699	750	135*	144	146*	61**	26**	158*	210	84*	215	135*	136*	126*	98*	182	24**	41*	45**	7**	87*	47*	11**	62*	13**	-**	47*	14**	419	-*	-*	-*	-*	-*	-*	183	178	133	121*	55*	176*	750	
Total voting (sub-base)	**671**	**703**	**130***	**139***	**142***	**61****	**26****	**159***	**206**	**79***	**209***	**130***	**132***	**123***	**96***	**170**	**24****	**39***	**45****	**7****	**87***	**45***	**11****	**60***	**12****	**-****	**45****	**14****	**396**	**-***	**-***	**-***	**-***	**-***	**-***	**176**	**174**	**126**	**118***	**52****	**170***	**703**	
Conservative	114 17%gkFM	117 17%	19 15%gk	19 14%gk	14 10%	11 17%s	3 12%s	17 11%	15 7%	11 13%sk	42 20%cgjkm	8 6%s	6 4%	13 11%k	8 8%s	32 19%gjk	8 33%s	13 34%sZEFM	9 19%s	1 17%s	10 11%s	2 4%s	2 22%s	23 39%sZEFM	2 20%s	- -s	7 16%s	2 15%s	53 13%	- -s	- -s	- -s	- -s	- -s	- -s	38 21%	24 14%	22 17%	14 12%	12 23%s	25 15%	117 17%	
Labour	140 21%cGS	151 21%	33 25%	42 30%Zn	37 26%	28 45%s	8 32%s	48 30%n	77 37%ZhIjn	15 19%s	41 20%	32 25%s	54 41%ZabchIjn	48 39%ZhIjn	40 42%aZhIjn	24 14%	2 8%s	11 28%s	16 36%s	5 81%s	27 31%s	18 40%aDHM	- -s	9 15%s	3 29%s	- -s	17 37%s	4 30%s	75 19%	- -s	- -s	- -s	- -s	- -s	- -s	57 32%ZDPGS	34 19%	22 17%	10 8%	11 21%s	21 12%	151 21%	
Reform UK	189 28%bgkmEFN	198 27%	32 22%bgkm	19 14%m	54 38%bfgjkm	4 6%s	7 27%s	27 17%lm	20 10%	34 40%aZabIgkm	74 36%bfgjkm	31 24%agkm	18 13%m	10 8%	5 5%s	54 31%bfgkm	8 33%s	5 12%s	18 40%s	1 11%s	16 18%aF	1 3%s	9 78%s	24 40%sEEF	3 23%s	- -s	5 10%s	1 7%s	124 31%BF	- -s	- -s	- -s	- -s	- -s	- -s	32 18%	59 33%N	57 36%N	38 32%	21 40%s	59 34%N	190 27%	
Liberal Democrats (Lib Dem)	58 9%M	77 11%	9 7%	20 14%ZbcNm	5 3%	11 17%s	- -s	16 10%	23 11%c	2 3%s	12 6%	12 9%s	15 12%c	15 12%c	15 16%scNm	9 5%	2 7%s	6 16%s	- -s	- -s	7 9%s	9 20%sDHM	- -s	3 6%s	2 17%s	- -s	9 20%s	2 13%s	26 7%	- -s	- -s	- -s	- -s	- -s	- -s	16 9%	20 12%	12 10%	7 6%	1 2%s	8 5%	77 11%	
Scottish National Party (SNP)	28 4%i	30 4%	1 1%	3 2%	8 5%i	- -s	* 2%s	2 2%	7 3%	1 2%s	1 1%	5 4%s	2 1%	2 2%	2 2%s	10 6%i	- 2%s	- -s	1 3%s	* 7%s	2 2%s	1 3%s	- -s	- -s	- -s	- -s	1 1%s	1 7%s	19 5%	- -s	- -s	- -s	- -s	- -s	- -s	9 5%	7 4%	2 2%	8 7%	2 4%s	10 6%	30 4%	
Plaid Cymru	3 *	7 1%	1 *	* -	- -	- -s	- -s	* *	3 1%	- -s	2 1%	- -s	1 1%	1 1%	- -s	- -	1 2%s	* 1%s	- -s	- -s	- -s	2 4%sDM	- -s	* *s	- -s	- -s	1 2%s	- -s	1 *	- -s	- -s	- -s	- -s	- -s	- -s	* *	* -	2 2%	- -s	- -s	- -	7 1%	
Green Party	113 17%jN	111 16%	32 23%ul	34 24%ZI	22 15%	8 14%s	7 26%s	44 28%ZI	58 28%Zdn	16 21%s	28 14%	41 31%aZdn	35 26%ZI	33 27%ZI	24 25%sl	26 15%	3 14%s	3 7%s	1 1%s	- -s	24 27%sBH	12 26%sBH	- -s	- -s	1 11%s	- -s	6 13%s	3 21%s	73 19%N	- -s	- -s	- -s	- -s	- -s	- -s	22 12%	27 16%	20 16%	31 28%N	4 8%s	35 21%	111 16%	
Alba Party	- -	- -	- -	- -	- -	- -s	- -s	- -	- -	- -s	- -	- -s	- -	- -	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -s	- -	- -	
Other	26 4%	20 3%	3 2%	3 2%	2 2%	- -s	- -s	3 2%	4 2%	- -s	6 3%	- -s	3 2%	1 *	2 2%s	16 9%ZbcghjkI	1 2%s	1 3%s	- -s	- -s	1 1%s	1 1%s	- -s	- -s	- -s	- -s	1 1%s	1 4%s	25 6%Z	- -s	- -s	- -s	- -s	- -s	- -s	2 1%	4 2%	9 7%N	10 9%N	1 2%s	11 7%	20 3%	
Would not vote	- -	- -	- -	- -	- -	- -s	- -s	- -	- -	- -s	- -	- -s	- -	- -	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -s	- -	- -	
Undecided	27 4%	44 6%	6 4%	4 3%	4 3%	- -s	- -s	- -	4 2%	5 5%sf	9 4%	5 3%s	4 3%	2 2%	1 1%s	10 5%f	- -	2 5%s	* 1%s	- -s	- -s	2 3%s	- -s	2 3%s	1 9%s	- -s	2 4%s	- -s	21 5%	- -s	- -s	- -s	- -s	- -s	- -s	7 4%	4 2%	8 6%	3 3%	3 5%s	6 3%	44 6%	
Prefer not to say	2 *	3 *	- -	- -	- -	- -s	- -s	- -	- -	- -s	- -	- -s	- -	- -	- -s	1 1%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	2 *	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -s	- -	3 *	

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/NO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 9

12 Mar 2026

V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig 't' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 10

V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnicity Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Conservative	111 10%E	113 11%	29 12%	24 8%	38 16%ZBe	11 8%	103 11%	7 7%	2 4%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	18 7%	17 8%	38 18%ZBqrs	15 8%	24 14%	34 11%	60 16%ZCDE	7 5%	9 6%	16 5%	94 14%ZDE	43 9%	68 12%	73 10%	29 12%	113 11%
Labour	177 17%cD	162 15%	56 22%cf	51 18%c	24 10%	33 23%c	164 18%c	9 10%	4 8%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	47 18%	34 15%	26 12%	40 21%r	30 18%	52 16%	73 20%D	30 20%DE	13 8%	43 14%D	125 18%D	98 20%	80 14%	111 16%	52 23%Z	162 15%
Liberal Democrats (Lib Dem)	60 6%b	72 7%	10 4%	6 2%	29 12%Zbdefg	12 8%b	57 6%b	3 3%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	13 5%	17 7%	6 3%	11 6%	14 8%	18 6%	31 8%ZE	4 3%	5 3%	9 3%	49 7%Z	25 5%	35 6%	44 6%	11 5%	72 7%
Scottish National Party (SNP)	29 3%abcns	31 3%	- -	- -	- -	- -	- -	29 32%Zabcdeg	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	10 4%	8 3%	9 4%a	1 *	1 1%	8 2%	7 2%	5 3%	7 4%	13 4%	15 2%	15 3%	14 2%	18 3%	7 3%	31 3%
Plaid Cymru	5 1%	9 1%	- -	- -	- -	- -	- -	- -	5 11%aZbcdef	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	* *	- -	1 *	1 *	4 2%Z	4 1%	2 *	- -	- -	- -	5 1%	4 1%	2 *	4 1%	1 1%	9 1%
Green Party	113 11%BdEF	106 10%	25 10%	33 12%f	19 8%	30 21%Zacef	106 12%f	2 2%	5 10%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	15 6%	30 13%p	24 11%	35 13%p	19 11%	45 14%ZBF	13 4%	32 22%ZBCEF	12 7%	44 14%BD	59 8%B	57 12%	55 10%	70 10%	29 13%	106 10%
Reform UK	216 20%C	205 19%	56 22%	72 26%Zbe	43 18%	17 12%	187 20%	15 17%	13 26%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	66 25%	38 17%	44 21%	37 19%	31 19%	58 18%	80 22%C	15 10%	54 32%ZACEF	69 22%C	139 20%C	100 20%	115 21%	156 22%	39 17%	205 19%
Alba Party	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	28 3%BF	25 2%	5 2%	13 5%	4 2%	2 2%	24 3%	3 4%	1 1%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	10 4%	8 4%	7 3%	3 1%	1 1%	10 3%	3 1%	1 1%	14 9%ZBCF	16 11%BCF	12 2%B	16 3%	12 2%	22 3%	4 2%	25 2%
Undecided	240 23%	257 24%	50 20%	62 22%	67 28%	30 21%	210 23%	15 17%	15 29%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	59 22%	51 23%	49 23%	48 25%	34 20%	74 23%	82 22%	41 28%E	27 16%	69 22%	158 23%	105 21%	132 24%	152 22%	42 18%	257 24%
Would not vote	69 7%cF	64 6%	17 7%	17 6%	16 7%	7 5%	58 6%	7 8%	5 9%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	25 9%r	19 9%r	5 2%	9 5%	11 6%	14 4%	17 4%	12 8%	24 14%ZABF	36 11%ZABF	30 4%	26 5%	42 8%	44 6%	16 7%	64 6%
Prefer not to say	13 1%fG	18 2%	3 1%	5 2%	4 2%	* *	12 1%	1 1%	1 1%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	2 1%	4 2%	2 1%	1 1%	3 1%	3 1%	* *	3 1%	3 1%	6 1%	7 1%	3 *	4 1%	1 *	18 2%

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Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 11
V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	83	228	144	684	738	534	177	603	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Conservative	111 10%cdGhijqr suvBC	113 11%	18 14%	8 6%	-	111 76%ZcdGghi	- s	-	-	111 16%ZcdGhi	-	-	9 5%	99 12%Zj	20 10%	72 13%Z	92 12%Z	84 82%Zpqrstuvx zBC	28 62%xZpqrstuvxz BC	- s	-	- s	5 4%	- s	-	1 4%s	- s	- s	5 11%sqrsuvBC	- s	-	1 1%	- s	- s	- s	113 11%
Labour	177 17%cfeGgikop tuvxBC	162 15%	26 19%	24 18%	177 84%ZdeGghi	-	- s	-	-	-	177 24%ZdefGgi	-	103 57%Zk	61 8%	52 26%Zmn	84 16%	137 18%m	-	- s	11 12%eotuvBC	115 85%Zopqtuvxz BC	62 81%xZopqtuvxz BC	-	- s	-	1 5%s	- s	- s	12 23%eotuvxBC	- s	-	1 1%	- s	- s	1 29%s	162 15%
Liberal Democrats (Lib Dem)	60 6%cdfGrvBC	72 7%	5 4%	7 5%	-	-	60 79%xZcdfGghi	-	-	60 9%ZcdfG	60 8%ZcdfG	60 11%ZcdfGgh	15 8%	38 5%	14 7%	34 6%	49 7%	-	- s	1 1%s	-	- s	16 13%ZopqrsuvxB C	- s	-	* 1%s	28 56%xZopqrstu vxBC	32 75%s	- s	- s	-	-	* *	- s	- s	- s	72 7%
Scottish National Party (SNP)	29 3%l	31 3%	1 1%	3 2%	-	-	- s	-	-	29 4%Zcdf	29 4%Zcf	29 5%ZcefGh	3 2%	22 3%	7 3%	17 3%	24 3%	-	- s	- s	-	- s	5 4%	- s	-	- s	- s	- s	1 1%s	- s	-	-	18 91%s	11 94%s	- s	31 3%
Plaid Cymru	5 1%	9 1%	* *	1 *	-	-	- s	-	-	5 1%	5 1%	5 1%	-	5 1%	1 *	4 1%	5 1%	-	- s	- s	-	- s	1 1%	- s	-	- s	- s	- s	* *s	- s	-	-	-	-	-	9 1%
Green Party	113 11%cdefgrsu vC	106 10%	9 7%	19 14%	-	-	- s	-	113 73%ZcdefghI	113 16%Zcdef	113 15%Zcdef	113 21%Zcdefgh	13 7%	92 12%	39 19%Zmn	56 10%	92 12%Z	-	- s	3 3%s	-	- s	29 23%ZopqrsuvxC	- s	-	- s	- s	- s	9 18%sopqrsuvxC	- s	113 73%Zopqrstuvx zC	-	-	- s	- s	106 10%
Reform UK	216 20%cdeGjopra tuB	205 19%	27 20%	31 23%	-	-	- s	216 90%ZcdeGghI	-	216 31%ZcdeG	216 29%ZcdeG	216 40%ZcdeGgh	8 4%	207 26%Zj	46 23%	135 25%Z	181 24%Z	-	- s	53 56%xZopqrstuxB	-	- s	8 6%rB	85 98%xZopqrstv xzBC	130 85%ZopqrstuxB	- s	- s	- s	5 10%sorsB	- s	-	85 82%ZopqrstuxB	- s	- s	2 47%s	205 19%
Alba Party	-	-	-	-	-	-	- s	-	-	-	-	-	-	-	-	-	-	-	- s	- s	-	- s	-	- s	-	- s	- s	- s	- s	-	-	-	-	-	-
Other	28 3%	25 2%	3 2%	* *	-	-	- s	-	-	28 4%Zcdf	28 4%Zcf	28 5%ZcefGh	1 1%	27 3%	9 4%	16 3%	25 3%	-	- s	1 1%s	-	- s	6 5%	- s	-	11 63%s	- s	- s	1 1%s	- s	-	11 11%ZopqrsuvB	- s	- s	- s	25 2%
Undecided	240 23%cfgnjtmn vC	257 24%	31 23%	20 15%	32 15%	35 24%fh	16 20%s	24 10%	40 26%ghI	120 17%f	117 16%f	84 16%f	26 14%	192 24%j	17 8%	100 19%kn	117 16%l	19 18%uC	17 38%xZorsuvC	18 19%suC	20 15%u	12 16%su	54 42%ZopqrsuvxBC	2 2%s	22 15%u	4 22%s	8 16%su	10 24%s	16 32%orsuvC	* 100%s	40 26%uC	5 3%u	2 9%s	1 6%s	1 24%s	257 24%
Would not vote	69 7%cdfGghilmn orvBC	64 6%	13 10%	21 16%Z	-	-	- s	-	-	-	-	-	5 2%	50 6%	-	18 3%l	18 2%	-	- s	2 2%s	-	- s	3 2%	-	- s	1 4%s	- s	- s	1 1%s	- s	-	1 1%	- s	- s	- s	64 6%
Prefer not to say	13 1%ghkmn	18 2%	1 1%	2 2%	2 1%	-	1 1%s	-	2 1%	3 *	5 1%	3 1%	1 *	6 1%	2 1%	1 *	3 *	-	- s	2 2%s	-	2 3%s	-	- s	-	- s	- s	1 2%s	- s	- s	2 1%	-	- s	- s	- s	18 2%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP26030SA - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 12

V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-	-	-	-	-	-	237	250	210	183*	111*	294	1062
Conservative	111 10%qsM	113 11%	18 10%k	22 11%gjk	17 8%	13 15%s	4 7%s	14 6%	16 6%	9 9%s	42 14%fgk	9 4%	7 4%	11 8%	9 7%	24 8%	7 19%s	15 25%eEFM	13 16%sM	2 7%s	8 7%s	4 6%s	2 16%s	28 33%dEFKM	4 12%s	- -s	8 15%sM	3 17%s	40 6%	- -s	- -s	- -s	- -s	- -s	- -s	36 15%ZQS	24 10%	23 11%	11 6%	11 10%s	22 7%	113 11%
Labour	177 17%GDS	162 15%	38 21%	43 21%n	48 21%	30 35%s	13 23%s	49 21%	76 28%ZHin	15 14%s	57 18%	44 21%	54 31%ZHin	45 31%ZHin	42 35%ZabcfH jk	38 13%	7 19%s	12 20%s	22 28%s	9 38%s	27 22%s	17 28%sZM	- -s	11 13%s	11 35%s	- -s	16 30%sZHM	4 22%s	97 15%	- -s	- -s	- -s	- -s	- -s	- -s	59 25%ZPQS	41 16%Q	32 15%	12 7%	20 18%sQ	32 11%Q	162 15%
Liberal Democrats (Lib Dem)	60 6%M	72 7%	12 7%	20 10%Zcn	8 3%	12 14%s	- -s	22 10%cn	23 9%n	7 6%s	16 5%	16 8%	15 9%	14 9%s	15 13%Zcln	10 3%	1 2%s	4 7%s	- -s	- -s	14 12%sM	9 15%sZCHM	- -s	3 4%s	1 4%s	- -s	9 16%sZCHM	2 7%s	23 4%	- -s	- -s	- -s	- -s	- -s	- -s	13 5%	24 16%ZS	10 5%	8 4%	2 2%s	10 3%	72 7%
Scottish National Party (SNP)	29 3%l	31 3%	1 1%	3 1%	6 3%l	- -s	* 1%s	2 1%	7 3%	1 1%s	1 *	5 3%	2 1%	2 1%	2 1%	12 4%l	* 1%s	- -s	- -s	* 2%s	2 2%s	1 2%s	- -s	- -s	- -s	- -s	1 1%s	1 5%s	21 3%	- -s	- -s	- -s	- -s	- -s	- -s	7 3%	10 4%	2 1%	8 5%	2 2%s	10 4%	31 3%
Plaid Cymru	5 1%M	9 1%	1 *	1 *	- -	- -s	- -s	* *	3 1%	- -s	2 *	- -	1 *	1 1%	3 2%	- -	1 2%s	1 1%s	- -s	- -s	- -	2 2%sZM	- -s	* *s	- -s	- -s	1 1%s	2 12%s	1 *	- -s	- -s	- -s	- -s	- -s	- -s	* *	3 1%	2 1%	- -	- -	- -	9 1%
Green Party	113 11%CH	106 10%	32 18%Zn	33 16%Zn	21 9%	10 12%s	7 12%s	42 18%Zcln	58 21%Zcln	17 16%s	33 11%	38 19%Zcln	33 18%Zcln	27 19%Zcln	20 17%n	24 8%	5 13%s	5 8%eH	- -s	- -s	22 18%sCH	15 26%sZBCHKM	- -s	- -s	2 6%s	- -s	5 9%sCH	4 19%s	74 12%CH	- -s	- -s	- -s	- -s	- -s	- -s	23 10%	29 11%	19 9%	31 17%ZRS	5 5%s	36 12%R	106 10%
Reform UK	216 20%hdqkmF	205 19%	38 21%bfgkim	25 12%g	63 28%Zbfgkim	4 4%s	12 23%s	27 12%	19 7%	36 34%eZabfgj klm	76 24%bfgkim	40 19%gim	21 12%	10 7%	8 7%	68 23%bfgkim	12 31%s	9 15%eF	19 24%eF	6 25%s	14 11%s	1 2%s	9 58%s	23 27%dEFK	8 24%s	- -s	5 9%s	2 9%s	145 23%zF	- -s	- -s	- -s	- -s	- -s	- -s	38 16%	63 25%	41 19%	42 23%	26 24%s	69 23%	205 19%
Alba Party	- -	- -	- -	- -	- -	- -s	- -s	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -s	- -	- -
Other	28 3%	25 2%	4 2%	4 2%	2 1%	- -s	- -s	4 2%	4 2%	1 *s	5 2%	- -	3 2%	1 1%	1 1%	17 6%Zbcgl	1 1%s	2 3%s	- -s	- -s	1 1%s	1 2%s	- -s	- -s	- -s	- -s	1 1%s	1 3%s	27 4%Z	- -s	- -s	- -s	- -s	- -s	- -s	4 1%	4 2%	9 5%	10 6%	1 1%s	11 4%	25 2%
Undecided	240 22%FG	257 24%	28 16%	44 22%	45 20%	15 18%s	8 14%s	52 23%	57 21%	16 15%s	68 22%	39 19%	40 23%	28 19%	18 15%	73 24%	4 11%s	9 15%s	18 23%s	2 9%s	27 22%s	5 8%s	4 32%s	16 19%s	5 16%s	- -s	9 16%s	1 6%s	149 24%F	- -s	- -s	- -s	- -s	- -s	- -s	45 19%	42 17%	63 30%ZNO	43 23%	27 24%s	69 24%	257 24%
Would not vote	69 7%qk	64 6%	7 4%	8 4%	13 6%	2 2%s	9 16%s	14 6%k	9 3%	5 4%s	10 3%	12 6%	2 1%	6 4%	2 2%	30 10%Zbcfkm	- -s	3 5%s	7 9%s	5 20%s	6 5%s	4 7%s	1 4%s	2 3%s	1 3%s	- -s	- -s	- -s	47 7%	- -s	- -s	- -s	- -s	- -s	- -s	12 5%	9 4%	10 5%	16 9%	16 14%sZNOP	31 11%ZO	64 6%
Prefer not to say	13 1%	18 2%	* *	* *	3 1%	- -s	2 4%s	2 1%	* *	- -s	2 1%	2 1%	- -	- -	- -	4 1%	- -s	* 1%s	1 1%s	- -s	2 1%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	7 1%	- -s	- -s	- -s	- -s	- -s	- -s	- -	2 1%	1 1%	2 1%	1 1%s	3 1%	18 2%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s:=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 13

V2. Which party are you most inclined to support? (General Election tomorrow)

Base : Those undecided or prefer not to say at first VI question - General Election (V1AB)

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 14

V2. Which party are you most inclined to support? (General Election tomorrow)

Base : Those undecided or prefer not to say at first VI question - General Election (V1AB)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	275	275	54	78	78	27	237	22	16	-	-	-	-	-	-	-	-	59	49	56	63	48	85	110	33	28	61	195	117	149	172	53	275
Weighted Total	253	275	53**	67*	72*	31**	222	16**	15**	-**	-**	-**	-**	-**	-**	-**	-**	63**	53*	52*	49*	35*	76*	85*	42**	30**	71*	162	112*	135*	157*	42*	275
Conservative	35 14%	37 13%	7 12%a	7 11%a	13 18%a	7 22%a	33 15%	2 13%a	- -a	-	-	-	-	-	-	-	-	9 14%a	3 6%a	9 17%a	9 19%a	6 16%a	10 13%a	16 19%	6 15%a	3 10%a	9 13%a	28 18%	13 11%	23 17%	24 15%	5 12%a	37 13%
Labour	34 14%d	42 15%	11 21%a	6 9%a	10 14%a	3 11%a	31 14%	- 2%a	3 19%a	-	-	-	-	-	-	-	-	7 11%a	9 17%a	2 4%a	8 17%a	8 23%ar	11 14%a	15 18%	5 12%a	1 2%a	6 8%a	26 16%	12 11%	19 14%	21 14%	4 9%a	42 15%
Liberal Democrats (Lib Dem)	16 6%	21 8%	1 2%a	7 10%a	5 7%a	3 8%a	16 7%	1 4%a	- -a	-	-	-	-	-	-	-	-	3 4%a	3 5%a	3 6%a	4 9%a	3 10%a	8 10%a	5 5%	1 2%a	3 10%a	4 5%a	13 8%	10 9%	6 5%	12 8%	1 3%a	21 8%
Scottish National Party (SNP)	2 1%	3 1%	- -a	- -a	- -a	- -a	- -	2 16%a	- -a	-	-	-	-	-	-	-	-	2 3%a	- -a	1 1%a	- -a	- -a	1 1%a	1 2%	- -a	- -a	- -a	2 2%	2 2%	- -	2 2%	- -a	3 1%
Plaid Cymru	- -	- -	- -a	- -a	- -a	- -a	- -	- -a	- -a	-	-	-	-	-	-	-	-	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -a	- -a	- -a	- -	- -	- -	- -a	- -a	- -
Green Party	42 17%BfH	38 14%	12 22%a	6 9%a	13 18%a	6 16%a	37 17%	- 3%a	5 34%a	-	-	-	-	-	-	-	-	13 20%a	9 17%a	8 16%a	9 17%a	4 12%a	14 18%a	6 7%	13 32%a	5 16%a	18 25%aB	20 12%B	27 24%BH	15 11%	34 22%Z	5 11%a	38 14%
Reform UK	24 10%AGr	23 8%	8 15%a	9 13%a	3 4%a	1 5%a	21 10%	- -a	3 20%a	-	-	-	-	-	-	-	-	11 17%a	6 11%a	3 5%a	4 8%a	1 2%a	1 2%a	13 15%ZAF	- -a	7 24%a	7 10%a	14 9%A	3 3%	21 16%ZG	8 5%	6 15%af	23 8%
Alba Party	- -	- -	- -a	- -a	- -a	- -a	- -	- -a	- -a	-	-	-	-	-	-	-	-	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -a	- -a	- -a	- -	- -	- -	- -	- -a	- -
Other	2 1%	1 -	- -a	- -a	- -a	2 6%a	2 1%	- -a	- -a	-	-	-	-	-	-	-	-	- -a	- -a	- -a	2 4%aZ	- -a	- -a	- -	- -a	2 6%a	2 3%a	- -	- -	2 1%	2 1%	- -a	1 -
Undecided	86 34%	98 36%	13 24%a	30 44%a	21 29%a	9 31%a	73 33%	9 59%a	4 24%a	-	-	-	-	-	-	-	-	17 28%a	18 34%a	26 50%aDe	12 22%a	12 36%a	27 36%a	25 30%	16 39%a	9 31%a	28 39%a	53 33%	42 38%	43 32%	49 31%	20 47%aZ	98 36%
Would not vote	5 2%	2 1%	- -a	- -a	5 7%aDe	- -a	5 2%	- -a	- -a	-	-	-	-	-	-	-	-	1 2%a	4 7%a	- -a	- -a	- -a	4 5%a	1 1%	- -a	- -a	- -a	5 3%	- -	5 3%	4 2%	- -a	2 1%
Prefer not to say	5 2%	10 4%	1 2%a	2 3%a	1 1%a	- 1%a	4 2%	- 3%a	1 4%a	-	-	-	-	-	-	-	-	1 2%a	1 2%a	- 1%a	2 3%a	1 2%a	- 1%a	2 3%	- -a	- -a	- -a	3 2%	2 2%	1 1%	1 1%	1 1%a	10 4%

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Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
%Less than 0.5%
sz:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 15
V2. Which party are you most inclined to support? (General Election tomorrow)

Base : Those undecided or prefer not to say at first VI question - General Election (V1AB)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gj)	Not Con (hi)	Not Lab or Con (ij)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (go)	Con losses (qg)	Lab loyalist (r)	Lab gains (se)	Lab losses (tl)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (wv)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	275	275	34	27	42	37	21	23	38	123	128	86	28	213	27	115	142	20	17	25	22	20	51	3	20	7	10	11	19	1	37	9	2	1	2	275
Weighted Total	253	275	32**	22**	34**	35**	16**	24**	42**	123*	122*	87*	26**	198	19**	101*	120*	19**	17**	20**	20**	15**	54**	2**	22**	4**	6**	11**	16**	**	42**	5**	2**	1**	1**	275
Conservative	35 14%bi	37 13%	4 13%a	5 21%a	- -a	35 100%a	- -a	- -a	- -a	35 29%Zbi	- -	- -a	2 7%a	31 16%	3 17%a	18 18%	21 17%	19 100%a	17 100%a	- -a	- -a	- -a	4 7%a	- -a	- -a	2 40%a	- -a	- -a	3 16%a	- -a	- -a	2 29%a	- -a	- -a	- -a	37 13%
Labour	34 14%gl	42 15%	3 8%a	9 41%a	34 100%a	- -a	- -a	- -a	- -a	- -	34 28%Zgj	- -a	6 21%a	23 12%	1 6%a	16 16%	18 15%	- -a	- -a	2 9%a	20 100%a	15 100%a	- -a	- -a	- -a	- -a	- -a	- -a	2 12%a	- -a	- -a	- -a	- -a	- -a	- -a	42 15%
Liberal Democrats (Lib Dem)	16 6%	21 8%	6 18%a	1 6%a	- -a	- -a	16 100%a	- -a	- -a	16 13%Z	16 13%Z	16 19%aZ	5 21%a	10 5%	3 15%a	7 7%	9 8%	- -a	- -a	3 14%a	- -a	- -a	2 4%a	- -a	- -a	- -a	6 100%a	11 100%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	21 8%
Scottish National Party (SNP)	2 1%	3 1%	1 2%a	- -a	- -a	- -a	- -a	- -a	- -a	2 2%	2 2%	2 2%a	- -a	2 1%	- -a	- -	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	2 100%a	1 100%a	- -a	3 1%
Plaid Cymru	- -	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -	- -a	- -a	- -	- -a	- -	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -
Green Party	42 17%	38 14%	3 11%a	* 1%a	- -a	- -a	- -a	- -a	42 100%a	42 33%Z	42 35%Z	42 49%aZjn	3 12%a	34 17%	3 14%a	13 13%	15 13%	- -a	- -a	1 4%a	- -a	- -a	17 31%a	- -a	- -a	* 8%a	- -a	- -a	3 17%a	* 100%a	42 100%a	- -a	- -a	- -a	* 42%a	38 14%
Reform UK	24 10%	23 8%	5 17%a	* 1%a	- -a	- -a	- -a	24 100%a	- -a	24 20%Z	24 20%Z	24 28%aZjn	5 19%a	19 10%	1 6%a	17 17%Z	18 15%Z	- -a	- -a	6 30%a	- -a	- -a	9 17%a	2 100%a	22 100%a	- -a	- -a	- -a	1 5%a	- -a	- -a	2 34%a	- -a	- -a	- -a	23 8%
Alba Party	- -	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -	- -a	- -a	- -	- -a	- -	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -
Other	2 1%	1 *	- -a	- -a	- -a	- -a	- -a	- -a	- -a	2 2%	2 2%	2 2%a	- -a	2 1%	2 10%a	- -	2 2%	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	1 *
Undecided	86 34%gh	98 36%	9 28%a	5 20%a	- -a	- -a	- -a	- -a	- -a	- -	- -	- -a	5 18%a	71 36%	4 20%a	30 30%	34 28%	- -a	- -a	7 37%a	- -a	- -a	22 41%a	- -a	- -a	2 52%a	- -a	- -a	8 50%a	- -a	- -a	2 37%a	- -a	- -a	1 58%a	98 36%
Would not vote	5 2%	2 1%	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -	- -a	- -	4 2%	- -a	- -	- -	- -a	- -a	1 6%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	2 1%
Prefer not to say	5 2%k	10 4%	1 3%a	2 10%a	- -a	- -a	- -a	- -a	- -a	- -	- -	- -a	1 2%a	1 1%	2 11%a	* *	3 2%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	10 4%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/Gg/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 16
V2. Which party are you most inclined to support? (General Election tomorrow)

Base : Those undecided or prefer not to say at first VI question - General Election (V1AB)

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	275	275	35	46	44	6	7	41	74	17	65	32	36	33	19	86	7	11	15	1	17	9	2	17	5	-	12	2	183	-	-	-	-	-	-	59	45	65	48	30	78	275
Weighted Total	253	275	28**	44**	48**	15**	10**	54**	58*	16**	70*	41**	40**	28**	18**	77*	4**	9**	19**	2**	28**	5**	4**	16**	5**	-**	9**	1**	156	-*	-*	-*	-*	-*	-*	45*	44*	64*	44**	28**	72*	275
Conservative	35 14%	37 13%	4 13%s	3 6%s	3 6%s	4 26%s	1 10%s	6 12%s	4 7%s	4 27%s	12 17%s	2 3%s	1 3%s	5 17%s	1 5%s	16 21%s	2 39%s	1 11%s	1 3%s	- -s	2 7%s	- -s	- -s	1 7%s	- -s	- -s	1 8%s	1 74%s	24 16%	- -s	- -s	- -s	- -s	- -s	- -s	8 18%s	7 16%s	7 11%s	8 18%s	4 13%s	12 16%s	37 13%
Labour	34 14%	42 15%	1 4%s	8 18%s	9 20%s	3 16%s	2 13%s	9 16%s	8 13%s	2 13%s	5 7%s	9 21%s	4 10%s	4 13%s	1 7%s	10 12%s	- -s	4 43%s	4 20%s	- -s	5 16%s	2 35%s	- -s	2 13%s	2 37%s	- -s	2 20%s	- -s	19 12%	- -s	- -s	- -s	- -s	- -s	- -s	10 22%s	9 20%s	5 8%s	4 9%s	4 13%s	8 11%s	42 15%
Liberal Democrats (Lib Dem)	16 6%	21 8%	3 10%s	5 11%s	1 3%s	4 23%s	- -s	2 4%s	5 9%s	* 2%s	3 4%s	3 7%s	5 13%s	2 6%s	5 26%s	5 6%s	1 21%s	2 18%s	- -s	- -s	- -s	- -s	- -s	2 10%s	1 13%s	- -s	1 6%s	* 28%s	12 8%	- -s	- -s	- -s	- -s	- -s	- -s	4 10%s	7 15%s	3 5%s	2 5%s	- -s	2 5%s	21 8%
Scottish National Party (SNP)	2 1%	3 1%	1 2%s	- -s	2 4%s	- -s	- -s	1 1%s	1 2%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	1 2%s	- -s	- -s	- -s	- -s	- -s	- -s	* *s	3 2%	- -s	- -s	- -s	- -s	- -s	- -s	1 3%s	- -s	* *s	1 2%s	- -s	1 1%s	3 1%
Plaid Cymru	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -
Green Party	42 17%stM	38 14%	5 17%s	13 29%s	8 16%s	- -s	4 40%s	16 30%s	22 37%s2b	- -s	18 25%s	16 39%s	20 49%s	10 35%s	5 31%s	4 5%s	1 28%s	- -s	2 12%s	- -s	12 44%s	1 15%s	- -s	6 33%s	1 25%s	- -s	2 39%s	- -s	18 12%	- -s	- -s	- -s	- -s	- -s	- -s	7 17%s	6 14%s	16 28%s	4 8%s	5 19%s	9 13%s	38 14%
Reform UK	24 10%stM	23 8%	1 3%s	2 4%s	3 6%s	- -s	2 22%s	10 18%s	1 2%s	4 25%s	4 6%s	* 1%s	- -s	- -s	- -s	6 7%s	* 11%s	* 5%s	3 15%s	2 100%s	8 27%s	- -s	4 100%s	3 16%s	- -s	- -s	- -s	- -s	9 6%	- -s	- -s	- -s	- -s	- -s	- -s	2 4%s	6 13%s	3 5%s	11 24%s	3 11%s	14 19%s2	23 8%
Alba Party	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -
Other	2 1%	1 *	- -s	- -s	- -s	- -s	- -s	- -s	2 3%s	- -s	2 3%s	- -s	- -s	- -s	2 11%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	2 1%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	2 3%s	- -s	- -s	- -s	1 *
Undecided	86 34%	98 36%	11 38%s	11 25%s	17 37%s	2 12%s	1 12%s	6 10%s	11 20%s	5 33%s	23 32%s	11 27%s	6 16%s	8 28%s	3 16%s	34 43%stg	- -s	2 24%s	8 41%s	- -s	1 3%s	2 50%s	- -s	3 21%s	1 22%s	- -s	3 37%s	- -s	64 41%2	- -s	- -s	- -s	- -s	- -s	- -s	12 27%s	10 22%s	24 37%s	15 34%s	11 40%s	26 36%s	98 36%
Would not vote	5 2%	2 1%	4 13%s	4 8%s	4 8%s	4 23%s	- -s	4 7%s	4 6%s	- -s	4 5%s	- -s	4 9%s	- -s	- -s	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	5 3%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	4 6%s	- -s	- -s	- -s	2 1%
Prefer not to say	5 2%	10 4%	* 2%s	- -s	- -s	- -s	- -s	* 1%s	* 1%s	- -s	- -s	- -s	- -s	- -s	- -s	2 3%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	3 2%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	1 4%s	1 2%s	10 4%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 17

LIKEV. And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 18

LIKEV. And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
1 - Absolutely certain not to vote	58 5%AF	54 5%	8 3%	19 7%	15 6%	5 4%	47 5%	7 8%	3 6%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	21 8%	10 4%	12 6%	9 5%	7 4%	8 2%	22 6%	11 7%	15 9%A	26 8%A	29 4%	25 5%	30 5%	38 5%	12 5%	54 5%
2	9 1%	9 1%	5 2%	4 1%	-	-	9 1%	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	* *	- -	1 1%	2 1%	- -	4 1%	1 1%	3 2%	4 1%	4 1%	2 *	7 1%	9 1%	- -	9 1%
3	16 2%	16 2%	6 2%	2 1%	4 2%	2 1%	14 2%	1 1%	1 2%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	3 1%	4 2%	3 1%	2 1%	4 2%	6 2%	2 1%	4 3%	4 2%	8 2%	8 1%	6 1%	10 2%	13 2%	1 *	16 2%
4	26 2%d	19 2%	11 4%	3 1%	4 2%	4 3%	22 2%	1 1%	4 7%ab	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	9 4%	8 4%	5 2%	2 1%	1 1%	6 2%	7 2%	6 4%	5 3%	11 4%	13 2%	11 2%	14 3%	22 3%	1 *	19 2%
5	56 5%abEF	45 4%	11 4%	13 5%	14 6%	9 6%	47 5%	1 1%	7 14%abcdef	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	25 9%Bcs	20 9%rs	* *	2 1%	9 5%r	20 6%BF	5 1%	5 3%	14 8%iS	19 6%iS	25 4%iS	21 4%	35 6%	35 5%	12 5%	45 4%
6	47 4%J	32 3%	7 3%	17 6%	17 7%	4 3%	45 5%	2 2%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	7 3%	20 9%Zgs	10 5%	4 2%	7 4%	15 5%	17 5%	8 6%	5 3%	14 4%	32 5%	24 5%	23 4%	32 5%	3 1%	32 3%
7	51 5%H	41 4%	27 11%Bcde	12 4%	5 2%	2 1%	46 5%c	2 3%	3 6%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	23 9%Bd	8 4%	12 6%	5 3%	3 2%	15 5%	12 3%	14 10%ZBF	8 5%	22 7%	27 4%	34 7%ZH	17 3%	34 5%	11 5%	41 4%
8	64 6%	61 6%	11 4%	13 5%	22 9%e	7 5%	52 6%	8 9%	3 7%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	10 4%	16 7%	11 5%	12 6%	16 9%	23 7%	25 7%	11 7%	4 2%	14 5%	48 7%	28 6%	36 6%	48 7%	7 3%	61 6%
9	91 9%E	78 7%	22 8%	22 8%	22 9%	17 12%	84 9%	4 5%	3 5%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	15 5%	11 5%	22 10%	24 12%pq	20 12%	34 11%CE	37 10%E	5 3%	9 5%	13 4%	70 10%ZCE	44 9%	47 8%	57 8%	24 10%	78 7%
10 - Absolutely certain to vote	630 59%	692 65%	141 56%	174 62%	138 57%	89 62%	542 59%	61 67%	26 52%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	146 55%	126 56%	130 61%	127 67%Z	100 59%	192 60%	238 64%ZC	76 51%	100 59%	176 55%	430 62%Z	298 60%	329 59%	408 58%	157 68%ZJ	692 65%
Don't know	10 1%FGI	10 1%	3 1%	2 1%	2 1%	4 3%	10 1%	* *	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	2 1%	1 *	5 2%	3 1%	* *	- -	2 1%	5 4%ZABF	2 1%	7 2%AF	2 *	1 *	9 2%	3 *	2 1%	10 1%
Prefer not to say	3 -F	5 *	- -	1 *	- -	- -	2 *	2 2%Ze	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	1 *	1 *	2 1%	- -	- -	- -	1 *	2 1%	1 *	2 1%	1 *	1 *	2 *	- -	5 *

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 19

LIKEV. And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)										Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																			UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
1 - Absolutely certain not to vote	58 5%ghklmnv	54 5%	7 5%	10 8%	9 4%l	4 3%	- -s	2 1%	4 3%	10 1%	15 2%l	6 1%	9 5%	31 4%	12 6%mn	11 2%	23 3%	4 4%	- -s	3 4%s	5 4%	4 6%sv	2 2%	1 1%s	- *	- -s	- -s	- -s	3 6%sv	- -s	4 3%	1 1%	- -s	- -s	- -s	54 5%
2	9 1%hlv	9 1%	* *	1 1%	1 *	4 3%ghl	- -s	- -	* *	4 1%l	1 *	* *	- -	9 1%	- -	3 1%	3 *	- -	4 9%eDoqrstuvB C	- -s	1 1%	- -s	- -	- -s	- -	- -s	- -s	- -s	- -s	* *	- -	- -s	- -s	- -s	- -s	9 1%
3	16 2%gh	16 2%	4 3%	3 2%	- -	1 1%s	1 *	- -	3 *	2 *	2 *	1 1%	15 2%	* *	6 1%	7 1%	-	1 1%s	2%e	- -s	- -	- -	- -s	1 1%	1 6%s	- -s	1 2%s	2 4%aB	- -s	- -	1 1%	- -s	- -s	- -s	16 2%
4	26 2%lm	19 2%	4 3%	5 4%	10 5%d	- -	- -s	4 1%	8 5%dg	12 2%	22 3%g	12 2%	6 3%	19 2%	* *	8 1%	8 1%	- -	- -s	* *s	5 4%	5 7%astC	- -	- -s	4 2%	- -s	- -s	- -s	1 1%s	- -s	8 5%	- -	- -s	- -s	- -s	19 2%
5	56 5%klmnv	45 4%	3 2%	17 12%Zb	5 2%	3 2%	3 3%e	4 2%	4 3%	16 2%	18 2%	13 2%	8 4%	42 5%	5 2%	18 3%	22 3%	1 1%	2 5%s	3 3%e	4 3%	1 2%e	3 3%	- -s	4 3%	1 6%s	* 1%s	2 5%s	2 3%e	- -s	4 3%	1 1%	- -s	- -s	- -s	45 4%
6	47 4%glmn	32 3%	14 10%Zb	3 2%	20 10%ZdfgN	2 2%	2 2%	7 5%dfgl	6 2%	5 3%	21 3%	39 7%gl	10 6%	33 4%	- -	14 3%	14 2%	* *	2 5%s	3 4%e	6 5%	14 15%aDoqrtuvxz BC	2 1%	- -s	6 4%	- -s	- -s	7 17%s	2 4%s	- -s	6 3%	- -	- -s	- -s	- -s	32 3%
7	51 5%lm	41 4%	6 4%	8 6%	8 4%	5 4%	2 2%e	11 4%	11 7%	31 4%	34 5%	26 5%	10 5%	40 5%	- -	19 4%l	19 3%	- -	5 12%acuzC	5 5%e	5 4%	4 5%e	17 13%ZcruzC	* 1%s	10 7%o	- -s	1 3%e	* 1%s	- -s	- -s	11 7%s	* *	- -s	2 21%s	- -s	41 4%
8	64 6%l	61 5%	7 5%	10 7%	12 6%	10 7%	7 9%e	9 4%	8 5%	38 6%	40 5%	27 5%	4 2%	53 7%	2 1%	38 7%lm	40 5%l	8 8%u	2 5%e	2 3%e	6 5%	6 8%au	11 8%o	- -s	9 6%	2 12%s	2 5%s	5 13%s	8 16%aZqruBC	- -s	8 5%	2 2%	- -s	1 9%s	- -s	61 6%
9	91 9%C	78 7%	13 10%	22 16%Z	18 9%	19 13%	9 12%e	21 9%	18 11%	69 10%	69 9%	51 9%	17 9%	71 9%	13 6%	59 11%Z	72 10%	13 13%suC	6 13%asuC	14 14%asuC	19 13%asuC	- -s	13 10%s	2 2%s	19 13%asuC	1 4%s	5 14%asuC	4 10%s	4 9%as	- -s	18 11%asC	2 2%	- -s	1 9%s	1 14%s	78 7%
10 - Absolutely certain to vote	630 59%b	692 65%	75 55%	55 40%	127 60%	96 65%	48 63%s	181 75%ZcGh	96 62%	477 70%Z	508 68%Zc	381 71%Zch	117 64%	478 60%	170 83%Zmn	358 67%Z	528 71%Zm	76 74%Zpe	20 44%s	62 65%s	85 63%	42 54%s	78 62%	84 96%aDopqrstv xzBC	97 64%	12 66%s	26 76%aDp	23 53%s	28 57%s	* 100%s	96 62%	95 91%Zopqrstv xzB	20 100%s	7 61%s	4 86%s	692 65%
Don't know	10 1%gh	10 1%	4 3%	1 1%	- -	1 1%	- -s	2 1%	- -	3 *	2 *	2 *	1 *	6 1%	- -	4 1%	4 1%	- -	1 2%s	- -s	1 *	- -s	1 *	- -	2 1%	1 5%s	- -s	- -s	- -s	- -	- -	1 1%	- -s	- -s	- -s	10 1%
Prefer not to say	3 *	5 *	* *	1 *	- -	2 1%h	- -s	- -	- -	2 *	- -	- -	- -	3 *	2 1%	- -	2 *	- -	2 4%aZ	- -s	- -	- -s	- -	- -s	- -	- -s	- -s	- -s	- -s	- -	- -	- -	- -s	- -s	- -s	5 *

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/Gg/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 20

LIKEV. And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)											Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent i (k)	The i (l)	The Financial Times (m)	None of these (m)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent i (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious vulnerably vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
1 - Absolutely certain not to vote	58 5%t	54 5%	7 4%	4 2%	5 2%	4 4%a	5 9%a	7 3%	11 4%	1 1%a	4 1%	6 3%	3 2%	4 3%	2 2%	27 9%ZbcfhkIm	- -a	1 1%a	3 4%a	4 16%a	3 2%a	7 12%aH	- -a	1 2%a	1 3%a	- -a	1 3%a	2 10%a	38 6%	- -a	- -a	- -a	- -a	- -a	- -a	9 4%	10 4%	9 4%	12 7%	12 11%a	24 8%	54 5%
2	9 1%	9 1%	2 1%	2 1%	- -	2 2%a	2 4%a	* *	2 1%	2 2%a	2 1%	2 1%	2 1%	2 1%	2 1%	4 1%	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	6 1%	- -a	- -a	- -a	- -a	- -a	- -a	- -	5 2%	1 -	* *	3 3%a	4 1%	9 1%
3	16 2%	16 2%	* *	3 2%	4 2%	- -a	- -a	3 1%	1 *	- -a	2 1%	- -	- -	2 1%	- -	7 2%	- -a	3 5%a	4 5%a	- -a	1 1%a	* 1%a	- -a	* 1%a	- -a	- -a	* 1%a	- -a	11 2%	- -a	- -a	- -a	- -a	- -a	- -a	1 *	3 1%	1 1%	6 3%	3 2%a	9 3%	16 2%
4	26 2%aBN	19 2%	4 2%	7 3%g	8 4%	- -a	7 13%a	* *	1 -	2 1%a	12 4%fg	13 6%ZfgIn	2 1%	- -	* *	3 1%	4 12%a	3 5%a	4 5%a	3 14%a	- -a	- -a	- -a	7 8%aEM	9 27%a	- -a	- -a	- -a	9 1%	- -a	- -a	- -a	- -a	- -a	- -a	1 *	2 1%	8 4%N	4 2%	5 4%aN	9 3%	19 2%
5	56 5%cD	45 4%	11 6%	15 7%i	14 6%	4 4%a	6 12%a	18 8%	11 4%	1 1%a	16 5%	13 6%	9 5%	4 3%	3 2%	13 4%	4 11%a	5 8%a	4 5%a	5 21%a	10 8%a	- -a	1 4%a	2 3%a	4 13%a	- -a	1 2%a	3 12%a	30 5%	- -a	- -a	- -a	- -a	- -a	- -a	13 5%	6 2%	12 6%	6 3%	12 11%aD	18 6%	45 4%
6	47 4%	32 3%	7 4%	8 4%	14 6%	5 5%a	- -a	7 3%	9 3%	7 7%a	21 7%i	10 5%	11 6%i	1 1%	9 7%	18 6%i	1 1%a	- -a	4 5%a	- -a	5 4%a	* *a	- -a	1 1%a	- -a	- -a	- -a	- -a	36 6%Z	- -a	- -a	- -a	- -a	- -a	- -a	11 4%	19 8%ZP	4 2%	5 3%	8 7%a	13 4%	32 3%
7	51 5%kM	41 4%	4 2%	5 3%	13 6%	1 1%a	3 5%a	16 7%	14 5%	5 4%a	17 5%	12 6%	8 5%	4 2%	1 1%	13 4%	2 6%a	- -a	4 4%a	2 9%a	7 6%a	2 3%a	4 20%a	4 5%a	3 10%a	- -a	1 3%a	- -a	27 4%	- -a	- -a	- -a	- -a	- -a	- -a	4 2%	11 4%	19 9%JNRS	10 5%	- -a	10 3%	41 4%
8	64 6%	61 6%	8 4%	12 6%	17 7%	9 10%a	3 5%a	16 7%	13 5%	5 5%a	23 7%	11 6%	8 4%	5 3%	5 4%	19 6%	2 5%a	6 11%a	10 12%a	- -a	8 7%a	3 4%a	- -a	5 6%a	2 6%a	- -a	2 4%a	2 10%a	36 6%	- -a	- -a	- -a	- -a	- -a	- -a	10 4%	15 6%	16 8%	11 6%	7 6%a	18 6%	61 6%
9	91 9%	78 7%	22 12%	18 9%	18 8%	18 21%a	* 1%a	33 15%Zjn	26 9%	6 6%a	29 9%	11 5%	23 13%j	18 12%j	10 8%	19 6%	4 10%a	7 11%a	12 15%a	* 2%a	22 18%aZM	3 4%a	- -a	8 9%a	1 4%a	- -a	11 20%aZfM	- -a	46 7%	- -a	- -a	- -a	- -a	- -a	- -a	29 12%S	26 10%	18 9%	12 6%	5 4%a	16 6%	78 7%
10 - Absolutely certain to vote	630 59%cC	692 65%	114 64%	127 63%	131 58%	44 51%a	27 49%a	126 55%	185 68%Zh	78 73%aZcfm	186 60%	126 61%	112 63%	108 73%Zbcfjk m	89 75%Zcfm	174 58%	21 54%a	35 59%a	33 42%a	8 34%a	67 55%a	44 75%aZCE	11 71%a	55 63%aC	12 36%a	- -a	36 68%aC	14 68%a	386 61%C	- -a	- -a	- -a	- -a	- -a	- -a	157 66%ZR	154 62%	122 58%	114 62%	53 47%a	166 57%	692 65%
Don't know	10 1%M	10 1%	- -	- -	2 1%	- -a	2 3%a	2 1%	- -	1 1%a	1 *	1 *	- -	- -	- -	3 1%	- -a	- -a	2 2%a	1 2%a	1 1%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	3 *	- -a	- -a	- -a	- -a	- -a	- -a	2 1%	- -	1 *	2 1%	2 2%a	4 1%	10 1%
Prefer not to say	3 *	5 *	- -	- -	- -	- -a	- -a	- -	- -	- -a	- -	- -	- -	- -	- -	2 1%	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	2 *	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -	1 *	2 1%a	2 1%	5 *

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 21
GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 22
GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Satisfied	182	177	53	41	44	31	170	9	3	-	-	-	-	-	-	-	-	49	32	31	44	26	60	62	22	23	45	123	97	84	117	46	177
	17%	*17%*	*21%*	*14%*	*18%*	*22%*	*18%*	*10%*	**7%s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	*19%*	*14%*	*15%*	**23%Z**	*16%*	*19%*	*17%*	*15%*	*14%*	*14%*	*18%*	*20%*	*15%*	*17%*	*20%*	*17%*
Dissatisfied	799	803	185	221	179	100	684	70	44	-	-	-	-	-	-	-	-	199	173	161	134	131	255	279	117	133	250	513	359	438	540	167	803
	75%	*76%*	*73%*	*78%*	*74%*	*70%*	*74%*	*77%*	**87%s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	*75%*	*78%*	*78%*	*70%*	*78%*	*74%*	*75%*	*79%*	*79%*	*79%*	*74%*	*72%*	**78%Z**	*77%*	*72%*	*76%*
Don't know	81	82	14	20	20	12	66	12	3	-	-	-	-	-	-	-	-	19	18	19	14	11	24	30	10	13	23	54	40	36	42	18	82
	8%t	*8%*	*6%*	*7%*	*8%*	*8%*	*7%*	*13%*	**6%s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	*7%*	*8%*	*9%*	*7%*	*7%*	*7%*	*8%*	*7%*	*7%*	*7%*	*8%*	*8%*	*6%*	*6%*	*8%*	*8%*
Net satisfied	**-617**	**-626**	**-131**	**-180**	**-135**	**-69**	**-515**	**-61**	**-41**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**-149**	**-142**	**-130**	**-90**	**-105**	**-174**	**-216**	**-95**	**-110**	**-206**	**-390**	**-262**	**-354**	**-423**	**-121**	**-626**
	-58%	**-59%**	**-52%**	**-64%**	**-55%**	**-48%**	**-56%**	**-67%**	**-80%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**-56%**	**-63%**	**-61%**	**-47%**	**-62%**	**-55%**	**-58%**	**-64%**	**-65%**	**-65%**	**-57%**	**-53%**	**-63%**	**-60%**	**-53%**	**-59%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - A/a/b/c/d/e/f/g - Z/h/i/j/k/l/m/n/o - Z/p/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 23
GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)		Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (qq)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534		177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539		182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Satisfied	182 17%dfgikmosvC	177 17%	32 24%	28 21%	109 51%ZbdfGghi	11 7%	20 26%ddfGgi	13 5%	16 11%	64 9%f	162 22%ZdfGgi	53 10%f		182 100%Zk	-	59 29%Zmn	88 16%	147 20%Zm	4 4%	6 14%eC	9 10%s	65 48%ZopqtuvBC	44 57%sZopqtuvz BC	16 13%	3 3%s	10 6%	* 2%s	15 44%sZopqtuvB C	5 12%s	15 31%sZopqtuvBC	- -s	16 11%	3 3%	3 15%s	- -s	1 29%s	177 17%
Dissatisfied	799 75%acehjkrss	803 76%	88 65%	98 72%	84 40%	130 88%Zceh	48 63%ac	227 94%ZceGghi	126 81%ce	588 86%Zceh	543 72%c	459 85%Zcm		- -	799 100%Z	133 65%	426 79%Zm	559 75%l	94 92%Zelsz	35 80%ersx	84 88%eZrrsz	55 40%	30 39%s	98 78%rsx	84 97%eZprstuzB	142 93%ZprstuzB	16 93%s	17 32%s	30 72%e	31 64%ers	- 100%s	125 81%rssz	100 96%ZprstuzB	13 65%s	11 96%s	2 57%s	803 78%
Don't know	81 8%fghdmnuv C	82 8%	16 12%	10 7%	19 9%f	6 4%f	8 11%dgl	1 *	13 9%f	33 5%f	45 6%f	27 5%f		- -	- -	12 6%	24 4%	36 5%	4 4%	3 6%ev	2 2%s	15 11%svC	3 4%s	12 10%svC	- -s	1 *	1 5%s	2 5%s	7 16%s	3 9%s	- -s	13 9%svC	1 1%	4 20%s	* 4%s	1 14%s	82 8%
Net satisfied	**-617** **-58%**	**-626** **-59%**	**-56** **-41%**	**-69** **-51%**	**24** **12%**	**-119** **-81%**	**-28** **-37%s**	**-214** **-89%**	**-109** **-70%**	**-525** **-77%**	**-381** **-51%**	**-405** **-75%**		**182** **100%**	**-799** **-100%**	**-74** **-36%**	**-338** **-63%**	**-413** **-56%**	**-90** **-88%**	**-29** **-66%s**	**-74** **-78%s**	**11** **8%**	**14** **18%s**	**-52** **-65%**	**-81** **-93%s**	**-132** **-87%**	**-16** **-91%s**	**-2** **-4%s**	**-25** **-60%s**	**-16** **-32%s**	* -100%s	**-109** **-70%**	**-97** **-93%**	**-10** **-50%s**	**-11** **-96%s**	**-1** **-29%s**	**-626** **-59%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 24

GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Satisfied	182 17%stDS	177 17%	42 24%n	45 22%n	42 19%	26 30%n	14 26%n	54 24%n	74 27%2n	19 18%n	51 16%	47 23%n	47 26%2n	44 30%2n	46 38%2abcfgh ijkn	37 12%	14 37%n	12 20%n	17 22%n	9 38%n	30 24%n	19 32%n2HM	1 4%n	10 12%n	16 50%n	- -n	19 35%n2HM	3 17%n	90 14%	- -n	- -n	- -n	- -n	- -n	- -n	60 25%2PQS	43 17%	31 15%	16 9%	15 13%n	31 10%	177 17%
Dissatisfied	799 75%gmtKN	803 76%	133 75%m	145 72%m	172 76%m	56 64%n	40 72%n	163 71%	180 66%	86 81%egjklm	254 81%bfgjklm	138 67%	119 67%	97 66%	71 59%	240 80%cgjklm	24 63%n	47 79%n	61 77%n	15 62%n	89 72%n	37 64%n	15 96%n	74 88%eZFK	16 49%n	- -n	32 60%n	16 78%n	484 77%K	- -n	- -n	- -n	- -n	- -n	- -n	157 66%	186 74%	172 82%ZN	153 84%ZN	92 83%eN	245 83%ZN	803 76%
Don't know	81 8%stHTP	82 8%	3 2%	13 6%n	12 5%	5 6%n	1 2%n	11 5%	20 7%el	1 1%n	8 3%	22 11%ehlm	12 7%n	6 4%	3 3%	24 8%l	- -n	1 2%n	1 1%n	- -n	5 4%n	3 4%n	- -n	- -n	* 1%n	- -n	3 5%n	1 5%n	57 9%hl	- -n	- -n	- -n	- -n	- -n	- -n	20 9%	21 9%	7 4%	14 7%	5 4%n	18 6%	82 8%
Net satisfied	**-617** **-58%**	**-626** **-59%**	**-91** **-51%**	**-100** **-50%**	**-130** **-57%**	**-30** **-34%n**	**-26** **-47%n**	**-109** **-48%**	**-106** **-39%**	**-67** **-63%n**	**-203** **-65%**	**-91** **-44%**	**-72** **-41%**	**-54** **-36%**	**-25** **-21%**	**-203** **-67%**	**-10** **-27%n**	**-35** **-59%n**	**-44** **-53%n**	**-6** **-25%n**	**-59** **-48%n**	**-18** **-31%n**	**-14** **-92%n**	**-64** **-75%n**	**1** **2%n**	**0** **0%n**	**-13** **-25%n**	**-13** **-62%n**	**-393** **-62%**	**0** **0%n**	**0** **0%n**	**0** **0%n**	**0** **0%n**	**0** **0%n**	**0** **0%n**	**-97** **-41%**	**-143** **-57%**	**-141** **-67%**	**-137** **-75%**	**-77** **-70%n**	**-214** **-73%**	**-626** **-59%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
n=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 25

KS (Keir Starmer). Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 26
KS (Keir Starmer). Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Satisfied	203	201	51	50	51	31	183	13	6	-	-	-	-	-	-	-	-	48	35	38	53	29	65	75	25	20	46	140	103	98	126	53	201
	19%	*19%*	*20%*	*18%*	*21%*	*22%*	*20%*	*14%*	**12%-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	*18%*	*16%*	*18%*	**28%-Zgj**	*17%*	*21%*	*20%*	*17%*	*12%*	*14%*	*20%*	*21%*	*18%*	*18%*	*23%*	*19%*
Dissatisfied	769	767	183	207	170	97	657	70	42	-	-	-	-	-	-	-	-	194	169	152	126	128	225	271	106	136	243	496	344	423	528	155	767
	72%-s	*72%*	*73%*	*74%*	*70%*	*68%*	*71%*	*77%*	**83%-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	*73%*	*76%*	*72%*	*66%*	*76%*	*70%*	*73%*	*72%*	*81%*	*76%*	*72%*	*69%*	**76%-ZJ**	*67%*	*72%*
Don't know	90	94	18	25	22	15	80	8	2	-	-	-	-	-	-	-	-	24	19	22	12	13	29	25	17	12	29	54	48	38	45	22	94
	9%	*9%*	*7%*	*9%*	*9%*	*10%*	*9%*	*9%*	**4%-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	*9%*	*9%*	*10%*	*6%*	*7%*	*9%*	*7%*	*11%*	*7%*	*9%*	*8%*	*10%*	*7%*	*6%*	*10%*	*9%*
Net satisfied	**-566**	**-566**	**-132**	**-157**	**-119**	**-65**	**-474**	**-57**	**-36**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**-146**	**-134**	**-114**	**-73**	**-99**	**-159**	**-197**	**-81**	**-116**	**-197**	**-355**	**-241**	**-325**	**-403**	**-102**	**-566**
	-53%	*-53%*	*-52%*	*-56%*	*-49%*	*-46%*	*-51%*	*-62%*	*-71%-s*	**0%-s**	**0%-s**	**0%-s**	**0%-s**	**0%-s**	**0%-s**	**0%-s**	**0%-s**	*-55%*	*-60%*	*-54%*	*-38%*	*-59%*	*-50%*	*-53%*	*-54%*	*-69%*	*-62%*	*-52%*	*-49%*	*-58%*	*-58%*	*-44%*	*-53%*

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(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 27
KS (Keir Starmer). Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Satisfied	203 19%efgjklmopqu C	201 19%	30 22%	30 22%	119 56%2bdefghi	14 10%	22 29%d2dfGgi	13 5%	19 12%	74 11%f	179 24%2dfGgi	69 11%f	153 84%2k	32 4%	62 30%2mn	103 19%	166 22%2m	10 9%uC	4 10%ucC	8 8%uC	76 57%2opqtuvxB C	42 55%xZopqtuvxz BC	23 18%uvC	1 1%x	12 8%C	- -x	16 46%xZopqtuvxB C	6 14%x	17 39%xZopquvBC	- -x	19 12%uC	1 1%	1 7%x	4 35%x	1 29%x	201 19%
Dissatisfied	769 72%cfghmnsz	767 72%	89 66%	93 68%	73 34%	125 85%2bceh	47 61%ac	227 94%2cdeGghl	115 74%c	573 84%2GcGh	521 69%c	448 83%2bcGh	17 9%	740 93%2	134 65%	417 78%2fn	551 74%l	89 87%2esz	36 82%ersz	81 85%xEmsz	49 36%	24 32%s	92 73%rsx	86 99%xZopqrstx zB	140 92%2rstuxB	17 95%s	16 46%s	30 72%x	29 59%rsx	- 100%x	115 74%rsx	103 98%Zopqrstuz B	19 95%x	6 50%x	2 57%x	767 72%
Don't know	90 9%fghklmnuv C	94 9%	17 12%	14 10%	20 10%f	8 5%f	7 9%af	1 *	21 13%ghl	38 6%f	51 7%f	30 6%f	12 7%	27 3%	9 4%	17 3%	26 4%	4 4%	4 9%uvC	7 7%uv	10 7%uv	10 13%uvC	12 9%uvC	- -x	1 *	1 5%x	1 4%x	6 14%x	3 6%uv	- -x	21 13%uvC	1 1%	- -x	2 15%x	1 14%x	94 9%
Net satisfied	**-566** -53%	**-566** -53%	**-60** -44%	**-63** -46%	**46** 22%	**-111** -76%	**-24** -32%x	**-214** -89%	**-96** -62%	**-486** -73%	**-342** -46%	**-387** -72%	**136** 74%	**-709** -89%	**-71** -35%	**-314** -58%	**-385** -52%	**-79** -77%	**-32** -72%x	**-73** -77%x	**28** 21%	**18** 24%x	**-89** -95%	**-95** -98%x	**-129** -84%	**-17** -95%x	* *x	**-24** -58%x	**-12** -24%x	* -100%x	**-96** -62%	**-102** -98%	**-17** -87%x	**-2** -15%x	**-1** -28%x	**-566** -53%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
x=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 28

KS (Keir Starmer). Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Satisfied	203 19%cGS	201 *19%*	44 **24%n**	53 **26%Zn**	43 *19%*	30 **34%s**	14 **26%s**	63 **27%Zn**	81 **31%Zcn**	19 **18%s**	54 *17%*	50 *24%*	56 **31%Zchin**	52 **35%Zchin**	46 **38%Zabchij n**	43 *14%*	13 **33%s**	16 **27%sH**	13 **17%s**	9 **38%s**	33 **27%sH**	18 **30%sHM**	1 **4%s**	9 **11%s**	15 **46%s**	- -s	22 **41%sZCHM**	5 **25%s**	107 *17%*	- -s	- -s	- -s	- -s	- -s	- -s	65 **28%ZPQRS**	57 **23%QS**	32 *15%*	20 *11%*	13 **11%s**	33 *11%*	201 *19%*
Dissatisfied	769 72%gmKN	767 *72%*	130 **73%gm**	134 *67%*	168 **74%gm**	53 **61%s**	37 **68%s**	148 *65%*	170 *62%*	85 **80%abfgjkl m**	249 **80%ZbfgjkI m**	141 *68%*	114 *64%*	89 *61%*	69 *57%*	229 **76%glm**	25 **67%s**	42 **70%s**	62 **78%dK**	15 **62%s**	82 **67%s**	37 **63%s**	15 **96%s**	76 **89%sZBEFKM**	16 **50%s**	- -s	29 **55%s**	15 **75%s**	466 **74%K**	- -s	- -s	- -s	- -s	- -s	- -s	148 *62%*	173 *69%*	169 **80%ZNO**	150 **82%ZNO**	90 **81%sN**	240 **81%ZNO**	767 *72%*
Don't know	90 9%mHP	94 *9%*	5 *3%*	15 *7%*	16 *7%*	4 **4%s**	3 **6%s**	18 *8%*	22 **8%sI**	2 **2%s**	10 *3%*	16 *8%*	9 *5%*	6 *4%*	6 *5%*	29 **10%bI**	- -s	2 **3%s**	4 **5%s**	- -s	8 **7%s**	4 **7%sH**	- -s	- -s	1 **4%s**	- -s	2 **4%s**	- -s	58 **9%H**	- -s	- -s	- -s	- -s	- -s	- -s	24 *10%*	20 *8%*	9 *4%*	13 *7%*	9 **8%s**	22 *7%*	94 *9%*
Net satisfied	**-566** **-53%**	**-566** **-53%**	**-86** **-48%**	**-82** **-41%**	**-125** **-55%**	**-24** **-27%s**	**-23** **-42%s**	**-85** **-37%**	**-90** **-33%**	**-66** **-62%s**	**-185** **-62%**	**-91** **-44%**	**-58** **-33%**	**-38** **-26%**	**-23** **-19%**	**-185** **-62%**	**-13** **-34%s**	**-25** **-43%s**	**-49** **-61%s**	**-6** **-25%s**	**-46** **-46%s**	**-19** **-33%s**	**-14** **-92%s**	**-67** **-79%s**	**-1** **-4%s**	**0** **0%s**	**-7** **-14%s**	**-10** **-51%s**	**-339** **-57%**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**-82** **-35%**	**-116** **-46%**	**-136** **-65%**	**-130** **-71%**	**-77** **-69%s**	**-207** **-70%**	**-566** **-53%**

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Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 29

KB (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 30

KB (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Satisfied	225	222	46	56	63	37	202	14	9	-	-	-	-	-	-	-	-	59	30	49	45	43	56	119	5	30	36	175	88	136	150	51	222
	21%qDE	*21%*	*18%*	*20%*	*26%*	*26%*	*22%*	*15%*	18%a	-s	-s	-s	-s	-s	-s	-s	-s	*22%*	*13%*	23%q	24%q	25%q	18%C	32%ZACDEF	*4%*	18%CE	11%C	25%ZACE	*18%*	24%ZD	*21%*	*22%*	*21%*
Dissatisfied	598	594	163	151	118	78	510	55	33	-	-	-	-	-	-	-	-	151	137	117	110	84	191	171	109	102	211	362	302	291	402	122	594
	56%cBFH	*56%*	65%Zbe	*54%*	*48%*	*55%*	55%c	*61%*	65%a	-s	-s	-s	-s	-s	-s	-s	-s	*56%*	*61%*	*55%*	*57%*	*50%*	60%BF	*46%*	73%ZABF	60%B	66%ZBF	52%B	61%ZH	*52%*	*58%*	*53%*	*56%*
Don't know	239	246	43	75	63	28	208	22	9	-	-	-	-	-	-	-	-	57	57	46	36	42	72	80	34	36	71	153	105	131	147	57	246
	22%	*23%*	*17%*	27%a	*26%*	*19%*	*23%*	*24%*	17%a	-s	-s	-s	-s	-s	-s	-s	-s	*21%*	*26%*	*22%*	*19%*	*25%*	*23%*	*22%*	*23%*	*22%*	*22%*	*22%*	*21%*	*23%*	*21%*	*25%*	*23%*
Net satisfied	**-373**	**-372**	**-117**	**-95**	**-54**	**-41**	**-307**	**-41**	**-24**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**-91**	**-107**	**-68**	**-65**	**-42**	**-135**	**-52**	**-103**	**-72**	**-175**	**-187**	**-214**	**-154**	**-252**	**-70**	**-372**
	-35%	*-35%*	*-47%*	*-34%*	*-22%*	*-28%*	*-33%*	*-45%*	*-47%a*	0%a	0%a	0%a	0%a	0%a	0%a	0%a	0%a	*-34%*	*-48%*	*-32%*	*-34%*	*-25%*	*-42%*	*-14%*	*-69%*	*-42%*	*-85%*	*-27%*	*-43%*	*-28%*	*-36%*	*-31%*	*-35%*

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 31

KB (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (qq)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Satisfied	225 21%cDnstB	222 21%	33 24%	18 14%	27 13%	87 59%ZbxtGghi	9 12%x	77 32%ZceGhi	7 4%	185 27%ZceGhi	125 17%G	98 18%G	32 18%	189 24%Z	54 26%	142 26%Z	195 26%Z	64 62%ZbgrstuvxzBC	23 53%xZbgrstvxzB	28 29%stB	23 17%B	3 3%s	14 11%	30 35%uZbrstcB	47 30%ZbtcB	5 25%s	4 12%s	5 12%s	6 15%s	- -s	7 4%	35 33%ZbrstcB	* 2%s	2 15%s	1 33%s	222 21%
Dissatisfied	598 56%dopq	594 56%	67 49%	85 62%	140 66%ZbRg	30 21%	48 63%sd	123 51%d	119 77%ZdRghi	370 54%d	480 64%ZdRg	340 63%ZdRg	117 64%	459 57%	127 62%	303 56%	430 58%	17 17%	13 29%s	40 42%so	85 63%opq	56 73%xZopquv	87 69%Zopqv	45 52%aop	78 51%op	11 64%s	26 77%aZopquvC	22 52%s	35 71%aopqv	- 100%s	119 77%ZopquvC	56 54%op	15 74%s	7 39%s	2 33%s	594 56%
Don't know	239 22%ghiklmnC	246 23%	36 27%	33 24%	45 21%	29 20%	19 25%s	41 17%	30 19%	130 19%	146 19%	101 19%	33 18%	152 19%	23 11%	94 17%	117 16%	21 21%	8 18%s	27 28%mC	28 20%	18 23%s	25 20%	12 14%s	28 19%	2 11%s	4 11%s	15 30%s	8 16%s	- -s	30 19%	14 13%	5 25%s	3 26%s	1 14%s	246 23%
Net satisfied	**-373** **-35%**	**-372** **-35%**	**-34** **-25%**	**-66** **-49%**	**-113** **-54%**	**57** **39%**	**-39** **-51%s**	**-46** **-19%**	**-112** **-72%**	**-185** **-27%**	**-355** **-47%**	**-242** **-45%**	**-84** **-46%**	**-270** **-34%**	**-74** **-36%**	**-161** **-30%**	**-235** **-32%**	**46** **45%**	**11** **24%s**	**-12** **-13%s**	**-61** **-45%**	**-52** **-68%s**	**-72** **-57%**	**-15** **-17%s**	**-31** **-20%**	**-7** **-39%s**	**-22** **-65%s**	**-17** **-40%s**	**-29** **-58%s**	* **-100%s**	**-112** **-72%**	**-21** **-20%**	**-14** **-72%s**	**-5** **-44%s**	**-1** **-19%s**	**-372** **-35%**

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Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 32

KB (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Satisfied	225 21% gmnFM	222 21%	55 31%ZIgklmn	48 24%gmn	48 21%	21 25%s	14 25%s	41 18%	40 14%	32 30%klmn	98 31%ZdgIkl mn	43 21%	32 18%	23 16%	13 11%	45 15%	22 57%s	24 40%sZfM	19 24%sF	7 27%s	28 22%sF	4 7%s	8 51%s	41 48%sDCEFKM	12 38%s	- -s	12 22%sF	2 12%s	110 17%	- -s	- -s	- -s	- -s	- -s	- -s	62 26%	53 21%	46 22%	31 17%	22 20%s	53 18%	222 21%
Dissatisfied	598 56%sH	594 56%	85 48%	117 58%	113 50%	39 45%s	35 64%s	139 61%sl	178 65%Zbchl	53 50%s	153 49%	116 56%	115 65%schl	101 69%ZbIchIj	82 68%Zbchl	179 59%	13 33%s	28 46%s	44 56%s	17 68%s	77 62%s	45 76%sZBHM	6 41%s	37 43%s	18 55%s	- -s	37 69%sBH	14 70%s	364 58%sH	- -s	- -s	- -s	- -s	- -s	- -s	126 53%	145 58%	122 58%	108 58%	62 56%s	169 57%	594 56%
Don't know	239 22%sHK	246 23%	38 21%	37 18%	66 29%bIkl	27 31%s	6 11%s	49 21%	56 21%	21 20%s	63 20%	47 23%	31 17%	23 16%	25 21%	77 25%	4 10%s	8 14%s	16 20%s	1 5%s	18 15%s	10 17%s	1 9%s	7 9%s	2 7%s	- -s	5 9%s	4 18%s	157 25%sHk	- -s	- -s	- -s	- -s	- -s	- -s	49 21%	52 21%	42 20%	46 25%	26 24%s	72 25%	246 23%
Net satisfied	**-373** **-35%**	**-372** **-35%**	**-30** **-17%**	**-68** **-34%**	**-65** **-29%**	**-17** **-20%s**	**-21** **-39%s**	**-97** **-42%**	**-138** **-51%**	**-31** **-30%s**	**-55** **-17%**	**-73** **-36%**	**-83** **-47%**	**-78** **-53%**	**-69** **-58%**	**-134** **-44%**	**9** **24%s**	**-4** **-7%s**	**-25** **-32%s**	**-10** **-41%s**	**-49** **-39%s**	**-45** **-76%s**	**2** **10%s**	**4** **5%s**	**-5** **-17%s**	**0** **0%s**	**-25** **-48%s**	**-12** **-57%s**	**-353** **-48%**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**-63** **-27%**	**-92** **-37%**	**-76** **-36%**	**-76** **-41%**	**-40** **-36%s**	**-116** **-39%**	**-372** **-35%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 33

ED (Ed Davey). Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' f here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age now/Age_now) | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 34

ED (Ed Davey). Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Satisfied	225	239	57	49	50	43	199	19	7	-	-	-	-	-	-	-	-	56	36	39	53	41	60	100	21	23	44	160	109	117	165	48	239
	21%d	23%	23%	17%	21%	30%b	22%	21%	14%a	-s	-s	-s	-s	-s	-s	-s	-s	21%	16%	18%	28%bg	24%	19%	27%ACDE	14%	14%	14%	23%ADE	22%	21%	24%	21%	23%
Dissatisfied	452	422	120	122	89	56	387	39	26	-	-	-	-	-	-	-	-	118	96	96	66	77	140	137	73	91	164	277	224	226	316	89	422
	42%cdEF	40%	48%	43%	36%	39%	42%	43%	51%a	-s	-s	-s	-s	-s	-s	-s	-s	44%	43%	45%	34%	45%	44%	37%	49%	54%ABF	52%ABF	40%	45%	41%	45%	38%	40%
Don't know	385	401	75	111	104	44	335	32	18	-	-	-	-	-	-	-	-	93	92	77	72	51	119	134	55	55	110	253	163	215	218	93	401
	36%f	38%	30%	39%	43%Ae	31%	36%	36%	35%a	-s	-s	-s	-s	-s	-s	-s	-s	35%	41%	36%	38%	30%	37%	36%	37%	32%	35%	37%	33%	39%	31%	41%d	38%
Net satisfied	**-227**	**-183**	**-63**	**-73**	**-39**	**-12**	**-188**	**-20**	**-19**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**-61**	**-60**	**-57**	**-13**	**-36**	**-80**	**-37**	**-52**	**-68**	**-120**	**-117**	**-115**	**-110**	**-152**	**-40**	**-183**
	-21%	**-17%**	**-25%**	**-26%**	**-16%**	**-9%**	**-20%**	**-22%**	**-37%a**	**0%a**	**0%a**	**0%a**	**0%a**	**0%a**	**0%a**	**0%a**	**0%a**	**-23%**	**-27%**	**-27%**	**-7%**	**-21%**	**-25%**	**-10%**	**-35%**	**-40%**	**-38%**	**-17%**	**-23%**	**-20%**	**-22%**	**-17%**	**-17%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Source : Ipsos J26-001401-01
^=Less than 0.5%
a:c:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Z/h/i/j/k/l/m/n/o - Z/p/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 35
ED (Ed Davey). Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gj)	Not Con (hj)	Not Lab or Con (i)		Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534		177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539		182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Satisfied	225 21%bquvC	239 23%	25 18%	28 21%	86 41%JbfGghi	26 18%f	43 57%cfJbfGghi	13 6%	34 22%f	130 19%f	190 25%JfgI	104 19%f		97 53%Jk	121 15%	73 36%Jmn	125 23%	197 27%Jm	17 17%qsvC	9 21%sqsvC	5 6%s	66 49%ZopqstuvB C	20 26%sqsvC	28 22%sqsvC	4 5%s	9 6%	1 6%s	21 62%sZopqstuv BC	22 53%s	20 41%sZopqtuvBC	- -s	34 22%qsvC	5 5%	8 38%s	2 19%s	- -s	239 22%
Dissatisfied	452 42%nopx	422 40%	62 46%	57 42%	60 28%	54 37%e	12 16%s	160 67%ZodeGghi	59 38%e	317 46%Zode	322 43%ce	263 49%ZcdeGh		41 23%	407 51%Jk	99 48%	227 42%	326 44%	35 35%	19 43%s	53 56%aDnrsxzB	33 24%	27 35%s	54 43%r	61 70%aDqrstszB	99 65%ZbqrstszB	12 69%s	8 23%s	4 10%s	18 32%s	- -s	59 38%	73 70%ZbqrstszB	5 25%s	3 24%s	3 70%s	422 40%
Don't know	385 36%dhjklmnC	401 38%	49 36%	51 38%	66 31%	66 45%cehjkl	21 27%s	67 28%	62 40%	238 35%lt	238 32%	172 32%		45 24%	271 34%	33 16%	186 35%ln	219 30%l	50 49%ZruvxzC	16 37%s	36 38%sx	36 27%	29 38%sx	45 36%x	23 26%s	44 29%	4 25%s	5 15%s	16 37%s	13 27%s	* 100%s	62 40%x	27 25%	7 37%s	7 57%s	1 24%s	401 38%
Net satisfied	**-207** **-21%**	**-183** **-17%**	**-38** **-28%**	**-29** **-21%**	**26** **12%**	**-28** **-19%**	**31** **41%s**	**-147** **-61%**	**-26** **-17%**	**-186** **-27%**	**-132** **-18%**	**-158** **-29%**		**56** **30%**	**-385** **-36%**	**-26** **-13%**	**-102** **-19%**	**-139** **-17%**	**-18** **-18%**	**-10** **-22%s**	**-46** **-51%s**	**33** **25%**	**-7** **-9%s**	**-26** **-20%**	**-57** **-63%s**	**-90** **-59%**	**-11** **-62%s**	**13** **36%s**	**18** **42%s**	**4** **9%s**	**0** **0%s**	**-26** **-17%**	**-69** **-65%**	**2** **12%s**	**-1** **-5%s**	**-3** **-76%s**	**-183** **-17%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 36

ED (Ed Davey). Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	.**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Satisfied	225 21%abGDS	239 23%	56 31%Zcin	63 31%Zcin	41 18%	37 43%a	9 16%a	73 32%Zcin	99 36%Zchijn	22 21%a	59 19%	53 26%n	59 32%Zcin	63 43%Zbchijn	58 47%Zabchijkn	37 12%	15 39%a	18 30%aM	15 19%a	4 17%a	41 33%aHM	22 37%aZHM	1 4%a	13 16%a	15 46%a	- -a	25 47%aZCHM	7 37%a	97 15%	- -a	- -a	- -a	- -a	- -a	- -a	71 30%ZGRS	57 23%GS	52 25%GRS	19 10%	13 11%a	31 11%	239 23%
Dissatisfied	452 43%bdmN	422 40%	68 38%	79 39%	99 44%m	22 25%a	37 67%a	75 33%	94 34%	48 45%am	146 47%bdm	78 38%	56 31%	47 32%	35 29%	143 48%bdmn	16 43%a	24 40%a	43 54%a	17 71%a	42 34%a	22 37%a	10 63%a	51 61%aZBEFKM	13 40%a	- -a	18 34%a	8 42%a	282 45%	- -a	- -a	- -a	- -a	- -a	- -a	76 32%	98 39%	89 42%	98 53%ZNO	62 56%ZNO	159 54%ZNO	422 40%
Don't know	385 36%gmHK	401 38%	54 30%	60 30%	86 38%m	27 32%a	9 17%a	81 36%	80 29%	36 34%a	108 35%	76 37%I	63 36%m	37 25%	29 24%	121 40%gm	7 18%a	18 30%a	22 27%a	3 12%a	40 32%a	15 26%a	5 34%a	20 24%a	4 13%a	- -a	10 19%a	4 22%a	252 40%ZHK	- -a	- -a	- -a	- -a	- -a	- -a	91 38%	96 38%	69 33%	67 37%	36 33%a	104 35%	401 38%
Net satisfied	**-227** *-21%*	**-183** *-17%*	**-12** *-7%*	**-16** *-8%*	**-58** *-26%*	**15** *18%a*	**-28** *-50%a*	**-2** *-1%*	**5** *2%*	**-26** *-24%a*	**-97** *-28%*	**-25** *-12%*	**3** *2%*	**16** *11%*	**21** *17%*	**-106** *-35%*	**-2** *-4%a*	**-6** *-10%a*	**-27** *-34%a*	**-13** *-55%a*	**-2** *-1%a*	***** **a*	**-9** *-59%a*	**-38** *-45%a*	**2** *6%a*	**0** *0%a*	**7** *12%a*	**-1** *-5%a*	**-184** *-29%*	**0** *0%a*	**0** *0%a*	**0** *0%a*	**0** *0%a*	**0** *0%a*	**0** *0%a*	**-5** *-2%*	**-41** *-16%*	**-37** *-18%*	**-79** *-43%*	**-49** *-44%a*	**-128** *-43%*	**-183** *-17%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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***=Less than 0.5%**
a:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 37 — 12 Mar 2026

Nigel Farage. Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections_Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 38
Nigel Farage. Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (g)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (GI)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Satisfied	309	288	70	98	67	37	273	20	16	-	-	-	-	-	-	-	-	85	63	64	42	56	78	142	21	58	79	220	128	180	225	56	288
	29%eC	27%	28%	35%	28%	26%	30%	22%	32%e	-s	-s	-s	-s	-s	-s	-s	-s	32%	28%	30%	22%	33%	24%	38%ZACEF	14%	34%CE	25%C	32%ZAC	26%	32%	32%Z	24%	27%
Dissatisfied	613	628	149	143	138	96	526	61	26	-	-	-	-	-	-	-	-	148	135	113	120	97	199	186	111	85	198	385	319	290	399	143	628
	58%ABH	59%	59%	51%	57%	67%b	57%b	67%b	52%s	-s	-s	-s	-s	-s	-s	-s	-s	55%	60%	53%	63%	58%	62%BF	50%	74%JBDEF	52%	62%BD	56%B	64%ZH	52%	57%	62%	59%
Don't know	139	146	33	41	38	10	121	10	8	-	-	-	-	-	-	-	-	34	25	35	28	16	42	43	17	23	40	85	48	87	74	32	146
	13%GH	14%	13%	15%	16%	7%	13%	11%	16%s	-s	-s	-s	-s	-s	-s	-s	-s	13%	11%	17%	15%	10%	13%	11%	11%	14%	13%	12%	10%	16%ZG	11%	14%	14%
Net satisfied	**-304**	**-340**	**-79**	**-44**	**-71**	**-59**	**-253**	**-41**	**-10**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**-63**	**-71**	**-50**	**-78**	**-42**	**-120**	**-44**	**-69**	**-30**	**-119**	**-164**	**-191**	**-110**	**-174**	**-87**	**-340**
	-29%	**-32%**	**-31%**	**-16%**	**-29%**	**-41%**	**-28%**	**-45%**	**-20%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**-24%**	**-32%**	**-23%**	**-41%**	**-25%**	**-38%**	**-12%**	**-40%**	**-18%**	**-38%**	**-24%**	**-39%**	**-20%**	**-25%**	**-38%**	**-32%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 39

Nigel Farage. Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (pp)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Satisfied	309 29%acGpstuz B	288 27%	35 26%	45 33%	24 11%G	51 34%acG	3 4%a	209 87%ZcdeGghi	2 1%	268 39%ZceGh	242 32%ZceG	218 40%ZeGh	28 15%	279 35%Z	61 30%	197 37%cZ	258 35%Z	38 37%stuxB	13 29%astuxB	59 62%aDopstuz B	20 15%B	5 6%a	14 11%B	81 93%aDpgrstx aBC	128 84%Dopgrstuz B	3 19%a	2 6%a	1 2%a	4 8%aB	-	2 1%	85 81%Dopgrstuz B	-	-	2 47%a	288 27%
Dissatisfied	613 58%dfgiklopqux C	628 59%	74 54%	68 50%	171 81%Zdfghi	69 47%f	64 84%dZdfghi	16 7%	144 93%Zcdfghi	354 52%f	456 61%Zdfgi	284 53%f	147 81%Zk	427 53%	132 64%	299 56%	430 58%	44 43%pnC	26 59%aquvC	22 23%suv	104 77%ZopquvC	67 87%aZopquvC	102 90%ZopquvC	3 3%a	13 9%	11 62%a	31 91%aZopquvC	33 79%a	44 90%aZopquvC	-	144 92%ZopqrtuvC	14 13%u	19 96%a	11 94%a	2 39%a	628 59%
Don't know	139 13%dfghijmnu zB	146 14%	27 20%	23 17%	16 8%	27 18%cDghi	9 12%a	15 6%	10 6%	63 9%hi	53 7%	37 7%	7 4%	93 12%j	12 6%	43 8%	54 7%	21 20%nuvxzBC	6 14%az	14 14%suvz	11 8%	5 7%a	11 8%	3 4%a	12 8%	3 19%a	1 3%a	8 19%a	1 2%a	*	9 6%	6 6%	1 4%a	1 6%a	1 14%a	146 14%
Net satisfied	**-304** **-29%**	**-340** **-32%**	**-38** **-28%**	**-23** **-17%**	**-147** **-70%**	**-19** **-13%**	**-61** **-80%a**	**193** **81%**	**-142** **-92%**	**-86** **-12%**	**-214** **-29%**	**-67** **-12%**	**-120** **-68%**	**-148** **-19%**	**-71** **-35%**	**-102** **-19%**	**-173** **-23%**	**-6** **-6%**	**-13** **-29%a**	**37** **39%a**	**-85** **-63%**	**-62** **-82%a**	**-88** **-69%**	**79** **90%a**	**115** **75%**	**-7** **-42%a**	**-39** **-85%a**	**-33** **-77%a**	**-40** **-82%a**	**0** **0%a**	**-142** **-92%**	**71** **68%**	**-19** **-96%a**	**-11** **-94%a**	***** **8%a**	**-340** **-32%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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***=Less than 0.5%**
x=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 40
Nigel Farage. Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Satisfied	309 29%abghkl	288 27%	57 32%bgklm	40 20%glm	82 36%bfgklm	18 21%a	18 33%a	54 24%glm	33 12%	44 41%aEbfgjk lm	113 36%Bbfgklm	56 27%glm	32 18%l	15 10%	13 11%	86 29%glm	22 57%a	12 21%a	39 49%aEBFKM	10 41%a	34 28%aF	5 9%a	11 73%a	42 49%aEBEFKM	15 45%a	- -a	6 10%a	3 13%a	176 28%aFk	- -a	- -a	- -a	- -a	- -a	- -a	57 24%	81 32%	66 31%	51 28%	46 41%aN	96 33%	288 27%
Dissatisfied	613 58%CfRS	628 59%	110 62%	144 72%Zbchln	116 51%	59 68%a	31 57%a	159 69%Zchln	222 81%Zabcfhl jkn	56 53%a	174 56%	138 66%cln	129 72%Zchln	126 86%Zbcfhl jkn	103 86%Zbcfhl jkn	159 53%	15 39%a	40 68%aCH	29 36%a	13 52%a	83 68%aCH	51 88%aEBCEHM	2 11%a	36 42%a	16 51%a	- -a	46 86%aEBCEHM	18 87%a	368 58%CH	- -a	- -a	- -a	- -a	- -a	- -a	154 65%ERS	147 59%R	122 59%R	105 57%RS	42 38%a	147 50%R	628 59%
Don't know	139 13%gmF	146 14%	12 7%	18 9%	28 12%l	10 11%a	6 11%a	16 7%	18 7%	6 6%a	26 8%	14 7%	17 9%	6 4%	4 3%	56 19%Zbcfghij klm	1 4%a	7 11%a	12 15%a	2 7%a	5 4%a	2 3%a	2 16%a	7 9%a	1 4%a	- -a	2 3%a	- -a	89 14%F	- -a	- -a	- -a	- -a	- -a	- -a	26 11%	22 9%	23 11%	28 15%	23 21%aD	51 17%D	146 14%
Net satisfied	**-304** **-29%**	**-340** **-32%**	**-54** **-30%**	**-105** **-52%**	**-34** **-15%**	**-41** **-47%a**	**-13** **-24%a**	**-104** **-46%**	**-190** **-69%**	**-13** **-12%a**	**-61** **-19%**	**-80** **-39%**	**-97** **-54%**	**-111** **-76%**	**-90** **-75%**	**-73** **-24%**	**7** **18%a**	**-28** **-47%a**	**10** **13%a**	**-3** **-12%a**	**-49** **-40%a**	**-46** **-78%a**	**10** **62%a**	**6** **7%a**	**-2** **-5%a**	**0** **0%a**	**-41** **-70%a**	**-15** **-75%a**	**-190** **-30%**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**-97** **-41%**	**-55** **-26%**	**-55** **-26%**	**-54** **-29%**	**4** **3%a**	**-50** **-17%**	**-340** **-32%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:c:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 41

ZP. Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

Base : All (Oct/Nov 2025 onwards)

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 42

ZP. Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

Base : All (Oct/Nov 2025 onwards)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (g)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (GI)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Satisfied	317	312	82	68	62	64	276	24	17	-	-	-	-	-	-	-	-	79	62	57	64	55	98	90	59	40	100	188	160	156	225	70	312
	30%bBF	*29%*	*32%*	*24%*	*26%*	45%ZbcefBF	30%b	*26%*	34%a	-s	-s	-s	-s	-s	-s	-s	-s	*29%*	*28%*	*27%*	*34%*	*32%*	*31%*	*24%*	40%ZBDEF	*24%*	*31%*	*27%*	*32%*	*28%*	*32%*	*30%*	*29%*
Dissatisfied	397	392	90	105	94	55	344	40	14	-	-	-	-	-	-	-	-	104	86	84	59	65	121	157	41	73	114	278	191	206	272	85	392
	37%C	*37%*	*36%*	*37%*	*39%*	*39%*	*37%*	*44%*	27%a	-s	-s	-s	-s	-s	-s	-s	-s	*39%*	*39%*	*39%*	*31%*	*38%*	*38%*	42%C	*27%*	42%C	36%C	40%ZC	*39%*	*37%*	*39%*	*37%*	*37%*
Don't know	348	358	80	110	88	24	301	27	20	-	-	-	-	-	-	-	-	84	75	71	68	50	100	124	49	55	104	224	144	196	201	75	358
	33%dI	*34%*	32%d	39%Zde	36%d	*17%*	33%d	*30%*	39%adI	-s	-s	-s	-s	-s	-s	-s	-s	*31%*	*34%*	*34%*	*36%*	*29%*	*31%*	*33%*	*33%*	*33%*	*33%*	*32%*	*29%*	*35%*	*29%*	*33%*	*34%*
Net satisfied-dissatisfied	**-80**	**-80**	**-9**	**-37**	**-32**	**9**	**-68**	**-16**	**4**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**-26**	**-24**	**-26**	**5**	**-10**	**-23**	**-67**	**19**	**-33**	**-14**	**-90**	**-31**	**-50**	**-47**	**-15**	**-80**
	-8%	**-8%**	**-3%**	**-13%**	**-13%**	**6%**	**-7%**	**-17%**	**7%a**	**0%a**	**0%a**	**0%a**	**0%a**	**0%a**	**0%a**	**0%a**	**0%a**	**-10%**	**-11%**	**-12%**	**3%**	**-6%**	**-7%**	**-18%**	**13%**	**-19%**	**-4%**	**-13%**	**-6%**	**-9%**	**-7%**	**-6%**	**-8%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - A/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 43
ZP. Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

Base : All (Oct/Nov 2025 onwards)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																			UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (qq)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (ee)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Satisfied	317 30%efh<u>pqsuv C	312 29%	32 23%	50 37%	74 35%df	19 13%	22 29%adf	26 11%	131 84%ZcdefghI	222 32%df	277 37%Zdfg	203 38%Zdfg	85 46%Zk	219 27%	79 39%Z	182 34%Z	262 35%Z	13 13%u	6 14%su	4 4%s	64 47%ZopqsuvC	10 14%s	62 49%ZopqsuvC	2 3%s	24 15%quC	2 11%s	13 40%sopqsuvC	8 20%s	16 33%soqsuvC	- -s	131 84%Zopqrstuvs zC	4 4%	9 47%s	4 35%s	1 14%s	312 29%
Dissatisfied	397 37%bGrtB	392 37%	49 36%	33 25%	71 34%G	67 46%G	24 31%aG	144 60%ZcdeGghI	4 3%	265 39%G	270 36%G	198 37%G	48 26%	343 43%Z	94 46%Z	201 37%	295 40%	48 47%rtxB	19 43%rtB	55 58%aDtrtxB	33 25%B	38 50%artxB	30 24%B	70 80%aZbpqrstv xrB	74 48%ZrtxB	13 74%s	8 24%aB	16 37%s	17 35%sB	- -s	4 3%	83 79%Zbpqrstvw zB	3 15%s	1 8%s	3 62%s	392 37%
Don't know	348 33%GghiklmnuBC	358 34%	55 41%	53 39%	66 31%G	60 41%Gghl	30 40%aGhl	70 29%G	21 13%	198 29%GI	204 27%G	137 26%G	50 27%	237 30%	31 15%	155 29%In	186 25%I	41 40%uBC	19 44%auBC	36 38%auBC	38 28%B	28 37%auBC	35 28%B	15 17%s	55 36%uBC	3 16%s	12 36%aBC	18 43%s	16 33%sB	* 100%s	20 13%	18 17%	8 39%s	7 58%s	1 24%s	358 34%
Net satisfied-dissatisfied	-80 -8%	-80 -8%	-17 -13%	16 12%	3 1%	-48 -32%	-2 -3%s	-118 -49%	126 81%	-43 -6%	8 1%	5 1%	37 20%	-125 -16%	-15 -7%	-19 -3%	-33 -4%	-35 -34%	-12 -28%s	-51 -54%s	30 22%	-26 -36%s	32 25%	-67 -77%s	-50 -33%	-11 -63%s	5 16%s	-7 -18%s	-2 -3%s	0 0%s	126 81%	-79 -75%	6 32%s	3 27%s	-2 -49%s	-80 -8%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 44

ZP. Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

Base : All (Oct/Nov 2025 onwards)

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Satisfied	317 30%nHM	312 29%	77 43%ZIn	84 41%ZIn	70 31%n	42 48%s	15 27%s	104 45%ZIchIn	139 51%ZIbcIHn	31 29%s	88 28%	87 42%ZIn	93 52%ZIchIn	71 49%ZHIn	61 51%ZHIn	58 19%	17 44%s	16 26%s	17 21%s	5 21%s	65 53%sZBCHM	30 51%sZBCHM	1 4%s	11 12%s	14 45%s	- -s	19 35%sH	8 41%s	167 26%H	- -s	- -s	- -s	- -s	- -s	- -s	89 38%ZDRS	63 25%	72 34%	48 26%	23 20%s	71 24%	312 29%
Dissatisfied	397 37%bgjk	392 37%	66 37%f	72 36%fg	79 35%	28 32%s	27 49%s	56 24%	75 27%	50 47%efgkl	146 47%ZbcIgjk	54 26%	49 28%	47 32%	42 35%	125 41%fgjk m	11 28%s	32 53%sEF	37 47%sE	13 52%s	29 24%s	19 33%s	11 70%s	59 70%sDEFKM	11 35%s	- -s	23 43%s	10 50%s	240 38%	- -s	- -s	- -s	- -s	- -s	- -s	76 32%	102 41%	75 36%	72 39%	47 42%s	119 41%	392 37%
Don't know	348 33%abgklm FH	358 34%	36 20%	46 23%	78 35%abgklm	17 20%s	13 24%s	69 30%lm	60 22%	25 24%s	79 25%	66 32%agklm	36 20%	29 20%	17 15%	119 39%Zbcghlk lm	10 27%s	12 20%s	25 32%s	6 27%s	29 23%s	10 16%s	4 27%s	15 18%s	6 20%s	- -s	12 22%s	2 9%s	224 36%ZBFH	- -s	- -s	- -s	- -s	- -s	- -s	72 30%	86 34%	63 30%	63 34%	41 37%s	104 35%	358 34%
Net satisfied-dissatisfied	**-80** **-8%**	**-80** **-8%**	**11** **6%**	**11** **6%**	**-9** **-4%**	**14** **16%s**	**-12** **-22%s**	**48** **21%**	**63** **23%**	**-19** **-18%s**	**-58** **-19%**	**32** **16%**	**43** **24%**	**24** **16%**	**19** **16%**	**-67** **-22%**	**6** **16%s**	**-16** **-27%s**	**-30** **-35%s**	**-8** **-31%s**	**36** **29%s**	**11** **18%s**	**-10** **-66%s**	**-48** **-57%s**	**3** **10%s**	**0** **0%s**	**-4** **-7%s**	**-2** **-9%s**	**-74** **-12%**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**13** **5%**	**-39** **-16%**	**-3** **-1%**	**-24** **-13%**	**-24** **-22%s**	**-49** **-17%**	**-80** **-8%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Source : Ipsos J26-001401-01
^=Less than 0.5%
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 45

Economy. Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 46

Economy. Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	145*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Improve	91 *9%*	82 *8%*	21 *8%*	23 *8%*	17 *7%*	23 **16%Z**	84 *9%*	5 *6%*	2 **4%a**	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	27 *10%*	13 *6%*	15 *7%*	21 *11%*	15 *9%*	27 *9%*	29 *8%*	15 *10%*	6 *4%*	21 *7%*	56 *8%*	54 *11%*	37 *7%*	64 *9%*	20 *9%*	82 *8%*
Stay the same	122 *12%*	138 *13%*	21 *8%*	27 *10%*	30 *12%*	24 *17%*	103 *11%*	15 *17%*	4 **8%a**	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	22 *8%*	21 *10%*	21 *10%*	29 *15%*	30 **18%Zg**	40 *13%*	51 *14%*	13 *9%*	15 *9%*	28 *9%*	91 **13%Z**	57 *12%*	65 *12%*	71 *10%*	33 *15%*	138 *13%*
Get worse	787 **74%d**	779 *73%*	191 *76%*	216 **77%d**	182 *75%*	89 *62%*	678 **74%d**	65 *71%*	44 **87%ad**	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	199 *75%*	180 **81%ad**	163 *77%*	131 *69%*	114 *67%*	234 *73%*	279 *75%*	109 *73%*	134 *79%*	243 *77%*	512 *74%*	364 *73%*	420 *75%*	538 **77%Z**	163 *71%*	779 *73%*
Don't know	61 **6%BR**	63 *6%*	19 *8%*	15 *5%*	14 *6%*	7 *5%*	55 *6%*	5 *6%*	- **1%a**	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	19 *7%*	9 *4%*	13 *6%*	10 *5%*	10 *6%*	18 *6%*	13 *3%*	12 *8%*	13 *8%*	25 *8%*	30 *4%*	21 *4%*	35 *6%*	26 *4%*	14 *6%*	63 *6%*
Net improve	**-696** **-66%**	**-697** **-66%**	**-170** **-67%**	**-193** **-69%**	**-165** **-68%**	**-66** **-46%**	**-595** **-65%**	**-60** **-66%**	**-42** **-83%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**-172** **-63%**	**-168** **-73%**	**-148** **-70%**	**-110** **-57%**	**-99** **-58%**	**-306** **-95%**	**-350** **-94%**	**-94** **-63%**	**-128** **-76%**	**-322** **-70%**	**-656** **-96%**	**-310** **-63%**	**-383** **-69%**	**-674** **-98%**	**-142** **-62%**	**-697** **-66%**

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Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 47

Economy. Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Improve	91 **9%efgjkmpC**	82 *8%*	15 *11%*	14 *11%*	53 **25%BtGghl**	4 *3%*	12 **16%efgl**	8 *4%*	11 *7%*	38 *5%*	86 **11%Zdfgl**	34 *6%*	70 **38%Zk**	18 *2%*	37 **18%Zmn**	44 *8%*	81 **11%Zm**	2 *2%*	1 *3%s*	2 *2%s*	38 **28%ZopqtuvBC**	15 **20%sZopqtuvBC**	7 *5%*	1 *1%s*	8 *5%*	- *-s*	7 **19%sZopqtuvC**	5 *12%s*	6 **12%stcquC**	- *-s*	11 *7%*	1 *1%*	* *2%s*	1 *5%s*	1 **29%s**	82 *8%*
Stay the same	122 **12%dgkv**	138 *13%*	17 *12%*	16 *12%*	46 **22%ZdfGghl**	14 *10%*	12 **15%efgl**	12 *5%*	14 *9%*	56 *8%*	88 **12%fgl**	42 *8%*	38 **21%Zk**	63 *8%*	26 *13%*	57 *11%*	83 *11%*	10 *10%*	4 **10%s**	4 *5%s*	30 **22%ZquvBC**	16 **21%equvC**	16 *13%*	5 *5%s*	7 *5%*	1 *7%s*	6 **16%equvC**	6 *13%s*	5 *11%s*	- *-s*	14 *9%*	6 *6%*	3 **17%s**	- *2%s*	1 *14%s*	138 *13%*
Get worse	787 **74%aqrs**	779 *73%*	86 *63%*	95 *70%*	101 *48%*	124 **85%Zeh**	50 **65%sc**	214 **89%ZceGghl**	123 **79%c**	569 **83%Zceh**	546 **73%c**	445 **83%Zcm**	62 *34%*	693 **87%Zj**	138 *67%*	418 **78%ln**	556 **75%l**	88 **86%2rsx**	37 **83%ars**	89 **93%sZrstuxB**	61 *45%*	40 **52%s**	91 **72%rs**	82 **94%sZrstuxB**	132 **87%Zrstsx**	16 **88%s**	21 **61%s**	29 **69%s**	35 **71%sr**	- **100%s**	122 **79%rs**	97 **92%Zrstuxl**	16 **81%s**	9 **78%s**	2 **57%s**	779 *73%*
Don't know	61 **6%fghlmn**	63 *6%*	18 **14%Z**	10 *8%*	12 *6%*	4 *3%*	3 **4%s**	6 *2%*	8 *5%*	22 *3%*	30 *4%*	18 *3%*	12 *6%*	24 *3%*	4 *2%*	19 *3%*	23 *3%*	2 *2%*	2 **4%s**	- *-s*	7 *5%*	6 **8%equ**	12 **10%quC**	- *-s*	6 *4%*	1 **5%s**	- *1%s*	3 **6%s**	3 **5%s**	- *-s*	8 *5%*	1 *1%*	- *-s*	2 **15%s**	- *-s*	63 *6%*
Net improve	**-696** **-66%**	**-697** **-66%**	**-71** **-52%**	**-80** **-59%**	**-48** **-23%**	**-120** **-82%**	**-38** **-49%s**	**-206** **-86%**	**-111** **-72%**	**-532** **-78%**	**-659** **-81%**	**-411** **-76%**	**8** *4%*	**-675** **-85%**	**-101** **-49%**	**-374** **-69%**	**-475** **-64%**	**-85** **-83%**	**-35** **-79%s**	**-87** **-91%s**	**-24** **-17%**	**-24** **-32%s**	**-94** **-67%**	**-81** **-93%s**	**-125** **-82%**	**-16** **-88%s**	**-14** **-41%s**	**-24** **-56%s**	**-29** **-59%s**	**-1** **-100%s**	**-111** **-71%**	**-96** **-92%**	**-16** **-80%s**	**-9** **-72%s**	**-1** **-28%s**	**-697** **-66%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 48

Economy. Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)							Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Improve	91 9%abEQ	82 8%	31 18%ZIn	26 13%In	21 9%	18 21%s	10 18%s	36 16%ZIn	46 17%ZIn	11 10%s	23 7%	25 12%n	28 16%ZIn	33 22%ZbchIjn	28 23%ZbchIjn	14 5%	12 32%s	7 12%s	7 9%s	9 35%s	14 12%s	12 21%sZHM	- -s	6 7%s	13 41%s	- -s	13 23%sZHM	4 21%s	44 7%	- -s	- -s	- -s	- -s	- -s	- -s	38 16%ZDPQS	18 7%	14 7%	5 3%	9 8%s	14 5%	82 8%
Stay the same	122 12%GS	138 13%	18 10%	27 13%	29 13%	14 16%s	10 18%s	24 10%	44 16%zS	10 9%s	31 10%	25 12%	29 16%	20 14%	15 12%	29 10%	2 6%s	9 14%s	11 14%s	5 20%s	16 13%s	10 17%sH	1 7%s	4 5%s	2 5%s	- -s	6 12%s	2 9%s	71 11%	- -s	- -s	- -s	- -s	- -s	- -s	44 18%ZPQS	40 16%QS	18 9%	10 5%	8 7%s	18 6%	138 13%
Get worse	787 74%abFKN	779 73%	129 72%	147 73%gl	165 73%	55 63%s	33 60%s	157 69%	173 63%	84 79%agklm	250 80%fgklm	144 70%	115 65%	89 61%	77 64%	244 81%Zbjklm	23 62%s	44 74%sF	60 75%s	11 45%s	86 69%s	32 55%s	14 93%s	75 88%sZEFK	15 46%s	- -s	30 56%s	14 70%s	485 77%ZFK	- -s	- -s	- -s	- -s	- -s	- -s	142 60%	182 73%N	173 82%ZNO	155 85%ZNO	90 82%sN	246 84%ZNO	779 73%
Don't know	61 6%aSF	63 6%	- -	2 1%	12 5%b	- -s	2 4%s	12 5%	10 4%ab	2 2%s	9 3%	13 6%ab	6 3%	5 4%	1 1%	14 5%a	- -s	- -s	1 2%s	- -s	7 6%s	5 8%sH	- -s	- -s	2 6%s	- -s	4 8%sH	- -s	31 5%	- -s	- -s	- -s	- -s	- -s	- -s	13 6%	11 4%	5 2%	13 7%	4 3%s	17 6%	63 6%
Net improve	**-696** **-66%**	**-697** **-66%**	**-97** **-54%**	**-120** **-60%**	**-144** **-64%**	**-37** **-42%s**	**-23** **-42%s**	**-122** **-53%**	**-127** **-46%**	**-73** **-69%s**	**-227** **-72%**	**-119** **-58%**	**-88** **-49%**	**-58** **-39%**	**-49** **-41%**	**-231** **-77%**	**-11** **-30%s**	**-37** **-62%s**	**-52** **-66%s**	**-2** **-9%s**	**-71** **-58%s**	**-20** **-34%s**	**-14** **-92%s**	**-69** **-81%s**	**-2** **-7%s**	**0** **0%s**	**-17** **-33%s**	**-10** **-49%s**	**-441** **-70%**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**-105** **-44%**	**-164** **-65%**	**-159** **-73%**	**-150** **-82%**	**-82** **-74%s**	**-232** **-79%**	**-697** **-66%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 49

RR. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 50

RR. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner outright/ buying on mortgage (F)	Full-time (GI)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	145*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Satisfied	140	147	35	35	34	23	126	11	3	-	-	-	-	-	-	-	-	31	27	28	33	23	52	53	15	16	31	105	72	69	92	39	147
	13%	*14%*	*14%*	*12%*	*14%*	*16%*	*14%*	*12%*	**7%s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	*11%*	*12%*	*13%*	*17%*	*14%*	*16%*	*14%*	*10%*	*10%*	*10%*	**15%Z**	*14%*	*12%*	*13%*	*17%*	*14%*
Dissatisfied	746	740	173	201	176	98	648	59	39	-	-	-	-	-	-	-	-	179	160	150	136	121	224	277	92	125	217	501	342	402	511	151	740
	70%	*70%*	*68%*	*71%*	*72%*	*69%*	*70%*	*64%*	**77%s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	*67%*	*72%*	*71%*	*71%*	*71%*	*70%*	**75%C**	*62%*	*74%*	*68%*	**73%DG**	*69%*	*72%*	**73%Z**	*66%*	*70%*
Don't know	176	175	44	46	34	22	146	22	8	-	-	-	-	-	-	-	-	57	36	34	23	25	43	41	42	28	70	85	82	87	96	40	175
	17%BF	*16%*	*18%*	*16%*	*14%*	*15%*	*16%*	*24%*	**16%s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**-s**	**22%s**	*16%*	*16%*	*12%*	*15%*	*14%*	*11%*	**20%ABEF**	*17%*	**22%ABF**	*12%*	*17%*	*16%*	*14%*	*17%*	*16%*
Net satisfied	**-605**	**-593**	**-137**	**-166**	**-142**	**-76**	**-522**	**-48**	**-36**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**-148**	**-133**	**-123**	**-103**	**-98**	**-172**	**-224**	**-77**	**-109**	**-185**	**-396**	**-270**	**-333**	**-419**	**-112**	**-593**
	-57%	*-56%*	*-54%*	*-59%*	*-58%*	*-53%*	*-57%*	*-53%*	*-71%s*	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	**0%s**	*-56%*	*-60%*	*-58%*	*-54%*	*-58%*	*-54%*	*-60%*	*-52%*	*-64%*	*-58%*	*-57%*	*-54%*	*-60%*	*-60%*	*-49%*	*-56%*

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*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 51
RR. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																					UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satisfied -fied (j)	Dissatisfied -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (pp)	Lab loyalist (r)	Lab gains (q)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Satisfied	140 13%dfgJkmnvC	147 14%	17 13%	26 19%	84 40%ZbeKghi	8 5%	12 16%efgi	11 4%	17 11%	52 8%	128 17%Zdfgi	44 8%f	106 58%Zk	26 3%	54 27%Zmn	67 13%	122 16%Zm	1 1%	6 14%acC	9 9%ao	51 38%ZbpqtuvBC	33 43%aZbpqtuvB C	13 10%o	3 3%a	8 5%	* 2%a	9 26%aZbqtuvBC	2 6%a	15 31%aZbqtuvBC	- -a	17 11%o	3 3%	3 17%a	- -a	1 29%a	147 14%
Dissatisfied	746 70%cfghkr	740 70%	86 64%	83 61%	91 43%	123 84%ZcGh	55 72%ac	215 90%ZceGghi	97 62%c	539 79%ZcGh	507 68%c	416 77%ZcGh	46 25%	685 86%Z	136 66%	411 76%Z	547 74%Z	93 92%ZprstuxB	31 69%ars	78 82%aDrstuxB	58 43%	32 42%a	81 64%rs	61 83%aZprstuxB	134 87%ZprstuxB	16 93%a	22 65%ar	33 77%a	26 54%a	* 100%a	96 62%rs	98 93%ZpqrstuxB	10 56%a	7 64%a	2 57%a	740 70%
Don't know	176 17%bjklmnouvC	175 16%	32 24%	27 20%	37 18%f	16 11%	10 13%a	14 6%	42 27%Zdfghi	95 14%f	116 15%f	78 15%f	30 16%	88 11%	14 7%	60 11%	74 10%	9 9%	7 17%aC	8 8%a	26 19%orC	12 15%aC	32 26%ZbqpvxC	3 3%a	11 7%	1 5%a	2 7%a	7 17%a	7 13%aC	- -a	42 27%ZbqpvxC	4 4%	7 33%a	4 36%a	1 14%a	175 16%
Net satisfied	**-605**	**-593**	**-69**	**-57**	**-7**	**-115**	**-43**	**-204**	**-80**	**-488**	**-379**	**-372**	**60**	**-659**	**-82**	**-344**	**-425**	**-91**	**-24**	**-69**	**-7**	*	**-99**	**-78**	**-126**	**-16**	**-13**	**-30**	**-11**	*	**-79**	**-94**	**-6**	**-7**	**-1**	**-593**
	-57%	**-56%**	**-51%**	**-42%**	**-3%**	**-79%**	**-56%a**	**-85%**	**-51%**	**-71%**	**-51%**	**-69%**	**33%**	**-83%**	**-40%**	**-64%**	**-57%**	**-89%**	**-55%a**	**-73%a**	**-6%**	**1%a**	**-54%**	**-90%a**	**-82%**	**-91%a**	**-37%a**	**-71%a**	**-23%a**	**-100%a**	**-51%**	**-90%**	**-32%a**	**-64%a**	**-28%a**	**-56%**

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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 52

RR. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	.**	53*	20**	631	.*	.*	.*	.*	.*	.*	237	250	210	183*	111*	294	1062
Satisfied	140 *13%* **stDS**	147 *14%*	30 *17%* **u**	38 *19%* **Zdn**	24 *11%*	15 *17%* **s**	7 *12%* **s**	40 *18%* **sn**	61 *21%* **Zdhn**	10 *9%* **s**	27 *9%*	38 *18%* **cdn**	41 *25%* **Zdhn**	37 *25%* **Zdhin**	31 *26%* **ZdhIn**	28 *9%*	10 *27%* **s**	12 *20%* **s**	10 *13%* **s**	5 *22%* **s**	22 *18%* **s**	16 *27%* **zDhM**	- - **-s**	6 *8%* **s**	10 *33%* **s**	- - **-s**	16 *31%* **zDhM**	4 *20%* **s**	70 *11%*	- - **-s**	- - **-s**	- - **-s**	- - **-s**	- - **-s**	- - **-s**	43 *18%* **GS**	43 *17%* **GS**	26 *13%*	11 *6%*	10 *9%* **s**	20 *7%*	147 *14%*
Dissatisfied	746 *70%* **gf**	740 *70%*	131 *73%* **gl**	146 *72%* **gl**	163 *72%* **g**	58 *67%* **s**	43 *79%* **s**	148 *65%*	167 *61%*	90 *85%* **eZbcfgj klm**	253 *81%* **ZbcfgjkIm**	135 *65%*	115 *65%*	90 *61%*	76 *63%*	219 *73%* **g**	26 *67%* **s**	44 *74%* **eF**	60 *76%* **s**	19 *76%* **s**	82 *66%* **s**	33 *56%* **s**	15 *100%* **s**	73 *86%* **eZEFKM**	19 *60%* **s**	- - **-s**	32 *60%* **s**	14 *70%* **s**	455 *72%* **F**	- - **-s**	- - **-s**	- - **-s**	- - **-s**	- - **-s**	- - **-s**	156 *66%*	175 *70%*	156 *74%*	137 *75%*	81 *73%* **s**	218 *74%*	740 *70%*
Don't know	176 *17%* **abBH**	175 *16%*	18 *10%*	19 *9%*	39 *17%* **bhI**	14 *17%* **s**	5 *9%* **s**	40 *18%* **bh**	45 *17%* **bh**	7 *6%* **s**	33 *11%*	33 *16%* **h**	22 *12%*	20 *13%*	13 *11%*	55 *18%* **bhI**	2 *5%* **s**	3 *6%* **s**	9 *11%* **s**	1 *2%* **s**	19 *15%* **s**	10 *17%* **s**	- - **-s**	5 *6%* **s**	3 *8%* **s**	- - **-s**	5 *10%* **s**	2 *10%* **s**	106 *17%* **H**	- - **-s**	- - **-s**	- - **-s**	- - **-s**	- - **-s**	- - **-s**	39 *16%*	32 *13%*	26 *12%*	36 *19%*	20 *18%* **s**	56 *19%*	175 *16%*
Net satisfied	**-605** *-57%*	**-593** *-56%*	**-101** *-57%*	**-108** *-53%*	**-139** *-61%*	**-43** *-50%* **s**	**-36** *-66%* **s**	**-108** *-47%*	**-105** *-38%*	**-80** *-75%* **s**	**-226** *-72%*	**-97** *-47%*	**-75** *-42%*	**-53** *-36%*	**-44** *-37%*	**-191** *-63%*	**-15** *-40%* **s**	**-32** *-54%* **s**	**-50** *-63%* **s**	**-13** *-54%* **s**	**-59** *-48%* **s**	**-17** *-28%* **s**	**-15** *-100%* **s**	**-66** *-78%* **s**	**-9** *-28%* **s**	**0** *0%* **s**	**-15** *-29%* **s**	**-10** *-50%* **s**	**-385** *-61%*	**0** *0%* **s**	**0** *0%* **s**	**0** *0%* **s**	**0** *0%* **s**	**0** *0%* **s**	**0** *0%* **s**	**-113** *-48%*	**-132** *-53%*	**-128** *-61%*	**-126** *-69%*	**-72** *-64%* **s**	**-198** *-67%*	**-593** *-56%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/RS
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 53
Interest (sep22Q14). How interested would you say you are in politics?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 54
Interest (sep22Q14). How interested would you say you are in politics?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Very interested	205 19%LE	234 22%	48 19%	50 18%	44 18%	32 22%	174 19%	23 25%	7 15%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	38 14%	38 17%	40 19%	49 26%Zp	40 24%	68 21%E	84 23%E	20 13%	23 13%	42 13%	152 22%ZE	100 20%	103 18%	135 19%	47 20%	234 22%
Fairly interested	538 51%	514 48%	122 49%	135 48%	135 55%	80 56%	472 51%	41 44%	25 50%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	136 51%	111 50%	108 51%	102 54%	81 48%	151 47%	211 57%ZAC	61 41%	92 54%	153 48%	361 52%A	253 51%	284 51%	366 52%	123 53%	514 48%
Not very interested	218 21%cB	217 20%	55 22%	64 23%	50 20%	21 14%	190 21%	13 15%	15 30%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	53 20%	53 24%	50 24%	28 15%	34 20%	78 25%BF	57 15%	45 30%ZBDEF	26 15%	70 22%D	135 20%B	103 21%	113 20%	149 21%	39 17%	217 20%
Not at all interested	84 8%cBD	80 8%	23 9%	27 10%	12 5%	6 4%	68 7%	13 14%Zcde	2 4%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	34 13%Zra	20 9%	8 4%	10 5%	11 7%	18 6%	18 5%	20 14%ZABF	23 14%ABF	43 14%ZABF	36 5%	35 7%	48 9%	41 6%	22 10%	80 8%
Don't know	17 2%F	17 2%	5 2%	5 2%	3 1%	4 3%	16 2%	1 1%	1 1%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	6 2%	2 1%	6 3%	1 1%	2 1%	3 1%	2 1%	3 2%	6 3%	9 3%	5 1%	5 1%	10 2%	7 1%	- -	17 2%

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 55
Interest (sep22Q14). How interested would you say you are in politics?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																				UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	884	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Very interested	205 19%bes	234 22%	20 15%	24 18%	54 25%	23 16%	17 22%s	48 20%	39 25%	145 21%	176 23%Z	122 23%Z	59 32%Jk	133 17%	205 100%Jmn	- -	205 28%Jm	20 19%	3 6%s	20 21%s	33 25%	20 27%sp	24 19%	20 22%s	28 18%	6 35%s	10 30%sp	7 16%s	11 22%s	- -s	39 25%	26 25%	4 20%s	3 27%s	2 42%s	234 22%
Fairly interested	538 51%Jk	514 48%	64 47%	70 52%	101 48%	90 61%JG	41 54%s	152 63%JoGN	69 44%	389 57%JGh	400 53%	299 56%JG	88 48%	426 53%Z	- -	538 100%Zn	538 72%Jl	66 64%JnB	24 55%s	49 52%ss	76 56%s	25 33%s	62 49%	54 62%ss	98 64%JqnB	8 47%s	20 59%ss	21 50%s	29 59%ss	- -s	69 44%	62 60%s	14 72%s	3 25%s	2 47%s	514 48%
Not very interested	218 21%ghmn	217 20%	33 24%	26 19%	44 21%	28 19%	15 19%s	36 15%	39 25%	120 18%	137 18%	93 17%	29 16%	170 21%	- -	- -	- -	14 13%	14 31%eosC	17 18%s	23 17%	21 28%s	28 22%	11 12%s	25 16%	3 16%s	3 9%s	12 28%s	8 17%s	- 100%s	38 25%	13 13%	1 7%s	1 13%s	- 10%s	217 20%
Not at all interested	84 8%ghmnru vC	80 8%	14 10%	12 9%	10 5%	6 4%	3 4%s	3 1%	9 6%t	26 4%t	30 4%t	20 4%t	3 2%	64 8%J	- -	- -	- -	3 3%	3 6%s	8 9%osvC	2 2%	8 10%svuC	10 8%v	1 1%s	2 1%	- -	1 2%s	2 5%s	1 1%s	- -s	9 6%	1 1%	- -s	5 39%s	- -s	80 8%
Don't know	17 2%ghmn	17 2%	5 4%	3 2%	3 2%	- -	- 1%s	2 1%	- -	5 1%	8 1%	5 1%	3 2%	5 1%	- -	- -	- -	- -	- -s	1 1%s	1 1%	2 3%s	3 2%	2 3%s	- -	- -s	- -s	- 1%s	- -s	- -s	- -	2 2%	- -s	- -s	- -s	17 2%

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Source : Ipsos J26-001401-01
***=Less than 0.5%**
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 56
Interest (sep22Q14). How interested would you say you are in politics?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)															Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Very interested	205 19%nM	234 22%	49 27%cn	64 32%Zdn	33 15%	27 32%n	14 25%n	51 22%n	93 34%ZdfjlpIn	31 30%nZdn	58 19%n	46 22%n	55 31%Zdn	52 36%ZdfjlpIn	53 44%ZabcfkIjkn	30 10%	15 39%n	21 35%nZCM	11 14%n	8 33%n	25 20%n	27 45%nZCEHM	6 41%n	19 22%n	11 34%n	- -n	21 39%nZCEM	11 55%n	104 16%	- -n	- -n	- -n	- -n	- -n	- -n	- -n	64 27%ZDS	37 15%	43 20%	30 16%	20 18%n	50 17%	234 22%
Fairly interested	538 51%M	514 48%	98 55%	106 52%	123 54%	56 64%n	17 32%n	131 57%	140 51%	59 56%n	174 55%	105 51%	97 54%	83 56%	60 50%	138 46%	20 52%n	35 58%n	43 54%n	4 17%n	82 67%nZFM	25 42%n	5 34%n	51 60%n	13 40%n	- -n	30 56%n	9 44%n	299 47%	- -n	- -n	- -n	- -n	- -n	- -n	119 50%	147 59%ZR	104 49%	97 53%	45 40%n	142 48%	514 48%
Not very interested	218 21%bcgmBFK	217 20%	26 14%lm	28 14%lm	51 22%ghlm	4 4%n	15 27%n	37 16%lm	31 11%l	12 11%n	65 21%ghlm	42 21%ghlm	26 14%lm	8 6%	6 5%	81 27%ZabcfghkIm	2 6%n	3 5%n	17 21%nBFK	4 18%n	14 12%n	2 3%n	3 14%n	10 12%n	4 13%n	- -n	2 4%n	- -n	156 25%ZBHK	- -n	- -n	- -n	- -n	- -n	- -n	39 16%	54 22%	51 24%	35 19%	29 26%n	64 22%	217 20%
Not at all interested	84 8%bklmO	80 8%	6 3%	5 2%	17 8%bklm	- -n	9 16%n	9 4%	9 3%k	3 3%n	14 4%	12 6%	1 1%	3 2%	* *	46 15%ZbcfghIj klm	1 3%n	1 2%n	9 11%n	8 32%n	2 2%n	5 8%n	2 11%n	5 6%n	4 14%n	- -n	1 1%n	* 2%n	63 10%Z	- -n	- -n	- -n	- -n	- -n	- -n	15 6%	11 4%	9 4%	21 11%O	15 14%nOP	36 12%ZOP	80 8%
Don't know	17 2%	17 2%	- -	- -	2 1%	- -n	- -	- -	- -	- -n	2 1%	1 1%	- -	- -	- -	5 2%	- -n	- -n	- -n	- -n	- -n	- -n	- -n	- -n	- -n	- -n	- -n	- -n	9 1%	- -n	- -n	- -n	- -n	- -n	- -n	- -	1 *	4 2%	- -	2 2%n	2 1%	17 2%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
n=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/NO/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 57

12 Mar 2026

votefreq. Which of the following best describes how often you vote in General elections?

Base : All

| | Total (W'tld) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 58
votefreq. Which of the following best describes how often you vote in General elections?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnicity Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
I never vote	55 5%ef	44 4%	18 7%	12 4%	11 4%	11 8%	52 6%	1 1%	2 4%a	-	-	-	-	-	-	-	-	22 8%c	13 6%	4 2%	8 4%	8 5%	10 3%	13 4%	12 8%	13 8%	25 8%AF	23 3%	25 5%	29 5%	39 6%	8 4%	44 4%
I rarely vote	32 3%eBF	24 2%	10 4%	4 1%	7 3%	3 2%	24 3%	3 3%	5 10%aBde	-	-	-	-	-	-	-	-	13 5%c	13 6%c	1 *	3 2%	3 2%	8 3%	2 1%	11 8%BF	10 6%BF	21 7%BF	10 1%	17 4%	15 3%	26 4%	4 2%	24 2%
I sometimes vote	82 8%eBFJ	71 7%	25 10%d	28 10%d	16 7%	3 2%	72 8%	5 6%	5 11%ad	-	-	-	-	-	-	-	-	29 11%a	19 9%a	13 6%	5 3%	16 10%a	29 9%BF	14 4%	14 9%	22 13%BF	35 11%B	43 6%B	40 8%	42 8%	63 9%J	7 3%	71 7%
I usually vote	192 18%	161 15%	52 21%d	61 22%d	47 19%	12 9%	173 19%d	11 12%	8 15%a	-	-	-	-	-	-	-	-	53 20%	36 16%	42 20%	28 15%	33 20%	62 20%	57 15%	29 20%	31 18%	60 19%	119 17%	89 18%	101 18%	127 18%	39 17%	161 15%
I always vote	654 62%aCDE	721 68%	135 53%	166 59%	155 64%	107 75%Zabe	563 61%a	64 70%a	28 56%a	-	-	-	-	-	-	-	-	135 51%	134 60%	141 67%p	142 74%Zpqt	103 61%	200 63%CDE	273 74%ZACDEF	73 49%	81 48%	154 48%	474 69%ZACDE	310 63%	342 61%	421 60%	164 71%ZI	721 68%
It depends	31 3%	26 2%	7 3%	8 3%	7 3%	2 1%	24 3%	6 7%	1 2%a	-	-	-	-	-	-	-	-	10 4%	7 3%	7 3%	3 2%	4 2%	6 2%	12 3%	6 4%	6 4%	12 4%	18 3%	9 2%	22 4%	17 2%	8 4%	26 2%
Don't know	15 1%FI	15 1%	6 3%	3 1%	- -	4 3%	14 1%	1 1%	1 1%a	-	-	-	-	-	-	-	-	6 2%	1 1%	4 2%	2 1%	2 1%	4 1%	- -	4 3%B	7 4%BF	11 3%BF	4 1%	5 1%	8 1%	5 1%	- -	15 1%
Combinations - net Usually/always/it depends	**877** **83%aqCDE**	**908** **85%**	**193** **77%**	**235** **83%**	**209** **86%a**	**121** **85%**	**759** **82%a**	**81** **88%**	**37** **74%a**	-	-	-	-	-	-	-	-	**197** **74%**	**177** **79%**	**190** **90%Zpq**	**173** **91%Zpq**	**140** **83%**	**269** **84%CDE**	**342** **92%ZACDEF**	**108** **73%**	**118** **70%**	**226** **71%**	**610** **88%ZACDE**	**409** **83%**	**464** **83%**	**565** **81%**	**211** **92%ZI**	**908** **85%**

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***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 59
votefreq. Which of the following best describes how often you vote in General elections?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)							Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
I never vote	55 **31vDgNet**	44 4%	8 6%	16 **12%Z**	8 4%	-	-	-	6 2%	5 3%	11 2%	19 2%	11 2%	29 4%	6 3%	19 3%	25 3%	-	-	-	4 3%	3 **5%s**	*	-	6 4%	-	-	-	-	-	5 3%	-	-	-	-	44 4%
I rarely vote	32 **3%h**	24 2%	1 1%	2 2%	3 2%	3 2%	-	5 2%	9 6%	18 3%	19 2%	15 3%	7 4%	24 3%	- -	13 2%	13 2%	-	3 **6%wr**	-	- -	3 **5%s**	1 1%	* **1%s**	5 3%	1 **6%s**	-	-	-	-	9 6%	2 2%	-	-	-	24 2%
I sometimes vote	82 **6%gkmno**	71 7%	12 9%	15 **11%**	14 7%	7 5%	5 **6%s**	22 9%	7 5%	42 6%	49 7%	35 7%	7 4%	71 9%	* *	28 **5%h**	28 **4%i**	1 1%	6 **14%tot**	9 **9%xo**	6 5%	8 **10%xo**	4 3%	3 **3%s**	20 **13%ot**	2 **9%s**	* **1%s**	4 **10%s**	5 **10%xo**	- **-s**	7 5%	4 4%	- **-s**	- **4%s**	- **-s**	71 7%
I usually vote	192 **16%jn**	161 15%	28 21%	28 21%	31 15%	23 16%	8 **10%s**	49 20%	35 23%	132 19%	141 19%	109 **20%s**	16 9%	168 **21%Zj**	13 6%	109 **19%n**	117 **16%i**	11 11%	12 **27%xorx**	19 **20%s**	14 10%	18 **23%s**	24 19%	20 **23%s**	29 19%	3 **16%s**	2 **7%s**	5 **13%s**	9 **19%s**	- **-s**	35 **23%r**	23 22%	- **-s**	5 **40%s**	1 **14%s**	161 15%
I always vote	654 **62%bh**	721 68%	78 57%	68 50%	152 **72%vZ**	111 **76%ZIg**	57 **75%sZ**	149 62%	97 63%	462 **67%vZ**	503 **67%vZ**	350 65%	136 **74%Zk**	473 59%	182 **89%Zmn**	354 **66%Z**	536 **72%Zm**	91 **89%ZpqsvxwBC**	21 **48%s**	66 **70%vpv**	110 **82%ZpsvB**	42 **55%s**	95 **76%Zpsv**	60 **68%sp**	89 58%	12 **67%s**	30 **89%sZpqsvxBC**	27 **63%s**	35 **71%sp**	* **100%s**	97 63%	71 **68%p**	20 **100%s**	7 **57%s**	4 **80%s**	721 68%
It depends	31 3%	26 2%	4 3%	2 1%	2 1%	3 2%	7 **9%sBcIGghl**	6 2%	2 1%	17 3%	16 2%	14 3%	1 1%	28 4%	3 1%	19 3%	22 3%	- -	3 **7%sopri**	- **-s**	* *	1 **2%s**	1 1%	2 **2%s**	4 2%	- **-s**	1 **3%s**	6 **13%s**	- **-s**	- **-s**	2 1%	2 2%	- **-s**	- **-s**	- **-s**	26 2%
Don't know	15 **1%ghkmn**	15 1%	5 4%	4 3%	1 *	- -	* *s	3 1%	- -	4 1%	4 1%	4 1%	3 2%	6 1%	1 *	1 *	2 *	- -	- **-s**	1 **1%s**	- -	1 **1%s**	1 1%	2 **3%s**	1 1%	- **-s**	- **-s**	* *s	- **-s**	- **-s**	2 2%	- **-s**	- **-s**	- **-s**	- **-s**	15 1%
Combinations - net Usually/always/it depends	877 **83%h**	908 **85%**	110 **81%**	99 **72%**	186 **88%**	137 **93%ZI**	71 **93%sZ**	203 **85%**	135 **87%**	611 **89%ZI**	660 **88%Z**	474 **88%Z**	153 **84%**	669 **84%**	197 **96%Zmn**	478 **89%Z**	675 **91%Zm**	102 **99%ZpqsvxBC**	35 **80%s**	85 **90%sv**	124 **92%Zv**	61 **80%s**	120 **95%Zpsv**	82 **94%sZnv**	121 **79%**	15 **84%s**	33 **99%sZpsv**	38 **89%s**	44 **90%s**	* **100%s**	135 **87%**	96 **92%Zv**	20 **100%s**	11 **96%s**	4 **100%s**	908 **85%**

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(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 60

votefreq. Which of the following best describes how often you vote in General elections?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
I never vote	55 5%cO	44 4%	11 6%	13 6%	9 4%	3 3%s	9 17%s	16 7%	9 3%	4 4%s	10 3%	21 10%ZqjkmI	6 4%	6 4%	3 2%	18 6%	8 22%s	7 11%stHK	2 3%s	4 17%s	11 9%s	1 2%s	- -s	1 1%s	10 30%s	- -s	- -s	1 5%s	33 5%	- -s	- -s	- -s	- -s	- -s	- -s	14 6%cO	4 2%	13 6%cO	13 7%cO	8 7%sO	21 7%cO	44 4%
I rarely vote	32 3%qj	24 2%	2 1%	6 3%	9 4%	2 2%s	3 5%s	- -	2 1%	- -s	10 3%	6 3%	3 1%	- -	- -	13 4%Iq	2 5%s	2 3%s	9 11%sZEM	3 14%s	- -s	2 3%s	- -s	8 9%sZEM	6 20%s	- -s	- -s	- -s	16 3%	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	4 1%	7 4%	5 3%	5 5%s	10 3%	24 2%
I sometimes vote	82 8%q	71 7%	9 5%	10 5%	25 11%cg	5 6%s	7 13%s	18 8%	10 4%	5 5%s	25 8%	13 6%	12 7%	5 4%	5 4%	31 10%g	- -s	- -s	6 8%s	3 12%s	3 3%s	1 2%s	2 14%s	5 6%s	- -s	- -s	2 3%s	- -s	59 9%B	- -s	- -s	- -s	- -s	- -s	- -s	11 5%	20 8%	18 8%	19 11%	7 7%s	27 9%	71 7%
I usually vote	192 18%bmN	161 15%	27 15%m	24 12%	40 17%m	7 8%s	4 8%s	36 16%m	41 15%m	16 15%s	64 20%bm	37 18%m	22 12%	17 12%	7 5%	68 22%bm	5 14%s	8 13%s	11 14%s	- -s	13 11%s	5 8%s	- -s	14 17%s	4 14%s	- -s	8 14%s	4 21%s	131 21%ZF	- -s	- -s	- -s	- -s	- -s	- -s	22 9%	52 21%N	43 20%N	35 19%N	32 28%sZN	67 23%N	161 15%
I always vote	654 62%rRS	721 68%	120 67%n	144 71%Zqn	134 59%	65 75%s	28 48%s	151 66%n	200 73%Zdjn	76 71%m	195 62%	123 60%	129 72%Zqn	119 81%ZbdfjIn	100 84%ZbdfgIjkn	159 53%	21 56%s	43 71%s	45 57%s	10 40%s	88 72%s	45 77%sZM	13 82%s	56 66%s	11 34%s	- -s	44 83%sZDM	15 74%s	374 59%	- -s	- -s	- -s	- -s	- -s	- -s	182 77%ZDPGRS	162 65%RS	126 60%R	108 59%RS	44 40%s	150 51%R	721 68%
It depends	31 3%	26 2%	10 5%I	6 3%	11 5%	5 5%s	4 8%s	7 3%	11 4%	5 5%sI	9 3%	6 3%	6 3%	- -	5 4%	9 3%	1 1%s	1 2%s	6 8%s	4 18%s	7 6%s	5 9%sZHM	1 4%s	1 1%s	1 2%s	- -s	- -s	- -s	13 2%	- -s	- -s	- -s	- -s	- -s	- -s	3 1%	8 3%	3 1%	3 2%	13 12%sZNOPQS	17 6%ND	26 2%
Don't know	15 1%	15 1%	* *	- -	- -	- -s	- -s	- -	- -	- -s	- -	- -	* *	- -	- -	5 2%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	6 1%	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	* *	1 1%	1 1%s	2 1%	15 1%
Combinations - net Usually/always/it depends	**877** **83%s**	**908** **85%**	**156** **87%**	**174** **86%**	**185** **82%**	**77** **88%s**	**35** **64%s**	**195** **85%**	**252** **92%ZbcfjIn**	**97** **91%ejn**	**267** **85%**	**166** **81%**	**157** **88%n**	**136** **93%Zqjn**	**112** **92%Zcjn**	**235** **78%**	**27** **72%s**	**51** **86%s**	**62** **78%s**	**14** **58%s**	**108** **88%s**	**55** **93%s**	**13** **86%s**	**71** **84%s**	**16** **51%s**	**-** **-s**	**52** **97%sZCHM**	**19** **95%s**	**519** **82%**	**-** **-s**	**-** **-s**	**-** **-s**	**-** **-s**	**-** **-s**	**-** **-s**	**205** **87%**	**223** **89%ZDS**	**172** **82%**	**145** **79%**	**89** **80%s**	**234** **79%**	**908** **85%**

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*** small base; ** very small base (under 30) ineligible for sig testing**

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(Wave 2) KP26030SA - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 61
QBB. Who do you think would make the most capable Prime Minister?

Base : All

| | Total (W'tld) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 62

Q8B. Who do you think would make the most capable Prime Minister?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Kemi Badenoch	114 11%CE	122 11%	22 9%	29 10%	41 17%ZacF	15 10%	106 12%	5 5%	3 6%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	19 7%	15 7%	34 16%ZpQ	26 13%	20 12%	30 10%CE	70 19%ZACDEF	2 1%	9 6%	12 4%	100 14%ZACDE	42 9%	72 13%	72 10%	31 13%	122 11%
Keir Starmer	234 22%	236 22%	61 24%	49 17%	54 22%	46 32%b	210 23%b	15 17%	8 16%a	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	50 19%	52 23%	43 20%	53 28%	36 21%	77 24%D	77 21%	39 26%DE	22 13%	61 19%	154 22%	126 25%	107 19%	151 22%	62 27%	236 22%
Nigel Farage	205 19%CD	198 19%	49 19%	73 26%2cde	41 17%	14 10%	177 19%	16 17%	12 24%a	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	58 22%	47 21%	36 17%	35 18%	30 18%	50 16%	84 23%C	15 10%	52 31%ZACEF	67 21%C	134 19%C	87 18%	117 21%	148 21%	32 14%	198 19%
There is no difference	169 16%df	162 15%	44 18%	41 15%	29 12%	20 14%	134 15%	20 22%	15 30%a2bce	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	46 17%	43 19%	26 12%	24 13%	30 18%	42 13%	48 13%	39 26%ZABF	35 21%	74 23%ZABF	90 13%	67 14%	101 18%	104 15%	37 16%	162 15%
No one	143 13%dEF	130 12%	37 15%	38 13%	31 13%	14 10%	120 13%	17 18%	6 11%a	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	42 16%a	35 16%a	32 15%a	10 5%	22 13%a	47 15%	34 9%	30 20%BF	27 16%	57 18%B	81 12%	75 15%	68 12%	101 14%	26 11%	130 12%
Someone else. Specify...	109 10%dEF	120 11%	26 10%	26 9%	14 6%	26 18%2ce	92 10%c	12 13%	6 12%a	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	26 10%	21 10%	16 8%	23 12%	21 12%	48 15%ZBF	24 6%	15 10%	14 8%	29 9%	71 10%B	60 12%	47 8%	71 10%	29 12%	120 11%
Don't know	90 8%	94 9%	14 6%	26 9%	33 14%Ze	8 6%	82 9%	7 8%	1 2%a	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	25 9%	9 4%	24 12%a	20 10%	11 7%	24 8%	35 9%	10 6%	9 5%	19 6%	59 9%	40 8%	47 8%	52 7%	14 6%	94 9%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 63

Q8B. Who do you think would make the most capable Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(2)	Total	One (e)	Two or more (fn)	Labour (cc)	Conservative (dd)	Liberal Democrats (Lib Dem) (ee)	Reform UK (ff)	Green (GD)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (jj)	Satis -fied (ii)	Dis- satis -fied (kk)	Very (ll)	Fairly (mm)	Very/Fairly (nn)	Con loyalist (oo)	Con gains (pp)	Con losses (qq)	Lab loyalist (rr)	Lab gains (ss)	Lab losses (tt)	Reform UK loyalist (uu)	Reform UK gains (vv)	Reform UK losses (ww)	LD loyalist (xx)	LD gains (yy)	LD losses (zz)	Green loyalist (AA)	Green gains (BB)	Green losses (CC)	SNP loyalist (DD)	SNP gains (EE)	SNP losses (FF)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	254	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Kemi Badenoch	114 11%cGIqsB	122 11%	11 8%	10 7%	8 4%	62 42%ZoefGghl	4 5%s	27 11%cGhl	3 2%	97 14%ZceGhl	43 6%	35 7%G	5 3%	108 13%ZJ	15 7%	82 15%ZI	97 13%ZI	49 48%ZqrstuvxzBC	13 29%sZrstuvxzBC	12 12%esB	7 5%	1 1%s	10 8%	8 10%esB	19 12%eB	1 4%s	2 7%s	2 4%s	4 8%s	- -s	3 2%	9 9%	- -s	1 9%s	- -s	122 11%
Keir Starmer	234 22%dfgJkopqu vC	236 22%	31 23%	27 20%	143 68%ZdefGghl	10 7%	24 32%edfgl	10 4%	27 18%df	81 12%f	214 29%ZdfGgl	71 13%f	139 77%Jk	71 9%	74 36%Jmn	116 22%	190 26%Jmn	7 7%	3 7%su	5 5%s	98 73%ZopqtuvxzBC	45 58%sZopqtuvxBC	31 25%opquvC	- -s	10 7%	1 7%s	15 44%sZopquvBC	9 22%s	15 31%opquvC	- -s	27 18%quvC	1 1%	3 13%s	5 39%s	1 25%s	236 22%
Nigel Farage	205 19%cdeGjorst xB	198 19%	22 16%	33 24%	5 2%	12 8%G	2 3%s	173 72%ZcdeGgN	2 1%	191 28%ZcdeGh	184 25%ZcdeG	179 33%ZcdeGgh	10 5%	193 24%ZJ	43 21%	122 23%	164 22%Z	7 7%	4 10%eB	49 51%sZoprstuxB	4 3%	1 1%s	11 9%B	72 82%sZopqrstvxzBC	101 66%ZopqrstuxB	1 7%s	1 3%s	1 3%s	4 8%s	- -s	2 1%	73 70%ZopqrstuxB	- -s	- -s	2 47%s	198 19%
There is no difference	169 16%fgJmruvC	162 15%	24 18%	15 11%	24 11%f	23 15%f	17 22%efhl	10 4%	34 22%fghl	95 14%f	97 13%f	73 14%f	10 6%	143 18%ZJ	15 7%	72 13%	86 12%l	11 11%	11 26%ruvC	14 14%suv	8 6%	16 21%ruvC	26 31%ruvC	2 2%s	8 5%	5 26%s	5 15%su	12 27%s	6 11%s	- -s	34 22%ruvC	7 6%u	3 14%s	3 27%s	- 10%s	162 15%
No one	143 12%cdGJmoru C	130 12%	12 9%	21 15%	15 7%	10 7%	12 16%ef	12 5%	31 20%cdfgh	83 12%f	88 12%f	73 14%f	7 4%	123 15%ZJ	7 3%	62 12%lm	69 9%l	5 5%	5 11%suC	9 10%suC	5 4%	9 12%suC	20 16%ruC	* *s	11 7%	2 9%s	4 11%suC	8 19%s	10 20%sruvC	- 100%s	31 20%ruvC	2 2%	10 48%s	1 11%s	- -s	130 12%
Someone else. Specify...	109 10%cGhv	120 11%	18 13%	13 10%	8 4%	11 8%f	9 11%ef	6 2%	45 29%ZcdeghI	95 14%ZcdI	91 12%Zcf	83 15%ZcfI	5 2%	102 13%ZJ	41 20%Zmn	55 10%	96 13%Zm	10 10%v	1 3%s	4 4%s	7 5%	1 1%s	23 18%Zgruxv	4 5%s	2 1%	7 41%s	3 9%sv	6 13%s	5 10%sv	- -s	45 29%ZopqruxvzC	11 11%uv	5 23%s	2 12%s	- -s	120 11%
Don't know	90 8%fghJmnuvC	94 9%	18 13%	17 12%	9 4%	19 12%cfghI	9 11%efhl	2 1%	12 8%f	43 6%hIl	33 4%f	24 4%f	6 3%	59 7%	11 5%	29 5%	40 5%	12 12%suvC	6 13%sduvC	3 3%s	6 4%	3 4%s	5 4%	1 1%s	2 1%	1 5%s	3 10%suvC	5 12%s	8 12%suvC	- -s	12 8%v	2 2%	1 3%s	- -s	1 14%s	94 9%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - A/a/b - B/b/c/d/e/f/G/g/h/I - J/j/k - L/l/m/n - O/o/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends .

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 64

Q8B. Who do you think would make the most capable Prime Minister?

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - Internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	62	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Kemi Badenoch	114 11% **gnTWR**	122 11%	21 12%	28 14% **gn**	31 14% **g**	12 14% **a**	3 6% **a**	26 11%	18 7%	15 14% **a**	54 17% **Zgimn**	17 8%	20 11%	17 12%	8 7%	20 7%	8 22% **a**	17 28% **eZFM**	14 18% **eF**	* 2% **a**	15 13% **a**	1 2% **a**	2 16% **a**	30 34% **eZFM**	2 6% **a**	- - **a**	8 14% **eF**	2 8% **a**	56 9%	-	-	-	-	-	-	36 15% **ZRS**	26 11%	24 11% **R**	18 10%	3 3% **a**	21 7%	122 11%
Keir Starmer	234 22% **eQRS**	236 22%	46 26% **a**	65 32% **Zcln**	47 21%	32 37% **a**	17 30% **a**	72 32% **Zcln**	110 40% **Zabcfhln**	22 21% **a**	58 19%	62 30% **cln**	65 37% **Zacfln**	64 44% **Zabcfhl jn**	59 49% **Zabcfhl jkn**	42 14%	11 30% **a**	14 23% **a**	11 14% **a**	10 42% **a**	37 31% **afl**	26 44% **aEBCHM**	1 4% **a**	9 11% **a**	15 46% **a**	- - **a**	25 47% **aEBCHM**	7 34% **a**	129 20%	-	-	-	-	-	-	78 33% **ZPQRS**	67 27% **QRS**	38 18%	23 12%	12 11% **a**	35 12%	236 22%
Nigel Farage	205 19% **bgkmBF K**	198 19%	30 17% **bgklm**	15 7%	57 25% **bfgklm**	4 4% **a**	11 19% **a**	30 13% **gl**	17 6%	32 31% **aBbfgj klm**	70 22% **bfgklm**	26 12% **gl**	13 7%	7 5%	7 6%	65 22% **bgkm**	7 18% **a**	4 6% **a**	28 35% **aZBEFKM**	5 22% **a**	15 12% **a**	2 3% **a**	12 77% **a**	38 33% **aZBEFKM**	4 11% **a**	- - **a**	2 5% **a**	2 9% **a**	122 16% **BFK**	-	-	-	-	-	-	41 17%	57 23%	37 18%	37 20%	27 24% **a**	63 22%	198 19%
There is no difference	169 16% **N**	162 15%	27 15%	32 16% **k**	24 10%	2 2% **a**	10 18% **a**	34 15%	31 11%	10 9% **a**	53 17% **k**	31 15%	16 9%	16 11%	10 8%	67 22% **Zcgklm**	3 9% **a**	10 18% **a**	11 14% **a**	8 34% **a**	18 15% **a**	10 17% **a**	1 3% **a**	19 23% **a**	7 21% **a**	- - **a**	7 13% **a**	5 24% **a**	106 17%	-	-	-	-	-	-	19 8%	29 11%	39 19% **N**	37 20% **N**	32 29% **aN**	69 24% **ZNO**	162 15%
No one	143 13% **fM**	130 12%	21 12%	26 13% **l**	36 16% **l**	11 13% **a**	8 14% **a**	27 12%	36 13% **l**	7 7% **a**	37 12%	35 17% **hl**	24 13% **l**	7 5%	12 10%	55 18% **Zhl**	1 2% **a**	3 5% **a**	8 10% **a**	- - **a**	17 14% **a**	1 2% **a**	- - **a**	3 3% **a**	2 6% **a**	- - **a**	2 4% **a**	1 3% **a**	102 16% **fM**	-	-	-	-	-	-	31 13%	30 12%	26 13%	34 19%	7 7% **a**	41 14% **R**	130 12%
Someone else. Specify...	109 10% **M**	120 11%	24 13%	26 13% **c**	13 6%	17 20% **a**	- - **a**	28 12%	47 17% **Zcln**	10 9% **a**	23 7%	20 10%	29 16% **cl**	26 18% **Zcln**	19 16% **cl**	25 8%	5 14% **a**	10 17% **aC**	- - **a**	- - **a**	16 13% **aC**	13 22% **aBCHM**	- - **a**	5 6% **a**	2 6% **a**	- - **a**	7 13% **aC**	4 21% **a**	61 10%	-	-	-	-	-	-	13 5%	24 10%	29 14% **N**	20 11%	16 14% **aN**	36 12% **N**	120 11%
Don't know	90 8% **H**	94 9%	10 6%	9 5%	19 9%	8 10% **a**	6 11% **a**	11 5%	15 5%	10 9% **a**	18 6%	15 7%	11 6%	8 5%	5 4%	28 9%	2 5% **a**	2 3% **a**	8 10% **a**	- - **a**	4 4% **a**	5 9% **a**	- - **a**	1 1% **a**	1 4% **a**	- - **a**	2 5% **a**	* 2% **a**	54 8%	-	-	-	-	-	-	19 8%	18 7%	14 7%	15 8%	14 12% **a**	29 10%	94 9%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 73

Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections_Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 74

Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnicity Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Living comfortably on present income	267 **22%pDE** *28%*	301 *28%*	66 *26%*	61 *22%*	65 *27%*	41 *28%*	234 *25%*	22 *25%*	11 **22%s**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	39 *15%*	48 *22%*	58 **27%p** *27%*	63 **33%2pq** *33%*	59 **35%2pq** *35%*	82 **26%DE** *26%*	136 **37%ZACDEF** *37%*	25 **17%E** *17%*	13 *7%*	38 *12%*	217 **32%ZACDE** *32%*	124 *25%*	143 *26%*	181 *26%*	63 *27%*	301 *28%*
Coping on present income	441 **42%dD** *42%*	456 *43%*	93 *37%*	123 **44%d** *44%*	127 **52%ZadeF** *52%*	40 *28%*	384 **42%d** *42%*	34 *37%*	24 **47%s** *47%*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	95 *35%*	95 *43%*	91 *43%*	91 **48%p** *48%*	69 *41%*	143 **46%DE** *46%*	170 **46%DE** *46%*	60 *41%*	52 *31%*	112 *35%*	317 **46%ZDE** *46%*	212 *43%*	229 *41%*	299 *43%*	104 *45%*	456 *43%*
Finding it difficult on present income	208 **20%cdEF** *17%*	178 *17%*	58 **23%c** *23%*	48 *17%*	34 *14%*	43 **30%2bc** *30%*	183 **20%c** *20%*	16 *18%*	8 **17%s** *17%*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	74 **28%2rst** *28%*	58 **26%rst** *26%*	32 *15%* *15%*	21 *11%* *11%*	22 *13%* *13%*	53 **17%BF** *17%*	34 *9%* *9%*	42 **28%ZABF** *28%*	62 **37%ZABF** *37%*	104 **31%ZABF** *31%*	87 **13%B** *13%*	95 *19%* *19%*	111 *20%* *20%*	129 *18%* *18%*	46 *20%* *20%*	178 *17%* *17%*
Finding it very difficult on present income	118 **11%cdEFJ** *9%*	99 *9%*	28 *11%*	39 **14%c** *14%*	15 *6%*	13 *9%*	96 **10%c** *10%*	16 **17%c** *17%*	6 **12%s** *12%*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	50 **19%2ps** *19%*	20 *9%* *9%*	22 **11%s** *11%*	8 *4%* *4%*	18 **11%s** *11%*	32 *10%* *10%*	24 *7%* *7%*	18 *12%* *12%*	34 **20%ZABF** *20%*	52 **16%ZBF** *16%*	57 *8%* *8%*	57 *12%* *12%*	59 *11%* *11%*	85 **12%J** *12%*	15 *6%* *6%*	99 *9%* *9%*
Don't know	8 **1%F** *1%*	5 * *	2 *1%* *1%*	- - -	- - -	4 **3%b** *3%*	6 *1%* *1%*	2 **2%bc** *2%*	- -s -	- -s -	- -s -	- -s -	- -s -	- -s -	- -s -	- -s -	- -s -	2 *1%* *1%*	- - -	6 **3%Z** *3%*	1 * *	- - -	1 * *	2 * *	3 *2%* *2%*	3 *2%* *2%*	6 *2%* *2%*	2 * *	2 * *	6 *1%* *1%*	2 * *	- - -	5 * *
Prefer not to say	19 **2%I** *2%*	23 *2%*	4 *2%*	10 *3%*	2 *1%*	1 *1%*	18 *2%*	1 *1%*	1 **1%s** *1%*	- -s -	- -s -	- -s -	- -s -	- -s -	- -s -	- -s -	- -s -	7 *2%* *2%*	2 *1%* *1%*	2 *1%* *1%*	7 *3%* *3%*	2 *1%* *1%*	4 *1%* *1%*	6 *2%* *2%*	* * *	6 *3%* *3%*	6 *2%* *2%*	10 *1%* *1%*	5 *1%* *1%*	10 *2%* *2%*	1 * *	2 *1%* *1%*	23 *2%* *2%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 75

Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																			UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Living comfortably on present income	267 **25%efhuC**	301 *28%*	17 *13%*	36 **26%s**	62 **29%ZfGghl**	48 **33%dgl**	21 **28%s**	44 *18%*	32 *21%*	159 **23%l**	193 **26%fl**	111 *21%*	73 *40%Zk*	172 *22%*	74 **36%Zmn**	135 *25%*	269 **36%Zm**	39 **38%ZbvBC**	9 **20%s**	26 **27%acC**	55 **41%ZgtuvBC**	26 **35%acC**	22 *18%*	11 **12%s**	34 *22%*	1 **7%s**	9 **25%s**	13 **30%s**	16 **31%acC**	- -s	32 *21%*	12 *11%*	8 **39%s**	1 **11%s**	2 **47%s**	301 *28%*
Coping on present income	441 **42%b**	456 *43%*	48 *35%*	37 *27%*	75 *35%*	58 *40%*	40 **53%ac**	109 *45%*	72 *46%*	310 **45%Z**	326 **43%c**	252 **47%Zcfi**	61 *34%*	351 **44%Z**	73 *36%*	241 *45%*	314 *42%*	40 *39%*	18 **42%s**	44 **46%s**	51 *38%*	23 **30%s**	64 **51%s**	48 **56%aEk**	60 *40%*	10 **59%s**	17 **51%s**	23 **54%s**	23 **46%s**	- -s	72 *46%*	59 **56%Zbrtw**	5 **27%s**	6 **52%s**	1 **14%s**	456 *43%*
Finding it difficult on present income	298 **28%x**	178 *17%*	32 *23%*	35 *26%*	30 *14%*	22 *15%*	12 **15%s**	54 *22%*	39 *25%*	145 *21%*	153 **20%c**	123 **22%Zch**	29 *16%*	165 *21%*	35 *17%*	109 *20%*	145 *19%*	13 *13%*	8 **19%sz**	17 **18%sz**	19 *14%*	11 **14%s**	26 **20%z**	17 **19%sz**	37 **24%z**	5 **30%s**	6 **19%s**	5 **12%s**	2 **5%s**	- -s	59 **25%z**	22 **21%z**	7 **34%s**	2 **19%s**	- **10%s**	178 *17%*
Finding it very difficult on present income	118 **11%ghl**	99 *9%*	32 **24%Z**	24 *18%*	24 *11%*	14 *10%*	3 **4%s**	33 **13%l**	11 *7%*	62 *9%*	72 *10%*	48 *9%*	16 *9%*	98 *12%*	21 *10%*	47 *9%*	67 *9%*	6 *6%*	8 **19%aeo**	7 **7%s**	10 *7%*	14 **18%s**	12 *9%*	9 **11%s**	21 *14%*	1 **4%s**	2 **5%s**	2 **4%s**	3 **14%s**	- **100%s**	11 *7%*	10 *9%*	- -s	2 **18%s**	1 **29%s**	99 *9%*
Don't know	8 **1%hn**	5 *	3 *3%*	2 *1%*	2 *1%*	- -	- -s	- -	- -	- -	2 *	- -	- -	3 *	- -	2 *	2 *	- -	- -s	- -s	- -	2 **2%s**	2 *2%*	- -s	- -	- -s	- -s	- -s	- -s	- -	- -	- -s	- -s	- -s	- -s	5 *
Prefer not to say	19 **2%hlkmn**	23 *2%*	3 *2%*	2 *1%*	* *	4 **3%h**	- -s	3 *1%*	1 *1%*	8 *1%*	5 *1%*	4 *1%*	3 *2%*	9 *1%*	2 *1%*	4 *1%*	6 *1%*	4 *4%*	- *s	1 **1%s**	- -	* **1%s**	- -	2 **3%s**	1 *	- -s	- -s	- -s	1 **3%s**	- -s	1 *1%*	2 *2%*	- -s	- -s	- -s	23 *2%*

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*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 76

Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	120	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	266*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Living comfortably on present income	267 25%NOPQRS	301 28%	53 29%s	65 32%ZdIps	50 22%	32 37%s	17 32%s	58 25%	83 30%jn	22 20%s	71 23%	42 20%	58 33%jn	41 28%	40 33%jn	52 17%	19 50%s	30 51%sIM	26 32%s	9 38%s	41 33%s	24 42%sIM	2 14%s	28 33%sM	15 46%s	- -s	20 39%sM	8 39%s	130 21%	- -s	- -s	- -s	- -s	- -s	- -s	237 100%ZOPQRS	- -	28 13%OQRS	- -	- -s	- -	301 28%
Coping on present income	441 42%KQRS	456 43%	70 39%	89 44%	102 45%	28 33%s	16 30%s	85 37%	123 45%	50 47%s	139 44%	87 42%	81 45%	63 43%	47 39%	128 43%	14 38%s	21 36%s	28 35%s	5 19%s	39 31%s	23 39%s	9 55%s	31 37%s	9 29%s	- -s	24 46%s	9 45%s	283 45%Z	- -s	- -s	- -s	- -s	- -s	- -s	- -	250 100%ZNPQRS	183 87%ZNQRS	- -	- -s	- -	456 43%
Finding it difficult on present income	208 20%NOPR	178 17%	42 24%b	29 14%	52 23%	16 19%s	11 20%s	72 32%ZbgIk	50 18%	23 22%s	63 20%	60 25%ZbgIk	29 16%	34 22%b	25 21%	66 22%	3 8%s	6 10%s	15 19%s	4 16%s	38 31%sBF	7 12%s	3 19%s	17 20%s	8 24%s	- -s	7 14%s	3 13%s	124 20%	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	183 100%ZNOPRS	- -s	183 62%ZNOPR	178 17%
Finding it very difficult on present income	118 11%IgIRNOPQ	99 9%	13 7%	16 8%	23 10%	10 11%s	10 19%s	12 5%	16 6%	11 11%s	49 15%fgk	17 8%	10 6%	9 6%	7 6%	41 14%fg	1 3%s	1 1%s	11 13%s	7 27%s	5 4%s	4 7%s	2 11%s	9 10%s	* 1%s	- -s	1 2%s	1 5%s	72 12%B	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	111 100%sZNOPQS	111 38%ZNOPQ	99 9%
Don't know	8 1%	5 *	- -	2 1%	- -	-s	-s	- -	- -	-s	- -	- -	- -	- -	- -	4 1%	-s	2 3%s	-s	- -	-s	- -	-s	- -	-s	-s	- -	-s	4 1%	-s	-s	-s	-s	-s	-s	- -	- -	- -	- -	-s	- -	5 *
Prefer not to say	19 2%	23 2%	1 1%	1 1%	* *	-s	-s	2 1%	1 *	-s	- -	- -	- -	- -	1 1%	10 3%I	-s	-s	* *s	-s	1 1%s	-s	-s	-s	-s	-s	-s	-s	12 2%	-s	-s	-s	-s	-s	-s	- -	- -	- -	- -	-s	- -	23 2%

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Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 77

Q13b. How worried, if at all, are you about you and your household's financial situation?

Base : All (Oct/Nov 2025)

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 78

Q13b. How worried, if at all, are you about you and your household's financial situation?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Very worried	113 **11%abDF**	97 9%	32 *13%*	38 *13%*	17 *7%*	8 *5%*	94 *10%*	13 *14%*	6 **12%a**	-	-	-	-	-	-	-	-	48 **18%2pqt**	19 *8%*	23 *11%*	11 *6%*	13 *8%*	19 *6%*	22 *6%*	21 **14%ABF**	43 **25%ZABF**	64 **25%ZABCF**	41 *6%*	47 *9%*	65 *12%*	70 *10%*	20 *9%*	97 *9%*
Fairly worried	398 **37%BF**	391 *37%*	97 *38%*	105 *37%*	90 *37%*	51 *36%*	343 *37%*	32 *35%*	22 **44%a**	-	-	-	-	-	-	-	-	114 *43%*	94 *42%*	74 *35%*	63 *33%*	53 *31%*	130 **41%BF**	102 *27%*	73 **49%ZBF**	74 **44%B**	147 **46%ZBF**	231 **34%B**	187 *38%*	207 *37%*	268 *38%*	88 *38%*	391 *37%*
Not very worried	423 **40%DE**	418 *39%*	94 *37%*	109 *39%*	109 *45%*	63 *44%*	375 *41%*	30 *33%*	18 **35%a**	-	-	-	-	-	-	-	-	87 *33%*	87 *39%*	82 *39%*	89 **47%2p**	78 **46%p**	138 **43%DE**	179 **48%ZCDE**	46 *31%*	40 *24%*	86 *27%*	316 **46%ZCDE**	211 *43%*	211 *38%*	287 *41%*	96 *42%*	418 *39%*
Not at all worried	99 **9%cE**	123 *12%*	21 *8%*	22 *8%*	24 *10%*	13 *9%*	80 *9%*	14 *15%*	4 **8%a**	-	-	-	-	-	-	-	-	11 *4%*	18 *8%*	25 **12%p**	23 **12%p**	21 **13%p**	23 *7%*	61 **16%ZACDEF**	5 *4%*	8 *5%*	14 *4%*	84 **12%ZACE**	37 *7%*	62 *11%*	60 *9%*	26 *11%*	123 *12%*
Don't know	7 **1%F**	7 *1%*	2 *1%*	1 *	* *	3 *2%*	6 *1%*	1 *1%*	- **-a**	-	-	-	-	-	-	-	-	2 *1%*	* *	3 *1%*	1 *	* *	1 *	1 *	3 **2%F**	2 *1%*	5 *1%*	1 *	3 *1%*	4 *1%*	3 *	- .	7 *1%*
Prefer not to say	23 **2%J**	26 *2%*	6 *3%*	7 *3%*	3 *1%*	5 *4%*	22 *2%*	1 *1%*	1 **1%a**	-	-	-	-	-	-	-	-	4 *2%*	5 *2%*	5 *2%*	5 *3%*	4 *2%*	8 *3%*	7 *2%*	* *	2 *1%*	3 *1%*	16 *2%*	11 *2%*	9 *2%*	12 *2%*	1 *	26 *2%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 79

Q13b. How worried, if at all, are you about you and your household's financial situation?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Very worried	113 11%j	97 9%	13 10%	21 15%	16 8%	12 8%	5 7%x	35 15%Gh	9 6%	72 11%	76 10%	60 11%	7 4%	103 13%Z	21 10%	54 10%	74 10%	4 4%	7 17%xo	5 5%x	9 6%	3 5%x	7 6%	15 17%xoqIB	20 13%x	2 10%x	3 5%x	2 5%x	2 4%x	* 100%x	8 5%	16 15%xB	- -x	1 12%x	- -x	97 9%
Fairly worried	398 37%c	391 37%	72 52%Z	54 40%	61 29%	54 37%	20 26%x	91 38%	71 46%ce	263 38%e	269 36%	209 39%e	55 30%	319 40%Z	72 35%	192 36%	264 36%	41 40%	13 29%x	37 39%x	39 29%	22 28%x	63 50%Zprs	28 32%x	63 41%	11 60%x	11 32%x	9 21%x	15 31%x	- -x	71 46%r	38 37%	7 37%x	4 38%x	2 39%x	391 37%
Not very worried	423 40%aB	418 39%	37 28%	42 31%	117 55%ZdfGjhl	57 39%	42 55%xZfgl	90 38%	62 40%	275 40%	334 45%Zgl	217 40%	100 55%Zk	287 36%	84 41%	238 44%Z	322 43%Z	40 39%	18 40%x	41 43%x	74 55%Zlv	43 56%xZlv	43 34%	39 44%x	51 34%	4 23%x	16 46%x	26 62%x	23 48%x	- -x	62 40%	43 41%	8 41%x	6 50%x	- -x	418 39%
Not at all worried	99 9%	123 12%	7 5%	14 11%	17 8%	22 15%ZGjhl	9 12%x	20 8%	8 5%	65 9%	59 8%	43 8%	17 9%	76 10%	24 12%	45 8%	69 9%	17 16%xBC	6 12%x	10 11%x	12 9%	5 7%x	8 6%	5 3%x	17 11%	1 7%x	5 13%x	4 10%x	7 14%xzC	- -x	8 5%	4 4%	4 21%x	- -x	2 61%x	123 12%
Don't know	7 1%ghos	7 1%	4 3%Z	2 1%	- -	* *	* 1%x	* *	- -	1 *	1 *	1 *	1 *	2 *	- -	1 *	1 *	- -	* 1%x	- -x	- -	- -x	1 *	* *x	- -	- -x	- 1%x	* -x	- -x	- -	* *	- -x	- -x	- -x	7 1%
Prefer not to say	23 2%hk	26 2%	3 2%	2 2%	1 1%	1 1%	- -x	4 2%	5 3%	10 1%	10 1%	9 2%	3 2%	12 2%	4 2%	8 2%	12 2%	1 1%	* 1%x	2 2%x	1 1%	- -x	5 4%	3 3%x	1 *	- -x	- -x	- -x	2 4%x	- -x	5 3%	3 3%	- -x	- -x	- -x	26 2%

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*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 80

Q13b. How worried, if at all, are you about you and your household's financial situation?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Very worried	113 11%zmO	97 9%	15 8%	18 9%	11 5%	3 3%s	6 11%s	8 4%	20 7%	8 8%s	28 9%	13 6%	11 6%	7 5%	7 6%	48 16%ZbgklmO	-	4 8%s	5 6%s	4 18%s	3 3%s	6 10%s	1 6%s	8 10%s	1 4%s	-	3 6%s	1 7%s	79 13%Z	-	-	-	-	-	-	-	-	16 7%NO	27 10%NO	67 81%zNOPQS	94 32%ZNOPQ	97 9%
Fairly worried	398 37%zNO	391 37%	76 42%b	64 32%	96 42%	33 38%s	17 30%s	101 44%bg	92 34%	41 39%s	133 42%b	94 45%bg	67 38%	62 42%b	40 33%	106 35%	19 50%s	18 30%s	34 43%s	5 22%s	53 43%s	17 28%s	4 25%s	31 37%s	14 45%s	-	23 44%s	8 40%s	232 37%	-	-	-	-	-	-	-	-	195 93%ZNORS	156 85%ZNORS	44 41%sNO	200 68%ZNOR	391 37%
Not very worried	425 40%FGRS	418 39%	70 39%	99 49%ZN	100 44%	47 54%s	29 52%s	93 41%	129 47%ZN	46 44%s	125 40%	82 40%	87 49%	64 43%	57 48%	110 37%	15 40%s	29 48%s	35 44%s	13 53%s	50 40%s	28 48%s	7 49%s	35 41%s	13 42%s	-	22 42%s	6 32%s	252 40%	-	-	-	-	-	-	152 64%ZFGRS	242 97%ZNPGRS	-	-	-	-	418 39%
Not at all worried	99 9%bFGRS	123 12%	15 9%	15 8%	15 7%	3 4%s	2 4%s	22 10%	26 9%	9 9%s	23 7%	12 6%	9 5%	9 6%	11 9%	26 9%	3 9%s	9 15%s	6 8%s	1 2%s	13 11%s	7 13%s	2 13%s	10 11%s	3 9%s	-	4 7%s	4 21%s	59 9%	-	-	-	-	-	-	65 28%ZDPGRS	9 3%PS	-	-	-	-	123 12%
Don't know	7 1%	7 1%	* *	- -	- -	- -s	- -s	- -	- -	* *s	* *	- -	- -	- -	- -	2 1%	* 1%s	- -s	- -s	- -s	- -s	- -s	* 2%s	* *s	- -s	- -s	- -s	- -s	3 *	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	-	-	7 1%
Prefer not to say	23 2%	26 2%	3 1%	6 3%	4 2%	1 1%s	1 2%s	4 2%	7 2%	1 1%s	4 1%	6 3%	4 2%	5 3%	4 4%	8 3%	- -s	- -s	- -s	1 3%s	4 3%s	* 1%s	1 5%s	* 1%s	- -s	- -s	1 1%s	- -s	14 2%	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	-	-	26 2%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 161

Q11_goodPM_KeirStarmer. On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections_Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 162

Q11_goodPM_KeirStarmer. On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	145*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Strongly agree	55 5%F	49 5%	15 6%	15 5%	14 6%	7 5%	51 5%	3 4%	1 2%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	22 8%	6 3%	12 6%	7 3%	8 5%	13 4%	14 4%	11 7%	17 10%F	27 9%ZF	28 4%	34 7%	21 4%	33 5%	15 6%	49 5%
Tend to agree	173 16%gD	184 17%	38 15%	40 14%	42 17%	34 23%	154 17%	14 15%	6 11%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	26 10%	43 19%p	34 16%	46 24%2p	25 15%	59 19%D	64 17%D	26 18%DE	12 7%	38 12%	123 18%D	90 18%	83 15%	116 17%	48 21%	184 17%
Neither agree nor disagree	144 14%	147 14%	42 17%	30 11%	25 10%	30 21%bcg	127 14%	14 15%	3 5%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	47 17%	24 11%	24 11%	21 11%	28 17%	44 14%	53 14%	20 13%	15 9%	35 11%	97 14%	67 13%	74 13%	91 13%	31 13%	147 14%
Tend to disagree	220 21%d	218 21%	59 23%d	48 17%	66 27%ZbdE	13 9%	187 20%d	20 22%d	13 26%ad	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	46 17%	55 25%	37 18%	44 23%	38 23%	64 20%	81 22%	39 27%E	25 15%	65 20%	145 21%	93 19%	126 23%	149 21%	47 21%	218 21%
Strongly disagree	426 40%C	419 39%	91 36%	136 48%Zace	84 34%	54 38%	365 40%	34 37%	27 54%ac	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	117 44%	87 39%	94 45%	66 35%	62 36%	124 39%	154 42%C	40 27%	92 54%ZACEF	132 42%C	279 40%C	188 38%	236 42%	291 42%	80 35%	419 39%
Don't know	44 4%BF	45 4%	8 3%	11 4%	13 5%	5 3%	37 4%	6 7%	1 2%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	11 4%	8 4%	10 5%	7 4%	8 5%	15 5%BF	4 1%	12 8%BF	8 5%	20 6%B	19 3%B	23 5%	18 3%	20 3%	10 4%	45 4%
Agree	**228** **22%**	**233** **22%**	**52** **21%**	**55** **20%**	**56** **23%**	**41** **28%**	**204** **22%**	**17** **19%**	**7** **13%a**	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	**47** **18%**	**49** **22%**	**46** **22%**	**53** **28%Z**	**33** **19%**	**72** **23%**	**78** **21%**	**37** **25%**	**28** **17%**	**66** **21%**	**150** **22%**	**105** **22%**	**104** **19%**	**149** **21%**	**82** **37%Z**	**233** **22%**
Disagree	**646** **61%d**	**637** **60%**	**150** **60%**	**185** **66%d**	**150** **62%**	**67** **47%**	**552** **60%d**	**54** **59%**	**40** **79%ZacdeF**	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	**162** **61%**	**142** **64%**	**132** **62%**	**110** **58%**	**100** **59%**	**188** **59%**	**236** **64%**	**80** **53%**	**117** **69%C**	**197** **62%C**	**424** **61%**	**291** **57%**	**363** **65%ZG**	**440** **63%**	**127** **55%**	**637** **60%**
Net agree	**-418** **-39%**	**-404** **-38%**	**-98** **-39%**	**-130** **-46%**	**-94** **-39%**	**-26** **-19%**	**-348** **-38%**	**-37** **-40%**	**-33** **-66%a**	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	**-115** **-43%**	**-93** **-42%**	**-85** **-40%**	**-58** **-30%**	**-67** **-40%**	**-116** **-36%**	**-158** **-43%**	**-42** **-28%**	**-89** **-53%**	**-131** **-41%**	**-273** **-40%**	**-156** **-31%**	**-259** **-46%**	**-391** **-56%**	**-93** **-40%**	**-404** **-38%**

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***=Less than 0.5%**
a:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 163

Q11_goodPM_KeirStarmer. On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Strongly agree	55 5%GgsB	49 5%	11 8%	7 5%	36 17%ZdfGgh	4 3%	7 9%vDgi	8 3%	- -	19 3%	51 7%ZfGgi	15 3%	42 23%Zk	9 1%	24 12%Zmn	26 5%	50 7%Zm	1 1%	3 6%xB	1 1%x	23 17%ZoquvBC	13 17%xZoquvBC	7 6%B	1 2%x	6 4%	- -x	5 14%xZoquvBC	2 5%x	5 10%xoqBC	- -x	- -	- 1%	- -x	- -x	1 29%x	49 5%
Tend to agree	173 16%dgiknoquv C	184 17%	21 15%	25 19%	84 40%ZdfGgN	13 9%f	22 29%xZdfgi	5 2%	27 17%f	78 11%f	149 20%ZdfgI	65 12%f	98 54%Zk	54 7%	42 20%	88 16%	130 17%	7 6%	6 14%xqv	3 3%x	59 44%ZopqtuvxB C	25 33%xZoquvC	28 22%oquvC	3 3%x	2 1%	1 5%x	12 35%xZoquvBC	10 24%x	12 24%xoquvC	- -x	27 17%quvC	4 4%	5 24%x	5 42%x	- -x	184 17%
Neither agree nor disagree	144 14%jkmnouvC	147 14%	17 12%	25 19%	51 24%ZkNgN	13 9%	14 18%vfgi	10 4%	20 13%f	64 9%f	102 14%fgi	59 9%f	31 17%	93 12%	24 12%	61 11%	85 11%	4 4%	10 21%xouvC	14 15%xouvC	33 34%ZouvxC	19 24%xZouvxC	20 16%ouvC	* *x	10 6%	1 8%x	6 17%xouC	8 19%x	4 8%xu	- -x	20 13%uC	2 2%	3 13%x	1 5%x	- -x	147 14%
Tend to disagree	220 21%cfgnu	218 21%	22 16%	26 19%	20 10%	36 25%cf	22 29%xcfh	32 14%	57 36%Zcfghi	159 23%Zcfh	143 19%cf	123 23%cfh	7 4%	203 25%Z	33 16%	113 21%	147 20%	29 29%qrsuC	7 16%s	13 14%s	14 10%	6 8%s	37 29%qrsuvC	9 10%s	23 15%	4 21%s	7 21%s	15 35%s	8 16%s	- -x	57 36%ZqrsuvxC	13 12%	6 31%s	2 17%s	- -x	218 21%
Strongly disagree	426 40%cdeirtx	419 39%	53 39%	47 35%	14 7%	80 52%ZceGh	10 14%s	185 77%ZcdeGghi	49 31%ce	360 52%ZceGh	295 39%ce	280 51%ZceGh	4 2%	416 52%Z	82 40%	245 45%Z	326 44%Z	61 60%ZrstuxB	19 43%erstx	63 67%xZprstuxB	4 3%	10 13%sr	31 24%r	74 84%xZpqrstx zB	112 73%ZprstuxB	12 67%s	4 13%sr	6 14%s	18 37%srstx	* 100%s	48 31%rs	85 81%ZopqrstuxB	6 32%s	2 20%s	2 57%s	419 39%
Don't know	44 4%dgnjkmn	45 4%	13 9%Z	4 3%	5 3%	- -	1 2%x	- -	3 2%	6 1%	11 2%	6 1%	1 1%	24 3%	- -	4 1%	4 1%	- -	- -x	- *x	3 2%	4 4%x	4 3%	- -x	- -	- -x	- -x	1 3%x	2 5%xv	- -x	3 2%	- -	- -x	2 10%x	1 14%x	45 4%
Agree	228 22%dgiknoquv C	233 22%	32 24%	33 24%	121 57%ZdefGghi	17 12%	29 38%xfdfGghi	12 5%	27 17%f	96 14%f	200 27%ZdfGgi	79 15%f	140 77%Zk	64 8%	66 32%Zmn	114 21%	180 24%Zmn	8 8%	9 21%oquvC	4 4%x	82 61%ZopqtuvxB C	38 50%xZopqtuvB C	35 28%oquvC	4 5%x	8 5%	1 5%x	17 49%xZopqtuvB C	12 29%x	17 34%xoquvBC B	- -x	27 17%quvC	5 5%	5 24%x	5 42%x	1 29%x	233 22%
Disagree	646 61%cdeirtx	637 60%	74 55%	74 54%	35 16%	116 79%Zceh	33 43%xc	218 91%ZcdeGghi	105 68%ce	519 76%Zceh	438 58%ce	403 75%Zceh	11 6%	619 77%Z	115 56%	358 67%Z	473 64%Z	91 89%ZrstuxB	26 58%xrs	76 81%xZprstuxz	18 13%	17 22%x	67 53%rs	83 95%xZpqrstuxz B	135 88%ZprstuxB	16 87%x	11 34%sr	21 50%s	26 53%srs	* 100%s	105 68%rsx	98 93%ZopqrstuxB	13 63%s	4 38%s	2 57%s	637 60%
Net agree	-418 -39%	-404 -38%	-42 -31%	-41 -30%	86 41%	-100 -68%	-4 -5%x	-205 -85%	-79 -51%	-423 -62%	-238 -32%	-324 -60%	129 71%	-555 -69%	-49 -24%	-244 -45%	-293 -39%	-83 -81%	-17 -38%x	-73 -77%x	64 47%	22 28%x	-32 -25%	-78 -90%x	-127 -83%	-15 -82%x	5 15%x	-9 -21%x	-9 -19%x	* -100%x	-78 -51%	-93 -88%	-6 -39%x	1 4%x	-1 -38%x	-404 -38%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; '*' very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 164
Q11_goodPM_KeirStarmer. On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Strongly agree	55 5%	49 5%	5 3%	11 5%	5 2%	1 2%e	3 5%e	17 7%e	13 5%	1 1%e	9 3%	4 2%	7 4%	8 6%	5 5%	13 4%	2 6%e	5 9%e	3 3%e	1 5%e	11 9%e	5 9%e	- -e	2 3%e	- -e	- -e	4 8%e	2 9%e	27 4%	- -e	- -e	- -e	- -e	- -e	- -e	14 6%	16 6%	11 5%	9 5%	5 5%e	14 5%	49 5%
Tend to agree	173 16%cC	184 17%	36 20%n	43 21%n	36 16%	30 34%e	8 15%e	52 23%n	91 33%ZabcdhijklmnP	19 18%e	51 16%n	48 23%n	51 29%ZcIn	48 33%ZabcdhimP	46 38%ZabcfhijklmnP	27 9%	6 17%e	5 9%e	8 11%e	5 20%e	20 17%e	20 34%eZBCDHM	1 4%e	8 9%e	12 38%e	- -e	19 36%eZBCDHM	4 20%e	96 15%	- -e	- -e	- -e	- -e	- -e	- -e	54 23%ZQR5	45 18%S	34 16%	17 10%	11 10%e	28 10%	184 17%
Neither agree nor disagree	144 14%cEF	147 14%	23 13%	30 15%	36 16%	12 14%e	12 23%e	37 16%	40 15%	8 8%e	34 11%	24 11%	27 15%	24 16%	13 11%	40 13%	6 16%e	13 22%eH	20 25%eHI	8 34%e	22 18%eH	13 22%eH	1 7%e	2 2%e	5 16%e	- -e	6 11%e	3 17%e	78 12%H	- -e	- -e	- -e	- -e	- -e	- -e	45 19%ZP	30 12%	17 8%	22 12%	13 12%e	35 12%	147 14%
Tend to disagree	220 21%	218 21%	40 22%	61 30%ZII	49 22%	22 25%e	7 13%e	53 23%	66 24%	29 28%e	66 21%	54 26%	45 25%	30 20%	27 22%	63 21%	5 14%e	13 21%e	13 17%e	4 18%e	28 23%e	11 18%e	1 7%e	17 20%e	9 27%e	- -e	8 14%e	3 15%e	130 21%	- -e	- -e	- -e	- -e	- -e	- -e	43 18%	54 22%	54 26%	30 17%	21 19%e	52 18%	218 21%
Strongly disagree	426 40%bghiklmnP N	419 39%	72 40%bgklm	53 26%	93 41%bgklm	22 25%e	24 43%e	70 31%g	59 22%	49 46%ebfgklm	145 46%bfgklm	68 33%g	44 24%	36 24%	28 23%	139 46%ZbfghiklmnP	18 46%e	23 38%eF	33 42%eF	5 22%e	41 33%eF	9 15%e	13 82%e	55 82%eZBCEFK M	5 16%e	- -e	16 29%e	8 40%e	267 42%F	- -e	- -e	- -e	- -e	- -e	- -e	75 32%	102 41%	88 42%	92 50%ZN	56 50%eN	148 51%ZN	419 39%
Don't know	44 4%cD	45 4%	3 1%	4 2%	8 3%	- -e	1 2%e	1 *	4 2%	- -e	8 3%	7 3%	4 2%	1 1%	1 1%	19 6%bg	- -e	* 1%e	1 2%e	- -e	1 1%e	1 2%e	- -e	- -e	1 3%e	- -e	1 2%e	- -e	32 5%	- -e	- -e	- -e	- -e	- -e	- -e	6 2%	3 1%	6 3%	12 6%O	4 4%e	16 5%	45 4%
Agree	**228** **22%cG**	**233** **22%**	**41** **23%n**	**54** **27%n**	**41** **18%**	**31** **36%e**	**11** **19%e**	**68** **30%Zcln**	**104** **38%ZabcfhijklmnP**	**20** **19%e**	**61** **19%**	**53** **26%n**	**56** **33%Zchln**	**57** **39%ZabcfhijklmnP**	**51** **43%ZabcfhijklmnP**	**40** **13%**	**9** **24%e**	**11** **18%e**	**11** **14%e**	**6** **26%e**	**32** **26%e**	**25** **43%eZBCHM**	**1** **4%e**	**10** **12%e**	**12** **38%e**	**-** **-e**	**23** **44%eZBCHM**	**6** **28%e**	**124** **20%**	**-** **-e**	**-** **-e**	**-** **-e**	**-** **-e**	**-** **-e**	**68** **29%ZQR5**	**61** **24%S**	**45** **21%**	**26** **14%**	**16** **14%e**	**42** **14%**	**233** **22%**
Disagree	**646** **61%gklmnPKN**	**637** **60%**	**112** **63%gklm**	**114** **57%gl**	**142** **63%gklm**	**43** **50%e**	**30** **54%e**	**123** **54%**	**125** **46%**	**78** **73%eBfgjk lm**	**211** **67%bfgklm**	**123** **60%gl**	**88** **49%**	**66** **45%**	**55** **46%**	**202** **67%Zbjklm**	**23** **60%e**	**36** **60%eF**	**47** **59%eF**	**10** **40%e**	**68** **55%eF**	**19** **33%e**	**14** **88%e**	**72** **85%eZBCEFK M**	**14** **43%e**	**-** **-e**	**23** **43%e**	**11** **55%e**	**397** **63%FN**	**-** **-e**	**-** **-e**	**-** **-e**	**-** **-e**	**-** **-e**	**-** **-e**	**119** **50%**	**155** **62%N**	**142** **68%N**	**123** **67%N**	**77** **70%eN**	**200** **68%ZN**	**637** **60%**
Net agree	**-418** *-39%*	**-404** *-38%*	**-71** *-40%*	**-60** *-30%*	**-101** *-45%*	**-12** *-14%e*	**-20** *-36%e*	**-54** *-24%*	**-21** *-8%*	**-58** **-55%e**	**-151** *-48%*	**-70** *-34%*	**-30** *-17%*	**-9** *-6%*	**-4** *-3%*	**-162** *-54%*	**-14** *-37%e*	**-25** *-42%e*	**-35** *-45%e*	**-4** *-14%e*	**-36** *-29%e*	**6** *10%e*	**-13** *-80%e*	**-62** *-73%e*	**-2** *-5%e*	**0** *0%e*	***** **e*	**-5** *-27%e*	**-273** *-43%*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**-51** *-21%*	**-95** *-38%*	**-97** *-68%*	**-97** *-53%*	**-61** **-55%e**	**-158** *-54%*	**-404** *-38%*

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 165

12 Mar 2026

Q11_goodPM_KemiBadenoch. On balance, do you agree or disagree that Kemi Badenoch has what it takes to be a good Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 166

Q11_goodPM_KemiBadenoch. On balance, do you agree or disagree that Kemi Badenoch has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (g)	3 (n)	4 (a)	5 - Least deprived (l)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Strongly agree	48	35	6	12	9	16	43	3	2	-	-	-	-	-	-	-	-	19	7	9	5	8	13	24	1	7	8	36	17	31	36	9	35
	5%C	3%	3%	4%	4%	11%ZBE	5%	3%	4%a	-s	-s	-s	-s	-s	-s	-s	-s	7%	3%	4%	3%	5%	4%	6%C	1%	4%	2%	5%	3%	6%	5%	4%	3%
Tend to agree	152	151	34	45	46	7	134	8	10	-	-	-	-	-	-	-	-	29	28	41	27	26	31	82	13	16	29	113	60	92	97	35	151
	14%ABC	14%	14%	16%d	20%ZBdef	5%	15%d	8%	19%ad	-s	-s	-s	-s	-s	-s	-s	-s	11%	13%	20%Zb	14%	15%	10%	22%ZACDEF	9%	10%	9%	16%ZAE	12%	16%	14%	15%	14%
Neither agree nor disagree	195	199	52	63	42	20	176	11	8	-	-	-	-	-	-	-	-	51	32	37	35	40	69	72	21	29	49	141	84	109	131	39	199
	18%	19%	20%	22%	17%	14%	19%	12%	16%a	-s	-s	-s	-s	-s	-s	-s	-s	19%	14%	17%	18%	24%	22%	19%	14%	17%	15%	20%Z	17%	20%	19%	17%	19%
Tend to disagree	222	212	51	37	61	48	197	17	8	-	-	-	-	-	-	-	-	48	71	37	37	30	57	71	45	34	79	129	113	106	154	43	212
	21%bF	20%	20%	13%	25%b	34%ZabE	21%b	18%	16%a	-s	-s	-s	-s	-s	-s	-s	-s	18%	32%Zprst	18%	19%	18%	18%	19%	30%ZABF	20%	25%	19%	23%	19%	22%	19%	20%
Strongly disagree	325	334	85	88	53	39	265	43	18	-	-	-	-	-	-	-	-	95	54	63	69	44	115	94	39	63	102	209	166	158	211	78	334
	31%cdE	31%	34%c	31%	22%	27%	29%c	47%Zbcde	35%a	-s	-s	-s	-s	-s	-s	-s	-s	36%	24%	30%	36%q	26%	36%ZBF	25%	27%	37%	32%	30%B	33%	28%	30%	34%	31%
Don't know	120	131	24	38	30	13	105	10	9	-	-	-	-	-	-	-	-	25	31	25	18	22	34	28	33	21	51	62	56	62	71	26	131
	11%BF	12%	9%	14%	13%	9%	11%	11%	10%a	-s	-s	-s	-s	-s	-s	-s	-s	9%	14%	12%	9%	13%	11%	8%	20%ZABF	12%	16%ZBF	9%	11%	11%	10%	11%	12%
Agree	200	186	46	56	57	23	177	11	12	-	-	-	-	-	-	-	-	48	36	50	33	34	43	106	14	23	37	149	77	123	132	44	186
	19%ACD	18%	18%	20%	23%f	16%	19%	12%	24%a	-s	-s	-s	-s	-s	-s	-s	-s	18%	16%	24%	17%	20%	14%	28%ZACDEF	9%	14%	12%	22%ZACE	16%	22%ZG	19%	19%	18%
Disagree	547	546	135	124	114	87	462	60	26	-	-	-	-	-	-	-	-	143	125	100	105	74	172	165	84	97	181	338	279	264	365	121	546
	52%bBFH	51%	54%	44%	47%	61%b	50%	66%Zbce	51%a	-s	-s	-s	-s	-s	-s	-s	-s	54%	56%	47%	55%	44%	54%BF	45%	57%	57%	57%B	49%	50%ZH	47%	52%	53%	51%
Net agree	-347	-360	-90	-68	-57	-65	-284	-49	-14	0	0	0	0	0	0	0	0	-95	-89	-50	-73	-40	-129	-60	-70	-74	-144	-189	-202	-141	-232	-77	-360
	-33%	-34%	-36%	-24%	-23%	-45%	-31%	-54%	-27%a	0%a	0%a	0%a	0%a	0%a	0%a	0%a	0%a	-36%	-40%	-24%	-38%	-24%	-41%	-16%	-47%	-44%	-45%	-27%	-41%	-25%	-33%	-34%	-34%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
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***=Less than 0.5%**
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 167
Q11_goodPM_KemiBadenoch. On balance, do you agree or disagree that Kemi Badenoch has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Strongly agree	48 5%	35 3%	10 7%	10 8%	8 4%	21 14%ZbxEGghi	2 3%x	16 7%GhI	- -	39 6%GhI	26 3%	18 3%	12 7%	36 5%	21 10%Zmn	25 5%	47 6%ZlnI	19 19%ZrstuvxBC	2 5%xB	7 8%xB	8 6%B	- -x	3 3%	1 1%x	15 10%ZtuBC	* 2%x	- -x	2 5%x	* 1%x	- -x	- -	- 1%	1 -x	- -x	- -x	35 3%
Tend to agree	152 14%cGhrtIB	151 14%	21 15%	11 8%	8 4%	62 42%ZbxEGghi	5 7%x	55 23%ZceGhI	5 3%	129 19%ZceGhi	75 10%cG	67 13%cGh	10 6%	136 17%Zj	26 13%	92 17%	118 16%	45 44%ZrstvxzBC	17 38%xZrstxzB	26 27%xZrstxzB	2 2%	6 8%x	7 6%	24 27%xZrstxzB	31 20%rtxzB	4 22%x	1 4%x	4 9%x	5 10%xr	- -x	5 3%	28 27%ZrstxzB	* 2%x	- -x	1 33%x	151 14%
Neither agree nor disagree	195 18%ghIrstt	199 19%	26 19%	26 20%	39 18%	29 20%	14 19%x	45 19%	17 11%	110 16%	120 16%	81 15%	20 11%	162 20%Zj	18 9%	98 18%ln	116 16%l	17 16%	12 27%stIB	27 29%xZrstxzB	23 17%	16 21%st	9 7%	16 18%x	30 20%t	3 16%x	6 18%x	8 19%x	11 22%st	- -x	17 11%	19 18%	- -x	- -x	* 10%x	199 19%
Tend to disagree	222 21%dfbv	212 20%	24 17%	19 14%	52 24%d	16 11%	21 27%ad	36 15%	49 32%ZdfgI	137 20%d	173 23%dfg	121 21%dfg	47 26%	157 20%	32 16%	118 22%	150 20%	12 11%	4 9%a	13 14%a	31 23%	20 27%acv	36 29%cgqqv	17 19%a	19 12%	4 24%a	12 35%aZpqqv	9 22%a	8 17%a	- 100%a	49 31%ZpqqV	21 20%	7 22%a	5 47%a	- -a	212 20%
Strongly disagree	325 31%dfccp	334 31%	33 24%	45 33%	90 43%ZbfgI	6 4%	26 34%ad	75 31%d	66 43%ZdfgI	212 31%d	296 39%ZdfgI	206 38%ZdfgI	84 46%Zk	228 29%	106 52%Zmn	170 32%	276 37%ZlnI	2 2%	4 8%a	19 20%ao	61 45%ZopquC	28 37%aop	59 46%ZopquC	24 28%aop	51 34%qcq	6 35%x	12 37%aop	14 32%a	18 37%aop	- -a	66 43%ZpqI	30 29%qp	13 63%a	4 34%a	2 42%x	334 31%
Don't know	120 11%ghdmnq v	131 12%	23 17%	15 11%	15 7%	14 10%	8 10%a	13 5%	19 13%	58 9%	59 8%	44 8%	9 5%	80 10%	2 1%	34 6%ln	36 5%l	8 8%	6 13%aq	1 1%a	9 7%	6 7%a	11 9%	6 7%a	7 4%	- -a	2 6%a	6 14%a	7 14%aqv	- -a	19 13%q	6 6%	1 3%a	2 19%a	1 14%a	131 12%
Agree	**200** **19%cGhrtIB**	**186** **18%**	**31** **22%**	**21** **16%**	**16** **8%**	**83** **56%ZbxEGghi**	**7** **10%x**	**71** **29%ZceGhI**	**5** **3%**	**168** **25%ZceGhi**	**101** **14%cG**	**85** **16%cGh**	**23** **12%**	**172** **22%Zj**	**47** **23%**	**118** **22%**	**164** **22%Z**	**64** **62%ZrstuvxzBC**	**19** **43%xZrstxzB**	**33** **35%xZrstxzB**	**10** **8%**	**6** **8%x**	**11** **8%**	**25** **29%rstxzB**	**46** **30%ZrstuxzB**	**4** **25%x**	**1** **4%x**	**6** **14%x**	**5** **10%x**	**-** **-x**	**5** **3%**	**29** **28%ZrstuxzB**	***** **2%x**	**-** **-x**	**1** **33%x**	**186** **18%**
Disagree	**547** **52%dfacpq**	**546** **51%**	**57** **42%**	**64** **47%**	**142** **67%ZbfgI**	**21** **15%**	**47** **61%ad**	**111** **46%d**	**115** **74%ZdfgI**	**349** **51%d**	**469** **63%ZdfgI**	**328** **61%ZdfgI**	**131** **72%Zk**	**394** **49%**	**138** **68%Zmn**	**288** **54%**	**426** **57%ZlnI**	**14** **13%**	**8** **17%a**	**33** **35%ao**	**93** **69%ZopquvC**	**49** **64%aopq**	**95** **75%ZopquvC**	**41** **47%aop**	**70** **46%opq**	**11** **59%a**	**24** **72%aZopquvC**	**22** **53%a**	**26** **54%aop**	***** **100%a**	**114** **74%ZopquvC**	**55** **69%op**	**19** **96%a**	**9** **81%a**	**2** **42%x**	**546** **51%**
Net agree	**-347**	**-360**	**-26**	**-43**	**-125** **-59%**	**61** **42%**	**-39** **-52%x**	**-41** **-17%**	**-110** **-71%**	**-181** **-26%**	**-368** **-49%**	**-242** **-45%**	**-108** **-59%**	**-212** **-27%**	**-91** **-45%**	**-170** **-32%**	**-262** **-35%**	**50** **49%**	**11** **25%a**	**1** **1%a**	**-82** **-61%**	**-43** **-56%a**	**-85** **-67%**	**-16** **-19%a**	**-25** **-16%**	**-6** **-35%a**	**-23** **-68%a**	**-16** **-39%a**	**-21** **-44%a**	***** **-100%a**	**-110** **-71%**	**-22** **-21%**	**-19** **-94%a**	**-9** **-81%a**	***** **-95%a**	**-360** **-34%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
x=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 168
Q11_goodPM_KemiBadenoch. On balance, do you agree or disagree that Kemi Badenoch has what it takes to be a good Prime Minister?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Strongly agree	48 5%gM	35 3%	14 8%gk	12 6%g	8 3%	5 6%s	4 7%s	10 4%	5 2%	3 3%s	15 5%	14 7%g	4 2%	7 5%	2 2%	8 3%	12 31%s	9 15%zfFM	3 4%s	4 17%s	10 8%s	- -s	- -s	8 1%dM	8 26%s	- -s	7 14%zFM	1 3%s	16 3%	- -s	- -s	- -s	- -s	- -s	- -s	10 4%	5 2%	12 6%	10 5%	11 10%sO	21 7%O	35 3%
Tend to agree	152 14%gnFM	151 14%	34 19%gkm	40 20%fgkmn	32 14%	14 16%s	7 12%s	25 11%	21 8%	26 24%zfgkm n	70 22%ZdgM nn	24 12%	18 10%	19 13%	8 7%	30 10%	10 26%s	20 33%sZCEFKM	7 9%s	1 3%s	10 8%s	2 4%s	6 39%s	30 36%sZCEFKM	3 10%s	- -s	7 14%s	3 16%s	76 12%	- -s	- -s	- -s	- -s	- -s	- -s	44 18%	42 17%	27 13%	21 11%	15 14%s	36 12%	151 14%
Neither agree nor disagree	195 18%sgFK	199 19%	26 14%g	25 12%	56 25%sfgjkl m	15 17%s	16 28%s	30 13%	22 8%	19 18%sg	69 22%fgjklm	32 16%g	21 12%	13 9%	11 9%	69 23%fgjklm	5 12%s	5 8%s	36 46%sZEFHK M	6 23%s	15 12%s	4 7%s	3 11%s	20 24%sBFK	5 17%s	- -s	3 5%s	1 3%s	119 19%sK	- -s	- -s	- -s	- -s	- -s	- -s	45 19%	50 20%	43 20%	21 12%	16 15%s	38 13%	199 19%
Tend to disagree	232 21%	212 20%	51 29%h	41 20%	47 21%	18 21%s	3 5%s	71 31%Zbhn	77 28%ZbhI n	17 16%s	79 25%	53 26%	42 23%	33 22%	32 27%	60 20%	3 9%s	7 13%s	6 8%s	1 5%s	40 33%sBCFH	9 15%s	2 13%s	11 13%s	3 10%s	- -s	9 16%s	7 32%s	136 22%	- -s	- -s	- -s	- -s	- -s	- -s	42 18%	52 21%	45 21%	46 25%	22 20%s	68 23%	212 20%
Strongly disagree	325 31%sH	334 31%	44 25%	69 34%I	60 26%I	28 32%s	20 36%s	79 34%I	129 47%ZabcfIj n	36 33%sI	54 17%	60 29%I	81 45%ZabcIjn	72 49%ZbdcfhI jn	59 49%ZabcfhI jn	88 29%I	6 16%s	16 26%s	24 31%s	12 47%s	39 31%s	39 66%sZBCEHM	5 33%s	14 16%s	8 24%s	- -s	26 49%sZBHM	10 47%s	198 31%H	- -s	- -s	- -s	- -s	- -s	- -s	78 33%	80 32%	60 29%	59 32%	33 29%s	92 31%	334 31%
Don't know	120 11%fH	131 12%	10 6%	16 8%I	24 11%I	7 8%s	6 11%s	14 6%	21 8%I	7 7%s	27 9%I	23 11%I	12 7%I	2 2%	6 5%	46 15%ZabfgklmI	2 5%s	3 5%s	2 3%s	1 5%s	9 8%s	5 8%s	1 4%s	1 1%s	4 12%s	- -s	1 2%s	- -s	86 14%ZbIK	- -s	- -s	- -s	- -s	- -s	- -s	18 8%	21 8%	24 11%	26 14%	13 12%s	40 14%	131 12%
Agree	**200** **19%gmnFM**	**186** **18%**	**46** **27%gkmn**	**52** **26%Zfgkmn**	**40** **18%g**	**19** **22%s**	**11** **20%s**	**35** **15%**	**26** **9%**	**28** **26%sgkmn**	**85** **27%ZdgIkmn**	**38** **18%g**	**22** **12%**	**26** **18%g**	**11** **9%**	**38** **13%**	**57** **49%sZCEFKM**	**29** **49%sZCEFKM**	**10** **13%s**	**5** **20%s**	**20** **16%s**	**2** **4%s**	**6** **39%s**	**38** **43%sZCEFM**	**12** **36%s**	**-** **-s**	**15** **28%sFM**	**4** **19%s**	**93** **15%**	**-** **-s**	**-** **-s**	**-** **-s**	**-** **-s**	**-** **-s**	**-** **-s**	**54** **23%**	**47** **19%**	**38** **18%**	**30** **17%**	**27** **24%s**	**57** **19%**	**186** **18%**
Disagree	**547** **52%sH**	**546** **51%**	**96** **54%**	**110** **54%I**	**107** **47%**	**46** **53%s**	**23** **41%s**	**149** **65%Zbchn**	**205** **75%ZabcfhI jn**	**52** **49%s**	**133** **43%**	**113** **55%I**	**123** **69%ZabcfhIj n**	**105** **71%ZabcfhIj n**	**92** **76%ZabcfhIj n**	**148** **49%**	**10** **25%s**	**23** **39%s**	**31** **39%s**	**13** **52%s**	**79** **64%sBCH**	**47** **81%sZBCHM**	**7** **47%s**	**25** **30%s**	**11** **35%s**	**-** **-s**	**35** **65%sBCH**	**16** **79%s**	**334** **53%H**	**-** **-s**	**-** **-s**	**-** **-s**	**-** **-s**	**-** **-s**	**-** **-s**	**120** **50%**	**132** **53%**	**105** **50%**	**105** **57%**	**54** **49%s**	**160** **54%**	**546** **51%**
Net agree	**-347** **-33%**	**-360** **-34%**	**-48** **-27%**	**-58** **-29%**	**-67** **-29%**	**-27** **-31%s**	**-12** **-22%s**	**-114** **-50%**	**-180** **-66%**	**-24** **-22%s**	**-49** **-16%**	**-75** **-37%**	**-101** **-57%**	**-79** **-53%**	**-81** **-68%**	**-110** **-37%**	**12** **32%s**	**6** **9%s**	**-21** **-26%s**	**-8** **-32%s**	**-59** **-48%s**	**-45** **-77%s**	**-1** **-8%s**	**13** **15%s**	**1** **2%s**	**0** **0%s**	**-20** **-38%s**	**-12** **-60%s**	**-241** **-38%**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**-65** **-28%**	**-85** **-34%**	**-67** **-32%**	**-75** **-41%**	**-28** **-25%s**	**-103** **-35%**	**-360** **-34%**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 169

Q11_goodPM_NigelFarage. On balance, do you agree or disagree that Nigel Farage has what it takes to be a good Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 170

Q11_goodPM_NigelFarage. On balance, do you agree or disagree that Nigel Farage has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (g)	3 (n)	4 (a)	5 - Least deprived (f)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner outright/ buying on mortgage (F)	Full-time (GI)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	145*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Strongly agree	125 *12%*	105 *10%*	28 *11%*	50 *18%Zce*	19 *8%*	13 *9%*	109 *12%c*	8 *9%*	7 *14%s*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	45 *17%*	26 *12%*	18 *9%*	17 *9%*	19 *11%*	32 *10%*	47 *13%*	11 *8%*	30 *18%*	41 *13%C*	79 *12%*	59 *12%*	65 *12%*	93 *13%*	19 *8%*	105 *10%*
Tend to agree	146 *14%C*	140 *13%*	36 *14%*	45 *16%*	35 *14%*	12 *8%*	127 *14%*	10 *11%*	9 *17%s*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	36 *14%*	25 *11%*	36 *17%*	26 *14%*	22 *13%*	43 *13%*	60 *16%C*	9 *6%*	31 *18%C*	40 *13%C*	103 *15%C*	58 *12%*	88 *16%*	110 *16%*	25 *11%*	140 *13%*
Neither agree nor disagree	103 *10%*	102 *10%*	24 *9%*	29 *10%*	28 *12%*	10 *7%*	91 *10%*	10 *11%*	2 *5%s*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	34 *13%*	20 *9%*	23 *11%*	15 *8%*	11 *6%*	22 *7%*	39 *11%*	9 *6%*	23 *14%*	32 *10%C*	61 *9%*	41 *8%*	63 *11%*	62 *9%*	23 *10%*	102 *10%*
Tend to disagree	109 *10%*	108 *10%*	35 *14%b*	20 *7%*	27 *11%*	13 *9%*	96 *10%*	10 *11%*	4 *7%s*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	34 *13%*	18 *8%*	17 *8%*	18 *9%*	23 *14%*	37 *12%*	31 *8%*	11 *7%*	20 *12%*	30 *9%*	69 *10%*	51 *10%*	58 *10%*	68 *10%*	32 *14%*	108 *10%*
Strongly disagree	530 *50%pD*	558 *53%*	120 *48%*	124 *44%*	120 *49%*	90 *63%Zbe*	454 *49%*	49 *53%*	27 *54%s*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	110 *41%*	125 *56%p*	107 *50%*	102 *54%p*	86 *51%*	169 *53%D*	181 *49%D*	99 *67%ABDEF*	58 *34%*	157 *49%D*	351 *51%D*	267 *54%*	259 *46%*	341 *49%*	122 *53%*	558 *53%*
Don't know	49 *5%*	49 *5%*	9 *4%*	14 *5%*	14 *6%*	5 *3%*	43 *5%*	5 *5%*	1 *2%s*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	7 *3%*	10 *4%*	11 *5%*	12 *6%*	9 *5%*	15 *5%*	12 *3%*	10 *7%*	8 *5%*	17 *5%*	27 *4%*	20 *4%*	26 *5%*	25 *4%*	9 *4%*	49 *5%*
Agree	**271** *25%CD*	**245** *23%*	**63** *25%*	**95** *34%Zcdef*	**54** *22%*	**24** *17%*	**237** *26%*	**18** *20%*	**16** *32%s*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	**81** *30%*	**51** *23%*	**54** *26%*	**43** *22%*	**41** *24%*	**75** *24%*	**107** *29%C*	**20** *14%*	**61** *36%ACE*	**81** *26%C*	**182** *26%C*	**117** *24%*	**153** *27%*	**202** *29%BJ*	**44** *19%*	**245** *23%*
Disagree	**639** *60%bD*	**666** *63%*	**156** *62%*	**143** *51%*	**147** *60%*	**104** *73%Zbe*	**550** *60%b*	**59** *64%*	**31** *62%s*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	**144** *54%*	**142** *64%*	**124** *58%*	**121** *63%*	**109** *64%*	**206** *65%D*	**213** *57%*	**110** *74%ZBDEF*	**78** *46%*	**187** *59%D*	**419** *61%D*	**318** *64%*	**316** *57%*	**409** *59%*	**154** *67%*	**666** *63%*
Net agree	**-369** *-35%*	**-421** *-40%*	**-92** *-37%*	**-48** *-17%*	**-92** *-38%*	**-79** *-56%*	**-313** *-34%*	**-41** *-45%*	**-15** *-30%s*	**0** *0%s*	**0** *0%s*	**0** *0%s*	**0** *0%s*	**0** *0%s*	**0** *0%s*	**0** *0%s*	**0** *0%s*	**-63** *-24%*	**-91** *-41%*	**-69** *-33%*	**-79** *-41%*	**-67** *-40%*	**-131** *-41%*	**-106** *-28%*	**-69** *-46%*	**-17** *-10%*	**-106** *-33%*	**-227** *-34%*	**-200** *-40%*	**-164** *-29%*	**-307** *-36%*	**-109** *-48%*	**-421** *-40%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 171

Q11_goodPM_NigelFarage. On balance, do you agree or disagree that Nigel Farage has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)															UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Strongly agree	125 12%noEnwxB	105 10%	16 12%	12 9%	4 2%	12 8%noG	- -e	108 45%ZcdeGghi	- -	121 18%ZcdeGh	113 15%ZcG	109 20%ZcdeGgh	11 6%	113 14%Zj	38 19%Z	72 13%	110 15%Z	5 5%B	7 15%ersxB	25 26%aDorstxzB	4 3%	- -e	6 5%	55 63%aZbpqrstv xzBC	54 35%ZbprstxzB	1 4%e	- -e	- -e	1 2%e	- -e	- -	55 53%ZbpqrstvxzB	- -e	- -e	1 33%e	105 10%
Tend to agree	146 14%noGjtvxB	140 13%	23 17%	33 25%Z	9 4%	22 15%noG	- -e	98 41%ZcdeGghi	2 1%	126 18%ZcdeGh	113 15%noG	104 19%ZcdeGh	11 6%	133 17%Zj	20 10%	92 17%Z	112 15%l	18 17%rstxB	4 9%sB	33 35%aDorstxzB	5 4%	4 5%e	4 4%	27 31%aZbrstxzB	70 46%ZbprstxzB C	3 15%e	- -e	- -e	5 10%sB	- -e	2 1%	30 27%ZbprstxzB	- -e	1 6%e	1 26%e	140 13%
Neither agree nor disagree	103 10%GghlnsuB	102 10%	14 10%	10 7%	13 6%	27 18%ZcfGghl	5 7%e	17 7%G	2 1%	55 8%Ghl	41 5%	28 5%G	10 5%	82 10%	12 6%	42 8%	54 7%	18 18%ZrtuBC	8 19%etuBC	14 15%stuB	9 7%	4 6%e	7 5%	1 2%e	16 10%B	4 25%e	1 3%e	4 10%e	3 6%e	* 100%e	1 1%	6 5%e	- -e	- -e	- -e	102 10%
Tend to disagree	109 10%ARtxv	108 10%	16 12%	12 9%	22 10%rt	27 18%ZfGghl	9 12%ef	6 3%	8 5%	62 9%fl	53 8%f	35 7%rf	18 10%	85 11%	6 3%	60 11%ln	66 9%l	23 22%ZgnoxBC	3 7%e	6 6%e	12 9%u	10 13%au	14 11%u	* *e	6 4%	7 40%e	3 10%au	6 13%e	3 7%e	- -e	8 5%	7 7%e	2 10%e	2 20%e	- 10%e	108 10%
Strongly disagree	530 50%dfgnoqvC	558 53%	54 40%	61 45%	162 76%Zdfghl	53 36%f	60 79%dZdfghl	10 4%	140 90%ZcdfghI	308 45%df	417 56%Zdfgl	255 47%f	132 72%Zk	357 45%	127 62%Zhm	267 50%	394 53%Zhi	32 31%vxC	21 47%aquvC	16 17%uvC	104 77%ZopquvC	57 75%dZopquvC	89 71%ZopquvC	4 4%e	6 4%	3 16%e	29 87%eZopquvC	30 72%e	34 69%dZopquvC	- -e	140 90%ZopqrstuvxzC	7 6%	18 90%e	7 63%e	1 29%e	558 53%
Don't know	49 5%cfgnjtmnv	49 5%	14 11%Z	7 5%	3 1%	7 5%fhl	2 3%e	1 *	3 2%	14 2%f	10 1%	7 1%	- -	30 4%j	2 1%	6 1%	7 1%	6 6%	1 3%e	1 1%e	2 1%	1 1%e	6 4%	- -e	1 *	- -e	- -e	2 5%e	3 6%e	- -e	3 2%	- -	- -e	1 11%e	- -e	49 5%
Agree	271 25%noGjtvxz B	245 23%	38 28%	45 33%	12 6%	34 23%noG	- -e	206 86%ZcdeGghi	2 1%	247 36%ZcdeGh	226 30%ZcG	214 40%ZcdeGgh	22 12%	245 31%Zj	58 28%	163 30%Z	222 30%Z	23 22%rstxB	11 24%ersxtxB	58 61%aZbprstuzB	9 6%	4 5%e	11 8%B	82 94%aZbpqrstv xzBC	124 81%ZbprstvxzB	3 19%e	- -e	- -e	6 12%sB	- -e	2 1%	85 82%ZbprstvxzB	- -e	1 6%e	2 61%e	245 23%
Disagree	639 60%fgjnoqvC	666 63%	70 51%	73 54%	184 87%Zdfghl	79 54%f	69 90%dZdfghl	16 7%	148 96%ZcdfghI	369 54%f	479 63%Zfgl	290 54%f	150 83%Zk	442 55%	133 65%	327 61%	460 62%	55 54%qvxC	24 54%aquvC	22 24%uv	116 86%ZopquvC	67 88%dZopquvC	103 82%ZopquvC	4 4%e	12 8%	10 56%e	33 97%eZopquvxC	36 85%e	37 76%dZopquvC	- -e	148 96%ZopqrtuvxC	14 13%u	20 100%e	10 83%e	2 39%e	666 63%
Net agree	-369 -35%	-421 -40%	-31 -23%	-28 -20%	-171 -81%	-46 -31%	-59 -90%e	190 79%	-146 -94%	-122 -18%	-248 -33%	-77 -14%	-128 -70%	-196 -25%	-74 -36%	-164 -30%	-238 -32%	-32 -31%	-13 -30%e	36 37%e	-108 -80%	-64 -83%e	-92 -73%	78 89%e	112 73%	-6 -36%e	-33 -97%e	-36 -85%e	-31 -64%e	0 0%e	-146 -94%	72 68%	-20 -100%e	-9 -77%e	1 22%e	-421 -40%

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Source : Ipsos J26-001401-01
***=Less than 0.5%**
s:=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 172

Q11_goodPM_NigelFarage. On balance, do you agree or disagree that Nigel Farage has what it takes to be a good Prime Minister?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Strongly agree	125 12%bgklmK	105 10%	22 12%bgklm	10 5%	32 14%bgklm	5 6%a	11 19%a	21 9%gl	9 3%	21 20%dZbfgjklm	37 12%bgklm	20 10%gl	8 4%	2 1%	3 3%	36 12%bgklm	7 19%a	5 9%a	12 15%a	8 34%a	12 10%a	2 3%a	8 53%a	17 20%dZFK	8 23%a	- -k	1 1%a	2 9%a	73 12%	- -k	- -k	- -k	- -k	- -k	- -k	19 8%	40 16%N	20 9%	25 14%	18 17%a	43 15%	105 10%
Tend to agree	146 14%gklmF	140 13%	27 15%gklm	19 10%g	41 18%bfgklm	4 4%a	5 9%a	18 8%	14 5%	16 15%agm	53 17%bfgklm	29 14%gm	13 8%	9 6%	5 4%	46 15%glm	12 31%a	5 8%a	16 20%aF	1 5%a	8 7%a	1 1%a	3 17%a	20 23%dZBEFK	7 20%a	- -k	4 7%a	- -k	86 14%F	- -k	- -k	- -k	- -k	- -k	- -k	27 11%	40 16%	34 16%	25 14%	19 17%a	44 15%	140 13%
Neither agree nor disagree	103 10%g	102 10%	22 12%gkl	14 7%	17 7%	9 11%a	11 19%a	14 6%	16 6%	11 10%a	26 8%	19 9%	9 5%	6 4%	7 6%	36 12%gl	4 10%a	6 10%a	16 20%aDK	6 25%a	8 6%a	7 12%a	3 18%a	6 7%a	1 2%a	- -k	* 1%a	1 4%a	58 9%	- -k	- -k	- -k	- -k	- -k	- -k	15 6%	17 7%	25 12%	12 6%	23 21%aDNOQS	34 12%Q	102 10%
Tend to disagree	109 10%	108 10%	16 9%	16 8%	27 12%	11 12%a	6 12%a	22 10%	21 8%	6 5%a	41 13%hk	14 7%	9 5%	18 12%k	9 7%	35 12%	3 8%a	3 5%a	11 14%a	5 19%a	4 3%a	3 4%a	1 8%a	14 16%dEK	5 16%a	- -k	2 3%a	1 4%a	66 10%	- -k	- -k	- -k	- -k	- -k	- -k	26 11%	21 8%	24 11%	21 11%	4 3%a	24 8%	108 10%
Strongly disagree	530 50%eCHR	558 53%	91 51%	140 69%aZachin	104 46%	57 66%a	21 38%a	150 66%Zachin	212 78%ZabcfhijkIn	52 49%a	147 47%	126 61%Zcln	136 76%Zachijk	111 75%Zachijk	95 79%ZacfhijIn	128 42%	12 32%a	40 68%aZCHM	22 28%a	4 16%a	88 72%aZCHM	47 80%aZCHM	1 4%a	27 32%a	11 34%a	- -k	46 86%aZBCHM	17 83%a	315 50%CH	- -k	- -k	- -k	- -k	- -k	- -k	147 62%ZFRS	128 51%	101 48%	91 49%	40 36%a	130 44%	558 53%
Don't know	49 5%bcfIO	49 5%	1 1%	2 1%	7 3%	- -k	1 2%a	4 2%	2 1%	- -k	8 3%	7 3%	2 1%	1 1%	1 1%	21 7%abcfkl	- -k	* 1%a	3 3%a	- -k	3 3%a	- -k	- -k	1 1%a	1 3%a	- -k	1 2%a	- -k	33 5%	- -k	- -k	- -k	- -k	- -k	- -k	4 2%	5 2%	6 3%	10 6%	7 6%a	17 6%	49 5%
Agree	271 25%bgklmnFK	245 23%	49 27%bgklm	30 15%glm	73 32%bfgklm	9 11%a	16 29%a	39 17%glm	23 8%	37 35%abfgklm	91 29%bfgklm	49 24%bgklm	21 12%	11 8%	8 7%	82 27%bglm	19 50%a	10 17%a	28 35%aEFK	9 39%a	20 16%a	2 4%a	11 70%a	37 43%aZBEFKM	14 44%a	- -k	5 9%a	2 9%a	159 25%FN	- -k	- -k	- -k	- -k	- -k	- -k	46 20%	80 32%ZN	54 26%	50 27%	38 34%aN	88 30%N	245 23%
Disagree	639 60%eCRS	666 63%	107 60%	156 77%Zachin	130 57%	68 79%a	27 50%a	172 75%Zachin	233 81%ZabcfhijIn	58 54%a	188 60%	140 68%chn	145 82%Zachijk	128 87%ZabcfhijIn	103 86%Zachijn	163 54%	15 40%a	43 73%aCH	33 41%a	9 37%a	92 75%aCH	49 84%aZCHM	2 12%a	41 48%a	16 51%a	- -k	47 89%aZCHM	18 87%a	381 60%C	- -k	- -k	- -k	- -k	- -k	- -k	172 73%ZDFRS	149 59%R	125 59%R	111 61%RS	43 39%a	155 52%R	666 63%
Net agree	-369 -35%	-421 -40%	-59 -33%	-126 -63%	-58 -25%	-59 -68%a	-11 -21%a	-133 -58%	-210 -77%	-21 -19%a	-98 -31%	-91 -44%	-124 -70%	-117 -80%	-95 -79%	-81 -27%	4 10%a	-33 -56%a	-5 -6%a	1 2%a	-72 -58%a	-47 -80%a	9 59%a	-4 -5%a	-2 -7%a	0 0%a	-43 -80%a	-16 -78%a	-222 -35%	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	-136 -53%	-69 -27%	-71 -34%	-61 -34%	-5 -5%a	-67 -23%	-421 -40%

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sz:Where unweighted base sizes smaller than 100, please note results are indicative only

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*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 173

12 Mar 2026

Q11_goodPM_EdDavey. On balance, do you agree or disagree that Ed Davey has what it takes to be a good Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' f' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 174

Q11_goodPM_EdDavey. On balance, do you agree or disagree that Ed Davey has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R6_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Strongly agree	23 2%	17 2%	6 2%	7 2%	3 1%	4 3%	20 2%	4 4%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	13 5%b	2 1%	1 *	6 3%	1 1%	4 1%	11 3%	- -	4 2%	4 1%	15 2%	10 2%	13 2%	20 3%	3 1%	17 2%
Tend to agree	114 11%	128 12%	23 9%	29 10%	28 12%	21 15%	102 11%	7 8%	5 11%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	17 6%	26 11%	27 13%	25 13%	21 12%	36 11%	41 11%	15 10%	14 8%	28 9%	77 11%	62 13%	52 9%	80 11%	23 10%	128 12%
Neither agree nor disagree	274 26%	267 25%	66 26%	59 21%	58 24%	50 35%b	233 25%	27 30%	14 27%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	71 27%	52 23%	61 29%	50 26%	40 24%	75 24%	99 27%	48 32%	38 23%	86 27%	174 25%	126 25%	147 26%	188 27%	59 26%	267 25%
Tend to disagree	182 17%	195 18%	52 20%	50 18%	46 19%	16 12%	164 18%	11 12%	8 15%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	46 17%	42 19%	33 16%	33 17%	29 17%	53 17%	82 22%ZDE	25 17%	17 10%	42 13%	136 20%ZD	82 17%	99 18%	116 17%	46 20%	195 18%
Strongly disagree	288 27%C	275 26%	68 27%	80 29%	60 24%	38 27%	246 27%	28 31%	14 27%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	75 28%	54 24%	54 26%	48 25%	56 33%	99 31%C	93 25%	25 17%	66 39%ZBCE	91 29%C	193 28%C	140 28%	147 26%	191 27%	59 26%	275 26%
Don't know	180 17%BF	180 17%	38 15%	56 20%	49 20%d	13 9%	156 17%	14 16%	10 19%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	44 17%	49 22%	36 17%	29 15%	22 13%	51 16%	45 12%	37 25%ZBF	30 18%	67 21%BF	96 14%	75 15%	100 18%	104 15%	40 18%	180 17%
Agree	**138** **13%**	**145** **14%**	**29** **12%**	**36** **13%**	**31** **13%**	**25** **18%**	**122** **13%**	**11** **12%**	**5** **11%**a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	**30** **11%**	**27** **12%**	**28** **13%**	**31** **16%**	**22** **13%**	**40** **13%**	**52** **14%**	**15** **10%**	**18** **10%**	**32** **10%**	**92** **13%**	**72** **15%**	**65** **12%**	**100** **14%**	**36** **11%**	**145** **14%**
Disagree	**470** **44%C**	**470** **44%**	**119** **47%**	**130** **46%**	**106** **43%**	**55** **39%**	**410** **45%**	**39** **43%**	**22** **43%**a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	**121** **45%**	**96** **43%**	**87** **41%**	**82** **43%**	**85** **50%**	**153** **48%**C	**176** **47%**C	**50** **33%**	**83** **49%**C	**133** **42%**C	**328** **48%**ZC	**222** **45%**	**246** **44%**	**307** **44%**	**105** **46%**	**470** **44%**
Net agree	**-333** **-31%**	**-325** **-31%**	**-90** **-36%**	**-94** **-33%**	**-75** **-31%**	**-30** **-21%**	**-288** **-31%**	**-28** **-31%**	**-16** **-32%**a	**0** **0%**a	**0** **0%**a	**0** **0%**a	**0** **0%**a	**0** **0%**a	**0** **0%**a	**0** **0%**a	**0** **0%**a	**-91** **-34%**	**-68** **-31%**	**-59** **-28%**	**-51** **-27%**	**-63** **-37%**	**-113** **-35%**	**-124** **-33%**	**-33** **-24%**	**-63** **-39%**	**-160** **-32%**	**-356** **-34%**	**-150** **-30%**	**-181** **-32%**	**-307** **-36%**	**-80** **-35%**	**-323** **-31%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 175

Q11_goodPM_EdDavey. On balance, do you agree or disagree that Ed Davey has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																			UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (qq)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Strongly agree	23 2%klm	17 2%	-	5 4%	7 3%	3 2%	5 6%xDg	5 2%	2 1%	16 2%	20 3%	13 2%	15 8%ZkGh	9 1%	14 7%Zmn	5 1%	19 3%mn	-	3 6%ucC	* *s	5 4%	2 3%s	1 1%	- -s	5 3%	- -s	3 16%xZoghuBC	1 3%s	3 6%xoC	- -s	2 1%	- -	2 12%s	- -s	- -s	17 2%
Tend to agree	114 11%cdfkoquvC	128 12%	12 9%	21 16%	36 17%Zdf	3 2%	30 39%xZcdfGghi	5 2%	26 17%df	70 10%df	103 14%Zdfg	67 13%dfg	42 23%Zk	67 8%	35 17%Z	62 12%	97 13%Z	1 1%	1 3%s	3 3%s	30 32%ZopquvC	6 7%s	22 18%oquvC	2 2%s	2 2%	- -s	15 44%xZopqrstu vzBC	15 36%s	9 19%oquvC	- -s	26 17%oquvC	2 2%	4 22%s	1 9%s	- -s	128 12%
Neither agree nor disagree	274 26%fghuC	267 25%	36 26%	35 26%	83 39%Zdfghi	34 23%	20 26%s	35 15%	46 30%fl	147 21%f	195 26%gl	112 21%f	61 34%k	186 23%	41 20%	138 26%	180 24%	24 24%uC	10 22%uuC	15 16%s	54 40%ZoquvC	29 37%oquvC	29 23%uC	7 8%s	28 18%	2 9%s	7 22%s	13 30%s	15 30%suC	- -s	46 30%uC	8 8%	7 35%s	2 14%s	- -s	267 25%
Tend to disagree	182 17%	195 18%	19 14%	16 12%	43 20%	37 25%Zgl	10 13%s	34 14%	29 19%	118 17%l	124 17%	82 15%	30 17%	145 18%	35 17%	97 18%	133 18%	22 22%	14 32%aZv	18 19%s	27 20%	15 20%s	29 23%	14 16%s	20 13%	3 16%s	6 17%s	4 10%s	11 22%s	- -s	29 19%	17 16%	* 2%s	2 20%s	2 39%s	195 18%
Strongly disagree	288 27%cdefrsxz	275 26%	43 32%	37 27%	16 7%	51 35%cefG	1 1%s	137 57%ZcdeGghi	28 18%ce	248 36%ZceGh	213 28%ceG	197 31%ZceGh	18 10%	266 33%Zj	72 35%Z	168 31%Z	240 32%Z	40 39%Zrstuv B	11 22%arsxz	50 52%aZprstuv B	6 4%	10 13%s	27 21%rs	54 62%aZprstuv B	83 54%ZprstuvB	13 74%s	1 3%s	- -s	4 8%s	- -s	28 18%r	67 64%ZoprstuvB	6 28%s	2 17%s	2 47%s	275 26%
Don't know	180 17%fghiknov x	180 17%	27 20%	21 16%	28 13%	19 13%	10 13%s	25 10%	25 16%	87 13%	95 13%	68 13%	16 9%	127 16%	7 3%	67 12%ln	74 10%l	15 14%	4 10%s	9 9%s	13 10%	15 19%s	18 14%	10 12%s	15 10%	- 2%s	1 4%s	9 21%s	9 18%s	- 100%s	25 16%	10 10%	- 2%s	5 40%s	1 14%s	180 17%
Agree	138 13%cfkoquvC	145 14%	12 9%	27 20%	43 20%Zdfg	5 4%	35 46%xZcdfGghi	9 4%	27 17%df	86 13%df	123 16%Zdfg	80 15%dfg	57 31%Zk	76 10%	49 24%Zmn	67 12%	116 16%Zln	1 1%	4 9%s	4 4%s	35 26%ZoquvC	8 10%so	24 19%oquvC	2 2%s	7 5%	- -s	16 54%xZopqrstu vzBC	17 39%s	11 23%xZoquvC	- -s	27 18%oquvC	2 2%	7 34%s	1 9%s	- -s	145 14%
Disagree	470 44%cdgrx	470 44%	62 45%	53 39%	59 28%	88 60%ZceGh	11 15%s	171 71%ZceGghi	57 37%e	366 53%ZceGh	337 45%ce	278 51%ZceGh	49 27%	410 51%Zj	107 52%Z	265 49%Z	373 50%Z	63 61%ZrsxzB	26 58%rsxzz	67 71%aZrstuvB	33 24%	26 33%s	55 44%rs	63 70%aZrstuvB	103 67%ZrstuvB	16 90%s	7 20%s	4 10%s	14 29%s	- -s	57 37%	84 80%ZoprstuvB	9 35%s	4 37%s	4 85%s	470 44%
Net agree	-333 -31%	-325 -31%	-50 -37%	-26 -19%	-15 -7%	-83 -56%	24 31%s	-162 -67%	-30 -19%	-281 -41%	-213 -28%	-198 -37%	8 5%	-335 -42%	-58 -29%	-198 -37%	-257 -35%	-61 -60%	-22 -49%s	-64 -67%s	2 2%	-18 -23%s	-32 -25%	-66 -75%s	-96 -63%	-16 -90%s	11 34%s	12 29%s	-3 -6%s	0 0%s	-30 -19%	-82 -78%	1 4%s	-3 -28%s	-4 -86%s	-325 -31%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 176

Q11_goodPM_EdDavey. On balance, do you agree or disagree that Ed Davey has what it takes to be a good Prime Minister?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Strongly agree	23 2%M	17 2%	5 3%	9 4%l	1 1%	4 5%a	4 7%a	6 3%	8 3%l	1 1%a	1 *	8 4%cl	3 2%	5 3%	5 5%l	5 2%	4 11%a	5 9%aDHM	- -k	4 17%a	6 5%a	4 7%aDHM	- -k	- -k	4 13%a	- -k	1 2%a	1 0%a	9 1%	- -k	- -k	- -k	- -k	- -k	- -k	7 3%	6 2%	3 2%	3 2%	4 3%a	7 2%	17 2%
Tend to agree	114 11%acM5	128 12%	37 21%Zchin	39 19%Zcin	15 6%	18 20%a	5 9%a	39 17%Zcin	54 20%Zcin	10 10%a	20 7%	27 13%cl	32 18%Zcin	37 25%Zchijn	31 26%Zchijn	22 7%	10 25%a	8 13%a	3 3%a	- -k	20 16%a	14 23%aZCHM	- -k	5 5%a	8 24%a	- -k	16 30%aZCHM	3 15%a	55 9%	- -k	- -k	- -k	- -k	- -k	- -k	33 14%S	34 13%S	24 11%	12 7%	5 4%a	17 6%	128 12%
Neither agree nor disagree	274 26%	267 25%	41 23%	55 27%	77 34%Z	31 36%a	20 37%a	68 30%	79 29%	27 25%a	85 27%	57 27%	52 29%	49 33%	40 33%	70 23%	4 11%a	9 14%a	33 42%aDBM	11 44%a	27 22%a	19 32%aB	- -k	19 23%a	7 21%a	- -k	14 26%a	6 29%a	157 25%	- -k	- -k	- -k	- -k	- -k	- -k	58 24%	64 26%	52 25%	41 22%	31 28%a	72 24%	267 25%
Tend to disagree	182 17%S	195 18%	33 19%	42 21%	45 20%	16 19%a	14 25%a	43 19%	66 24%Zn	22 21%a	61 20%	41 20%	40 22%	25 17%	21 17%	45 15%	7 17%a	15 26%a	14 18%a	8 31%a	23 19%a	14 25%a	5 33%a	12 14%a	6 18%a	- -k	8 15%a	1 7%a	114 18%	- -k	- -k	- -k	- -k	- -k	- -k	48 20%QS	56 22%QS	42 20%S	19 10%	12 11%a	31 10%	195 18%
Strongly disagree	288 27%abghiF	275 26%	50 28%ghi	39 19%g	52 22%gn	13 15%a	8 12%a	41 18%	34 13%	35 33%abfghi m	100 32%bcfghi m	41 20%	29 16%	21 14%	14 11%	93 31%bfghim	13 34%a	21 33%aF	24 30%aF	1 3%a	25 20%a	4 7%a	9 58%a	43 51%aDCEFKM	6 19%a	- -k	12 23%aF	8 40%a	169 27%F	- -k	- -k	- -k	- -k	- -k	- -k	57 24%	57 23%	54 26%	78 43%ZNOP	36 33%a	113 38%ZNOP	275 26%
Don't know	180 17%abghiBH K	180 17%	13 7%	18 9%	37 16%a	5 5%a	6 11%a	32 14%	32 12%	11 10%a	45 14%	33 16%al	22 12%	11 7%	9 8%	66 22%Zabghm	* 1%a	2 3%a	6 7%a	1 5%a	22 18%aBK	4 6%a	2 11%a	5 6%a	2 6%a	- -k	2 3%a	1 5%a	128 20%BHK	- -k	- -k	- -k	- -k	- -k	- -k	34 14%	35 14%	36 17%	32 18%	24 21%a	56 19%	180 17%
Agree	**136** **13%acM5**	**145** **14%**	**42** **23%Zchin**	**48** **24%Zchin**	**16** **7%**	**22** **25%a**	**9** **16%a**	**45** **20%cin**	**62** **23%Zchin**	**12** **11%a**	**22** **7%**	**35** **17%cl**	**35** **20%cin**	**41** **28%Zchijn**	**37** **31%Zchijkn**	**26** **9%**	**14** **36%a**	**13** **22%aCHM**	**3** **3%a**	**4** **17%a**	**26** **21%aCHM**	**18** **31%aZCHM**	**-** **-k**	**5** **5%a**	**12** **36%a**	**-** **-k**	**17** **32%aZCHM**	**4** **20%a**	**63** **10%**	**-** **-k**	**-** **-k**	**-** **-k**	**-** **-k**	**-** **-k**	**40** **17%S**	**40** **16%S**	**27** **13%**	**15** **8%**	**8** **7%a**	**24** **8%**	**145** **14%**
Disagree	**470** **44%gm**	**470** **44%**	**83** **46%lm**	**81** **40%m**	**97** **43%m**	**29** **33%a**	**20** **37%a**	**84** **37%**	**100** **37%**	**57** **54%efgklm**	**163** **52%Zbfgkl m**	**82** **40%**	**69** **39%**	**46** **31%**	**34** **29%**	**139** **46%lm**	**20** **52%a**	**36** **60%aDEFK**	**35** **43%a**	**8** **34%a**	**48** **39%a**	**18** **31%a**	**14** **89%a**	**53** **63%aDEFKM**	**12** **37%a**	**-** **-k**	**21** **39%a**	**9** **46%a**	**282** **45%**	**-** **-k**	**-** **-k**	**-** **-k**	**-** **-k**	**-** **-k**	**105** **45%**	**112** **45%**	**96** **46%**	**95** **52%**	**49** **43%a**	**143** **49%**	**470** **44%**
Net agree	**-333** *-31%*	**-325** *-31%*	**-41** *-23%*	**-33** *-17%*	**-81** *-36%*	**-7** *-8%a*	**-11** *-20%a*	**-39** *-17%*	**-38** *-14%*	**-45** *-43%a*	**-140** *-45%*	**-47** *-23%*	**-34** *-19%*	**-5** *-3%*	**3** *2%*	**-112** *-37%*	**-6** *-16%a*	**-23** *-38%a*	**-35** *-43%a*	**-4** *-16%a*	**-22** *-18%a*	**'** *'a*	**-14** *-89%a*	**-51** *-80%a*	**'** *'a*	**0** *0%a*	**-4** *-7%a*	**-5** *-26%a*	**-219** *-35%*	**0** *0%a*	**0** *0%a*	**0** *0%a*	**0** *0%a*	**0** *0%a*	**0** *0%a*	**-66** *-28%*	**-72** *-29%*	**-69** *-33%*	**-80** *-44%*	**-40** *-36%a*	**-120** *-41%*	**-325** *-31%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:c:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 177

12 Mar 2026

Q11_goodPM_ZackPolanski. On balance, do you agree or disagree that Zack Polanski has what it takes to be a good Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' f' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age now/Age_now) | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 178

Q11_goodPM_ZackPolanski. On balance, do you agree or disagree that Zack Polanski has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (g)	3 (n)	4 (a)	5 - Least deprived (l)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Strongly agree	54 *5%* **5%aB**	50 *5%*	5 *2%*	17 *6%*	6 *2%*	16 *11%* **Zace**	44 *5%* **5%a**	7 *8%* **8%a**	3 *6%* **6%a**	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	18 *7%*	9 *4%*	10 *5%*	10 *5%*	8 *4%*	19 *6%*	10 *3%*	10 *7%*	5 *3%*	15 *5%*	29 *4%*	29 *6%*	25 *4%*	43 *6%*	9 *4%*	50 *5%*
Tend to agree	121 *11%* **11%BF**	116 *11%*	40 *16%*	24 *9%*	23 *9%*	21 *15%*	107 *12%*	9 *10%*	5 *10%*	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	28 *10%*	27 *12%*	25 *12%*	23 *12%*	18 *11%*	40 *13%*	27 *7%*	27 **18%ZBF**	19 *11%*	46 **14%B**	67 *10%*	53 *11%*	66 *12%*	72 *10%*	33 *14%*	116 *11%*
Neither agree nor disagree	222 *21%* **21%J**	224 *21%*	63 **25%J**	67 **24%J**	43 *18%*	28 *19%*	200 *22%*	11 *12%*	11 **22%a**	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	69 *26%*	45 *20%*	40 *19%*	42 *22%*	27 *16%*	74 *23%*	64 *17%*	39 *26%*	39 *23%*	78 *25%*	139 *20%*	113 *23%*	108 *19%*	159 **23%J**	33 *15%*	224 *21%*
Tend to disagree	135 *13%* **13%A**	137 *13%*	34 *13%*	25 *9%*	35 *14%*	23 *16%*	116 *13%*	13 *14%*	5 **11%a**	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	31 *11%*	31 *14%*	25 *12%*	26 *14%*	22 *13%*	27 *9%*	68 **18%ZACEF**	11 *7%*	20 *12%*	30 *10%*	95 **14%A**	55 *11%*	79 *14%*	89 *13%*	29 *13%*	137 *13%*
Strongly disagree	328 *31%* **31%C**	330 *31%*	74 *30%*	83 *29%*	79 *33%*	44 *31%*	281 *31%*	32 *35%*	13 **25%a**	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	74 *28%*	65 *29%*	74 *35%*	52 *27%*	61 *36%*	100 **31%C**	138 **37%ZCE**	29 *19%*	54 *32%*	83 **26%C**	238 **35%ZD**	155 *31%*	171 *31%*	224 *32%*	73 *32%*	330 *31%*
Don't know	204 *19%* **19%di**	205 *19%*	37 *15%*	66 **23%d**	58 **24%di**	11 *8%*	172 **19%d**	19 **21%d**	13 **26%di**	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	48 *18%*	46 *20%*	38 *18%*	38 *20%*	34 *20%*	59 *18%*	64 *17%*	33 *22%*	32 *19%*	65 *21%*	122 *18%*	89 *18%*	109 *20%*	112 *16%*	53 **23%J**	205 *19%*
Agree	**175** **16%BF**	**166** **16%**	**44** **18%**	**41** **15%**	**28** **12%**	**37** **26%ce**	**151** **16%c**	**16** **18%**	**8** **16%a**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**45** **17%**	**36** **16%**	**34** **16%**	**33** **17%**	**26** **15%**	**58** **18%BF**	**37** **10%**	**37** **25%ZBF**	**24** **14%**	**61** **19%B**	**96** **14%B**	**83** **17%**	**91** **16%**	**115** **16%**	**42** **18%**	**166** **16%**
Disagree	**461** **43%CE**	**467** **44%**	**108** **43%**	**108** **38%**	**114** **47%**	**67** **47%**	**398** **43%**	**45** **50%**	**18** **36%a**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**-** **-** **-s**	**105** **39%**	**96** **43%**	**100** **47%**	**78** **41%**	**83** **49%**	**127** **40%C**	**206** **56%ZACEF**	**39** **26%**	**74** **44%C**	**113** **36%C**	**333** **48%ZACE**	**210** **42%**	**250** **45%**	**313** **45%**	**102** **44%**	**467** **44%**
Net agree	**-286** **-27%**	**-301** **-29%**	**-64** **-25%**	**-66** **-24%**	**-86** **-35%**	**-30** **-21%**	**-247** **-27%**	**-29** **-32%**	**-10** **-20%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**-59** **-22%**	**-60** **-27%**	**-65** **-31%**	**-46** **-24%**	**-57** **-34%**	**-69** **-22%**	**-169** **-46%**	**-2** **-1%**	**-50** **-29%**	**-52** **-16%**	**-255** **-34%**	**-127** **-26%**	**-159** **-28%**	**-188** **-28%**	**-60** **-26%**	**-301** **-28%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 179

Q11_goodPM_ZackPolanski. On balance, do you agree or disagree that Zack Polanski has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Strongly agree	54 5%dC	50 5%	3 2%	11 8%	5 2%	1 *	- -e	5 2%	32 20%ZcdefghI	49 7%Zdef	54 7%Zdef	49 9%Zcdefgh	12 6%	42 5%	22 11%Zmn	25 5%	47 6%Zm	* *	* 1%e	- -e	5 4%	- -e	10 8%oquC	- -e	5 3%	* 2%e	- -e	- -e	3 6%oquC	- -e	32 20%ZopqrstuvwxyzC	* *	5 23%e	2 16%e	- -e	50 5%
Tend to agree	121 11%dhoqtuvC	116 11%	8 6%	28 21%Za	26 12%df	1 1%	7 9%edf	3 1%	67 43%ZcdefghI	84 12%df	109 14%Zdf	83 15%Zdfg	28 16%	85 11%	30 15%	74 14%	104 14%Z	1 1%	- -e	2 2%e	21 15%opquvC	5 6%eC	30 24%ZopqsuvC	- -e	3 2%	- -e	6 16%eopquvC	1 4%e	6 11%eopuvC	- -e	67 43%ZopqrstuvwxyzC	- -	4 26%e	1 10%e	- -e	116 11%
Neither agree nor disagree	222 21%hiC	224 21%	37 27%	41 30%Z	47 22%	25 17%	17 22%e	52 22%	38 24%	134 20%	156 21%	110 20%	45 25%	157 20%	21 10%	107 20%In	128 17%I	14 14%	11 25%e	20 21%e	28 21%	18 24%e	33 26%C	11 12%e	41 27%eC	2 12%e	8 24%e	9 21%e	13 27%e	- 100%e	38 24%	12 12%	1 3%e	- 3%e	- 10%e	224 21%
Tend to disagree	135 13%fGpiNuvB	137 13%	13 10%	18 8%	54 26%ZfGghI	26 18%fGgI	22 29%eZfGghI	13 5%	1 1%	73 10%fGI	99 13%fGgI	45 8%G	43 24%Zh	83 10%	28 14%	78 14%	105 14%	12 11%eBC	8 19%euvBC	11 11%eB	34 25%ZtuvBC	21 27%eZtuvBC	11 9%B	4 4%e	9 6%	2 11%e	9 26%eZtuvBC	13 31%e	19 21%euvBC	- -e	1 1%	6 6%	4 19%e	1 8%e	3 29%e	137 13%
Strongly disagree	326 31%beGjtB	330 31%	41 30%	28 20%	49 23%G	67 46%ZceGghI	11 15%eG	136 57%ZceGghI	1 1%	247 36%ZbeGhI	229 31%eG	180 33%eGh	33 18%	285 36%Z	95 47%Zmn	175 33%	271 36%Zm	51 50%ZvtxzB	16 37%etzB	50 53%eZvtxzB	30 32%B	19 25%eB	22 17%B	64 73%eZpqrstv xzB	73 48%ZvtxzB	13 72%e	6 18%eB	5 13%e	6 13%eB	- -e	1 1%	76 73%ZopqrstuvxzB	6 28%e	2 21%e	2 47%e	330 31%
Don't know	204 19%fGghIjlmnBC	205 19%	33 24%	19 14%	31 15%	27 19%	19 25%efGghI	31 13%	17 11%	100 15%	104 14%	73 14%	21 11%	147 18%	8 4%	79 15%In	87 12%I	19 19%	8 19%e	13 14%e	18 13%	13 17%e	21 17%	9 11%e	22 14%	1 3%e	6 16%e	13 31%e	11 22%e	- -e	17 11%	10 9%	1 7%e	5 40%e	1 14%e	205 19%
Agree	175 16%adhoqpuvC	166 16%	11 8%	39 28%Za	30 14%df	1 1%	9 9%ed	8 3%	98 63%ZcdefghI	133 19%Zdef	162 22%Zcdef	132 24%Zcdefgh	40 22%	127 16%	52 26%Z	99 18%	151 20%Z	1 1%	* 1%e	2 2%e	26 19%opquvC	5 6%e	40 32%ZopqsuvC	- -e	8 5%	* 2%e	6 16%eopquvC	1 4%e	9 18%eopuvC	- -e	98 63%ZopqrstuvwxyzC	* *	9 43%e	3 27%e	- -e	166 16%
Disagree	461 43%bGiB	467 44%	54 40%	38 28%	104 49%G	93 63%ZceGghI	33 43%eG	149 62%ZceGghI	2 2%	317 46%GI	328 44%G	224 42%G	77 42%	368 46%Z	123 60%Zmn	253 47%	376 51%Zm	68 67%ZrtxzB	25 56%etzB	60 64%eZtzB	63 47%tB	40 52%etB	33 26%B	67 77%eZpratvxz B	82 54%ZtxB	15 83%e	15 43%eB	19 44%e	16 34%eB	- -e	2 2%	82 78%ZprstvxzB	9 46%e	3 30%e	3 76%e	467 44%
Net agree	-286 -27%	-301 -28%	-43 -32%	1 *	-73 -35%	-92 -63%	-26 -34%e	-141 -59%	96 62%	-184 -27%	-166 -22%	-93 -17%	-37 -20%	-241 -30%	-71 -35%	-154 -29%	-225 -30%	-67 -66%	-24 -55%e	-59 -62%e	-38 -28%	-35 -46%e	8 6%	-67 -77%e	-74 -48%	-14 -81%e	-9 -27%e	-17 -40%e	-8 -10%e	0 0%e	96 62%	-82 -78%	-1 -3%e	* -3%e	-3 -76%e	-301 -28%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 180

Q11_goodPM_ZackPolanski. On balance, do you agree or disagree that Zack Polanski has what it takes to be a good Prime Minister?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Strongly agree	54 5%	50 5%	17 9%	14 7%	13 6%	7 8%a	4 7%a	16 7%	24 9%a t	10 9%a	16 5%	15 7%	15 9%	10 7%	14 11%ZH	11 4%	6 15%a	5 9%aH	- -k	4 17%a	11 9%a	4 6%a	- -k	- -k	4 13%a t	- -k	1 3%a	3 13%a	31 5%	- -k	- -k	- -k	- -k	- -k	- -k	14 6%	9 4%	10 5%	11 6%	7 6%a	18 6%	50 5%
Tend to agree	121 11%acn	116 11%	31 17%cln	32 16%cln	14 6%	9 11%a	2 4%a	48 21%Zbcln	52 19%Zbcln	8 8%a	19 6%	41 20%Zcln	33 18%Zcln	35 24%Zcln	17 14%J	23 8%	9 24%a	7 11%aH	2 3%a	- -k	28 23%aDCHM	16 26%aDBCHM	- -k	- -k	8 24%a t	- -k	12 22%aDCHM	5 27%a	63 10%aH	- -k	- -k	- -k	- -k	- -k	- -k	25 11%	32 13%	25 12%	28 15%	5 5%a	33 11%aB	116 11%
Neither agree nor disagree	222 21%F	224 21%	25 14%	42 21%	61 27%aE	16 19%a	9 16%a	47 20%	51 19%	17 16%a	54 17%	46 22%	38 21%	20 13%	23 19%	65 22%	2 6%a	6 11%a	27 34%aBFH	1 5%a	18 15%a	5 9%a	1 7%a	11 13%a	2 6%a	- -k	8 15%a	4 20%a	137 22%	- -k	- -k	- -k	- -k	- -k	- -k	50 21%	55 22%	39 19%	38 21%	20 18%a	58 20%	224 21%
Tend to disagree	135 13%MQ	137 13%	25 14%	24 12%	31 14%	19 21%a	10 18%a	37 16%	44 16%	10 9%a	40 13%	21 10%	22 12%	26 18%	27 23%Zbhjk	38 12%	7 20%a	9 15%a	12 15%a	6 22%a	19 15%a	15 25%aZM n	- -k	17 21%aM	7 21%a	- -k	11 21%aM	3 10%a	61 10%	- -k	- -k	- -k	- -k	- -k	- -k	39 16%Q	33 13%	26 12%	11 6%	16 14%a	26 9%	137 13%
Strongly disagree	326 31%gF	330 31%	63 32%fgj	65 32%fg	72 32%	29 33%a	13 24%a	51 22%	61 22%	46 43%ZfgjkI m	134 43%ZbcfgjkI lmn	46 22%	46 26%	41 28%	29 24%	92 31%	13 33%a	27 46%aEF	31 39%aF	4 17%a	29 24%a	8 14%a	10 67%a	50 59%aEFKM	9 28%a	- -k	17 32%aF	5 25%a	196 31%F	- -k	- -k	- -k	- -k	- -k	- -k	78 33%	75 30%	66 31%	64 35%	34 31%a	98 33%	330 31%
Don't know	204 19%abdmHKN	205 19%	19 11%	25 12%	36 16%	8 9%a	16 30%a	30 13%	41 15%	15 14%a	49 16%	38 18%m	25 14%	16 11%	10 8%	73 24%ZbfGjkm	1 2%a	5 8%a	7 9%a	10 39%a	17 14%a	9 15%a	4 25%a	7 8%a	2 8%a	- -k	3 6%a	- -k	142 23%ZBHK	- -k	- -k	- -k	- -k	- -k	- -k	31 13%	47 19%	45 21%	31 17%	29 27%aN	61 21%	205 19%
Agree	175 16%acH	166 16%	47 27%Zcln	46 23%Zcln	27 12%	15 18%a	6 12%a	64 28%Zcln	76 28%Zcln	18 17%a	35 11%	56 27%Zcln	48 27%Zcln	45 30%Zchln	31 26%Zcln	34 11%	15 39%a	12 20%aCH	2 3%a	4 17%a	40 32%aDCHM	21 36%aDCHM	- -k	- -k	12 37%a	- -k	13 25%aCH	8 40%a	94 15%CH	- -k	- -k	- -k	- -k	- -k	- -k	39 17%	41 16%	35 17%	39 21%	12 11%a	51 17%	166 16%
Disagree	461 43%j	467 44%	88 49%gj	89 44%j	103 45%j	47 54%a	23 42%a	88 38%	105 38%	55 51%agj	175 56%ZbcfgjK n	67 32%	68 38%	67 46%j	56 47%j	129 43%	20 53%a	36 61%aEFM	43 54%a	10 40%a	46 39%a	23 40%a	10 67%a	67 71%aDEFK M	16 49%a	- -k	29 54%a	8 41%a	257 41%	- -k	- -k	- -k	- -k	- -k	- -k	117 49%	108 43%	92 44%	75 41%	50 45%a	124 42%	467 44%
Net agree	-286 -27%	-301 -28%	-40 -23%	-43 -21%	-75 -33%	-31 -36%a	-17 -31%a	-24 -10%	-29 -11%	-37 -35%a	-39 -11%	-11 -5%	-20 -11%	-22 -15%	-26 -21%	-95 -32%	-5 -14%a	-24 -41%a	-41 -51%a	-6 -22%a	-6 -7%a	-2 -3%a	-10 -67%a	-67 -79%a	-4 -12%a	0 0%a	-15 -29%a	1 -1%a	-163 -26%	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	-77 -33%	-67 -27%	-57 -27%	-36 -20%	-37 -34%a	-74 -25%	-301 -28%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP26030SA - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 181
Q11_goodPM_AndyBurnham. On balance, do you agree or disagree that Andy Burnham has what it takes to be a good Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 182
Q11_goodPM_AndyBurnham. On balance, do you agree or disagree that Andy Burnham has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	145*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Strongly agree	57 *5%*	74 *7%*	20 *8%*	14 *5%*	9 *4%*	5 *4%*	49 *5%*	7 *7%*	2 *3%e*	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	13 *5%*	10 *4%*	14 *7%*	13 *7%*	7 *4%*	13 *4%*	30 *8%Z*	7 *5%*	4 *2%*	11 *3%*	43 *6%*	24 *5%*	33 *6%*	37 *5%*	15 *6%*	74 *7%*
Tend to agree	231 **22%DEH**	244 *23%*	58 *23%*	51 *18%*	60 *25%*	39 *26%*	208 *23%*	17 *18%*	7 *14%e*	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	44 *17%*	50 *23%*	40 *19%*	51 **27%p**	46 *27%*	75 **24%DE**	90 **24%DE**	30 *20%*	17 *10%*	48 *15%*	165 **24%DE**	126 *25%*	105 *19%*	153 *22%*	65 **28%Z**	244 *23%*
Neither agree nor disagree	276 **26%e**	248 *23%*	84 **33%ABce**	62 *22%*	51 *21%*	42 *29%*	239 *26%*	22 *24%*	15 **29%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	94 **35%ABgs**	52 *23%*	53 *25%*	37 *19%*	40 *23%*	75 *23%*	101 *27%*	30 *20%*	59 **35%C**	89 **28%C**	176 *25%*	112 *23%*	163 *29%*	181 *26%*	57 *25%*	248 *23%*
Tend to disagree	139 *13%*	150 *14%*	35 *14%*	40 *14%*	33 *14%*	18 *13%*	126 *14%*	8 *9%*	6 *11%e*	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	27 *10%*	28 *12%*	38 *18%*	23 *12%*	24 *14%*	42 *13%*	54 *15%*	26 *17%*	17 *10%*	43 *14%*	96 *14%*	63 *13%*	76 *14%*	108 **15%ZJ**	20 *9%*	150 *14%*
Strongly disagree	170 **16%aBH**	162 *15%*	27 *11%*	56 **20%ae**	38 *16%*	19 *13%*	140 *15%*	20 **21%e**	10 **20%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	46 *17%*	41 *18%*	30 *14%*	28 *15%*	25 *15%*	65 **20%ZBF**	43 *12%*	16 *11%*	42 **25%ZBC**	58 **18%C**	107 **16%B**	96 **19%ZH**	73 *13%*	123 *18%*	31 *14%*	162 *15%*
Don't know	168 **16%aH**	184 *17%*	29 *12%*	60 **21%a**	51 **21%a**	19 *13%*	159 **17%a**	18 *20%*	11 **22%a**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	43 *16%*	42 *19%*	37 *17%*	39 *21%*	27 *16%*	49 *15%*	53 *14%*	39 **26%ABF**	29 *17%*	69 *22%*	102 *15%*	74 *15%*	109 *20%*	98 *14%*	42 *18%*	184 *17%*
Agree	**288** **27%DE**	**318** **30%**	**78** **31%**	**65** **23%**	**69** **29%**	**45** **31%**	**256** **28%**	**23** **26%**	**9** **17%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	**58** **22%**	**60** **27%**	**54** **25%**	**64** **34%Dp**	**53** **31%**	**88** **28%DE**	**120** **32%ZDE**	**38** **25%DE**	**21** **12%**	**59** **18%**	**208** **30%ZDE**	**150** **30%**	**138** **25%**	**190** **27%**	**80** **35%Z**	**318** **30%**
Disagree	**310** **29%J**	**312** **29%**	**82** **24%**	**95** **34%**	**71** **29%**	**37** **26%**	**285** **29%**	**28** **30%**	**16** **32%e**	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	**72** **27%**	**69** **31%**	**68** **32%**	**51** **27%**	**50** **29%**	**107** **33%**	**97** **26%**	**42** **28%**	**60** **35%**	**102** **32%**	**204** **30%**	**160** **32%**	**148** **27%**	**231** **33%ZJ**	**52** **22%**	**312** **29%**
Net agree	**-21** *-2%*	**6** *1%*	**-4** *-6%*	**-30** *-11%*	**-2** *-1%*	**7** *5%*	**-29** *-3%*	**-5** *-5%*	**-7** *-15%e*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**0** *0%e*	**-15** *-5%*	**-9** *-4%*	**-14** *-7%*	**13** *7%*	**3** *2%*	**-18** *-6%*	**23** *6%*	**-4** *-3%*	**-38** *-23%*	**-43** *-13%*	**4** *1%*	**-10** *-2%*	**-10** *-2%*	**-41** *-6%*	**28** *12%*	**6** *1%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 183
Q11_goodPM_AndyBurnham. On balance, do you agree or disagree that Andy Burnham has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																			UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Strongly agree	57 5%fgC	74 7%	2 1%	10 7%	26 12%ZbfghI	4 3%	4 5%a	2 1%	11 7%f	23 3%f	45 6%fgl	19 4%f	18 10%Zk	38 5%	22 11%Zmn	28 5%	50 7%Zm	2 2%	2 4%a	3 3%a	20 15%ZbqsuvC	6 8%uC	10 8%uvC	- -x	2 1%	- -s	2 7%suC	2 4%a	6 13%sZbquvC	- -x	11 7%C	- -	- -s	1 13%s	- 10%s	74 7%
Tend to agree	231 22%ltuC	244 23%	22 16%	25 19%	64 30%Zbf	27 18%	30 39%sZdfghi	36 15%	48 31%Zf	153 22%f	190 25%Zfg	126 23%f	68 37%Zk	149 19%	67 33%Zmn	126 23%	193 26%Z	22 22%	4 10%s	17 18%s	53 39%ZopqsuvC	12 15%s	41 32%ZpuvC	9 10%s	27 18%	2 13%s	15 44%sZopqsuvC	15 36%s	11 23%s	- -s	48 31%ZquC	11 11%	4 21%s	2 14%s	1 29%s	244 23%
Neither agree nor disagree	276 26%l	248 23%	36 26%	48 36%	57 27%	43 29%	12 15%s	64 27%	46 30%	173 25%	187 25%	130 24%	45 25%	217 27%	32 16%	146 27%ln	178 24%l	25 24%	18 41%sZqr	21 22%s	34 25%	23 30%s	34 27%	21 24%s	42 28%	2 14%s	5 14%s	7 16%s	10 20%s	- -s	46 30%	24 23%	5 23%s	1 9%s	- -s	248 23%
Tend to disagree	139 13%	150 14%	12 9%	19 14%	17 8%	24 16%	14 18%s	41 17%c	16 11%	103 15%	96 13%	79 15%	17 9%	115 14%	37 18%	72 13%	109 15%	14 14%	9 21%sr	17 18%sr	10 7%	8 10%s	11 9%	23 26%sZrstvB	19 12%	5 30%s	9 25%sZrtB	6 12%s	7 14%s	- 100%s	16 10%	28 26%ZrstvB	- 2%s	2 14%s	- -s	150 14%
Strongly disagree	170 16%oGqrtsB	162 15%	27 20%	20 15%	19 9%	32 22%osG	2 3%s	70 29%ZoeGghl	5 3%	132 19%ZtoGh	119 16%oeG	100 19%oeGh	14 8%	151 19%Z	36 18%	91 17%	128 17%	23 23%rtsB	9 20%srtsB	30 32%sZrtsB	5 4%	14 19%srtsB	7 6%	23 26%sZrtsB	47 31%ZrtsB	7 40%s	2 5%s	- 1%s	2 4%s	- -s	5 3%	30 29%ZrtsB	6 32%s	2 13%s	2 47%s	162 15%
Don't know	188 18%fgjnmpq *	184 17%	37 27%Zb	13 9%	28 13%	17 12%	15 19%s	27 11%	29 19%	101 15%	112 15%	84 16%f	21 11%	130 16%	10 5%	75 14%ln	85 11%l	16 15%	2 4%a	7 7%s	14 10%	14 18%s	23 18%p	11 13%s	16 10%	1 3%s	2 6%s	13 31%s	13 27%spgvuC	- -x	29 19%	12 11%	4 20%s	4 36%s	1 14%s	184 17%
Agree	288 27%ltuC	318 30%	34 25%	35 26%	90 43%ZbfghI	30 21%	34 45%sZdfghi	38 16%	58 38%Zdfgl	176 26%f	226 31%Zdfgl	145 27%f	86 47%Zk	187 23%	89 44%Zmn	154 29%	243 33%Zm	24 24%	6 14%s	20 21%s	73 54%ZopqsuvC	17 23%s	51 40%ZpquvC	9 10%s	29 19%	2 13%s	17 50%sZopqsuvC	17 40%s	17 36%squvC	- -x	58 38%ZpquvC	11 11%	4 21%s	3 27%s	2 39%s	318 30%
Disagree	310 29%oGrtB	312 29%	39 29%	40 29%	37 17%	56 38%ZtoG	16 21%s	112 46%ZoeGghl	22 14%	235 34%ZtoGh	216 29%oG	179 31%ZtoGh	31 17%	266 33%Z	73 36%	163 30%	236 32%Z	38 37%rtsB	18 41%srtsB	48 50%sZrstvB	15 11%	22 29%sr	18 15%	45 52%sZrstvB	65 42%ZrtsB	12 70%s	10 30%srB	6 13%s	8 17%s	* 100%s	22 14%	58 55%ZorstvzB	7 35%s	3 28%s	2 47%s	312 29%
Net agree	-21 6	6 1%	-15 -11%	-4 -3%	54 25%	-26 -17%	18 24%s	-74 -31%	37 24%	-60 -9%	20 3%	-34 -6%	55 30%	-79 -10%	17 8%	-10 -2%	7 1%	-13 -13%	-12 -27%s	-28 -39%s	58 43%	-5 -6%s	32 25%	-37 -42%s	-37 -24%	-10 -57%s	7 20%s	11 27%s	9 19%s	* -100%s	37 24%	-46 -44%	-3 -14%s	* -1%s	* -8%s	6 1%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 184
Q11_goodPM_AndyBurnham. On balance, do you agree or disagree that Andy Burnham has what it takes to be a good Prime Minister?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Strongly agree	57 5%	74 7%	14 8%	15 7%	7 3%	5 6%a	2 4%a	21 9%cn	30 11%Zcln	6 5%a	12 4%	15 7%	16 9%	15 10%Zcln	11 9%	10 3%	2 5%a	4 6%a	2 3%a	2 7%a	6 5%a	13 22%aZBCEHKM	1 4%a	3 4%a	2 6%a	- -a	4 8%a	3 13%a	31 5%	-	-	-	-	-	-	17 7%	12 5%	11 5%	6 3%	7 7%a	13 5%	74 7%
Tend to agree	231 22%efi	244 23%	47 26%	62 31%Zcln	44 19%	33 38%a	9 17%a	59 26%	97 36%Zcln	27 26%a	70 22%	56 27%n	66 37%Zcdln	63 43%Zbdchi jn	52 43%Zbdchi jn	49 16%	6 15%a	12 20%a	13 16%a	2 9%a	29 24%a	20 35%aZM	5 33%a	21 25%a	6 20%a	- -a	24 44%aZBCEHM	2 11%a	124 20%	-	-	-	-	-	-	61 26%R	64 25%R	42 20%	37 20%	11 10%a	49 17%	244 23%
Neither agree nor disagree	276 26%gK	248 23%	56 31%gm	47 23%	75 33%gm	18 21%a	25 46%a	69 30%gm	56 20%	34 32%am	94 30%gm	68 31%gm	41 23%	31 21%	21 18%	75 25%	14 36%a	12 21%a	34 43%aZBFKM	13 55%a	40 32%aK	10 16%a	4 25%a	21 25%a	13 40%a	- -a	5 10%a	5 22%a	157 25%K	-	-	-	-	-	-	69 29%	64 25%	47 22%	50 27%	26 24%a	76 26%	248 23%
Tend to disagree	139 13%gj	150 14%	22 13%	24 12%	26 11%	8 10%a	8 14%a	21 9%	24 9%	14 13%a	30 10%	19 9%	16 9%	14 9%	13 11%	51 17%gj	8 22%a	10 16%a	7 9%a	2 7%a	9 7%a	5 8%a	1 6%a	9 11%a	2 7%a	- -a	4 7%a	6 29%a	92 15%	-	-	-	-	-	-	27 11%	36 14%	30 14%	25 14%	18 16%a	43 15%	150 14%
Strongly disagree	170 16%gij	162 15%	23 13%	24 12%	40 18%gj	18 21%a	5 10%a	22 10%	26 10%	14 13%a	56 18%gkl	17 8%	16 9%	12 8%	11 9%	58 19%gkl	8 21%a	12 21%a	20 25%aE	4 17%a	10 8%a	7 11%a	3 21%a	22 26%aZE	7 20%a	- -a	10 18%a	3 16%a	99 16%	-	-	-	-	-	-	33 14%	32 13%	39 19%	32 17%	27 24%a	58 20%	162 15%
Don't know	188 18%eCN	184 17%	16 9%	31 15%l	36 16%	5 5%a	6 11%a	37 16%l	41 15%l	12 11%a	51 16%l	31 15%	23 13%	12 8%	12 10%	59 19%al	- -a	10 16%a	3 4%a	1 5%a	29 24%aCF	4 7%a	2 11%a	8 10%a	2 6%a	- -a	7 13%a	2 8%a	128 20%ZCf	-	-	-	-	-	-	30 12%	43 17%	40 19%	33 18%	21 19%a	54 18%	184 17%
Agree	288 27%efi	318 30%	61 34%cn	77 38%Zcln	50 22%	37 43%a	11 20%a	80 35%cn	127 46%Zabcfhi jn	33 31%a	82 26%	72 35%cn	82 46%Zachin	78 53%Zbdchi jn	63 52%Zbdchi jn	59 19%	8 20%a	16 26%a	15 19%a	4 16%a	36 29%a	33 56%aZBCEHM	6 37%a	24 29%a	9 27%a	- -a	28 52%aZBCEHM	5 24%a	154 24%	-	-	-	-	-	-	78 33%RS	75 30%	54 26%	43 24%	19 17%a	62 21%	318 30%
Disagree	310 29%gjkE	312 29%	46 26%	48 24%	66 29%gk	26 30%a	13 23%a	43 19%	50 18%	28 26%a	86 28%gj	36 17%	32 18%	26 18%	23 20%	109 36%Zbgkl m	16 44%a	22 37%aEF	27 34%aE	6 24%a	19 15%a	11 19%a	4 27%a	31 37%aEF	9 27%a	- -a	14 25%a	9 45%a	191 30%E	-	-	-	-	-	-	60 25%	68 27%	70 33%	57 31%	45 41%aN	102 35%	312 29%
Net agree	-21 -2%	6 1%	16 9%	29 14%	-16 -7%	11 13%a	-2 -3%a	37 16%	77 28%	5 4%a	-4 -1%	36 17%	50 28%	52 36%	39 33%	-51 -17%	-9 -23%a	-7 -11%a	-13 -16%a	-2 -7%a	17 14%a	22 37%a	2 10%a	-7 -8%a	* *a	0 0%a	14 27%a	-4 -21%a	-37 -6%	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	18 8%	7 3%	-16 -7%	-14 -7%	-26 -23%a	-40 -13%	6 1%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
* small base; ** very small base (under 30) ineligible for sig testing

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 185

Q11_goodPM_AngelaRayner. On balance, do you agree or disagree that Angela Rayner has what it takes to be a good Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 186

Q11_goodPM_AngelaRayner. On balance, do you agree or disagree that Angela Rayner has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Strongly agree	21 2%	20 2%	2 1%	11 4%ae	1 1%	3 2%	17 2%	4 4%c	* *a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	4 2%	8 4%	3 2%	2 1%	5 2%	8 2%	3 2%	4 3%	8 2%	13 2%	12 2%	9 2%	15 2%	6 3%	20 2%
Tend to agree	93 9%	105 10%	32 13%	19 7%	16 7%	12 8%	80 9%	9 10%	4 8%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	28 11%	13 6%	12 6%	25 13%Zgr	15 9%	28 9%	36 10%	11 7%	10 6%	21 6%	63 9%	34 7%	59 11%	57 8%	30 13%Z	105 10%
Neither agree nor disagree	201 19%c	199 19%	48 19%	48 17%	33 14%	40 28%c	169 18%	21 23%	11 22%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	63 24%i	40 18%	39 18%	38 20%	21 12%	55 17%	63 17%	33 22%	34 20%	67 21%	118 17%	92 19%	108 19%	121 17%	47 20%	199 19%
Tend to disagree	211 20%	209 20%	61 24%	44 16%	53 22%	31 22%	189 21%b	15 17%	7 13%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	49 18%	41 19%	40 19%	40 21%	41 24%	63 20%	73 20%	42 28%DE	22 13%	64 20%D	136 20%	105 21%	104 19%	152 22%	34 15%	209 20%
Strongly disagree	403 38%C	395 37%	84 33%	120 42%	99 41%	48 34%	351 38%	32 35%	20 40%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	98 37%	89 40%	87 41%	62 32%	67 39%	127 40%C	158 43%C	33 22%	77 45%CE	110 35%C	285 41%ZD	187 38%	214 38%	273 39%	85 37%	395 37%
Don't know	133 12%BF	134 13%	25 10%	40 14%	40 16%	9 6%	114 12%	10 11%	9 17%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	24 9%	39 18%	26 12%	22 12%	24 14%	41 13%	33 9%	27 18%B	22 13%	49 15%	74 11%	66 13%	63 11%	80 11%	28 12%	134 13%
Agree	**114** **11%**	**125** **12%**	**34** **14%**	**30** **11%**	**16** **7%**	**15** **11%**	**96** **11%**	**13** **14%**	**6** **12%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	**33** **12%**	**17** **8%**	**20** **9%**	**28** **15%**	**17** **10%**	**33** **10%**	**44** **12%**	**14** **9%**	**14** **8%**	**28** **9%**	**77** **11%**	**46** **9%**	**69** **12%**	**72** **10%**	**36** **15%Z**	**125** **12%**
Disagree	**614** **58%**	**604** **57%**	**145** **57%**	**163** **58%**	**153** **63%**	**79** **55%**	**540** **59%**	**47** **52%**	**27** **53%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	**147** **55%**	**130** **58%**	**127** **60%**	**102** **53%**	**107** **63%**	**190** **60%**	**231** **62%**	**75** **50%**	**99** **58%**	**174** **55%**	**421** **61%Z**	**292** **59%**	**318** **57%**	**426** **61%Z**	**119** **52%**	**604** **57%**
Net agree	**-499** **-47%**	**-479** **-45%**	**-111** **-44%**	**-133** **-47%**	**-137** **-55%**	**-64** **-44%**	**-444** **-48%**	**-34** **-38%**	**-21** **-40%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**-114** **-43%**	**-113** **-51%**	**-107** **-51%**	**-74** **-39%**	**-90** **-53%**	**-157** **-49%**	**-167** **-50%**	**-61** **-41%**	**-84** **-50%**	**-143** **-46%**	**-344** **-50%**	**-246** **-50%**	**-359** **-64%**	**-304** **-51%**	**-84** **-36%**	**-479** **-45%**

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Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - A/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 187
Q11_goodPM_AngelaRayner. On balance, do you agree or disagree that Angela Rayner has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gj)	Not Con (hj)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Strongly agree	21 2%k	20 2%	1 1%	5 3%	12 6%2dfgl	- -	2 3%vf	- -	4 3%	9 1%	21 3%fgl	9 2%	12 7%2k	9 1%	10 5%Z	11 2%	21 3%Z	- -	- -s	- -s	10 7%2oquC	2 3%s	3 3%	- -s	- -	- -s	- -s	2 5%s	2 5%w	- -s	4 3%	- -	2 12%s	* 1%s	- -s	20 2%
Tend to agree	93 9%bkoquC	105 10%	9 7%	15 11%	40 19%2dfghl	6 4%	9 12%vf	6 3%	20 13%dfg	47 7%f	82 11%2dfgl	42 8%f	41 22%2k	44 6%	45 22%2mn	37 7%	81 11%Zm	* *	6 12%aoquC	1 1%s	23 17%2oquC	17 22%s2oquvC	17 14%oquvC	1 1%s	5 4%	* 2%s	6 18%aoquvC	3 7%s	8 17%aoquvC	- -s	20 13%oquvC	1 1%	3 14%s	1 9%s	1 29%s	105 10%
Neither agree nor disagree	201 19%qhiC	199 19%	33 24%	30 22%	49 23%d	18 12%	9 12%s	38 16%	37 24%dg	110 16%	141 19%g	92 17%	44 24%	139 17%	24 12%	100 19%	124 17%l	11 11%	7 15%s	13 13%s	34 25%oC	15 20%s	32 25%oC	10 11%s	28 18%	1 5%s	3 10%s	6 15%s	12 24%s	- -s	37 24%oC	11 10%	4 18%s	* 3%s	* 10%s	199 19%
Tend to disagree	211 20%bkoC	209 20%	19 14%	33 24%	61 29%2dfghl	21 14%	26 34%s2dfghl	24 10%	43 27%dfg	125 18%f	169 22%fgl	104 19%f	50 27%Z	151 19%	31 15%	115 21%	146 20%	12 11%	9 21%aC	15 16%s	46 34%2oquvC	15 20%s	30 23%ovC	7 8%s	17 11%	1 5%s	13 38%s2oquvC	13 30%s	12 24%svC	- 100%s	42 27%ovC	8 8%	4 20%s	3 26%s	- -s	209 20%
Strongly disagree	403 38%bcdeiB	395 37%	51 38%	35 26%	29 14%	88 60%2bcGghl	15 19%s	163 68%2cdeGghl	31 20%	331 48%2bcGh	271 36%cdG	242 45%2bcGh	21 12%	369 46%B	91 45%	237 44%Z	338 44%Z	71 69%2prstuxB	17 39%rstB	65 69%s2prstuxB	13 10%	16 20%s	30 24%r	67 77%s2prstuxB	96 63%2prstuxB	14 81%s	8 24%s	6 15%s	6 12%s	- -s	31 20%	82 78%2prstuvxB	7 35%s	2 20%s	2 47%s	395 37%
Don't know	135 13%ghklmnq uvC	134 13%	23 17%	18 14%	20 10%	14 10%	15 20%dfghl	9 4%	19 12%f	63 9%f	69 9%f	49 9%f	14 8%	86 11%	4 2%	38 7%l	42 6%l	9 9%q	5 12%aq	1 1%s	9 7%	11 15%oquvC	14 11%q	2 3%s	7 4%	1 3%	3 10%aq	12 29%s	9 19%oquvC	- -s	19 12%qC	3 3%	* 1%s	5 40%s	1 14%s	134 13%
Agree	114 11%dghnoquvC	125 12%	10 7%	20 14%	52 25%2dfghl	6 4%	11 15%sdf	6 3%	25 16%dfgl	57 8%f	103 14%2dfgl	51 9%f	53 29%2k	53 7%	54 27%2mn	49 9%	103 14%2mn	* *	6 12%aoquC	1 1%s	33 24%2oquvC	19 25%s2oquvC	21 16%oquvC	1 1%s	5 4%	* 2%s	6 18%aoquvC	5 12%s	11 22%s2oquvC	- -s	25 16%oquvC	1 1%	5 26%s	1 10%s	1 29%s	125 12%
Disagree	614 58%bfmr	604 57%	70 51%	68 50%	90 42%	109 74%2cGh	40 53%s	187 78%2cdeGghl	74 48%	456 67%2cdeGh	437 58%cG	347 64%2bcGh	72 39%	520 65%B	123 60%	352 65%Z	474 64%Z	82 80%2prstuxB	27 60%sz	81 85%s2prstvxz	59 44%	30 40%s	60 47%	74 85%s2prstuxB	113 74%2rstuxB	16 89%s	21 62%sz	19 45%s	18 37%s	1 100%s	74 48%	90 86%2prstuxB	11 55%s	3 47%s	2 47%s	604 57%
Net agree	**-499**	**-479**	**-60**	**-48**	**-38**	**-103**	**-29**	**-181**	**-49**	**-399**	**-334**	**-296**	**-19**	**-467**	**-68**	**-304**	**-372**	**-82**	**-21**	**-80**	**-27**	**-11**	**-39**	**-74**	**-107**	**-16**	**-15**	**-14**	**-7**	*	**-49**	**-69**	**-6**	**-4**	**-1**	**-479**
	-47%	**-45%**	**-44%**	**-36%**	**-18%**	**-70%**	**-38%s**	**-75%**	**-32%**	**-58%**	**-44%**	**-55%**	**-10%**	**-58%**	**-33%**	**-56%**	**-50%**	**-80%**	**-48%s**	**-85%s**	**-20%**	**-14%s**	**-31%**	**-84%s**	**-70%**	**-88%s**	**-44%s**	**-33%s**	**-15%s**	**-100%s**	**-32%**	**-85%**	**-36%s**	**-18%s**	**-45%**	

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/G/g/h/i - Z/j/k - Z/l/m/n - Z/o/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 188

Q11_goodPM_AngelaRayner. On balance, do you agree or disagree that Angela Rayner has what it takes to be a good Prime Minister?

Base : All

	Total (W'tld)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Strongly agree	21 *2%*	20 *2%*	1 *1%*	3 *1%*	1 *1%*	- -k	* *1%	6 *3%*	7 *3%*	1 *1%s*	1 *	1 *	3 *2%*	6 *4%fj*	1 *1%*	7 *2%*	- -k	2 *4%s*	1 *1%s*	- -k	5 *4%s*	4 *6%sZM*	- -k	- -k	- -k	- -k	4 *8%sZHM*	- -k	10 *2%*	- -k	- -k	- -k	- -k	- -k	- -k	7 *3%*	7 *3%*	4 *2%*	- -	4 *3%s*	4 *1%*	20 *2%*
Tend to agree	99 *9%stuv*	105 *10%*	27 *15%Zn*	30 *15%Zn*	22 *10%n*	14 *16%s*	11 *19%s*	35 *15%Zn*	53 *19%Zcln*	17 *16%stn*	20 *6%*	41 *20%Zcln*	35 *19%Zcln*	32 *22%Zcln*	26 *22%Zcln*	7 *2%*	10 *26%s*	6 *10%s*	7 *9%s*	7 *30%s*	17 *14%s*	16 *27%sZBCHM*	- -k	5 *6%s*	13 *40%s*	- -k	12 *22%sZHM*	2 *8%s*	43 *7%*	- -k	- -k	- -k	- -k	- -k	- -k	28 *12%*	14 *6%*	25 *12%*	14 *8%*	7 *7%s*	21 *7%*	105 *10%*
Neither agree nor disagree	201 *19%*	199 *19%*	34 *19%*	40 *20%*	52 *23%*	15 *18%s*	12 *22%s*	39 *17%*	57 *21%*	20 *18%s*	52 *16%*	41 *20%*	30 *17%*	28 *19%*	26 *22%*	59 *19%*	4 *11%s*	8 *13%s*	16 *20%s*	7 *30%s*	15 *12%s*	17 *29%sBDHK*	2 *12%s*	8 *10%s*	2 *7%s*	- -k	5 *9%s*	4 *18%s*	121 *19%*	- -k	- -k	- -k	- -k	- -k	- -k	37 *16%*	51 *21%*	31 *15%*	34 *19%*	21 *19%s*	55 *19%*	199 *19%*
Tend to disagree	211 *20%*	209 *20%*	36 *20%*	43 *21%*	51 *22%*	22 *25%s*	10 *18%s*	67 *29%*	77 *28%Zbn*	18 *17%s*	66 *21%*	43 *21%*	54 *30%Zabhn*	40 *27%*	35 *29%*	54 *18%*	6 *17%s*	12 *20%s*	23 *29%s*	7 *30%s*	38 *31%stH*	12 *20%s*	2 *14%s*	12 *14%s*	8 *25%s*	- -k	14 *27%s*	6 *27%s*	124 *20%*	- -k	- -k	- -k	- -k	- -k	- -k	53 *22%*	54 *22%*	43 *21%*	29 *16%*	20 *18%s*	49 *17%*	209 *20%*
Strongly disagree	403 *38%qs2mF*	395 *37%*	73 *41%qjklmn*	70 *35%qlmn*	73 *32%q*	30 *34%s*	18 *32%s*	69 *30%*	58 *21%*	45 *43%qjklmn*	145 *46%Zbcfqjk lm*	56 *27%*	43 *24%*	38 *26%*	25 *21%*	125 *42%qlmn*	18 *46%s*	29 *49%sEF*	29 *36%sF*	3 *11%s*	31 *25%s*	8 *14%s*	11 *70%s*	55 *65%sDEFKM*	7 *20%s*	- -k	16 *31%sF*	9 *44%s*	245 *39%F*	- -k	- -k	- -k	- -k	- -k	- -k	86 *36%*	95 *38%*	81 *39%*	82 *45%*	49 *44%s*	131 *44%*	395 *37%*
Don't know	133 *13%aqd*	134 *13%*	8 *4%*	17 *8%t*	28 *12%stJ*	6 *7%s*	4 *8%s*	23 *10%t*	21 *8%t*	5 *5%s*	29 *9%t*	25 *12%stJ*	13 *7%t*	3 *2%*	7 *6%*	49 *16%abqt*lmn	- -k	2 *4%s*	4 *5%s*	- -k	17 *14%s*	2 *4%s*	1 *4%s*	5 *6%s*	2 *8%s*	- -k	2 *3%s*	1 *3%s*	88 *14%*	- -k	- -k	- -k	- -k	- -k	- -k	27 *11%*	29 *12%*	25 *12%*	24 *13%*	10 *9%s*	34 *12%*	134 *13%*
Agree	**114** **11%stuv**	**125** **12%**	**28** **16%tn**	**33** **16%Zbn**	**23** **10%**	**14** **16%s**	**11** **20%s**	**41** **18%Zbn**	**60** **21%Zcln**	**18** **17%stn**	**22** **7%**	**41** **20%Zcln**	**36** **21%Zcln**	**39** **26%Zbcln**	**27** **22%Zcln**	**15** **5%**	**10** **26%s**	**8** **14%s**	**8** **10%s**	**7** **30%s**	**22** **18%s**	**20** **33%sZBCHM**	**-** **-k**	**5** **6%s**	**13** **40%s**	**-** **-k**	**16** **31%sZHM**	**2** **8%s**	**52** **8%**	**-** **-k**	**-** **-k**	**-** **-k**	**-** **-k**	**-** **-k**	**35** **15%**	**21** **8%**	**30** **14%**	**14** **8%**	**11** **10%s**	**25** **8%**	**125** **12%**
Disagree	**614** **58%qF**	**604** **57%**	**109** **61%g**	**112** **56%**	**124** **55%**	**52** **60%s**	**27** **50%s**	**126** **55%**	**136** **50%**	**63** **59%s**	**211** **67%Zbcfgjk lm**	**99** **48%**	**97** **55%**	**77** **53%**	**59** **50%**	**179** **59%**	**24** **63%s**	**41** **69%sF**	**52** **63%sF**	**10** **40%s**	**69** **56%sF**	**20** **34%s**	**13** **84%s**	**67** **79%sDEFKM**	**15** **45%s**	**-** **-k**	**31** **58%sF**	**15** **72%s**	**369** **59%F**	**-** **-k**	**-** **-k**	**-** **-k**	**-** **-k**	**-** **-k**	**138** **58%**	**149** **60%**	**125** **59%**	**111** **61%**	**69** **62%s**	**180** **61%**	**604** **57%**
Net agree	**-499** **-47%**	**-479** **-45%**	**-80** **-45%**	**-79** **-39%**	**-101** **-44%**	**-38** **-44%s**	**-17** **-30%s**	**-85** **-37%**	**-76** **-28%**	**-45** **-42%s**	**-189** **-60%**	**-58** **-28%**	**-60** **-33%**	**-39** **-27%**	**-32** **-27%**	**-164** **-54%**	**-14** **-37%s**	**-33** **-55%s**	**-44** **-55%s**	**-2** **-10%s**	**-46** **-38%s**	**1** **-1%s**	**-13** **-84%s**	**-52** **-73%s**	**-2** **-5%s**	**0** **0%s**	**-15** **-27%s**	**-13** **-64%s**	**-317** **-50%**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**-104** **-44%**	**-128** **-51%**	**-95** **-45%**	**-97** **-53%**	**-58** **-52%s**	**-155** **-53%**	**-479** **-45%**

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 189

Q11_goodPM_WesStreeting. On balance, do you agree or disagree that Wes Streeting has what it takes to be a good Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 190

Q11_goodPM_WesStreeting. On balance, do you agree or disagree that Wes Streeting has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Strongly agree	15 1%	12 1%	1 1%	7 2%	1 *	4 3%	13 1%	2 2%	- -s	-	-	-	-	-	-	-	-	10 4%Z	1 *	1 *	1 *	2 1%	2 *	7 2%	1 *	1 1%	2 1%	9 1%	8 2%	7 1%	13 2%	2 1%	12 1%
Tend to agree	81 8%	78 7%	13 5%	15 5%	24 10%	18 12%	70 8%	6 6%	5 9%s	-	-	-	-	-	-	-	-	12 5%	19 8%	12 6%	18 10%	19 11%b	21 7%	41 11%ZE	7 5%	9 5%	16 5%	62 9%Z	43 9%	38 7%	51 7%	24 10%	78 7%
Neither agree nor disagree	266 25%	261 25%	80 32%ZdF	77 27%	55 23%	24 16%	236 26%	15 16%	16 31%s	-	-	-	-	-	-	-	-	73 27%	49 22%	65 30%	45 24%	35 20%	74 23%	110 30%Z	39 26%	36 21%	74 23%	185 27%	110 22%	155 28%	186 27%	52 23%	261 25%
Tend to disagree	214 20%b	222 21%	60 24%b	36 13%	53 22%b	29 21%	180 20%b	23 25%b	12 24%s	-	-	-	-	-	-	-	-	58 22%	41 18%	45 21%	43 22%	28 16%	73 23%	72 19%	28 19%	27 16%	55 17%	145 21%	103 21%	110 20%	137 20%	55 24%	222 21%
Strongly disagree	256 24%	259 24%	48 19%	71 25%	50 21%	47 33%a	216 23%	28 31%	12 24%s	-	-	-	-	-	-	-	-	59 22%	55 25%	51 24%	43 23%	47 28%	80 25%	77 21%	38 25%	57 34%B	95 30%	157 23%	134 27%	121 22%	176 25%	50 22%	259 24%
Don't know	229 22%BF	230 22%	48 19%	75 27%	60 25%	21 15%	205 22%	18 20%	6 11%s	-	-	-	-	-	-	-	-	54 20%	58 26%	38 18%	41 21%	38 23%	69 22%	63 17%	36 24%	39 23%	75 24%	132 19%	98 20%	126 23%	135 19%	48 21%	230 22%
Agree	**95** **9%**	**90** **8%**	**15** **6%**	**22** **8%**	**25** **10%**	**22** **15%a**	**83** **9%**	**7** **8%**	**5** **9%s**	-	-	-	-	-	-	-	-	**22** **8%**	**20** **9%**	**13** **6%**	**19** **10%**	**21** **12%**	**23** **7%**	**48** **13%ZdE**	**8** **5%**	**10** **6%**	**18** **6%**	**71** **10%A**	**51** **10%**	**45** **8%**	**64** **9%**	**26** **11%**	**90** **8%**
Disagree	**471** **44%b**	**481** **45%**	**109** **43%**	**107** **38%**	**103** **42%**	**76** **53%b**	**396** **43%**	**51** **56%ZbE**	**24** **48%s**	-	-	-	-	-	-	-	-	**117** **44%**	**96** **43%**	**96** **46%**	**86** **45%**	**75** **44%**	**153** **48%**	**149** **40%**	**66** **44%**	**84** **50%**	**150** **47%**	**302** **44%**	**237** **48%**	**231** **41%**	**313** **45%**	**105** **45%**	**481** **45%**
Net agree	**-376** **-35%**	**-391** **-37%**	**-94** **-37%**	**-85** **-30%**	**-79** **-32%**	**-55** **-38%**	**-313** **-34%**	**-44** **-48%**	**-20** **-39%s**	0 0%s	0 0%s	0 0%s	0 0%s	0 0%s	0 0%s	0 0%s	0 0%s	**-95** **-36%**	**-76** **-34%**	**-83** **-39%**	**-67** **-35%**	**-54** **-32%**	**-130** **-41%**	**-101** **-27%**	**-58** **-39%**	**-74** **-44%**	**-132** **-41%**	**-231** **-34%**	**-186** **-38%**	**-187** **-33%**	**-249** **-36%**	**-79** **-34%**	**-391** **-37%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 191

Q11_goodPM_WesStreeting. On balance, do you agree or disagree that Wes Streeting has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (qq)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Strongly agree	15 1%k	12 1%	2 1%	4 3%	9 4%ZjJg	- -	* *a	5 2%	1 *	6 1%	15 2%gl	6 1%	12 7%Zk	3 *	11 6%Zmn	3 1%	14 2%mn	- -	- -s	1 1%s	7 5%Z	2 3%s	- -	- -s	5 3%	- -s	- -s	* 1%s	- -s	- -s	1 *	- -	- -s	- -s	1 29%s	12 1%
Tend to agree	81 8%dgnC	78 7%	8 6%	10 8%	35 16%ZdfGgNi	3 2%	11 15%sZdfgl	9 4%	10 7%	38 6%	70 9%ZdfgI	35 7%	28 16%Zk	47 6%	26 13%Z	41 8%	67 9%	3 2%	* *a	8 9%aC	28 20%ZopuvBC	7 9%s	15 12%ouC	1 1%s	8 5%	- -s	5 15%eopuC	6 15%s	4 9%s	- -s	10 7%	1 1%	2 6%s	2 18%s	- -s	78 7%
Neither agree nor disagree	266 25%l	261 25%	33 24%	39 28%	66 31%	40 27%	13 17%s	62 26%	38 24%	160 23%	186 25%l	120 22%	51 28%	198 25%	33 16%	140 26%l	172 23%l	22 22%	18 40%aZbcC	28 29%sx	37 27%	29 38%acC	27 21%	20 23%s	42 27%	1 7%s	4 11%s	9 22%s	14 29%s	- -s	38 24%	21 20%	3 17%s	1 10%s	- 10%s	261 25%
Tend to disagree	214 20%	222 21%	20 15%	29 21%	38 18%	40 27%	15 20%s	49 20%	30 19%	152 22%	151 20%	113 21%	40 22%	164 21%	50 24%	114 21%	164 22%	27 26%	13 29%s	17 18%s	27 20%	12 15%s	28 22%	18 20%s	31 20%	7 41%s	12 35%aZe	4 9%s	10 21%s	- 100%s	30 19%	25 24%	4 19%s	4 35%s	1 33%s	222 21%
Strongly disagree	256 24%dgnc	259 24%	30 22%	27 20%	25 12%	44 30%c	16 22%s	81 34%Zch	38 25%c	207 30%Zch	187 25%c	163 36%ZbN	16 9%	236 30%Zj	72 35%Z	146 27%	218 29%Z	36 35%Znz	8 18%s	27 28%wnz	16 12%	9 12%s	25 20%	37 43%aZbnstzB	44 29%nz	8 46%s	8 25%s	8 19%s	4 8%s	- -s	38 25%nz	44 42%ZbnstzB	8 39%s	2 14%s	1 14%s	259 24%
Don't know	229 22%dfgnMmnC	230 22%	44 32%Z	28 20%	39 19%	20 14%	20 26%s	34 14%	39 25%	122 18%	141 19%	102 19%l	35 19%	150 19%	13 6%	95 18%In	108 15%l	14 14%	5 12%s	14 15%s	21 16%	18 23%s	32 25%	11 13%s	23 15%	2 9%s	5 15%s	15 35%s	17 33%aZopqruvC	- -s	39 25%	13 13%	3 16%s	3 22%s	1 14%s	230 22%
Agree	95 9%dgnouC	90 8%	9 7%	14 10%	43 20%ZdfGgNi	3 2%	12 15%sdfgl	15 6%	11 7%	44 6%d	80 11%ZdfgI	42 8%d	41 22%Zk	50 6%	38 18%Zmn	43 8%	81 11%ZmN	3 2%	* *a	9 10%aC	34 25%ZopquvBC	9 12%acC	15 12%ouC	1 1%s	13 9%C	- -s	5 15%eopuC	7 16%s	4 9%s	- -s	11 7%	1 1%	2 6%s	2 18%s	1 29%s	90 8%
Disagree	471 44%jnuz	481 45%	50 37%	56 41%	63 30%	84 57%Zch	32 42%s	130 54%Zch	68 44%c	359 52%Zch	338 45%c	275 51%ZbN	56 31%	400 50%Zj	121 59%Zmn	260 48%	381 51%Z	63 62%ZnstzB	21 47%s	44 46%sx	42 31%	21 27%s	53 42%	55 63%aZnstzB	75 49%nsz	15 83%s	20 61%asz	12 29%s	14 28%s	- 100%s	68 44%	69 66%ZbnstzB	12 59%s	6 50%s	2 47%s	481 45%
Net agree	-376 -35%	-391 -37%	-41 -30%	-41 -31%	-20 -9%	-81 -55%	-20 -26%s	-115 -48%	-58 -37%	-315 -46%	-257 -34%	-233 -43%	-16 -9%	-350 -44%	-84 -41%	-217 -40%	-300 -40%	-60 -59%	-21 -47%s	-35 -37%s	-8 -6%	-12 -15%s	-38 -30%	-53 -61%s	-62 -40%	-15 -83%s	-15 -45%s	-5 -12%s	-10 -23%s	* -100%s	-57 -37%	-68 -65%	-10 -51%s	-4 -32%s	-1 -18%s	-391 -37%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; '' very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends .

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 192

Q11_goodPM_WesStreeting. On balance, do you agree or disagree that Wes Streeting has what it takes to be a good Prime Minister?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Strongly agree	15 1%	12 1%	5 3%	6 3%l	1 1%	- -k	4 7%a	7 3%	3 1%	- -k	1 *	4 2%	- -	2 1%	1 1%	6 2%	4 11%a	6 10%aDhM	1 1%a	4 17%a	7 5%aM	2 3%a	- -k	1 1%a	4 13%a	- -k	2 3%a	1 6%a	6 1%	- -k	- -k	- -k	- -k	- -k	- -k	7 3%	* *	1 1%	1 1%	6 1%dZO	7 2%G	12 1%
Tend to agree	81 8%bfiRS	78 7%	12 7%	25 12%Zbin	15 7%	13 15%a	1 3%a	30 13%Zbin	27 10%l	3 3%a	15 5%	15 7%	19 11%l	17 12%hl	14 12%l	15 5%	7 19%a	9 15%aHM	14 17%aDhM	- -e	19 16%aM	9 16%aDHM	- -e	3 4%a	8 24%a	- -k	7 14%aM	2 11%a	31 5%	- -k	- -k	- -k	- -k	- -k	- -k	30 13%ZRS	19 8%	16 8%	10 6%	1 1%a	11 4%	78 7%
Neither agree nor disagree	266 25%fgC	261 25%	30 17%	42 21%g	71 31%abfgl	7 8%a	16 30%a	36 16%	38 14%	30 28%afg	78 25%g	51 25%g	36 20%	26 18%	25 21%	89 30%afgl	5 13%a	8 13%a	28 36%aBE	6 26%a	10 8%a	10 17%a	2 16%a	22 26%aE	9 27%a	- -k	9 17%a	9 43%a	172 27%BE	- -k	- -k	- -k	- -k	- -k	- -k	51 21%	82 33%ZNP	45 21%	44 24%	22 20%a	67 23%	261 25%
Tend to disagree	214 20%h	222 21%	54 30%Zn	46 23%	51 23%	29 34%a	18 32%a	58 25%n	88 32%Zbjn	26 24%a	77 25%n	42 20%	53 30%Zn	43 29%Zn	31 26%n	43 14%	8 22%a	11 19%a	13 17%a	12 49%a	28 23%a	16 26%a	5 30%a	21 25%a	5 16%a	- -k	16 30%a	1 6%a	114 18%	- -k	- -k	- -k	- -k	- -k	- -k	51 22%	40 16%	57 27%ZDQ	26 14%	27 24%a	53 18%	222 21%
Strongly disagree	256 24%	259 24%	57 32%bcfk	45 23%	39 17%	26 31%a	5 10%a	47 20%	64 23%	30 28%a	83 26%c	46 22%	36 20%	40 27%	32 26%	81 27%	12 31%a	19 32%a	15 18%a	1 3%a	27 22%a	16 28%a	4 43%a	27 32%a	4 13%a	- -k	16 30%a	6 31%a	151 24%	- -k	- -k	- -k	- -k	- -k	- -k	50 21%	57 23%	53 25%	59 32%	30 27%a	90 30%	259 24%
Don't know	229 22%aHK	230 22%	21 12%	38 19%	50 22%a	11 12%a	10 19%a	51 22%al	54 20%a	17 16%a	60 19%	48 23%al	33 19%	19 13%	17 14%	67 22%a	2 4%a	7 12%a	8 10%a	1 3%a	32 26%aFK	6 10%a	2 11%a	10 12%a	2 8%a	- -k	3 5%a	1 3%a	155 25%ZFHK	- -k	- -k	- -k	- -k	- -k	- -k	48 20%	51 21%	38 18%	42 23%	26 23%a	67 23%	230 22%
Agree	95 9%fM	90 8%	17 10%	31 16%Zcfnin	17 7%	13 15%a	5 10%a	36 16%Zcfnin	29 11%l	3 3%a	16 5%	19 9%	19 11%l	19 13%hl	15 12%hl	21 7%	11 30%a	15 25%aDhM	15 19%aHM	4 17%a	26 21%aDhM	11 19%aDHM	- -e	4 5%a	12 36%a	- -k	9 17%aHM	4 17%a	37 6%	- -k	- -k	- -k	- -k	- -k	- -k	37 16%ZDQS	19 8%	17 8%	11 6%	6 6%a	17 6%	90 8%
Disagree	471 44%	491 45%	110 62%Zbcfjkn	91 45%	90 40%	55 65%a	23 42%a	105 46%	152 56%Zbcjn	56 52%a	160 51%c	89 43%	89 50%	83 56%Zbcjn	63 52%	124 41%	20 53%a	30 51%a	28 35%a	13 52%a	55 45%a	32 54%a	11 73%a	49 57%aDM	9 29%a	- -k	33 61%aDM	8 37%a	266 42%	- -k	- -k	- -k	- -k	- -k	- -k	105 43%	97 39%	119 57%ZD	86 47%	37 51%a	143 48%	491 45%
Net agree	-376 -35%	-391 -37%	-93 -52%	-60 -30%	-74 -32%	-43 -50%a	-17 -32%a	-69 -30%	-122 -45%	-52 -49%a	-144 -46%	-69 -34%	-70 -39%	-64 -44%	-47 -40%	-103 -34%	-9 -23%a	-15 -25%a	-13 -16%a	-9 -38%a	-30 -24%a	-21 -36%a	-11 -73%a	-44 -52%a	2 7%a	0 0%a	-23 -48%a	-4 -20%a	-229 -36%	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	0 0%a	-64 -27%	-78 -31%	-93 -44%	-74 -41%	-51 -46%a	-125 -43%	-391 -37%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 193

Q11_goodPM_EdMilliband. On balance, do you agree or disagree that Ed Miliband has what it takes to be a good Prime Minister?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 194

Q11_goodPM_EdMiliband. On balance, do you agree or disagree that Ed Miliband has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R6_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	145*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Strongly agree	26 2%c	14 1%	13 5%ZC	9 3%	1 *	2 2%	25 3%c	- -	1 1%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	15 5%Zgr	1 1%	2 1%	7 4%	1 1%	5 2%	13 4%	3 2%	4 3%	7 2%	19 3%	10 2%	16 3%	15 2%	7 3%	14 1%
Tend to agree	100 9%gBH	114 11%	17 7%	18 6%	28 11%	26 18%ZbBe	89 10%	8 9%	2 4%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	10 4%	28 12%b	19 9%	39 19%ZgH	13 8%	33 10%	23 6%	27 18%ZBDEF	11 6%	37 12%D	56 8%	65 13%ZH	35 6%	72 10%	22 10%	114 11%
Neither agree nor disagree	206 19%	197 19%	47 19%	59 21%	49 20%	21 15%	176 19%	17 19%	13 26%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	60 22%	50 22%	41 19%	32 17%	24 14%	52 16%	70 19%	31 21%	46 27%	77 24%	122 18%	86 17%	118 21%	137 20%	38 16%	197 19%
Tend to disagree	224 21%	217 20%	53 21%	47 17%	52 21%	42 30%b	194 21%	21 23%	9 17%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	45 17%	54 24%	42 20%	37 19%	46 27%	82 26%ZDE	76 20%	29 20%	21 13%	51 16%	158 23%	105 21%	119 21%	151 22%	54 23%	217 20%
Strongly disagree	376 35%C	393 37%	91 36%	112 40%	75 31%	39 27%	317 34%	37 41%	22 43%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	100 37%	63 28%	87 41%q	63 33%	63 37%	112 35%C	156 42%ZCE	31 21%	67 40%CE	98 31%C	268 39%ZD	176 36%	198 36%	257 37%	84 36%	393 37%
Don't know	131 12%FJR	127 12%	31 12%	37 13%	39 16%	12 8%	119 13%	8 9%	4 8%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	37 14%	27 12%	22 10%	22 11%	23 14%	34 11%	34 9%	28 19%BF	20 12%	47 15%	68 10%	53 11%	73 13%	67 10%	25 11%	127 12%
Agree	**125** **12%H**	**128** **12%**	**30** **12%**	**27** **10%**	**29** **12%**	**29** **20%Zb**	**114** **12%**	**8** **8%**	**3** **5%a**	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	**25** **9%**	**29** **13%**	**21** **10%**	**37** **19%ZbH**	**14** **8%**	**38** **12%**	**36** **10%**	**29** **20%ZBEF**	**15** **9%**	**44** **14%**	**74** **11%**	**75** **15%ZH**	**51** **9%**	**87** **12%**	**30** **13%**	**138** **12%**
Disagree	**599** **56%CE**	**610** **57%**	**144** **57%**	**159** **56%**	**127** **52%**	**82** **57%**	**511** **56%**	**58** **64%**	**30** **60%a**	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	**145** **54%**	**117** **52%**	**129** **61%**	**100** **52%**	**109** **64%**	**194** **61%CE**	**231** **62%ZCE**	**60** **40%**	**89** **53%**	**149** **47%**	**426** **62%ZCE**	**281** **57%**	**317** **57%**	**408** **58%**	**138** **60%**	**610** **57%**
Net agree	**-474** **-45%**	**-482** **-45%**	**-114** **-45%**	**-132** **-47%**	**-98** **-40%**	**-53** **-37%**	**-397** **-43%**	**-50** **-54%**	**-28** **-55%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**0** **0%a**	**-120** **-45%**	**-88** **-39%**	**-108** **-51%**	**-63** **-33%**	**-65** **-56%**	**-156** **-49%**	**-195** **-53%**	**-31** **-21%**	**-74** **-44%**	**-105** **-33%**	**-351** **-51%**	**-207** **-42%**	**-366** **-66%**	**-321** **-46%**	**-109** **-47%**	**-482** **-45%**

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:c:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 195

Q11_goodPM_EdMiliband. On balance, do you agree or disagree that Ed Miliband has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (gg)	Con losses (qq)	Lab loyalist (r)	Lab gains (q)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Strongly agree	26 2%gN	14 1%	5 4%	10 8%Z	15 7%ZfghI	3 2%	3 4%ef	- -	3 2%	9 1%	21 3%fgI	7 1%	15 8%Zk	10 1%	12 6%Zmn	8 1%	20 3%mn	- -	3 6%oqvC	- -s	11 8%ZbqusC	3 4%s	6 5%v	- -s	- -	- -s	- -s	3 7%s	- -s	- -s	3 2%	- -	- -s	- -s	- -s	14 1%
Tend to agree	100 9%dBcopvC	114 11%	10 8%	15 11%	39 18%ZdfghI	3 2%	20 26%eZdfghI	4 2%	27 18%ZdfgI	58 8%df	94 13%ZdfgI	55 11%dfg	40 22%Zk	55 7%	34 17%Zmn	49 9%	83 11%Zmn	2 2%	1 3%s	2 2%s	28 21%ZopquvC	11 14%oqvC	19 15%oquvC	3 3%s	1 1%	- -s	11 32%sZopquvC	9 22%s	5 10%w	- -s	27 18%ZbquvC	3 3%	1 6%s	2 19%s	1 29%s	114 11%
Neither agree nor disagree	206 19%fgImuC	197 19%	36 27%	35 26%	54 26%fghI	24 16%	16 21%s	30 12%	35 23%	110 16%	140 19%fI	86 16%	29 16%	153 19%	28 14%	91 17%	119 16%	13 13%	11 24%suC	15 16%s	28 21%C	27 35%sZoqtuvC	22 17%	7 8%s	23 15%	1 7%s	8 21%suC	8 19%s	13 27%suC	- 100%s	35 22%uC	8 8%	3 15%s	1 12%s	- -s	197 19%
Tend to disagree	224 21%ntuvC	217 20%	17 13%	19 14%	58 28%f	28 19%	15 20%s	26 11%	52 34%ZdfghI	139 20%f	167 22%f	112 21%f	57 31%Zk	157 20%	36 17%	122 23%	158 21%	15 15%	12 26%suvC	20 21%v	42 31%ZbuvC	13 17%s	36 29%uvC	8 9%s	16 11%	3 19%s	8 23%s	8 18%s	9 18%s	- -s	52 34%ZbuvC	11 11%	5 27%s	3 26%s	- -s	217 20%
Strongly disagree	376 35%oGIjmtIB	393 37%	41 30%	42 31%	29 14%	74 51%ZbxGh	12 16%s	164 68%ZcdeGghI	19 12%	304 44%ZbxGh	258 34%oxG	229 41%ZbxGh	28 16%	338 42%Zk	90 44%Z	225 42%Z	314 42%Z	61 60%ZprstuxB	13 30%erB	57 60%aZprstuxB	15 11%	14 18%s	26 20%	68 79%aZbpprstuxzB	14 9%s	96 63%ZprstuxB	7 20%s	6 13%s	11 23%s	- -s	19 12%	81 76%ZbpprstuvxzB	10 50%s	3 23%s	2 57%s	393 37%
Don't know	131 12%fghiMmnq uC	127 12%	26 19%Z	14 11%	19 9%	15 10%	10 13%s	17 7%	19 12%	64 9%	69 9%	59 9%	13 7%	86 11%	6 3%	43 8%I	49 7%I	11 10%uC	4 9%uC	2 2%s	10 8%	9 11%suC	15 14%quC	1 1%s	16 10%quC	- -s	1 3%s	3 20%s	11 22%squsC	- -s	19 12%quC	1 1%	- 1%s	2 19%s	1 14%s	127 12%
Agree	125 12%dgIbopvC	128 12%	15 11%	25 19%	54 25%ZdfghI	6 4%	23 30%sZdfghI	4 2%	31 20%ZdfgI	68 10%df	116 15%ZdfgI	62 11%df	55 30%Zk	65 8%	46 22%Zmn	57 11%	102 14%Zmn	2 2%	4 9%sv	2 2%s	40 29%ZopquvC	14 19%oqvuC	25 20%ZoquvC	3 3%s	1 1%	- -s	11 32%sZopquvC	12 29%s	5 10%w	- -s	31 21%ZbquvC	3 3%	1 6%s	2 19%s	1 29%s	128 12%
Disagree	599 56%ntuvGjrsz	610 57%	58 43%	61 45%	85 40%	102 71%ZcxGh	28 38%s	190 79%ZcxGghI	71 46%	443 65%ZcxGh	426 57%oG	341 61%ZcxGh	85 47%	493 62%Z	105 51%	347 64%Z	472 64%Z	77 75%ZrstuxB	26 59%s	76 80%aZprstuxB	57 42%	27 36%s	62 49%	76 87%aZprstuxB	113 74%ZrstuxB	16 90%s	14 43%s	13 32%s	20 41%s	- -s	71 46%	93 89%ZbprstvxzB	15 77%s	6 51%s	2 57%s	610 57%
Net agree	-474 -45%	-482 -45%	-43 -31%	-36 -26%	-31 -15%	-96 -66%	-5 -6%s	-186 -77%	-41 -26%	-376 -55%	-310 -41%	-279 -52%	-30 -16%	-429 -54%	-60 -29%	-290 -54%	-370 -50%	-75 -73%	-22 -49%s	-74 -78%s	-18 -13%	-13 -17%s	-37 -29%	-73 -84%s	-113 -74%	-16 -90%s	-4 -11%s	-1 -3%s	-15 -31%s	0 9%s	-41 -26%	-90 -86%	-14 -71%s	-4 -32%s	-1 -28%s	-482 -45%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends .

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 196

Q11_goodPM_EdMiliband. On balance, do you agree or disagree that Ed Miliband has what it takes to be a good Prime Minister?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	.**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Strongly agree	26 *2%*	14 *1%*	8 *4%*	4 *2%*	3 *1%*	7 *8%s*	3 *6%s*	8 *4%*	12 *4%l*	5 *5%sl*	4 *1%*	10 *5%l*	10 *5%l*	8 *5%n*	7 *6%n*	4 *1%*	4 *12%s*	1 *2%s*	3 *4%s*	3 *14%s*	4 *4%s*	4 *7%sM*	- *-s*	3 *4%s*	8 *24%s*	- *-s*	3 *6%s*	- *-s*	11 *2%*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	7 *3%*	6 *2%*	6 *3%*	4 *2%*	4 *3%s*	7 *2%*	14 *1%*
Tend to agree	100 *9%stM*	114 *11%*	24 *13%n*	33 *16%ZIn*	22 *9%n*	19 *22%s*	4 *7%s*	46 *20%ZcIn*	63 *23%ZabcHn*	13 *13%sn*	28 *9%n*	34 *16%ZIn*	35 *20%ZcIn*	41 *28%ZabchIj m*	34 *28%ZabchIjn*	10 *3%*	3 *7%s*	5 *8%s*	4 *4%s*	- *-s*	26 *21%sZCHM*	10 *17%sM*	- *-s*	6 *7%s*	2 *6%s*	- *-s*	16 *30%sZBCHM*	3 *13%s*	48 *8%*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	24 *10%*	27 *11%*	23 *11%*	16 *9%*	2 *2%s*	19 *6%*	114 *11%*
Neither agree nor disagree	206 *19%*	197 *19%*	25 *14%*	44 *22%m*	43 *19%*	4 *4%s*	16 *29%s*	40 *17%*	46 *17%*	12 *12%s*	52 *17%*	41 *20%*	29 *16%*	25 *17%*	14 *12%*	61 *20%*	6 *15%s*	8 *14%s*	19 *24%s*	11 *44%s*	16 *13%s*	14 *24%s*	1 *7%s*	14 *17%s*	7 *21%s*	- *-s*	9 *17%s*	2 *12%s*	130 *21%*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	38 *16%*	53 *21%*	29 *14%*	32 *17%*	33 *30%sWP*	65 *22%*	197 *19%*
Tend to disagree	224 *21%stN*	217 *20%*	52 *29%hN*	48 *24%*	61 *27%*	28 *32%s*	12 *22%s*	65 *28%hN*	77 *28%JNn*	16 *15%s*	86 *28%ZNn*	49 *24%*	47 *26%*	38 *26%*	33 *27%*	53 *17%*	11 *29%s*	14 *24%sH*	22 *28%sH*	6 *23%s*	37 *30%sH*	18 *30%sH*	- *-s*	7 *8%s*	5 *14%s*	- *-s*	8 *15%s*	7 *34%s*	126 *20%H*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	59 *25%RS*	56 *22%R*	52 *25%R*	34 *19%*	11 *10%s*	45 *15%*	217 *20%*
Strongly disagree	376 *35%stkImE F*	393 *37%*	59 *33%lgIm*	59 *29%lg*	76 *34%lgjl*	23 *26%s*	13 *23%s*	45 *20%*	52 *19%*	49 *46%sbIgjkl m*	115 *37%sIgjklm*	49 *24%*	46 *26%*	30 *21%*	25 *21%*	129 *43%ZbIgjkl m*	11 *30%s*	28 *47%sEF*	28 *36%sF*	3 *11%s*	21 *17%s*	8 *13%s*	10 *67%s*	50 *59%sZCEFKM*	5 *16%s*	- *-s*	15 *28%sF*	7 *35%s*	234 *37%EF*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	86 *36%*	89 *36%*	75 *36%*	73 *40%*	42 *38%s*	115 *39%*	393 *37%*
Don't know	131 *12%stX*	127 *12%*	11 *6%*	14 *7%*	22 *10%t*	7 *8%s*	7 *12%s*	25 *11%t*	23 *8%t*	11 *10%s*	28 *9%t*	23 *11%t*	12 *7%*	4 *3%*	7 *6%*	45 *15%stbu*	3 *7%s*	4 *6%s*	3 *4%s*	2 *9%s*	19 *15%s*	6 *9%s*	4 *25%s*	4 *5%s*	6 *18%s*	- *-s*	2 *3%s*	1 *5%s*	81 *13%*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	- *-s*	24 *10%*	20 *8%*	26 *12%*	24 *13%*	18 *17%s*	43 *15%*	127 *12%*
Agree	**125** **12%stM**	**128** ***12%***	31 ***18%n***	37 ***18%ZIn***	25 ***11%n***	26 ***30%s***	7 ***14%s***	56 ***24%ZcIn***	75 ***28%ZabcIn***	18 ***17%sn***	32 ***10%n***	44 ***21%ZcIn***	45 ***25%ZcIn***	49 ***33%ZabchIj n***	41 ***34%ZabchIjn***	13 ***4%***	7 ***19%s***	6 ***10%s***	7 ***9%s***	3 ***14%s***	30 ***25%sZM***	14 ***24%sZBM***	- ***-s***	9 ***11%s***	10 ***30%s***	- ***-s***	19 ***36%sZBCHM***	3 ***13%s***	60 ***9%***	- ***-s***	- ***-s***	- ***-s***	- ***-s***	- ***-s***	- ***-s***	31 ***13%***	32 ***13%***	28 ***14%***	20 ***11%***	6 ***5%s***	26 ***9%***	128 ***12%***
Disagree	**599** **56%stgj**	**610** ***57%***	111 ***62%lgIm***	107 ***53%***	137 ***60%lgjl***	50 ***58%s***	25 ***46%s***	110 ***48%***	129 ***47%***	65 ***61%sgj***	201 ***64%ZbIgjkl m***	99 ***48%***	93 ***52%***	69 ***47%***	57 ***48%***	181 ***60%gjl***	22 ***59%s***	42 ***70%sEFK***	51 ***64%s***	8 ***34%s***	57 ***46%s***	25 ***43%s***	10 ***67%s***	57 ***67%sEFK***	10 ***30%s***	- ***-s***	23 ***43%s***	14 ***70%s***	360 ***57%***	- ***-s***	- ***-s***	- ***-s***	- ***-s***	- ***-s***	- ***-s***	145 ***61%***	145 ***58%***	127 ***60%***	107 ***58%***	33 ***48%s***	160 ***54%***	610 ***57%***
Net agree	**-474** *-45%*	**-482** *-45%*	**-80** *-45%*	**-70** *-35%*	**-112** *-49%*	**-24** ***-28%s***	**-18** ***-32%s***	**-56** *-24%*	**-54** *-20%*	**-47** ***-44%s***	**-169** *-54%*	**-55** *-27%*	**-48** *-27%*	**-20** *-14%*	**-16** *-13%*	**-168** *-56%*	**-15** ***-40%s***	**-36** ***-60%s***	**-44** ***-55%s***	**-5** ***-20%s***	**-27** ***-22%s***	**-11** ***-19%s***	**-10** ***-67%s***	**-48** ***-56%s***	* *~s*	**0** **0%s**	**-4** ***-7%s***	**-12** ***-57%s***	**-301** *-48%*	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**0** **0%s**	**-114** *-48%*	**-113** *-45%*	**-98** *-47%*	**-87** *-47%*	**-47** ***-43%s***	**-134** *-46%*	**-482** *-45%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
~Less than 0.5%
s:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 197

Q12_Party_BestLeaders. Which political party, if any, do you think...? ... has the best team of leaders to deal with the country's problems

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig't' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections_Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 196
Q12_Party_BestLeaders. Which political party, if any, do you think...? ... has the best team of leaders to deal with the country's problems

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Labour	204 19%H	190 18%	49 19%	50 18%	43 18%	46 32%ZbcefG	188 20%	12 13%	5 9%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	50 19%	46 21%	33 16%	38 20%	37 22%	60 19%	78 21%	31 21%	23 14%	54 17%	138 20%	118 24%ZH	86 15%	126 18%	56 24%	190 18%
Conservatives	106 10%CD	115 11%	18 7%	24 9%	43 18%ZabeF	13 9%	98 11%	4 4%	3 7%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	17 6%	19 9%	33 15%Zp	16 8%	21 12%	32 10%C	56 15%ZCE	4 3%	12 7%	16 5%	89 13%ZD	42 9%	63 11%	73 10%	23 10%	115 11%
Liberal Democrats	47 4%b	50 5%	15 6%	5 2%	14 6%	11 8%	45 5%b	1 2%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	18 7%	7 3%	4 2%	10 5%	8 5%	12 4%	19 5%	5 4%	6 4%	12 4%	31 5%	16 3%	30 5%	34 5%	7 3%	50 5%
Scottish National Party	14 1%e	15 1%	- -	- -	- -	- -	- -	14 16%ZabcdeG	- -e	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	7 3%	4 2%	2 1%	- -	1 1%	3 1%	4 1%	2 2%	6 3%	8 3%	6 1%	9 2%	5 1%	12 2%	2 1%	15 1%
Plaid Cymru	4 *i	4 *	- -	- -	- -	- -	- -	- -	4 8%aZbcdef	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	1 *	- -	2 1%	* *	* *	1 *	2 1%	- -	2 1%	2 *	1 *	* *	3 1%ZI	4 *
Reform UK	210 20%dG	197 19%	58 23%d	70 25%d	43 18%	12 8%	182 20%d	14 15%	14 28%ad	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	54 20%	47 21%	43 20%	37 19%	30 17%	64 20%	81 22%C	16 11%	40 23%ZCE	65 20%C	144 21%C	93 19%	117 21%	149 21%	41 18%	197 19%
Green Party	112 11%BF	98 9%	27 11%	24 8%	19 8%	28 19%Zbcef	98 11%	4 5%	10 20%abcf	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	21 8%	29 13%	22 10%	24 13%	17 10%	44 14%BF	9 2%	34 22%ZBDEF	15 9%B	49 15%ZBDF	52 8%B	61 12%	51 9%	73 10%	25 11%	98 9%
Another party	21 2%cEF	18 2%	2 1%	13 5%Zbce	* -	3 2%	19 2%c	3 3%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	9 4%	4 2%	3 2%	3 1%	2 1%	8 2%	2 *	- -	11 7%ZBCF	11 4%B	9 1%	13 3%	8 1%	16 2%	5 2%	18 2%
None of these	154 14%	170 16%	43 17%	39 14%	29 12%	18 13%	128 14%	21 23%Zc	5 10%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	43 16%	32 14%	30 14%	26 14%	22 13%	44 14%	52 14%	30 20%	20 12%	50 16%	96 14%	66 13%	85 15%	104 15%	30 13%	170 16%
Don't know	190 18%	205 19%	40 16%	58 20%	51 21%d	13 9%	162 18%	18 20%	10 19%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	47 18%	34 15%	42 20%	34 18%	32 19%	52 16%	70 19%	23 16%	27 16%	51 16%	122 18%	75 15%	111 20%	112 16%	38 17%	205 19%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 199
Q12_Party_BestLeaders. Which political party, if any, do you think...? ... has the best team of leaders to deal with the country's problems

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	83	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Labour	204 15%efhjklopqvwBC	190 18%	33 24%	26 19%	152 72%ZbdefGghi	1 1%	17 22%edfGgi	9 4%	14 9%d	47 7%d	198 26%ZdfGgi	46 9%dfgj	120 66%Zk	66 8%	67 33%Zmn	91 17%	158 21%m	1 1%	- -e	10 11%ezuC	92 68%Zopqtuvxz BC	60 79%eZopqtuvx zBC	22 17%opuvC	- -e	9 6%C	- -e	8 21%oopuvBC	9 21%e	13 27%aopquvBC	- -e	14 9%eC	- -	* 2%e	3 24%e	1 29%e	190 18%
Conservatives	106 10%cfDIjrsB	115 11%	20 15%b	7 5%	1 *	85 58%ZbdfGghi	3 4%ec	11 4%ch	1 1%	101 15%ZdfGhi	17 2%	16 3%	5 3%	96 12%Zj	20 10%	68 13%	87 12%Z	65 64%Zrstuvxz BC	20 44%aZrstuvxz BC	4 4%e	- -	1 1%e	8 6%r	3 4%e	8 5%	1 7%e	2 6%erB	1 3%e	6 13%eraB	- -e	1 1%	4 4%	- -e	- -e	- -e	115 11%
Liberal Democrats	47 4%f	50 5%	6 4%	11 8%	9 4%f	3 2%	29 38%eZbdfGghi	- -	2 1%	34 5%f	40 5%f	31 6%fG	12 7%	32 4%	8 4%	24 4%	32 4%	1 1%	3 6%enC	4 4%ev	9 7%vC	- -e	10 8%enBC	- -e	- -	- -e	13 38%e2bpqrstu vxBC	16 38%e	1 3%e	- -e	2 1%	- -	- -e	- -e	- -e	50 5%
Scottish National Party	14 1%	15 1%	- -	2 1%	- -	- -	- -e	- -	- -	14 2%	14 2%	14 3%Z	3 1%	8 1%	6 3%	9 2%	14 2%	- -	- -e	- -e	- -	- -e	* *	- -e	- -	1 4%e	- -e	- -e	- -e	- -e	- -	1 1%	12 61%e	1 12%e	- -e	15 1%
Plaid Cymru	4 *	4 *	- -	- -	- -	- -	- -e	1 *	- -	2 *	2 *	2 *	- -	4 *	- -	1 *	1 *	- -	- -e	- -e	- -	- -e	- -	1 1%e	- -	- -e	- -e	- -e	- -e	- -	1 1%	- -e	- -e	- -e	4 *
Reform UK	210 20%cdefGjrst xzB	197 19%	24 18%	33 24%	1 1%	14 9%ceG	- -e	182 76%ZcdeGghi	- -	197 29%ZcdeGh	184 25%ZcdeG	183 34%ZcdeGgh	6 3%	204 26%Zj	38 19%	138 26%Z	177 24%Z	10 10%rsB	3 7%erB	49 52%eZopqrstxzB	- -	1 2%e	10 8%rsB	71 81%eZopqrstx zBC	111 73%Zopqrstuz B	1 6%e	- -e	- -e	3 7%erB	- -e	- -	72 69%ZopqrstuzB	- -e	- -e	2 47%e	197 19%
Green Party	112 11%cdefjopqvC	98 9%	13 10%	17 12%	9 4%f	1 1%	2 2%e	- -	90 58%ZcdefghI	101 15%Zcdef	109 15%Zcdef	100 18%Zcdefgh	9 5%	101 13%Zj	28 13%	54 10%	82 11%	1 1%	- -e	2 3%e	7 5%v	2 3%e	29 23%Zopqrsuvx C	- -e	- -	- -e	1 4%ev	* 1%e	6 12%aopquvC	- -e	90 58%Zopqrstuvx zC	- -	- -e	2 21%e	- -e	98 9%
Another party	21 2%	18 2%	1 1%	1 *	- -	- -	1 1%e	2 1%	1 1%	20 3%Zf	20 3%f	20 4%Zfn	- -	21 3%	7 3%	14 3%	21 3%	- -	- -e	1 1%e	- -	- -e	2 2%	* *s	1 1%	7 37%e	1 2%e	- -e	- -e	- -e	1 1%	7 7%Zruv	- -e	- -e	- -e	18 2%
None of these	154 14%hjklqruv	170 16%	11 8%	24 18%	22 10%	22 15%f	8 11%e	13 6%	22 14%f	78 11%f	78 10%f	56 10%f	13 7%	136 17%Zj	20 10%	72 13%	93 12%	13 13%	8 19%aeu	9 9%e	16 12%	6 8%e	21 16%u	3 4%e	10 7%	5 26%e	4 11%e	5 11%e	6 13%e	- -e	22 14%	8 7%e	4 18%e	2 20%e	* 10%e	170 16%
Don't know	190 18%cfghjklmn rv	205 19%	28 20%	17 12%	17 8%	20 14%	16 21%cdfh	22 9%	25 16%	92 13%	89 12%	72 13%f	14 8%	132 16%j	12 6%	66 12%l	78 11%l	10 10%	10 24%arv	15 16%e	11 8%	6 8%e	25 20%v	9 10%e	14 9%	3 19%e	5 15%e	11 26%e	12 22%aorsuv	* 100%e	25 18%	12 11%	4 20%e	3 22%e	1 14%e	205 19%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 200

Q12_Party_BestLeaders. Which political party, if any, do you think...? ... has the best team of leaders to deal with the country's problems

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Labour	204	190	38	55	44	33	16	72	86	16	60	46	54	52	49	39	7	23	21	13	43	22	1	12	11	-	25	7	103	-	-	-	-	-	-	73	47	30	18	19	37	190
	19%abDS	18%	21%	27%ZHn	19%	38%a	29%a	31%ZHn	31%ZHn	15%a	19%	22%	30%ZHn	35%ZHn	41%ZHn	13%	18%a	39%aDHM	26%a	52%a	35%aDHM	37%aDHM	7%a	14%a	36%a	-a	46%aDHM	35%a	16%	-a	-a	-a	-a	-a	-a	31%ZDPGS	19%	14%	10%	17%a	13%	18%
Conservatives	106	115	19	27	19	17	4	13	21	11	40	15	7	18	9	22	9	17	7	-	6	4	3	20	2	-	9	4	52	-	-	-	-	-	-	32	28	20	13	11	24	115
	10%kM	11%	11%k	13%fgk	8%	20%a	8%a	6%	8%	10%a	13%fk	7%	4%	12%fk	7%	7%	24%a	29%aEDEFM	9%a	-a	5%a	7%a	19%a	24%aEBFM	8%a	-a	17%aE	21%a	8%	-a	-a	-a	-a	-a	-a	14%	11%	10%	7%	10%a	8%	11%
Liberal Democrats	47	50	9	11	3	8	2	12	13	1	5	10	10	7	8	6	6	3	-	1	5	8	-	5	4	-	3	1	13	-	-	-	-	-	-	8	15	10	8	2	11	50
	4%cdf	5%	5%	5%cd	1%	9%a	3%a	5%	5%	1%a	2%	5%	6%cd	5%	6%d	2%	16%a	5%a	1%a	5%a	4%a	13%aZDM	-a	6%a	14%a	-a	5%a	6%a	2%	-a	-a	-a	-a	-a	-a	3%	6%	5%	5%	2%a	4%	5%
Scottish National Party	14	15	-	1	7	-	*	2	4	2	2	5	1	-	1	3	-	-	-	*	2	*	-	-	-	-	-	1	10	-	-	-	-	-	-	3	4	*	7	-	7	15
	1%	1%	-	1%	3%	-a	1%a	1%	1%	2%a	1%	3%	1%	-	1%	1%	-a	-a	-a	2%a	2%a	1%a	-a	-a	-a	-a	-a	5%a	2%	-a	-a	-a	-a	-a	-a	1%	2%	*	4%P	-a	2%	1%
Plaid Cymru	4	4	-	-	-	-	-	-	1	-	1	-	-	*	-	2	-	*	-	-	-	*	-	-	-	-	*	-	3	-	-	-	-	-	-	*	*	3	-	-	-	4
	*	*	-	*	-	-a	-a	-	*	-a	*	-	-	*	-	1%	-a	1%a	-a	-a	-a	1%a	-a	-a	-a	-a	1%a	-a	1%	-a	-a	-a	-a	-a	-a	*	*	1%Z	-	-a	-	*
Reform UK	210	197	25	17	59	3	10	31	18	33	70	28	19	7	10	70	5	5	27	5	16	1	9	26	3	-	5	2	128	-	-	-	-	-	-	39	55	43	42	29	71	197
	20%bckmBF	19%	14%gl	9%	26%abfgklm	3%a	18%a	14%gl	6%	31%aDebfgklm	22%bgklm	14%gl	11%l	5%	8%	23%bgklm	14%a	8%a	34%aDEEFK	19%a	13%a	2%a	56%a	31%aDEEFK	10%a	-a	7%a	11%a	20%fM	-a	-a	-a	-a	-a	-a	16%	22%a	20%a	23%	26%a	24%	19%
Green Party	112	98	30	30	24	9	7	35	42	14	36	35	25	19	16	31	5	3	2	-	21	8	-	5	3	-	5	4	71	-	-	-	-	-	-	15	25	24	30	15	44	98
	11%kM	9%	17%	15%	11%	10%a	12%a	15%	15%Z	13%a	11%	17%	14%	13%	7%	10%	13%a	5%a	3%a	-a	17%a	14%a	-a	6%a	11%a	-a	9%a	10%a	11%	-a	-a	-a	-a	-a	-a	6%	10%	11%	16%M	13%a	15%M	9%
Another party	21	18	1	2	1	-	-	2	3	1	1	1	2	1	1	16	1	1	-	-	1	1	-	-	-	-	-	-	20	-	-	-	-	-	-	1	2	5	9	3	12	18
	2%	2%	1%	1%	*	-a	-a	1%	1%	1%a	*	*	1%	1%	1%	5%ZbcgIj	1%a	1%a	-a	-a	1%	1%a	-a	-a	-a	-a	-a	-a	3%Z	-a	-a	-a	-a	-a	-a	*	1%	2%	5%ZNO	2%a	4%M	2%
None of these	154	170	26	28	36	5	12	29	45	8	46	31	25	21	17	43	4	5	14	5	16	9	-	8	2	-	3	1	96	-	-	-	-	-	-	26	33	42	23	15	38	170
	14%	16%	14%	14%	16%	5%a	22%a	13%	16%	8%a	15%	15%	14%	15%	14%	14%	10%a	8%a	18%a	22%a	13%a	15%a	-a	10%a	6%a	-a	6%a	5%a	15%	-a	-a	-a	-a	-a	-a	11%	13%	20%ZN	13%	13%a	13%	16%
Don't know	190	205	31	30	34	12	4	32	41	21	51	35	35	21	10	68	1	3	8	-	14	6	3	8	5	-	5	-	134	-	-	-	-	-	-	40	42	33	34	18	51	205
	18%cD	19%	18%	15%	15%	14%a	7%a	14%	15%	20%a	16%	17%	20%cm	14%	9%	22%Zm	3%a	5%a	9%a	-a	11%a	10%a	21%a	9%a	16%a	-a	10%a	-a	21%ZBH	-a	-a	-a	-a	-a	-a	17%	17%	16%	18%	16%a	17%	19%

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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 201
Q12_Party_ClearUnited. Which political party, if any, do you think...? ...is the most clear and united about what its policies should be

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 202
Q12_Party_ClearUnited. Which political party, if any, do you think...? ...is the most clear and united about what its policies should be

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Labour	114 11%	97 9%	36 **14%c**	36 13%	16 7%	17 12%	105 **11%c**	6 6%	3 **6%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	44 **17%2bt**	27 12%	19 9%	13 7%	11 7%	35 11%	36 10%	12 8%	16 10%	28 9%	71 10%	59 12%	52 9%	70 10%	29 12%	97 9%
Conservatives	81 **8%CEG**	82 8%	16 6%	14 5%	33 **14%2abe**	9 6%	72 8%	6 6%	3 **6%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	23 9%	11 5%	20 10%	8 4%	17 10%	22 7%	46 **12%2ACE**	2 2%	10 6%	12 4%	68 **10%2ACE**	24 5%	57 **10%2D**	49 7%	25 11%	82 8%
Liberal Democrats	62 6%	76 7%	12 5%	14 5%	21 9%	10 7%	57 6%	4 4%	1 **2%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	15 6%	10 4%	10 5%	12 6%	15 9%	21 7%	22 6%	7 5%	10 6%	17 5%	43 6%	25 5%	37 7%	44 6%	11 5%	76 7%
Scottish National Party	12 **1%eF**	16 2%	- -	- -	- -	- -	- -	12 **13%2abcdeg**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	4 2%	2 1%	- -	1 1%	1 *	3 1%	2 2%	6 **4%AF**	8 **3%F**	4 1%	6 1%	6 1%	11 2%	- -	16 2%
Plaid Cymru	3 *	4 *	- -	- -	- -	- -	- -	- -	3 **7%a2bcdef**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	3 **1%Z**	1 *	1 *	- -	2 1%	- -	2 1%	1 *	3 1%	1 *	- -	3 **1%ZI**	4 *
Reform UK	254 **24%C**	247 23%	66 26%	81 **29%d**	56 23%	21 15%	224 24%	16 17%	14 **28%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	55 21%	47 21%	60 28%	41 22%	51 30%	70 22%	113 **30%ACE**	20 14%	44 26%	65 **20%C**	183 **27%ZAC**	121 24%	133 24%	181 26%	50 22%	247 23%
Green Party	198 **19%ABF**	188 18%	46 18%	34 12%	44 18%	44 **31%2bce**	168 **18%b**	17 19%	13 **26%eB**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	35 13%	48 22%	42 20%	46 **24%p**	28 16%	69 **22%BF**	42 11%	46 **31%2BDEF**	28 16%	74 **23%B**	111 **16%B**	99 20%	98 18%	126 18%	49 21%	188 18%
Another party	25 **2%c**	21 2%	5 2%	13 **5%2ce**	1 -	2 2%	22 **2%c**	3 3%	1 **1%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	11 4%	6 3%	5 3%	3 1%	- -	9 3%	4 1%	- -	12 **7%BCF**	12 4%	13 2%	14 3%	11 2%	19 3%	4 2%	21 2%
None of these	155 15%	166 16%	40 16%	41 14%	31 13%	24 17%	136 15%	13 14%	6 **11%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	41 16%	30 13%	29 14%	35 18%	19 11%	44 14%	54 15%	27 18%	23 14%	50 16%	99 14%	73 15%	80 14%	102 15%	33 14%	166 16%
Don't know	158 15%	165 16%	31 12%	56 **19%**	42 17%	14 10%	137 15%	14 16%	7 **13%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	38 14%	40 18%	25 12%	30 16%	25 15%	46 15%	50 14%	29 19%	20 12%	48 15%	97 14%	72 15%	84 15%	97 14%	27 12%	165 16%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; '' very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 203
Q12_Party_ClearUnited. Which political party, if any, do you think...? ...is the most clear and united about what its policies should be

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gj)	Not Con (hj)	Not Lab or Con (ij)	Satis -fied (ij)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (go)	Con losses (qg)	Lab loyalist (rr)	Lab gains (se)	Lab losses (tl)	Reform UK loyalist (uu)	Reform UK gains (vv)	Reform UK losses (ww)	LD loyalist (xx)	LD gains (yy)	LD losses (zz)	Green loyalist (AA)	Green gains (BB)	Green losses (CC)	SNP loyalist (DD)	SNP gains (EE)	SNP losses (FF)	
Unweighted Total	1062	1062	141	123	204	150	83	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Labour	114 11%uBcgkouBC	97 9%	25 18%Z	15 11%	92 44%ZdefGghi	1 1%	6 7%stg	9 4%	2 1%	20 3%	111 15%ZdfGgi	19 3%	78 43%Zk	24 3%	34 16%Zmn	46 8%	79 11%m	* *	1 1%s	4 4%s	52 38%Zopqtuvxz BC	41 53%sZopqtuvxz BC	10 8%ouBC	- -s	9 6%C	- -s	4 11%ouBC	2 4%s	9 18%eopquvBC	- -s	2 1%	- -	- -s	2 18%s	1 29%s	97 9%
Conservatives	81 8%ceGhiB	82 8%	16 11%	11 8%	7 3%	62 41%ZceGghi	1 1%s	8 3%	- -	71 10%ZceGhi	16 2%	9 2%	7 4%	74 9%Z	16 8%	50 9%	65 9%	46 45%Zopstuvxz BC	16 36%sZopstuvxz BC	3 3%s	6 4%	1 1%s	6 5%	3 4%s	5 3%	1 8%s	- -	1%s	3 3%sB	- -s	- -	5 4%B	- -s	- -s	- -s	82 8%
Liberal Democrats	62 6%fC	76 7%	11 8%	8 6%	8 4%	8 5%	33 43%sZcdfGghi	4 2%	3 2%	49 7%fG	49 7%fG	41 6%fG	20 11%Zk	40 5%	17 8%	28 5%	46 6%	2 2%	5 12%eouvBC	5 5%s	5 4%	3 4%s	12 9%oBC	- -s	4 3%	- -s	15 36%sZopqrstu vuBC	18 42%s	4 9%suC	- -s	3 2%	- -	1 6%s	- -s	- -s	76 7%
Scottish National Party	12 1%	16 2%	- -	- -	- -	- -	- -s	* *	- -	12 2%f	12 2%	12 2%Zf	1 1%	6 1%	5 2%	7 1%	12 2%	- -	- -s	- -s	- -	- -s	1 1%	* *s	- -	1 4%s	- -s	- -s	1 1%s	- -s	- -	1 1%	8 42%s	3 25%s	- -s	16 2%
Plaid Cymru	3 *	4 *	- -	- -	- -	- -	- -s	- -	- -	1 *	1 *	1 *	- -	3 *	1 *	* *	1 *	- -	- -s	- -s	- -	- -s	1 1%	- -s	* *	- -	- -s	- -s	- -s	- -s	- -	- -	- -s	- -s	- -s	4 *
Reform UK	254 24%acGhstxB	247 23%	21 16%	31 23%	28 9%G	25 17%aG	3 4%s	190 79%ZcdeGghi	1 *	220 32%ZcdeGh	215 29%ZcdeG	195 36%ZcdeGgh	14 7%	239 29%Zj	54 26%	156 29%Z	209 28%Z	21 20%B	4 10%aB	53 56%sZopstuz B	14 10%B	6 8%aB	14 11%B	78 87%sZopqrstx zBC	115 75%ZopqrstuzB	1 8%s	2 5%aB	1 2%s	6 12%aB	- -s	1 *	77 74%ZopqrstuzB	- -s	1 5%s	2 47%s	247 23%
Green Party	198 19%dfcoquvC	188 18%	21 16%	25 19%	34 16%df	9 6%f	7 9%sf	2 1%	115 74%ZcdefghI	149 22%Zdef	174 23%Zcdef	140 26%Zcdefgh	29 16%	158 20%	47 23%	107 20%	155 21%Z	7 7%uC	1 3%s	2 3%s	24 17%quvC	10 13%squvC	46 36%ZopqrsuvwC	- -s	2 1%	* 2%s	4 11%suvC	3 8%s	12 24%sopquvC	* 100%s	115 74%ZopqrstuvxzC	- -	5 24%s	4 30%s	- -s	198 18%
Another party	25 2%	21 2%	3 2%	- -	- -	- -	- -s	4 2%	- -	25 4%Zc	25 3%	25 5%ZcdfI	- -	25 3%	7 3%	18 3%	25 3%Z	- -	- -s	1 1%s	- -	- -s	2 2%	2 2%s	2 2%	9 53%s	- -s	- -s	- -s	- -s	- -	11 11%ZopqtuvzB	- -s	- -s	- -s	21 2%
None of these	155 15%ghtuvC	166 16%	13 9%	22 16%	29 14%f	24 16%f	12 16%sf	11 5%	22 14%f	75 11%f	80 11%f	51 10%f	20 11%	123 15%	18 9%	79 15%	97 13%	15 15%uC	9 20%suvC	10 10%s	22 16%suvC	7 9%s	21 17%suvC	2 2%s	9 6%	2 11%s	4 12%s	8 19%s	8 16%suC	- -s	22 14%uC	4 4%	2 8%s	1 11%s	* 10%s	166 16%
Don't know	158 15%ghtmu vC	165 16%	25 19%	24 18%	22 11%	18 13%f	15 20%sfghi	11 4%	13 8%	64 9%f	68 9%f	46 8%f	15 8%	110 14%	6 3%	48 9%I	53 7%I	10 10%	8 18%suv	17 18%suvC	13 10%	9 12%s	13 11%	4 5%s	6 4%	2 13%s	5 15%sv	10 24%s	7 15%sv	- -s	13 8%	7 6%	4 20%s	1 11%s	1 14%s	165 16%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 204
Q12_Party_ClearUnited. Which political party, if any, do you think...? ...is the most clear and united about what its policies should be

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Labour	114 11%cP	97 9%	22 12%	21 11%	26 12%	14 17%a	12 21%a	37 16%	32 12%	9 8%a	38 12%	28 14%	16 9%	23 16%	18 15%	24 8%	6 15%a	9 16%a	8 10%a	10 41%a	22 18%a	5 9%a	1 4%a	8 9%a	9 27%a	- -a	9 17%a	1 4%a	57 9%	- -a	- -a	- -a	- -a	- -a	- -a	22 9%	32 13%	13 6%	15 8%	19 17%aP	34 11%	97 9%
Conservatives	81 8%abcf	82 8%	17 9%k	18 9%gk	15 7%k	9 11%a	4 8%a	9 4%	13 5%k	9 9%ek	33 10%bgk	9 5%	2 1%	10 7%k	5 4%	15 5%	7 17%a	9 16%aEFM	9 11%a	* 2%a	5 4%a	2 3%a	2 10%a	18 21%aEFM	4 14%a	- -a	5 9%a	3 14%a	32 5%	- -a	- -a	- -a	- -a	- -a	- -a	17 7%	15 6%	22 11%	12 7%	10 5%	22 8%	82 8%
Liberal Democrats	62 6%M	76 7%	10 6%	20 10%Zdn	5 2%	9 10%a	1 3%a	14 6%	25 9%Zdn	4 4%a	12 4%	11 5%	15 9%c	15 11%dn	16 13%Zchln	11 4%	5 12%a	9 15%aZCM	2 2%a	- -a	7 6%a	11 18%aZCEM	- -a	8 10%a	2 7%a	- -a	9 18%aZCM	5 24%a	25 4%	- -a	- -a	- -a	- -a	- -a	- -a	14 6%	20 8%	15 7%	10 5%	1 1%a	11 4%	76 7%
Scottish National Party	12 1%	16 2%	1 1%	1 *	5 2%	- -a	* 1%a	1 1%	3 1%	1 1%a	1 *	4 2%	2 1%	1 1%	1 *	2 1%	* 1%a	- -a	- -a	* 2%a	1 1%a	1 1%a	- -a	- *a	- -a	- -a	- -a	9 1%	- -a	- -a	- -a	- -a	- -a	- -a	1 *	4 1%	1 *	7 4%ZN	- -a	7 2%	16 2%
Plaid Cymru	3 *	4 *	* *	- -	- -	- -a	- -a	- -	1 *	- -a	1 *	- -	- -	- -	- -	2 1%	* 1%a	- -a	- -a	- -a	- -a	1 2%a	- -a	- -a	- -a	- -a	- -a	2 *	- -a	- -a	- -a	- -a	- -a	- -a	* *	- -	3 1%Z	- -a	- -a	- -	4 *
Reform UK	254 24%abcmF	247 23%	37 20%gl	28 14%	71 31%bfgjklm	12 14%a	7 12%a	41 18%	30 11%	37 35%aDehfgj klm	89 28%bfgjkm	39 19%g	34 19%gl	16 11%	16 13%	77 26%bgjm	8 22%a	7 12%a	32 41%aEEFK	4 17%a	21 17%a	3 4%a	10 63%a	27 32%aBFK	5 15%a	- -a	6 11%a	2 12%a	158 25%F	- -a	- -a	- -a	- -a	- -a	- -a	64 27%	70 28%	44 21%	41 22%	27 25%a	68 23%	247 23%
Green Party	198 19%h	188 18%	47 26%n	49 24%n	40 17%	17 20%a	15 28%a	61 27%Zn	94 34%Zbchn	23 21%a	55 18%	51 25%n	55 31%Zcn	43 30%Zcn	35 29%Zn	39 13%	7 17%a	9 15%a	8 10%a	8 31%a	39 32%aZCHM	29 50%aZBCHKM	- -a	10 12%a	9 27%a	- -a	15 28%aCH	8 39%a	112 18%	- -a	- -a	- -a	- -a	- -a	- -a	53 22%	42 17%	36 17%	38 21%	20 10%a	58 20%	188 18%
Another party	25 2%g	21 2%	2 1%	3 1%	- -	- -a	- -a	3 1%	1 1%	1 *a	2 1%	- -	2 1%	* *	1 *	21 7%Zbcdfgkj klm	1 1%a	1 1%a	- -a	- -a	1 *a	1 1%a	- -a	- -a	- -a	- -a	- -a	- -a	24 4%Z	- -a	- -a	- -a	- -a	- -a	- -a	1 1%	3 1%	7 3%	9 5%N	4 4%a	14 5%N	21 2%
None of these	155 15%	166 16%	20 11%	39 19%ach	24 11%	11 12%a	8 14%a	36 16%	41 15%	8 8%a	40 13%	31 15%	31 18%h	24 16%	19 16%	54 18%	4 12%a	14 24%aF	9 12%a	1 5%a	21 17%a	5 9%a	- -a	10 12%a	2 6%a	- -a	5 10%a	1 7%a	97 15%	- -a	- -a	- -a	- -a	- -a	- -a	36 15%	30 12%	37 18%	24 13%	14 13%a	38 13%	166 16%
Don't know	158 12%BFH	165 16%	22 12%	22 11%	40 17%	15 17%a	7 12%a	26 11%	34 12%	15 14%a	43 14%	32 16%	21 12%	14 10%	10 8%	56 19%	* 1%a	1 2%a	12 15%a	1 2%a	7 5%a	2 4%a	3 18%a	4 4%a	1 4%a	- -a	4 8%a	- -a	114 18%BEFH	- -a	- -a	- -a	- -a	- -a	- -a	28 12%	34 14%	32 15%	28 15%	15 13%a	42 14%	165 16%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 205

12 Mar 2026

Q12_Party_BestPolicies. Which political party, if any, do you think...? ... has the best policies for the country as a whole

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig't' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 206
Q12_Party_BestPolicies. Which political party, if any, do you think...? ... has the best policies for the country as a whole

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Labour	192 *18%*	175 *16%*	53 *21%*	40 *14%*	46 *19%*	35 *25%*	175 **19%b**	12 *13%*	5 **9%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	50 *19%*	44 *20%*	27 *13%*	37 *19%*	33 *20%*	57 *18%*	78 *21%*	22 *15%*	21 *13%*	43 *13%*	134 *19%*	102 *21%*	87 *16%*	119 *17%*	54 **23%Z**	175 *16%*
Conservatives	119 **11%E**	121 *11%*	21 *8%*	27 *10%*	46 **19%2abef**	16 *11%*	110 *12%*	6 *7%*	3 **6%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	17 *6%*	23 *10%*	36 **17%2p**	21 *11%*	23 *13%*	34 *11%*	64 **17%ACDE**	11 *7%*	9 *5%*	20 *6%*	98 **14%2ADE**	49 *10%*	70 *12%*	74 *11%*	33 *14%*	121 *11%*
Liberal Democrats	73 *7%d*	87 *8%*	18 *7%*	14 *5%*	19 *8%*	14 *10%*	65 *7%*	4 *4%*	4 **7%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	19 *7%*	12 *5%*	12 *6%*	19 *10%*	12 *7%*	22 *7%*	30 *8%*	4 *3%*	12 *7%*	15 *5%*	52 *8%*	31 *6%*	42 *8%*	57 *8%*	8 *4%*	87 *8%*
Scottish National Party	12 **1%ef**	13 *1%*	- -	- -	- -	- -	- -	12 **13%2abcdeg**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	6 *2%*	3 *1%*	3 *1%*	1 -	- -	3 *1%*	2 *	2 *1%*	6 *3%*	8 *2%*	5 *1%*	7 *1%*	5 *1%*	9 *1%*	2 *1%*	13 *1%*
Plaid Cymru	4 *1*	4 *	- -	- -	- -	- -	- -	- -	4 **8%a2bcdef**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	1 *	- -	2 *1%*	* *	* *	1 *	2 *1%*	- -	2 *1%*	2 *	1 *	* *	3 **1%Zf**	4 *
Reform UK	226 **21%dC**	217 *20%*	59 **23%d**	75 **27%2be**	51 **21%d**	11 *8%*	196 **21%d**	15 *17%*	14 **28%ad**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	64 *24%*	47 *21%*	47 *22%*	34 *18%*	35 *21%*	60 *19%*	93 **25%C**	16 *11%*	53 **31%2ACE**	69 **22%C**	153 **22%C**	96 *19%*	130 *23%*	163 *23%*	41 *18%*	217 *20%*
Green Party	151 **14%Df**	148 *14%*	33 *13%*	31 *11%*	24 *10%*	39 **27%2abce**	126 *14%*	14 *15%*	11 **22%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	31 *11%*	35 *16%*	34 *16%*	28 *15%*	23 *13%*	60 **19%2BDF**	21 *6%*	43 **29%2BDEF**	15 *9%*	58 **18%BDF**	80 **12%B**	77 *15%*	74 *13%*	96 *14%*	37 *16%*	148 *14%*
Another party	24 **2%cD**	21 *2%*	6 *2%*	13 **4%2ce**	1 *	2 *2%*	22 **2%c**	3 *3%*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	7 *3%*	8 *3%*	4 *2%*	4 *2%*	1 *1%*	10 *3%*	3 *1%*	- -	12 **7%2BCF**	12 **4%B**	12 **2%B**	16 *3%*	8 *1%*	17 *2%*	6 *2%*	21 *2%*
None of these	101 **10%c**	111 *10%*	34 **14%c**	27 *9%*	11 *5%*	16 *11%*	88 **10%c**	9 *10%*	4 **9%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	32 *12%*	19 *9%*	19 *9%*	16 *8%*	15 *9%*	25 *8%*	33 *9%*	26 **17%2ABF**	15 *9%*	41 *13%*	58 *8%*	46 *9%*	53 *10%*	71 *10%*	17 *7%*	111 *10%*
Don't know	160 *15%*	165 *16%*	29 *11%*	54 **19%d**	45 **18%d**	11 *7%*	138 *15%*	17 *18%*	5 **11%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	43 *16%*	32 *14%*	30 *14%*	29 *15%*	27 *16%*	48 *15%*	48 *13%*	24 *16%*	26 *15%*	50 *16%*	85 *14%*	70 *14%*	88 *16%*	92 *13%*	30 *13%*	165 *16%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 207

Q12_Party_BestPolicies. Which political party, if any, do you think...? ... has the best policies for the country as a whole

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																						UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	83	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Labour	192 16%cfhijkopq tuvBC	175 16%	32 24%	23 17%	150 71%ZabfGghi	1 *	15 20%cdfGgi	9 4%	8 5%	37 5%cf	187 25%ZdfGgi	36 7%cfkj	120 66%2k	56 7%	61 30%2mn	87 16%	148 20%mn	1 1%	* *s	8 8%cuvC	93 69%Zopqtuvxz BC	57 75%xZopqtuvxz BC	12 9%cuC	- -s	9 6%	1 5%s	9 26%xopqtuvBC	6 15%s	13 28%xopqtuvBC	- -s	8 5%	1 1%	- -s	3 24%s	1 29%s	175 16%
Conservatives	119 11%cDbfjnsu vBC	121 11%	21 16%	9 7%	3 1%	101 65%ZabfGghi	3 3%s	7 3%	1 1%	112 16%ZabfGhi	14 2%	11 2%	8 4%	106 13%Zj	23 11%	71 13%	94 13%	78 76%Zopqtuvw xBC	23 52%xZoptuvxz BC	6 6%s	2 1%	1 2%s	8 7%	- -s	7 4%	2 9%s	- 1%s	2 6%s	6 16%ruBC	- -s	1 1%	2 2%	- -s	- -s	- -s	121 11%
Liberal Democrats	73 7%ktuC	87 8%	12 8%	14 10%	13 6%	4 3%	37 49%xZodfGghi	6 3%	3 2%	54 8%dfG	63 8%ZfG	49 9%ZfG	21 12%Z	49 6%	11 5%	46 9%	57 8%	1 1%	3 6%uC	4 4%s	10 8%uC	3 4%s	15 12%ouBC	- -s	6 4%	- -s	19 55%xZopqrstu vuBC	18 44%s	4 9%souC	- -s	3 2%	- -	1 6%s	* 3%s	- -s	87 8%
Scottish National Party	12 1%k	13 1%	- -	2 2%	- -	- -	- -s	- -	- -	12 2%	12 2%	12 2%Z	3 2%	5 1%	5 3%	7 1%	12 2%	- -	- -s	- -s	- -	- -s	2 1%	- -s	- -	- -	- -s	- -s	- -s	- -s	- -	- -	9 48%s	3 24%s	- -s	13 1%
Plaid Cymru	4 *	4 *	- -	- -	- -	- -	- -s	1 *	- -	2 *	2 *	2 *	- -	4 *	- -	1 *	1 *	- -	- -s	- -s	- -	- -s	- -	1 1%s	- -	- -s	- -s	- -s	- -s	- -s	1 1%	- -	- -s	- -s	4 *
Reform UK	226 21%cdeGjkpre tuxB	217 20%	22 16%	32 24%	2 1%	10 7%cG	- -s	197 82%ZcdeGghi	1 *	210 31%ZcdeGh	202 27%ZcdeG	200 37%ZcdeGgh	4 2%	221 28%Zj	45 22%	144 27%Z	189 25%Z	8 7%rB	3 6%s	51 54%xZopqrstuxB	1 1%	1 2%s	11 9%rB	82 94%xZopqrstv xzBC	115 75%Zopqrstuz B	1 6%s	- -s	3 7%sB	- -s	1 *	83 80%Zopqrstuz B	- -s	- -s	2 47%s	217 20%
Green Party	151 14%cdEopqsu vC	148 14%	14 10%	20 15%	14 6%f	3 2%	6 8%sf	2 1%	110 71%ZcdefghI	136 20%Zcdef	147 20%Zcdef	133 25%Zcdefgh	13 7%	130 16%Zj	37 18%	75 14%	112 15%	3 3%	- -s	2 2%s	11 8%uC	3 4%s	40 32%ZopqrsuvxC	- -s	2 2%	* 2%s	1 4%s	4 10%s	7 12%sopquvC	* 100%s	110 71%Zopqrstuvx zC	- -	5 27%s	4 31%s	- -s	148 14%
Another party	24 2%f	21 2%	2 1%	1 *	- -	- -	- -s	* *	2 1%	24 3%Zcf	24 3%Zf	24 4%Zcefh	- -	22 3%	6 3%	16 3%	22 3%	- -	- -s	1 1%s	- -	- -s	3 2%	* *s	1 *	9 53%s	- -s	- -s	- -s	- -s	2 1%	10 9%Zopqruvw	- -s	- -s	- -s	21 2%
None of these	101 9%hjkmnuC	111 10%	8 6%	17 12%	12 6%	13 9%	4 5%s	10 4%	14 9%	45 7%	44 6%	32 6%	6 3%	86 11%j	11 6%	38 7%	49 7%	3 3%	10 22%xZoruvwC	7 8%s	8 6%	4 5%s	17 13%ouC	* *s	9 6%	1 7%s	- -s	4 9%s	8 17%souC	- -s	14 9%u	2 2%	- -s	2 15%s	* 10%s	111 10%
Don't know	160 15%cfghilmn uvC	165 16%	25 19%	19 14%	17 8%	15 10%f	11 15%sfghi	7 3%	16 10%f	54 8%f	56 7%f	39 7%f	8 4%	119 15%j	4 2%	53 10%ln	58 8%l	9 9%	6 13%xv	16 17%xuv	10 7%	7 9%s	18 14%v	3 4%s	4 3%	3 17%s	5 14%sv	7 16%s	8 16%suv	- -s	16 10%	6 6%	4 20%s	* 4%s	1 14%s	165 16%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; '' very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 206
Q12_Party_BestPolicies. Which political party, if any, do you think...? ... has the best policies for the country as a whole

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Labour	192 16%abFGS	175 16%	43 24%n	53 26%Zn	50 22%n	36 41%a	17 32%a	74 32%Zhin	84 31%Zn	20 19%a	65 21%n	53 26%n	60 34%Zchin	50 34%Zhin	51 42%Zabcghijn	35 12%	7 18%a	14 23%a	22 27%a	13 52%a	44 35%aDHM	17 29%aZM	1 4%a	13 15%a	12 37%a	- -a	20 37%aDHM	4 17%a	96 15%	- -a	- -a	- -a	- -a	- -a	- -a	63 27%ZFQS	53 21%FQS	23 11%	18 10%	18 16%a	36 12%	175 16%
Conservatives	119 11%aM	121 11%	20 11%	30 15%cgjkn	16 7%	18 20%a	5 10%a	19 8%	22 8%	15 14%ak	50 16%ZcfgjIn	14 7%	10 6%	18 12%k	11 9%	23 8%	8 20%a	21 35%aCDEFKM	9 12%a	* 2%a	7 6%a	3 6%a	2 16%a	24 29%aCDEFM	3 10%a	- -a	8 16%a	5 26%a	49 8%	- -a	- -a	- -a	- -a	- -a	- -a	34 15%	23 9%	27 13%	17 9%	13 12%a	30 10%	121 11%
Liberal Democrats	73 7%aM	87 8%	13 7%	16 8%l	7 3%	2 6%a	- -a	13 6%	21 8%l	6 6%a	9 3%	13 6%	13 7%	12 8%l	11 9%l	11 4%	7 19%a	5 9%a	2 3%a	- -a	9 7%a	8 14%aZM	3 10%a	6 7%a	6 17%a	- -a	8 14%aM	2 10%a	28 4%	- -a	- -a	- -a	- -a	- -a	- -a	17 7%	15 6%	19 9%	13 7%	2 2%a	15 5%	87 8%
Scottish National Party	12 1%	13 1%	- -	2 1%	5 2%	- -a	- -a	2 1%	3 1%	- -a	* *	4 2%	- -	1 1%	1 1%	3 1%	- -a	- -a	- -a	- -a	2 3%a	* *a	- -a	- -a	- -a	- -a	1 1%a	1 5%a	8 1%	- -a	- -a	- -a	- -a	- -a	- -a	2 1%	3 1%	1 *	5 3%	1 1%a	6 2%	13 1%
Plaid Cymru	4 *	4 *	- -	* *	- -	- -a	- -a	- -	1 *	- -a	1 *	- -	- -	* *	- -	2 1%	- -a	* 1%a	- -a	- -a	- -a	* 1%a	- -a	- -a	- -a	- -a	* 1%a	- -a	3 1%	- -a	- -a	- -a	- -a	- -a	- -a	* *	* *	3 1%Z	- -	- -a	- -	4 *
Reform UK	226 21%bjkimF	217 20%	53 31%bgkim	20 10%	65 29%bjkim	4 4%a	12 21%a	30 13%	20 7%	38 35%aDebfgkim	77 25%bfgjkim	32 16%gl	18 10%	11 7%	9 7%	78 25%bfgjkim	8 22%a	4 6%a	25 32%aBFK	5 22%a	17 14%a	3 4%a	10 63%a	27 32%aZBEFK	4 11%a	- -a	5 9%a	2 9%a	145 23%BF	- -a	- -a	- -a	- -a	- -a	- -a	45 19%	63 25%	47 22%	41 22%	27 25%a	68 23%	217 20%
Green Party	151 14%Z	148 14%	37 21%n	39 19%	26 12%	10 12%a	6 11%a	47 21%cn	70 26%Zdn	18 17%a	43 14%	45 22%Zdn	42 24%Zcin	34 23%Zbn	23 19%	35 11%	5 14%a	8 13%a	2 2%a	- -a	26 21%aCH	17 29%aZBCHM	- -a	5 6%a	3 11%a	- -a	8 16%aC	6 27%a	93 15%C	- -a	- -a	- -a	- -a	- -a	- -a	29 12%	38 15%	25 12%	36 19%	16 14%a	52 18%	148 14%
Another party	24 2%	21 2%	3 2%	5 2%	2 1%	- -a	- -a	4 2%	5 2%	1 *a	4 1%	- -	3 1%	- -	1 *	16 5%Zcd	1 1%a	1 1%a	- -a	- -a	1 *a	1 1%a	- -a	- -a	- -a	- -a	- -a	- -a	23 4%Z	- -a	- -a	- -a	- -a	- -a	- -a	1 1%	6 2%	6 3%	9 5%N	1 1%a	11 4%	21 2%
None of these	101 10%	111 10%	8 4%	14 7%	19 8%	2 2%a	2 4%a	25 11%h	22 8%	3 3%a	26 8%	20 10%h	13 7%	10 7%	9 8%	36 12%ah	2 5%a	4 7%a	6 7%a	1 5%a	15 12%a	2 3%a	- -a	5 6%a	3 10%a	- -a	2 3%a	1 5%a	69 11%	- -a	- -a	- -a	- -a	- -a	- -a	16 7%	18 7%	26 12%	20 11%	11 10%a	32 11%	111 10%
Don't know	160 15%bjkimEH	165 16%	21 12%	22 11%m	36 16%ihm	10 12%a	12 22%a	14 6%	27 10%	6 6%a	37 12%	25 12%	18 10%	11 7%	5 4%	65 22%bcjkmn	- -a	4 6%a	14 17%aE	5 20%a	3 2%a	7 12%aE	- -a	4 5%a	1 4%a	- -a	2 4%a	- -a	115 18%ZEHK	- -a	- -a	- -a	- -a	- -a	- -a	28 12%	31 12%	33 16%	24 13%	22 20%a	46 16%	165 16%

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sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 209

12 Mar 2026

Q12_Party_PeopleLikeYou. Which political party, if any, do you think...? ...would be best at looking after the interests of people like you

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig't' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections_Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 210
Q12_Party_PeopleLikeYou. Which political party, if any, do you think...? ...would be best at looking after the interests of people like you

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Labour	172 *16%*	161 *15%*	51 *20%*	45 *16%*	30 *12%*	27 *19%*	153 *17%*	10 *11%*	9 **18%a**	-	-	-	-	-	-	-	-	42 *16%*	40 *18%*	25 *12%*	30 *16%*	35 *21%*	48 *15%*	73 *20%*	24 *16%*	18 *11%*	42 *13%*	121 *18%*	88 *18%*	83 *15%*	106 *15%*	43 *19%*	161 *15%*
Conservatives	132 **12%E**	144 *14%*	23 *9%*	28 *10%*	52 **21%2abef**	19 *14%*	123 *13%*	5 *6%*	4 **7%a**	-	-	-	-	-	-	-	-	20 *8%*	19 *9%*	42 **21%2pq**	23 *12%*	27 **16%P**	39 *12%*	72 **20%ZACDEF**	10 *7%*	9 *5%*	20 *6%*	111 **16%ZACDE**	53 *11%*	79 *14%*	83 *12%*	35 *15%*	144 *14%*
Liberal Democrats	77 *7%*	95 *9%*	9 *4%*	14 *5%*	33 **14%2abef**	16 *11%*	73 **8%a**	3 *3%*	1 **3%a**	-	-	-	-	-	-	-	-	11 *4%*	20 *9%*	16 *7%*	17 *9%*	14 *8%*	25 *8%*	34 *9%*	6 *4%*	9 *6%*	15 *5%*	59 **8%Z**	34 *7%*	44 *8%*	60 *9%*	10 *4%*	95 *9%*
Scottish National Party	26 **2%abcef**	24 *2%*	-	-	-	-	-	26 **29%2abcdeg**	- **-e**	-	-	-	-	-	-	-	-	12 **5%a**	7 *3%*	5 *2%*	1 -	1 *1%*	7 *2%*	4 *1%*	3 *2%*	10 **6%BF**	13 *4%*	11 *2%*	13 *3%*	13 *2%*	17 *2%*	8 *4%*	24 *2%*
Plaid Cymru	5 **1%d**	8 *1%*	-	-	-	-	-	-	5 **11%a2bcdef**	-	-	-	-	-	-	-	-	-	1 *	1 *	3 *2%*	1 *	1 *	3 *1%*	2 *1%*	-	2 *1%*	3 *1%*	3 *1%*	3 *	5 **2%Zj**	8 *1%*
Reform UK	233 **22%dC**	221 *21%*	58 **23%d**	80 **29%2de**	50 *21%*	15 *11%*	204 **22%d**	15 *17%*	14 **27%ad**	-	-	-	-	-	-	-	-	63 *24%*	48 *21%*	45 *21%*	40 *21%*	37 *22%*	62 *20%*	93 **25%C**	16 *11%*	55 **33%ZACE**	71 **22%C**	155 **22%C**	103 *21%*	129 *23%*	164 *24%*	44 *19%*	221 *21%*
Green Party	182 **17%BF**	169 *16%*	45 *18%*	39 *14%*	35 *15%*	43 **30%2bcef**	162 *18%*	11 *12%*	8 **16%a**	-	-	-	-	-	-	-	-	37 *14%*	39 *18%*	38 *18%*	42 *22%*	26 *15%*	63 **20%BF**	34 *9%*	45 **31%2ABDEF**	23 *13%*	68 **21%BDF**	97 **14%B**	89 *18%*	92 *16%*	118 *17%*	42 *18%*	169 *16%*
Another party	26 **2%cD**	22 *2%*	7 *3%*	12 **4%c**	1 *	2 *2%*	23 **3%c**	4 **4%c**	- **-e**	-	-	-	-	-	-	-	-	12 *5%*	5 *2%*	5 *2%*	3 *1%*	1 *1%*	10 *3%*	3 *1%*	- -	11 **7%ZBCF**	11 *4%*	13 *2%*	16 *3%*	10 *2%*	21 *3%*	4 *2%*	22 *2%*
None of these	100 *9%*	105 *10%*	32 *13%*	26 *9%*	19 *8%*	14 *10%*	90 *10%*	8 *8%*	3 **5%a**	-	-	-	-	-	-	-	-	30 *11%*	20 *9%*	21 *10%*	15 *8%*	14 *8%*	36 *11%*	27 *7%*	22 **15%B**	11 *7%*	34 *11%*	63 *9%*	50 *10%*	49 *9%*	73 *10%*	16 *7%*	105 *10%*
Don't know	108 **10%Fl**	113 *11%*	27 *11%*	36 *13%*	23 *10%*	6 *4%*	92 *10%*	9 *10%*	7 **13%a**	-	-	-	-	-	-	-	-	38 *14%*	24 *11%*	15 *7%*	18 *10%*	14 *8%*	28 *9%*	28 *8%*	19 *13%*	22 *13%*	40 *13%*	55 *8%*	48 *10%*	58 *10%*	56 *8%*	23 *10%*	113 *11%*

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***=Less than 0.5%**
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 211

Q12_Party_PeopleLikeYou. Which political party, if any, do you think...? ...would be best at looking after the interests of people like you

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	83	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Labour	172 16%cfghijkoq uvBC	161 15%	29 22%	19 14%	144 68%ZdefGghi	3 2%	4 6%s	5 2%	8 5%	23 3%	164 22%ZdefGgi	20 4%	103 56%Zk	56 7%	48 23%Zmn	79 15%	127 17%	-	3 7%so	6 7%so	90 66%Zopqtuvxz	54 70%sZopqtuvxz BC	11 9%o	* *s	5 3%	1 7%s	3 11%souC	1 2%s	12 24%sopqtuvBC	- -s	8 5%	2 2%	* 2%s	1 5%s	1 29%s	161 15%
Conservatives	132 12%cfDHIjqru vBC	144 14%	21 15%	10 8%	6 3%	111 76%ZdefGghi	5 7%sfhi	2 1%	2 1%	120 18%ZdefGhi	16 2%	9 2%	7 4%	120 15%Zj	23 11%	80 15%	103 14%	85 82%Zopratuvx zBC	26 60%sZopratuvxz BC	4 4%sv	2 2%	4 3%s	9 7%v	1 1%s	1 1%	1 4%s	2 8%sv	3 8%s	7 12%sqruvBC	- -s	2 1%	1 1%	- -s	- -s	- -s	144 14%
Liberal Democrats	77 7%dEcouvBC	95 9%	11 8%	12 9%	10 5%	2 1%	53 69%sZodfGghi	3 1%	1 1%	60 9%dfG	68 9%ZdfG	58 11%ZdfGg	21 12%	50 6%	15 8%	43 8%	58 8%	-	2 4%s	5 6%s	7 5%	3 4%s	17 13%ouvBC	- -s	3 2%	* 2%s	24 70%sZopqratu vxBC	29 68%s	3 7%souBC	- -s	1 1%	* *	1 6%s	- -s	- -s	95 9%
Scottish National Party	26 2%	24 2%	1 1%	2 2%	1 1%	-	- -s	-	-	20 3%f	21 3%f	20 4%f	3 2%	18 2%	6 3%	12 2%	18 2%	-	- -s	- -s	1 1%	1 1%s	3 2%	- -s	- -	1 4%s	- -s	- -s	- -s	- -s	- -	1 1%	14 71%s	5 47%s	- -s	24 2%
Plaid Cymru	5 1%	8 1%	- -	1 *	- -	- -	- -s	1 *	- -	3 1%	3 *	3 1%	- -	5 1%	1 *	3 *	3 *	- -	- -s	- -s	1 1%	- -s	1 1%s	- -	- -s	- -s	- -s	- -s	* *s	- -s	- -	1 1%	- -	- -s	- -s	8 1%
Reform UK	233 22%cdeGjppre tuB	221 21%	24 18%	38 28%	1 1%	6 4%	- -s	207 86%ZcdeGghi	- -	214 31%ZcdeGh	209 28%ZcdeG	208 39%ZcdeGgh	5 3%	227 28%Zj	49 24%	140 26%Z	190 26%Z	6 5%B	* 1%	59 62%sZopratuxzB	1 1%	- -s	12 10%ersB	79 92%sZopqrstx zBC	128 84%ZopqrstuxzB	- -	- -s	- -s	5 10%ersB	- -s	- -	79 75%ZopratuxzB	- -s	- -s	2 47%s	221 21%
Green Party	182 17%deHcoquvC	169 16%	18 14%	26 19%	26 12%df	6 4%	4 5%s	7 3%	119 76%ZcdefghI	149 22%Zcdef	169 22%Zcdef	143 27%Zcdefgh	25 14%	141 18%	44 21%	96 18%	140 19%	3 3%	3 6%aC	3 3%s	22 17%oquvC	3 5%s	42 33%ZopqrsuvxC	- -s	7 4%	- -s	1 4%s	2 6%s	12 24%sopqsuvxC	- -s	119 76%ZopqrstuvxzC	- -	3 13%s	4 37%s	- -s	169 16%
Another party	26 2%	22 2%	4 3%	- -	- -	- -	- -s	3 1%	2 1%	25 4%Zc	25 3%Zc	25 5%ZcefI	- -	26 3%	8 4%	16 3%	23 3%	- -	- -s	1 1%s	- -	- -s	2 2%	2 2%s	1 1%	9 51%s	- -s	- -s	1 1%s	- -s	2 1%	11 11%ZopratuvB	- -s	- -s	- -s	22 2%
None of these	100 9%cfgHmnu v	105 10%	10 7%	14 10%	9 4%	12 8%f	4 6%s	4 2%	17 11%fhi	41 6%f	38 5%f	29 5%f	10 5%	82 10%	10 5%	36 7%	46 6%	5 4%	7 17%soruvC	5 5%s	6 4%	3 4%s	19 15%oruvC	1 1%s	3 2%	2 12%s	2 5%s	3 7%s	4 9%s	- -s	17 11%uv	3 3%	- -s	1 11%s	* 10%s	105 10%
Don't know	108 10%dfgHlmnv B	113 11%	18 13%	12 9%	15 7%	7 5%	5 7%s	7 3%	6 4%	29 4%	37 5%	22 4%	9 5%	74 9%	2 1%	32 6%I	34 5%I	4 4%	3 6%s	12 13%sv	6 5%	9 11%s	10 8%	3 4%s	4 3%	3 19%s	2 5%s	4 9%s	5 9%s	* 100%s	6 4%	6 6%	2 9%s	- -s	1 14%s	113 11%

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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; '' very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 212

Q12_Party_PeopleLikeYou. Which political party, if any, do you think...? ...would be best at looking after the interests of people like you

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Labour	172	161	29	43	48	27	12	56	63	14	57	37	41	39	34	33	2	12	24	9	32	15	1	15	9	-	16	3	89	-	-	-	-	-	-	51	44	24	17	23	41	161
	16%	15%	16%	21%	21%	31%	22%	25%	23%	13%	18%	18%	22%	26%	28%	11%	6%	21%	30%	38%	26%	26%	4%	18%	29%	-%	30%	15%	14%	-%	-%	-%	-%	-%	-%	21%	17%	11%	9%	21%	14%	15%
Conservatives	132	144	24	27	17	15	3	21	23	12	47	9	7	17	10	31	10	17	11	1	12	4	2	25	2	-	7	3	58	-	-	-	-	-	-	44	29	25	16	12	28	144
	12%	14%	13%	14%	9%	17%	6%	9%	8%	12%	15%	4%	4%	11%	8%	10%	26%	28%	13%	5%	10%	7%	16%	29%	6%	-%	13%	14%	9%	-%	-%	-%	-%	-%	-%	18%	11%	12%	9%	11%	10%	14%
Liberal Democrats	77	95	13	25	15	17	-	23	33	8	17	17	23	17	20	12	2	6	1	-	13	7	-	7	1	-	11	2	33	-	-	-	-	-	-	24	23	14	9	1	10	95
	7%	9%	7%	12%	6%	20%	-%	10%	12%	7%	5%	8%	13%	11%	17%	4%	5%	9%	2%	-%	11%	12%	-%	8%	4%	-%	21%	12%	5%	-%	-%	-%	-%	-%	-%	10%	9%	6%	5%	1%	3%	9%
Scottish National Party	26	24	5	1	8	-	5	3	10	2	2	5	1	-	1	8	-	-	-	5	3	5	-	-	-	-	-	1	17	-	-	-	-	-	-	3	7	1	10	4	15	24
	2%	2%	3%	1%	3%	-	9%	1%	4%	2%	1%	3%	1%	-	1%	3%	1%	-%	-%	20%	3%	9%	-%	-%	-%	-%	-%	5%	3%	-%	-%	-%	-%	-%	-%	1%	3%	-	6%	4%	5%	2%
Plaid Cymru	5	8	1	*	-	-	-	-	2	-	2	-	*	1	-	2	1	*	-	-	-	1	-	*	-	-	*	-	4	-	-	-	-	-	-	*	*	5	-	-	-	8
	1%	1%	*	*	-	-%	-%	-	1%	-%	1%	-	*	1%	-	1%	2%	1%	-%	-%	-%	2%	-	%	-%	-%	-%	*	-	1%	-%	-%	-%	-%	-%	-%	*	*	2%Z	-	-%	-	1%
Reform UK	233	221	39	27	68	4	16	37	20	38	81	41	20	14	8	68	12	10	24	10	20	1	11	28	9	-	5	2	146	-	-	-	-	-	-	51	66	39	47	27	73	221
	22%	21%	21%	13%	30%	4%	29%	16%	7%	36%	26%	21%	11%	9%	7%	23%	31%	17%	30%	40%	16%	2%	70%	33%	27%	-%	9%	9%	23%	-%	-%	-%	-%	-%	-%	21%	26%	19%	26%	24%	25%	21%
Green Party	182	169	43	42	36	15	7	49	78	17	48	56	47	37	29	40	10	7	5	-	24	10	1	20	8	-	10	7	113	-	-	-	-	-	-	35	45	43	36	12	48	169
	17%	16%	24%	21%	16%	17%	14%	21%	28%	16%	15%	27%	27%	25%	24%	13%	28%	12%	7%	-%	20%	18%	7%	24%	24%	-%	19%	13%	18%	-%	-%	-%	-%	-%	-%	15%	18%	20%	19%	11%	16%	16%
Another party	26	22	3	4	-	-	-	5	2	1	2	-	5	1	1	18	1	2	-	-	3	1	-	-	-	-	1	1	22	-	-	-	-	-	-	1	3	8	9	4	14	22
	2%	2%	2%	2%	-	-%	-%	2%	1%	*%	1%	-	3%	1%	1%	6%	2%	3%	-%	-%	2%	2%	-%	-%	-%	-%	1%	3%	4%	-%	-%	-%	-%	-%	-%	*	1%	4%	5%	4%	5%	2%
None of these	100	105	12	22	17	7	5	27	31	6	30	22	24	16	14	39	-	5	5	-	14	3	-	5	2	-	2	2	72	-	-	-	-	-	-	12	19	32	17	10	27	105
	9%	10%	7%	11%	7%	8%	9%	12%	11%	5%	10%	11%	14%	11%	12%	13%	-%	8%	7%	-%	11%	4%	-%	6%	6%	-%	5%	10%	11%	-%	-%	-%	-%	-%	-%	5%	8%	15%ZNO	9%	9%	9%	10%
Don't know	108	113	10	9	29	2	6	8	11	9	27	18	10	6	2	50	-	1	9	-	2	3	2	3	1	-	1	-	78	-	-	-	-	-	-	16	14	21	22	17	38	113
	10%bgmEO	11%	6%	5%	9%	2%s	12%s	3%	4%	9%s	9%g	9%	5%	4%	2%	17%ZabgkI m	-s	2%s	12%s	-s	1%s	4%s	11%s	3%s	3%s	-s	2%s	-s	12%ZBC	-s	-s	-s	-s	-s	-s	7%	6%	10%	12%	13%sO	13%O	11%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s:=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 213

Q12_Party_Change. Which political party, if any, do you think...? ...best represents the change that Britain needs

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig't' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections_Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 214

Q12_Party_Change. Which political party, if any, do you think...? ...best represents the change that Britain needs

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Labour	166 16%	150 14%	48 19%	45 16%	32 13%	27 19%	152 16%	10 11%	4 7%e	-	-	-	-	-	-	-	-	47 18%	33 15%	24 11%	31 16%	30 18%	45 14%	68 18%	27 18%	17 10%	44 14%	112 16%	86 17%	77 14%	99 14%	43 19%	150 14%
Conservatives	83 8%	84 8%	18 7%	17 6%	33 14%Zbef	10 7%	78 8%	2 2%	3 6%e	-	-	-	-	-	-	-	-	18 7%	12 6%	24 11%	10 5%	19 11%	20 6%	52 14%ZACDEF	4 3%	8 5%	12 4%	72 10%ZACE	29 6%	54 10%	55 8%	19 8%	84 8%
Liberal Democrats	61 6%	77 7%	9 4%	14 5%	23 16%Zae	9 6%	55 6%	4 5%	2 4%e	-	-	-	-	-	-	-	-	10 4%	14 6%	9 4%	14 7%	14 8%	23 7%	25 7%	4 3%	10 6%	13 4%	47 7%	28 6%	34 6%	48 7%	8 3%	77 7%
Scottish National Party	15 1%e	15 1%	-	-	-	-	-	15 16%Zbcdeg	-	-	-	-	-	-	-	-	-	9 3%	3 1%	2 1%	-	1 1%	3 1%	5 1%	1 1%	6 4%	7 2%	8 1%	8 2%	6 1%	10 1%	2 1%	15 1%
Plaid Cymru	3 *	3 *	-	-	-	-	-	-	3 5%aZbcde	-	-	-	-	-	-	-	-	-	-	-	2 1%Z	*	*	*	2 1%	-	2 1%	1 *	2 *	*	2 1%	3 *
Reform UK	270 25%dC	266 25%	67 27%d	85 30%d	63 26%d	18 13%	233 25%d	19 21%	18 36%ad	-	-	-	-	-	-	-	-	71 26%	59 26%	53 25%	49 26%	39 23%	75 24%C	107 29%C	18 12%	60 35%ACE	78 25%C	182 26%C	119 24%	151 27%	195 28%	49 21%	266 25%
Green Party	180 17%BF	187 18%	39 15%	38 14%	32 13%	45 32%Zabcef	155 17%	12 13%	14 27%abc	-	-	-	-	-	-	-	-	31 12%	41 18%	43 20%	37 20%	29 17%	65 20%BF	30 8%	49 33%ZABDEF	23 14%	72 22%ZBDF	95 14%B	90 18%	90 16%	111 16%	47 21%	187 18%
Another party	29 3%dE*	26 2%	8 3%	12 4%c	2 1%	3 2%	25 3%c	5 9%c	-	-	-	-	-	-	-	-	-	12 5%	8 4%	4 2%	3 2%	1 1%	10 3%	4 1%	- -	13 9%ZBCF	14 4%BC	13 2%	16 3%	12 2%	23 3%	4 2%	26 2%
None of these	117 11%	123 12%	32 13%	36 13%	18 7%	17 12%	103 11%c	9 10%	4 9%a	-	-	-	-	-	-	-	-	38 14%	26 12%	21 10%	16 8%	16 10%	28 9%	38 10%	27 18%ZADEF	11 7%	38 12%D	66 10%	53 11%	61 11%	75 11%	23 10%	123 12%
Don't know	138 13%	131 12%	31 12%	34 12%	41 17%	14 10%	121 13%	15 16%	3 5%a	-e	-e	-e	-e	-e	-e	-e	-e	31 12%	28 13%	31 15%	28 15%	19 11%	51 16%	43 12%	16 11%	21 13%	37 12%	94 14%	64 13%	72 13%	84 12%	33 14%	131 12%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 215
Q12_Party_Change. Which political party, if any, do you think...? ...best represents the change that Britain needs

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gj)	Not Con (hi)	Not Lab or Con (ij)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (go)	Con losses (qg)	Lab loyalist (r)	Lab gains (se)	Lab losses (tl)	Reform UK loyalist (uj)	Reform UK gains (v)	Reform UK losses (wj)	LD loyalist (xj)	LD gains (y)	LD losses (zl)	Green loyalist (AJ)	Green gains (BI)	Green losses (CI)	SNP loyalist (DJ)	SNP gains (EI)	SNP losses (FI)	
Unweighted Total	1062	1062	141	123	204	150	83	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Labour	166 16%dfhgkopu vBC	150 14%	26 19%	16 12%	139 66%ZdefGghi	1 *	9 12%dfgi	5 2%	5 3%	24 3%d	163 22%ZdfGgi	23 4%	101 55%Zk	51 6%	47 22%Zmn	77 14%	124 17%m	1 1%	* *s	10 11%acuC	79 59%Zopqiuvxz BC	60 79%aZopqriuv xzBC	13 10%acuC	- -s	5 3%	- -s	6 11%aopuvBC	3 6%s	13 26%aoptuvBC	- -s	5 3%	- -	* 2%s	3 32%s	1 29%s	150 14%
Conservatives	83 8%aKDhiquvB C	84 8%	11 8%	10 7%	5 2%	71 46%ZdefGghi	- -s	4 2%	- -	76 11%ZdefGhi	10 1%	4 1%	8 5%	70 9%	17 8%	52 10%	69 9%Z	57 56%Zopruvvx zBCi	14 32%aZrstuvxz BC	1 1%s	4 3%	1 1%s	4 4%	- -s	4 2%	1 7%s	- -s	- -s	5 11%aquvBC	- -s	- -	1 1%	- -s	- -s	- -s	84 8%
Liberal Democrats	61 6%dfmvC	77 7%	13 10%	10 8%	8 4%f	* *	43 56%aZcdfGghi	- -	3 2%	47 7%dfG	55 7%ZdfG	47 9%ZdfGg	15 8%	44 6%	12 6%	32 6%	44 6%	* *	- -s	2 3%s	7 5%v	1 1%s	14 11%cuvBC	- -s	- -	- -s	19 55%aZopqrstu vxBC	24 56%s	2 4%uv	- -s	3 2%	- -	1 6%s	- -s	- -s	77 7%
Scottish National Party	15 1%k	15 1%	- -	2 1%	- -	- -	1 2%s	- -	- -	15 2%Z	15 2%	15 3%Z	3 1%	6 1%	5 2%	8 2%	13 2%	- -	- -s	- -s	- -	- -s	1 1%	- -s	- -	- -s	- -s	1 3%s	- -s	- -s	- -	- -	11 53%s	3 25%s	- -s	15 1%
Plaid Cymru	3 *	3 *	- -	- -	- -	- -	- -s	- -	- -	1 *	1 *	1 *	- -	3 *	- -	* *	* *	- -	- -s	- -s	- -	- -s	- -	- -s	- -	- -s	- -s	- -s	- -s	- -	- -	- -	- -s	- -s	3 *
Reform UK	270 25%aGjrstxB	266 25%	34 25%	39 29%	4 2%	28 19%caG	* 1%s	220 92%ZcdeGghi	1 1%	252 37%ZcdeGh	228 30%ZcdeG	224 42%ZcdeGgh	10 6%	260 33%Zj	50 25%	174 32%Z	224 30%Z	21 21%rstB	6 14%arstB	59 62%aZopqrstxB	3 2%	2 2%s	12 10%B	82 94%aZopqrstx zBC	138 90%ZopqrstuxB C	1 4%s	- -s	* 1%s	6 13%arstB	- -s	1 1%	82 79%ZopqrstuxB	- -s	1 6%s	2 47%s	266 25%
Green Party	180 17%dfmqsuvC	187 18%	16 12%	22 17%	23 11%f	9 6%f	6 8%sf	2 1%	120 77%ZcdefghI	150 22%Zcdef	165 22%Zcdef	142 26%Zcdefgh	22 12%	145 18%	43 21%	88 16%	132 18%	3 3%	6 13%aoquvC	2 3%s	19 14%oquvC	4 5%s	43 34%ZopqrsuvxC	- -s	2 1%	1 3%s	3 9%suvC	3 6%s	9 19%aoquvC	* 100%s	119 77%ZopqrstuvxzC	* *	4 20%s	4 35%s	- -s	187 18%
Another party	29 3%	26 2%	4 3%	1 *	- -	1 *	- -s	3 1%	2 2%	29 4%Zcdf	28 4%c	28 5%Zcdfh	- -	29 4%Z	8 4%	19 3%	27 4%	1 1%	- -s	1 1%s	- -	- -s	2 2%	2 2%s	1 1%	10 50%s	- -s	- -s	1 1%s	- -s	2 2%	12 11%ZopqrstuvB	- -s	- -s	- -s	26 2%
None of these	117 11%ghmnuvC	123 12%	12 9%	15 11%	17 8%f	19 13%fghi	8 11%afi	2 1%	12 7%f	45 7%fi	43 6%f	26 5%f	12 6%	97 12%	14 7%	44 8%	58 8%	8 8%uv	11 24%ZcrstuvBC	9 9%uv	10 8%v	6 8%av	18 14%uvC	* *s	2 1%	3 15%s	1 2%s	8 18%s	6 13%auvC	- -s	12 7%v	3 3%s	- -s	1 11%s	* 10%s	123 12%
Don't know	138 13%cfgjklmn uvC	131 12%	21 15%	20 15%	15 7%f	18 12%fghi	9 11%afi	4 2%	13 8%f	47 7%fi	44 6%fi	29 5%f	12 7%	93 12%	7 3%	44 8%	51 7%i	11 11%v	7 16%auv	10 10%av	12 9%v	3 4%s	17 13%v	3 4%s	1 *	3 15%s	5 14%av	4 9%s	7 14%av	- -s	13 8%v	6 6%v	4 20%s	- -s	1 14%s	131 12%

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/G/g/h/I - Z/j/k - Z/l/m/n - Z/o/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; '' very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 216
Q12_Party_Change. Which political party, if any, do you think...? ...best represents the change that Britain needs

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Labour	166 16%abEF	150 14%	23 13%	36 18%	41 18%	27 30%a	12 21%a	55 24%2bn	57 21%2n	16 15%a	56 18%	36 18%	39 22%an	36 24%2bn	31 26%2bn	33 11%	2 6%a	16 26%aM	21 26%aM	9 35%a	33 27%aZM	15 26%aM	- -a	12 14%a	8 25%a	- -a	17 31%aZHM	3 12%a	82 13%	- -a	- -a	- -a	- -a	- -a	- -a	56 24%ZPQS	38 15%	21 10%	16 9%	17 15%a	33 11%	150 14%
Conservatives	83 8%abEf	84 8%	13 7%gk	12 6%gk	12 5%	10 12%a	- -a	8 3%	7 3%	8 7%ik	24 8%gk	9 4%	2 1%	3 2%k	5 4%	21 7%k	8 20%a	11 18%aZEFM	6 8%a	- 2%a	6 5%a	- 1%a	3 19%a	16 18%aZEFM	4 14%a	- -a	6 11%a	3 15%a	34 5%	- -a	- -a	- -a	- -a	- -a	- -a	26 11%	16 7%	21 10%	9 5%	6 6%a	15 5%	84 8%
Liberal Democrats	61 6%M	77 7%	12 6%	20 10%Zdn	7 3%	11 13%a	2 3%a	14 6%	25 9%Zdn	7 6%a	14 4%	12 6%	19 11%Zdn	16 11%Zdn	16 13%Zdn	11 4%	2 5%a	2 4%a	1 2%a	1 5%a	9 7%a	8 13%aZM	- -a	5 6%a	1 4%a	- -a	7 14%aZM	2 7%a	28 4%	- -a	- -a	- -a	- -a	- -a	- -a	16 7%	18 7%	12 6%	9 5%	2 2%a	12 4%	77 7%
Scottish National Party	15 1%	15 1%	* *	1 *	5 2%	- -a	- -a	1 1%	4 1%	1 1%a	1 *	5 3%	1 1%	1 1%	- -	4 1%	- -	- -a	- -a	- -a	1 1%a	1 1%a	- -a	- -a	- -a	- -a	- -a	- -a	12 2%	- -a	- -a	- -a	- -a	- -a	- -a	3 1%	5 2%	* *	6 3%	1 1%a	7 2%	15 1%
Plaid Cymru	3 *	3 *	- -	* *	- -	- -a	- -a	- -	1 *	- -a	* *	- -	* *	* *	- -	2 1%	- -a	* 1%a	- -a	- -a	- -a	* 1%a	- -a	- -a	- -a	- -a	* 1%a	- -a	2 *	- -a	- -a	- -a	- -a	- -a	- -a	* *	* *	2 1%	- -	- -a	- -	3 *
Reform UK	270 25%abcHFK	266 25%	49 28%bgklm	37 18%gl	74 32%bdgklm	6 7%a	16 30%a	45 20%gl	28 10%	43 41%aDbfgjk lm	95 30%bbjklm	43 21%gl	25 14%	16 11%	12 10%	60 27%glm	15 40%a	12 20%aF	28 35%aFK	8 34%a	25 20%a	4 7%a	12 81%a	36 42%aDEFKM	10 32%a	- -a	5 9%a	2 9%a	165 26%FK	- -a	- -a	- -a	- -a	- -a	- -a	55 23%	78 31%	51 24%	54 29%	29 26%a	83 28%	266 25%
Green Party	180 17%aCH	187 18%	42 24%ln	51 25%Zdn	34 15%	14 16%a	7 12%a	52 23%n	87 31%Zdhln	17 16%a	46 15%	49 24%cln	49 27%Zcln	37 25%Zn	30 25%ln	38 13%	7 17%a	7 11%a	2 3%a	- -a	27 22%aCH	19 32%aZBCHM	- -a	5 6%a	4 13%a	- -a	10 19%aCH	9 43%a	114 18%CH	- -a	- -a	- -a	- -a	- -a	- -a	39 16%	47 19%	30 14%	37 20%	19 17%a	56 19%	187 18%
Another party	29 3%	26 2%	3 2%	5 2%	- -	- -a	- -a	5 2%	4 1%	1 *a	3 1%	- -	4 2%	1 1%	1 *	19 6%abdl	1 1%a	2 3%a	- -a	- -a	3 2%a	1 2%a	- -a	- -a	- -a	- -a	- -a	- -a	25 4%Z	- -a	- -a	- -a	- -a	- -a	- -a	3 1%	4 2%	8 4%	9 5%	4 4%a	14 5%	26 2%
None of these	117 11%	123 12%	14 8%	23 11%	22 9%	5 6%a	4 8%a	24 11%	30 11%	6 6%a	38 12%	24 12%	20 11%	16 11%	17 14%	44 15%	3 8%a	8 13%a	8 10%a	1 5%a	13 11%a	3 5%a	- -a	11 13%a	1 4%a	- -a	4 7%a	2 12%a	79 13%	- -a	- -a	- -a	- -a	- -a	- -a	16 7%	22 9%	33 16%ZN	19 11%	15 14%a	35 12%	123 12%
Don't know	138 13%fl	131 12%	22 12%	17 9%	32 14%	12 14%a	13 24%a	23 10%	30 11%	8 8%a	35 11%	27 13%	19 10%	17 12%	7 6%	48 16%	- -a	2 4%a	13 16%afl	5 20%a	5 4%a	7 12%afl	- -a	1 1%a	3 9%a	- -a	5 9%a	1 2%a	90 14%fl	- -a	- -a	- -a	- -a	- -a	- -a	22 9%	22 9%	32 15%	24 13%	16 15%a	40 14%	131 12%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 217

12 Mar 2026

Q14(Q13)_impEcon. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's economy

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' f here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 218
Q14(Q13)_impEcon. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's economy

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	145*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Agree	221	225	57	47	47	44	195	20	6	-	-	-	-	-	-	-	-	47	46	45	52	31	79	70	32	24	56	150	115	105	129	72	225
	21%	*21%*	*23%*	*17%*	*19%*	**31%b**	*21%*	*22%*	**12%e**	-s	-s	-s	-s	-s	-s	-s	-s	*18%*	*20%*	*21%*	**27%Z**	*19%*	*25%*	*19%*	*21%*	*14%*	*18%*	*22%*	*23%*	*19%*	*18%*	**31%JS**	*21%*
Disagree	662	664	152	191	158	85	586	55	41	-	-	-	-	-	-	-	-	183	150	128	109	112	193	238	98	120	218	431	313	367	482	125	664
	64%eJ	*63%*	*60%*	*68%*	*65%*	*59%*	*64%*	*61%*	**81%eZdef**	-s	-s	-s	-s	-s	-s	-s	-s	*69%*	*67%*	*60%*	*57%*	*66%*	*60%*	*64%*	*66%*	*71%*	*69%*	*62%*	*63%*	*68%*	**69%ZJ**	*54%*	*63%*
Don't know	159	173	43	44	38	14	139	16	3	-	-	-	-	-	-	-	-	36	28	39	30	26	46	63	19	25	44	110	68	86	88	34	173
	15%J	*16%*	*17%*	*16%*	*16%*	*10%*	*15%*	*18%*	**7%e**	-s	-s	-s	-s	-s	-s	-s	-s	*14%*	*12%*	*18%*	*16%*	*15%*	*15%*	*17%*	*13%*	*15%*	*14%*	*16%*	*14%*	*15%*	*13%*	*15%*	*16%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 219

Q14(Q13)_impEcon. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's economy

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (pp)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Agree	221 21%dfghlnoquv C	225 21%	30 22%	37 28%	126 61%ZbeKghi	10 7%	23 30%efgi	12 5%	29 18%df	85 12%df	201 27%Zdfgi	75 14%f	131 72%Zk	71 9%	76 37%Zmn	99 18%	175 24%Zm	4 4%	5 12%suC	6 7%s	89 66%ZopqtuvxB C	37 48%xZopqtuvxB C	29 23%oquvC	1 1%s	11 7%	* 2%s	16 47%xZopqtuvxB C	7 16%s	14 29%oquvC	- -s	29 19%oquvC	1 1%	6 29%s	3 30%s	1 29%s	225 21%
Disagree	662 64%chjmn	664 63%	83 61%	75 55%	47 22%	122 83%ZceGjkl	43 58%ac	213 89%ZceGjkl	98 63%c	525 77%ZceGh	451 60%c	404 75%ZceGh	28 16%	642 80%Z	110 54%	392 73%Zn	502 68%Z	90 87%ZstxzB	32 73%rsxz	80 84%xZrstxzB	25 18%	22 29%s	83 96%rsx	63 96%xZpqrstxz B	130 85%ZrstxzB	16 92%s	14 41%sr	29 68%s	25 51%rsx	- 100%s	97 62%rsx	99 95%ZpqrstvxzB	14 68%s	5 44%s	2 47%s	664 63%
Don't know	159 15%dgklmnuv C	173 16%	23 17%	24 17%	38 18%lg	15 10%	10 14%s	15 6%	29 19%fgl	75 11%f	98 13%fl	60 11%f	23 13%	86 11%	19 9%	47 9%	66 9%	9 8%	7 15%suC	9 10%s	21 16%uC	17 22%suvC	15 12%	3 3%s	12 8%	1 5%s	4 12%s	6 15%s	10 20%suvC	- -s	29 19%uvC	4 4%	- -2%s	3 26%s	1 24%s	173 16%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 220
Q14(Q13)_impEcon. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's economy

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Agree	221 21%stNS	225 21%	49 27%n	58 29%Zcn	43 19%	27 32%s	16 29%s	68 30%Zcn	100 36%Zbchjn	21 19%s	49 16%	51 25%n	59 33%Zchin	62 42%Zabchi jn	52 43%Zabchi jn	44 15%	7 18%s	15 25%stH	14 18%s	10 40%s	33 27%stH	23 39%sZCHM	- -s	8 10%s	9 28%s	- -s	22 42%sZCHM	6 30%s	123 19%	- -s	- -s	- -s	- -s	- -s	- -s	73 31%ZPQRS	66 26%PQS	33 16%	27 15%	15 13%s	41 14%	225 21%
Disagree	682 64%gmFKN	684 63%	113 62%glm	115 57%	145 64%glm	51 59%s	32 59%s	133 58%	137 50%	78 73%sbIgjkl m	229 73%ZbcIgjk lm	124 60%l	98 55%	70 48%	67 47%	210 70%bgnm	29 76%s	38 64%sF	50 63%s	11 44%s	78 63%s	26 44%s	14 93%s	70 81%sZBCEFK M	15 47%s	- -s	25 46%s	13 63%s	414 66%sFK	- -s	- -s	- -s	- -s	- -s	- -s	126 53%	147 59%	153 73%ZNO	139 76%ZNO	85 77%sZNO	224 76%ZNO	684 63%
Don't know	159 15%S	173 16%	17 10%	29 14%	39 17%h	8 9%s	6 12%s	27 12%	37 14%	8 7%s	35 11%	31 15%	21 12%	15 10%	12 10%	47 16%	2 6%s	7 11%s	15 19%s	4 16%s	12 10%s	10 17%s	1 7%s	6 7%s	8 25%s	- -s	6 11%s	1 7%s	94 15%	- -s	- -s	- -s	- -s	- -s	- -s	38 16%	38 15%	24 12%	18 10%	11 10%s	28 10%	173 16%

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~=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 221

12 Mar 2026

Q14(Q13)_impPubServ. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's public services

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
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Total (all sample)

12 Mar 2026

Table 222

Q14(Q13)_impPubServ. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's public services

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Agree	256	253	68	51	56	56	230	19	6	-	-	-	-	-	-	-	-	55	53	49	55	44	77	90	35	39	73	168	127	127	157	78	253
	24%b	24%	27%	18%	23%	39%ZbcdfG	25%b	21%	13%e	-s	-s	-s	-s	-s	-s	-s	-s	20%	24%	23%	29%	26%	24%	24%	23%	23%	23%	24%	26%	23%	22%	34%ZB	24%
Disagree	657	648	150	187	147	77	561	57	39	-	-	-	-	-	-	-	-	178	144	134	101	99	190	230	91	113	204	420	297	358	460	126	648
	62%eJ	61%	59%	66%	61%	54%	61%	62%	77%ad	-s	-s	-s	-s	-s	-s	-s	-s	67%a	65%	63%	53%	59%	60%	62%	61%	67%	64%	61%	60%	64%	56%ZJ	55%	61%
Don't know	150	161	35	44	40	10	129	15	5	-	-	-	-	-	-	-	-	34	26	29	35	26	51	51	23	18	41	102	71	73	83	26	161
	14%J	15%	14%	16%	16%	7%	14%	17%	15%a	-s	-s	-s	-s	-s	-s	-s	-s	13%	12%	14%	18%	15%	16%	14%	16%	10%	13%	15%	14%	13%	12%	11%	15%

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%Less than 0.5%
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - A/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 223
Q14(Q13)_impPubServ. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's public services

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (qq)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (vi)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Agree	256 24%efgjklmopqur C	253 24%	35 26%	38 28%	141 67%BdefGghi	18 12%f	26 34%efgi	12 5%	32 20%f	98 14%f	221 29%Zdfgi	89 16%f	140 77%Zk	89 11%	80 39%Zmn	123 23%	203 27%Zm	8 8%uC	9 21%suvC	8 1%suC	98 72%ZopqtuvxzBC	43 56%xZopqtuvxzBC	30 24%oquvC	- -x	12 8%uC	- -x	17 50%xZopqtuvxzBC	9 21%x	16 33%oquvC	- -x	32 21%uvC	- -	5 24%x	4 34%x	1 29%x	253 24%
Disagree	657 62%cdhnr	648 61%	74 55%	75 55%	39 19%	111 75%Zbeh	39 52%ac	212 89%ZcdeGghl	103 66%c	515 75%ZceGh	444 59%c	404 75%ZbcGh	29 16%	615 77%Zj	109 53%	369 69%Zln	479 64%l	81 79%Zrsxz	30 67%rsx	75 79%xDrsxz	19 14%	20 27%s	84 66%rsx	62 84%xZopqrstx zB	130 85%ZprstxzB	14 81%s	13 38%xr	26 62%x	24 49%rsx	- 100%xs	102 66%rsx	96 92%ZopqrstxzB	15 74%s	5 47%x	2 47%x	648 61%
Don't know	150 14%dghijklmn	161 15%	27 19%	22 17%	31 15%f	18 12%	11 14%x	16 7%	21 13%	72 11%	86 11%f	54 10%	13 7%	95 12%	15 7%	46 9%	61 8%	13 13%	5 12%x	12 13%x	18 13%	13 17%x	13 10%	5 6%x	11 7%	3 19%x	4 11%x	7 17%x	9 18%x	- -x	21 13%	8 8%	- -x	2 19%x	1 24%x	161 15%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 224
Q14(Q13)_impPubServ. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's public services

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
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Agree	256 24%abEGS	253 24%	45 25%n	67 33%ZHn	56 25%	36 41%a	18 32%a	85 37%Zchin	109 40%ZachIjn	19 18%a	60 19%	59 29%in	69 38%Zachin	60 41%ZachIjn	57 47%ZabchIjn	45 15%	9 23%a	21 34%aHM	27 34%a	13 54%a	49 40%aZHM	29 49%aZHM	- -a	15 18%a	14 43%a	- -a	23 43%aZHM	9 46%a	123 20%	- -a	- -a	- -a	- -a	- -a	- -a	91 38%ZDPGRS	68 27%GRS	42 20%	26 14%	15 13%a	41 14%	253 24%
Disagree	657 62%gmFKN	648 61%	122 68%fgklm	125 62%glm	141 62%m	41 48%a	33 61%a	124 54%	143 52%	80 75%aDfgjk lm	226 72%ZbcfgkI m	129 63%lm	101 57%	72 49%	56 47%	204 68%ZIjlm	27 72%a	36 60%a	40 50%a	10 39%a	65 53%a	25 43%a	14 89%a	66 71%aZBCEFK	14 45%a	- -a	24 46%a	9 43%a	412 65%ZFK	- -a	- -a	- -a	- -a	- -a	- -a	109 46%	149 60%N	145 69%ZN	137 75%ZNO	84 75%aZNO	220 75%ZNO	648 61%
Don't know	150 14%abghiKl	161 15%	12 7%	10 5%	30 13%bk	9 11%a	4 7%a	20 9%	22 8%	7 7%a	27 9%	18 9%	8 5%	15 10%	7 6%	52 17%abghKm	2 4%a	4 6%a	13 16%a	2 7%a	9 8%a	5 9%a	2 11%a	3 4%a	4 12%a	- -a	6 12%a	2 12%a	96 15%M	- -a	- -a	- -a	- -a	- -a	- -a	38 16%	33 13%	23 11%	21 11%	12 11%a	33 11%	161 15%

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*** small base; ** very small base (under 30) ineligible for sig testing**

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(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 225

Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections_Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 226

Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnicity Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Living comfortably on present income	267 **22%pDE**	301 *28%*	66 *26%*	61 *22%*	65 *27%*	41 *28%*	234 *25%*	22 *25%*	11 **22%s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	39 *15%*	48 *22%*	58 **27%p**	63 **33%2pq**	59 **35%2pq**	82 **26%DE**	136 **37%ZACDEF**	25 **17%E**	13 *7%*	38 *12%*	217 **32%ZACDE**	124 *25%*	143 *26%*	181 *26%*	63 *27%*	301 *28%*
Coping on present income	441 **42%dD**	456 *43%*	93 *37%*	123 **44%d**	127 **52%ZadeF**	40 *28%*	384 **42%d**	34 *37%*	24 **47%s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	95 *35%*	95 *43%*	91 *43%*	91 **48%p**	69 *41%*	143 **46%DE**	170 **46%DE**	60 *41%*	52 *31%*	112 *35%*	317 **46%ZDE**	212 *43%*	229 *41%*	299 *43%*	104 *45%*	456 *43%*
Finding it difficult on present income	208 **20%cdEF**	178 *17%*	58 **23%c**	48 *17%*	34 *14%*	43 **30%ZbC**	183 **20%c**	16 *18%*	8 **17%s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	74 **28%2rst**	58 **26%rst**	32 *15%*	21 *11%*	22 *13%*	53 **17%BF**	34 *9%*	42 **28%ZABF**	62 **37%ZABF**	104 **31%ZABF**	87 **13%B**	95 *19%*	111 *20%*	129 *18%*	46 *20%*	178 *17%*
Finding it very difficult on present income	118 **11%cdEFJ**	99 *9%*	28 *11%*	39 **14%c**	15 *6%*	13 *9%*	96 **10%c**	16 **17%c**	6 **12%s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	50 **19%2qs**	20 *9%*	22 **11%s**	8 *4%*	18 **11%s**	32 *10%*	24 *7%*	18 *12%*	34 **20%ZABF**	52 **16%ZBF**	57 *8%*	57 *12%*	59 *11%*	85 **12%J**	15 *6%*	99 *9%*
Don't know	8 **1%F**	5 *	2 *1%*	- -	- -	4 **3%b**	6 *1%*	2 **2%bc**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	2 *1%*	- -	6 **3%Z**	1 *	- -	1 *	2 *	3 *2%*	3 *2%*	6 *2%*	2 *	2 *	6 *1%*	2 *	- -	5 *
Prefer not to say	19 **2%I**	23 *2%*	4 *2%*	10 *3%*	2 *1%*	1 *1%*	18 *2%*	1 *1%*	1 **1%s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	7 *2%*	2 *1%*	2 *1%*	7 *3%*	2 *1%*	4 *1%*	6 *2%*	* *	6 *3%*	6 *2%*	10 *1%*	5 *1%*	10 *2%*	1 *	2 *1%*	23 *2%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 227

Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																			UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Living comfortably on present income	267 25%efhuC	301 28%	17 13%	36 26%a	62 29%ZfGghl	48 33%fgl	21 28%a	44 18%	32 21%	159 23%l	193 26%fl	111 21%	73 40%Zk	172 22%	74 36%Zhm	135 25%	269 36%Zhm	39 38%ZhsvBC	9 20%a	26 27%acC	55 41%ZgtuvBC	26 35%acC	22 18%	11 12%a	34 22%	1 7%a	9 25%a	13 30%a	16 31%acC	- -a	32 21%	12 11%	8 39%a	1 11%a	2 47%a	301 28%
Coping on present income	441 42%b	456 43%	48 35%	37 27%	75 35%	58 40%	40 53%ac	109 45%	72 46%	310 45%Z	326 43%c	252 47%ZcN	61 34%	351 44%Z	73 36%	241 45%	314 42%	40 39%	18 42%a	44 46%a	51 38%	23 30%a	64 51%a	48 50%aZk	60 40%	10 59%a	17 51%a	23 54%a	23 46%a	- -a	72 46%	59 56%Zbrstw	5 27%a	6 52%a	1 14%a	456 43%
Finding it difficult on present income	208 20%z	178 17%	32 23%	35 26%	30 14%	22 15%	12 15%a	54 22%	39 25%	145 21%	153 20%c	123 22%Zch	29 16%	165 21%	35 17%	109 20%	145 19%	13 13%	8 19%az	17 18%a	19 14%	11 14%a	26 20%z	17 19%az	37 24%z	5 30%a	6 19%a	5 12%a	2 5%a	- -a	39 25%z	22 21%z	7 34%a	2 19%a	- 10%a	178 17%
Finding it very difficult on present income	118 11%gn	99 9%	32 24%Z	24 18%	24 11%	14 10%	3 4%a	33 13%l	11 7%	62 9%	72 10%	48 9%	16 9%	98 12%	21 10%	47 9%	67 9%	6 6%	8 19%acn	7 7%a	10 7%	14 18%a	12 9%	9 11%a	21 14%	1 4%a	2 5%a	2 4%a	3 14%a	- 100%a	11 7%	10 9%	- -a	2 18%a	3 29%a	99 9%
Don't know	8 1%hn	5 *	3 3%	2 1%	2 1%	- -	- -a	- -	- -	- -	2 *	- -	- -	3 *	- -	2 *	2 *	- -	- -a	- -a	- -	2 2%a	2 2%	- -a	- -	- -a	- -a	- -a	- -a	- -a	- -	- -a	- -a	- -a	- -a	5 *
Prefer not to say	19 2%hkmn	23 2%	3 2%	2 1%	* -	4 3%h	- -a	3 1%	1 1%	8 1%	5 1%	4 1%	3 2%	9 1%	2 1%	4 1%	6 1%	4 4%	* *a	1 1%a	- -	* 1%a	- -	2 3%a	1 *	- -a	- -a	- -a	1 3%a	- -a	1 1%	2 2%	- -a	- -a	- -a	23 2%

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***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 228

Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	60	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Living comfortably on present income	267 25%nNOPQRS	301 28%	53 29%n	65 32%nJopn	50 22%	32 37%n	17 32%n	58 25%	83 30%jn	22 20%n	71 23%	42 20%	58 33%jn	41 28%	40 33%jn	52 17%	19 50%n	30 51%nIM	26 32%n	9 38%n	41 33%n	24 42%nIM	2 14%n	28 33%nM	15 46%n	- -n	20 39%nM	8 39%n	130 21%	- -n	- -n	- -n	- -n	- -n	- -n	237 100%nJOPQRS	- -	28 13%nOQRS	- -	- -n	- -	301 28%
Coping on present income	441 42%nKQRS	456 43%	70 39%	89 44%	102 45%	28 33%n	16 30%n	85 37%	123 45%	50 47%n	139 44%	87 42%	81 45%	63 43%	47 39%	128 43%	14 38%n	21 36%n	28 35%n	5 19%n	39 31%n	23 39%n	9 55%n	31 37%n	9 29%n	- -n	24 46%n	9 45%n	283 45%Z	- -n	- -n	- -n	- -n	- -n	- -n	- -	250 100%nJNOPRS	183 87%nNQRS	- -	- -n	- -	456 43%
Finding it difficult on present income	208 20%lNOPR	178 17%	42 24%b	29 14%	52 23%	16 19%n	11 20%n	72 32%nJbgk	50 18%	23 22%n	63 20%	60 29%nJbgk	29 16%	34 23%b	25 21%	66 22%	3 8%n	6 10%n	15 19%n	4 16%n	38 31%nBF	7 12%n	3 19%n	17 20%n	8 24%n	- -n	7 14%n	3 13%n	124 20%	- -n	- -n	- -n	- -n	- -n	- -n	- -	- -	- -	183 100%lNOPRS	- -n	183 62%lNOPR	178 17%
Finding it very difficult on present income	118 11%qSlNOPQ	99 9%	13 7%	16 8%	23 10%	10 11%n	10 19%n	12 5%	16 6%	11 11%n	40 13%qk	17 8%	10 6%	9 6%	7 6%	41 14%qlg	1 3%n	1 1%n	11 13%n	7 27%n	6 4%n	4 7%n	2 11%n	9 10%n	* 1%n	- -n	1 2%n	1 5%n	72 12%lS	- -n	- -n	- -n	- -n	- -n	- -n	- -	- -	- -	- -	111 100%nNOPQS	111 38%lNOPQ	99 9%
Don't know	8 1%	5 *	-	2 1%	-	-n	-n	-	-	-n	-	-	-	-	-	4 1%	-n	2 3%n	-n	-n	-n	-n	-n	-n	-n	-n	-n	-n	4 1%	-n	-n	-n	-n	-n	-n	-	-	-	-	-n	-	5 *
Prefer not to say	19 2%	23 2%	1 1%	1 1%	*	-n	-n	2 1%	1 *	-n	-	-	-	-	1 1%	10 3%l	-n	-n	*	-n	1 1%n	-n	-n	-n	-n	-n	-n	-n	12 2%	-n	-n	-n	-n	-n	-n	-	-	-	-	-n	-	23 2%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
n=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/NO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 229

Q13b. How worried, if at all, are you about you and your household's financial situation?

Base : All (Oct/Nov 2025)

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 230
Q13b. How worried, if at all, are you about you and your household's financial situation?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Very worried	113 **11%abDF**	97 9%	32 *13%*	38 *13%*	17 *7%*	8 *5%*	94 *10%*	13 *14%*	6 **12%a**	-	-	-	-	-	-	-	-	48 **18%2pqrt**	19 *8%*	23 *11%*	11 *6%*	13 *8%*	19 *6%*	22 *6%*	21 **14%ABF**	43 **25%ZABF**	64 **25%ZABCF**	41 *6%*	47 *9%*	65 *12%*	70 *10%*	20 *9%*	97 *9%*
Fairly worried	398 **37%BF**	391 *37%*	97 *38%*	105 *37%*	90 *37%*	51 *36%*	343 *37%*	32 *35%*	22 **44%a**	-	-	-	-	-	-	-	-	114 *43%*	94 *42%*	74 *35%*	63 *33%*	53 *31%*	130 **41%BF**	102 *27%*	73 **49%ZBF**	74 **44%B**	147 **46%ZBF**	231 **34%B**	187 *38%*	207 *37%*	268 *38%*	88 *38%*	391 *37%*
Not very worried	423 **40%DE**	418 *39%*	94 *37%*	109 *39%*	109 *45%*	63 *44%*	375 *41%*	30 *33%*	18 **35%a**	-	-	-	-	-	-	-	-	87 *33%*	87 *39%*	82 *39%*	89 **47%2p**	78 **46%p**	138 **43%DE**	179 **48%ZCDE**	46 *31%*	40 *24%*	86 *27%*	316 **46%ZCDE**	211 *43%*	211 *38%*	287 *41%*	96 *42%*	418 *39%*
Not at all worried	99 **9%cE**	123 *12%*	21 *8%*	22 *8%*	24 *10%*	13 *9%*	80 *9%*	14 *15%*	4 **8%a**	-	-	-	-	-	-	-	-	11 *4%*	18 *8%*	25 **12%p**	23 **12%p**	21 **13%p**	23 *7%*	61 **16%ZACDEF**	5 *4%*	8 *5%*	14 *4%*	84 **12%ZACE**	37 *7%*	62 *11%*	60 *9%*	26 *11%*	123 *12%*
Don't know	7 **1%F**	7 *1%*	2 *1%*	1 *	* *	3 *2%*	6 *1%*	1 *1%*	- **-a**	-	-	-	-	-	-	-	-	2 *1%*	* *	3 *1%*	1 *	* *	1 *	1 *	3 **2%F**	2 *1%*	5 *1%*	1 *	3 *1%*	4 *1%*	3 *	- .	7 *1%*
Prefer not to say	23 **2%J**	26 *2%*	6 *3%*	7 *3%*	3 *1%*	5 *4%*	22 *2%*	1 *1%*	1 **1%a**	-	-	-	-	-	-	-	-	4 *2%*	5 *2%*	5 *2%*	5 *3%*	4 *2%*	8 *3%*	7 *2%*	* *	2 *1%*	3 *1%*	16 *2%*	11 *2%*	9 *2%*	12 *2%*	1 *	26 *2%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 231
Q13b. How worried, if at all, are you about you and your household's financial situation?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hi)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Very worried	113 11%j	97 9%	13 10%	21 15%	16 8%	12 8%	5 7%x	35 **15%Gh**	9 6%	72 11%	76 10%	60 11%	7 4%	103 **13%Z**	21 10%	54 10%	74 10%	4 4%	7 **17%xo**	5 5%x	9 6%	3 **9%x**	7 6%	15 **17%xoqIB**	20 **13%x**	2 **10%x**	3 **9%x**	2 **5%x**	2 **4%x**	* **100%x**	8 5%	16 **16%xB**	- -x	1 **12%x**	- -x	97 9%
Fairly worried	398 **37%c**	391 37%	72 **53%Z**	54 40%	61 29%	54 37%	20 **26%x**	91 38%	71 **46%ce**	263 **38%e**	269 38%	209 **39%e**	55 30%	319 **40%Z**	72 35%	192 36%	264 36%	41 40%	13 **29%x**	37 **39%x**	39 29%	22 **28%x**	63 **50%Zprs**	28 **32%x**	63 41%	11 **60%x**	11 **32%x**	9 **21%x**	15 **31%x**	- -x	71 **46%r**	38 37%	7 **37%x**	4 **38%x**	2 **39%x**	391 37%
Not very worried	423 **40%aB**	418 39%	37 28%	42 31%	117 **55%ZdfGjhl**	57 39%	42 **55%xZfgl**	90 38%	62 40%	275 40%	334 **45%Zgl**	217 40%	100 **55%Zk**	287 36%	84 41%	238 **44%Z**	322 **43%Z**	40 39%	18 **40%x**	41 **43%x**	74 **55%Zlv**	43 **56%x2lv**	43 34%	39 **44%x**	51 34%	4 **23%x**	16 **46%x**	26 **62%x**	23 **40%x**	- -x	62 40%	43 41%	8 **41%x**	6 **50%x**	- -x	418 39%
Not at all worried	99 9%	123 12%	7 5%	14 11%	17 8%	22 **15%ZGghl**	9 **12%x**	20 8%	8 5%	65 9%	59 8%	43 8%	17 9%	76 10%	24 12%	45 8%	69 9%	17 **16%xBC**	6 **12%x**	10 **11%x**	12 9%	5 **7%x**	8 6%	5 **3%x**	17 11%	1 **7%x**	5 **13%x**	4 **10%x**	7 **14%xzC**	- -x	8 5%	4 4%	4 **21%x**	- -x	2 **61%x**	123 12%
Don't know	7 1%ghno	7 1%	4 **3%Z**	2 1%	- -	* *	* **1%x**	* *	- -	1 *	1 *	1 *	1 *	2 *	- -	1 *	1 *	- -	* **1%x**	- -x	- -	- -x	1 *	* *x	- -	- -x	- -x	* **1%x**	- -x	- -	* *	- -x	- -x	- -x	- -x	7 1%
Prefer not to say	23 **2%hk**	26 2%	3 2%	2 2%	1 1%	1 1%	- -x	4 2%	5 3%	10 1%	10 1%	9 2%	3 2%	12 2%	4 2%	8 2%	12 2%	1 1%	* **1%x**	2 **2%x**	1 1%	- -x	5 4%	3 **3%x**	1 *	- -x	- -x	- -x	2 **4%x**	- -x	5 3%	3 3%	- -x	- -x	- -x	26 2%

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Source : Ipsos J26-001401-01
***=Less than 0.5%**
x=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/G/g/h/I - Z/j/k - Z/l/m/n - Z/o/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 232

Q13b. How worried, if at all, are you about you and your household's financial situation?

Base : All (Oct/Nov 2025)

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Very worried	113 11%zNO	97 9%	15 8%	18 9%	11 5%	3 3%s	6 11%s	8 4%	20 7%	8 8%s	28 9%	13 6%	11 6%	7 5%	7 6%	48 16%ZbgklmI	-	4 8%s	5 6%s	4 18%s	3 3%s	6 10%s	1 6%s	8 10%s	1 4%s	-	3 6%s	1 7%s	79 13%Z	-	-	-	-	-	-	-	-	16 7%NO	27 10%NO	67 61%zNOPQRS	94 32%ZNOPQ	97 9%
Fairly worried	398 37%zNO	391 37%	76 42%b	64 32%	96 42%	33 38%s	17 30%s	101 44%bg	92 34%	41 39%s	133 42%b	94 45%bg	67 38%	62 42%b	40 33%	106 35%	19 50%s	18 30%s	34 43%s	5 22%s	53 43%s	17 28%s	4 25%s	31 37%s	14 45%s	-	23 44%s	8 40%s	232 37%	-	-	-	-	-	-	-	-	195 83%ZNORS	156 85%ZNORS	44 41%sNO	200 68%ZNOR	391 37%
Not very worried	423 40%FGRS	418 39%	70 39%	99 49%ZN	100 44%	47 54%s	29 52%s	93 41%	129 47%ZN	46 44%s	125 40%	82 40%	87 49%	64 43%	57 48%	110 37%	15 40%s	29 48%s	35 44%s	13 53%s	50 40%s	28 48%s	7 49%s	35 41%s	13 42%s	-	22 42%s	6 32%s	252 40%	-	-	-	-	-	-	152 64%ZFGRS	242 97%ZNPGRS	-	-	-	-	418 39%
Not at all worried	99 9%bFGRS	123 12%	15 9%	15 8%	15 7%	3 4%s	2 4%s	22 10%	26 9%	9 9%s	23 7%	12 6%	9 5%	9 6%	11 9%	26 9%	3 9%s	9 15%s	6 8%s	1 2%s	13 11%s	7 13%s	2 13%s	10 11%s	3 9%s	-	4 7%s	4 21%s	59 9%	-	-	-	-	-	-	65 28%ZDPGRS	9 3%PS	-	-	-	-	123 12%
Don't know	7 1%	7 1%	* *	- -	- -	- -s	- -s	- -	- -	* *s	* *	- -	- -	- -	- -	2 1%	* 1%s	- -s	- -s	- -s	- -s	- -s	* 2%s	* *s	- -s	- -s	- -s	- -s	3 *	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	-	-	7 1%
Prefer not to say	23 2%	26 2%	3 1%	6 3%	4 2%	1 1%s	1 2%s	4 2%	7 2%	1 1%s	4 1%	6 3%	4 2%	5 3%	4 4%	8 3%	- -s	- -s	- -s	1 3%s	4 3%s	* 1%s	1 5%s	* 1%s	- -s	- -s	1 1%s	- -s	14 2%	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	-	-	26 2%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 233

RepMon. Would you favour Britain becoming a Republic or remaining a Monarchy?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age now/Age_now) | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 234
RepMon. Would you favour Britain becoming a Republic or remaining a Monarchy?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Republic	289	281	77	58	54	58	246	29	14	-	-	-	-	-	-	-	-	77	66	48	47	50	101	78	56	32	88	179	161	125	199	63	281
	27%BH	*26%*	30%b	*20%*	*22%*	41%Zbce	27%b	*32%*	27%e	-s	-s	-s	-s	-s	-s	-s	-s	*29%*	*29%*	*23%*	*25%*	*30%*	32%EDF	*21%*	38%ZBDEF	*19%*	28%D	26%B	32%ZH	*22%*	*29%*	*28%*	*26%*
Monarchy	584	616	137	167	147	67	517	43	25	-	-	-	-	-	-	-	-	122	123	129	112	98	165	257	56	89	145	422	250	334	388	133	616
	55%CDG	*58%*	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	*46%*	*55%*	61%p	59%p	*58%*	52%C	68%ZACDEF	*37%*	*53%*	46%C	61%ZACE	*51%*	60%ZG	*55%*	*58%*	*58%*
Don't know	189	165	39	58	43	18	158	19	12	-	-	-	-	-	-	-	-	68	34	35	32	21	52	37	37	48	85	89	85	98	112	34	165
	18%BF	*16%*	*15%*	20%	*18%*	*13%*	*17%*	21%	25%a	-s	-s	-s	-s	-s	-s	-s	-s	25%B	*15%*	*16%*	*17%*	*12%*	16%BF	*10%*	25%BF	29%ZABF	27%ZABF	13%B	*17%*	*18%*	*16%*	*15%*	*16%*

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(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 235
RepMon. Would you favour Britain becoming a Republic or remaining a Monarchy?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (qq)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Republic	289 27%dfhcz	281 26%	40 29%	48 35%	68 32%df	18 12%	15 20%x	46 19%	86 55%ZcdefghI	194 28%df	243 32%Zdefg	176 33%Zdefg	61 33%	208 26%	74 36%Z	154 29%	228 31%Z	13 13%	6 13%x	4 4%x	48 35%cgquvwC	20 26%egx	42 34%cgqgx	15 17%xq	31 20%q	4 23%x	2 7%x	13 31%x	19 40%acgquvwC	- -x	86 55%ZegqrstuvxC	19 18%q	13 63%x	6 49%x	1 33%x	281 26%
Monarchy	584 55%abcGhB	616 58%	61 45%	57 42%	102 48%G	120 82%ZceKGghI	50 66%cGhI	147 61%cGhI	48 31%	396 58%GhI	378 50%G	276 51%G	93 51%	463 58%Z	108 53%	320 60%Z	428 58%	86 84%ZrstuvxBC	34 77%aZrstxB	82 86%aDrstuvxBC	68 50%B	34 45%x	64 51%B	52 60%aB	94 62%B	10 58%x	25 75%aDrstB	25 59%x	26 54%aB	- -x	48 31%	63 60%B	5 26%x	4 31%x	2 42%x	616 58%
Don't know	189 18%dgklmno	165 16%	36 26%Z	31 23%	42 20%d	8 6%	10 14%x	47 20%dg	22 14%	95 14%d	129 17%dg	86 16%dg	28 15%	127 16%	23 11%	63 12%	87 12%	4 4%	5 11%x	10 10%x	20 15%o	22 29%aopB	28 19%o	20 23%aoz	28 18%o	3 19%x	6 18%xo	4 10%x	3 7%x	- 100%x	21 14%o	23 22%oz	2 11%x	2 20%x	1 24%x	165 16%

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Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 236

RepMon. Would you favour Britain becoming a Republic or remaining a Monarchy?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Republic	289 27%cCH	281 *26%*	53 **30%l**	64 **32%cl**	48 *21%*	25 **29%s**	15 **27%s**	74 **32%cl**	114 **42%ZabcHn**	22 **21%s**	61 *20%*	70 **34%chl**	70 **39%ZcHn**	51 **35%chl**	47 **39%ZcHn**	74 *25%*	19 **51%s**	17 **28%aC**	8 **10%s**	8 **31%s**	47 **38%aCH**	26 **44%aZCHM**	3 **11%s**	13 **15%s**	14 **43%s**	- -s	16 **30%aC**	11 **56%s**	173 **27%C**	- -s	- -s	- -s	- -s	- -s	- -s	67 *28%*	63 *25%*	49 *23%*	62 *34%*	39 **37%s**	93 *32%*	281 *26%*
Monarchy	584 55%gHS	616 *58%*	103 **58%g**	114 **56%g**	134 **59%gj**	45 **52%s**	24 **43%s**	130 **57%g**	126 *46%*	67 **63%agj**	205 **66%ZgbHnm**	98 *47%*	88 *49%*	77 *53%*	61 *51%*	156 *52%*	16 **41%s**	38 **64%aF**	55 **69%aF**	10 **43%s**	64 **52%s**	24 **41%s**	6 **39%s**	65 **77%cEFM**	12 **37%s**	- -s	32 **60%aF**	8 **41%s**	337 *53%*	- -s	- -s	- -s	- -s	- -s	- -s	144 **61%QRS**	152 **61%QRS**	129 **62%QRS**	86 *47%*	45 **40%s**	131 *44%*	616 *58%*
Don't know	189 18%gHN	165 *16%*	22 *13%*	24 *12%*	45 **20%f**	17 **20%s**	16 **30%s**	25 *11%*	33 *12%*	17 **16%s**	47 *15%*	38 *19%*	20 *11%*	19 *13%*	12 *10%*	71 **24%ZabdgkI m**	3 **8%s**	5 **8%s**	17 **21%s**	6 **26%s**	12 **10%s**	9 **15%s**	8 **53%s**	7 **8%s**	7 **20%s**	- -s	5 **9%s**	1 **3%s**	121 **19%H**	- -s	- -s	- -s	- -s	- -s	- -s	26 *11%*	36 *14%*	32 *15%*	35 *19%*	36 **32%cDhOP**	71 **24%ZbO**	165 *16%*

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 237

King Charles. Are you satisfied or dissatisfied with...the way King Charles III is doing his job as Monarch?
INTERNAL reference (not on client/public sets) - may22q19lp_kingchuck_may22q19.

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 238

King Charles. Are you satisfied or dissatisfied with...the way King Charles III is doing his job as Monarch?
INTERNAL reference (not on client/public sets) - may22q19lp_kingchuck_may22q19.

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Satisfied	637 60%pqCc	669 *63%*	149 *59%*	170 *60%*	159 *65%*	82 *58%*	559 *61%*	50 *55%*	28 **56%s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	135 *51%*	122 *55%*	134 **63%p**	131 **69%pq**	114 **68%p**	188 **59%CE**	271 **73%ZACDEF**	66 *44%*	85 *50%*	151 *47%*	459 **67%ZACDE**	283 *57%*	351 *63%*	418 *60%*	153 *66%*	669 *63%*
Dissatisfied	251 24%aBFH	226 *21%*	64 *25%*	62 *22%*	45 *19%*	42 *29%*	213 *23%*	25 *28%*	13 **26%s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	87 **33%Zbt**	59 **27%s**	47 *22%*	28 *15%*	29 *17%*	80 **25%BF**	54 *15%*	52 **35%ZBF**	48 **29%B**	100 **31%ZBF**	133 **19%B**	140 **28%ZH**	110 *20%*	182 *26%*	43 *19%*	226 *21%*
Don't know	174 16%BF	167 *16%*	40 *16%*	51 *18%*	40 *16%*	19 *13%*	149 *16%*	16 *18%*	9 **18%s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	44 *17%*	42 *19%*	32 *14%*	32 *17%*	26 *15%*	51 *16%*	46 *12%*	31 *21%*	36 *21%*	87 **31%BF**	97 *14%*	73 *15%*	97 *17%*	99 *14%*	35 *15%*	167 *16%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Source : Ipsos J26-001401-01
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 239

King Charles. Are you satisfied or dissatisfied with...the way King Charles III is doing his job as Monarch?
INTERNAL reference (not on client/public sets) - may22q19lp_kingchuck_may22q19.

Base : All

	Total (W'ted)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																				UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Satisfied	637 60%GIR	669 63%	78 58%	74 55%	143 68%ghi	130 89%ZbxEghi	52 68%eGi	146 61%Gi	68 43%	418 61%Ghi	432 58%Gi	288 54%G	131 72%Zk	471 59%	129 63%	347 64%Z	476 64%Z	96 94%2bqrstuvx zBC	34 76%stIB	71 74%aDtvIB	93 69%IB	50 65%aIB	70 55%	56 64%aIB	90 59%	8 46%s	27 80%a2tvIB	25 59%s	27 56%s	- 100%s	67 43%	64 61%IB	7 35%s	7 57%s	3 75%s	669 63%
Dissatisfied	251 24%decg	226 21%	26 19%	38 28%	45 21%d	7 5%	9 12%s	67 28%de	57 37%Zcdeg	172 25%de	209 28%Zde	165 31%Zdeg	31 17%	212 27%Z	51 25%	135 25%	186 25%	3 3%	4 9%s	9 10%s	28 21%o	17 22%so	36 28%opq	25 28%sopq	42 28%opq	8 47%s	4 12%s	5 12%s	15 31%sopq	- -s	57 37%2bpqrx	33 32%opqx	11 55%s	2 15%s	- 10%s	226 21%
Don't know	174 16%dgmnoC	167 16%	32 23%	24 17%	24 11%	10 7%	15 20%ad	27 11%	31 20%d	95 14%d	109 15%d	66 12%dfg	20 11%	116 15%	25 12%	56 10%	81 11%	3 3%	6 15%so	15 16%so	14 11%	9 12%s	21 16%o	7 7%s	21 14%o	1 5%s	3 8%s	12 29%s	7 13%so	- -s	31 20%oC	7 7%	9 10%s	3 20%s	1 14%s	167 16%

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(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 240

King Charles. Are you satisfied or dissatisfied with...the way King Charles III is doing his job as Monarch?
INTERNAL reference (not on client/public sets) - may22q19lp_kingchuck_may22q19.

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent i (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent i (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious/extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
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Satisfied	637	669	117	129	139	63	35	131	160	70	210	125	104	102	70	162	26	51	61	18	63	37	11	56	24	-	43	11	351	-	-	-	-	-	-	161	172	133	86	62	148	669
	60%abDS	63%	65%	64%	61%	72%a	63%a	57%	58%	66%a	67%ZN	60%	59%	70%fgkn	59%	54%	69%a	85%aEFM	76%aEM	73%a	51%a	63%a	69%a	70%aEM	75%a	-a	81%aEFM	53%a	56%	-a	-a	-a	-a	-a	-a	-a	68%ZGS	68%ZGS	63%GS	47%	56%a	50%	63%
Dissatisfied	251	226	40	47	56	12	16	64	73	24	71	56	50	35	33	76	10	7	11	6	38	15	3	15	5	-	6	5	168	-	-	-	-	-	-	49	42	48	55	34	90	226
	24%D	21%	22%	23%	25%	14%a	30%a	28%	27%	22%a	23%	27%	28%	24%	28%	25%	25%a	12%a	14%a	24%a	31%aBK	26%aB	18%a	18%a	17%a	-a	12%a	22%a	27%ZB	-a	-a	-a	-a	-a	-a	-a	21%	17%	23%	30%O	31%aO	30%ZO	21%
Don't know	174	167	22	26	31	12	4	33	41	13	33	26	24	10	16	64	2	2	8	1	23	6	2	4	3	-	4	5	112	-	-	-	-	-	-	26	37	29	42	15	57	167
	16%aBHN	16%	12%	13%	14%	14%a	7%a	15%J	15%J	12%a	10%	12%	14%J	7%	14%	21%ZJ	6%a	4%a	10%a	2%a	19%aBH	11%a	13%a	4%a	8%a	-a	7%a	24%a	18%aBH	-a	-a	-a	-a	-a	-a	11%	15%	14%	22%N	12%a	19%	16%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 241

Prince of Wales. Are you satisfied or dissatisfied with...the way Prince William is doing his job as Prince of Wales?
INTERNAL reference (not on client/public sets) - may22q19llp_willswales_may22q19.

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 242

Prince of Wales. Are you satisfied or dissatisfied with...the way Prince William is doing his job as Prince of Wales?
INTERNAL reference (not on client/public sets) - may22q19lp_willswales_may22q19.

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	--	--	--	--	--	--	--	--	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	--	--	--	--	--	--	--	--	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Satisfied	757	775	173	206	201	91	671	51	34	-	-	-	-	-	-	-	-	169	156	155	140	136	226	306	81	112	193	531	343	413	504	167	775
	71%dgCE	*73%*	*69%*	**73%f**	**82%abdefg**	*64%*	**73%ZI**	*56%*	**67%a**	-s	-s	-s	-s	-s	-s	-s	-s	*63%*	*70%*	*73%*	*73%*	**81%Zp**	**71%CE**	**82%ZACDEF**	*54%*	*68%*	*61%*	**77%ZACE**	*69%*	*74%*	*72%*	*73%*	*73%*
Dissatisfied	148	125	39	32	16	24	111	25	12	-	-	-	-	-	-	-	-	57	28	25	21	16	51	26	39	26	65	77	90	57	105	36	125
	14%cdEFH	*12%*	**15%c**	*11%*	*7%*	**16%c**	**12%c**	**28%Zbbce**	**24%dbce**	-s	-s	-s	-s	-s	-s	-s	-s	**21%Zbd**	*13%*	*12%*	*11%*	*10%*	**16%EF**	*7%*	**26%ZBF**	**15%B**	**20%ZBF**	**11%B**	**18%ZH**	*10%*	*15%*	*16%*	*12%*
Don't know	157	162	40	44	27	28	138	14	9	-	-	-	-	-	-	-	-	40	39	31	30	16	42	40	28	31	60	82	62	88	90	27	162
	15%EF	*15%*	*16%*	*16%*	*11%*	*19%*	*15%*	*16%*	**18%a**	-s	-s	-s	-s	-s	-s	-s	-s	*15%*	*17%*	*15%*	*16%*	*10%*	*13%*	*11%*	**20%B**	*18%*	**19%BF**	*12%*	*13%*	*16%*	*13%*	*12%*	*15%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 243

Prince of Wales. Are you satisfied or dissatisfied with...the way Prince William is doing his job as Prince of Wales?
INTERNAL reference (not on client/public sets) - may22q19lp_willswales_may22q19.

Base : All

	Total (W'ted)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																			UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Satisfied	757 71%GDI	775 73%	92 67%	92 67%	149 70%G	130 89%JbxGghi	58 76%nG	207 86%JbcGghi	79 51%	508 74%JGhN	527 70%G	377 70%G	138 76%	582 73%	141 69%	416 77%Z	557 75%JI	99 97%JprstvxzB C	32 71%s	83 88%aDrstzB	98 72%IB	51 67%s	86 68%IB	79 91%aJprstzBC	128 84%ZbIzB	11 60%s	28 82%aB	30 71%s	31 63%s	- 100%s	78 51%	93 88%ZbIzB	9 45%s	8 72%s	4 80%s	775 73%
Dissatisfied	148 14%dkvyz	125 12%	16 12%	16 12%	30 14%	11 7%	7 10%s	17 7%	39 25%ZbKghi	98 14%df	117 16%df	87 16%df	21 12%	121 15%	29 14%	74 14%	104 14%	1 1%	9 21%aoquvC	3 3%s	21 15%oq	10 13%so	24 19%oquv	6 7%s	11 7%	2 12%s	1 4%s	6 14%s	9 19%stvqy	- -s	39 25%ZbquvC	8 8%	8 41%s	2 15%s	- -s	125 12%
Don't know	157 15%dgmnouC	162 15%	29 21%	28 21%	32 15%df	6 4%	11 15%sd	16 7%	37 24%ZdfghI	80 12%df	107 14%dfg	74 14%dfg	23 13%	97 12%	34 17%mn	48 9%	82 11%m	2 2%	3 8%s	9 10%s	17 13%o	16 20%nouC	16 13%ou	8 9%s	14 9%	5 28%s	5 14%sou	6 15%s	9 17%sou	- -s	33 24%ZbquvC	7 7%s	9 44%s	2 13%s	1 14%s	162 15%

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 244

Prince of Wales. Are you satisfied or dissatisfied with...the way Prince William is doing his job as Prince of Wales?
INTERNAL reference (not on client/public sets) - may22q19lp_willswales_may22q19.

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent i (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent i (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious/extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Satisfied	757	775	133	144	175	73	34	170	166	79	250	134	116	104	81	210	24	49	63	16	89	27	12	72	23	-	41	12	443	-	-	-	-	-	-	181	185	160	121	81	202	775
	71%qF	*73%*	**74%g**	**71%g**	**77%gjk**	**84%a**	**63%a**	**74%g**	*61%*	**73%ag**	**80%ZbgjkmnI**	*65%*	*65%*	**71%g**	*68%*	*70%*	**64%a**	**83%aF**	**79%aF**	**64%a**	**72%aF**	**45%a**	**76%a**	**85%aZfM**	**71%a**	-a	-a	**70%aF**	**57%a**	**70%F**	-a	-a	-a	-a	-a	-a	*76%*	*74%*	*76%*	**66%**	**73%a**	*69%*	*73%*
Dissatisfied	148	125	25	36	30	6	14	32	58	12	35	41	36	23	22	42	8	6	6	5	20	17	3	4	2	-	6	4	94	-	-	-	-	-	-	31	24	29	31	19	50	125
	14%H	*12%*	*14%*	*18%*	*13%*	**7%a**	**26%a**	*14%*	**21%ZI**	**12%a**	*11%*	**20%I**	**20%I**	*16%*	*19%*	*14%*	**25%a**	**8%a**	**8%a**	**22%a**	*17%*	**29%aZBCHKM**	**11%a**	**3%a**	**6%a**	-a	**12%a**	**19%a**	**15%H**	-a	-a	-a	-a	-a	-a	*13%*	*9%*	*14%*	*17%*	**17%a**	*17%*	*12%*
Don't know	157	162	21	22	22	8	6	26	49	14	28	32	26	20	16	49	6	4	11	3	14	15	2	9	7	-	6	5	94	-	-	-	-	-	-	26	42	21	31	11	42	162
	15%	*15%*	*11%*	*11%*	*10%*	**9%a**	**11%a**	*11%*	*18%*	*13%*	*9%*	**16%I**	*15%*	*14%*	*14%*	**16%I**	**16%a**	**7%a**	**12%a**	**14%a**	**11%a**	**26%aZBEH**	**12%a**	**10%a**	**22%a**	-a	**12%a**	**24%a**	*15%*	-a	-a	-a	-a	-a	-a	*11%*	*17%*	*10%*	*17%*	**10%a**	*14%*	*15%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 245

MonRole. Do you think the monarchy does or does not have an important role to play in the future of Britain?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 246
MonRole. Do you think the monarchy does or does not have an important role to play in the future of Britain?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Does	639	649	152	187	164	64	566	45	28	-	-	-	-	-	-	-	-	156	137	137	112	99	183	269	63	100	164	453	280	358	423	145	649
	60%dDE	*61%*	*60%*	66%dE	67%Zdf	*45%*	61%d	*49%*	56%e	-s	-s	-s	-s	-s	-s	-s	-s	*58%*	*61%*	*65%*	*58%*	*58%*	58%C	73%ZACDEF	*43%*	59%C	51%C	66%ZACE	*56%*	64%Z	*61%*	*63%*	*61%*
Does not	321	315	82	64	57	62	265	39	17	-	-	-	-	-	-	-	-	80	68	59	63	51	115	75	74	40	114	190	174	144	222	75	315
	30%aBdFH	*30%*	*32%*	*23%*	*23%*	42%Zbce	29%b	43%Zbce	33%e	-s	-s	-s	-s	-s	-s	-s	-s	*30%*	*30%*	*28%*	*33%*	*30%*	36%ZBF	*20%*	50%ZABDEF	*24%*	36%BD	28%B	25%ZH	*28%*	*32%*	*33%*	*30%*
Don't know	102	98	19	31	23	17	90	7	5	-	-	-	-	-	-	-	-	31	19	16	17	20	21	26	12	29	40	47	42	55	54	11	98
	10%AfIJ	*9%*	*7%*	*11%*	*9%*	*12%*	*10%*	*8%*	11%e	-s	-s	-s	-s	-s	-s	-s	-s	*12%*	*8%*	*7%*	*9%*	*12%*	*6%*	*7%*	*8%*	17%ABF	12%ACF	*7%*	*8%*	*10%*	*8%*	*5%*	*9%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 247

MonRole. Do you think the monarchy does or does not have an important role to play in the future of Britain?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (qq)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Does	639 60%GhIl	649 61%	77 57%	75 55%	115 54%G	127 87%BceKghl	47 62%uG	183 76%ZcGghl	50 32%	437 64%ZGhl	425 57%G	310 58%G	109 60%	496 62%	111 54%	354 66%Zn	465 63%l	90 88%ZnstuxB	38 86%eZnstuB	84 89%eZnstvxuB	75 56%uB	40 52%uB	68 54%uB	68 78%eZnstB	115 75%ZnstB	11 63%s	23 67%sB	25 59%s	31 64%sB	- -s	50 32%	79 75%ZnstB	5 27%s	6 52%s	2 42%s	649 61%
Does not	321 30%dBcdqvuC	315 30%	40 29%	50 37%	71 34%df	17 12%	20 26%ad	46 19%	97 63%ZcdefghI	212 31%df	266 35%Zdfg	195 36%Zdfg	62 34%	240 30%	82 40%Zmn	147 27%	229 31%m	12 12%	5 12%s	3 4%s	42 31%cpq	29 38%bcpquvC	46 37%cpquvC	14 16%aq	32 21%q	5 31%s	8 25%aq	11 27%s	14 29%aoq	* 100%s	97 62%ZbpqrsturuxC	20 19%q	14 68%s	5 40%s	2 43%s	315 30%
Don't know	102 10%dfgrtlmno	98 9%	19 14%	11 8%	25 12%dfg	2 2%	9 12%adg	11 5%	8 5%	36 5%d	59 8%dgl	34 6%	11 6%	63 8%	12 6%	37 7%	49 7%	1 1%	1 3%s	7 8%s	18 13%nr	8 10%so	12 10%o	5 6%s	6 4%	1 6%s	3 8%so	7 15%s	4 7%s	- -s	8 5%	6 6%	1 5%s	1 8%s	1 14%s	98 9%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 248
MonRole. Do you think the monarchy does or does not have an important role to play in the future of Britain?

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Does	639 60%gjmnF	649 61%	119 67%gklm	119 59%glm	141 62%glm	42 48%a	27 49%a	130 57%g	121 44%	75 71%efgklm	212 68%ZfgklIm	117 57%g	80 45%	79 54%	56 46%	181 60%gh	25 65%a	43 73%eEF	56 70%eF	10 40%a	64 52%eF	18 31%a	12 76%a	63 74%dZEFKM	17 53%a	- -a	29 55%eF	8 40%a	373 59%eF	- -a	- -a	- -a	- -a	- -a	- -a	139 59%	166 66%	138 66%	107 59%	61 55%a	169 57%	649 61%
Does not	321 30%	315 30%	56 31%	73 36%lm	72 32%	32 36%a	26 47%a	83 36%	137 51%ZabcfhI jkn	29 28%a	86 27%	76 37%	80 45%Zachin	57 39%n	60 50%Zabchin	78 26%	12 31%a	14 23%a	15 19%a	15 60%a	50 40%aC	38 64%aZBCDHK M	4 24%a	22 26%a	15 46%a	- -a	21 39%a	12 60%a	191 30%	- -a	- -a	- -a	- -a	- -a	- -a	77 33%	68 27%	58 28%	57 31%	39 35%a	96 33%	315 30%
Don't know	102 10%ahiNt	98 9%	4 2%	10 5%	14 6%	12 14%a	2 4%a	16 7%	15 6%	2 1%a	16 5%	14 7%	18 10%ab	11 8%	5 4%	42 14%ZbcghIm	1 4%a	3 4%a	9 11%dH	- -a	10 8%a	3 3%a	- -a	- -a	* 1%a	- -a	4 7%aH	- -a	67 11%aH	- -a	- -a	- -a	- -a	- -a	- -a	20 9%	16 6%	15 7%	19 10%	11 10%a	30 10%	98 9%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 249
R8_m_work. What is your current working status?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQO2) (LIKEV) | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 250
R8_m_work. What is your current working status?

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var							IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (g)	3 (n)	4 (k)	5 - Least deprived (l)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Working full-time (30+ hours)	495 47%BH	474 45%	107 42%	142 50%	107 44%	77 54%	433 47%	38 42%	24 48%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	134 50%	107 48%	92 43%	84 44%	79 47%	237 74%ZBCDEF	90 24%	87 59%ZBDE	64 39%B	150 47%BD	327 47%B	495 100%ZH	- -	357 51%Z	120 52%	474 45%
Working part-time (8-29 hours)	157 15%G	147 14%	42 17%	34 12%	41 17%	19 13%	136 15%	15 17%	6 11%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	39 15%	32 14%	26 12%	31 16%	28 17%	52 16%	53 14%	19 13%	20 12%	39 12%	106 15%	- -	157 28%ZG	113 16%	29 13%	147 14%
Unemployed - less than 12 months	14 1%	10 1%	6 2%	4 1%	1 *	3 2%	14 1%	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	2 1%	3 1%	2 1%	3 2%	1 *	9 2%	4 3%	- -	4 1%	9 1%A	- -	14 2%ZG	10 1%	1 1%	10 1%
Unemployed (long term) - more than 12 months	12 1%F	13 1%	4 1%	3 1%	* *	2 2%	9 1%	2 3%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	7 3%	1 *	1 1%	1 1%	1 1%	* *	2 1%	2 1%	7 4%ZABF	8 3%AF	3 *	- -	12 2%ZG	5 1%	1 *	13 1%
Not working - retired	239 23%dgACEGI	281 26%	54 21%	66 23%d	72 30%ZdeI	16 11%	208 23%d	21 23%	10 20%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	38 14%	48 21%	63 30%Zp	47 25%p	43 25%p	7 2%	187 50%ZACDEF	8 6%	30 18%AC	38 12%AC	194 28%ZACE	- -	239 43%ZG	135 19%	67 29%ZI	281 26%
Not working - looking after house/children	21 2%FG	19 2%	7 3%	4 2%	2 1%	5 3%	18 2%	2 2%	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	8 3%	6 3%	5 3%	1 1%	* *	3 1%	4 1%	4 3%	10 6%ZABF	14 4%ZABF	7 1%	- -	21 4%ZG	19 3%	1 1%	19 2%
Not working - long term sick or disabled	52 5%eKMFGJ	39 4%	13 5%	14 5%	7 3%	10 7%	44 5%	4 4%	4 7%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	24 9%Zkl	17 8%kl	2 1%	8 4%kl	* *	5 1%	2 1%	11 7%ABF	30 18%ZABF	41 13%ZABCF	7 1%	- -	52 9%ZG	26 4%	4 2%	39 4%
Student - in full-time education studying for a recognised qualification	40 4%gGJ	42 4%	9 4%	12 4%	6 2%	5 3%	32 3%	8 8%c	1 3%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	6 2%	2 1%	11 5%q	11 6%q	11 7%q	9 3%	15 4%	8 6%	1 1%	10 3%	24 3%	- -	40 7%ZG	19 3%	3 1%	42 4%
Student - in part-time education studying for a recognised qualification	* *	1 *	* *	- -	- -	- -	* *	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	* *	1 *
Other	23 2%bAG	22 2%	7 3%b	* *	7 3%b	4 3%	19 2%b	- -	4 8%aBnI	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	1 *	7 3%	7 3%	6 3%	3 2%	2 1%	9 2%	6 4%	6 3%	12 4%	11 2%	- -	23 4%ZG	14 2%	3 1%	22 2%
Prefer not to say	9 1%F	14 1%	4 2%	2 1%	- -	1 1%	7 1%	1 1%	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	4 2%	2 1%	1 1%	1 *	1 1%	3 1%	- -	* *	1 1%	2 *	3 *	- -	- -	- -	- -	14 1%

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s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; '*' very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 251
RB_m_work. What is your current working status?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	574	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Working full-time (30+ hours)	495 47%	474 45%	84 62%Z	79 58%Z	110 52%d	56 38%	35 46%s	103 43%	84 54%d	315 46%	369 49%	259 48%	97 53%	359 45%	100 49%	253 47%	353 47%	40 39%	16 35%s	37 39%s	79 58%ZqqqrZ	31 41%s	64 51%	46 53%s	57 37%	11 63%s	16 46%s	19 44%s	18 37%s	- -s	84 54%v	57 55%v	11 56%s	6 53%s	2 57%s	474 45%
Working part-time (8-29 hours)	157 15%	147 14%	26 19%	34 25%Z	27 13%	18 13%	13 17%s	38 16%	21 14%	96 14%	105 14%	78 14%	27 15%	117 15%	23 11%	79 15%	103 14%	7 7%	12 26%ast	13 14%s	20 15%	7 9%s	10 8%	13 15%s	25 16%	2 9%s	7 21%aco	6 14%s	5 10%s	- -s	21 14%	15 14%	* 2%s	1 13%s	- -s	147 14%
Unemployed - less than 12 months	14 1%	10 1%	3 2%	1 1%	4 2%	2 1%	1 2%s	5 2%	* *	8 1%	10 1%	6 1%	3 2%	10 1%	1 *	8 2%	9 1%	- -	2 5%ar	- -s	- -	4 6%dfB	1 1%	- -s	5 3%	- -s	- -	1 3%s	3 5%s2BC	- -s	* *	- -	- -	- -s	- -s	10 1%
Unemployed (long term) - more than 12 months	12 1%	13 1%	- -	2 1%	2 1%	- -	2 2%s	2 1%	- -	5 1%	7 1%	5 1%	- -	9 1%	2 1%	3 1%	5 1%	- -	- -s	1 1%s	2 2%	- -s	3 2%	- -s	2 1%	- -s	- -s	2 4%s	- -s	- -s	- -	- -	- -s	- -s	- -s	13 1%
Not working - retired	239 23%abcDhIB	281 26%	3 2%	6 5%	46 22%G	63 43%ZbfGghi	21 28%sG	62 26%Ghi	8 5%	164 24%Ghi	146 20%G	101 19%G	35 19%	191 24%	50 24%	131 24%	181 24%	52 51%ZqrstuvBC	11 26%sB	38 40%sZhsBC	25 19%B	21 27%sB	23 18%B	16 19%sB	46 30%B	3 17%s	10 30%sB	11 27%s	17 34%sB	- -s	8 5%	18 17%B	5 25%s	1 8%s	1 33%s	281 26%
Not working - looking after house/children	21 2%h	19 2%	1 1%	9 7%Zh	6 3%	3 2%	* 1%s	4 2%	3 2%	11 2%	14 2%	8 2%	1 *	19 2%	1 1%	7 1%	9 1%	2 2%	2 4%s	3 3%s	2 2%	3 3%s	2 1%	1 1%s	3 2%	1 5%s	* 1%s	- -s	- -s	- -s	3 2%	2 2%	- -s	- -s	- -s	19 2%
Not working - long term sick or disabled	52 5%bd	39 4%	9 6%b	1 *	5 2%	1 1%	1 1%s	18 7%d	16 11%Zcde	40 6%d	44 6%cd	39 7%Zdhg	9 5%	42 5%	3 2%	34 6%I	37 5%I	1 1%	- -s	- -s	4 3%	1 2%s	22 17%Zqsrsvxz	7 8%sq	11 7%q	1 5%s	- -s	1 1%s	- -s	- -s	16 11%Zbq	9 8%q	- -s	1 9%s	* 10%s	39 4%
Student - in full-time education studying for a recognised qualification	49 4%I	42 4%	7 5%	1 1%	8 4%	1 1%	3 3%s	2 1%	2 1%	14 2%ZdIghI	25 4%dI	32 6%I	24 4%I	30 4%	6 3%	30 4%	26 3%	11 5%	15 3%	3 2%s	3 2%	6 7%stzq	2 2%	- -s	1 5%	3 3%s	- -s	5 9%s	5 5%sqtuvC	- -s	14 9%ZbqsvC	1 *	3 17%s	2 14%s	- -s	42 4%
Student - in part-time education studying for a recognised qualification	* *	1 *	- -	- -	- -	- -	- -s	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -s	- -s	- -	* *	- -	- -s	- -	- -	- -s	- -s	- -s	- -	- -	- -	- -s	- -s	1 *
Other	25 2%	22 2%	1 1%	1 1%	1 1%	2 1%	* 1%s	6 3%	8 5%	18 3%	17 2%	16 3%	2 1%	20 2%	11 5%Jmn	7 1%	18 2%m	* *	1 3%s	3 3%s	1 1%	* *s	1 1%	4 4%s	2 2%	- 2%s	- -s	* 1%s	2 4%s	* 100%s	7 5%	4 4%	- -s	- -s	- -s	22 2%
Prefer not to say	9 1%kn	14 1%	3 2%	1 1%	3 1%	* *	- -s	1 *	1 1%	2 *	5 1%	2 *	1 1%	2 *	1 1%	1 *	3 *	- -	* *s	- -s	- -	3 4%s	- -	- -s	1 *	- -s	- -s	- -s	- -s	- -s	1 1%	- -	- -s	* 4%s	- -s	14 1%

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***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 252
R8_m_work. What is your current working status?

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious extremely vulnerable (S)	Total	
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062	
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062	
Working full-time (30+ hours)	495 47%R	474 45%	80 45%	98 49%	114 50%	54 63%s	22 41%s	105 46%	147 54%Zh	41 39%s	144 46%	89 43%	101 57%Zehj	86 59%Zehj	73 61%Zehfhj	153 51%	17 44%s	21 35%s	38 47%s	4 16%s	51 41%s	26 44%s	6 42%s	26 31%s	7 22%s	- -s	24 45%s	12 58%s	320 51%Zh	- -s	- -s	- -s	- -s	- -s	- -s	111 47%	115 46%	101 48%	79 43%	53 48%s	132 45%	474 45%	
Working part-time (8-29 hours)	157 15%Ab	147 14%	34 19%Abm	23 11%	29 13%	13 15%s	12 21%s	24 10%	33 12%	17 16%s	38 12%	34 17%I	23 13%	10 7%	11 9%	49 16%I	10 26%s	7 12%s	13 17%s	10 39%s	17 14%s	10 18%s	1 4%s	9 11%s	8 26%s	- -s	4 7%s	* 1%s	89 14%	- -s	- -s	- -s	- -s	- -s	- -s	23 10%	42 17%	31 15%	27 15%	27 24%sDN	54 18%N	147 14%	
Unemployed - less than 12 months	14 1%	10 1%	3 2%	3 2%	7 3%	3 3%s	- -s	7 3%	4 2%	3 2%s	4 1%	3 2%	4 2%	3 2%	3 3%	2 1%	- -s	1 2%s	- -s	- -s	- -s	1 2%s	- -s	- -s	- -s	- -s	1 2%s	1 4%s	12 2%	- -s	- -s	- -s	- -s	- -s	- -s	- -	7 3%N	- -	4 2%	3 3%s	7 2%	10 1%	
Unemployed (long term) - more than 12 months	12 1%	13 1%	1 1%	3 2%	1 1%	- -s	- -s	2 1%	2 1%	1 1%s	1 *	3 2%	2 1%	2 1%	1 1%	6 2%	- -s	- -s	* *s	- -s	- *s	- -s	- -s	- -s	1 3%s	- -s	- -s	9 1%	- -s	- -s	- -s	- -s	- -s	- -s	- -	* *	- -	3 1%	5 3%sDNOP	8 3%	13 1%	
Not working - retired	239 22%cgkmNRS	281 26%	29 16%	36 18%km	28 12%	4 5%s	5 9%s	40 17%	37 14%	27 22%cgkm	73 23%cgkm	37 18%k	17 10%	24 16%	10 9%	63 21%kn	10 26%s	23 39%sZCFM	13 16%s	5 18%s	26 21%s	11 19%s	8 54%s	39 46%sZCEFM	8 26%s	- -s	19 35%sM	3 15%s	116 18%	- -s	- -s	- -s	- -s	- -s	- -s	81 34%ZPQRS	66 26%RS	49 23%RS	33 18%RS	3 3%s	36 12%R	281 26%	
Not working - looking after house/children	21 2%g	19 2%	1 *	3 2%	14 6%Zegkl	- -s	6 11%s	5 2%	1 *	5 5%sg	10 3%	8 4%g	1 *	- -	1 1%	5 2%	- -s	2 3%s	6 8%sZM	3 14%s	* *s	- -s	- -s	4 5%s	3 11%s	- -s	- -s	- -s	13 2%	- -s	- -s	- -s	- -s	- -s	- -s	1 *	4 2%	4 2%	3 2%	5 3%sN	8 3%	19 2%	
Not working - long term sick or disabled	52 5%NO	39 4%	18 10%Zbm	9 5%	16 7%	6 7%s	1 1%s	24 11%Zbgmn	13 5%	5 5%s	21 7%	17 8%	12 7%	7 5%	3 2%	12 4%	* 1%s	- -s	4 5%s	- -s	14 11%sFH	* 1%s	- -s	- -s	- -s	- -s	1 1%s	1 4%s	31 5%	- -s	- -s	- -s	- -s	- -s	- -s	- -	4 2%	15 7%NO	23 13%ZNO	7 7%sN	30 11%ZNO	39 4%	
Student - in full-time education studying for a recognised qualification	40 4%n	42 4%	9 5%	19 9%Zjn	14 6%n	5 6%s	6 10%s	14 6%n	23 8%Zljn	8 7%sn	11 4%	4 2%	14 8%Zjn	9 6%n	13 11%Zljn	5 2%	1 1%s	4 6%s	5 6%s	3 14%s	11 9%s	6 10%sZM	- -s	4 5%s	3 10%s	- -s	3 6%s	1 5%s	21 3%	- -s	- -s	- -s	- -s	- -s	- -s	14 6%	9 4%	6 3%	5 3%	2 2%s	7 2%	42 4%	
Student - in part-time education studying for a recognised qualification	* *	1 *	- -	- -	- -	- -s	- -s	- -	- -	- -s	- -	- -	- -	- -	- -	* *	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	*	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	* *s	* *	1 *	
Other	23 2%	22 2%	4 3%	6 3%	5 2%	2 3%s	3 6%s	4 2%	10 4%n	- -s	11 4%	10 5%n	3 2%	4 2%	4 3%	2 1%	- -s	1 2%s	- -s	- -s	* *s	3 5%s	- -s	1 2%s	- -s	- -s	2 3%s	2 10%s	16 3%	- -s	- -s	- -s	- -s	- -s	- -s	6 2%	3 1%	5 2%	5 3%	3 3%s	9 3%	22 2%	
Prefer not to say	9 1%	14 1%	1 1%	1 *	- -	- -s	- -s	3 1%	2 1%	- -s	- -	- -	1 1%	1 1%	1 1%	4 1%	1 2%s	1 1%s	- -s	- -s	2 2%s	1 1%s	- -s	- -s	- -s	- -s	1 1%s	1 3%s	4 1%	- -s	- -s	- -s	- -s	- -s	- -s	1 *	- -	* *	2 1%	1 1%s	4 1%	14 1%	

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 253

R10_m_everwork. Have you ever had a paid job at all, either employed or self-employed, apart from casual or holiday work?

Base : All

| | Total (W1td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 254
R10_m_everwork. Have you ever had a paid job at all, either employed or self-employed, apart from casual or holiday work?

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Yes (includes working or retired at R8_m_work)	1024 **96%aBI**	1024 *96%*	236 *93%*	274 *97%*	242 **99%Zbe**	136 *95%*	887 **96%ce**	88 *97%*	49 **97%c**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	249 *93%*	221 **99%p**	204 *96%*	187 *98%*	164 *97%*	314 **98%ZE**	366 **99%JDE**	141 *95%*	159 *94%*	299 *94%*	679 **98%JCDE**	495 **100%ZH**	529 *95%*	699 **100%Z**	230 **100%Z**	1024 *96%*
Yes (excludes working and retired at R8_m_work)	133 **13%AFGJ**	122 *11%*	33 *13%*	32 *11%*	21 *9%*	24 *17%*	110 *12%*	14 *16%*	9 **18%e**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	37 *14%*	34 *15%*	22 *11%*	25 *13%*	14 *8%*	18 *6%*	35 *9%*	27 **18%ABF**	45 **27%ZABF**	72 **23%ZABF**	53 *8%*	- -	133 **24%ZG**	94 **13%J**	14 *6%*	122 *11%*
No	24 **2%AFGI**	20 *2%*	10 *4%*	6 *2%*	2 *1%*	4 *2%*	21 *2%*	2 *2%*	1 **2%e**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	10 *4%*	* *	6 *3%*	3 *2%*	4 *3%*	2 *1%*	6 *1%*	8 **5%AF**	6 *4%*	13 **4%AF**	8 *1%*	- -	24 **4%ZG**	- -	- -	20 *2%*
Prefer not to say	5 *	4 *	2 *1%*	1 *	- -	2 *2%*	5 *1%*	- -	- -e	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	4 *1%*	- -	1 *1%*	- -	- -	- -	- -	- -	3 **2%F**	3 *1%*	- -	- -	5 *1%*	- -	- -	4 *
Not stated	9 **1%F**	14 *1%*	4 *2%*	2 *1%*	- -	1 *1%*	7 *1%*	1 *1%*	1 **1%e**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	4 *2%*	2 *1%*	1 *1%*	1 *	1 *1%*	3 *1%*	- -	* *	1 *1%*	2 *	3 *	- -	- -	- -	- -	14 *1%*

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 255

R10_m_everwork. Have you ever had a paid job at all, either employed or self-employed, apart from casual or holiday work?

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (ii)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (nn)	Con loyalist (oo)	Con gains (pp)	Con losses (qq)	Lab loyalist (rr)	Lab gains (ss)	Lab losses (tt)	Reform UK loyalist (uu)	Reform UK gains (vv)	Reform UK losses (ww)	LD loyalist (xx)	LD gains (yy)	LD losses (zz)	Green loyalist (AA)	Green gains (BB)	Green losses (CC)	SNP loyalist (DD)	SNP gains (EE)	SNP losses (FF)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Yes (includes working or retired at R6_m_work)	1024 **94%-q**	1024 96%	124 *91%*	133 *98%*	206 *97%*	144 *98%*	75 **99%-s**	231 *96%*	149 *96%*	663 *97%*	725 *97%*	519 *96%*	169 *93%*	783 **98%-fj**	199 *97%*	527 **98%-Z**	726 **98%-Z**	102 **100%-ps**	42 **94%-s**	94 **99%-s**	135 **100%-psz**	70 **92%-s**	121 *96%*	85 **97%-s**	146 *96%*	17 **97%-s**	34 **100%-s**	41 **97%-s**	46 **95%-s**	* **100%-s**	148 *96%*	102 *97%*	20 **100%-s**	10 **85%-s**	4 **100%-s**	1024 *96%*
Yes (excludes working and retired at R6_m_work)	133 **12%-dpv**	122 *11%*	11 *8%*	14 *10%*	23 *11%*	6 *4%*	6 **7%-s**	28 **12%-d**	35 **23%-Zcdeight**	88 **13%-d**	105 **14%-d**	82 **15%-dg**	10 *5%*	117 **15%-fj**	25 *12%*	64 *12%*	89 *12%*	3 *3%*	3 **7%-s**	5 **6%-s**	11 *8%*	12 **15%-so**	24 **19%-oqpx**	9 **11%-s**	19 **12%-q**	3 **15%-s**	* **1%-s**	5 **12%-s**	7 **13%-so**	* **100%-s**	35 **23%-Zoqrs**	12 *11%*	3 **17%-s**	1 **12%-s**	* **10%-s**	122 *11%*
No	24 **2%-k**	20 *2%*	9 **7%-Zk**	- -	3 *2%*	3 *2%*	- **-s**	5 *2%*	6 *4%*	15 *2%*	16 *2%*	13 *2%*	10 **5%-Zk**	11 *1%*	5 *2%*	9 *2%*	14 *2%*	- -	3 **6%-sor**	- **-s**	- -	3 **4%-s**	6 *5%*	- **-s**	5 *3%*	1 **3%-s**	- **-s**	- **-s**	3 **3%-sr**	- **-s**	6 *4%*	1 *	- **-s**	1 **10%-s**	- **-s**	20 *2%*
Prefer not to say	5 *%*	4 *	1 *	1 *1%*	- -	- -	1 **2%-s**	3 *1%*	- -	4 *1%*	4 *1%*	4 *1%*	3 *2%*	2 *	- -	1 *	1 *	- -	- **-s**	1 **1%-s**	- -	- **-s**	- -	2 **3%-sZ**	1 *1%*	- **-s**	- **-s**	1 **2%-s**	- **-s**	- -	2 *2%*	- **-s**	- **-s**	- **-s**	4 *
Not stated	9 **1%-kn**	14 *1%*	3 *2%*	1 *1%*	3 *1%*	* *	- **-s**	1 *	1 *1%*	2 *	5 *1%*	2 *	1 *1%*	2 *	1 *1%*	1 *	3 *	- -	* **-s**	- **-s**	- -	3 **4%-s**	- -	- **-s**	1 *	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	1 *1%*	- -	- **-s**	* **4%-s**	- **-s**	14 *1%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 256

R10_m_everwork. Have you ever had a paid job at all, either employed or self-employed, apart from casual or holiday work?

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (m)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	62	16	85	20	-	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Yes (includes working or retired at R6_m_work)	1024 **96%**E	1024 96%	176 98%	197 98%	220 97%	83 **96%**a	51 **94%**a	215 94%	264 96%	102 **96%**a	309 **99%**f	203 98%	172 96%	141 96%	113 95%	291 96%	37 **96%**a	58 **97%**a	75 **94%**a	21 **86%**a	110 **90%**a	55 **93%**a	15 **100%**a	81 **96%**a	29 **89%**a	- -a	49 **93%**a	20 **97%**a	612 **97%**E	- -a	- -a	- -a	- -a	- -a	- -a	232 98%	246 **98%**D	208 **99%**DE	170 93%	106 **96%**a	276 94%	1024 96%
Yes (excludes working and retired at R6_m_work)	133 **12%**BC	122 11%	33 **19%**bn	40 **20%**Bn	50 **22%**Bn	12 **14%**a	12 **22%**a	46 **20%**Bn	46 **17%**n	18 **17%**n	54 **17%**n	42 **20%**Bn	30 **17%**n	21 14%	20 16%	25 8%	1 **3%**a	7 **12%**a	11 **14%**a	3 **14%**a	16 **13%**a	7 **12%**a	- -a	7 **8%**a	4 **13%**a	- -a	3 **6%**a	5 **23%**a	88 14%	- -a	- -a	- -a	- -a	- -a	- -a	17 7%	23 9%	28 **13%**	32 **17%**M	23 **21%**MNO	55 **18%**MO	122 11%
No	24 2%	20 2%	2 1%	4 2%	6 3%	3 **4%**a	3 **6%**a	11 5%	8 3%	4 **4%**a	4 1%	4 2%	6 3%	5 3%	5 4%	6 2%	- -a	1 **2%**a	4 **6%**a	3 **14%**a	10 **8%**aDM	3 **5%**a	- -a	3 **4%**a	4 **11%**a	- -a	3 **6%**a	- -a	14 2%	- -a	- -a	- -a	- -a	- -a	- -a	4 2%	4 2%	2 1%	11 **6%**P	2 **2%**a	13 4%	20 2%
Prefer not to say	5 *	4 *	- -	- -	- -	- -a	- -a	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	2 *	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -	- -	- -	1 1%a	1 *	4 *
Not stated	9 1%	14 1%	1 1%	1 *	- -	- -a	- -a	3 1%	2 1%	- -a	- -	- -	1 *	1 1%	1 1%	4 1%	1 2%a	1 1%a	- -a	- -a	2 2%a	1 1%a	- -a	- -a	- -a	- -a	1 1%a	1 3%a	4 1%	- -a	- -a	- -a	- -a	- -a	- -a	1 *	- -	* *	2 1%	1 1%a	4 1%	14 1%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a;c;Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 257
SECTOR. Do/did you work for...?

Base : All currently or previously working/retired (R8_m_work/R10_m_everwork)

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 258
SECTOR. Do/did you work for...?

Base : All currently or previously working/retired (R8_m_work/R10_m_everwork)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1024	1024	234	277	255	98	864	102	58	-	-	-	-	-	-	-	-	199	212	212	214	187	337	415	122	115	237	752	474	550	687	247	1024
Weighted Total	1024	1024	256	274	242	136*	887	88*	49*	-**	-**	-**	-**	-**	-**	-**	-**	249	221	204	187	164*	314	366	141*	159*	299	679	495	529	699	230	1024
A private firm or business, a limited company	612 60% **fIJ**	596 58%	159 62%	168 61%	141 58%	71 52%a	539 61%	47 53%	27 54%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	162 65%r	129 58%	106 52%	109 58%	107 66%r	200 64%	206 56%	85 60%	97 61%	182 61%	406 60%	317 64%H	295 56%	612 88%ZJ	- -	596 58%
Some other kind of organisation	336 33%J	352 34%	65 26%	74 27%	88 37%	53 39%a	281 32%	36 40%b	20 40%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	67 27%	80 36%	74 36%	68 37%	47 29%	106 34%	125 34%	45 32%	47 30%	92 31%	251 34%	164 33%	173 33%	86 12%	230 100%ZI	352 34%
Don't know	57 4%AGIJ	36 4%	8 3%	11 4%	6 2%	11 8%a	36 4%	1 1%	1 2%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	6 2%	8 4%	14 7%Z	4 2%	6 3%	1 *	23 6%ZAIF	6 4%A	5 3%	11 4%A	24 4%A	6 1%	32 6%ZG	- -	- -	36 4%
Prefer not to say	39 4%FGIJ	40 4%	4 2%	21 8%Zacn	6 2%	1 1%a	31 4%	5 6%	3 6%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	14 6%	5 2%	11 5%	5 3%	3 2%	7 2%	12 3%	5 4%	10 6%	15 5%	18 3%	9 2%	29 6%ZG	- -	- -	40 4%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; '*' very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 259
SECTOR. Do/did you work for...?

Base : All currently or previously working/retired (R8_m_work/R10_m_everwork)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																					UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gj)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1024	1024	130	120	201	147	92	224	136	664	718	517	170	784	228	503	731	101	46	94	133	68	133	89	135	23	49	43	54	1	135	111	18	13	5	1024
Weighted Total	1024	1024	124*	133*	206	144*	75*	231	149*	663	725	519	169*	783	199	527	726	102*	42**	94*	135*	70*	121*	85*	146*	17**	34*	41**	46*	***	148*	102*	20**	10**	4**	1024
A private firm or business, a limited company	612 60%vr	596 58%	81 65%	88 66%	111 54%	93 65%	45 60%a	150 65%	86 58%	415 62%	432 60%	321 62%	100 59%	479 61%	120 60%	317 60%	436 60%	66 65%r	27 63%a	57 61%a	63 47%	47 67%ar	63 52%	58 68%ar	92 63%r	11 62%a	23 67%a	22 54%a	24 52%a	* 100%a	86 58%	68 67%r	17 83%a	3 29%a	4 86%a	596 58%
Some other kind of organisation	356 37%acC	352 34%	36 29%	43 32%	80 39%	37 26%	26 35%a	63 27%	61 41%df	207 31%	249 34%f	170 33%	63 38%	242 31%	65 33%	182 35%	247 34%	25 24%	12 29%a	27 28%a	67 51%bcqsuvxC	12 18%a	54 45%ZceuC	17 20%a	46 31%	6 32%a	9 27%a	17 40%a	17 36%ae	- -a	61 41%acuC	23 22%	3 16%a	5 47%a	1 14%a	352 34%
Don't know	37 4%i	36 4%	3 3%	1 *	11 5%	8 6%	1 1%a	9 4%	2 1%	20 3%	22 3%	11 2%	3 2%	31 4%	6 3%	16 3%	22 3%	8 8%iB	- -a	6 7%av	2 2%	8 11%dDtvB	1 1%	6 7%a	2 2%	- -a	1 2%a	- -a	3 7%dB	- -a	2 1%	6 6%	- 1%a	- -a	- -a	36 4%
Prefer not to say	39 4%n	40 4%	4 3%	2 2%	5 2%	6 4%	3 5%a	10 4%	* *	23 3%	22 3%	17 3%	2 1%	32 4%	8 4%	12 2%	20 3%	3 3%	3 6%a	4 4%a	2 2%	3 4%a	2 2%	4 4%a	6 4%	1 5%a	1 3%a	2 6%a	2 5%aB	- -a	* *	5 5%	- -a	3 26%a	- -a	40 4%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a/z=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 260
SECTOR. Do/did you work for...?

Base : All currently or previously working/retired (R8_m_work/R10_m_everwork)

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1024	1024	159	188	153	34	34	158	320	87	267	123	146	137	103	292	42	61	52	12	73	80	16	64	18	-	56	24	638	-	-	-	-	-	-	267	239	228	151	85	236	1024
Weighted Total	1024	1024	176*	197	220*	83**	51**	215*	264	102*	309	203*	172*	141*	113*	291	37**	58*	75*	21**	110*	55*	15**	81*	29**	-**	49*	20**	612	-*	-*	-*	-*	-*	-*	232	246	208	170*	106*	276	1024
A private firm or business, a limited company	612 60%cF	596 58%	93 53%	120 61%	152 69%JklgIn	54 65%s	35 69%s	119 55%	145 55%	72 70%eIgl	202 65%gl	137 66%dgl	104 60%	74 52%	68 60%	163 56%	28 75%s	29 50%s	56 74%dEF	12 58%s	52 47%s	20 36%s	13 83%s	57 70%dEF	22 79%s	- -s	27 54%sF	11 58%s	372 61%F	- -s	- -s	- -s	- -s	- -s	- -s	134 58%	148 60%	130 62%	95 56%	76 72%s	171 62%	596 58%
Some other kind of organisation	336 33%hIR 34%	352 34%	73 41%cIj	67 34%	63 28%	26 32%s	16 31%s	85 40%j	109 41%Zcj	29 28%s	94 30%	55 27%	63 37%	58 41%j	43 38%	95 33%	7 19%s	22 38%s	18 25%s	9 42%s	52 47%sH	33 60%sZBCHKM	2 13%s	17 21%s	4 14%s	- -s	16 32%s	8 41%s	195 32%	- -s	- -s	- -s	- -s	- -s	- -s	82 36%R	82 33%	70 34%R	65 38%RS	19 18%s	84 30%R	352 34%
Don't know	37 4%	36 4%	7 4%	8 4%	4 2%	3 3%s	- -s	9 4%	8 3%	1 1%s	11 3%	8 4%	2 1%	7 5%	1 1%	9 3%	1 3%s	6 11%sZCM	- -s	- -s	4 4%s	2 4%s	- 2%s	6 8%s	2 7%s	- -s	5 9%s	- -s	19 3%	- -s	- -s	- -s	- -s	- -s	- -s	12 5%	4 2%	4 2%	10 6%	2 2%s	11 4%	36 4%
Prefer not to say	39 4%bcr	40 4%	3 2%	1 1%	1 1%	- -s	- -s	3 1%	1 1%	1 1%s	3 1%	3 1%	4 2%	3 2%	- -	23 8%ZbcDgIj m	1 3%s	1 2%s	1 1%s	- -s	3 3%s	1 1%	- 2%s	1 1%s	- -s	- -s	2 5%s	1 1%s	25 4%	- -s	- -s	- -s	- -s	- -s	- -s	4 2%	12 5%	4 2%	1 1%	9 9%sNPQ	10 4%Q	40 4%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 261
SECTORB. What kind of non-private organisation is/was it?
DP CHECK filter

Base : All working or previously working in some other kind of organisation (SECTOR)

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg), WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 262
SECTORB. What kind of non-private organisation is/was it?
DP CHECK filter

Base : All working or previously working in some other kind of organisation (SECTOR)

	Total (W'ld)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	352	352	77	82	92	35	286	39	27	-	-	-	-	-	-	-	-	57	79	85	78	53	122	145	42	32	74	267	169	183	91	247	352
Weighted Total	336	352	65*	74*	88*	53**	281	36**	20**	-**	-**	-**	-**	-**	-**	-**	-**	67*	80*	74*	68*	47**	106*	125*	45*	47**	92*	231	164*	173	86*	230	352
A public limited company (plc)	11 **3%BCJ**	10 *3%*	1 **1%a**	3 **4%a**	4 **4%a**	2 **4%a**	10 *4%*	- **-a**	* **2%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	2 **3%a**	2 **2%a**	3 **4%a**	- **-a**	4 **8%a**	3 *3%*	- -	5 **12%aZABF**	2 **5%a**	8 **9%aBF**	3 *1%*	2 *1%*	8 *5%*	11 **12%aZJ**	- -	10 *3%*
A nationalised industry/ state corporation	10 *3%*	10 *3%*	2 **3%a**	2 **2%a**	4 **4%a**	- **-a**	7 *3%*	2 **6%a**	* **1%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	* **1%a**	3 **4%a**	2 **2%a**	1 **2%a**	3 **7%a**	5 *4%*	3 *3%*	2 **4%a**	- **-a**	2 **2%a**	8 *3%*	3 *2%*	6 *4%*	- **-a**	10 **4%Z**	10 *3%*
Central government or civil service	38 **11%J**	44 *13%*	8 **13%a**	8 **11%a**	10 **11%a**	6 **11%a**	32 *12%*	3 **10%a**	2 **10%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	11 **16%a**	6 **7%a**	5 **7%a**	13 **18%a**	4 **9%a**	19 **18%ZBF**	9 *7%*	9 **20%aE**	1 **2%a**	10 **11%a**	27 *12%*	24 *14%*	14 *8%*	- **-a**	38 **16%ZI**	44 *13%*
Local government or council (including fire services and local authority-controlled schools/colleges)	79 **23%J**	83 *24%*	15 **23%a**	20 **27%a**	15 **17%a**	8 **16%a**	59 *21%*	11 **32%a**	9 **44%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	13 **19%a**	15 **19%a**	19 **25%a**	22 **33%a**	10 **22%a**	27 *25%*	32 *26%*	7 **15%a**	13 **27%a**	19 **21%a**	59 *25%*	41 *25%*	38 *22%*	- **-a**	79 **34%ZI**	83 *24%*
A university, or other grant funded establishment (include opted-out schools)	34 **10%J**	37 *11%*	4 **6%a**	7 **9%a**	9 **10%a**	12 **23%a**	32 *11%*	1 **2%a**	2 **9%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	7 **10%a**	6 **7%a**	7 **9%a**	7 **10%a**	8 **17%a**	7 *7%*	16 *13%*	4 **9%a**	* **1%a**	4 **5%a**	24 *10%*	22 *14%*	12 *7%*	- **-a**	34 **13%ZI**	37 *11%*
A health authority or NHS Trust	66 **20%J**	70 *20%*	23 **35%aZde**	17 **23%a**	10 **12%a**	4 **8%a**	55 **19%c**	9 **26%a**	2 **10%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	23 **34%aZe**	16 **20%a**	14 **18%a**	10 **14%a**	4 **8%a**	29 **27%ZF**	19 *15%*	8 **17%a**	9 **19%a**	17 **18%a**	48 *21%*	28 *17%*	38 *22%*	- **-a**	66 **29%ZI**	70 *20%*
A charity, voluntary organisation or trust	38 **11%J**	45 *13%*	3 **4%a**	5 **7%a**	23 **26%aDabe**	3 **5%a**	34 **12%a**	3 **9%a**	1 **5%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	2 **3%a**	13 **17%a**	14 **19%a2ps**	4 **6%a**	4 **9%a**	8 *6%*	19 *16%*	5 **12%a**	3 **6%a**	8 **9%a**	27 *12%*	16 *10%*	23 *13%*	38 **44%aZJ**	- -	45 *13%*
The armed forces	4 **1%F**	3 *1%*	2 **3%a**	1 **1%a**	1 **1%a**	- **-a**	4 *1%*	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	2 **3%a**	1 **1%a**	1 **2%a**	- **-a**	- **-a**	- -	1 *1%*	1 **3%a**	2 **4%a**	3 **3%a**	1 *1%*	1 *1%*	2 *7%*	- **-a**	4 **2%I**	3 *1%*
Some other kind of organisation	37 **11%J**	36 *10%*	4 **7%a**	8 **11%a**	12 **13%a**	10 **18%a**	34 *12%*	2 **5%a**	2 **8%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	5 **8%a**	5 **7%a**	7 **10%a**	10 **14%a**	10 **21%a**	8 *7%*	21 *17%*	3 **7%a**	5 **10%a**	8 **9%a**	29 **12%A**	22 *13%*	15 *9%*	37 **43%aZJ**	- -	36 *10%*
Don't know	14 **4%BCJ**	7 *2%*	3 **4%a**	1 **2%a**	- **-a**	7 **14%a**	11 *4%*	3 **8%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	3 **4%a**	10 **12%aDe**	1 **2%a**	- **-a**	- **-a**	- -	3 *2%*	- **-a**	1 **2%a**	11 **12%aZABF**	3 *1%*	1 *1%*	13 **7%ZG**	- **-a**	- -	7 *2%*
Prefer not to say	5 *2%*	7 *2%*	- **-a**	1 **2%a**	* **1%a**	1 **1%a**	2 *1%*	1 **3%a**	2 **11%a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	- **-a**	3 **4%a**	1 **1%a**	1 **2%a**	- **-a**	1 *1%*	2 *1%*	1 **1%a**	1 **3%a**	2 **2%a**	3 *1%*	3 *2%*	3 *2%*	- **-a**	- -	7 *2%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 263
SECTORB. What kind of non-private organisation is/was it?
DP CHECK filter

Base : All working or previously working in some other kind of organisation (SECTOR)

	Total (W1d)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (ig)	Not Con (ih)	Not Lab or Con (i)	Satis -fied (j)	Dis satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	352	352	44	43	84	39	27	66	61	217	262	178	70	250	84	172	256	27	12	26	67	17	56	23	43	7	12	15	21	-	61	30	4	5	1	352
Weighted Total	336	352	36*	43**	80*	37**	26**	63*	61**	207	249	170	63*	242	65*	182*	247	25**	12**	27**	67*	12**	54**	17**	46*	6**	9**	17**	17**	-**	61**	23**	3**	5**	1**	352
A public limited company (plc)	11 3%	10 3%	- -s	2 5%s	2 3%s	- 1%s	- -s	- 6%s	3 5%s	3 3%	7 3%	6 4%	1 1%s	10 4%	1 1%s	5 2%	5 2%	- 1%s	- -s	* 1%s	2 3%s	- -s	* 1%s	1 8%s	2 4%s	- -s	- -s	- -s	- -s	- -s	3 5%s	1 6%s	- -s	- -s	- -s	10 3%
A nationalised industry/ state corporation	10 3%	10 3%	- -s	- -s	2 2%s	1 3%s	- -s	3 5%s	1 2%s	8 4%	8 3%	7 4%	2 4%s	7 3%	1 1%s	6 3%	7 3%	1 5%s	- -s	1 4%s	1 2%s	1 4%s	2 4%s	- -s	3 7%s	- -s	- -s	- -s	* 1%s	- -s	1 2%s	- -s	- -s	2 44%s	- -s	10 3%
Central government or civil service	38 11%	44 13%	3 8%s	11 26%s	12 15%s	6 17%s	5 19%s	6 9%s	2 4%s	22 11%	28 11%	16 9%	12 20%s	24 10%	9 14%s	24 13%	33 13%	4 17%s	2 16%s	2 8%s	10 15%s	2 19%s	8 15%s	1 6%s	4 9%s	" 4%s	- -s	5 29%s	2 11%s	- -s	2 4%s	2 7%s	2 50%s	- -s	- -s	44 13%
Local government or council (including fire services and local authority-controlled schools/colleges)	79 23%h	83 24%	8 22%s	9 21%s	10 13%s	16 42%s	2 6%s	19 31%sch	14 23%s	55 26%h	49 20%	39 23%	11 17%s	59 24%	17 27%s	37 21%	55 22%	11 44%s	4 36%s	11 40%s	8 12%s	2 16%s	13 23%s	4 26%s	15 32%s	- -s	1 10%s	1 4%s	5 33%s	- -s	14 23%s	4 20%s	1 25%s	1 29%s	- -s	83 24%
A university, or other grant funded establishment (include opted-out schools)	34 10%fgl	37 11%	4 12%s	5 11%s	19 34%sZfghi	5 13%s	1 4%s	1 1%s	5 8%s	12 6%l	26 11%fgl	7 4%	12 20%sZh	18 8%	9 14%s	17 9%	26 11%	2 10%s	2 19%s	2 6%s	16 24%sZr	3 23%s	3 6%s	1 3%s	- -s	- -s	1 12%s	- -s	- -s	- -s	5 8%s	1 2%s	- -s	* 3%s	- -s	37 11%
A health authority or NHS Trust	66 20%	70 20%	9 24%s	8 19%s	13 16%s	4 12%s	4 17%s	16 25%s	12 20%s	40 19%	48 19%	35 21%	8 13%s	56 23%	11 16%s	36 20%	47 19%	3 13%s	1 11%s	8 29%s	11 16%s	2 15%s	7 13%s	5 29%s	11 24%s	2 34%s	1 6%s	4 24%s	3 20%s	- -s	12 20%s	7 31%s	* 15%s	- -s	- -s	70 20%
A charity, voluntary organisation or trust	38 11%	45 13%	7 19%s	1 3%s	7 9%s	1 4%s	8 29%s	7 11%s	7 12%s	26 13%	32 13%	24 14%	10 15%s	24 10%	6 9%s	25 13%	31 12%	1 4%s	* 4%s	1 5%s	5 8%s	2 17%s	7 12%s	2 11%s	5 11%s	- -s	2 27%s	5 30%s	2 12%s	- -s	7 12%s	2 8%s	- -s	1 15%s	1 100%s	45 13%
The armed forces	4 1%h	3 1%	- -s	2 4%s	- -s	1 4%s	- -s	1 1%s	- -s	2 1%	1 *	1 *	- -s	4 1%	- -s	2 1%	2 1%	1 5%s	- -s	- -s	- -s	- -s	- -s	1 3%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	1 2%s	- -s	- -s	- -s	3 1%
Some other kind of organisation	37 11%	36 10%	4 10%s	5 11%s	12 16%s	1 4%s	4 15%s	4 6%s	8 13%s	22 11%	33 13%	20 12%	7 11%s	27 11%	9 14%s	20 11%	29 12%	* 1%s	1 10%s	1 3%s	12 19%s	- -s	4 8%s	1 6%s	3 7%s	3 61%s	4 40%s	* 2%s	4 24%s	- -s	8 13%s	4 19%s	- -s	- -s	- -s	36 10%
Don't know	14 4%	7 2%	- -s	- -s	- -s	- -s	1 5%s	2 4%s	9 14%s	13 6%	13 5%	13 7%Z	- -s	11 5%	2 2%s	9 5%	10 4%	- -s	- -s	- -s	9 10%s	- -s	2 5%s	- -s	- -s	- -s	1 8%s	- -s	- -s	- -s	9 14%s	- -s	- -s	- -s	- -s	7 2%
Prefer not to say	5 2%	7 2%	2 5%s	- -s	2 2%s	- -s	1 4%s	1 1%s	- -s	2 1%	4 2%	2 1%	1 1%s	3 1%	1 1%s	2 1%	3 1%	- -s	- -s	- -s	1 2%s	1 5%s	1 1%s	1 3%s	- -s	- -s	* 3%s	1 3%s	- -s	- -s	1 2%s	- -s	- -s	* 9%s	- -s	7 2%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/Gg/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 26:4
SECTORB. What kind of non-private organisation is/was it?
DP CHECK filter

Base : All working or previously working in some other kind of organisation (SECTOR)

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)											Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent i (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent i (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious/extremely vulnerable (S)	Total
Unweighted Total	352	352	67	70	44	9	11	66	134	25	80	36	60	64	36	96	11	26	10	5	36	41	2	18	4	-	24	9	218	-	-	-	-	-	-	94	87	83	58	16	74	352
Weighted Total	336	352	73**	67*	63**	26**	16**	85*	109*	29**	94*	55**	63**	58*	43**	95*	7**	22**	18**	9**	52**	33**	2**	17**	4**	-**	16**	8**	195	-*	-*	-*	-*	-*	-*	82*	82*	70*	65*	19**	84*	352
A public limited company (plc)	11 3%	10 3%	- -s	- -s	3 5%s	- -s	3 17%s	2 2%s	1 1%	2 5%s	3 3%s	2 3%s	2 2%s	1 1%s	* 1%s	7 7%s	- -s	- -s	- -s	- -s	1 1%s	1 2%s	- -s	- -s	- -s	- -s	1 4%s	- -s	10 5%Z	- -s	- -s	- -s	- -s	- -s	- -s	2 2%s	2 2%s	* *s	7 11%sZP	- -s	7 8%s	10 3%
A nationalised industry/ state corporation	10 3%	10 3%	* *s	* 1%s	2 2%s	- -s	1 6%s	2 2%s	2 2%	2 6%s	4 4%s	1 1%s	1 1%s	1 2%s	* 1%s	2 2%s	* 3%s	- -s	1 6%s	1 15%s	1 2%s	1 2%s	1 62%s	1 9%s	- -s	- -s	- -s	- -s	5 2%	- -s	- -s	- -s	- -s	- -s	- -s	3 3%s	2 3%s	4 5%s	1 2%s	- -s	1 2%s	10 3%
Central government or civil service	38 11%	44 13%	10 13%s	9 14%s	4 6%s	2 9%s	2 12%s	9 10%s	18 17%J	6 20%s	6 6%s	4 7%s	5 9%s	7 12%s	8 17%s	11 11%s	1 16%s	1 3%s	1 6%s	- -s	4 7%s	5 15%s	- -s	- -s	1 23%s	- -s	1 3%s	2 22%s	26 13%	- -s	- -s	- -s	- -s	- -s	- -s	10 12%s	11 13%s	11 16%s	5 8%s	- -s	5 6%s	44 13%
Local government or council (including fire services and local authority-controlled schools/colleges)	79 23%g	83 24%	12 17%s	17 25%s	13 21%s	- -s	* 2%s	14 16%s	16 15%	4 14%s	24 25%s	15 27%s	10 16%s	11 20%s	5 13%s	24 26%s	3 39%s	8 34%s	2 11%s	- -s	9 18%s	3 9%s	- -s	7 41%s	2 59%s	- -s	5 31%s	1 11%s	51 26%	- -s	- -s	- -s	- -s	- -s	- -s	22 27%s	17 21%s	22 31%s	9 13%s	7 38%s	16 19%s	83 24%
A university, or other grant funded establishment (include opted-out schools)	34 10%	37 11%	11 15%s	8 12%s	8 13%s	7 28%s	- -s	10 11%s	18 16%n	1 2%s	14 15%s	3 6%s	6 10%s	14 20%sZm	11 25%s	4 5%s	- -s	3 16%s	1 4%s	- -s	2 4%s	3 10%s	- -s	3 20%s	- -s	- -s	2 13%s	1 18%s	18 9%	- -s	- -s	- -s	- -s	- -s	- -s	10 12%s	7 8%s	4 6%s	5 8%s	2 11%s	7 9%s	37 11%
A health authority or NHS Trust	66 20%	70 20%	15 21%s	11 16%s	10 16%s	- -s	6 35%s	10 12%s	21 19%	7 23%s	10 10%s	8 14%s	12 18%s	6 10%s	4 10%s	27 28%sZ	* 5%s	4 18%s	3 15%s	6 64%s	8 15%s	11 33%s	- -s	2 12%s	- -s	- -s	* 1%s	- -s	41 21%	- -s	- -s	- -s	- -s	- -s	- -s	10 12%s	20 25%s	14 21%s	14 22%s	4 22%s	18 22%s	70 20%
A charity, voluntary organisation or trust	38 11%M	45 13%	13 18%s	17 25%sZn	9 14%s	5 20%s	2 13%s	15 17%s	21 15%Zh	7 24%s	13 13%s	9 17%s	14 22%s	10 17%s	9 20%s	6 6%s	2 30%s	5 20%s	1 7%s	1 9%s	11 21%s	5 16%s	1 38%s	1 8%s	1 16%s	- -s	6 38%s	2 29%s	17 9%	- -s	- -s	- -s	- -s	- -s	- -s	10 12%s	13 16%s	6 9%s	7 11%s	1 5%s	8 10%s	45 13%
The armed forces	4 1%M	3 1%	- -s	1 2%s	- -s	- -s	- -s	2 2%s	- -	- -s	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	1 6%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	1 -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	2 2%s	- -s	2 2%s	- -s	2 2%s	3 1%
Some other kind of organisation	37 11%	36 10%	4 5%s	4 6%s	13 21%s	11 43%s	2 13%s	14 16%s	10 9%	2 7%s	13 14%s	5 10%s	12 19%s	7 12%s	6 14%s	9 9%s	* 4%s	- -s	9 51%s	1 13%s	9 18%s	5 14%s	- -s	1 3%s	- -s	- -s	* 2%s	2 21%s	19 10%	- -s	- -s	- -s	- -s	- -s	- -s	15 19%sO	5 6%s	6 9%s	6 9%s	3 15%s	9 11%s	36 10%
Don't know	14 4%	7 2%	7 10%s	- -s	- -s	- -s	- -s	9 10%sg	2 2%	- -s	7 8%s	7 13%s	2 3%s	- -s	- -s	2 3%s	- -s	- -s	- -s	- -s	7 14%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	6 3%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	3 4%s	- -s	8 13%sZNP	1 6%s	10 11%sZNP	7 2%
Prefer not to say	5 2%	7 2%	- -s	- -s	1 2%s	- -s	- -s	- -s	- -	- -s	1 1%s	1 2%s	- -s	1 1%s	- -s	3 3%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	1 7%s	- -s	- -s	1 3%s	- -s	3 1%	- -s	- -s	- -s	- -s	- -s	- -s	1 1%s	3 4%s	1 1%s	- -s	1 3%s	1 1%s	7 2%

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 265
R11_m_employment. Are/were you working as an employee or you self-employed?

Base : All currently or previously working/retired (R8_m_work/R10_m_everwork)

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 266
R11_m_employment. Are/were you working as an employee or you self-employed?

Base : All currently or previously working/retired (R8_m_work/R10_m_everwork)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner/ outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1024	1024	234	277	255	98	864	102	58	-	-	-	-	-	-	-	-	199	212	212	214	187	337	415	122	115	237	752	474	550	687	247	1024
Weighted Total	1024	1024	236	274	242	136*	887	88*	49*	-**	-**	-**	-**	-**	-**	-**	-**	249	221	204	187	164*	314	366	141*	159*	299	679	495	529	699	230	1024
Employed	897 *88%<BH*	891 *87%*	214 *91%*	236 *86%*	213 *88%*	120 **88%a**	783 *88%*	74 *84%*	40 **81%a**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	214 *86%*	211 **95%Zgrst**	166 *82%*	164 *88%*	142 *87%*	297 **95%ZBCF**	299 *82%*	121 *86%*	145 **92%B**	266 *89%*	595 **88%B**	456 **92%ZH**	441 *83%*	620 *89%*	226 **98%ZI**	891 *87%*
Self-Employed	113 *11%qGJJ*	122 *12%*	21 *8%*	32 *12%*	27 *11%*	11 **8%a**	91 *10%*	13 *15%*	9 **19%a**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	30 *12%*	11 *5%*	39 **19%q**	21 *11%*	21 **13%q**	16 *5%*	55 **15%ZAF**	20 **14%A**	13 *8%*	33 **11%A**	71 **10%A**	36 *7%*	77 **15%ZG**	75 **11%J**	4 *2%*	122 *12%*
Prefer not to say	14 *1%J*	11 *1%*	* *	6 *2%*	2 *1%*	5 **4%a**	13 *2%*	1 *1%*	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	4 *2%*	- -	7 **4%Zg**	2 *1%*	* *	1 *	12 **3%ZAE**	- -	* *	* *	13 **2%A**	4 *1%*	11 *2%*	4 *1%*	- -	11 *1%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 267

R11_m_employment. Are/were you working as an employee or you self-employed?

Base : All currently or previously working/retired (R8_m_work/R10_m_everwork)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (qq)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1024	1024	130	120	201	147	92	224	136	664	718	517	170	784	228	503	731	101	46	94	133	68	133	89	135	23	49	43	54	1	135	111	18	13	5	1024
Weighted Total	1024	1024	124*	133*	206	144*	75*	231	149*	663	725	519	169*	783	199	527	726	102*	42**	94*	135*	70*	121*	85*	146*	17**	34*	41**	46*	***	148*	102*	20**	10**	4**	1024
Employed	897 88%/i	891 87%	114 92%	120 90%	183 89%	123 85%	67 89%/s	208 90%	128 86%	583 88%	643 89%	460 88%	154 91%	676 86%	164 82%	481 91%/ln	645 89%/l	83 81%	40 96%/s	82 87%/s	122 90%	61 86%/s	113 94%/cdrs	77 90%/s	132 90%	15 90%/s	26 76%/s	41 99%/s	39 85%/s	* 100%/s	128 86%	92 90%	19 92%/s	8 77%/s	4 100%/s	891 87%
Self-Employed	113 11%/m	122 12%	9 7%	9 6%	17 8%	17 12%	7 9%/s	22 9%	20 14%	74 11%	73 10%	56 11%	11 7%	98 13%/Z	30 15%/mn	39 7%	69 9%/m	16 15%	2 4%/s	12 13%/s	9 7%	8 11%/s	6 5%	8 10%/s	13 9%	2 10%/s	6 18%/st	1 2%/s	7 15%/s	- -/s	20 14%	10 10%	1 7%/s	1 14%/s	- -/s	122 12%
Prefer not to say	14 1%	11 1%	* *	5 4%	6 3%	4 2%	1 2%/s	1 *	* *	7 1%	9 1%	3 1%	4 2%	9 1%	5 2%	8 1%	12 2%	4 4%	- -/s	- -/s	4 3%	2 3%/s	1 1%	- -/s	1 1%	- -/s	1 3%/s	- -/s	- -/s	- -/s	* *	- -	- -/s	1 9%/s	- -/s	11 1%

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/G/g/h/i - Z/j/k - Z/l/m/n - Z/o/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 268
R11_m_employment. Are/were you working as an employee or you self-employed?

Base : All currently or previously working/retired (R8_m_work/R10_m_everwork)

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1024	1024	159	188	153	34	34	158	320	87	267	123	146	137	103	292	42	61	52	12	73	80	16	64	18	-	56	24	638	-	-	-	-	-	-	267	239	228	151	85	236	1024
Weighted Total	1024	1024	176*	197	220*	83**	51**	215*	264	102*	309	203*	172*	141*	113*	291	37**	58*	75*	21**	110*	55*	15**	81*	29**	-**	49*	20**	612	-*	-*	-*	-*	-*	-*	232	246	208	170*	106*	276	1024
Employed	897 **88%cE**	891 *87%*	152 *87%*	170 *86%*	208 **95%JbIgn**	75 **91%s**	39 **76%s**	192 *89%*	231 *88%*	93 **91%s**	276 *89%*	182 *90%*	153 *89%*	123 *87%*	100 *88%*	249 *86%*	35 **95%s**	45 *77%s*	75 **99%sDEFHKM**	16 **74%s**	102 **92%sEI**	45 **81%s**	15 **95%s**	70 **86%s**	27 **93%s**	- -s	43 **88%s**	16 **83%s**	532 *87%*	- -s	- -s	- -s	- -s	- -s	- -s	195 *84%*	222 *90%*	191 **92%fI**	153 *90%*	86 **81%s**	238 *86%*	891 *87%*
Self-Employed	113 **11%cC**	122 *12%*	24 **13%c**	21 *11%*	12 *5%*	8 **9%s**	12 **24%s**	19 *9%*	32 **12%c**	9 **9%s**	30 *10%*	21 *10%*	19 *11%*	14 *10%*	13 *12%*	34 *12%*	2 **5%s**	7 **12%sC**	- -s	5 **26%s**	5 **5%s**	10 **19%sCEK**	1 **5%s**	8 **10%s**	2 **7%s**	- -s	2 **5%s**	3 **17%s**	73 **12%C**	- -s	- -s	- -s	- -s	- -s	- -s	36 **15%P**	23 *9%*	16 *8%*	14 *8%*	17 **16%s**	31 *11%*	122 *12%*
Prefer not to say	14 *1%*	11 *1%*	- -	6 **3%g**	- -	- -s	- -s	4 *2%*	* -	- -s	4 *1%*	- -	- -	4 *3%*	- -	7 *2%*	- -s	6 **10%sEFM**	* **1%s**	- -s	4 **3%s**	- -s	- -s	4 **4%s**	- -s	- -s	4 **7%sDM**	- -s	8 *1%*	- -s	- -s	- -s	- -s	- -s	- -s	1 *1%*	1 *1%*	1 *1%*	4 *2%*	4 **3%s**	7 *3%*	11 *1%*

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(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 269

workps. Do/did you work in the public sector, or do/did you work in the private or voluntary sector?
By public sector we mean organisations such as the NHS, social services, the police or schools.

Base : All working, retired, or previously worked

| | Total (W'tld) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - interna l | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' l' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 270

workps. Do/did you work in the public sector, or do/did you work in the private or voluntary sector? By public sector we mean organisations such as the NHS, social services, the police or schools.

Base : All working, retired, or previously worked

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1024	1024	234	277	255	98	864	102	58	-	-	-	-	-	-	-	-	199	212	212	214	187	337	415	122	115	237	752	474	550	687	247	1024
Weighted Total	1024	1024	236	274	242	136*	887	88*	49*	-**	-**	-**	-**	-**	-**	-**	-**	249	221	204	187	164*	314	366	141*	159*	239	679	495	529	699	230	1024
Public Sector	370 **36%HIl**	378 *37%*	86 *36%*	100 *36%*	84 *35%*	45 **33%a**	314 *35%*	34 *39%*	21 **43%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	99 *40%*	76 *34%*	68 *33%*	70 *37%*	57 *35%*	133 **42%Z**	123 *34%*	48 *34%*	55 *34%*	102 *34%*	256 *38%*	203 **41%ZH**	167 *32%*	132 *19%*	215 **93%J**	378 *37%*
Private Sector	564 **55%J**	576 *56%*	132 *56%*	148 *54%*	136 *56%*	79 **59%a**	496 *56%*	43 *49%*	25 **51%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	124 *50%*	129 *58%*	107 *52%*	105 *56%*	99 *61%*	171 *54%*	204 *56%*	81 *58%*	80 *50%*	161 *54%*	374 *55%*	272 *55%*	292 *55%*	515 **74%ZJ**	8 *3%*	576 *56%*
Voluntary Sector	38 **4%BC**	33 *3%*	3 *1%*	9 *3%*	15 **6%ae**	2 **2%a**	28 *3%*	7 **8%a**	3 **5%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	11 *5%*	11 *5%*	9 *4%*	6 *3%*	1 *	3 *1%*	18 **5%AF**	3 *2%*	11 **7%A**	14 **6%A**	21 **3%A**	5 *1%*	33 **6%ZG**	25 *4%*	6 *3%*	33 *3%*
Don't know	39 **4%FJ**	25 *2%*	12 *5%*	13 *5%*	6 *3%*	6 **4%a**	38 *4%*	2 *2%*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	12 *5%*	6 *3%*	12 *6%*	3 *2%*	6 *3%*	6 *2%*	14 *4%*	6 *4%*	13 **8%AF**	18 *6%*	20 *3%*	14 *3%*	25 *5%*	24 *3%*	1 *	25 *2%*
Prefer not to say	14 **1%GI**	12 *1%*	2 *1%*	3 *1%*	1 *	4 **3%a**	11 *1%*	3 *3%*	* **1%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	3 *1%*	- -	7 **4%Zg**	3 *2%*	1 *	1 *	8 *2%*	3 *2%*	* *	4 *1%*	9 *1%*	1 *	12 **2%ZG**	2 *	* *	12 *1%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 271

workps. Do/did you work in the public sector, or do/did you work in the private or voluntary sector? By public sector we mean organisations such as the NHS, social services, the police or schools.

Base : All working, retired, or previously worked

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																					UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1024	1024	130	120	201	147	92	224	136	664	718	517	170	784	228	503	731	101	46	94	133	68	133	89	135	23	49	43	54	1	135	111	18	13	5	1024
Weighted Total	1024	1024	124*	133*	206	144*	75*	231	149*	663	725	519	169*	783	199	527	726	102*	42**	94*	135*	70*	121*	85*	146*	17**	34*	41**	46*	***	148*	102*	20**	10**	4**	1024
Public Sector	370 **36%no**	378 37%	43 34%	54 41%	91 **44%eg**	50 35%	17 **23%e**	78 34%	54 37%	224 34%	265 **37%ef**	174 34%	62 37%	276 35%	70 35%	195 37%	265 37%	42 **41%x**	8 **19%a**	34 **36%a**	67 **50%ZbxC**	23 **33%a**	46 **38%a**	27 **32%a**	51 35%	2 **12%a**	5 **16%a**	12 **29%a**	16 **35%a**	- -a	54 **37%a**	29 29%	7 **36%a**	5 **46%a**	- -a	378 37%
Private Sector	564 **55%r**	576 56%	68 55%	68 51%	101 49%	89 62%	48 **64%a**	133 58%	87 59%	391 **59%Z**	403 56%	302 58%	99 59%	438 56%	113 57%	295 56%	408 56%	57 56%	32 **77%a**	53 **56%a**	56 42%	44 **63%ar**	65 54%	54 **64%ar**	79 54%	15 **88%a**	26 **76%aDhr**	22 **53%a**	26 **56%a**	* **100%a**	67 **59%r**	69 **68%Zr**	12 **62%a**	4 **38%a**	4 **100%a**	576 56%
Voluntary Sector	38 4%	33 3%	5 4%	3 2%	7 3%	- -	7 **9%aDdGgh**	9 4%	2 2%	21 3%	27 4%	21 4%	4 2%	29 4%	5 2%	21 4%	26 4%	- -	- -s	2 **2%a**	4 3%	2 **3%a**	5 4%	2 **3%a**	7 4%	- -s	2 **5%ao**	5 **12%a**	2 **4%a**	- -s	2 2%	2 2%	- -s	1 **7%a**	- -s	33 3%
Don't know	39 **4%gm**	25 2%	8 6%	7 5%	7 3%	- -	3 **4%a**	7 3%	4 3%	16 2%	23 3%	16 3%	4 2%	29 4%	6 3%	11 2%	17 2%	- -	- -s	3 **4%a**	7 5%	- -s	4 3%	1 **1%a**	6 4%	- -s	* **1%a**	2 **6%a**	2 **5%a**	- -s	4 3%	1 1%	- -s	- -s	- -s	25 2%
Prefer not to say	14 1%	12 1%	- -	2 1%	1 1%	5 **4%h**	* **1%a**	4 2%	* *	11 2%	7 1%	8 1%	- -	12 2%	5 2%	5 1%	10 1%	4 4%	2 **4%a**	1 **2%a**	* *	- **1%a**	1 1%	- -s	4 3%	- -s	- **1%a**	- -s	1 -s	- -s	- -	- -	1 **9%a**	- -s	12 1%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/Gg/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; '' very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 272

workps. Do/did you work in the public sector, or do/did you work in the private or voluntary sector? By public sector we mean organisations such as the NHS, social services, the police or schools.

Base : All working, retired, or previously worked

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious/extremely vulnerable (S)	Total
Unweighted Total	1024	1024	159	188	153	34	34	158	320	87	267	123	146	137	103	292	42	61	52	12	73	80	16	84	18	-	56	24	638	-	-	-	-	-	-	267	239	228	151	85	236	1024
Weighted Total	1024	1024	176*	197	220*	83**	51**	215*	264	102*	309	203*	172*	141*	113*	291	37**	58*	75*	21**	110*	55*	15**	81*	29**	-**	49*	20**	612	-*	-*	-*	-*	-*	-*	232	246	208	176*	106*	276	1024
Public Sector	370 36%	378 37%	65 34%	58 29%	82 37%	26 31%a	19 38%a	62 29%	89 34%	32 31%a	93 30%	58 29%	54 31%	54 38%	33 29%	118 41%b	11 30%a	21 35%a	35 46%a	10 46%a	33 30%a	19 35%a	8 55%a	27 33%a	12 42%a	- -a	13 27%a	5 23%a	227 37%	- -a	- -a	- -a	- -a	- -a	- -a	77 33%	91 37%	88 42%R	63 37%	26 25%a	89 32%	378 37%
Private Sector	564 55%	576 56%	101 57%	121 61%	124 56%	51 61%a	27 52%a	130 61%	152 58%	63 61%a	195 63%ZD	126 62%	109 63%I	74 52%	72 63%	146 50%	25 68%a	30 51%a	37 49%a	7 32%a	66 59%a	25 45%a	4 27%a	49 60%a	15 51%a	- -a	27 56%a	13 66%a	340 56%	- -a	- -a	- -a	- -a	- -a	- -a	143 61%	137 55%	108 52%	91 54%	64 60%a	155 56%	576 56%
Voluntary Sector	38 4%ABP	33 3%	12 7%	11 6%	5 2%	5 6%a	4 8%a	12 5%	16 6%	7 7%a	9 3%	10 5%	9 5%	5 4%	6 5%	6 2%	1 3%a	4 7%aM	- -a	4 20%a	7 6%a	9 16%aZDHM	3 18%a	2 3%a	- -a	- -a	5 9%aDM	* 2%a	13 2%	- -a	- -a	- -a	- -a	- -a	- -a	6 3%	12 5%P	2 1%	9 5%	6 6%a	15 5%P	33 3%
Don't know	39 4%O	25 2%	4 2%	3 2%	9 4%	2 2%a	1 2%a	6 3%	5 2%	- -a	9 3%	9 4%	1 1%	4 3%	3 3%	15 5%	- -a	- -a	3 4%a	- -a	- -a	2 3%a	- -a	- -a	2 7%a	- -a	- -a	2 9%a	26 4%	- -a	- -a	- -a	- -a	- -a	- -a	5 2%	2 1%	9 4%	3 2%	9 8%sO	12 4%	25 2%
Prefer not to say	14 1%	12 1%	- -	4 2%	* *	- -a	- -a	5 2%	1 *	- -a	4 1%	- -	- -	4 3%g	- -	5 2%	- -a	4 6%a2M	* 1%a	- -a	5 5%a	* 1%a	- -a	4 4%a2M	- -a	- -a	4 8%a2TM	- -a	6 1%	- -a	- -a	- -a	- -a	- -a	- -a	1 *	5 2%	1 1%	4 2%	2 2%a	5 2%	12 1%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 273

Newspapers - Print - past 12 months - R33. Now we'd like to find out which newspapers you've read in print.
We are only interested in reading of printed newspapers so please don' mention any reading done on a computer or other device such as those shown on a screen.
Please select each publication if you can remember reading a copy of it in the past 12 months. Again, we only want to know if you read a printed copy.

Base : All

| | Total (Wtd) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig 't' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 273

Newspapers - Print - past 12 months - R33. Now we'd like to find out which newspapers you've read in print.
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Please select each publication if you can remember reading a copy of it in the past 12 months. Again, we only want to know if you read a printed copy.

Base : All

| | Total (Wt'd) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 274

Newspapers - Print - past 12 months - R33. Now we'd like to find out which newspapers you've read in print.
We are only interested in reading of printed newspapers so please don' mention any reading done on a computer or other device such as those shown on a screen.
Please select each publication if you can remember reading a copy of it in the past 12 months. Again, we only want to know if you read a printed copy.

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1req - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R6 m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
The Sun	80 7%J	55 5%	16 6%	22 8%	18 7%	13 9%	69 8%	7 8%	3 6%a	-	-	-	-	-	-	-	-	20 8%	20 9%	13 6%	14 8%	11 7%	24 8%	32 9%	6 4%	17 10%	23 7%C	56 8%	38 8%	42 8%	66 9%ZJ	8 3%	55 5%
The Daily Mail	85 8%bZJ	85 8%	25 10%	13 4%	21 9%	8 6%	68 7%	6 7%	11 21%cZbcZbf	-	-	-	-	-	-	-	-	19 7%	16 7%	18 9%	16 8%	16 9%	20 6%	47 13%ZAEF	7 5%	8 5%	16 5%	67 10%ZA	26 5%	58 10%ZEI	59 8%	14 6%	85 8%
The Daily Mirror	32 2%beAG	20 2%	19 8%Zbcef	1 *	3 1%	8 6%b	31 3%bc	-	1 2%a	-	-	-	-	-	-	-	-	15 6%c	3 1%	1 1%	10 5%c	3 2%	3 1%	13 4%	6 4%	4 3%	10 3%	16 2%A	7 1%	25 4%ZEI	23 3%	3 2%	20 2%
The Daily Telegraph	38 4%	43 4%	8 3%	4 1%	6 2%	15 11%Zbbce	33 4%b	3 3%	2 4%a	-	-	-	-	-	-	-	-	18 6%	4 2%	9 4%	6 3%	3 2%	6 2%	15 4%	8 5%	4 2%	12 4%	21 3%	17 3%	21 4%	30 4%	5 2%	43 4%
The Times	60 6%eg	63 6%	4 1%	12 4%	14 6%	22 15%Zbbce	51 6%a	6 7%a	2 4%a	-	-	-	-	-	-	-	-	10 4%	5 2%	19 9%g	14 7%g	11 7%	10 3%	34 9%ZADEF	9 6%	3 2%	12 4%	44 6%A	21 4%	38 7%	33 5%	18 8%	63 6%
The Daily Express	15 1%	16 2%	2 1%	4 1%	7 3%	1 *	14 1%	- -	2 3%a	-	-	-	-	-	-	-	-	7 3%	1 *	2 1%	4 2%	1 1%	- -	8 2%A	1 *	4 2%A	5 2%	8 1%	6 1%	9 2%	13 2%	1 1%	16 2%
The Daily Star	24 2%AFG	13 1%	9 4%c	5 2%	- -	5 4%c	20 2%	5 5%c	- -e	-	-	-	-	-	-	-	-	16 6%Zbf	3 1%	- -	5 2%c	- -	2 1%	7 2%	3 2%	9 5%AF	12 4%A	9 1%	4 1%	21 4%ZEI	14 2%	7 3%	13 1%
The Guardian	59 6%b	82 8%	12 5%	6 2%	14 6%	14 10%b	47 5%b	8 9%b	4 7%a	-	-	-	-	-	-	-	-	13 5%	8 3%	13 6%	17 9%	9 5%	15 5%	23 6%	13 9%	5 3%	19 6%	38 6%	26 5%	32 6%	30 4%	22 10%Zl	82 8%
The Metro	123 12%bAF	80 8%	31 12%b	14 5%	20 8%	52 37%ZabcefG	116 13%bc	6 6%	1 2%a	-	-	-	-	-	-	-	-	33 12%	38 17%Zb	19 9%	21 11%	12 7%	21 6%	38 10%	23 16%AF	27 16%A	50 16%AF	59 9%	51 10%	70 13%	73 10%	24 10%	80 8%
The London Evening Standard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The i	53 5%b	58 5%	14 6%	6 2%	20 8%b	8 6%	49 5%b	3 4%	1 3%a	-	-	-	-	-	-	-	-	6 2%	10 5%	15 7%	16 9%Zp	6 4%	17 5%	24 6%	8 5%	4 2%	12 4%	41 6%	24 5%	29 5%	34 5%	8 4%	58 5%
The Independent	-	-	-	-	-	-	-	-	-e	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Financial Times	20 2%	25 2%	2 1%	3 1%	4 2%	5 4%	15 2%	3 3%	3 6%abce	-	-	-	-	-	-	-	-	2 1%	1 1%	5 2%	4 2%	8 5%Z	8 2%	5 1%	4 3%	3 2%	7 2%	13 2%	12 2%	8 1%	15 2%	4 2%	25 2%
The Scotsman	4 *	3 *	2 1%	-	-	-	-	2 2%Zbe	- -e	-	-	-	-	-	-	-	-	2 1%	-	-	-	2 1%	-	1 *	1 1%	2 1%	3 1%	1 *	1 *	2 *	1 *	2 1%	3 *
The Herald	4 *	5 *	-	-	-	-	-	4 4%Zbce	- -e	-	-	-	-	-	-	-	-	-	1 *	-	1 *	2 1%	1 *	1 *	1 1%	-	1 *	2 *	2 *	1 *	2 1%	2 *	5 *
The Western Mail	1 *	1 *	-	-	-	-	-	-	1 2%eZbf	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-	1 *	-	1 *	1 *
The Belfast Telegraph	-	-	-	-	-	-	-	-	-e	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other national paper	3 *e	3 *	-	1 *	-	-	1 *	1 2%e	1 2%ae	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	1 *	1 1%	2 1%	1 *	2 *	1 *	2 *	1 *	3 *
Any other regional paper	44 4%E	44 4%	9 4%	8 3%	9 4%	10 7%	36 4%	6 7%	1 3%a	-	-	-	-	-	-	-	-	4 2%	5 2%	13 6%p	12 6%p	10 6%	11 4%	28 7%JE	2 2%	3 2%	5 2%	38 5%JE	14 3%	30 5%	24 3%	11 5%	44 4%
The Daily Record	3 *	5 *	-	-	-	2 1%	2 *	1 1%	- -e	-	-	-	-	-	-	-	-	-	1 *	2 1%	-	-	-	1 *	1 1%	2 1%	1 *	2 *	1 *	2 *	1 *	5 *

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 274

Newspapers - Print - past 12 months - R33. Now we'd like to find out which newspapers you've read in print.
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Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Weighted Total	1062	1062	252	282	244	143^	920	91^	51^	-^	-^	-^	-^	-^	-^	-^	-^	267	223	212	191	169	319	371	149^	169^	318	690	495	558	699	230	1062
The National	6 1%F	5 *	3 1%	- -	- -	1 1%	4 *	2 2%	1 2%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	3 1%	* *	2 1%	- -	1 1%	1 *	* *	1 1%	4 2%F	5 2%	1 *	* *	5 1%	- -	5 *
Other (specify)	29 3%b	29 3%	6 2%	2 1%	9 4%	8 5%b	24 3%b	6 6%b	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	7 3%	7 3%	10 5%	2 1%	3 2%	6 2%	11 3%	6 4%	4 3%	10 3%	18 3%	13 3%	15 3%	20 3%	8 3%	29 3%
None of these	632 59%cDEI	661 62%	154 61%d	204 72%Zbcde	144 59%d	44 30%	546 59%d	56 61%d	29 58%ad	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	157 59%	134 60%	116 55%	113 59%	111 66%	215 67%ZBF	202 54%	90 61%	99 58%	189 59%	416 60%B	320 65%ZH	308 55%	418 60%	141 61%	661 62%
Don't know	16 2%cEF	15 1%	7 3%	4 1%	* *	5 3%	16 2%c	1 1%	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	4 2%	1 *	8 4%Za	2 1%	2 1%	4 1%	* *	4 3%B	5 3%B	9 3%BF	4 1%	6 1%	10 2%	6 1%	1 *	15 1%
Prefer not to say	15 1%FI	12 1%	1 *	4 1%	1 1%	7 5%	13 1%	2 2%	1 1%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	11 4%Z	1 1%	2 1%	1 *	* *	1 *	3 1%	3 2%	- -	3 1%	4 1%	9 2%	6 1%	3 *	9 4%B	12 1%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
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Total (all sample)

12 Mar 2026

Table 275

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Please select each publication if you can remember reading a copy of it in the past 12 months. Again, we only want to know if you read a printed copy.

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_gc24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																			UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (D)	Nat Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	16**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
The Sun	80 7%eGqIB	55 5%	6 4%	13 10%	26 12%eGghi	14 9%eG	- -e	22 9%eGI	2 1%	39 6%	51 7%GI	25 5%	17 10%	61 8%	11 5%	43 8%	54 7%	9 8%B	5 12%stzB	20 21%sDhstuvBC	15 11%stB	11 14%stzB	4 3%	3 3%s	19 12%stB	2 10%s	- -s	- -s	- -s	- -s	2 1%	5 4%	1 7%s	- -s	1 29%s	55 5%
The Daily Mail	85 8%	85 8%	7 5%	5 4%	13 6%	29 20%ZceGghi	5 6%s	26 11%hi	6 4%	66 10%GhI	50 7%	36 7%	10 6%	74 9%Z	19 9%	51 9%	69 9%	22 21%JtuxzBC	8 17%stB	18 19%sDhtuBC	5 4%	9 11%s	5 4%	6 6%s	20 12%stB	- -s	1 4%s	3 8%s	3 6%s	- -s	6 4%	6 5%	- -s	- -s	- -s	85 8%
The Daily Mirror	32 3%ks	20 2%	1 1%	5 4%	13 6%Zg	4 3%	2 3%s	8 3%	3 2%	17 2%	26 3%J	13 2%	16 9%Jk	16 2%	11 5%	13 2%	24 3%	2 2%	2 4%s	1 1%s	6 5%	7 9%sZdJC	2 2%	- -s	8 5%	- -s	1 2%s	1 3%s	1 2%s	- -s	3 2%	- -	- -s	- -s	- -s	20 2%
The Daily Telegraph	38 4%	43 4%	4 3%	9 7%	7 3%	9 6%	2 2%s	12 5%	6 4%	31 4%	29 4%	21 4%	14 8%Jk	24 3%	15 7%Z	20 4%	34 5%Z	4 4%	5 11%sZ	5 6%s	6 5%	1 1%s	3 3%	2 2%s	10 7%	1 3%s	1 2%s	1 2%s	1 2%s	- -s	6 4%	3 3%	- -s	- 4%s	- -s	43 4%
The Times	60 6%	63 6%	4 3%	1 1%	16 7%	16 11%ZfgHi	6 8%s	10 4%	5 3%	39 6%I	39 5%	23 4%	12 6%	47 6%	21 10%Z	35 6%	56 7%Z	14 14%ZsBC	2 3%s	9 10%s	7 5%	9 11%s	5 4%	2 2%s	8 5%	1 6%s	2 6%s	4 10%s	1 2%s	- -s	5 3%	3 3%	- -s	- -s	- -s	63 6%
The Daily Express	15 1%	16 2%	1 1%	1 -	- -	2 2%	- -e	12 5%ZcGghi	- -	15 2%	12 2%	12 2%	1 -	15 2%	6 3%	5 1%	11 2%	2 2%	- -s	3 3%s	- -	- -s	3 3%	5 6%sZcB	7 5%ZB	- -s	- -s	- -s	- -s	- -s	- -	5 5%ZB	- -s	- -s	- -s	16 2%
The Daily Star	24 2%m	13 1%	- -	1 1%	9 4%	2 1%	- -s	8 3%gl	- -	10 2%	18 2%	9 2%	9 5%	15 2%	8 4%m	4 1%	12 2%m	- -	2 4%s	- -e	2 2%	1 5%sZbqB	3 2%	2 2%s	6 4%	- -s	- -s	- -s	- -s	- -s	- -	2 2%	* 2%s	- -e	- -s	13 1%
The Guardian	59 6%JkC	82 8%	5 4%	5 4%	18 9%f	4 2%	9 11%sZdfgi	1 1%	16 10%dfg	34 5%f	49 6%f	30 6%f	19 10%Jk	37 5%	27 12%Zmn	25 5%	52 7%Zm	2 2%	2 5%s	* *s	10 7%v	8 11%soquvC	10 8%quvC	- -s	1 1%	1 3%s	4 12%soquvC	5 11%s	3 7%sbv	- -s	16 10%oquvC	1 1%	1 4%s	* 4%s	- -s	82 8%
The Metro	123 12%suzC	80 8%	11 8%	16 12%	31 15%	10 7%	14 19%sd	22 9%	34 22%ZdfghI	85 12%	105 14%ZI	74 14%f	30 16%	89 11%	25 12%	82 15%Z	107 14%Z	8 8%	2 5%s	7 7%s	23 17%suzC	8 11%s	33 28%ZopquvxzC	2 3%s	19 13%sC	1 3%s	- -s	14 34%s	2 4%s	- -s	34 22%ZopquvzC	3 3%	2 10%s	1 10%s	- -s	80 8%
The London Evening Standard	- -	- -	- -	- -	- -	- -	- -e	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -e	- -	- -s	- -	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -
The i	53 5%Jk	58 5%	4 3%	10 7%	18 8%f	9 6%	9 11%sZfghi	5 2%	8 5%	32 5%f	41 5%f	25 4%f	19 10%Jk	32 4%	21 10%Z	30 6%	51 7%Z	7 7%	1 3%s	3 3%s	12 9%	6 8%s	9 7%	2 2%s	3 2%	1 3%s	5 10%sDzuvBC	4 9%s	4 7%s	- -s	8 5%	2 2%	- -s	1 5%s	- -s	58 5%
The Independent	- -	- -	- -	- -	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -	- -s	- -	- -s	- -	- -s	- -s	- -s	- -s	- -	- -	- -s	- -s	- -s	- -
The Financial Times	20 2%	25 2%	3 2%	2 1%	4 2%	4 3%	2 2%s	2 1%	4 3%	16 2%	16 2%	12 2%	3 2%	16 2%	11 5%Zmn	9 2%	20 3%m	4 4%	* 1%s	- -s	4 3%	1 1%s	2 1%	1 1%s	1 1%	* 3%s	1 1%s	2 4%s	- -s	- -s	4 3%	2 2%	1 5%s	- -s	- -s	25 2%
The Scotsman	4 *	3 *	- -	2 1%	1 1%	- -	- -s	- -	- -	1 *	2 *	1 *	1 1%	2 *	2 1%	- -	2 *	- -	- -s	- -s	1 1%	- -s	- -	- -s	- -	- -s	- -s	- -s	1 1%s	- -s	- -	- -	- -s	- -s	- -s	3 *
The Herald	4 *g	5 *	- -	- -	3 1%g	- -	- -s	- -	- -	* *	3 *g	* *	1 1%	2 *	1 1%	2 *	4 *	- -	- -s	- -s	3 2%Z	- -s	1 *	* *s	- -	- -s	- -s	- -s	- -s	- -s	- -	- *	- -s	- -s	- -s	5 *
The Western Mail	1 *	1 *	- -	- -	1 *	- -	- -s	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	1 *	- -	- -s	- -s	1 1%	- -s	- -	- -s	- -	- -s	- -s	- -s	- -s	- -	- -	- -	- -s	- -s	- -s	1 *
The Belfast Telegraph	- -	- -	- -	- -	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -	- -s	- -	- -s	- -	- -s	- -s	- -s	- -s	- -	- -	- -	- -s	- -s	- -s	- -
Any other national paper	3 *	3 *	- -	- -	2 1%	- -	- -s	- -	1 *	1 *	3 *	1 *	2 1%	1 *	1 1%	1 *	3 *	- -	- -s	2 2%	- -	- -s	- -	- -s	- -	- -s	2 5%s	- -s	1 2%s	- -s	1 *	- -	- -s	- -s	- -s	3 *
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The Daily Record	3 *	5 *	- -	- -	- -	- -	- -s	3 1%	- -	3 *	3 *	3 1%	1 *	3 *	* *	2 *	3 *	- -	- -s	1 1%s	- -	- -s	* *	* *s	3 2%Z	- -s	- -s	- -s	1 2%s	- -s	- -	* *	- -s	- 4%s	- -s	5 *

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Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
The National	6 1%	5 *	2 1%	- -	1 1%	3 2%	1 1%a	- -	- -	4 1%	2 *	1 *	3 2%	3 *	2 1%	1 *	3 *	- -	3 6%a2bqrsBC	- -e	1 1%	- -	- -	- -e	- -	- -e	1 3%a	- -e	- -e	- -	- -s	- -	* 1%a	- -e	- -e	5 *
Other (specify)	29 3%f	29 3%	1 1%	1 1%	7 3%	7 4%f	3 5%af	1 *	6 4%	17 3%f	17 2%f	11 2%f	3 2%	21 3%	10 5%	12 2%	22 3%	5 3%v	1 3%a	1 1%a	5 4%	2 2%a	2 2%	1 1%a	- -	- -e	1 3%av	2 6%a	2 3%a	- -z	6 4%	1 1%	- -e	1 7%a	- -e	29 3%
None of these	631 59%degmo	661 62%	91 67%	85 63%	116 55%	64 44%	35 46%a	154 64%de	92 59%d	396 58%d	448 60%de	332 62%deg	90 50%	484 61%j	104 51%	299 56%	403 54%	42 41%	22 50%a	47 49%a	73 54%	44 57%a	64 50%	67 77%a2bqrqstv xB	87 57%	15 82%a	19 56%a	16 39%a	37 76%a2bqrtv	* 100%a	92 59%o	81 78%2bqrqrstvx B	12 60%a	10 82%a	3 71%a	661 62%
Don't know	16 2%n	15 1%	7 5%Z	1 1%	1 1%	2 1%	* 1%a	6 2%	2 1%	10 1%	9 1%	8 1%	3 2%	9 1%	1 *	5 1%	6 1%	2 2%	- -e	- -e	* *	1 1%a	1 1%	2 3%a	3 2%	- -e	- -e	* 1%a	* 1%a	- -z	2 1%	2 2%	- -e	- -e	- -e	15 1%
Prefer not to say	15 1%gN	12 1%	1 1%	1 1%	8 4%gNI	3 2%	- -e	1 1%	- -	4 1%I	9 1%I	* -	8 4%2k	7 1%	3 1%	10 2%	12 2%	1 1%	2 4%a	1 1%a	6 4%Z	2 3%a	1 1%	- -e	1 1%	- -e	- -e	- -e	- -e	- -z	- -	- -	- -e	- -e	- -e	12 1%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 276

Newspapers - Print - past 12 months - R33. Now we'd like to find out which newspapers you've read in print.
We are only interested in reading of printed newspapers so please don' mention any reading done on a computer or other device such as those shown on a screen.
Please select each publication if you can remember reading a copy of it in the past 12 months. Again, we only want to know if you read a printed copy.

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious - extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	8**	55**	229*	274	106*	313	206*	178*	143*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-	-	-	-	-	-	237	250	210	183*	111*	294	1062
The Sun	80 7%abM	55 5%	7 4%n	7 4%n	80 35%ZbdghjklmnM	13 15%a	10 19%a	22 10%bgn	9 3%n	9 9%an	32 10%abgn	14 7%n	14 8%gn	6 4%n	7 5%n	-	4 10%a	5 8%aM	80 100%aZBEFHKM	8 32%a	19 15%aM	7 12%aM	3 23%a	13 15%aZM	10 32%a	- -x	5 10%aM	2 11%a	-	-	-	-	-	-	-	23 10%	12 5%	18 9%	11 6%	10 9%a	20 7%	55 5%
The Daily Mail	85 8%aM	85 8%	11 6%n	23 11%gn	17 8%n	7 8%a	9 17%a	20 9%n	16 6%n	15 14%agn	85 27%ZbdcfghjklmnM	16 8%n	15 8%n	16 11%gn	10 9%n	-	8 22%a	12 20%aZM	13 16%aM	7 30%a	12 10%aM	8 14%aM	7 40%a	85 100%aZBCEFKM	13 39%a	- -x	16 30%aZEFM	4 21%a	-	-	-	-	-	-	-	26 11%	13 5%	19 9%	12 7%	9 8%a	21 7%	85 8%
The Daily Mirror	32 3%aM	20 2%	14 8%Zn	10 5%n	11 5%n	5 6%a	11 20%a	13 6%n	10 4%n	7 6%an	14 5%n	32 16%ZbcfghjklmnM	5 3%n	6 4%n	3 3%n	-	13 34%a	6 10%aZM	10 13%aZM	11 44%a	11 9%aZM	8 13%aZM	1 10%a	13 11%aZM	32 100%a	- -x	6 12%aZM	- -x	-	-	-	-	-	-	-	10 4%	3 1%	11 5%O	4 2%	- *a	5 2%	20 2%
The Daily Telegraph	38 4%aM	43 4%	38 21%ZbcfghjklmnM	19 9%Zfgjkln	5 2%	3 4%a	7 12%a	10 4%n	14 5%n	3 2%a	14 5%n	14 7%cn	7 4%n	8 5%n	5 4%n	-	38 100%a	13 22%aZCEM	4 5%aM	5 21%a	8 6%aM	11 19%aZCEM	1 4%a	8 11%aZM	13 41%a	- -x	6 12%aZM	3 16%a	-	-	-	-	-	-	-	13 5%S	5 2%	16 7%ZDQS	2 1%	1 1%a	3 1%	43 4%
The Times	60 6%aMS	63 6%	17 10%chn	60 30%ZbcfghjklmnM	6 3%n	7 8%a	5 10%a	21 9%cn	19 7%n	2 2%a	17 5%n	8 4%n	13 7%n	16 11%Zchjn	13 10%chn	-	13 34%a	60 100%aZCEFHKM	5 6%aM	4 17%a	16 12%aZM	11 19%aZM	- -x	12 14%aZM	6 19%a	- -x	13 24%aZCM	7 36%a	-	-	-	-	-	-	-	24 10%ZRS	12 5%	15 7%S	6 3%	1 1%a	7 2%	63 6%
The Daily Express	15 1%aM	16 2%	1 1%	1 1%	4 2%	- -x	3 5%a	3 1%	1 *	15 14%aZbdcfgjklmn	8 2%gn	1 1%	1 *	1 1%	1 *	-	1 1%a	- -x	3 4%aM	3 12%a	1 1%a	1 1%aM	15 100%a	7 1%aZM	1 5%a	- -x	1 2%aM	- -x	-	-	-	-	-	-	-	2 1%	6 2%	2 1%	3 1%	1 1%a	3 1%	16 2%
The Daily Star	24 2%aM	13 1%	10 6%Zn	5 2%n	8 3%n	3 4%a	24 43%a	10 4%n	8 3%n	6 6%an	8 3%n	11 8%n	3 2%	4 3%n	3 3%n	-	5 14%a	4 7%aM	8 10%aZM	24 100%a	10 8%aZM	8 14%aZM	3 19%a	7 1%aZM	11 34%a	- -x	4 8%aZM	- -x	-	-	-	-	-	-	-	8 3%	2 1%	3 1%	* *	1 0%dOQ	7 2%G	13 1%
The Guardian	59 6%aM	82 8%	20 11%Zcln	24 12%Zcln	9 4%n	11 13%a	9 17%a	19 8%n	59 21%ZabcfhijkmnM	8 7%an	14 4%n	13 6%n	22 12%Zcln	24 16%Zcfjn	19 16%Zcljn	-	11 29%a	11 19%aZM	7 9%aM	8 33%a	13 11%aM	59 100%aZBCEHKM	1 4%a	8 11%aM	8 24%a	- -x	16 30%aZCEHM	8 37%a	-	-	-	-	-	-	-	22 9%ZS	12 5%	12 6%	6 3%	4 4%a	10 3%	82 8%
The Metro	123 12%aM	80 8%	35 16%Zn	41 20%Zn	35 16%n	25 28%a	10 18%a	123 54%ZabcghijklmnM	51 18%Zn	17 16%an	48 15%n	41 20%Zn	43 24%Zn	30 20%Zn	29 24%Zn	-	8 20%a	16 27%aZM	19 23%aZM	10 40%a	123 100%aZBCFHKM	13 22%aZM	1 7%a	12 14%aM	11 33%a	- -x	17 31%aZHM	3 16%a	-	-	-	-	-	-	-	39 16%ZDPR	20 8%	17 8%	34 19%ZDPRS	5 4%a	39 13%R	80 8%
The London Evening Standard	-	-	-	-	-	- -x	- -x	-	-	- -x	-	-	-	-	-	-	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The i	53 5%aM	58 5%	17 9%n	19 9%Zn	9 4%n	13 15%a	6 10%a	24 11%Zcn	29 11%Zcn	8 7%an	23 7%n	13 6%n	24 12%Zcjn	53 36%ZabcfghjklmnM	18 15%Zcn	-	6 17%a	13 21%aZM	5 7%aM	4 17%a	17 14%aZM	16 28%aZCM	1 8%a	16 11%aZM	6 20%a	- -x	53 100%aZBCEFHM	7 33%a	-	-	-	-	-	-	-	16 7%	8 3%	19 9%ZDRS	6 3%	1 1%a	7 2%	58 5%
The Independent	-	-	-	-	-	- -x	- -x	-	-	- -x	-	-	-	-	-	-	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	- -x	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Financial Times	20 2%M	25 2%	4 2%	10 5%Zjn	4 2%	4 4%a	1 3%a	8 4%n	14 5%Zjn	1 1%a	6 2%	1 *	7 4%jn	8 6%Zjn	20 16%ZabcfghjklmnM	-	3 9%a	7 12%aZEM	2 3%aM	- -x	3 3%aM	8 13%aZEM	- -x	4 11%aM	- -x	- -x	7 13%aZEM	20 100%a	-	-	-	-	-	-	-	7 3%	3 1%	6 3%	3 2%	1 1%a	4 1%	25 2%
The Scotsman	4 *	3 *	1 1%	2 1%	1 1%	- -x	1 3%a	4 2%	2 1%	1 1%a	1 *	- -	1 1%	1 1%	1 1%	-	1 4%a	2 3%aZM	1 2%aM	- -x	1 *	2 3%aZM	- -x	1 2%aM	- -x	- -x	1 3%aZM	1 7%a	-	-	-	-	-	-	-	2 1%	- -	- -	2 1%	- -x	2 1%	3 *
The Herald	4 *	5 *	2 1%	3 2%Z	2 1%	- -x	1 3%a	2 1%	2 1%	1 1%a	2 1%	- -	1 1%	1 1%	1 1%	-	1 4%a	3 6%aZM	1 2%aM	- -x	1 1%a	2 3%aZM	- -x	2 2%aM	- -x	- -x	1 3%aZM	1 7%a	-	-	-	-	-	-	-	2 1%	1 1%	- -	- -	- -x	- -	5 *

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Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

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Newspapers - Print - past 12 months - R33. Now we'd like to find out which newspapers you've read in print.
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	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious/ extremely vulnerable (S)	Total
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	257	250	210	183*	111*	294	1062
The Western Mail	1 -	1 -	- -	- -	1 -	- -s	- -s	- -	- -	- -s	- -	- -	- -	- -	1 1%	- -	- -s	- -s	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	1 4%s	- -	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	1 -	- -s	1 -	1 -
The Belfast Telegraph	- -	- -	- -	- -	- -	- -s	- -s	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -s	- -	- -
Any other national paper	3 -	3 -	1 1%	2 1%	2 1%	- -s	1 2%s	1 1%	2 1%	1 1%s	1 -	- -	1 1%	1 1%	3 2%Z	- -	1 4%s	1 2%s2M	2 2%s2M	- -s	- -s	1 2%s2M	- -s	1 2%sM	- -s	- -s	1 2%s2M	3 14%s	- -	- -s	- -s	- -s	- -s	- -s	- -s	1 1%	- -	1 -	1 -	- -s	1 -	3 -
Any other regional paper	44 4%sM	44 4%	6 3%n	12 6%n	9 4%n	9 10%s	5 8%s	14 6%n	13 5%n	8 7%sn	15 5%n	10 5%n	7 4%n	12 8%n	5 4%n	- -	1 2%s	9 15%s2M	7 9%sM	5 19%s	13 11%s2M	8 12%s2M	2 12%s	12 14%s2M	6 20%s	- -s	11 21%s2M	1 6%s	- -	- -s	- -s	- -s	- -s	- -s	- -s	15 6%	9 4%	8 4%	6 3%	5 5%s	11 4%	44 4%
The Daily Record	3 -	6 1%	1 1%	1 1%	- -	- -s	- -s	- -	- -	- -s	- -	- -	1 1%	- -	- -	- -	1 3%s	1 2%sM	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -s	- -s	- -s	- -s	- -s	- -	1 -	- -	2 1%	- -	- -s	2 -	6 1%
The National	6 1%	5 -	1 1%	2 1%	2 1%	- -s	1 3%s	2 1%	2 1%	1 1%s	1 -	- -	1 1%	1 1%	1 1%	- -	1 4%s	2 4%s2M	2 3%sM	- -s	1 1%s	2 3%sM	- -s	1 2%sM	- -s	- -s	1 3%sM	1 7%s	- -	- -s	- -s	- -s	- -s	- -s	- -s	2 1%	3 1%	- -	1 1%	- -s	1 -	5 -
Other (specify)	29 3%sBC	29 3%	12 7%Zn	5 3%n	5 2%	10 11%s	4 8%s	7 3%n	16 6%Zn	5 5%sn	7 2%	8 4%n	6 4%n	8 5%n	7 6%n	- -	2 4%s	3 5%sM	- -s	4 16%s	7 6%sM	7 12%sBCHM	- -s	* 1%s	1 4%s	- -s	2 3%sM	2 8%s	- -	- -s	- -s	- -s	- -s	- -s	- -s	7 3%	4 1%	5 3%	7 4%	5 5%s	12 4%	29 3%
None of these	631 59%abdgi mBCEFHIK	661 62%	83 46%f	89 44%f	111 49%f	23 27%s	24 44%s	74 33%	142 52%f	64 60%sfim	153 49%f	119 58%fim	93 52%f	64 43%	50 42%	301 100%ZbcdghijklmnBCEFHK	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	631 100%ZBCEFHK	- -s	- -s	- -s	- -s	- -s	- -s	118 50%	174 70%ZNP	116 55%	119 65%N	72 65%s	191 65%N	661 62%
Don't know	16 2%M	15 1%	2 1%	3 2%	2 1%	2 2%s	3 6%s	3 1%	3 1%	2 2%s	3 1%	3 2%	3 2%	3 2%	2 2%	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	1 *	- -	1 1%	4 2%	3 3%s	7 2%	15 1%
Prefer not to say	15 1%M	12 1%	7 4%bn	- -	6 3%n	6 7%s	- -s	6 3%	7 2%n	1 1%s	7 2%n	- -	- -	6 4%Zbjn	6 5%Zbjkn	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	* *	2 1%	1 1%	1 *	- 4%sN	5 2%	12 1%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 277

12 Mar 2026

Newspapers - Digital - past 12 months - R34. And which of the following have you read or looked at on screen via a website, app or social media over the past 12 months?

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 277

Newspapers - Digital - past 12 months - R34. And which of the following have you read or looked at on screen via a website, app or social media over the past 12 months?

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24 vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 278

Newspapers - Digital - past 12 months - R34. And which of the following have you read or looked at on screen via a website, app or social media over the past 12 months?

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (g)	3 (n)	4 (a)	5 - Least deprived (i)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
The Sun	190 18%ns	129 12%	43 17%	50 18%	47 19%	23 16%	163 18%	20 22%	7 15%n	-	-	-	-	-	-	-	-	58 22%ns	50 22%ns	25 12%	23 12%	35 21%	56 17%	61 16%	26 17%	34 20%	60 19%	117 17%	102 21%	88 16%	152 22%ZJ	30 13%	129 12%
The Daily Mail	273 26%t	230 22%	67 27%t	61 22%t	75 31%t	42 30%t	246 27%t	9 10%	17 34%tef	-	-	-	-	-	-	-	-	58 22%	68 31%	45 21%	42 22%	60 35%ZgHi	86 27%	104 28%	34 23%	34 20%	68 21%	189 27%	133 27%	140 25%	204 29%ZJ	48 21%	230 22%
The Daily Mirror	184 17%tJ	111 10%	63 25%Zbef	46 16%	34 14%	27 19%	170 18%f	7 8%	7 14%s	-	-	-	-	-	-	-	-	48 18%	52 23%r	29 13%	27 14%	30 17%	46 14%	66 18%	31 21%	34 20%	65 20%	112 16%	86 17%	98 18%	141 20%ZJ	27 12%	111 10%
The Daily Telegraph	158 13%g	144 14%	32 13%	36 13%	42 17%g	31 22%g	142 15%g	15 17%g	1 2%s	-	-	-	-	-	-	-	-	26 10%	43 19%p	33 16%	29 15%	27 16%	50 16%	58 16%	16 10%	22 13%	37 12%	108 16%	74 15%	84 15%	93 13%	46 20%JI	144 14%
The Times	176 17%gD	168 16%	33 13%	37 13%	50 20%	31 22%	151 16%	11 13%	13 26%s	-	-	-	-	-	-	-	-	25 9%	40 18%p	38 18%p	43 22%Zp	29 17%	63 20%D	62 17%D	28 19%DE	11 7%	39 12%D	125 18%D	91 18%	84 15%	125 18%	40 18%	168 16%
The Daily Express	99 9%	80 8%	39 15%Zbe	23 8%	21 8%	4 3%	87 9%	8 8%	4 8%s	-	-	-	-	-	-	-	-	26 10%	29 14%	14 7%	17 9%	22 13%	24 8%	52 14%ZADEF	12 8%	7 4%	19 8%	76 11%ZA	38 8%	61 11%	75 11%	19 8%	80 8%
The Daily Star	30 3%B	22 2%	12 5%	6 2%	6 3%	- -	24 3%	2 2%	4 9%eZbcfe	-	-	-	-	-	-	-	-	7 3%	3 1%	10 5%	4 2%	6 4%	14 4%BF	3 1%	7 5%B	6 3%	13 4%	17 3%B	19 4%	11 2%	28 4%Z	2 1%	22 2%
The Guardian	256 24%bgCH	309 29%	64 25%	51 18%	59 24%	55 38%Zbefg	228 25%b	19 21%	9 17%s	-	-	-	-	-	-	-	-	44 16%	57 25%	50 24%	66 34%Zgr	40 23%	99 31%ZBDEF	77 21%D	45 29%DE	17 10%	62 19%D	176 25%BD	139 28%ZH	115 21%	168 24%	67 29%	309 29%
The Metro	138 13%c	110 10%	52 21%Zbcef	27 9%	21 8%	28 19%c	127 14%bc	6 7%	4 8%s	-	-	-	-	-	-	-	-	42 16%	25 11%	22 11%	26 13%	23 14%	52 16%	40 11%	17 12%	17 10%	35 11%	92 13%	72 15%	65 12%	94 13%	29 13%	110 10%
The London Evening Standard	67 6%eBDfJ	35 3%	8 3%	11 4%	28 11%abfg	40 28%Zabcefg	87 9%Zbf	- -	-e	-	-	-	-	-	-	-	-	14 5%	16 7%	11 5%	27 14%Zpr	18 11%	29 9%E	35 10%E	7 4%	5 3%	12 4%	65 9%E	54 11%ZH	32 6%	71 10%ZJ	10 4%	35 3%
The Independent	178 17%BDfi	152 14%	50 20%f	38 13%	44 18%f	34 24%f	166 18%bf	6 7%	6 11%s	-	-	-	-	-	-	-	-	31 12%	33 15%	31 15%	45 24%Zp	37 22%p	69 22%ZDE	63 17%D	33 22%DE	6 3%	39 12%D	132 19%ZD	101 20%ZH	77 14%	131 19%	34 15%	152 14%
The i	120 11%bfi	110 10%	28 11%	30 11%	28 12%	25 17%	111 12%	6 6%	4 7%s	-	-	-	-	-	-	-	-	26 10%	23 10%	25 12%	26 14%	22 13%	49 15%ZBDEF	34 9%	17 11%	9 6%	27 8%	82 12%B	80 16%ZH	40 7%	78 11%	35 15%	110 10%
The Financial Times	110 10%gpH	96 9%	24 9%	24 9%	21 9%	34 24%Zabcefg	103 11%g	7 7%	* *s	-	-	-	-	-	-	-	-	13 5%	22 10%	22 10%	32 17%Zp	21 13%p	40 13%	37 10%	15 10%	8 5%	23 7%	77 11%	69 14%ZH	41 7%	77 11%	26 11%	96 9%
The Scotsman	10 1%e	17 2%	1 *	- -	1 *	- -	8 1%	* *	- -	-	-	-	-	-	-	-	-	- -	2 1%	3 1%	2 1%	3 2%	2 1%	4 1%	3 2%	- -	3 1%	6 1%	4 1%	5 1%	6 1%	3 1%	17 2%
The Herald	15 1%e	20 2%	- -	- -	3 1%	1 1%	4 *	11 12%Zbcdeg	- -	-	-	-	-	-	-	-	-	1 *	2 1%	3 1%	3 2%	6 3%	2 1%	10 3%	3 2%	* *	3 1%	12 2%	4 1%	11 2%	11 2%	4 2%	20 2%
The Western Mail	3 *s	4 *	- -	- -	- -	1 1%	1 *	- -	2 4%eZbcde	-	-	-	-	-	-	-	-	- -	3 1%	- -	* *	- -	- -	2 1%	- -	1 *	1 *	2 *	2 *	- -	3 1%ZI	4 *
The Belfast Telegraph	3 *	3 *	* *	2 1%	- -	- -	2 *	1 1%	- -e	-	-	-	-	-	-	-	-	2 1%	- -	1 *	* *	- -	1 *	- -	2 1%	- -	2 1%	1 *	1 *	2 *	1 *	2 1%	3 *
Any other national paper	24 2%	24 2%	6 3%	7 2%	6 2%	1 *	19 2%	4 4%	1 2%s	-	-	-	-	-	-	-	-	5 2%	1 *	8 4%	7 3%	4 2%	9 3%	10 3%	3 2%	1 1%	4 1%	20 3%	12 2%	12 2%	20 3%	3 1%	24 2%
Any other regional paper	85 8%	85 8%	22 9%	24 8%	18 8%	7 5%	71 8%	11 12%	3 6%s	-	-	-	-	-	-	-	-	22 8%	14 6%	12 6%	19 10%	18 10%	17 5%	37 10%	11 7%	14 8%	25 8%	53 8%	38 8%	47 8%	51 7%	25 11%	85 8%
The Daily Record	27 2%acu	24 2%	1 *	7 2%e	1 *	- -	8 1%	19 21%Zbcdeg	- -e	-	-	-	-	-	-	-	-	10 4%	5 2%	3 2%	2 1%	6 4%	5 1%	12 3%	4 3%	7 4%	11 3%	16 2%	11 2%	16 3%	20 3%	4 2%	24 2%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political/political-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 278

Newspapers - Digital - past 12 months - R34. And which of the following have you read or looked at on screen via a website, app or social media over the past 12 months?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	.**	.**	.**	.**	.**	.**	.**	.**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
The National	17 **2%e**	17 2%	3 1%	3 1%	* *	1 1%	8 1%	9 **9%Zbcde**	1 **3%e**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	2 1%	5 3%	3 2%	3 1%	3 1%	7 2%	2 1%	4 2%	6 2%	9 1%	5 1%	13 2%	14 2%	2 1%	17 2%
Other (specify)	23 2%	29 3%	4 2%	5 2%	6 3%	4 3%	19 2%	2 2%	2 **3%e**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	10 4%	3 1%	3 1%	3 2%	4 3%	5 2%	9 2%	3 2%	7 4%	9 3%	14 2%	9 2%	13 2%	13 2%	5 2%	29 3%
None of these	386 **30%d**	396 37%	88 35%	136 **48%Zbcde**	78 32%	32 22%	333 **36%d**	35 38%	18 **35%e**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	98 37%	75 33%	86 40%	72 38%	55 32%	113 35%	140 38%	48 33%	66 39%	115 36%	253 37%	172 35%	209 37%	234 34%	93 40%	396 37%
Don't know	28 **3%AF**	23 2%	6 3%	7 2%	6 2%	7 5%	26 3%	2 2%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	6 2%	5 2%	9 4%	6 3%	3 2%	3 1%	8 2%	9 **6%AF**	4 2%	13 **4%A**	11 2%	14 3%	13 2%	14 2%	5 2%	23 2%
Prefer not to say	12 **1%F**	15 1%	4 1%	5 2%	* *	1 *	10 1%	2 2%	1 **1%e**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	4 1%	2 1%	3 2%	2 1%	1 1%	2 1%	2 *	4 2%	2 1%	6 2%	4 1%	5 1%	6 1%	6 1%	1 1%	15 1%

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(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 279

Newspapers - Digital - past 12 months - R34. And which of the following have you read or looked at on screen via a website, app or social media over the past 12 months?

Base : All

	Total (W'ld)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)															UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gj)	Not Con (hi)	Not Lab or Con (ij)	Satis -fied (i)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (oa)	Con gains (ga)	Con losses (oj)	Lab loyalist (r)	Lab gains (k)	Lab losses (t)	Reform UK loyalist (ud)	Reform UK gains (vl)	Reform UK losses (ae)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (Bi)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	254	514	748	101	49	95	133	71	135	90	138	24	49	44	57	3	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
The Sun	190 18%cBd	129 12%	15 11%	36 26%a	46 22%d	15 10%	9 12%a	56 23%dg	29 19%	120 18%d	153 20%Bjg	105 19%d	35 19%	143 18%	27 13%	107 20%	134 18%	8 8%	7 16%a	19 20%a	36 27%Boz	11 15%a	16 13%	20 23%ao	36 24%a	2 12%a	5 14%a	5 11%a	4 9%a	* 100%a	29 19%	22 21%a	8 39%a	1 8%a	1 33%a	129 12%
The Daily Mail	273 26%	250 22%	33 24%	30 22%	55 26%	38 26%	18 24%a	73 30%	46 30%	184 27%	202 27%	147 27%	46 25%	218 27%	53 26%	148 27%	201 27%	23 23%	14 33%a	33 35%a	35 26%	21 27%a	32 25%	29 33%a	44 29%	4 23%a	8 24%a	10 23%a	12 24%a	* 100%a	46 30%	33 31%	1 6%a	* 1%a	- -a	230 22%
The Daily Mirror	184 17%dc	111 10%	21 16%	25 19%	44 21%d	10 7%	19 24%ad	33 14%	53 34%BcdfghI	120 17%d	154 21%Bdfg	119 22%dfg	37 21%	125 16%	36 18%	101 19%	137 18%	5 5%	4 9%a	16 17%ao	31 23%o	13 13%a	33 26%opv	16 18%ao	18 12%	1 7%a	9 26%aov	10 23%a	7 14%a	- -a	53 34%ZopqsvxC	17 16%o	5 27%a	- -a	1 33%a	111 10%
The Daily Telegraph	158 15%p	144 14%	20 15%	19 14%	33 16%	16 11%	15 19%a	33 14%	34 22%	103 15%	121 16%	87 16%	31 17%	123 15%	43 21%Z	85 16%	128 17%Z	15 15%	1 2%a	11 12%a	27 20%p	6 8%a	18 14%	16 19%ap	17 11%	4 22%a	7 22%ap	7 17%a	10 21%aps	- -a	34 22%p	21 20%p	- -a	1 10%a	1 33%a	144 14%
The Times	176 17%bC	168 16%	25 18%	14 10%	43 20%f	18 12%	22 29%aZdfghI	23 10%	43 28%ZdfghI	113 16%f	138 18%f	95 18%f	42 23%	122 15%	55 27%Zmn	91 17%	146 20%Zm	12 12%	5 12%a	12 13%a	33 25%uC	10 13%a	22 18%u	4 5%a	19 12%	3 17%a	11 32%aZoquvC	11 27%a	9 18%au	- -a	43 29%ZoquvC	7 7%	1 7%a	1 10%a	- -a	168 16%
The Daily Express	99 9%	80 8%	9 6%	16 11%	17 8%	12 8%	7 9%a	34 14%Z	17 11%	73 11%	77 10%	60 11%	19 10%	79 10%	30 15%Z	57 11%	88 12%Z	9 9%	3 8%a	10 10%a	10 8%	7 8%	10 8%	20 23%aZbrtvx	14 9%	3 13%a	1 3%a	6 14%a	5 10%a	- -a	17 11%	23 22%Zortvx	1 6%a	- -a	1 33%a	80 8%
The Daily Star	30 3%	22 2%	6 4%	9 7%	5 2%	3 2%	- -a	6 3%	11 7%Zgh	20 3%	22 3%	17 3%	5 3%	24 3%	6 3%	13 2%	19 3%	2 2%	1 2%a	1 1%a	5 4%	- -a	2 1%	5 5%a	2 1%	1 5%a	- -a	- -a	- -a	- -a	11 7%Z	6 5%	- -a	- -a	- -a	22 2%
The Guardian	256 24%dBcopuvC	309 29%	37 27%	25 19%	83 39%Zdfghi	16 11%	25 31%adfg	20 8%	75 48%Zdfghi	154 22%df	220 29%Zdfgi	138 26%dfg	72 39%Zk	166 21%	91 44%Zmn	130 24%	221 30%Zm	12 12%	4 10%a	9 9%a	62 46%ZopqsvC	21 27%opqv	41 33%opquvC	10 11%a	10 7%	3 18%a	12 33%aopquvC	14 32%a	17 34%opquvC	- -a	75 49%ZopqstuvC	13 13%	5 22%a	3 29%a	- -a	309 29%
The Metro	138 13%uC	110 10%	21 15%	23 17%	36 17%	12 8%	11 15%a	21 9%	37 24%Zdfghi	86 13%	110 15%f	74 14%f	38 21%Zk	92 12%	38 19%Z	70 13%	108 15%	9 9%	3 6%a	9 10%au	27 20%uC	8 11%a	22 18%uC	1 1%a	20 13%u	3 18%a	7 20%auC	5 11%a	5 11%au	- -a	37 24%ZopqsC	4 4%u	1 5%a	- -a	1 33%a	110 10%
The London Evening Standard	87 8%Bqv	35 3%	19 14%	9 7%	33 16%Zfghi	17 11%fgi	15 20%aZfGIghi	4 2%	10 7%	46 7%f	63 8%fi	30 5%f	26 14%Zk	56 7%	27 13%Z	56 10%	83 11%Z	16 15%ZqvC	1 3%a	2 2%a	24 16%ZopuvBC	9 11%opv	7 9%v	4 4%v	- -a	- -a	6 17%aplusC	10 23%a	6 12%opv	- -a	10 7%v	4 4%	- -a	- -a	- -a	35 3%
The Independent	178 17%dBcpv	152 14%	24 18%	19 14%	58 28%Zdfgi	9 6%	20 27%adfg	21 9%	52 34%Zdfghi	108 16%df	158 21%Zdfgi	99 18%dfg	47 26%Zk	119 15%	55 27%Zmn	97 18%	152 20%Z	8 8%	* 1%a	12 13%a	44 33%ZopqsvxC	14 19%ap	26 21%opv	9 10%a	12 8%	3 15%a	9 27%aopuvC	11 27%a	7 14%a	- -a	52 34%ZopqsvxC	11 11%	1 5%a	1 4%a	- -a	152 14%
The i	120 11%fgkqvC	110 10%	22 16%	17 13%	45 21%Zdfghi	10 7%	12 15%af	6 2%	33 21%Zdfghi	64 9%f	99 13%Zfgi	54 10%f	36 20%Zk	79 10%	42 20%Zk	68 13%	111 15%Z	9 9%v	1 3%a	4 4%a	38 28%ZopqsvxC	7 9%av	22 18%opquvC	3 4%a	2 1%	1 5%a	7 21%opquvC	5 11%a	6 13%av	- -a	33 21%ZopquvC	4 4%	- -a	2 19%a	- -a	110 10%
The Financial Times	110 10%NovC	96 9%	14 10%	13 10%	41 19%Zdfghi	8 6%	20 26%aZdfghi	7 3%	24 16%dfg	64 9%f	96 13%Zfgi	55 10%f	44 24%Zk	64 8%	50 24%Zmn	54 10%	104 14%Zm	7 7%	1 2%a	4 4%a	30 22%ZopqtuvC	10 14%uC	12 9%	1 1%a	6 4%	1 6%a	9 28%aZopqtuvC	11 39%a	9 19%opquvC	- -a	24 16%opuvC	2 2%	- -a	1 4%a	- -a	96 9%
The Scotsman	10 1%	17 2%	1 1%	1 1%	2 1%	* *	* *a	2 1%	* *	8 1%	9 1%	7 1%	2 1%	7 1%	4 2%	4 1%	8 1%	- -	* 1%a	- -a	2 1%	* 1%a	1 *	- -a	1 1%	- -	* 1%a	1 2%a	- -a	- -	* 1%	1 1%	2 12%a	1 12%a	1 33%a	17 2%
The Herald	15 1%	20 2%	1 1%	2 1%	3 1%	- -	3 4%a	5 2%	- -	12 2%	15 2%	12 2%	4 2%	11 1%	8 4%Z	7 1%	15 2%	- -	- -a	- -a	3 2%	- -a	1 *	* *a	4 3%	1 3%a	3 8%aZopqtuBC	* *a	2 4%aB	- -a	- -	1 1%	2 12%a	1 9%a	1 33%a	20 2%
The Western Mail	3 *	4 *	- -	- -	1 -	- -	- -a	2 1%	- -	3 *	3 *	2 *	- -	2 *	- -	2 *	2 *	- -	- -a	- -a	1 1%	- -a	1 1%	1 1%	1 1%	- -a	- -a	1 2%a	- -a	- -	1 1%	- -a	- -a	- -a	- -a	4 *
The Belfast Telegraph	3 *	3 *	3 2%Z	- -	- -	- -	- -a	- -	2 2%	3 *	3 *	3 1%	- -	3 *	* *	2 *	2 *	- -	- -a	- -a	- -a	2 2%	- -a	- -a	- -a	- -a	- -a	- -a	- -a	2 2%	- -	- -a	1 6%a	- -a	3 *
Any other national paper	24 2%	24 2%	5 4%	3 2%	3 1%	5 3%	4 5%af	1 1%	6 4%	20 3%f	18 2%	15 3%f	5 3%	19 2%	9 5%	12 2%	21 3%	4 4%	1 1%a	* *a	2 2%	* *a	3 2%	1 1%a	- -	- -a	3 10%aZopquvC	* 1%a	1 3%a	- -a	6 4%	1 1%	3 17%a	1 6%a	- -a	24 2%
Any other regional paper	85 8%	85 8%	7 5%	12 9%	21 10%	6 4%	7 10%a	13 5%	13 8%	45 7%	60 8%	39 7%	17 9%	62 8%	21 10%	46 9%	68 9%	5 5%	1 3%a	8 8%a	17 12%	4 5%a	7 5%	5 6%a	8 5%	* 2%a	5 10%av	2 5%a	3 3%a	* 100%a	13 8%	5 5%	3 17%a	1 10%a	- -a	85 8%
The Daily Record	27 3%	24 2%	5 4%	4 3%	4 2%	1 1%	1 2%a	6 2%	3 2%	22 3%	26 3%	21 4%Z	3 2%	18 2%	5 3%	20 4%	25 3%	- -	1 1%a	- -a	2 1%	3 3%a	6 4%	1 1%a	4 3%	1 7%aopq	1 3%a	4 7%aopq	- -a	3 2%	2 2%	9 44%a	2 14%a	1 33%a	24 2%

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***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/Gi/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 279
Newspapers - Digital - past 12 months - R34. And which of the following have you read or looked at on screen via a website, app or social media over the past 12 months?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Weighted Total	1062	1062	138*	138*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	43*	**	155*	105*	20**	12**	4**	1062
The National	17 2%	17 2%	2 2%	2 1%	1 1%	3 2%	1 1%a	2 1%	3 2%	15 2%	13 2%	12 2%f	2 1%	15 2%	6 3%	7 1%	12 2%	- -	3 7%eZbqpC	- -e	1 1%	- -e	3 2%	- -e	2 1%	* 2%a	* 3%a	- -e	1 1%a	- - z	3 2%	* -	6 30%a	1 6%a	- -e	17 2%
Other (specify)	23 2%	29 3%	4 3%	1 *	5 2%	2 1%	4 5%a	4 2%	2 1%	15 2%	18 2%	13 2%	1 1%	20 2%	5 2%	10 2%	14 2%	2 2%	- -e	3 3%a	3 2%	1 2%a	7 5%	2 2%e	3 2%	- -e	* 1%a	3 8%a	3 3%a	- - z	2 1%	2 1%	- -e	* 4%a	- -e	29 3%
None of these	386 36%GhbmrB	396 37%	40 30%	49 36%	65 30%	63 43%G	23 30%a	94 39%G	34 22%	246 36%G	248 33%G	183 34%G	50 28%	308 39%j	42 20%	189 35%kn	231 31%l	45 44%rB	18 41%aB	39 41%arB	33 24%	32 41%aB	36 29%	39 45%arB	55 36%B	9 50%a	9 27%a	13 32%a	15 35%a	- - z	34 22%	48 46%rtB	4 22%a	8 71%a	3 67%a	396 37%
Don't know	28 3%n	23 2%	6 4%	1 1%	3 1%	2 1%	1 2%a	6 2%	5 3%	13 2%	14 2%	12 2%	4 2%	19 2%	2 1%	9 2%	11 2%	2 2%	- -e	1 1%	2 2%	1 1%a	4 3%	4 4%a	2 1%	- -e	- -e	1 3%a	4 8%aZ	- - z	5 3%	4 4%	- -e	- -e	- -e	23 2%
Prefer not to say	12 1%	15 1%	3 2%	1 1%	2 1%	2 2%	* 1%a	5 2%	- -	8 1%	7 1%	5 1%	2 1%	9 1%	4 2%	3 1%	7 1%	- -	2 5%eDrB	1 1%a	- -	2 2%a	2 2%	1 1%a	4 2%	1 3%a	- -e	* 1%a	- -e	- - e	- -	1 1%	- -e	- -e	- -e	15 1%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 280

Newspapers - Digital - past 12 months - R34. And which of the following have you read or looked at on screen via a website, app or social media over the past 12 months?

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-	-	-	-	-	-	237	250	210	183*	111*	294	1062
The Sun	190 18%ntE	129 12%	55 31%Zn	57 28%Zn	190 84%JbIghl jklmn	42 49%s	23 41%s	76 33%Zn	67 24%Zn	58 54%aDabcfgj klmn	120 38%ZbgIn	96 47%JbIghi	63 36%Zgn	39 27%Zn	41 34%Zn	- -	4 10%s	3 6%s	43 54%cEBEFHKM	- -e	25 21%sEI	5 8%s	4 25%s	8 9%s	2 6%s	- -e	6 10%s	3 14%s	111 18%JLB	-	-	-	-	-	-	37 16%	53 21%	41 19%	29 16%	15 13%s	44 15%	129 12%
The Daily Mail	273 26%n	230 22%	93 52%ZbgIn	80 39%Zn	133 58%ZbIghi	54 62%s	31 57%s	104 45%Zn	111 41%Zn	80 75%aDabcfg jklmn	273 87%ZabcIgh jklmn	125 61%ZbIgIn	99 55%ZbgIn	60 41%Zn	59 49%Zn	- -	11 29%s	10 16%s	27 34%s	4 17%s	41 33%s	11 19%s	7 43%s	44 52%cEBEFKM	8 26%s	- -e	17 32%s	6 29%s	153 24%	-	-	-	-	-	-	55 23%	59 23%	67 32%	45 25%	32 29%s	77 26%	230 22%
The Daily Mirror	184 17%stHN	111 10%	74 42%Zn	69 34%Zn	95 42%Zn	32 37%s	23 43%s	79 34%Zn	98 36%Zn	60 56%aDabcfg lkmn	120 38%Zn	184 89%ZabcfgIh iklmn	84 47%ZbIgn	57 39%Zn	45 36%Zn	- -	10 26%s	4 6%s	5 6%s	- -e	32 26%sBCH	9 16%s	1 4%s	6 7%s	10 32%s	- -e	7 14%s	1 4%s	119 19%JBH	-	-	-	-	-	-	22 9%	50 20%N	36 17%	47 26%ZN	17 15%s	64 22%N	111 10%
The Daily Telegraph	158 15%s	144 14%	158 88%ZbcfgIH jklmn	77 38%Zcn	58 26%Zn	40 46%s	16 30%s	69 30%Zn	99 36%Zcn	50 47%aDcfgn	93 30%Zn	67 33%Zn	75 42%ZcEn	59 40%Zcn	58 48%ZcfgIn	- -	17 45%s	10 17%s	6 8%s	5 21%s	28 23%s	14 24%sCHM	1 5%s	8 9%s	2 5%s	- -e	15 28%sZCHM	3 15%s	83 13%	-	-	-	-	-	-	34 14%	33 13%	36 17%	33 18%	11 10%s	44 15%	144 14%
The Times	176 17%stMS	168 16%	83 46%Zchln	176 87%ZbcfghI jklmn	58 26%Zn	36 41%s	21 38%s	80 35%Zn	118 43%Zcln	34 32%aDn	86 27%Zn	72 35%Zn	91 51%ZcfhIjn	66 45%Zcln	72 60%ZacfghIj kn	- -	16 41%s	33 56%sCEFHKM	5 6%s	5 20%s	33 27%sCM	19 32%sCDM	1 5%s	16 19%s	8 24%s	- -e	12 22%sC	10 46%s	89 14%	-	-	-	-	-	-	44 19%	46 18%	38 18%	18 10%	14 13%s	32 11%	168 16%
The Daily Express	99 9%s	80 8%	50 28%ZbgIn	34 17%Zn	60 27%ZbIn	22 26%s	19 36%s	48 21%Zn	49 18%Zn	99 93%aDabcfg jklmno	80 25%Zbn	64 31%ZbgIn	51 28%ZbgIn	32 22%Zn	38 30%ZbgIn	- -	2 5%s	2 4%s	9 11%s	4 17%s	16 13%s	7 12%s	8 54%s	12 14%s	6 19%s	- -e	7 13%s	1 7%s	64 10%	-	-	-	-	-	-	20 8%	30 12%	17 8%	20 11%	9 9%s	30 10%	80 8%
The Daily Star	30 3%s	22 2%	11 6%n	16 8%Zn	23 10%Zn	6 7%s	30 55%s	12 5%n	13 5%n	15 15%aDfgIn	27 9%Zn	23 11%ZgIn	14 8%Zn	13 9%Zn	8 7%n	- -	1 4%s	1 2%s	2 3%s	- -e	- -e	1 2%s	- -e	2 2%s	- -e	- -e	1 3%s	1 7%s	24 4%	-	-	-	-	-	-	8 3%	9 4%	3 1%	7 4%	4 3%s	10 4%	22 2%
The Guardian	259 24%stRS	309 29%	96 54%Zcln	118 59%Zcln	72 32%n	63 72%s	16 29%s	112 49%Zcln	256 91%ZabcfhI jklmn	50 47%aDzn	112 36%Zn	89 48%Zcln	129 72%ZabcfhI jn	109 72%ZabcfhI jn	102 85%ZabcfhIj klm	- -	9 23%s	14 24%s	9 11%s	3 14%s	50 41%sZCHM	41 69%sZBCEHKM	1 4%s	13 16%s	6 18%s	- -e	27 50%sZBCHM	14 67%s	142 22%	-	-	-	-	-	-	72 31%ZRS	58 23%R	58 27%RS	35 19%	11 10%s	46 16%	309 29%
The Metro	138 13%n	110 10%	51 28%Zn	59 29%Zn	63 28%Zn	37 43%s	15 28%s	138 60%Zabcghi jklmn	84 31%Zn	43 40%aDzn	76 24%Zn	63 30%Zn	62 35%Zn	66 45%ZabcgIj n	49 41%Zbln	- -	3 8%s	7 12%s	9 11%s	3 14%s	32 26%sZM	11 19%s	2 14%s	13 15%s	6 18%s	- -e	12 23%s	5 23%s	74 12%	-	-	-	-	-	-	22 9%	33 13%	23 11%	35 19%NR	8 7%s	43 15%R	110 10%
The London Evening Standard	87 8%stM	35 3%	42 34%Zn	39 19%Zn	45 20%Zn	87 100%s	10 18%s	53 23%Zn	65 24%Zn	22 21%aDn	54 17%Zn	35 17%Zn	54 30%ZbIn	45 31%ZbIjn	47 39%ZabcfghI jn	- -	3 8%s	7 12%sM	13 16%sM	3 14%s	25 20%sZM	11 19%sZM	- -e	7 8%s	5 17%s	- -e	13 34%sZHM	4 18%s	23 4%	-	-	-	-	-	-	31 13%ZDQ	12 5%	17 8%	9 5%	10 9%s	19 6%	35 3%
The Independent	178 17%stMS	152 14%	76 41%Zcn	93 46%Zcln	68 30%Zn	54 62%s	18 32%s	92 40%Zn	131 48%Zcln	51 48%aDzln	101 32%Zn	89 43%Zcln	178 100%ZabcfgIh ijlmn	79 54%ZcfIn	72 60%ZabcfgIj n	- -	7 18%s	13 22%s	14 18%s	3 14%s	43 35%sZM	22 38%sZHM	1 4%s	15 17%s	5 16%s	- -e	24 40%sZBCHM	7 33%s	93 15%	-	-	-	-	-	-	51 22%RS	40 16%	45 21%RS	24 13%	10 9%s	33 11%	152 14%
The i	120 11%n	110 10%	53 30%Zcln	64 32%Zcln	38 17%n	41 47%s	13 23%s	69 30%Zcln	98 36%Zcln	26 25%aDn	52 17%Zn	56 27%Zcln	71 40%ZcfhIjn	120 82%ZabcfgIh ijklmn	60 50%ZabcfghI jkn	- -	3 9%s	9 15%s	2 3%s	- -e	19 16%s	15 25%sZCHM	- -e	5 5%s	- -e	- -e	27 50%sZBCEFH M	6 32%s	64 10%	-	-	-	-	-	-	26 11%	27 11%	25 12%	22 12%	9 8%s	31 10%	110 10%
The Financial Times	110 10%stMS	96 9%	57 32%Zcln	68 34%ZcfJn	43 19%Zn	47 54%s	11 21%s	58 25%Zn	98 36%ZcfIn	36 34%aDzln	58 18%Zn	48 23%Zn	70 39%ZcfIn	62 42%ZcfIn	110 92%ZabcfghI jkln	- -	3 9%s	10 16%s	6 7%s	3 14%s	26 21%sZM	16 28%sZCHM	- -e	10 11%s	3 10%s	- -e	15 28%sZCHM	11 53%s	50 8%	-	-	-	-	-	-	31 13%S	20 8%	25 12%	11 6%	6 6%s	18 6%	96 9%
The Scotsman	10 1%	17 2%	5 3%n	5 3%Zn	4 2%	- -e	1 3%s	5 2%	7 3%Zn	4 3%aDn	3 1%	2 1%	4 2%	3 2%	5 4%Zn	- -	1 4%s	2 3%s	1 2%s	- -e	2 1%s	2 3%s	- -e	2 2%s	- -e	- -e	2 3%s	3 13%s	5 1%	-	-	-	-	-	-	4 1%	3 1%	2 1%	1 1%	- -e	1 *	17 2%
The Herald	15 1%	20 2%	6 3%n	9 5%Zn	4 2%	3 3%s	- -e	3 1%	9 3%Zn	4 4%aDn	3 1%	4 2%	6 4%n	4 2%n	6 5%Zn	- -	1 2%s	3 5%sDM	- -e	- -e	2 1%s	4 7%sZM	- -e	1 1%s	- -e	- -e	- -e	7 1%	1%	-	-	-	-	-	-	3 1%	4 2%	3 1%	5 3%	* *s	5 2%	20 2%

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Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Weighted Total	1062	1062	179^	202	227^	87^^	55^^	229^	274	106^	313	206^	178^	147^	120^	301	38^^	60^	80^	24^^	123^	59^	15^^	85^	32^^	-^	53^	20^^	631	-^	-^	-^	-^	-^	-^	237	250	210	183^	111^	294	1062
The Western Mail	3 *	4 *	- -	* *	- -	- -s	- -s	- -	1 *	- -s	1 *	- -	1 1%	* *	- -	- -	- -s	- 1%s	- -s	- -s	- -s	* 1%s	- -s	- -s	- -s	- -s	- 1%s	- -s	2 *	- -s	- -s	- -s	- -s	- -s	- -s	1 *	* *	2 1%	- -s	- -s	- -	4 *
The Belfast Telegraph	3 *	3 *	3 1%	- -	1 *	- -s	- -s	3 1%	3 1%	2 2%s	- -	2 1%	2 1%	2 2%	- -	- -	- -s	- -s	- -s	- -s	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	2 *	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	3 2%	- -s	3 1%	3 *
Any other national paper	24 2%sBD	24 2%	4 2%	10 5%Zn	7 3%n	7 8%s	4 8%s	11 5%n	14 5%Zn	6 6%sn	12 4%n	11 5%n	11 6%Zn	9 6%Zn	12 10%ZbcIn	- -	- -s	2 3%s	- -s	- -s	2 2%s	4 6%sM	- -s	3 4%s	1 4%s	- -s	4 7%sM	3 15%s	8 1%	- -s	- -s	- -s	- -s	- -s	- -s	6 3%	2 1%	5 3%	8 4%	1 1%s	9 3%	24 2%
Any other regional paper	85 8%n	85 8%	25 14%Zn	18 9%n	33 14%Zn	16 18%s	9 17%s	34 15%Zn	45 17%Zbn	15 14%sn	37 12%n	33 16%Zn	26 15%Zn	28 19%Zbn	23 19%Zbn	- -	1 3%s	3 4%s	2 9%s	8 31%s	12 19%s	15 25%sBEHM	* 2%s	7 9%s	4 12%s	- -s	9 17%sBBM	3 16%s	42 7%	- -s	- -s	- -s	- -s	- -s	- -s	20 9%	15 6%	16 8%	12 7%	11 10%s	24 8%	85 8%
The Daily Record	27 3%n	24 2%	9 5%n	8 4%n	15 6%Zn	3 3%s	1 2%s	9 4%n	13 5%Zn	10 9%sZbn	8 3%n	12 6%n	8 4%n	8 5%n	7 6%n	- -	* 1%s	- -s	- -s	* *s	1 2%s	1 -s	- -s	* *s	- -s	- -s	1 1%s	- -s	22 4%Z	- -s	- -s	- -s	- -s	- -s	- -s	6 3%	4 1%	4 2%	9 5%	4 4%s	14 5%	24 2%
The National	17 2%	17 2%	4 3%n	6 3%n	6 3%n	2 3%s	1 2%s	3 1%	8 3%n	5 5%sn	6 2%	3 2%	4 2%	3 2%	5 4%n	- -	- -s	1 2%s	1 1%s	1 5%s	1 1%s	1 1%s	- -s	- -s	- -s	- -s	* 1%s	- 2%s	8 1%	- -s	- -s	- -s	- -s	- -s	- -s	4 2%	6 2%	2 1%	3 2%	1 1%s	5 2%	17 2%
Other (specify)	23 2%n	29 3%	4 2%	2 1%	3 1%	- -s	- -s	6 3%n	6 2%n	2 2%s	7 2%	3 1%	1 1%	6 4%n	3 2%n	- -	2 6%s	2 4%s	- -s	- -s	3 3%s	4 7%sM	- -s	2 3%s	2 6%s	- -s	4 6%sZM	2 11%s	12 2%	- -s	- -s	- -s	- -s	- -s	- -s	9 4%	2 1%	10 5%ZDS	2 1%	- -s	2 1%	29 3%
None of these	386 36%abcEgIjklmBEFKN	396 37%	4 2%	12 6%gk	19 8%agk	- -s	11 20%s	26 11%agk	5 2%	4 4%s	25 8%agk	7 3%	- -	8 5%k	4 3%	301 100%ZbcdfgIjkln	4 11%s	12 20%s	19 24%s	11 45%s	26 21%s	5 9%s	4 28%s	25 29%sF	7 22%s	- -s	8 15%s	4 17%s	301 48%ZBCEFHK	- -s	- -s	- -s	- -s	- -s	- -s	70 30%	102 41%N	66 31%	79 43%N	44 39%s	122 42%N	396 37%
Don't know	28 3%gn	23 2%	- -	1 1%	- -	- -s	- -s	1 *	- -	- -s	3 1%	- -	- -	- -	- -	- -	- -s	1 2%s	- -s	- -s	1 1%s	- -s	- -s	3 3%s	- -s	- -s	- -s	15 2%	- -s	- -s	- -s	- -s	- -s	- -s	4 2%	6 2%	6 3%	4 2%	1 1%s	4 1%	23 2%
Prefer not to say	12 1%M	15 1%	- -	- -	- -	- -s	- -s	- -	- -	1 1%s	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	1 7%s	- -s	- -s	- -s	- -s	1 *	- -s	- -s	- -s	- -s	- -s	- -s	1 *	2 1%	- -	1 1%	6 5%s2NOP	7 2%	15 1%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
^=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ^^ very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 281

(PLMmod_Q_)GE24_turnout. As you may know, there was a general election in the UK on the 4th of July 2024. Did you vote in this election? (Recall)

Base : All (April 2025 W2 onwards)

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 282
(PLMmod_Q_)GE24_turnout. As you may know, there was a general election in the UK on the 4th of July 2024. Did you vote in this election? (Recall)

Base : All (April 2025 W2 onwards)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Yes	825 76%cDDE	862 *81%*	186 *74%*	218 *77%*	197 *81%*	117 *82%*	717 *78%*	70 *77%*	38 **75%s**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	187 *70%*	163 *73%*	181 **85%Zpq**	163 **85%Zpq**	132 *78%*	252 **79%DE**	326 **88%ZACDEF**	102 *69%*	104 *62%*	207 *65%*	578 **84%ZACDE**	390 *79%*	432 *77%*	543 *78%*	197 **85%ZI**	862 *81%*
No	155 15%ABF	135 *13%*	44 *16%*	33 *12%*	37 *15%*	18 *12%*	132 *14%*	11 *12%*	12 **24%s**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	42 **16%s**	49 **22%Jhs**	23 *11%*	12 *6%*	29 **17%s**	47 **15%BF**	29 *8%*	33 **22%BF**	42 **25%ZBF**	75 **24%ZABF**	76 **11%B**	74 *15%*	80 *14%*	110 *16%*	24 *10%*	135 *13%*
I was too young	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I was not eligible	34 3%BF	31 *3%*	8 *3%*	9 *3%*	7 *3%*	8 *6%*	32 *3%*	2 *2%*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	12 *5%*	7 *3%*	6 *3%*	6 *3%*	3 *2%*	11 *3%*	5 *1%*	9 **6%B**	3 *2%*	12 *4%*	16 *2%*	14 *3%*	19 *3%*	22 *3%*	4 *2%*	31 *3%*
Prefer not to say	19 2%BF	14 *1%*	7 *3%*	10 *4%*	1 *	- -	18 *2%*	2 *2%*	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	12 **4%Z**	4 *2%*	1 *1%*	2 *1%*	1 *	4 *1%*	1 *	5 **3%B**	9 **5%ZBF**	14 **4%ZBF**	5 *1%*	11 *2%*	6 *1%*	9 *1%*	1 *	14 *1%*
Not stated	28 3%qrG	20 *2%*	9 *3%*	12 **4%ce**	2 *1%*	* *	21 *2%*	8 **7%Zcde**	1 **1%s**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	14 **5%qr**	* *	1 *	8 **4%qr**	5 *3%*	5 *2%*	10 *3%*	- -	11 **6%C**	11 *3%*	15 *2%*	6 *1%*	21 *4%*	15 *2%*	6 *2%*	20 *2%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 283
(PLMmod_Q_)GE24_turnout. As you may know, there was a general election in the UK on the 4th of July 2024. Did you vote in this election? (Recall)

Base : All (April 2025 W2 onwards)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Yes	825 78%p	862 81%	108 80%	101 75%	186 88%Z	127 86%Z	66 87%s	197 82%	126 81%	570 83%Z	629 84%Z	443 82%Z	153 84%	619 78%	189 92%Zmn	444 82%Z	633 85%Zm	99 97%Zpsv8	27 62%s	85 90%sDpsv	134 99%ZbpsvBC	52 68%s	118 94%ZpsvB	81 93%sDpsv	116 76%	15 87%s	34 100%sZpsvB	32 76%s	46 93%sDpsv	* 100%s	125 81%p	96 92%Zpsv	20 100%s	8 66%s	4 100%s	862 81%
No	155 15%oqrtujmn	135 13%	17 12%	30 22%	12 6%	14 10%	2 2%s	29 12%s	18 12%	69 10%s	66 9%	54 10%s	14 8%	124 16%j	5 3%	59 11%ln	64 9%l	3 3%	12 26%aoqrtuxzC	2 2%s	2 1%	11 14%aoqr	5 4%	4 4%s	25 16%oqrtuxzC	2 11%s	- -s	2 4%s	2 3%s	- -s	18 12%qr	6 6%	- -s	4 31%s	- -s	135 13%
I was too young	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-	-	-s	-s	-s	-
I was not eligible	34 3%	31 3%	3 2%	* *	5 2%	5 3%	6 8%ah	5 2%	6 4%	22 3%	22 3%	17 3%	6 3%	25 3%	4 2%	20 4%	24 3%	-	5 11%aZoqrtuxC	1 1%s	-	5 6%qr	1 1%	- -s	5 3%	* 2%s	- -s	6 14%s	- -s	- -s	6 4%	* *	- -s	* 3%s	- -s	31 3%
Prefer not to say	19 2%n	14 1%	3 2%	4 3%	6 3%	- -	- -s	8 3%qt	- -	8 1%	14 2%	8 1%	5 3%	11 1%	- -	5 1%	5 1%	-	- -s	7 8%aZorB	-	6 8%aZorB	2 1%	2 3%s	6 4%	- -s	- -s	- -s	- -s	- -s	2 2%	- -s	- -s	- -s	14 1%
Not stated	28 3%	20 2%	4 3%	- -	3 2%	1 *	2 3%s	2 1%	6 4%	17 2%	19 3%t	16 3%t	5 3%	19 2%	6 3%	10 2%	16 2%	-	1 1%s	- -s	-	3 4%s	- -s	- -s	2 1%	- -s	- -s	2 5%s	- -s	- -s	6 4%	- -	- -s	- -s	- -s	20 2%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 284
(PLMmod_Q_)GE24_turnout. As you may know, there was a general election in the UK on the 4th of July 2024. Did you vote in this election? (Recall)

Base : All (April 2025 W2 onwards)

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)															Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	65	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227**	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Yes	825 78%acE	862 81%	147 82%n	163 81%n	172 76%	70 81%a	35 63%a	185 81%n	224 82%n	86 81%a	250 80%n	164 79%	146 82%n	133 90%JbcfgjkL m	99 83%n	210 70%	31 81%a	52 87%a	55 69%a	12 48%a	99 81%a	43 74%a	13 85%a	67 80%a	19 60%a	- -a	48 91%aCF	19 92%a	484 77%	- -a	- -a	- -a	- -a	- -a	- -a	199 84%JQRS	211 84%JQRS	169 81%S	129 71%	75 67%a	204 69%	862 81%
No	155 15%gmKN	135 13%	16 9%	25 12%gm	31 14%g	6 8%a	11 21%a	27 12%	19 7%	9 8%a	48 15%gkm	28 13%	19 11%	10 7%	6 5%	65 22%ZbcfgNM m	3 9%a	5 9%a	15 19%a	5 21%a	10 8%a	4 6%a	1 7%a	13 16%aK	7 23%a	- -a	2 3%a	* 2%a	104 16%K	- -a	- -a	- -a	- -a	- -a	- -a	23 10%	26 10%	30 14%	36 19%N	24 21%aNO	59 20%ZNO	135 13%
I was too young	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I was not eligible	34 3%	31 3%	8 5%	9 5%l	11 5%	7 8%a	-	10 4%	15 6%a	5 4%a	5 2%	10 5%	7 4%	-	8 7%a	9 3%	3 8%a	3 5%a	3 3%a	- -a	9 7%a	3 5%a	- -a	- -a	2 7%a	- -a	- -a	1 6%a	17 3%	- -a	- -a	- -a	- -a	- -a	- -a	5 2%	7 3%	7 3%	6 3%	8 7%a	13 5%	31 3%
Prefer not to say	19 2%	14 1%	- -	* *	7 3%g	- -a	- -a	- -	- -	1 1%a	2 1%	2 1%	- -	- -	- -	7 2%g	- -a	* 1%a	3 4%a	- -a	- -a	- -a	1 7%a	- -a	- -a	- -a	- -a	- -a	11 2%	- -a	- -a	- -a	- -a	- -a	- -a	3 1%	2 1%	1 *	4 2%	1 1%a	4 2%	14 1%
Not stated	28 3%	20 2%	8 4%	5 2%	6 3%	3 4%a	9 16%a	6 3%	15 5%Z	6 6%a	7 2%	4 2%	6 4%	4 3%	7 6%	10 3%	1 1%a	- -a	3 4%a	8 31%a	5 4%a	9 15%aZBEM	- -a	4 5%a	3 10%a	- -a	3 6%a	- -a	16 3%	- -a	- -a	- -a	- -a	- -a	- -a	7 3%	3 1%	3 1%	8 5%	4 4%a	13 4%	20 2%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 285
(PLMmod_)GE2024. Which party did you vote for in this election? (Recall)
Asked in survey this wave

Base : All who voted (GE24_turnout, April 2025 W2 onwards)

| | Total (W1id) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 286
(PLMmod_)GE2024. Which party did you vote for in this election? (Recall)
Asked in survey this wave

Base : All who voted (GE24_turnout, April 2025 W2 onwards)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR:SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	862	862	195	231	220	81	727	86	49	-	-	-	-	-	-	-	-	162	166	192	184	158	283	377	89	61	170	660	383	473	556	218	862
Weighted Total	825	862	186	218	197	117^	717	76^	38^^	-^^	-^^	-^^	-^^	-^^	-^^	-^^	-^^	187^	163^	181	163	132^	252	326	102^	104^	207	578	390	432	543	197	862
Conservative Party	204 25%bcCG	207 24%	38 21%	64 29%f	60 30%f	27 23%e	189 26%f	9 12%e	6 16%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	32 17%	26 16%	62 34%2pq	47 29%pq	36 27%	63 25%CE	111 34%2CDE	5 5%e	19 19%eC	25 12%C	174 30%2bCE	79 20%	125 29%2G	138 25%	47 24%	207 24%
Labour Party	297 36%cdfi	306 35%	84 45%2bf	75 35%	53 27%	56 48%acf	268 37%c	19 26%e	10 27%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	71 38%	62 38%	51 28%	69 43%r	44 33%	101 40%	104 32%	49 47%aBDE	28 27%e	77 37%D	204 35%	153 39%	144 33%	174 32%	94 48%2I	306 35%
Liberal Democrats	61 7%	82 10%	7 4%	11 5%	34 17%2bdef	6 5%e	59 8%	3 4%e	- 1%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	6 3%	12 7%	10 5%	14 8%	19 15%2pr	18 7%	29 9%	7 6%e	4 4%e	10 5%	47 8%	29 7%	32 7%	46 8%	10 5%	82 10%
Scottish National Party (SNP)	31 4%bcne	30 3%	4 2%	- -	1 *	- -e	5 1%	26 37%e2bcde	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	14 7%e	6 4%	7 4%	2 1%	2 2%	6 2%	14 4%	2 2%e	7 6%e	9 4%	20 3%	13 3%	18 4%	24 5%	4 2%	30 3%
Plaid Cymru	9 1%efi	9 1%	- -	1 1%	- -	1 1%e	2 *	- -e	7 18%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	1 1%	2 1%	3 1%	* *	4 3%	3 1%	1 *	- -e	5 5%eBF	5 2%	5 1%	8 2%	1 *	4 1%	5 3%	9 1%
Green Party	57 7%BF	49 6%	9 5%	13 6%	15 7%	15 13%e	51 7%	3 4%e	4 9%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	10 5%	17 10%	16 9%	6 4%	9 6%	20 8%BF	3 1%	23 21%aDABDEF	5 5%e	28 14%2BDF	23 4%B	29 7%	28 6%	44 8%	10 5%	49 6%
Reform UK	107 13%dfgJ	104 12%	33 18%df	38 17%df	22 11%	3 3%e	95 13%d	4 6%e	8 21%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	37 20%2bt	27 16%e	20 11%	12 7%	11 8%	30 12%	40 12%	11 11%e	27 26%aDABF	38 18%C	69 12%	55 14%	52 12%	79 15%J	14 7%	104 12%
Alba Party	- -	- -	- -	- -	- -	- -e	- -	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -	- -	- -	- -	- -	- -	- -	- -e	- -e	- -	- -	- -	- -	- -	- -	- -
Independent	8 1%	10 1%	3 1%	1 1%	2 1%	2 2%e	8 1%	- -e	1 2%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	1 1%	3 2%	3 2%	- -	1 *	2 1%	3 1%	2 2%e	- -e	2 1%	5 1%	3 1%	5 1%	7 1%	- -	10 1%
Other	7 1%	8 1%	1 1%	3 1%	1 1%	2 2%e	7 1%	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	4 2%	1 *	- -	2 2%	- -	3 1%	1 *	- -e	2 2%e	2 1%	4 1%	2 1%	4 1%	4 1%	3 1%	8 1%
Did not vote	- -	- -	- -	- -	- -	- -e	- -	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -	- -	- -	- -	- -	- -	- -	- -e	- -e	- -	- -	- -	- -	- -	- -	- -
Too young	- -	- -	- -	- -	- -	- -e	- -	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -	- -	- -	- -	- -	- -	- -	- -e	- -e	- -	- -	- -	- -	- -	- -	- -
Can't remember	17 2%e	18 2%	4 2%	1 *	1 1%	3 2%e	9 1%	6 9%e2bce	1 3%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	3 2%	5 3%	4 2%	3 2%	1 1%	4 2%	5 1%	2 2%e	4 4%e	5 3%	9 1%	7 2%	9 2%	8 1%	5 2%	18 2%
Prefer not to say	26 3%	39 5%	3 2%	11 5%	9 4%	2 2%e	25 3%	- -e	1 2%e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	- -e	6 3%	3 2%	3 2%	8 5%	6 4%	4 1%	15 5%	1 1%e	4 3%e	5 2%	19 3%A	13 3%	12 3%	14 3%	5 2%	39 5%

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
~=Less than 0.5%
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z\a\b\c\d\e\f\g - Z\h\i\j\k\l\m\n\o - Z\p\q\r\s\t - Z:A\B\C\D\E\F - Z\G\H - Z\I\J
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
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12 Mar 2026

Table 267
(PLMmod_)GE2024. Which party did you vote for in this election? (Recall)
Asked in survey this wave

Base : All who voted (GE24_turnout, April 2025 W2 onwards)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QY1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	862	862	108	98	184	130	85	194	116	586	640	456	148	660	219	434	653	97	33	88	131	53	124	84	110	21	49	36	55	1	115	104	18	11	5	862
Weighted Total	825	862	108*	101*	186*	127*	66*	197	126*	570	629	443	153*	619	189	444	633	99*	27**	85*	134*	52*	118*	81*	116*	15**	34*	32**	46*	***	125*	96*	20**	8**	4**	862
Conservative Party	204 25%stCfgHst uxBC	207 24%	31 29%	19 19%s	5 3%	111 87%ZostGghi	3 5%s	68 35%ZosGhi	5 4%	187 33%ZosGhi	81 13%cG	76 17%ctCh	11 7%	189 30%Zj	41 22%	119 27%	160 25%	98 96%sZgrstuvx zBC	13 48%s	63 79%ZrstuvxzB C	4 3%	1 2%s	3 2%	3 11%s	59 91%ZrstuvxzBC	2 14%s	1 3%s	2 7%s	6 12%srt	- -s	5 4%	11 12%rt	- -s	- -s	- -s	207 24%
Labour Party	297 36%dfgRtoquv xC	306 35%	43 40%	47 47%s	158 85%ZdefGghi	9 7%	21 32%sdfg	22 11%	55 44%dfgl	116 20%df	266 42%Zdfgl	108 24%dfg	93 61%Zk	176 28%	73 39%	154 35%	227 36%	1 1%s	8 29%s	11 13%so	122 92%ZogstuvxzBC	36 69%sZoquvxzB C	93 79%ZoquvxzBC	2 3%s	20 17%ouC	2 11%s	4 13%so	16 51%s	14 29%souC	- -s	55 44%oquvxC	4 4%	- -s	2 25%s	2 39%s	306 35%
Liberal Democrats	61 7%cdhoqruC	82 10%	3 3%	5 5%s	3 2%	3 2%	35 53%sZcdfGghi	2 1%	12 10%cf	53 9%Zcdf	54 9%cf	50 11%Zdfgh	18 12%	39 6%	15 8%	39 9%	54 8%	1 1%s	2 6%s	1 1%s	- -	3 7%sr	7 6%	- -s	2 1%	- -s	27 51%sZogratuv zBC	8 24%s	19 42%sZogratuvB C	- -s	12 10%gruvC	* *	- -s	1 7%s	- -s	82 10%
Scottish National Party (SNP)	31 4%	30 3%	2 2%	7 7%s	5 3%	- -	- -s	2 1%	* *	25 4%f	30 5%df	25 6%ZdfG	8 5%	18 3%	6 3%	23 5%	29 5%	- -s	- -s	- -s	4 3%	1 1%s	1 1%	- -s	2 2%	- -s	- -s	- -s	- -s	- -s	* *	- -	18 93%s	4 51%s	2 61%s	30 3%
Plaid Cymru	9 1%	9 1%	* *	- -s	2 1%	- -	- -s	4 2%	- -	7 1%	9 1%	7 2%	2 1%	7 1%	2 1%	6 1%	8 1%	- -s	- -s	- -s	- -	2 4%s	* *	- -s	4 3%	- -s	- -s	- -s	1 2%s	- -s	- -	- -	- -s	- -s	- -s	9 1%
Green Party	57 7%cdfmoqrC	49 6%	6 5%	6 6%s	2 1%	- -	2 3%s	4 2%	44 35%ZcdefghI	52 9%Zcdf	54 9%Zcdf	52 12%Zcdefgh	13 8%	42 7%	16 8%	20 5%	36 6%	- -s	- -s	- -s	- -	2 3%s	4 4%	- -s	4 4%	- -s	1 3%s	1 4%s	1 3%s	- -s	1 1%	- -	- -s	1 17%s	- -s	49 6%
Reform UK	107 13%cdeQprst xB	104 12%	15 14%	10 10%s	1 *	3 2%	1 2%s	86 44%ZcdeGghi	* *	100 18%ZcdeG	99 16%ZcdeG	98 22%ZcdeGgh	1 1%	106 17%Zj	23 12%	66 15%	89 14%	- -s	3 9%s	8 10%scrB	- -	1 2%s	3 2%	68 84%sZogrstvx zB	18 15%crtxB	11 69%s	- -s	1 4%s	3 7%srB	* 100%s	- -	79 82%ZogrstvxzB	- -s	- -s	- -s	104 12%
Alba Party	- -	- -	- -	- -s	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -
Independent	8 1%	10 1%	2 2%	2 2%s	1 1%	1 1%	* 1%s	* *	4 3%	7 1%	7 1%	6 1%	1 1%	7 1%	3 2%	3 1%	7 1%	- -s	1 3%s	* *s	- -	1 2%s	2 1%	- -s	* *	1 3%s	- -s	* 1%s	- -s	- -s	4 3%	1 1%	- -s	- -s	- -s	10 1%
Other	7 1%m	8 1%	1 1%	- -s	- -	- -	- -s	1 1%	1 1%	4 1%	4 1%	4 1%	- -	6 1%	6 3%Zmn	1 *	6 1%m	- -s	- -s	- -s	- -	- -s	1 1%	- -s	1 1%	- -s	- -s	- -s	1 1%s	- -s	1 1%	- -	- -s	- -s	- -s	8 1%
Did not vote	- -	- -	- -	- -s	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -
Too young	- -	- -	- -	- -s	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -
Can't remember	17 2%gh	18 2%	3 2%	1 1%s	3 1%	* *	* 1%s	1 1%	2 2%	6 1%	9 1%	6 1%	1 1%	11 2%	* *	4 1%	4 1%	- -s	* 1%s	- -s	- -	3 3%s	2 2%	- -s	1 1%	- -s	- -s	* 1%s	1 2%s	- -s	2 2%	- -	1 7%s	- -s	- -s	18 2%
Prefer not to say	26 3%gh	39 5%	3 3%	4 4%s	6 3%	1 1%	2 4%s	7 4%	1 1%	11 2%	16 3%	10 2%	5 3%	16 3%	4 2%	9 2%	13 2%	- -s	1 3%s	2 2%s	3 2%	3 5%s	3 3%	1 2%s	6 5%	* 1%s	- -s	2 5%s	1 2%s	- -s	1 1%	2 2%	- -s	- -s	- -s	39 5%

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12 Mar 2026

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Asked in survey this wave

Base : All who voted (GE24_turnout, April 2025 W2 onwards)

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)														Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)							UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious/extremely vulnerable (S)	Total	
Unweighted Total	862	862	143	166	126	29	24	135	279	75	226	100	131	131	93	225	37	56	40	8	65	70	13	72	12	-	55	22	528	-	-	-	-	-	-	235	212	194	116	64	180	862	
Weighted Total	825	862	147*	163	172*	70**	35**	185*	224	86*	250	164*	146*	133*	99*	210	31**	52*	55**	12**	99*	43*	13**	67*	19**	-**	48*	19**	484	-*	-*	-*	-*	-*	-*	199	211	169	129*	75*	204*	862	
Conservative Party	204 25%gkmFM	207 24%	36 25%gkm	36 22%gkm	41 24%g	17 24%a	8 23%a	33 18%	24 11%	25 29%sgjkm	81 32%ZbfgjkIm	27 16%	19 13%	22 17%	12 12%a	44 21%g	15 49%a	23 44%aZEFM	25 46%a	5 44%a	18 18%a	7 3%a	6 50%a	42 62%aZEFKM	7 38%a	- -a	12 25%aF	5 29%a	99 19%F	- -a	- -a	- -a	- -a	- -a	- -a	65 33%ZO	41 19%	44 26%	31 24%	17 23%a	47 23%	207 24%	
Labour Party	297 36%efH	306 35%	55 38%	70 43%n	64 37%	36 52%a	12 35%a	94 51%Zchin	118 52%Zabchin	25 30%a	84 34%	71 43%	83 57%Zabchjn	67 51%Zhin	51 52%aZhin	62 30%	7 22%a	19 36%aH	21 38%a	5 45%a	54 55%a2HM	23 54%aZHM	2 17%a	11 16%a	4 23%a	- -a	19 40%aH	5 28%a	169 35%H	- -a	- -a	- -a	- -a	- -a	- -a	74 37%	78 37%	59 35%	40 31%	29 39%a	69 34%	306 35%	
Liberal Democrats	61 7%	82 10%	15 10%c	17 11%c	4 3%	7 10%a	- -a	14 7%	21 9%c	3 4%a	17 7%	15 9%c	9 6%	15 12%c	12 12%ac	11 5%	1 3%a	3 6%a	- -a	- -a	6 6%a	6 13%a	- -a	4 6%a	3 16%a	- -a	10 20%aIDHM	- -a	37 8%	- -a	- -a	- -a	- -a	- -a	- -a	15 8%	21 10%	13 7%	7 5%	3 3%a	10 5%	82 10%	
Scottish National Party (SNP)	31 4%i	30 3%	6 4%	1 1%	8 4%i	- -a	* 1%a	4 2%	6 2%	3 3%a	1 1%	11 7%bI	1 1%	* *	1 1%a	9 5%i	5 16%a	- -a	- -a	* 4%a	2 2%a	1 3%a	- -a	- -a	4 23%a	- -a	- -a	1 6%a	20 4%	- -a	- -a	- -a	- -a	- -a	- -a	8 4%	7 4%	6 3%	8 6%	2 2%a	10 5%	30 3%	
Plaid Cymru	9 1%	9 1%	* *	2 1%	- -	1 2%a	- -a	* *	2 1%	- -a	1 *	- -	1 1%	1 1%	2 2%a	3 1%	* 1%a	2 5%aM	- -a	- -a	- -a	1 3%a	- -a	- -a	- -a	- -a	1 2%a	2 12%a	3 1%	- -a	- -a	- -a	- -a	- -a	- -a	1 1%	3 1%	3 2%	- -	3 4%a	3 1%	9 1%	
Green Party	57 7%	49 6%	12 8%	17 10%	17 10%	4 6%a	7 20%a	18 10%	28 12%Zn	8 10%a	19 8%	19 12%	19 13%Z	13 10%	12 12%a	11 5%	1 2%a	2 3%a	2 3%a	- -a	13 13%a	5 12%a	- -a	2 3%a	- -a	- -a	3 6%a	1 3%a	34 7%	- -a	- -a	- -a	- -a	- -a	- -a	13 7%	11 5%	7 4%	18 14%ZP	3 4%a	21 10%	49 6%	
Reform UK	107 13%abcmFKN	104 12%	19 12%bgjm	8 5%	32 19%bfgjkm	3 4%a	7 20%a	13 7%	10 5%	21 25%aZabfgj jkm	35 14%bgjm	19 12%gm	10 7%	6 4%	2 2%a	48 23%Zbgjkm	2 6%a	2 3%a	5 10%a	1 7%a	3 3%a	1 1%a	4 34%a	6 10%a	- -a	- -a	1 2%a	- -a	89 18%ZBcEFK	- -a	- -a	- -a	- -a	- -a	- -a	10 5%	44 21%ZN	22 13%N	19 15%N	10 14%a	29 14%N	104 12%	
Alba Party	- -	- -	- -	- -	- -	- -a	- -a	- -	- -	- -a	- -	- -	- -	- -	- -a	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -a	- -a	- -a	- -a	- -a	- -	- -	- -	- -	- -a	- -	- -	
Independent	8 1%	10 1%	- -	3 2%	- -	2 3%a	- -a	2 1%	3 1%	* *	1 *	* *	1 *	3 2%	3 3%a	2 1%	- -a	1 2%a	- -a	- -a	- -a	2 3%aZM	- -a	1 1%a	- -a	- -a	1 2%a	3 14%a	4 1%	- -a	- -a	- -a	- -a	- -a	- -a	3 2%	- -	2 1%	1 1%	3 4%aO	4 2%	10 1%	
Other	7 1%	8 1%	1 1%	1 1%	1 1%	- -a	- -a	1 1%	3 1%	- -a	2 1%	- -	- -	- -	2 2%a	1 1%	- -a	- -a	- -a	- -a	1 1%a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	6 1%	- -a	- -a	- -a	- -a	- -a	- -a	1 1%	- -	4 2%	- -	1 1%a	1 1%	8 1%	
Did not vote	- -	- -	- -	- -	- -	- -a	- -a	- -	- -	- -a	- -	- -	- -	- -	- -a	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -a	- -a	- -a	- -a	- -a	- -	- -	- -	- -	- -a	- -	- -	
Too young	- -	- -	- -	- -	- -	- -a	- -a	- -	- -	- -a	- -	- -	- -	- -	- -a	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -a	- -a	- -a	- -a	- -a	- -	- -	- -	- -	- -a	- -	- -	
Can't remember	17 2%	18 2%	* *	4 2%	3 2%	- -a	- -a	4 2%	6 3%	- -a	5 2%	1 1%	1 1%	2 2%	1 1%a	6 3%	* 1%a	1 2%a	1 2%a	- -a	1 1%a	1 2%a	- -a	* 1%a	- -a	- -a	1 2%a	1 5%a	10 2%	- -a	- -a	- -a	- -a	- -a	- -a	3 2%	3 1%	2 1%	2 2%	4 5%a	6 3%	18 2%	
Prefer not to say	26 3%	39 5%	1 *	3 2%	2 1%	- -a	- -a	2 1%	5 2%	- -a	4 1%	- -	2 2%	3 2%	1 1%a	14 7%Zabj	- -a	- -a	* 1%a	- -a	1 1%a	2 4%a	- -a	1 1%a	- -a	- -a	1 2%a	1 3%a	18 4%	- -a	- -a	- -a	- -a	- -a	- -a	5 3%	4 2%	8 5%	4 3%	1 2%a	5 3%	39 5%	

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 289
General election 2024 vote (m_ge24) (From Panel)
NOTE from April (Wave 2) 2025, this is replaced by a question in the survey GE024. This still shown too.

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 289

General election 2024 vote (m_ge24) (From Panel)
NOTE from April (Wave 2) 2025, this is replaced by a question in the survey GE024. This still shown too.

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 290
General election 2024 vote (m_ge24) (From Panel)
NOTE from April (Wave 2) 2025, this is replaced by a question in the survey GE024. This still shown too.

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR:SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	568	699	230	1062
Conservative Party	197 **11%bjCDE**	196 *18%*	37 *15%*	67 **24%f**	54 **22%f**	26 *18%*	183 **20%f**	8 *9%*	6 **12%e**	-s	-s	-s	-s	-s	-s	-s	-s	30 *11%*	34 *15%*	55 **26%Zpq**	42 **22%p**	37 **22%p**	60 **19%CDE**	112 **30%ZACDEF**	9 *6%*	14 *8%*	23 *7%*	172 **25%ZACDE**	78 *16%*	120 *21%*	128 *18%*	47 *20%*	196 *18%*
Labour Party	261 **25%cH**	268 *25%*	75 **30%c**	61 *22%*	43 *18%*	52 **36%Zbce**	230 **25%c**	22 *24%*	10 **19%e**	-	-	-	-	-	-	-	-	60 *23%*	56 *25%*	46 *22%*	59 *31%*	41 *24%*	87 *27%*	89 *24%*	42 *28%*	29 *17%*	71 *22%*	177 *26%*	142 **29%ZH**	119 *21%*	157 *22%*	80 **35%ZI**	268 *25%*
Liberal Democrats	83 **8%egE**	106 *10%*	8 *3%*	16 *6%*	46 **19%Zbdefg**	9 *6%*	79 **9%e**	4 *4%*	- *-%*	-	-	-	-	-	-	-	-	8 *3%*	15 *7%*	17 *8%*	20 **11%p**	23 **14%Zp**	29 **9%E**	41 **11%ZCDE**	5 *4%*	4 *3%*	10 *3%*	70 **10%ZDE**	35 *7%*	48 *9%*	59 *8%*	13 *6%*	106 *10%*
Scottish National Party	24 **2%bc**	23 *2%*	-	-	-	-	-	24 **26%Zbcdeg**	- *-%*	-	-	-	-	-	-	-	-	10 *4%*	6 *3%*	5 *3%*	1 *	2 *1%*	5 *1%*	9 *2%*	2 *1%*	7 *4%*	8 *3%*	14 *2%*	14 *3%*	11 *2%*	21 *3%*	3 *1%*	23 *2%*
Plaid Cymru	10 **1%e**	9 *1%*	-	-	-	-	-	-	10 **19%abcdef**	-	-	-	-	-	-	-	-	1 *1%*	1 *	4 *2%*	* *	3 *2%*	5 *1%*	2 *1%*	-	3 *2%*	3 *1%*	7 *1%*	8 *2%*	2 *	4 *1%*	6 **3%Zi**	9 *1%*
Green Party	66 **6%BF**	61 *6%*	15 *6%*	15 *5%*	14 *6%*	15 *11%*	59 *6%*	3 *3%*	4 **8%e**	-	-	-	-	-	-	-	-	12 *5%*	19 *9%*	16 *7%*	6 *3%*	13 *8%*	21 **7%BF**	7 *2%*	26 **16%ZABDEF**	6 *3%*	32 **10%ZBDF**	27 **4%B**	35 *7%*	31 *6%*	43 *6%*	20 *9%*	61 *6%*
Reform UK	105 **10%dF**	114 *11%*	31 **12%dF**	40 **14%ZbF**	20 *8%*	3 *2%*	94 **10%d**	3 *3%*	8 **16%edF**	-	-	-	-	-	-	-	-	40 **15%Ze**	25 *11%*	16 *7%*	13 *7%*	11 *7%*	29 *9%*	32 *9%*	11 *7%*	33 **19%ZABCF**	43 **14%C**	62 *9%*	57 *12%*	48 *9%*	76 *11%*	14 *6%*	114 *11%*
Independent	16 *2%*	15 *1%*	2 *1%*	9 *3%*	2 *1%*	3 *2%*	16 *2%*	* *	- *-%*	-	-	-	-	-	-	-	-	6 *2%*	6 *3%*	2 *1%*	1 *1%*	1 *	9 *3%*	5 *1%*	1 *1%*	- -	1 *	14 *2%*	11 *2%*	5 *1%*	14 *2%*	1 *	15 *1%*
Other	1 *	1 *	-	1 *	-	-	1 *	-	- *-%*	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	1 *	-	1 *
Did not vote	167 **16%eBFJ**	134 *13%*	55 **22%Zbe**	39 *14%*	39 *16%*	12 *8%*	144 *16%*	12 *13%*	11 **22%e**	-	-	-	-	-	-	-	-	54 **20%e**	43 **19%e**	29 *14%*	18 *9%*	23 *14%*	49 **15%BF**	33 *9%*	30 **20%BF**	46 **27%ZABF**	76 **24%ZABF**	82 **12%B**	73 *15%*	92 *16%*	118 **17%J**	23 *10%*	134 *13%*
Was not eligible to vote - self-reported	26 *2%*	27 *3%*	4 *2%*	2 *1%*	6 *3%*	11 **8%Zbe**	24 *3%*	1 *1%*	1 **2%e**	-	-	-	-	-	-	-	-	3 *1%*	8 *4%*	7 *3%*	6 *3%*	2 *1%*	5 *2%*	7 *2%*	11 **7%ZABDEF**	- -	11 *3%*	13 *2%*	13 *3%*	11 *2%*	15 *2%*	4 *2%*	27 *3%*
Can't remember	6 *1%*	7 *1%*	2 *1%*	2 *1%*	2 *1%*	- -	5 *1%*	1 *2%*	- *-%*	-	-	-	-	-	-	-	-	1 *	2 *1%*	1 *	2 *1%*	- -	3 *1%*	2 *	* *	2 *1%*	2 *1%*	4 *1%*	5 *1%*	2 *	3 *	2 *1%*	7 *1%*
Prefer not to say	44 **4%AF**	56 *5%*	8 *3%*	16 *6%*	11 *5%*	5 *4%*	40 *4%*	4 *5%*	- *-%*	-	-	-	-	-	-	-	-	11 *4%*	4 *2%*	9 *4%*	12 *6%*	8 *4%*	6 *2%*	14 *4%*	7 *5%*	8 *5%*	15 *5%*	20 *3%*	15 *3%*	27 *5%*	24 *3%*	8 *4%*	56 *5%*
Not stated	56 **5%FG**	45 *4%*	16 *6%*	16 *6%*	7 *3%*	6 *4%*	46 *5%*	9 **10%c**	2 **3%e**	- *-%*	- *-%*	- *-%*	- *-%*	- *-%*	- *-%*	- *-%*	- *-%*	30 **11%Zqrt**	5 *2%*	5 *2%*	10 *5%*	6 *3%*	11 *4%*	16 *4%*	4 *2%*	18 **11%ZACF**	21 **7%C**	28 *4%*	10 *2%*	44 **8%ZG**	38 *5%*	8 *3%*	45 *4%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 291
General election 2024 vote (m_ge24) (From Panel)
NOTE from April (Wave 2) 2025, this is replaced by a question in the survey GE024. This still shown too.

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Conservative Party	197 19%cdGNprt uxzBC	196 18%	27 20%	16 12%	13 6%	102 70%ZceEgN	4 5%e	59 25%ZeGN	3 2%	170 25%ZceGN	81 11%G	68 13%G	13 7%	178 22%Z	39 19%	115 21%	154 21%Z	102 100%ZprstuvxzB C	- -	95 100%aZprstuvxz BC	- -	13 17%aprtuxzBC	- -	- -e	59 39%ZprstuxzBC	- -e	- -e	4 10%e	- -e	- -e	3 2%	- -	- -e	- -e	- -e	196 18%
Labour Party	261 25%dfgNoqsu vxzC	268 25%	33 24%	45 33%	135 64%ZdefGgN	9 6%	18 24%adfg	17 7%	46 29%dfgl	102 15%df	228 30%Zdfgl	93 17%dfg	81 45%Zk	153 19%	57 28%	137 26%	195 26%	- -	9 21%soquxzC	- -e	135 100%ZopqsuvxzB C	- -e	126 100%ZopqsuvxzB C	- -	17 11%oquxzC	- -e	- -e	18 43%s	- -e	- -e	46 30%oqsuvxzC	- -	- -e	5 42%e	- -e	268 25%
Liberal Democrats	83 8%kouqfuC	106 10%	12 9%	7 5%	14 7%	8 5%	34 44%aZcdGghi	6 2%	11 7%	60 9%f	66 9%f	52 10%f	30 17%Zk	49 6%	21 10%	49 9%	70 9%Z	- -	8 17%aZoqrtuvC	- -e	- -	14 18%aZoqrtuvC	- -	- -e	6 4%	- -e	34 100%aZopqrstuv BC	- -e	49 100%aZopqrstuv BC	- -e	11 7%oqrtC	- -	- -e	1 4%e	- -e	106 10%
Scottish National Party	24 2%	23 2%	2 1%	3 2%	1 1%	- -	- -e	2 1%	* *	22 3%Zf	23 3%cf	22 4%ZfG	4 2%	15 2%	6 3%	16 3%	22 3%	- -	- -e	- -e	- -	1 2%e	- -	- -e	2 1%	- -e	- -e	- -e	- -e	- -e	* *	- -	20 100%s	- -e	4 100%s	23 2%
Plaid Cymru	10 1%	9 1%	* *	1 *	1 *	- -	- -e	3 1%	- -	7 1%	7 1%	7 1%	- *	9 1%	* *	8 1%	8 1%	- -	- -e	- -e	- -	1 1%e	- -	- -e	3 2%	- -e	- -e	- -e	- -e	- -e	- -	- -	- -e	- -e	- -e	9 1%
Green Party	66 6%Zbcqrtvc	61 6%	2 2%	12 9%	5 2%	* *	3 3%e	2 1%	50 32%ZcdefghI	56 8%Zcdf	61 8%Zcdf	56 10%Zcdefgh	12 7%	48 6%	19 9%	27 5%	45 6%	- -	* 1%a	- -e	- -	5 7%aortC	- -	- -e	2 1%	- -e	- -e	3 6%e	- -e	- -e	50 32%Zopqrstuvx zC	- -	- -e	2 15%e	- -e	61 6%
Reform UK	105 10%cdeGpqrs tvzB	114 11%	15 11%	9 6%	1 *	2 2%	* *a	87 36%ZcdeGghi	* *	101 15%ZcdeG	100 13%ZcdeG	99 18%ZcdeGgh	3 2%	101 13%Z	26 13%	62 12%	88 12%Z	- -	2 5%artvB	- -e	- -	1 1%a	- -	87 100%aZopqrstvx zB	- -	18 100%s	- -e	* 1%s	- -e	* 100%s	- -	105 100%Zopqrstvxz B	- -e	- -e	- -e	114 11%
Independent	16 2%	15 1%	7 5%Z	3 2%	8 4%g	1 1%	* *a	* *	1 *	3 2%	6 1%	13 2%gl	1 1%	14 2%	2 1%	5 1%	8 1%	- -	1 3%s	- -e	- -	8 10%aZoqrtuvC	- -	- -e	1 1%	- -e	- -e	* 1%s	- -e	- -e	3 2%	- -	- -e	* 1%e	- -e	15 1%
Other	1 *	1 *	- -	- -	- -	- -	- -e	- -	1 *	1 *	1 *	1 *	- -	1 *	1 *	- -	1 *	- -	- -e	- -e	- -	- -e	- -	- -e	- -e	- -e	- -e	- -e	- -e	1 *	- -	- -e	- -e	- -e	1 *
Did not vote	167 16%cgNRmno qrtuxzC	134 13%	21 16%	30 22%	12 6%	14 10%	5 7%e	38 16%ch	16 11%	78 11%	76 10%	64 12%	15 8%	135 17%j	6 3%	61 11%ln	68 9%l	- -	14 32%aZoqrtuxzB C	- -e	- -	12 15%aoqrtuxzC	- -	- -e	38 25%ZoqrtuxzBC	- -e	- -e	5 12%e	- -e	- -e	16 11%oqrtuC	- -	- -e	4 35%e	- -e	134 13%
Was not eligible to vote - self-reported	26 2%	27 3%	2 2%	2 1%	9 4%	2 1%	5 6%efgl	2 1%	5 3%	15 2%	21 3%	13 2%	6 3%	18 2%	4 2%	15 3%	19 3%	- -	2 5%ar	- -e	- -	9 11%aZoqrtuvC	- -	- -e	2 1%	- -e	- -e	5 12%e	- -e	- -e	5 3%	- -	- -e	* 3%e	- -e	27 3%
Can't remember	6 1%	7 1%	- -	* *	- -	- -	- -e	1 *	2 1%	4 1%	4 1%	4 1%	- -	5 1%	- -	2 *	2 *	- -	- -e	- -e	- -	- -e	- -	- -e	1 1%	- -e	- -e	- -e	- -e	- -e	2 1%	- -	- -e	- -e	- -e	7 1%
Prefer not to say	44 4%mnu	56 5%	4 3%	5 4%	6 3%	6 4%	4 5%e	6 3%	7 5%	28 4%	28 3%	20 4%	5 3%	35 4%	10 5%	11 2%	21 3%	- -	6 14%aZoqrtuvxz C	- -e	- -	6 8%aoqrtuC	- -	- -e	6 4%	- -e	- -e	4 9%e	- -e	- -e	7 5%	- -	- -e	- -e	- -e	56 5%
Not stated	56 5%ab	45 4%	11 8%	3 2%	7 3%	1 1%	3 4%a	16 7%d	10 6%	36 5%d	42 6%d	35 7%d	12 6%	40 5%	12 6%	29 5%	41 6%	- -	1 2%a	- -e	- -	7 9%aoqrtuC	- -	- -e	16 11%ZoqrtuxzC	- -e	- -e	3 7%e	- -e	- -e	10 6%rtC	- -	- -e	- -e	- -e	45 4%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; '*' very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 292
General election 2024 vote (m_ge24) (From Panel)
NOTE from April (Wave 2) 2025, this is replaced by a question in the survey GE024. This still shown too.

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious vulnerably vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	67**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Conservative Party	197 18% **16%gFM**	196 18%	28 16%g	36 18%g	43 18%g	17 25%a	3 5%a	31 13%	22 8%	21 20%ag	77 25%ZfgklmIm	24 12%	20 11%	20 14%	12 10%	47 16%g	10 26%a	24 40%aEFKM	28 35%aEFM	- -a	15 12%a	2 3%a	5 33%a	40 47%aEFKM	3 9%a	- -a	11 30%aF	4 20%a	89 14%F	-a	-a	-a	-a	-a	-a	61 26%ZRS	43 17%	45 21%	29 16%	11 10%a	40 14%	196 18%
Labour Party	261 25%eHMS	268 25%	52 29%n	61 30%n	54 24%	31 46%a	12 22%a	93 41%ZbcNn	106 39%ZbcNn	24 22%a	69 22%	67 32%ln	70 39%ZbcNn	65 44%ZbcNn	44 37%Zn	51 17%	10 26%a	13 21%a	18 23%a	5 21%a	56 45%aEBCHM	20 34%aH	3 22%a	10 11%a	8 26%a	- -a	21 39%aDNM	5 20%a	136 22%	-a	-a	-a	-a	-a	-a	64 27%	60 24%	62 30%S	34 19%	20 18%a	54 18%	268 25%
Liberal Democrats	83 8% **8%**	106 10%	19 10%	22 11%c	9 4%	12 18%a	- -a	13 5%	29 11%c	6 6%a	22 7%	17 8%	16 9%	18 13%cf	18 15%Zcf	20 7%	2 4%a	3 5%a	- -a	- -a	2 1%a	8 13%aCE	- -a	4 5%a	2 6%a	- -a	9 17%aZCEH	* 2%a	56 9%	-a	-a	-a	-a	-a	-a	21 9%	25 10%	17 8%	7 4%	7 6%a	13 5%	106 10%
Scottish National Party	24 2% **2%**	23 2%	1 1%	1 1%	10 5%bl	- -a	* 1%a	3 1%	5 2%	3 3%a	1 *	7 3%l	1 1%	- -	1 1%	5 2%	- -a	- -a	3 3%a	* 2%a	2 2%a	1 1%a	- -a	- -a	- -a	- -a	- -a	1 5%a	15 2%	-a	-a	-a	-a	-a	-a	9 4%P	6 2%	1 -	7 4%	1 1%a	8 3%	23 2%
Plaid Cymru	10 1% **1%**	9 1%	- -	2 1%	- -	- -a	- -a	* *	2 1%	- -a	2 1%	- -	2 1%	1 1%	2 2%	3 1%	- -a	1 2%a	- -a	- -a	1 1%a	- -a	- -a	1 2%a	- -a	- -a	1 1%a	2 12%a	4 1%	-a	-a	-a	-a	-a	-a	2 1%	3 1%	1 *	- -	3 2%a	3 1%	9 1%
Green Party	66 6%N **6%N**	61 6%	14 8%	18 9%	17 7%	4 5%a	7 12%a	18 8%	30 11%Z	8 8%a	22 7%	21 10%	23 13%Z	13 9%	13 11%	19 6%	2 5%a	2 3%a	- -a	- -a	12 10%a	5 9%aH	- -a	* *a	- -a	- -a	1 2%a	1 4%a	47 7%N	-a	-a	-a	-a	-a	-a	22 9%R	14 6%	8 4%	17 10%RS	* *a	18 6%R	61 6%
Reform UK	105 10%bJgmFN **10%bJgmFN**	114 11%	21 12%bfglm	8 4%	23 10%f	4 6%a	8 14%a	7 3%	13 5%	23 22%aDbcfg jklm	35 11%bfglm	17 8%	11 6%	6 4%	2 2%	43 14%ZbfglmIm	3 7%a	3 5%a	5 6%a	2 9%a	3 2%a	1 1%a	5 33%a	6 7%a	- -a	- -a	2 4%a	2 9%a	81 13%ZEF **13%ZEF**	-a	-a	-a	-a	-a	-a	11 5%	35 14%N	23 11%N	22 12%	10 9%a	32 11%	114 11%
Independent	16 2% **2%**	15 1%	2 1%	1 1%	1 1%	2 2%a	1 2%a	3 1%	3 1%	- -a	6 2%	- -	1 *	3 2%	3 2%	5 2%	2 4%a	* 1%a	1 1%a	1 5%a	1 1%a	3 4%a	- -a	- -a	- -a	- -a	1 2%a	2 10%a	11 2%	-a	-a	-a	-a	-a	-a	3 1%	1 *	2 1%	- -	8 8%aDNOPQS	8 3%	15 1%
Other	1 * *****	1 *	- -	- -	- -	- -a	- -a	* *	1 *	- -a	- -	- -	- -	- -	- -	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	1 *	-a	-a	-a	-a	-a	-a	1 *	- -	- -	- -	- -a	- -	1 *
Did not vote	167 16%acmBN **16%acmBN**	134 13%	15 8%	23 11%m	42 18%aghlm	5 6%a	10 18%a	28 12%	20 7%	7 7%a	45 14%gm	30 15%gm	19 11%	12 8%	5 4%	70 23%ZbcghkIm	2 5%a	2 3%a	18 23%aB	4 16%a	11 9%a	5 8%a	2 13%a	16 19%aB	8 25%a	- -a	3 5%a	1 7%a	113 18%ZB **18%ZB**	-a	-a	-a	-a	-a	-a	18 7%	37 15%N	30 14%	42 23%ZN	24 22%eN	67 23%ZN	134 13%
Was not eligible to vote - self-reported	26 2% **2%**	27 3%	9 5%	10 5%Zl	6 3%	7 8%a	- -a	8 3%	14 5%Zl	5 4%a	6 2%	8 4%	6 3%	* *	8 6%Zl	5 2%	3 8%a	4 8%aDNM	* *a	- -a	7 6%a	3 6%a	- -a	- -a	2 7%a	- -a	- -a	- -a	11 2%	-a	-a	-a	-a	-a	-a	6 2%	7 3%	5 2%	5 3%	* *a	5 2%	27 3%
Can't remember	6 1% **1%**	7 1%	1 1%	2 1%	2 1%	- -a	- -a	3 1%	3 1%	- -a	4 1%	- -	- -	- -	- -	1 *	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	6 1%	-a	-a	-a	-a	-a	-a	- -	3 1%	1 1%	2 1%	- -a	2 1%	7 1%
Prefer not to say	44 4%a **4%a**	56 5%	3 2%	5 2%	6 3%	1 2%a	- -a	5 2%	6 2%	- -a	9 3%	4 2%	1 *	2 1%	4 3%	16 5%k	* 1%a	1 2%a	1 2%a	- -a	4 3%a	1 1%a	- -a	2 2%a	1 4%a	- -a	1 2%a	1 3%a	27 4%	-a	-a	-a	-a	-a	-a	6 3%	7 3%	10 5%	5 3%	13 11%aDNOQ	17 6%Q	56 5%
Not stated	56 5% **5%**	45 4%	14 8%	12 6%	16 7%	3 4%a	14 26%a	19 8%	18 7%	9 9%a	15 5%	12 6%	8 4%	6 4%	8 7%	16 5%	5 14%a	6 10%a	5 6%a	12 48%a	11 9%a	10 17%aZM **17%aZM**	- -a	7 8%a	7 23%a	- -a	4 8%a	1 3%a	33 5%	-a	-a	-a	-a	-a	-a	13 6%	9 4%	5 3%	12 7%	14 12%aZOP	26 9%ZP	45 4%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 293
General election 2019 vote

12 Mar 2026

Base : All

| | Total (W'tld) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections_Panel) | | Likelihood to vote (General Election) (VOTEFREQ/O2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 293
General election 2019 vote

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 294
General election 2019 vote

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (B) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Conservative Party	312 25%bjcEG	332 31%	70 28%	98 35%df	91 37%2defg	28 19%	286 31%2df	17 18%	9 18%s	-	-	-	-	-	-	-	-	56 21%	55 25%	80 38%2pq	60 31%	60 36%p	90 28%CE	174 47%ACDEF	12 8%	34 20%C	46 14%C	265 38%2ACDE	120 24%	192 34%2D	206 30%	72 31%	332 31%
Labour Party	218 21%cfG	216 20%	67 27%2cf	50 18%	35 14%	44 31%bcf	196 21%c	11 12%	11 21%s	-	-	-	-	-	-	-	-	54 20%	66 29%2hi	28 13%	43 22%r	28 17%	78 25%BF	52 14%	41 28%B	32 19%	73 23%B	131 19%B	112 23%	104 19%	121 17%	70 30%2J	216 20%
Liberal Democrats	65 6%bg	79 7%	7 3%	9 3%	31 13%2abefg	15 11%ab	63 7%ab	2 2%	* *s	-	-	-	-	-	-	-	-	6 2%	8 3%	13 6%	19 10%2pq	19 11%2pq	19 6%	33 9%2DE	7 4%	3 2%	10 3%	53 8%2E	36 7%	29 5%	52 7%	9 4%	79 7%
The Brexit Party	2 *	2 *	- -	2 1%	- -	- -	2 *	- -	- -	-	-	-	-	-	-	-	-	2 1%	- -	* *	- -	- -	- -	2 1%	- -	- -	- -	2 *	2 *	* *	2 -	- -	2 *
Scottish National Party	27 3%bcns	31 3%	- -	- -	- -	1 1%	1 *	26 28%2bdcdeg	- -s	-	-	-	-	-	-	-	-	12 4%s	10 4%s	2 1%	1 *	2 1%	8 3%	7 2%	2 2%	9 5%	12 4%	15 2%	16 3%	10 2%	17 2%	5 2%	31 3%
Plaid Cymru	5 *	5 *	- -	- -	- -	- -	- -	- -	5 9%s2bcdef	-	-	-	-	-	-	-	-	- -	1 *	3 1%	1 *	* *	1 *	1 *	- -	3 2%	3 1%	2 *	4 1%	1 *	- -	5 2%2J	5 *
Green Party	31 3%	39 4%	8 3%	7 2%	7 3%	9 6%	31 3%	- -	1 1%s	-	-	-	-	-	-	-	-	2 1%	5 2%	12 6%2p	8 4%	5 3%	11 3%	10 3%	5 3%	3 2%	8 2%	20 3%	16 3%	15 3%	21 3%	10 4%	39 4%
UK Independence Party	2 *	2 *	2 1%	* *	- -	- -	2 *	- -	- -s	-	-	-	-	-	-	-	-	2 1%	- -	* *	- -	- -	- -	2 1%	- -	- -	- -	2 *	* *	2 *	2 -	- -	2 *
British National Party (BNP)	- -	- -	- -	- -	- -	- -	- -	- -	- -s	-	-	-	-	-	-	-	-	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	5 *	5 *	* *	- -	1 *	3 2%	4 *	1 1%	- -s	-	-	-	-	-	-	-	-	- -	* *	1 *	3 1%	1 *	1 *	2 *	* *	2 1%	2 1%	2 *	1 *	4 1%	4 1%	1 *	5 *
Did not vote	131 12%BFJ	116 11%	43 17%	31 11%	29 12%	12 8%	115 13%	7 7%	10 19%s	-	-	-	-	-	-	-	-	48 18%2s	28 13%	21 10%	16 8%	18 11%	33 10%BF	18 5%	39 26%2ABF	37 22%2ABF	76 24%2ABF	51 7%B	65 13%	65 12%	99 14%J	18 8%	116 11%
Was too young to vote	- -	- -	- -	- -	- -	- -	- -	- -	- -s	-	-	-	-	-	-	-	-	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Was not eligible to vote	26 2%	32 3%	4 2%	5 2%	8 3%	6 4%	22 2%	2 2%	2 5%s	-	-	-	-	-	-	-	-	1 *	11 5%p	8 4%p	5 3%	2 1%	9 3%	6 2%	10 7%ZBDEF	1 1%	12 4%D	15 2%	16 3%	10 2%	19 3%	6 2%	32 3%
Can't remember	67 6%H	58 5%	13 5%	29 10%Zce	10 4%	7 5%	58 6%	6 6%	3 6%s	-	-	-	-	-	-	-	-	29 11%Zt	13 6%	9 4%	10 5%	5 3%	23 7%	15 4%	12 8%	14 8%	25 8%	39 6%	42 9%H	23 4%	44 6%	12 5%	58 5%
Democratic Unionist Party (DUP)	- -	- -	- -	- -	- -	- -	- -	- -	- -s	-	-	-	-	-	-	-	-	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ulster Unionist Party (UU)	4 *	1 *	- -	- -	- -	4 3%2s	4 *	- -	- -s	-	-	-	-	-	-	-	-	4 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 1%	4 1%	- -	1 *
Social Democratic and Labour Party (SDLP)	- -	- -	- -	- -	- -	- -	- -	- -	- -s	-	-	-	-	-	-	-	-	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sinn FAEin	- -	- -	- -	- -	- -	- -	- -	- -	- -s	-	-	-	-	-	-	-	-	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
People Before Profit	- -	- -	- -	- -	- -	- -	- -	- -	- -s	-	-	-	-	-	-	-	-	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Alliance Party	1 *	1 *	- -	- -	- -	- -	- -	1 1%s	- -s	-	-	-	-	-	-	-	-	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *	1 *

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 29/4
General election 2019 vote

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var									IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Aontu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent	3	3	1	2	-	-	3	-	1	-	-	-	-	-	-	-	-	-	2	-	-	2	1	3	-	-	-	3	3	-	3	-	3
	*	*	*	1%	-	-	*	-	1%s	-s	-s	-s	-s	-s	-s	-s	-s	-	1%	-	-	1%	*	1%	-	-	-	*	1%	-	*	-	*
Prefer not to say	66	70	10	22	16	9	57	7	3	-	-	-	-	-	-	-	-	18	9	23	7	9	23	21	5	10	15	43	29	36	46	10	70
	6%	7%	4%	8%	6%	6%	6%	7%	6%s	-s	-s	-s	-s	-s	-s	-s	-s	7%	4%	11%Zgs	4%	5%	7%	6%	3%	6%	5%	6%	6%	6%	7%	4%	7%
Not stated	97	70	27	28	15	6	76	14	7	-	-	-	-	-	-	-	-	34	16	11	19	17	21	25	14	21	35	47	33	62	57	13	70
	9%FD	7%	11%	10%	6%	4%	8%	15%cd	14%s	-s	-s	-s	-s	-s	-s	-s	-s	12%r	7%	5%	10%	10%	7%	7%	10%	12%	11%	7%	7%	11%	6%	6%	7%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 295
General election 2019 vote

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Conservative Party	312 39%nonQhjnst xB	332 31%	36 26%	24 17%	18 9%	106 72%ZcefGghi	10 14%xG	132 55%ZcoGghi	4 3%	258 38%ZceGhi	171 23%cG	152 28%ceGh	24 13%	279 35%Z	65 32%	181 34%Z	246 33%Z	89 87%Zpratuvxz BC	16 37%ratxB	72 76%xZpratvxzB	9 7%	9 12%xB	15 12%B	57 66%xZpratxzB	75 49%ZratxzB	7 39%a	5 13%xB	6 14%x	10 20%atB	* 100%a	4 3%	64 61%ZpratxzB	- -x	- -x	- -x	332 31%
Labour Party	216 20%dfghopqsv xC	216 20%	28 21%	44 32%Z	98 46%Zdefghi	3 2%	16 21%xdf	12 5%	64 41%Zdefghi	102 15%df	197 26%Zdfgi	100 18%dfg	57 31%Zk	143 18%	61 30%Zmn	108 20%	169 23%	2 2%	1 2%a	2 3%a	80 59%Zopqstuvx zBC	18 24%opquvC	52 41%ZopquvC	6 7%a	6 4%	2 9%a	2 6%a	14 34%a	12 25%opquvxC	- -x	64 41%ZopquvxC	7 7%	- -x	1 8%a	- -x	216 20%
Liberal Democrats	65 6%Bq	79 7%	6 4%	6 4%	20 9%f	4 3%	26 34%xZdefGghi	3 1%	4 3%	42 6%f	58 8%Zf	38 7%f	22 12%Zk	39 5%	17 8%	41 8%	58 8%Z	2 2%	2 4%a	- -x	-	-	-	2 2%aZ	-	- -x	- -x	- -x	- -x	- -x	- -x	2 1%	2 2%Z	- -x	- -x	79 7%
The Brexit Party	2 *	2 *	- -	- -	- -	- -	- -x	2 1%	- -	2 *	2 *	2 *	- -	2 *	* *	2 *	2 *	-	- -x	- -x	-	-	-	2 2%aZ	-	- -x	- -x	- -x	- -x	- -x	- -x	-	- -	- -x	- -x	2 *
Scottish National Party	27 3%	31 3%	3 2%	5 4%	1 *	- -	- -	1 2%x	3 1%	1 1%	25 4%Z	26 3%c	25 5%ZcdGh	2 *	4 2%	15 2%	21 3%	-	- -x	- -x	1 1%	- -x	3 3%	- -x	3 2%	- -x	- -x	1 2%x	- -x	- -x	1 1%	- -	13 66%a	6 49%a	3 71%a	31 3%
Plaid Cymru	5 *	5 *	- -	- -	1 *	- -	- -x	3 1%	- -	4 1%	5 1%	4 1%	- -	5 1%	1 *	4 1%	5 1%	-	- -x	- -x	- -	1 1%a	1 1%	- -x	3 2%	- -x	- -x	- -x	- -x	- -x	- -	- -	- -	- -x	- -x	5 *
Green Party	31 3%	39 4%	2 2%	3 3%	5 2%	1 *	* 1%x	4 2%	18 12%Zcdefghi	23 3%d	27 4%	23 4%f	10 6%	19 2%	12 6%Z	13 2%	25 3%	1 *	- -x	- -x	3 2%	1 2%a	9 7%q	1 1%a	3 2%	- -x	- -x	* 1%a	1 2%a	- -x	18 12%ZopquvC	1 1%	- -x	- -x	- -x	39 4%
UK Independence Party	2 *	2 *	2 1%	- -	- -	- -	- -x	2 1%	- -	2 *	2 *	2 *	- -	2 *	- -	2 *	2 *	-	- -x	- -x	- -	- -x	* *	2 2%aZ	- -	- -x	- -x	- -x	- -x	- -x	2 2%Z	- -	- -x	- -x	- -x	2 *
British National Party (BNP)	- -	- -	- -	- -	- -	- -	- -x	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -x	- -x	- -	- -x	- -	- -x	- -	- -x	- -x	- -x	- -x	- -x	- -	- -	- -x	- -x	- -x	- -
Other	5 *	5 *	1 1%	- -	- -	- -	1 1%x	- -	- -	4 1%	4 1%	4 1%	2 1%	3 *	2 1%	1 *	4 1%	-	- -x	1 1%a	- -	- -x	1 1%	- -x	- -	- -x	- -x	1 2%a	1 1%a	- -x	- -	- -	- -x	- -x	- -x	5 *
Did not vote	131 12%ghinor	116 11%	24 18%	22 16%	16 8%	12 8%	3 5%x	32 13%	17 11%	65 10%	69 9%	53 10%	17 9%	98 12%	5 2%	57 11%n	62 8%l	4 4%	8 18%aor	8 9%a	5 4%	11 15%ar	13 11%	9 10%a	23 15%ar	2 13%a	1 4%a	2 3%a	3 5%a	- -x	17 11%	11 11%	- -x	* 2%a	1 25%a	116 11%
Was too young to vote	- -	- -	- -	- -	- -	- -	- -x	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -x	- -x	- -	- -x	- -	- -x	- -	- -x	- -x	- -x	- -x	- -x	- -	- -	- -x	- -x	- -x	- -
Was not eligible to vote	26 2%	32 3%	4 3%	2 1%	6 3%	2 1%	6 8%xZdfGgN	3 1%	2 1%	14 2%	18 2%	12 2%	6 3%	20 2%	5 3%	15 3%	20 3%	-	2 4%a	- -x	* *	6 7%xZopy	2 2%	- -x	3 2%	1 5%a	1 2%a	5 12%a	1 1%a	- -x	2 1%	1 1%	- -x	* 3%x	- -x	32 3%
Can't remember	67 6%GghiB	58 5%	8 6%	19 14%Z	20 10%dGg	3 2%	2 2%x	18 7%Gg	1 1%	30 4%	47 6%Gg	27 5%G	10 6%	51 6%	5 2%	26 5%	31 4%	1 1%	2 5%a	7 7%aB	9 7%B	11 15%xZbuB	9 7%B	3 3%a	15 10%aB	3 20%a	2 5%a	* 1%a	2 4%a	- -x	1 1%	6 6%a	1 7%a	- -x	- -x	58 5%
Democratic Unionist Party (DUP)	- -	- -	- -	- -	- -	- -	- -x	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -x	- -x	- -	- -x	- -	- -x	- -	- -x	- -x	- -x	- -x	- -x	- -	- -	- -x	- -x	- -x	- -
Ulster Unionist Party (UU)	4 *	1 *	- -	- -	- -	- -	- -x	4 2%Z	- -	4 1%	4 1%	4 1%	4 2%Zk	- -	4 2%mn	- -	4 1%	-	- -x	- -x	- -	- -x	- -	- -x	4 2%Z	- -x	- -x	- -x	- -x	- -x	- -	- -	- -	- -x	- -x	1 *
Social Democratic and Labour Party (SDLP)	- -	- -	- -	- -	- -	- -	- -x	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -x	- -x	- -	- -x	- -	- -x	- -	- -x	- -x	- -x	- -x	- -x	- -	- -	- -x	- -x	- -x	- -
Sinn FÃ©in	- -	- -	- -	- -	- -	- -	- -x	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -x	- -x	- -	- -x	- -	- -x	- -	- -x	- -x	- -x	- -x	- -x	- -	- -	- -x	- -x	- -x	- -
People Before Profit	- -	- -	- -	- -	- -	- -	- -x	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -x	- -x	- -	- -x	- -	- -x	- -	- -x	- -x	- -x	- -x	- -x	- -	- -	- -x	- -x	- -x	- -
Alliance Party	1 *	1 *	- -	- -	- -	- -	1 1%x	- -	- -	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	-	- -x	- -x	- -	- -x	- -	- -x	- -	- -x	1 2%x	- -x	- -x	- -x	- -	- -	- -x	- -x	- -x	1 *

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 295
General election 2019 vote

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Weighted Total	1062	1062	138*	138*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Aontu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent	3 *	3 *	- -	- -	- -	1 1%	- -s	- -	- -	2 *	1 *	1 *	- -	3 *	1 *	1 *	3 *	- -	1 2%s	- -s	- -	- -s	1 1%	- -s	- -	- -s	- -s	- -s	- -s	- - s	- -	- -s	- -s	- -s	3 *
Prefer not to say	66 6%	70 7%	9 7%	11 8%	10 5%	9 6%	5 6%s	16 6%	10 6%	40 6%	41 6%	31 6%	12 7%	50 6%	8 4%	30 5%	38 5%	3 3%	5 12%s	5 5%s	6 5%	4 5%s	4 3%	7 8%s	8 5%	- -s	2 7%s	3 8%s	4 9%s	- - s	10 6%	7 7%	- -s	1 9%s	- -s	70 7%
Not stated	97 9%hihnopuC	70 7%	14 10%b	* *	17 8%	7 5%	4 5%s	7 3%	34 22%3defghi	68 10%df	78 10%f	61 11%f	15 8%	70 9%	15 7%	39 7%	54 7%	- -	7 15%eopuvsC	- -s	7 5%	10 13%eopuC	10 8%opu	- -s	7 4%	1 5%s	- -s	4 9%s	7 13%eopuvC	- - s	34 31%2opqtuvsC	1 1%	3 17%s	3 28%s	- -s	70 7%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/G/g/h/i - Z/j/k - Z/l/m/n - Z/o/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 296
General election 2019 vote

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Conservative Party	312 29%qjstnE FRS	332 31%	53 30%lqjlm	50 25%qm	62 27%lqj	23 26%s	4 7%s	38 17%	38 14%	38 36%stqklm	109 35%bfqjklm	36 17%	35 20%	24 17%	18 15%	98 33%fqjnm	13 35%s	27 45%eZEFKM	28 35%eEF	1 3%s	16 13%s	3 6%s	9 58%s	46 55%eZEFKM	3 8%s	-	13 24%eF	5 22%s	186 29%EF	-	-	-	-	-	-	79 32%RS	96 38%ZGRS	66 32%RS	46 25%	15 14%s	61 21%	332 31%
Labour Party	216 20%eM	216 20%	52 28%Zn	50 25%n	50 22%	27 31%s	12 21%s	70 31%Zn	96 35%Zbcln	27 25%s	65 21%	70 34%Zcln	61 34%Zbcln	65 44%Zbdchl n	43 36%Zbcln	45 15%	5 13%s	9 15%s	8 10%s	2 8%s	29 24%eH	15 26%eH	1 4%s	6 7%s	4 12%s	-	18 34%eZBCH	6 31%s	136 22%H	-	-	-	-	-	-	37 15%	57 23%	48 23%	38 21%	19 18%s	58 20%	216 20%
Liberal Democrats	65 6%eM	79 7%	13 7%	18 9%n	12 5%	16 18%s	1 2%s	21 9%	24 9%hn	2 2%s	23 7%	10 5%	21 12%Zbjn	20 14%Zchjn	8 7%	10 3%	2 4%s	4 7%s	7 9%s	- -s	10 8%s	12 20%eZBHM	- -s	4 5%s	1 4%s	- -s	13 24%eZBEHM	1 4%s	30 5%	-	-	-	-	-	-	30 12%ZOPGRS	14 5%	9 4%	8 4%	3 3%s	10 4%	79 7%
The Brexit Party	2 *	2 *	-	-	* *	- -s	- -s	-	-	* *s	2 1%	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	2 2%s	2 2%sZM	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	2 1%	*	- -s	*	2 *
Scottish National Party	27 3%	31 3%	3 2%	1 *	9 4%bl	- -s	* 1%s	3 1%	6 2%b	3 2%s	2 1%	7 3%	1 1%	* *	- -	7 2%	* 1%s	- -s	- -s	* 2%s	2 2%s	1 2%s	- -s	- -s	- -s	- -s	- -s	- -s	22 3%Z	- -s	- -s	- -s	- -s	- -s	- -s	7 3%	8 3%	1 1%	8 4%	3 3%s	10 4%	31 3%
Plaid Cymru	5 *	5 *	* *	1 1%	- -	- -s	- -s	- -	1 *	- -s	1 *	- -	* *	* *	- -	3 1%	* 1%s	1 2%s	- -s	- -s	1 2%s	1 2%s	- -s	- -s	- -s	- -s	* 1%s	- -s	3 *	- -s	- -s	- -s	- -s	- -s	- -s	1 *	* *	1 *	- -	3 2%s	3 1%	5 *
Green Party	31 3%	39 4%	6 3%	11 6%cln	3 1%	2 2%s	- -s	16 7%Zcln	18 7%Zcln	3 3%s	6 2%	7 3%	8 4%	5 3%	10 8%Zcln	4 1%	- -s	1 1%s	- -s	- -s	10 8%sM	4 7%sM	- -s	- -s	- -s	- -s	1 1%s	3 13%s	15 2%	- -s	- -s	- -s	- -s	- -s	- -s	12 5%	6 2%	6 3%	4 2%	* *s	4 1%	39 4%
UK Independence Party	2 *	2 *	-	-	-	- -s	- -s	-	-	-	-	-	-	-	2 1%	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	2 *	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	2 2%s	2 1%	2 *
British National Party (BNP)	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
Other	5 *	5 *	1 1%	1 *	-	- -s	- -s	1 *	2 1%	- -s	2 1%	-	-	-	2 2%	1 *	1 2%s	1 1%s	- -s	- -s	1 *s	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	3 1%	- -s	- -s	- -s	- -s	- -s	- -s	2 1%	- -	2 1%	- -	* *s	- -	5 *
Did not vote	131 12%qsmO	116 11%	10 6%	19 9%m	36 16%qsklm	6 7%s	15 27%s	27 12%m	20 7%m	8 8%s	43 14%sqlm	40 19%Zsbqhklm	13 8%m	9 6%	2 1%	45 15%sqjm	4 11%s	5 8%s	17 22%sK	6 26%s	15 12%s	6 10%s	2 14%s	10 12%s	10 31%s	- -s	2 3%s	- -s	78 12%	- -s	- -s	- -s	- -s	- -s	- -s	19 8%	16 6%	27 13%O	33 18%NO	21 11%sNO	54 18%ZNO	116 11%
Was too young to vote	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
Was not eligible to vote	26 2%	32 3%	6 3%	7 3%	6 3%	5 6%s	- -s	6 3%	15 6%Zfl	6 6%s	7 2%	5 3%	7 4%l	1 1%	11 9%Zbfjln	6 2%	1 3%s	1 2%s	- 1%s	- -s	6 5%s	1 1%s	1 7%s	1 1%s	- -s	- -s	1 1%s	1 4%s	14 2%	- -s	- -s	- -s	- -s	- -s	- -s	8 3%	7 3%	3 1%	4 2%	3 2%s	7 2%	32 3%
Can't remember	67 6%fqj	58 5%	6 3%	6 3%	19 11%fqj	1 2%s	3 6%s	4 2%	5 2%	7 7%sf	15 5%	5 2%	4 2%	3 2%	3 3%	27 11%fqjM	- -s	3 4%s	8 9%s	2 9%s	1 1%s	1 2%s	1 14%s	2 3%s	3 9%s	- -s	1 2%s	- -s	49 8%	- -s	- -s	- -s	- -s	- -s	- -s	10 4%	13 5%	15 7%	12 7%	14 13%sM	27 9%	58 5%
Democratic Unionist Party (DUP)	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
Ulster Unionist Party (UU)	4 *	1 *	4 2%Z	4%Z	-	- -s	4 7%s	4 2%	-	- -s	-	4 2%	-	-	-	-	4 11%s	4 7%sZM	- -s	4 17%s	4 3%sZM	- -s	- -s	- -s	4 13%s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	4 2%Z	-	-	-	- -s	-	1 *
Social Democratic and Labour Party (SDLP)	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
Sinn FÃ©in	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 296
General election 2019 vote

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Weighted Total	1062	1062	173^	202	227^	87^^	55^^	229^	274	106^	313	208^	178^	147^	120^	301	38^^	60^	80^	24^^	123^	58^	15^^	85^	32^^	-^	53^	20^^	631	-^	-^	-^	-^	-^	-^	237	250	210	183^	111^	294	1062
People Before Profit	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-	-
Alliance Party	1 *	1 *	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	1 *	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	1 *	-s	-s	-s	-s	-s	-s	-	-	-	1 *	-s	1 *	1 *
Aontu	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-	-	-
Independent	3 *	3 *	2 1%	2 1%	-	2 2%s	2 3%s	-	2 1%	2 2%s	3 1%	2 1%	2 1%	2 1%	2 1%	1 *	-s	-s	-s	-s	-s	-s	-s	1 1%s	-s	-s	-s	-s	2 *	-s	-s	-s	-s	-s	-s	1 *	-	1 *	-	2 2%s	2 1%	3 *
Prefer not to say	66 6%M	70 7%	9 5%	9 4%	10 4%	- -s	4 7%s	13 6%	12 4%	2 2%s	20 6%	15 7%	7 4%	8 6%	6 5%	26 9%	6 16%s	2 4%s	4 5%s	1 5%s	9 7%s	3 4%s	- -s	4 5%s	7 22%s	- -s	2 4%s	1 4%s	41 6%	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	10 4%	19 9%N	6 3%	16 13%sDHIOQS	22 7%MO	70 7%
Not stated	97 9%P	70 7%	14 8%	24 12%j	18 8%j	5 6%s	10 18%s	25 11%j	33 12%gl	8 8%s	16 6%	5 2%	18 10%j	9 6%	16 13%jl	26 9%	1 3%s	3 5%s	7 9%s	8 31%s	19 16%s	11 18%sZBM	- -s	8 9%s	3 10%s	- -s	3 6%s	4 20%s	51 8%	- -s	- -s	- -s	- -s	- -s	- -s	22 9%	23 9%	11 5%	24 13%P	9 8%s	33 11%	70 7%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 297
General election 2017 vote

12 Mar 2026

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - Internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_uketections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 297
General election 2017 vote

Base : All

| | Total (W1td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig't' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 298
General election 2017 vote

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Conservative Party	256 **24%dfgCEG**	284 *27%*	54 *22%*	92 **33%2adefg**	74 **30%2dif**	17 *12%*	237 **26%2dif**	11 *12%*	7 **14%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	42 *16%*	49 *22%*	65 **31%Zp**	54 **28%p**	47 **28%p**	72 **22%CE**	142 **38%ZACDEF**	10 *7%*	30 **18%C**	41 **13%C**	214 **31%ZACDE**	95 *19%*	160 **29%ZD**	162 *23%*	62 *27%*	284 *27%*
Labour Party	222 **21%cfi**	209 *19%*	76 **30%2bcef**	50 **18%f**	29 **12%f**	56 **39%2bcef**	210 **23%2bcf**	2 *3%*	10 **20%ef**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	56 *21%*	62 **28%Zr**	31 *14%*	37 *19%*	37 *22%*	74 *23%*	68 *18%*	36 *24%*	36 *21%*	72 *23%*	142 *21%*	114 *23%*	107 *19%*	143 *20%*	57 *25%*	200 *19%*
Liberal Democrats	56 *5%*	72 *7%*	8 *3%*	11 *4%*	21 **9%Z**	11 *8%*	51 *6%*	3 *4%*	1 **2%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	6 *2%*	8 *4%*	14 *7%*	16 **9%p**	12 *7%*	21 *7%*	26 **17%E**	6 *4%*	2 *1%*	8 *3%*	47 **7%2E**	29 *6%*	27 *5%*	44 *6%*	9 *4%*	72 *7%*
Scottish National Party	22 **2%e**	26 *2%*	- -	- -	2 *1%*	- -	2 *	20 **22%2bdeg**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	7 *3%*	7 *3%*	5 *2%*	- -	3 *2%*	7 *2%*	6 *2%*	3 *2%*	5 *3%*	8 *3%*	14 *2%*	12 *2%*	10 *2%*	13 *2%*	6 *2%*	26 *2%*
Plaid Cymru	2 *	5 *	- -	- -	- -	- -	- -	- -	2 **4%s2bce**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	1 *	- -	1 *	- -	1 *	1 *	- -	- -	- -	2 *	1 *	1 *	- -	2 *1%*	5 *
Green Party	15 *1%*	21 *2%*	5 *2%*	3 *1%*	4 *2%*	3 *2%*	15 *2%*	- -	1 **1%s**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	1 *1%*	1 *	6 *3%*	5 *2%*	2 *1%*	7 *2%*	3 *1%*	3 *2%*	- -	3 *1%*	10 *1%*	6 *1%*	9 *2%*	10 *1%*	5 *2%*	21 *2%*
UK Independence Party	9 *1%*	9 *1%*	5 *2%*	2 *1%*	2 *1%*	1 *	9 *1%*	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	6 *2%*	1 *	1 *1%*	1 *1%*	* *	2 *1%*	6 *2%*	- -	2 *1%*	2 *1%*	8 *1%*	7 *1%*	3 *	8 *1%*	1 *	9 *1%*
British National Party (BNP)	* *	1 *	* *	- -	- -	- -	* *	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -	* *	1 *
Other	3 *	4 *	* *	- -	1 1%	1 *	2 *	1 *1%*	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	* *	1 *	1 *	1 *	1 *	2 *	* *	- -	- -	2 *	1 *	2 *	2 *	1 *	4 *
Did not vote	91 **9%BF**	94 *9%*	29 *12%*	22 *8%*	23 *9%*	9 *6%*	83 *9%*	5 *5%*	5 **6%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	26 *10%*	22 *10%*	13 *6%*	15 *8%*	16 *9%*	29 *9%*	21 *6%*	21 **14%BF**	19 *11%*	40 **12%B**	50 *7%*	44 *9%*	48 *9%*	64 *9%*	16 *7%*	94 *9%*
Was too young to vote	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Was not eligible to vote	28 **3%BF**	36 *3%*	4 *2%*	5 *2%*	6 *3%*	9 *6%*	25 *3%*	2 *2%*	1 **1%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	2 *1%*	7 *3%*	9 *4%*	7 *3%*	2 *1%*	9 **3%BF**	* *	13 **9%ZABEF**	3 *2%*	17 **5%ZBF**	9 **1%B**	18 *4%*	10 *2%*	20 *3%*	5 *2%*	36 *3%*
Can't remember	92 *9%*	83 *8%*	16 *6%*	28 *10%*	31 **13%Z**	7 *5%*	82 *9%*	8 *8%*	2 **5%a**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	31 *12%*	16 *8%*	17 *8%*	16 *8%*	10 *6%*	30 *9%*	27 *7%*	14 *9%*	18 *11%*	32 *10%*	57 *8%*	51 *10%*	39 *7%*	65 *9%*	18 *8%*	83 *8%*
Democratic Unionist Party (DUP)	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ulster Unionist Party (UU)	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Social Democratic and Labour Party (SDLP)	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sinn FÃ©in	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
People Before Profit	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Alliance Party	1 *	1 *	- -	- -	- -	- -	- -	1 **1%e**	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *	1 *
Aontu	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 298
General election 2017 vote

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var									IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Independent	2 *	2 *	1 *	- -	- -	- -	1 *	- -	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	2 1%	- -	- -	- -	1 *	1 *	- -	- -	- -	2 *	2 *	- -	2 *	- -	2 *
Prefer not to say	43 4%	53 5%	4 1%	19 7%ae	9 4%	3 2%	35 4%	6 6%a	2 3%a	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	9 3%	6 3%	16 7%Z	6 3%	7 4%	15 5%	13 4%	2 1%	6 4%	8 3%	29 4%	19 4%	23 4%	25 4%	9 4%	53 5%
Not stated	220 21%eABF	171 16%	50 20%	49 17%	42 17%	26 18%	167 18%	33 36%Zbdcde	21 41%sZbdcde	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	81 30%Zgrs	40 18%	34 16%	33 17%	33 19%	51 16%	55 15%	40 27%ABF	46 27%ABF	86 27%ZABF	106 15%	97 20%	119 21%	140 20%	41 18%	171 16%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 299
General election 2017 vote

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Conservative Party	256 24%bcGhjrtB	284 27%	24 17%	18 13%	16 8%	90 61%ZceiGghi	11 15%xG	105 44%ZceGghi	4 3%	214 31%ZceGhi	141 19%cG	124 23%cGh	23 13%	226 28%Zj	52 26%	148 27%	199 27%Z	78 76%Zprstuvxz BC	12 26%ertB	62 66%xZprstuvxzB C	7 5%	9 12%xB	8 6%	44 50%xZprstuxB	62 40%ZrstuB	6 35%s	6 19%erB	5 12%x	12 24%ertB	* 100%s	4 2%	50 47%ZprstuxB	-	-	-	284 27%
Labour Party	222 21%dfgkpqvxz	200 19%	30 22%	37 27%	93 44%Zdefghi	6 4%	15 19%edf	22 9%	60 39%Zdefghi	110 16%df	197 26%Zdfgi	104 19%dfg	54 29%Zk	150 19%	61 30%Zn	115 21%	177 24%Z	6 6%	1 1%s	4 4%s	71 53%Zopquvxz C	21 28%opqvx	47 37%Zopquvxz	11 12%s	11 7%	3 15%s	2 7%s	12 29%x	9 18%opq	- -%	60 36%Zopquvxz	14 13%	* 1%s	-	-	200 19%
Liberal Democrats	56 5%f	72 7%	3 3%	7 5%	15 7%f	3 2%	22 28%dZcefGghi	3 1%	6 4%	36 5%f	48 6%f	33 6%f	19 11%Zk	34 4%	19 9%Z	31 6%	49 7%Z	2 2%	1 3%s	3 4%s	9 7%	6 8%s	7 6%	* *s	3 2%	2 9%s	15 43%sZbpqrstu ucBC	7 16%s	10 20%sZbpqrtuvB C	- -%	6 4%	2 2%u	- -%	- -%	- -%	72 7%
Scottish National Party	22 2%	26 2%	4 3%	5 3%	* *	- -	1 1%s	5 2%	- -	20 3%Z	21 3%c	20 4%Z	4 2%	17 2%	5 2%	13 2%	18 2%	- -	- -%	- -%	* *	- -%	4 3%	1 1%s	3 2%	- -%	1 3%s	- -%	* 1%s	- -%	- -	1 1%	8 40%s	6 49%s	2 61%s	26 2%
Plaid Cymru	2 *	5 *	- -	- -	1 *	- -	- -%	- -	- -	1 *	2 *	1 *	- -	2 *	1 *	1 *	2 *	- -	- -%	- -%	1 1%s	1 1%	- -	- -%	- -%	- -%	- -%	- -%	- -%	- -	- -	- -	- -%	- -%	- -%	5 *
Green Party	15 1%	21 2%	2 2%	3 2%	1 1%	1 *	- -%	4 2%	8 5%Zgh	13 2%	14 2%	12 2%	4 2%	11 1%	4 2%	7 1%	11 2%	1 1%	- -%	- -%	1 1%	- -%	6 4%	- -%	3 2%	- -%	- -%	- -%	- -%	8 5%Z	* *	- -%	- -%	- -%	- -%	21 2%
UK Independence Party	9 1%	9 1%	- -	- -	- -	* *	- -%	9 4%Zcghi	- -	9 1%	9 1%	9 2%	- -	9 1%	1 1%	8 2%	9 1%	- -	* 1%s	- -%	- -	- -%	1 *	7 8%sZoprtvB	2 1%	* 2%s	- -%	- -%	- -%	- -	7 7%ZopqtB	- -	- -%	- -%	- -%	9 1%
British National Party (BNP)	* *	1 *	* *	- -	- -	- -	- -%	* *	- -	* *	* *	* *	- -	* *	* *	- -	* *	- -	- -%	- -%	- -	- -%	- -	* *	- -	- -%	- -%	- -%	- -%	- -	* *	- -	- -%	- -%	- -%	1 *
Other	3 *	4 1%	1 *	- -	- -	- -	1 1%s	- -	- -	2 *	2 *	2 *	2 1%	1 *	1 *	1 *	2 *	- -	- -%	1 1%s	- -	- -%	1 1%	- -	- -%	- -%	- -%	1 2%s	1 1%s	- -%	- -	- -	- -%	- -%	- -%	4 *
Did not vote	91 9%ghijnq	94 9%	21 16%Z	17 13%	11 5%	11 7%	1 1%s	26 11%sGghi	5 3%	43 6%	44 6%	32 6%	10 5%	68 9%	5 2%	38 7%I	43 6%I	3 3%	8 17%aoqrtsB	2 2%s	5 4%	6 8%s	6 5%	7 8%s	19 13%oqsB	1 5%s	* 1%s	* *s	2 4%s	- -%	5 3%	8 7%	* 2%s	* 2%s	1 29%s	94 9%
Was too young to vote	- -	- -	- -	- -	- -	- -	- -%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -%	- -%	- -	- -%	- -	- -%	- -%	- -%	- -%	- -%	- -%	- -	- -	- -	- -%	- -%	- -%	-
Was not eligible to vote	28 3%	36 3%	6 5%	2 1%	5 2%	3 2%	1 1%s	5 2%	3 2%	16 2%	18 2%	13 2%	5 3%	21 3%	5 3%	11 2%	16 2%	1 1%	2 4%s	- -%	* *	5 6%s	4 3%	- -%	1 3%	1 5%s	1 2%s	- -%	2 3%s	- -%	3 2%	1 1%	- -%	* 3%s	- -%	36 3%
Can't remember	92 9%GghiB	83 8%	15 11%	27 20%Z	20 9%	8 6%	2 3%s	18 8%	4 2%	39 6%	51 7%	31 6%	8 4%	73 9%	6 3%	42 8%I	48 6%I	4 4%	4 10%s	11 11%sB	11 8%	9 12%sB	9 7%	9 10%s	10 6%	4 24%s	2 5%s	1 2%s	5 11%sB	- -%	4 2%	13 12%B	3 17%s	- -%	- -%	83 8%
Democratic Unionist Party (DUP)	- -	- -	- -	- -	- -	- -	- -%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -%	- -%	- -	- -%	- -	- -%	- -%	- -%	- -%	- -%	- -%	- -	- -	- -	- -%	- -%	- -%	-
Ulster Unionist Party (UU)	- -	- -	- -	- -	- -	- -	- -%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -%	- -%	- -	- -%	- -	- -%	- -%	- -%	- -%	- -%	- -%	- -	- -	- -	- -%	- -%	- -%	-
Social Democratic and Labour Party (SDLP)	- -	- -	- -	- -	- -	- -	- -%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -%	- -%	- -	- -%	- -	- -%	- -%	- -%	- -%	- -%	- -%	- -	- -	- -	- -%	- -%	- -%	-
Sinn FÃ©in	- -	- -	- -	- -	- -	- -	- -%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -%	- -%	- -	- -%	- -	- -%	- -%	- -%	- -%	- -%	- -%	- -	- -	- -	- -%	- -%	- -%	-
People Before Profit	- -	- -	- -	- -	- -	- -	- -%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -%	- -%	- -	- -%	- -	- -%	- -%	- -%	- -%	- -%	- -%	- -	- -	- -	- -%	- -%	- -%	-
Alliance Party	1 *	1 *	- -	- -	- -	- -	1 1%s	- -	- -	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	- -	- -%	- -%	- -	- -%	- -	- -%	- -%	- -%	- -%	2 2%s	- -%	- -%	- -	- -	- -	- -%	- -%	1 *
Aontu	- -	- -	- -	- -	- -	- -	- -%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -%	- -%	- -	- -%	- -	- -%	- -%	- -%	- -%	- -%	- -%	- -	- -	- -	- -%	- -%	- -%	-

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 299
General election 2017 vote

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Weighted Total	1062	1062	138*	138*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	**	155*	105*	20**	12**	4**	1062
Independent	2 -	2 -	- -	- -	- -	1 1%	- -s	- -	- -	2 -	1 -	1 -	- -	2 -	1 *	1 *	2 *	- -	1 2%aZ	- -s	- -	- -s	1 7%	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -	- -	- -s	- -s	- -s	2 -
Prefer not to say	43 4%	53 5%	6 5%	4 3%	5 3%	4 3%	4 5%s	10 4%	6 4%	26 4%	27 4%	21 4%	6 3%	33 4%	8 4%	15 3%	23 3%	3 3%	1 2%s	4 5%s	2 1%	4 5%s	2 2%	5 6%s	5 3%	- -s	2 7%s	1 3%s	1 2%s	- -s	6 4%	5 5%	- -s	1 9%s	- -s	53 5%
Not stated	220 21%efhoquC	171 16%	23 17%	17 13%	43 21%	19 13%	18 24%s	33 14%	58 38%JzdfghI	152 22%df	177 24%Jdf	133 25%JdfgI	48 27%	150 19%	37 18%	105 20%	143 19%	4 4%	15 33%eoquC	7 7%s	28 20%oquC	16 21%ouC	30 24%oquC	3 4%s	38 25%oquC	1 5%s	4 12%s	14 33%s	8 16%eouC	- - s	58 38%ZoqrtuvxuC	4 4%	8 40%s	4 36%s	1 10%s	171 16%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 300
General election 2017 vote

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)											Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Conservative Party	256 24%bgdnefRS	284 27%	45 25%lgklm	38 19%lg	50 22%lg	14 16%s	3 5%s	28 12%	31 11%	31 30%stgklm	91 29%bfgklm	34 17%	23 13%	21 15%	15 12%	77 26%bjklm	9 24%s	20 34%stEF	30 38%stEF	- -s	15 12%s	3 5%s	8 51%s	39 46%stZEFKM	3 10%s	- -s	12 22%sF	5 24%s	147 25%F	- -s	- -s	- -s	- -s	- -s	- -s	75 32%ZRS	70 28%RS	58 28%RS	38 21%RS	8 7%s	46 15%R	284 27%
Labour Party	222 21%ei	200 19%	43 24%n	53 26%n	56 25%n	31 36%s	12 23%s	76 33%Zn	84 31%Zn	27 25%an	71 23%n	80 39%Zabchin	67 38%Zabcin	56 38%Zabcin	39 32%Zn	40 13%	4 10%s	8 14%s	17 21%s	5 22%s	40 33%stBH	11 19%s	1 7%s	11 13%s	9 29%s	- -s	16 31%stH	2 11%s	129 20%	- -s	- -s	- -s	- -s	- -s	- -s	42 18%	56 22%	42 20%	39 21%	26 23%s	64 22%	200 19%
Liberal Democrats	56 5%stNQS	72 7%	13 7%n	17 9%n	7 3%	9 11%s	2 4%s	20 9%n	28 10%Zchjn	2 2%s	17 6%	8 4%	12 7%n	20 13%Zchijkn	14 11%Zchjn	5 2%	4 10%s	8 13%stZM	2 3%s	- -s	5 4%s	11 20%stZCEM	- -s	8 9%s	- -s	- -s	12 22%stZCEM	4 21%s	24 4%	- -s	- -s	- -s	- -s	- -s	- -s	23 16%ZQRS	19 8%QS	9 4%S	1 1%	1 1%s	2 1%	72 7%
Scottish National Party	22 2%	26 2%	3 2%	* -	5 2%	- -s	* 1%s	3 1%	4 2%	3 3%s	1 -	3 1%	1 1%	* -	- -	10 3%	* 1%s	- -s	- -s	* 2%s	2 2%s	1 2%s	- -s	- -s	- -s	- -s	- -s	- -s	17 3%	- -s	- -s	- -s	- -s	- -s	- -s	7 3%	7 3%	3 2%	2 1%	3 3%s	5 2%	26 2%
Plaid Cymru	2 *	5 -	* -	1 1%	- -	- -s	- -	- -	1 *	- -s	1 *	- -	- -	* -	- -	- -	* 1%s	1 2%sM	- -s	- -s	- -s	1 2%sZM	- -s	- -s	- -s	- -s	* 1%s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	1 *	1 *	1 *	- -	- -s	- -	5 *
Green Party	15 1%	21 2%	2 1%	4 2%	1 *	- -s	- -s	7 3%	7 3%	- -s	3 1%	3 1%	5 3%	2 1%	1 1%	1 *	- -s	1 1%s	- -s	- -s	5 4%s	1 2%s	- -s	- -s	- -s	- -s	- -s	- -s	7 1%	- -s	- -s	- -s	- -s	- -s	- -s	4 2%	4 2%	3 1%	4 2%	- -s	4 1%	21 2%
UK Independence Party	9 1%	9 1%	3 2%	1 *	4 2%	- -s	1 1%s	1 *	1 1%	1 1%s	5 2%stZbg	7 2%	4 2%	5 3%g	1 1%	2 1%	1 1%s	- -s	- -s	1 3%s	- -s	- -s	1 7%s	1 1%s	- -s	- -s	1 1%s	1 3%s	7 1%	- -s	- -s	- -s	- -s	- -s	- -s	1 *	6 3%Z	- -	1 *	- -s	1 *	9 1%
British National Party (BNP)	* -	1 *	- -	- -	- -	- -s	- -s	- -	- -	- -s	- -	- -	- -	- -	- -	* *	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	* *	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	* *g	* *	1 *
Other	3 *	4 *	1 1%	1 *	- -	- -s	- -s	1 *	1 *	- -s	- -	- -	- -	1 *	- -	1 *	1 2%s	1 1%s	- -s	1 *g	1 1%s	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	1 *	- -s	- -s	- -s	- -s	- -s	- -s	2 1%	- -	- -	- -	* *g	* *	4 *
Did not vote	91 9%sNO	94 9%	11 6%	15 7%m	22 10%m	7 8%s	9 16%s	14 6%	15 5%	9 9%sm	26 8%m	17 8%m	8 4%	5 4%	2 1%	37 12%ZghIm	3 9%s	3 5%s	9 11%s	3 12%s	3 2%s	6 9%s	- -s	5 6%s	5 16%s	- -s	1 1%s	- -s	62 10%	- -s	- -s	- -s	- -s	- -s	- -s	6 2%	12 5%	20 9%N	25 14%NO	20 18%sZNO	46 15%ZNO	94 9%
Was too young to vote	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
Was not eligible to vote	28 3%	36 3%	1 *	4 2%	4 2%	1 1%s	- -s	3 1%	11 4%stIjl	1 1%s	3 1%	1 *	4 2%	1 1%	7 6%tIjl	7 2%	- -s	1 2%s	* 1%s	- -s	2 2%s	1 1%s	1 7%s	* 1%s	- -s	- -s	1 1%s	2 9%s	19 3%	- -s	- -s	- -s	- -s	- -s	- -s	8 3%	4 2%	5 2%	6 3%	4 4%s	10 3%	36 3%
Can't remember	92 9%g	83 8%	9 5%	11 5%	18 8%	3 3%s	7 13%s	11 5%	10 4%	10 9%s	20 6%	10 5%	7 4%	7 5%	3 2%	42 14%ZbdeghIm	1 3%s	2 3%s	6 7%s	3 14%s	7 6%s	1 2%s	2 14%s	4 5%s	- -s	- -s	1 3%s	- -s	69 11%Z	- -s	- -s	- -s	- -s	- -s	- -s	18 8%	20 8%	19 9%	11 6%	14 13%s	25 8%	83 8%
Democratic Unionist Party (DUP)	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
Ulster Unionist Party (UUI)	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
Social Democratic and Labour Party (SDLP)	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
Sinn FÁ©in	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
People Before Profit	-	-	-	-	-	- -s	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-

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Total (all sample)

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General election 2017 vote

Base : All

	Total (W'tld)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
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Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	208*	178*	147*	120*	301	38**	60*	80*	24**	123*	58*	15**	65*	32**	-*	53*	29**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Alliance Party	1 *	1 -	-	-	-	-s	-s	-	-	-	-	-	-	-	-	1 *	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	1 *	-	-	-	-	-	-	-	-	1 *	-s	1 *	1 *
Aontu	- -	- -	-	-	-	-s	-s	-	-	-	-	-	-	-	-	- -	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	- -	-s	-s	-s	-s	-s	-s	- -	- -	- -	- -	-s	- -	- -
Independent	2 *	2 *	-	-	-	-s	-s	-	-	-	1 *	-	-	-	-	1 *	-s	-s	-s	-s	-s	-s	-s	1 1%s	-s	-s	-s	-s	1 *	-s	-s	-s	-s	-s	-s	1 *	-	-	1 *	-s	- -	2 *
Prefer not to say	43 4%	53 5%	3 2%	5 2%	7 3%	- -s	3 5%s	6 3%	7 3%	2 2%s	13 4%	7 3%	4 2%	4 3%	3 2%	21 7%Z	* 1%s	2 4%s	2 3%s	- -s	3 2%s	2 4%s	- -s	4 5%s	1 4%s	- -s	2 4%s	1 4%s	30 5%	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	7 3%	11 5%	4 2%	12 11%sZNOQS	16 5%Q	53 5%
Not stated	220 21%	171 16%	43 24%	51 25%	51 22%	21 24%s	17 31%s	59 26%	74 27%Zn	16 15%s	60 19%	40 20%	45 25%	29 20%	37 31%Zhin	55 18%	14 37%s	12 21%s	13 16%s	12 48%s	41 33%sZHKM	19 32%sHKM	2 13%s	11 13%s	13 41%s	- -s	8 14%s	6 20%s	117 19%	- -s	- -s	- -s	- -s	- -s	- -s	44 18%	44 18%	40 19%	53 29%ZD	22 20%s	75 26%	171 16%

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(Wave 2) KP260305A - POL (S26011063)
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Total (all sample)

12 Mar 2026

Table 301
EU referendum 2016 vote (m_euref) (USE)

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 302
EU referendum 2016 vote (m_euref) (USE)

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnicity Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Remain a member of the European Union	394 36%bcDEH	430 40%	87 35%	83 30%	89 37%	79 55%Zabcefg	337 37%b	33 36%	13 26%s	-	-	-	-	-	-	-	-	67 25%	94 42%p	69 33%	76 40%p	78 46%Zp	143 45%ZCDE	138 37%DE	47 31%	34 20%	80 25%	279 40%ZDE	202 41%ZH	181 32%	253 36%	97 42%	430 40%
Leave the European Union	330 31%eBC	340 32%	82 33%cd	104 37%cdf	87 36%cdf	25 17%	298 32%df	18 20%	14 28%s	-	-	-	-	-	-	-	-	89 33%	58 26%	77 36%	64 33%	43 25%	83 26%C	157 42%ZACEF	21 14%	66 39%ACE	87 27%C	240 35%ZAC	135 27%	194 35%ZS	217 31%	79 34%	340 32%
Did not vote	80 8%BF	80 8%	20 8%	22 8%	21 9%	4 3%	67 7%	7 8%	6 11%s	-	-	-	-	-	-	-	-	25 10%	20 9%	12 6%	15 8%	8 4%	24 7%	17 5%	18 12%BF	18 11%	36 11%ZBF	41 6%	38 8%	41 7%	52 7%	18 8%	80 8%
Was too young to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Was not eligible to vote	40 4%pBFH	44 4%	7 3%	8 3%	6 2%	16 11%Zabce	36 4%	2 2%	2 3%s	-	-	-	-	-	-	-	-	2 1%	10 5%p	13 6%p	11 6%p	4 3%	14 5%BF	4 1%	17 11%ZABDEF	4 2%	21 7%BDF	19 3%B	28 6%ZH	12 2%	28 4%	7 3%	44 4%
Can't remember	42 4%eJ	29 3%	14 6%	15 5%	5 2%	4 3%	38 4%	3 4%	1 2%s	-	-	-	-	-	-	-	-	20 7%s	8 4%	7 4%	1 -	7 4%	11 3%	13 3%	8 5%	10 6%	18 6%	23 3%	15 3%	26 5%	29 4%	3 1%	29 3%
Prefer not to say	28 3%s	29 3%	* -	10 3%s	7 3%	4 2%	21 2%s	5 6%s	2 4%ms	-	-	-	-	-	-	-	-	7 3%	3 2%	12 6%Z	3 2%	2 1%	7 2%	9 2%	1 1%	4 3%	6 2%	16 2%	11 2%	17 3%	14 2%	5 2%	29 3%
Not stated	158 15%eBFJ	110 10%	42 16%	41 14%	28 12%	13 9%	123 13%	22 24%Zcde	13 26%cdm	-	-	-	-	-	-	-	-	57 21%Zns	29 13%	22 10%	21 11%	28 17%	37 12%	36 10%	37 25%ZABF	33 19%BF	70 22%ZABF	72 10%	67 13%	87 16%	105 15%	21 9%	110 10%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 303
EU referendum 2016 vote (m_euref) (USE)

Base : All

	Total (W'ld)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Remain a member of the European Union	384 36%fghjmnrC	430 40%	60 44%	54 39%	120 57%Zdfghi	45 31%f	49 64%aZdfghi	30 12%	76 49%Zdfgi	223 33%f	298 40%Zfgi	178 33%f	102 56%Zk	253 32%	110 54%Zmn	199 37%	308 42%Zm	33 32%orC	12 27%s	20 21%s	93 69%ZopqrstuvxB C	27 35%suvC	64 51%ZopquvC	10 11%s	20 13%	3 20%s	28 84%aZopqstuv xBC	21 49%s	24 51%spquvC	- -s	76 49%ZopquvC	13 13%	12 59%s	4 37%s	1 28%s	430 40%
Leave the European Union	330 31%cdGjntxtxB	340 32%	39 29%	40 29%	26 12%	70 48%ZceGjkt	8 11%s	160 67%ZcdeGghi	11 7%	264 38%ZceGh	219 29%cdG	193 36%ZcGh	22 12%	300 38%Zj	58 28%	193 36%Z	251 34%Z	58 57%ZprstxzB	12 28%stB	56 59%aZprstxzB	16 12%	9 12%s	23 18%sB	66 76%aZoprstxz B	94 61%ZprstxzB	10 56%s	3 9%s	5 12%s	12 24%sB	* 100%s	10 7%	76 72%ZprstxzB	1 4%s	2 13%s	2 42%s	340 32%
Did not vote	80 8%ghlmn	80 8%	15 11%	12 9%	13 6%	6 4%	2 3%s	17 7%	4 3%	31 4%	37 5%	25 5%	11 6%	58 7%	5 3%	28 5%	34 5%	3 3%	3 7%s	10 11%s	4 3%	9 11%s	4 3%	5 5%s	13 8%	- -s	* 1%s	2 4%s	2 5%s	- -s	4 3%	5 5%	- -s	1 6%s	1 29%s	80 8%
Was too young to vote	-	-	-	-	-	-	- -s	-	-	-	-	-	-	-	-	-	-	-	- -s	- -s	-	- -s	-	- -s	-	- -s	- -s	- -s	- -s	-	-	- -s	-	- -s	- -s	-
Was not eligible to vote	40 4%	44 4%	9 7%	3 3%	4 2%	6 4%	3 5%s	6 3%	8 5%	27 4%	25 3%	21 4%	8 4%	29 4%	6 3%	24 5%	31 4%	3 3%	4 9%sr	1 1%s	* -	4 5%s	7 5%	* 1%s	6 4%	2 14%s	- -s	3 8%s	3 7%sr	- -s	8 5%	3 3%s	- -s	* 3%s	- -s	44 4%
Can't remember	42 4%ghl	29 3%	2 2%	15 11%Za	18 9%ZGjkl	6 4%	2 3%s	9 4%	- -	17 2%	29 4%gl	11 2%	6 3%	30 4%	4 2%	16 3%	19 3%	4 4%	3 6%sB	6 6%sB	6 4%	12 16%aZortuvxzB C	2 2%	3 3%s	6 4%	1 5%s	- -s	2 5%s	- -s	- -s	- -	4 4%	- -s	- -s	- -s	29 3%
Prefer not to say	28 3%mn	29 3%	4 3%	3 2%	2 1%	4 3%	1 1%s	5 2%	4 3%	16 2%	13 2%	12 2%	2 1%	22 3%	3 2%	7 1%	10 1%	1 1%	2 5%sr	2 2%s	- -	2 2%s	2 2%	3 3%s	2 2%	- -s	1 3%s	- -s	- -s	- -s	4 3%	3 3%	- -s	1 9%s	- -s	29 3%
Not stated	158 15%bdmnoquv C	110 10%	15 11%	9 7%	29 14%f	9 6%	11 14%sf	12 5%	53 34%Zcdefghi	108 16%dfl	128 17%Zfl	99 18%ZdfIu	52 17%	107 13%	19 9%	71 13%	90 12%	- -	9 20%soquC	- -s	16 12%oquC	13 17%soquC	25 20%oquvxC	- -s	12 8%oquC	1 5%s	1 3%s	10 23%s	7 15%soquC	- -s	53 34%ZoqrtuvxzC	1 1%	7 38%s	4 31%s	- -s	110 10%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 304
EU referendum 2016 vote (m_eurref) (USE)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Remain a member of the European Union	384 **36%nrtNI**	430 *40%*	88 **49%JbhIn**	100 **49%JbhIn**	70 *31%*	53 **62%s**	12 **21%s**	107 **47%JbIn**	159 **58%JbcfhIn**	34 **32%s**	117 **37%n**	103 **51%JbIn**	95 **53%JbIn**	98 **67%JbbcfhIjkm**	67 **56%JbIn**	75 *25%*	15 **39%s**	36 **60%sZCHM**	24 **30%s**	5 **19%s**	53 **43%nH**	35 **59%sZCHM**	2 **10%s**	18 **22%s**	11 **35%s**	- -s	34 **65%sZCDHM**	10 **51%s**	209 *33%*	- -s	- -s	- -s	- -s	- -s	- -s	108 **46%ZPRS**	88 *35%*	66 *31%*	62 *34%*	32 **35%s**	94 *32%*	430 *40%*
Leave the European Union	330 **31%bfgjklm** **BEFK**	340 *32%*	41 **23%glm**	37 **18%g**	74 **33%bfgjklm**	16 **19%s**	15 **28%s**	42 **19%g**	30 *11%*	45 **42%enbfgjk** **bc**	103 **33%bfgjklm**	39 **19%g**	29 *16%*	19 *13%*	14 *12%*	116 **38%ZabfgjkIm**	9 **23%s**	10 **16%s**	28 **35%sEFK**	5 **19%s**	19 **15%s**	3 **6%s**	11 **72%s**	39 **46%sZBEFK**	4 **14%s**	- -s	5 **10%s**	3 **15%s**	216 **34%ZEFK**	- -s	- -s	- -s	- -s	- -s	- -s	68 *29%*	102 **41%ZNRS**	73 *35%*	51 *28%*	25 **22%s**	76 *26%*	340 *32%*
Did not vote	80 **5%mN**	80 *8%*	11 *6%*	10 *5%*	23 **10%m**	5 **6%s**	5 **10%s**	19 **8%m**	15 *6%*	6 **6%s**	24 *8%*	22 **11%km**	8 *4%*	6 *4%*	2 *1%*	25 *8%*	1 **4%s**	1 **2%s**	7 **8%s**	3 **12%s**	5 **4%s**	3 **5%s**	2 **11%s**	6 **8%s**	3 **10%s**	- -s	1 **1%s**	- -s	53 *8%*	- -s	- -s	- -s	- -s	- -s	- -s	7 *3%*	11 *4%*	18 **9%N**	22 **12%NO**	15 **13%sNO**	37 **12%ZNO**	80 *8%*
Was too young to vote	-	-	-	-	-	-	- -s	-	-	- -s	-	-	-	-	-	-	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	-	- -s	- -s	- -s	- -s	- -s	-	-	-	-	- -s	-	-
Was not eligible to vote	40 **4%l**	44 *4%*	4 *2%*	8 **4%**	3 *1%*	2 **2%s**	- -s	7 *3%*	13 **5%l**	1 **1%s**	2 *1%*	3 *1%*	4 *2%*	2 *2%*	6 **5%l**	12 **4%l**	3 **8%s**	5 **8%s**	1 **2%s**	- -s	7 **6%s**	3 **5%s**	1 **7%s**	2 **2%s**	2 **6%s**	- -s	2 **4%s**	1 **6%s**	22 *4%*	- -s	- -s	- -s	- -s	- -s	- -s	12 *5%*	7 *3%*	8 *4%*	7 *4%*	3 **3%s**	10 *4%*	44 *4%*
Can't remember	42 **4%g**	29 *3%*	2 *1%*	7 **3%g**	12 **5%g**	- -s	6 **10%s**	8 *3%*	1 *	4 **4%ag**	14 **4%g**	7 *4%*	3 *2%*	4 *3%*	2 *2%*	23 **8%2ack**	- -s	5 **8%s**	8 **10%s**	3 **14%s**	4 **4%s**	- -s	- -s	9 **10%sZF**	3 **11%s**	- -s	4 **8%s**	- -s	29 *5%*	- -s	- -s	- -s	- -s	- -s	- -s	6 *3%*	5 *2%*	6 *3%*	9 *5%*	11 **10%sDNO**	20 *7%*	29 *3%*
Prefer not to say	28 **3%b**	29 *3%*	4 *2%*	* *	6 *2%*	- -s	4 **7%s**	4 *2%*	2 *1%*	1 **1%s**	6 *2%*	2 *1%*	* *	3 *2%*	2 *1%*	14 **5%Zbc**	2 **6%s**	- -s	2 **3%s**	1 **5%s**	3 **2%s**	1 **2%s**	- -s	1 **1%s**	- -s	- -s	2 **4%s**	- -s	19 *3%*	- -s	- -s	- -s	- -s	- -s	- -s	2 *1%*	5 *2%*	5 *2%*	1 *1%*	9 **8%sDNOGS**	10 **4%Q**	29 *3%*
Not stated	158 *15%*	110 *10%*	29 *16%*	40 **20%l**	40 *18%*	10 **11%s**	13 **24%s**	41 **18%l**	54 **20%ln**	15 **14%s**	47 *15%*	30 *14%*	39 **22%ln**	13 *9%*	27 **22%ln**	36 *12%*	8 **20%s**	3 **6%s**	10 **12%s**	8 **31%s**	32 **26%sBKM**	14 **23%sBK**	- -s	9 **11%s**	8 **24%s**	- -s	4 **8%s**	6 **26%s**	83 *13%*	- -s	- -s	- -s	- -s	- -s	- -s	33 *14%*	33 *13%*	34 *16%*	31 *17%*	17 **15%s**	47 *16%*	110 *10%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 305
Region

Base : All

| | Total (W'tld) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - interna l | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' l' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 306
Region

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
England	920 87%fgIJ	895 84%	252 100%ZIg	282 100%ZIg	244 100%ZIg	143 100%ZIg	920 100%ZIg	- -	- -s	-s	-s	-s	-s	-s	-s	-s	-s	227 85%	190 85%	181 85%	175 92%Z	148 88%	287 90%DE	325 88%	123 83%	136 80%	259 81%	612 89%ZDE	433 87%	480 86%	618 88%J	189 82%	895 84%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scotland	91 9%abcde	107 10%	-	-	-	-	-	91 100%Zabcdeg	- -s	-s	-s	-s	-s	-s	-s	-s	-s	30 11%	21 9%	19 9%	9 5%	12 7%	19 6%	32 9%	14 9%	23 14%A	37 12%	51 7%	38 8%	52 9%	52 7%	27 12%	107 10%
Wales	51 5%abce	60 6%	-	-	-	-	-	-	51 100%aZabcdef	-s	-s	-s	-s	-s	-s	-s	-s	10 4%	13 6%	12 6%	7 4%	9 5%	13 4%	13 4%	12 8%	10 6%	22 7%	27 4%	24 5%	26 5%	29 4%	15 6%	60 6%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
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Source : Ipsos J26-001401-01
=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 307
Region

Base : All

	Total (W'ted)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																				UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
England	920 87%J	895 84%	124 91%	125 92%	195 **92%H**	138 **93%gl**	72 **93%dZghl**	209 87%	143 **92%J**	586 85%	645 **86%J**	450 84%	170 **92%Zk**	684 86%	174 85%	472 88%	646 87%	96 94%	40 **91%a**	87 **92%a**	124 82%	71 **92%a**	106 84%	78 **89%a**	131 86%	16 **93%a**	34 **96%aZlv**	39 **92%a**	45 **92%a**	- **100%a**	142 92%	94 90%	- -a	- -a	- -a	895 84%
Northern Ireland	- -	- -	- -	- -	- -	- -a	- -a	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -a	- -a	- -	- -a	- -	- -a	- -	- -a	- -a	- -a	- -a	- -	- -	- -	- -a	- -a	- -
Scotland	91 **9%GB**	107 10%	8 6%	7 5%	10 5%	9 6%	4 **5%a**	15 6%	2 2%	65 **9%G**	66 **9%G**	56 **10%fG**	9 5%	70 9%	25 11%	41 8%	64 9%	5 5%	4 **8%a**	3 **3%a**	6 5%	3 **4%a**	16 **12%aBC**	2 **2%a**	14 **9%gB**	1 **7%a**	* **1%a**	3 **6%a**	4 **7%a**	- -a	2 2%	3 3%	20 **100%a**	12 **100%a**	4 **100%a**	107 10%
Wales	51 5%	60 6%	4 3%	3 3%	7 3%	2 1%	- -a	16 7%	10 7%	35 **5%d**	40 5%	33 6%	3 2%	44 6%	7 4%	25 5%	33 4%	1 1%	1 **2%a**	5 **5%a**	5 3%	2 **3%a**	5 4%	8 **9%a**	8 6%	- -a	- -a	- -a	* *a	- -a	10 7%	8 8%	- -a	- -a	- -a	60 6%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 308
Region

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)														Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious/extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
England	920 87%	895 84%	159 89%	174 86%	194 86%	87 100%a	44 80%a	215 94%ZbcgN	240 88%	94 89%a	277 88%	191 93%c	166 91%ZbgN	136 93%	109 91%	267 89%	33 87%a	51 86%a	69 87%a	20 80%a	116 94%aFH	47 80%a	14 89%a	68 80%a	31 96%a	- -a	49 91%a	15 77%a	546 87%	- -a	- -a	- -a	- -a	- -a	- -a	204 86%	220 88%	183 87%	160 88%	90 81%a	250 85%	895 84%
Northern Ireland	- -	- -	- -	- -	- -	- -a	- -a	- -	- -	- -a	- -	- -	- -	- -	- -	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -	- -	- -	- -a	- -	- -
Scotland	91 9%i	107 10%	16 9%k	15 7%	22 10%ij	- -a	7 12%a	9 4%	24 8%jk	8 7%a	14 4%	7 3%	6 3%	7 5%	8 7%	31 10%ij	3 7%a	6 11%a	7 9%a	5 20%a	6 5%a	8 14%a	- -a	6 8%a	- -a	- -a	3 6%a	3 14%a	56 9%	- -a	- -a	- -a	- -a	- -a	- -a	21 9%	22 9%	12 6%	16 9%	15 13%a	31 11%	107 10%
Wales	51 5%	60 6%	3 2%	13 7%	10 5%	- -a	4 8%a	5 2%	10 4%	4 4%a	23 7%aF	8 4%	6 3%	4 3%	3 3%	13 4%	2 5%a	2 4%a	3 4%a	- -a	1 1%a	4 6%a	2 11%a	11 12%aEfM	1 4%a	- -a	1 2%a	3 10%a	29 5%	- -a	- -a	- -a	- -a	- -a	- -a	11 5%	9 3%	15 7%	7 4%	6 6%a	13 4%	60 6%

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Source : Ipsos J26-001401-01
*=Less than 0.5%
a;b;c;d;e;f;g;h;i;j;k;l;m;n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
a;b;c;d;e;f;g;h;i;j;k;l;m;n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 309
(m_region_cat). Categorical for Region (USE)

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 310
(m_region_cat). Categorical for Region (USE)

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (g)	2 (g)	3 (e)	4 (a)	5 - Least deprived (f)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	287	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
East Midlands	82	79	-	82	-	-	82	-	-	-	-	-	-	-	-	-	-	13	25	18	13	13	33	27	6	9	16	60	38	43	51	19	79
	8% acdf	7%	-	29% Zbcdefg	-	-	9% Zbcdf	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	5%	11%	9%	7%	8%	10%	7%	4%	5%	5%	9%	8%	8%	7%	8%	7%
East of England	103	105	-	103	-	-	103	-	-	-	-	-	-	-	-	-	-	17	21	20	17	29	35	37	12	17	29	72	50	53	76	18	105
	10% acdf	10%	-	37% Zbcdefg	-	-	11% Zbcdfg	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	6%	9%	9%	9%	17% Zjp	11%	10%	8%	10%	9%	10%	10%	10%	11%	8%	10%
London	143	106	-	-	-	143	143	-	-	-	-	-	-	-	-	-	-	30	37	34	26	19	36	32	31	26	57	68	77	65	86	31	106
	13% abcfg BF	10%	-	-	-	100% Zabcdfg	16% Zabcfg	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	11%	16%	16%	14%	9%	11%	8%	21% ZABF	15%	18% BF	10%	16%	12%	12%	13%	10%
North East	40	47	40	-	-	-	40	-	-	-	-	-	-	-	-	-	-	20	7	4	3	7	11	10	4	14	19	22	10	30	24	7	47
	4% bcC	4%	16% Zbcdefg	-	-	-	4% bc	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	8% Zbs	3%	2%	2%	4%	4%	3%	3%	8% ZBF	6%	3%	2%	5% Zbc	3%	3%	4%
North West	121	116	121	-	-	-	121	-	-	-	-	-	-	-	-	-	-	54	15	20	17	16	44	48	17	11	28	92	63	57	88	26	116
	11% bcdfg	11%	48% Zbcdefg	-	-	-	13% Zbcdfg	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	20% Zgrst	7%	9%	9%	9%	14%	13%	11%	7%	9%	12% Z	13%	10%	13%	11%	11%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scotland	91	107	-	-	-	-	-	91	-	-	-	-	-	-	-	-	-	30	21	19	9	12	19	32	14	23	37	51	38	52	52	27	107
	9% abcde	10%	-	-	-	-	-	100% Zabcdeg	-s	-s	-s	-s	-s	-s	-s	-s	-s	11%	9%	9%	5%	7%	6%	9%	9%	14% A	12%	7%	8%	9%	7%	12%	10%
South East	150	153	-	-	150	-	150	-	-	-	-	-	-	-	-	-	-	14	40	31	33	32	41	70	14	19	33	112	56	94	107	34	153
	14% abcfgp	14%	-	-	62% Zabdefg	-	16% Zabdfg	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	5%	18% p	15% p	17% p	19% p	13%	19% ZCE	9%	11%	11%	16% Z	15%	17% Z	15%	15%	14%
South West	93	104	-	-	93	-	93	-	-	-	-	-	-	-	-	-	-	11	18	20	25	19	36	33	15	7	23	68	51	43	73	15	104
	9% abcfp	10%	-	-	38% Zabdefg	-	10% Zabdfg	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	4%	8%	9%	13% Zp	11% p	11%	9%	10%	4%	7%	10%	10%	8%	10%	7%	10%
Wales	51	60	-	-	-	-	-	-	51	-	-	-	-	-	-	-	-	10	13	13	12	7	13	13	12	10	22	27	24	26	29	15	60
	5% abce	6%	-	-	-	-	-	-	100% eZabcdef	-s	-s	-s	-s	-s	-s	-s	-s	4%	6%	6%	4%	5%	4%	4%	8%	6%	7%	4%	5%	5%	4%	6%	6%
West Midlands	97	103	-	97	-	-	97	-	-	-	-	-	-	-	-	-	-	36	16	17	20	8	26	30	12	19	31	58	54	41	59	18	103
	9% acdf	10%	-	34% Zbcdefg	-	-	11% Zbcdfg	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	13% t	7%	8%	11%	5%	8%	8%	8%	11%	10%	8%	11%	7%	8%	8%	10%
Yorkshire and The Humber	91	82	91	-	-	-	91	-	-	-	-	-	-	-	-	-	-	33	10	17	20	10	24	37	12	12	24	62	33	54	55	21	82
	9% bcdf	8%	36% Zbcdefg	-	-	-	10% Zbcdf	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	12% s	5%	8%	11%	6%	8%	10%	8%	7%	8%	9%	7%	10%	8%	9%	8%

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***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political/political/trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 311
(m_region_cat). Categorical for Region (USE)

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (Gl)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
East Midlands	82 8%b	79 7%	16 12%Zb	2 2%	23 11%	11 8%	6 8%a	21 9%	10 7%	50 7%	62 8%	39 7%	9 5%	67 8%	14 7%	36 7%	50 7%	8 8%	3 7%a	11 12%a	9 7%	14 18%aZuC	11 9%	4 4%a	17 11%	2 10%a	2 7%a	4 8%a	5 11%a	- -a	10 7%	6 5%	- -a	- -a	- -a	79 7%
East of England	103 10%	105 10%	15 11%	6 4%	17 8%	12 8%	5 7%a	29 12%	19 12%	75 11%	80 11%	63 12%	16 9%	81 10%	21 10%	52 10%	73 10%	9 9%	3 6%a	16 16%arvx	6 4%	11 14%a	10 8%	16 15%aDx	13 9%	4 22%a	1 2%a	4 11%a	4 8%a	- -a	19 12%	20 19%Dx	- -a	- -a	- -a	105 10%
London	143 13%AuC	106 10%	18 13%	15 11%	36 17%f	18 12%	14 19%af	18 7%	35 23%ZghI	90 13%f	108 14%f	72 13%f	31 17%	100 12%	32 16%	80 15%	112 15%	15 15%uC	3 7%a	11 11%a	28 21%uC	8 10%a	23 18%uC	2 2%a	16 11%	1 6%a	2 6%a	13 30%a	7 17%auC	- -a	35 23%ZuvC	3 3%	- -a	- -a	- -a	106 10%
North East	40 4%	47 4%	9 6%	7 5%	9 4%	5 3%	1 1%a	13 5%	5 3%	26 4%	30 4%	21 4%	12 7%	26 3%	6 3%	20 4%	26 4%	* *	5 11%aZuz	2 2%a	6 4%	3 4%a	7 6%	1 1%a	12 8%aq	3 17%a	- -a	1 2%a	* 1%a	* 100%a	5 3%	4 4%u	- -a	- -a	- -a	47 4%
North West	121 11%	116 11%	15 11%	31 23%Z	36 17%ZhgNI	20 13%	4 5%a	22 9%	21 13%	69 10%	85 11%I	49 9%	21 12%	92 11%	22 11%	60 11%	83 11%	14 13%	6 14%a	9 9%a	29 21%Zuz	7 10%a	14 11%	10 11%a	13 8%	3 18%a	2 6%a	2 4%a	1 3%a	- -a	21 13%	13 12%	- -a	- -a	- -a	116 11%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-a	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scotland	91 9%GI	107 10%	8 6%	7 5%	10 5%	9 6%	4 5%a	15 6%	2 2%	65 9%G	66 9%G	56 10%IG	9 5%	70 9%	23 11%	41 8%	64 9%	5 5%	4 8%a	3 3%a	6 5%	3 4%a	16 12%uBC	2 2%a	14 9%qB	1 7%a	* 1%a	3 8%a	4 7%a	- -a	2 2%	3 3%	20 100%a	12 100%a	4 100%a	107 10%
South East	150 14%	153 14%	19 14%	21 16%	26 12%	34 23%ZcfGghI	21 27%aZcfGghI	29 12%	17 11%	104 15%hI	95 13%	69 13%	27 15%	109 14%	26 12%	91 17%	116 16%	23 22%I	11 20%arhvB	11 11%a	15 11%	11 14%a	11 9%	12 14%a	17 11%	2 9%a	13 31%aZoprstuvxB C	8 18%a	14 28%aZqrtvBC	- -a	17 11%	14 13%	- -a	- -a	- -a	153 14%
South West	93 9%c	104 10%	13 10%	13 9%	9 4%	16 11%c	13 17%aZcfghI	17 7%	15 10%	62 9%	55 7%	46 9%	18 10%	70 9%	19 9%	44 8%	63 8%	12 11%	5 11%a	8 9%a	7 5%	2 2%a	11 8%	7 8%a	10 7%	- -a	10 30%aZoprstuvxB C	3 7%a	9 18%aZrs	- -a	15 10%	7 7%	- -a	- -a	- -a	104 10%
Wales	51 5%	60 6%	4 3%	3 3%	7 3%	2 1%	- -a	16 7%	10 7%	35 5%d	40 5%	33 6%	3 2%	44 6%	7 4%	25 5%	33 4%	1 1%	1 2%a	5 5%a	5 3%	2 3%a	5 4%	8 9%a	8 6%	- -a	- -a	- -a	* *a	- -a	10 7%	8 8%	- -a	- -a	- -a	60 6%
West Midlands	97 9%aq	103 10%	12 9%	19 14%	18 8%	8 5%	2 2%a	31 12%aghI	9 6%	51 7%	61 8%	43 8%	16 9%	74 9%	15 7%	47 9%	62 8%	6 6%	2 5%a	17 17%aZosB	14 10%	4 5%a	11 9%	13 15%a	18 12%	1 6%a	1 2%a	1 2%a	3 6%a	- -a	9 6%	14 14%	- -a	- -a	- -a	103 10%
Yorkshire and The Humber	91 9%	82 8%	6 5%	10 7%	23 11%	11 8%	7 10%a	28 12%	11 7%	58 9%	70 9%	47 9%	20 11%	67 8%	20 10%	41 8%	61 8%	9 9%	2 4%a	3 4%a	11 8%	12 15%aq	7 6%	13 15%aq	15 10%q	1 4%a	3 8%a	5 11%a	1 3%a	- -a	11 7%	14 13%q	- -a	- -a	- -a	82 8%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 312
(m_region_cat). Categorical for Region (USE)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)											Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent i (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent i (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net: Financially precarious /extremely vulnerable (S)	Total	
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062	
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062	
East Midlands	82 8%	79 7%	8 4%	8 4%	13 6%	- -s	4 7%s	9 4%	13 5%	5 5%s	20 6%	10 5%	9 5%	9 6%	5 4%	33 11%ZBng	- -s	2 3%s	8 10%s	2 9%s	5 4%s	1 1%s	3 17%s	5 5%s	- -s	- -s	2 4%s	- -s	57 9%	- -s	- -s	- -s	- -s	- -s	- -s	18 8%	28 11%	13 6%	9 5%	11 10%s	20 7%	79 7%	
East of England	103 10%	105 10%	21 12%	21 10%	20 9%	8 10%s	4 7%s	15 7%	23 9%	7 7%	26 8%	18 9%	21 12%	15 10%	14 12%	43 14%Z	1 4%s	6 9%s	5 6%s	2 7%s	4 3%s	4 6%s	1 7%s	7 8%s	- -s	- -s	2 4%s	1 5%s	78 12%Z	- -s	- -s	- -s	- -s	- -s	- -s	19 8%	27 11%	21 10%	23 13%	9 8%s	32 11%	105 10%	
London	143 13%n+dOP	106 10%	40 22%JDchn	42 21%JDchn	27 12%	40 46%s	5 10%s	68 30%JDchIjkn	59 21%JDchn	5 5%s	48 15%hn	31 15%hn	34 19%hn	30 20%JDn	37 31%JDchIjkn	17 6%	15 41%s	22 36%sJDCHKM	13 16%s	5 21%s	52 42%sJDCHKM	14 23%sDHM	1 4%s	8 10%s	8 25%s	- -s	8 15%s	5 26%s	44 7%	- -s	- -s	- -s	- -s	- -s	- -s	41 17%OP	21 8%	15 7%	32 16%OP	11 10%s	44 15%P	106 10%	
North East	40 4%	47 4%	4 2%	8 4%	13 6%	- -s	4 8%s	17 7%g	6 2%	8 8%s	13 4%	13 6%g	7 4%	6 4%	3 3%	7 2%	- -s	1 1%s	4 5%s	1 3%s	7 6%s	1 2%s	1 7%s	* *s	2 7%s	- -s	3 5%s	1 3%s	23 4%	- -s	- -s	- -s	- -s	- -s	- -s	4 2%	4 2%	11 5%	12 7%	7 7%s	20 7%O	47 4%	
North West	121 11%	116 11%	23 13%	16 8%	23 10%	5 5%s	6 11%s	27 12%	36 13%b	18 17%eb	44 14%	42 20%JDcm	29 16%bm	17 11%	9 8%	36 12%	7 19%s	2 3%s	3 3%s	1 2%s	13 10%s	4 7%s	1 9%s	13 15%s	9 29%s	- -s	4 8%s	- -s	78 12%	- -s	- -s	- -s	- -s	- -s	- -s	27 12%	27 11%	24 11%	24 13%	12 10%s	35 12%	116 11%	
Northern Ireland	- -	- -	- -	- -	- -	- -s	- -s	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -	- -s	- -	- -	
Scotland	91 9%d	107 10%	16 9%k	15 7%	22 10%kj	- -s	7 12%s	9 4%	24 9%jk	8 7%s	14 4%	7 3%	6 3%	7 5%	8 7%	31 10%kj	3 7%s	6 11%s	7 9%s	5 20%s	6 5%s	8 14%s	- -s	6 8%s	- -s	- -s	3 6%s	3 14%s	56 9%	- -s	- -s	- -s	- -s	- -s	- -s	21 9%	22 9%	12 6%	16 9%	15 13%s	31 11%	107 10%	
South East	150 14%	153 14%	29 16%	43 21%Zjn	35 15%	24 28%s	5 9%s	33 14%	43 16%	13 12%s	51 16%	26 13%	26 15%	22 15%	17 14%	35 12%	2 6%s	9 16%s	8 10%s	- -s	18 15%s	8 13%s	2 15%s	12 14%s	- -s	- -s	7 13%s	4 17%s	91 14%	- -s	- -s	- -s	- -s	- -s	- -s	34 14%	49 19%ZS	35 17%	20 11%	9 8%s	29 10%	153 14%	
South West	93 9%f	104 10%	14 8%	11 5%	16 7%	4 4%s	1 2%s	6 3%	19 7%	10 9%s	29 9%f	10 5%	18 10%f	18 12%bfj	6 5%	27 9%	3 9%s	5 8%s	10 13%sE	- -s	1 1%s	7 12%sE	4 28%s	9 11%sE	3 9%s	- -s	13 24%sZBEM	1 5%s	53 8%	- -s	- -s	- -s	- -s	- -s	- -s	25 11%	22 9%	28 13%ZRS	12 7%	2 2%s	15 5%	104 10%	
Wales	51 5%	60 6%	3 2%	13 7%	10 5%	- -s	4 8%s	5 2%	10 4%	4 4%s	23 7%sf	8 4%	6 3%	4 3%	3 3%	13 4%	2 5%s	2 4%s	3 4%s	- -s	1 1%s	4 6%s	2 11%s	11 13%sZBM	1 4%s	- -s	1 3%s	3 15%s	29 5%	- -s	- -s	- -s	- -s	- -s	- -s	11 5%	9 3%	15 7%	7 4%	6 8%s	13 4%	60 6%	
West Midlands	97 9%fi	103 10%	9 5%	13 6%	28 12%aglk	3 3%s	3 5%s	13 6%	16 6%	5 5%s	21 7%	18 9%	8 5%	7 5%	6 5%	39 13%ZbgM	2 6%s	4 7%s	10 12%sH	1 2%s	4 3%s	2 4%s	* 2%s	1 1%s	1 2%s	- -s	2 3%s	2 11%s	70 11%ZN	- -s	- -s	- -s	- -s	- -s	- -s	17 7%	16 6%	22 10%	12 7%	19 17%sO	31 10%O	103 10%	
Yorkshire and The Humber	91 9%	82 8%	14 8%	11 5%	20 9%	3 4%s	11 20%s	25 11%	24 9%	13 12%s	25 8%	21 10%	14 8%	12 8%	11 9%	21 7%	1 2%s	1 2%s	10 12%s	8 33%s	11 9%s	6 11%s	- -s	12 13%sB	8 25%s	- -s	7 14%sB	1 6%s	54 9%	- -s	- -s	- -s	- -s	- -s	- -s	19 8%	27 11%	14 7%	16 9%	9 8%s	25 9%	82 8%	

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 313
Split_Sample. INTERNAL CHECK.

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 314
Split_Sample (August 2025 (>))

Base : All August 2025 (>)

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 315
Split_Sample (August 2025 (>))

Base : All August 2025 (>)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	--	--	--	--	--	--	--	--	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
No Independent code at	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
V2	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent code shown at V2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1062	1062	252	282	244	143	920	91	51	-	-	-	-	-	-	-	-	267	223	212	191	169	319	371	149	169	318	690	495	558	699	230	1062
	100%	100%	100%	100%	100%	100%	100%	100%	100%s	-s	-s	-s	-s	-s	-s	-s	-s	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 318
Split_Sample (August 2025 (>))

Base : All August 2025 (>)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (Q)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
No Independent code at V2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Independent code shown at V2	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Not stated	1062 100%	1062 100%	136 100%	136 100%	212 100%	147 100%	76 100%s	240 100%	155 100%	685 100%	750 100%	539 100%	182 100%	799 100%	205 100%	538 100%	743 100%	102 100%	44 100%s	95 100%s	135 100%	77 100%s	126 100%	87 100%s	153 100%	18 100%s	34 100%s	42 100%s	49 100%s	* 100%s	155 100%	105 100%	20 100%s	12 100%s	4 100%s	1062 100%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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***=Less than 0.5%**
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/G/g/h/i - Z/j/k - Z/l/m/n - Z/o/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Demographics/Classification
Table 317
Split_Sample (August 2025 (>))

Base : All August 2025 (>)

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net: Financially precarious/extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
No Independent code at V2	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-
Independent code shown at V2	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-
Not stated	1062 100%	1062 100%	179 100%	202 100%	227 100%	87 100%s	55 100%s	229 100%	274 100%	106 100%s	313 100%	206 100%	178 100%	147 100%	120 100%	301 100%	38 100%s	60 100%s	80 100%s	24 100%s	123 100%s	59 100%s	15 100%s	85 100%s	32 100%s	- -s	53 100%s	20 100%s	631 100%	- -s	- -s	- -s	- -s	- -s	- -s	237 100%	250 100%	210 100%	183 100%	111 100%s	294 100%	1062 100%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 318
Eligibilty for UK election based on citizenship (m_elig_ukelections) (Panel)

Base : All September 2025 onwards (Wave 5)

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
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Total (all sample)

Demographics/Classification
Table 319
Eligibilty for UK election based on citizenship (m_elig_ukelections) (Panel)

Base : All September 2025 onwards (Wave 5)

	Total (W'ted)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var									IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1062	1062	252	282	244	143	920	91	51	-	-	-	-	-	-	-	-	267	223	212	191	169	319	371	149	169	318	690	495	558	699	230	1062
	100%	100%	100%	100%	100%	100%	100%	100%	100%s	-s	-s	-s	-s	-s	-s	-s	-s	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 320
Eligibilty for UK election based on citizenship (m_elig_ukelections) (Panel)

Base : All September 2025 onwards (Wave 5)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-	-	-	-s	-s	-
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-	-	-	-s	-s	-
Not stated	1062	1062	136	136	212	147	76	240	155	685	750	539	182	799	205	538	743	102	44	95	135	77	126	87	153	18	34	42	49	*	155	105	20	12	4	1062
	100%	100%	100%	100%	100%	100%	100%s	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%s	100%s	100%	100%s	100%	100%s	100%	100%s	100%s	100%s	100%s	100%s	100%	100%	100%s	100%s	100%s	100%

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(Wave 2) KP260305A - POL (S26011063)
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Total (all sample)

Demographics/Classification
Table 321
Eligibilty for UK election based on citizenship (m_elig_ukelections) (Panel)

Base : All September 2025 onwards (Wave 5)

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious/extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
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Yes	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-
	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-
No	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-
	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-
Not stated	1062	1062	179	202	227	87	55	229	274	106	313	206	178	147	120	301	38	60	80	24	123	59	15	85	32	-	53	20	631	-	-	-	-	-	-	237	250	210	183	111	294	1062
	100%	100%	100%	100%	100%	100%s	100%s	100%	100%	100%s	100%	100%	100%	100%	100%	100%	100%s	100%s	100%s	100%s	100%s	100%s	100%s	100%s	100%s	-s	100%s	100%s	100%	-s	-s	-s	-s	-s	-s	100%	100%	100%	100%	100%s	100%	100%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 322
SampleData_GE24. 1 = Eligible to vote at Gen ELection 4/7/2024, 2 = not eligible
INTERNAL USE (Introduced August 2025)

Base : &txt

| | Total (Wtd) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

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Total (all sample)

Demographics/Classification
Table 323
SampleData_GE24. 1 = Eligible to vote at Gen ELection 4/7/2024, 2 = not eligible
INTERNAL USE (Introduced August 2025)

Base : &txt

	Total (W'ltd)	UnWt repeated for convenience - internal	ONS Regions (rmd_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Eligible to vote	1034 97%f	1042 98%	246 97%	270 96%	242 99%bf	142 100%f	900 98%bf	85 93%	50 98%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	253 95%	223 100%2ps	211 100%2ps	182 96%	165 97%	313 98%	362 97%	149 100%D	158 94%	307 97%	675 98%	489 99%Z	537 96%	684 98%	225 98%	1042 98%
Not eligible to vote	28 3%qrG	20 2%	6 3%	12 4%ce	2 1%	* *	21 2%	6 7%2cde	1 1%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	14 5%qr	* *	1 *	8 4%qr	5 3%	5 2%	10 3%	- -	11 6%C	11 3%	15 2%	6 1%	21 4%	15 2%	6 2%	20 2%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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(Wave 2) KP260305A - POL (S26011063)
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Total (all sample)

12 Mar 2026

Demographics/Classification
Table 324
SampleData_GE24. 1 = Eligible to vote at Gen ELection 4/7/2024, 2 = not eligible
INTERNAL USE (Introduced August 2025)

Base : &txt

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																				UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	**	155*	105*	20**	12**	4**	1062
Eligible to vote	1034	1042	132	136	208	146	74	239	150	669	731	523	178	779	199	526	726	102	44	95	135	73	126	87	151	18	34	40	49	-	149	105	20	12	4	1042
	97%	98%	97%	100%	98%	100%	97%a,k	99%hl	96%	98%	97%	97%	97%	98%	97%	98%	98%	100%	99%a	100%a	100%	98%a	100%	100%a	99%	100%a	100%a	94%a	100%a	100%a	98%	100%	100%a	100%a	100%a	98%
Not eligible to vote	28	20	4	-	3	1	2	2	6	17	19	16	5	19	6	10	16	-	1	-	-	1	-	-	2	-	-	2	-	-	6	-	-	-	-	20
	3%	2%	3%	-	2%	-	3%a	1%	4%	2%	3%l	3%l	3%	2%	3%	2%	2%	-	1%a	-a	-	1%a	-	-a	1%	-a	-a	6%a	-a	-a	4%	-	-a	-a	-a	2%

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Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 325
SampleData_GE24. 1 = Eligible to vote at Gen ELection 4/7/2024, 2 = not eligible
INTERNAL USE (Introduced August 2025)

Base : &txt

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious/ extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Eligible to vote	1034	1042	171	197	221	83	46	222	259	100	306	202	172	142	113	291	37	60	76	17	119	50	15	81	29	-	50	20	615	-	-	-	-	-	-	230	247	207	175	107	282	1042
	97%aF	98%	96%	98%	97%	96%a	84%a	97%	95%	94%a	98%	98%	96%	97%	94%	97%	99%a	100%aF	96%a	69%a	96%aF	85%a	100%a	95%a	90%a	-a	94%a	100%a	97%F	-a	-a	-a	-a	-a	-a	97%	99%	99%	95%	96%a	96%	98%
Not eligible to vote	28	20	8	5	6	3	9	6	15	6	7	4	6	4	7	10	1	-	3	8	5	9	-	4	3	-	3	-	16	-	-	-	-	-	-	7	3	3	8	4	13	20
	3%	2%	4%	2%	3%	4%a	16%a	3%	5%Z	6%a	2%	2%	4%	3%	6%	3%	1%a	-a	4%a	31%a	4%a	15%aZBEM	-a	5%a	10%a	-a	6%a	-a	3%	-a	-a	-a	-a	-a	-a	3%	1%	1%	5%	4%a	4%	2%

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Total (all sample)

12 Mar 2026

Demographics/Classification
Table 326
WAVE (2025/2026)

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

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Total (all sample)

Demographics/Classification
Table 327
WAVE (2025/2026)

Base : All

	Total (W1td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Wave 1 - January/ February 2025	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 2 - April 2025	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 3 - May/June 2025	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 4 - August 2025	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 5 - September 2025	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 6 - October/ November 2025	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 7 - Date tbc - CHECK - 2025	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 8 - Date tbc - CHECK - 2025	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 1 - January 2026	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 2 - March 2026	1062 *100%*	1062 *100%*	252 *100%*	282 *100%*	244 *100%*	143 *100%*	920 *100%*	91 *100%*	51 *100%*s	-s	-s	-s	-s	-s	-s	-s	-s	267 *100%*	223 *100%*	212 *100%*	191 *100%*	169 *100%*	319 *100%*	371 *100%*	149 *100%*	169 *100%*	318 *100%*	690 *100%*	495 *100%*	558 *100%*	699 *100%*	230 *100%*	1062 *100%*
Wave 3 - April (1) 2026	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 4 - April (2) 2026	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Total (all sample)

12 Mar 2026

Demographics/Classification
Table 328
WAVE (2025/2026)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2_combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
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Wave 1 - January/ February 2025	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wave 2 - April 2025	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Wave 3 - May/June 2025	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Wave 4 - August 2025	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Wave 5 - September 2025	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Wave 6 - October/ November 2025	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Wave 7 - Date tbc - CHECK - 2025	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Wave 8 - Date tbc - CHECK - 2025	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Wave 1 - January 2026	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Wave 2 - March 2026	1062 100%	1062 100%	136 100%	136 100%	212 100%	147 100%	76 **100%s**	240 100%	155 100%	685 100%	750 100%	539 100%	182 100%	799 100%	205 100%	538 100%	743 100%	102 100%	44 **100%s**	95 **100%s**	135 100%	77 **100%s**	126 100%	87 **100%s**	153 100%	18 **100%s**	34 **100%s**	42 **100%s**	49 **100%s**	* **100%s**	155 100%	105 100%	20 **100%s**	12 **100%s**	4 **100%s**	1062 100%
Wave 3 - April (1) 2026	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-
Wave 4 - April (2) 2026	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-s	-	-	-s	-s	-s	-

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
-=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d/e/f/G/g/h/ - Z/j/k - Z/l/m/n - Z/o/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Demographics/Classification
Table 329
WAVE (2025/2026)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net: Financially precarious/extremely vulnerable (S)	Total	
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062	
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062	
Wave 1 - January/ February 2025	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-	-	
Wave 2 - April 2025	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-	-	
Wave 3 - May/June 2025	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-	-	
Wave 4 - August 2025	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-	-	
Wave 5 - September 2025	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-	-	
Wave 6 - October/ November 2025	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-	-	
Wave 7 - Date tbc - CHECK - 2025	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-	-	
Wave 8 - Date tbc - CHECK - 2025	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-	-	
Wave 1 - January 2026	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-s	-s	-	-	
Wave 2 - March 2026	1062 100%	1062 100%	179 100%	202 100%	227 100%	87 100%s	55 100%s	229 100%	274 100%	106 100%s	313 100%	206 100%	178 100%	147 100%	120 100%	301 100%	38 100%s	60 100%s	80 100%s	24 100%s	123 100%s	59 100%s	15 100%s	85 100%s	32 100%s	- -s	53 100%s	20 100%s	631 100%	-s	-s	-s	-s	-s	-s	237 100%	250 100%	210 100%	183 100%	111 100%s	294 100%	1062 100%	
Wave 3 - April (1) 2026	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-	
Wave 4 - April (2) 2026	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-	

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 330

Base : All (May/June 2025 W3 onwards)
Sample Group - INTERNAL USE (GD/PV/HBV)

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig 't' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 331

Base : All (May/June 2025 W3 onwards)
Sample Group - INTERNAL USE (GD/PV/HBV)

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
sampled_POL_(a)_gd	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
sampled_POL_(a)_pv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
sampled_POL_(a)_hbv (introduced August W4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1062	1062	252	282	244	143	920	91	51	-	-	-	-	-	-	-	-	267	223	212	191	169	319	371	149	169	318	690	495	558	699	230	1062
	100%	100%	100%	100%	100%	100%	100%	100%	100%s	-s	-s	-s	-s	-s	-s	-s	-s	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
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s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 332

Base : All (May/June 2025 W3 onwards)
Sample Group - INTERNAL USE (GD/PV/HBV)

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QY2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77**	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
sampled_POL_(a)_gd	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-	-	-	-s	-s	-s	-
sampled_POL_(a)_pv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-	-	-	-s	-s	-s	-
sampled_POL_(a)_hbv (introduced August W4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-s	-	-s	-s	-s	-s	-	-	-	-s	-s	-s	-
Not stated	1062	1062	136	136	212	147	76	240	155	685	750	539	182	799	205	538	743	102	44	95	135	77	126	87	153	18	34	42	49	*	155	105	20	12	4	1062
	100%	100%	100%	100%	100%	100%	100%s	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%s	100%s	100%	100%s	100%	100%s	100%	100%s	100%s	100%s	100%s	100%s	100%	100%	100%s	100%s	100%s	100%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
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*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 333

Base : All (May/June 2025 W3 onwards)
Sample Group - INTERNAL USE (GD/PV/HBV)

	Total (W'ted)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)														Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (m)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net: Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
sampled_POL_(a)_gd	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-
sampled_POL_(a)_pv	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-
sampled_POL_(a)_hbv (introduced August W4)	-	-	-	-	-	-s	-s	-	-	-s	-	-	-	-	-	-	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-s	-s	-s	-s	-s	-	-	-	-	-s	-	-
Not stated	1062	1062	179	202	227	87	55	229	274	106	313	206	178	147	120	301	38	60	80	24	123	59	15	85	32	-	53	20	631	-	-	-	-	-	-	237	250	210	183	111	294	1062
	100%	100%	100%	100%	100%	100%s	100%s	100%	100%	100%s	100%	100%	100%	100%	100%	100%	100%s	100%s	100%s	100%s	100%s	100%s	100%s	100%s	100%s	-s	100%s	100%s	100%	-s	-s	-s	-s	-s	-s	100%	100%	100%	100%	100%s	100%	100%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 334
Number of cars/vans owned/used by household (m_cars) (USE)

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation. DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 335
Number of cars/vans owned/used by household (m_cars) (USE)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
None	180 17%cdefGI	140 13%	46 18%c	37 13%	22 9%	48 34%2abcdeg	153 17%c	23 26%bcg	4 7%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	60 23%st	53 24%2st	34 16%t	22 12%	11 6%	13 4%	43 11%AF	47 31%ZABF	70 41%ZABF	117 37%ZABF	55 8%A	54 11%	123 22%ZG	102 15%	29 13%	140 13%
1	399 38%cA	424 40%	106 42%c	102 36%	72 30%	61 43%	341 37%c	55 59%	23 46%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	106 40%	87 39%	87 41%	64 34%	54 32%	101 32%	162 44%ZAF	62 42%	54 32%	116 37%	263 38%A	171 34%	226 41%	265 38%	92 40%	424 40%
2	322 30%dDCN	351 33%	79 31%	85 30%	98 40%2def	25 18%	288 31%d	21 23%	14 27%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	73 27%	54 24%	53 25%	77 40%2pqr	66 39%2pr	137 43%ZBCDEF	112 30%CE	27 18%	36 21%	63 20%	249 36%ZBCDE	178 34%H	150 27%	222 32%	80 35%	351 33%
3	102 10%adEH	100 9%	13 5%	38 14%2ad	38 16%2ade	2 1%	92 10%ad	6 7%	5 9%s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	16 6%	23 10%	23 11%	15 8%	25 15%p	45 14%ZDE	33 9%	11 8%	6 4%	18 6%	78 11%ZDE	68 14%2H	34 6%	70 10%	20 9%	100 9%
4 or more	49 5%EH	39 4%	8 3%	16 6%	12 5%	2 1%	38 4%	6 7%	6 11%adc	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	7 3%	4 2%	13 6%	10 5%	14 9%pq	22 7%CE	21 6%E	1 1%	3 2%	4 1%	43 6%ZCE	31 6%	18 3%	35 5%	9 4%	39 4%
Don't know	5 *	3 *	- -	1 *	- -	4 3%2e	5 1%	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	5 2%	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1%	4 1%	- -	3 *
Prefer not to say	5 *	5 *	- -	2 1%	2 1%	1 *	5 1%	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -	1 1%	1 *	2 1%	- -	2 1%	1 *	- -	- -	- -	3 *	2 *	2 *	1 *	- -	5 *

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Demographics/Classification
Table 336
Number of cars/vans owned/used by household (m_cars) (USE)

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																					UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (q)	Con gains (o)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
None	180 17%q	140 13%	17 13%	24 18%	35 17%	18 13%	7 9%a	41 17%	32 21%	112 16%	129 17%	94 17%	28 15%	141 18%	33 16%	100 19%	133 18%	10 10%	8 18%aq	3 3%a	23 17%q	13 17%aq	26 21%q	15 18%aq	25 18%q	2 13%a	2 7%a	4 10%a	4 9%a	- -a	32 21%q	18 17%q	5 24%a	2 17%a	- -a	140 13%
1	399 38%fgi	424 40%	42 31%	46 34%	109 52%ZbghI	56 38%	29 38%a	67 28%	59 38%	237 35%f	290 39%fgi	181 34%	81 45%	284 35%	77 38%	203 38%	280 38%	39 38%	18 40%a	47 49%aDuvxC	69 51%ZuvxC	40 52%aDuvxC	51 41%	23 26%a	44 29%	6 35%a	11 33%a	18 42%a	12 25%a	* 100%a	59 38%	29 27%	7 33%a	5 47%a	2 53%a	424 40%
2	322 30%c	351 33%	59 44%Z	51 37%	46 22%	50 34%c	36 47%aDcOghI	88 37%c	42 27%	231 34%Zch	227 30%c	180 34%ch	44 24%	253 32%	62 30%	169 31%	231 31%	40 39%a	11 24%a	33 35%aa	33 25%	13 17%a	37 29%	26 30%a	61 42%Zca	5 28%a	18 52%aZprstBC	18 43%a	17 33%aa	- -a	42 27%	31 30%	6 31%a	2 10%a	1 33%a	351 33%
3	102 10%	100 9%	12 8%	9 6%	14 7%	14 10%	3 4%a	28 12%	16 10%	68 10%	68 9%	54 10%	18 10%	79 10%	14 7%	48 9%	62 8%	7 7%	7 16%a	6 6%a	6 5%	1 1%a	10 8%	16 18%aZgr	12 8%	4 25%a	3 9%a	- -a	11 23%aZoqrtvB	- -a	16 10%	20 19%Zoqrtv	- -a	2 21%a	1 14%a	100 9%
4 or more	49 5%	39 4%	5 4%	4 3%	5 3%	8 5%	2 3%a	13 5%	5 3%	32 5%	30 4%	25 5%	6 3%	41 5%	13 7%	16 3%	30 4%	7 7%	1 1%a	6 7%a	3 2%	2 3%a	3 2%	7 8%a	6 4%	- -a	- -a	2 4%a	2 3%a	- -a	5 3%	7 6%	2 12%a	- -a	- -a	39 4%
Don't know	5 *	3 *	1 *	- -	- -	- -	- -a	4 2%Z	- -	4 1%	4 1%	4 1%	5 3%Zk	- -	4 2%Zmn	1 *	5 1%an	- -	- -a	- -a	- -	- -a	- -	- -a	4 3%Z	- -a	- -a	- -a	- -a	- -a	- -	- -	- -a	- -a	- -a	3 *
Prefer not to say	5 *	5 *	1 *	2 1%	1 1%	- -	- -a	- -	1 1%	1 *	3 *	1 *	* *	2 *	1 1%	2 *	3 *	- -	- -a	- -a	1 1%	1 1%a	- -	- -a	- -	- -a	- -a	- -a	1 3%aZ	- -a	1 1%	- -	- -a	- -a	- -a	5 *

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
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*** small base; ** very small base (under 30) ineligible for sig testing**

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(Wave 2) KP260305A - POL (S26011063)
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Total (all sample)

12 Mar 2026

Demographics/Classification
Table 337
Number of cars/vans owned/used by household (m_cars) (USE)

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)														Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent i (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent i (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious/extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
None	180 17%cO	140 13%	25 14%	34 17%	37 16%	12 13%s	11 20%s	56 24%ZabEl	53 19%	15 14%s	49 16%	38 18%	24 13%	20 13%	21 17%	44 15%	5 13%s	13 22%s	17 21%s	5 19%s	40 32%sEHM	12 20%s	1 8%s	13 15%s	7 20%s	- -s	8 14%s	7 34%s	95 15%	- -s	- -s	- -s	- -s	- -s	- -s	30 13%	24 9%	28 13%	50 27%ZNOP	29 26%sNOP	79 27%ZNOP	140 13%
1	399 38%kM	424 40%	61 34%	69 34%	88 39%	39 45%s	13 24%s	81 35%	99 36%	41 39%s	124 40%	69 33%	62 35%	62 42%	47 39%	114 38%	14 37%s	21 35%s	37 46%s	6 24%s	45 37%s	26 45%s	7 47%s	44 51%sEM	14 44%s	- -s	29 54%soZM	4 19%s	218 35%	- -s	- -s	- -s	- -s	- -s	- -s	92 39%	104 41%	69 33%	70 38%	55 50%s	105 36%	424 40%
2	322 30%s	351 33%	64 36%n	73 36%n	78 34%	36 42%s	20 36%s	78 34%	96 35%n	40 37%sn	100 32%	80 39%n	70 39%n	50 34%	38 32%	71 24%	10 26%s	16 27%s	17 22%s	9 36%s	31 25%s	19 32%s	4 25%s	20 23%s	6 19%s	- -s	14 27%s	6 32%s	197 31%	- -s	- -s	- -s	- -s	- -s	- -s	69 29%	79 31%	84 40%ZGS	47 26%	55 51%s	82 28%	351 33%
3	102 10%tS	100 9%	18 10%sf	13 6%	16 7%	- -s	5 10%s	5 2%	19 7%sf	10 9%s	28 9%sf	11 5%	19 11%sf	10 7%	7 6%	46 15%ZbcfgIm	2 6%s	3 5%s	8 9%s	1 5%s	3 2%s	1 2%s	3 19%s	6 7%s	- -s	- -s	2 4%s	* 2%s	79 13%ZEF	- -s	- -s	- -s	- -s	- -s	- -s	30 12%QS	30 12%QS	19 9%	7 4%	7 7%s	15 5%	100 9%
4 or more	49 5%s	39 4%	6 3%	8 4%	8 3%	- -s	1 2%s	5 2%	6 2%	2 1%s	12 4%	5 3%	4 2%	5 4%	6 5%	22 7%Zg	3 8%s	2 4%s	1 1%s	- -s	- -s	1 1%s	- -s	3 3%s	1 3%s	- -s	1 1%s	3 12%s	37 6%	- -s	- -s	- -s	- -s	- -s	- -s	12 5%	13 5%	9 4%	9 5%	4 4%s	13 5%	39 4%
Don't know	5 *M	3 *	4 2%Z	4 2%Z	-	- -s	4 7%s	4 2%	-	-	-	4 2%	-	-	-	-	4 11%s	4 7%sZM	- -s	4 17%s	4 3%sZM	- -s	- -s	- -s	4 13%s	- -s	- -s	- -s	1 *	- -s	- -s	- -s	- -s	- -s	- -s	4 2%Z	-	-	-	-	-	3 *
Prefer not to say	5 *	5 *	1 1%	1 1%	-	- -s	- -s	-	1 *	- -s	-	-	-	-	1 1%	3 1%	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	- -s	4 1%	- -s	- -s	- -s	- -s	- -s	- -s	-	1 1%	1 *	-	- -s	- -	5 *

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 338
stype. INTERNAL CHECK.

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 339
Comp. Complete marker. COMPLETES FLAG - TOTAL BASE - DP INTERNAL CHECK

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 340
DataCollection_Status. COMPLETES FLAG - TOTAL BASE - DP INTERNAL CHECK

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 341
Return Code. COMPLETES FLAG - TOTAL BASE - DP INTERNAL CHECK

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections_Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 342
(w2age_ed). WGHT2 EDUCATION - WEIGHTING VARIABLE - from Panel

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibilty for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 343
(w2age_ed). WGHT2 EDUCATION - WEIGHTING VARIABLE - from Panel

Base : All

	Total (Wtd)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnicity Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
18-64 Level 4+	315 30%bBDH *33%*	346 *33%*	70 *28%*	53 *19%*	83 34%b *34%*	75 52%Zbcefg *52%*	281 31%b *31%*	22 *24%*	12 23%s *23%*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	60 *23%*	59 *26%*	67 *31%*	63 *33%*	68 39%Zpq *39%*	152 46%ZBDEF *46%*	59 *16%*	70 47%ZBDEF *47%*	22 *13%*	91 29%BD *29%*	211 31%BD *31%*	227 46%ZH *46%*	85 *15%*	211 *30%*	89 39%Z *39%*	346 *33%*
18-64 Other qualifications	403 39%rBFHJ *37%*	388 *37%*	98 *39%*	134 47%Zode *47%*	77 *31%*	41 *29%*	350 39%c *39%*	32 *35%*	21 41%s *41%*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	121 45%rt *45%*	100 45%rt *45%*	61 *29%*	71 *37%*	50 *30%*	143 40%ZBF *40%*	93 *25%*	61 41%B *41%*	80 47%BF *47%*	141 44%BF *44%*	236 34%B *34%*	220 44%ZH *44%*	178 *32%*	281 40%J *40%*	70 *30%*	388 *37%*
18-64 No qualifications	78 7%acefH *7%*	38 *4%*	25 10%ce *10%*	21 *7%*	8 *3%*	4 *3%*	58 6%c *6%*	13 14%Zcde *14%*	7 12%ecd *12%*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	40 15%Zqst *15%*	11 5%t *5%*	17 8%t *8%*	9 5%t *5%*	* * *	13 *4%*	20 *5%*	5 *3%*	34 20%ZABCEF *20%*	39 12%ZABCF *12%*	33 *5%*	28 *6%*	50 *9%*	40 *6%*	14 *6%*	38 *4%*
18-64 DK/PNTS/Not stated	15 1%F *1%*	12 *1%*	3 *1%*	8 3%c *3%*	- *-%*	- *-%*	13 *1%*	2 *2%*	1 2%s *2%*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	6 *2%*	5 *2%*	3 *2%*	1 *1%*	- *-%*	3 *1%*	- *-%*	3 2%B *2%*	4 3%B *3%*	8 2%BF *2%*	3 *1%*	7 *1%*	7 *1%*	10 *1%*	- *-%*	12 *1%*
65+ Level 4+	59 6%ADEGI *4%*	64 *6%*	10 *4%*	8 *3%*	19 6%b *8%*	14 10%b *10%*	51 6%b *6%*	5 *5%*	3 5%s *5%*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	7 *3%*	7 *3%*	13 *6%*	15 *8%*	16 9%pq *9%*	2 *1%*	52 14%ZACDEF *14%*	2 *2%*	- *-%*	2 *1%*	54 8%ZACDE *8%*	7 *1%*	52 9%ZG *9%*	29 *4%*	28 11%Z *11%*	64 *6%*
65+ Other qualifications	102 10%dgoEG *12%*	132 *12%*	24 *10%*	27 *10%*	37 15%Zdef *15%*	3 *2%*	92 10%d *10%*	5 *5%*	5 10%s *10%*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	11 *4%*	24 *11%*	23 11%p *11%*	22 12%p *12%*	21 13%p *13%*	3 *1%*	81 22%ZACDEF *22%*	7 5%A *5%*	11 6%A *6%*	18 6%A *6%*	84 12%ZAE *12%*	6 *1%*	96 17%ZG *17%*	65 *9%*	22 *10%*	132 *12%*
65+ No qualifications	91 9%aCGJ *8%*	82 *8%*	21 *8%*	30 *11%*	20 *8%*	4 *3%*	75 *8%*	13 14%d *14%*	3 6%s *6%*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	-s *-s*	21 *8%*	18 *8%*	28 13%Ze *13%*	9 *5%*	15 *9%*	3 *1%*	66 18%ZACEF *18%*	* * *	18 10%ACE *10%*	18 6%AC *6%*	69 10%ZAC *10%*	1 *-%*	90 16%ZG *16%*	64 9%J *9%*	9 *4%*	82 *8%*
65+ DK/PNTS/Not stated	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -s	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 344
(w2age_ed). WGHT2 EDUCATION - WEIGHTING VARIABLE - from Panel

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis-satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	80	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
18-64 Level 4+	315 30%fkquvC	346 33%	58 41%Z	54 40%	61 29%Zl	38 26%f	37 48%eZdfghl	27 11%	80 51%Zdfghl	201 29%f	244 33%Zf	163 30%f	75 41%Zk	210 26%	87 42%Zmn	150 28%	237 32%mn	25 24%v	13 29%suv	14 15%s	58 43%ZbqsvC	23 30%suv	44 35%qsvC	10 12%s	16 11%	6 31%s	17 51%sZoqsvC	19 46%s	18 36%sqsvC	- -s	80 52%ZopqsluvC	16 15%	9 43%s	3 26%s	1 14%s	346 33%
18-64 Other qualifications	403 38%dehnrs	388 37%	69 51%Z	60 44%	74 35%	40 27%	18 24%s	106 44%de	60 39%	258 38%de	292 39%de	218 40%deq	59 32%	309 39%	56 27%	194 36%	250 34%	23 22%	18 39%s	31 32%s	40 30%	34 44%sox	48 38%x	47 51%sZoqrxz	59 39%ox	10 58%s	6 17%s	12 29%s	16 32%s	+ 100%s	60 39%ox	57 54%Zoqrxz	6 30%s	6 55%s	2 42%s	388 37%
18-64 No qualifications	78 7%cdhGB	38 4%	7 5%	14 10%	4 2%	3 2%	- -s	43 18%ZcdeGghl	2 1%	50 7%cdeG	59 7%cG	47 9%cdeGh	11 6%	64 8%	9 4%	39 7%	48 6%	3 3%	- -s	8 9%esB	4 3%	- -s	10 8%	12 14%soprsxzB	30 20%Zopqrstuxz	- -s	- -s	- -s	- -s	- -s	2 1%	12 12%rszB	- -s	1 8%s	- 10%s	38 4%
18-64 DK/PNTS/Not stated	15 1%	12 1%	1 1%	3 3%	3 2%	2 1%	1 2%s	2 1%	2 1%	6 1%	8 1%	5 1%	3 2%	11 1%	2 1%	6 1%	8 1%	- -	2 4%s	- -s	2 2%	1 1%s	- -	2 2%s	- -s	- -s	1 2%s	1 3%s	- -s	2 1%	2 2%	- -s	- -s	- -s	12 1%
65+ Level 4+	59 6%ab	64 6%	- -	- -	18 9%f	14 10%fgl	7 9%efl	6 2%	6 4%	35 5%l	39 5%l	21 4%	8 4%	48 6%	13 6%	42 8%Z	55 7%Z	10 10%uC	4 9%uC	5 5%s	12 9%C	6 8%s	11 9%C	1 1%s	5 3%	- -s	3 11%suC	4 9%s	5 11%suC	- -s	6 4%	1 1%	* 2%s	- -s	- -s	64 6%
65+ Other qualifications	102 10%aGmB	132 12%	1 1%	5 3%	15 7%	25 17%ZcGghl	7 9%s	30 12%Ghl	4 3%	69 10%Ghl	59 8%	44 8%G	13 7%	82 10%	21 10%	61 11%	82 11%	20 20%ZmtB	5 10%s	19 20%eZmtB	10 8%	5 6%s	7 5%	9 11%s	21 13%B	1 6%s	5 14%sB	2 5%s	6 13%sB	- -s	4 3%	10 10%	1 3%s	- -s	- -s	132 12%
65+ No qualifications	91 9%abGB	82 8%	2 2%	- -	17 8%G	25 17%ZcGghl	6 8%aG	28 12%Gl	2 1%	67 10%Gl	59 8%G	42 8%G	13 7%	75 9%	16 8%	47 9%	64 9%	21 20%ZtsBC	4 8%sB	18 19%eZrtBC	8 6%	9 11%sB	6 5%	6 7%sB	21 14%B	1 4%s	2 7%sB	4 9%s	3 6%s	- -s	2 1%	7 7%	4 22%s	1 9%s	1 33%s	82 8%
65+ DK/PNTS/Not stated	- -	- -	- -	- -	- -	- -	- -s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -s	- -s	- -	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -s	- -	- -	- -s	- -s	- -s	- -

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/ - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 345
(w2age_ed). WGHT2 EDUCATION - WEIGHTING VARIABLE - from Panel

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Not Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	335	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
18-64 Level 4+	315 30%cC	346 33%	68 38%n	92 45%Zchin	60 27%	47 54%s	12 22%s	96 42%Zcin	153 56%Zabcfhi jn	33 31%s	96 31%n	73 36%n	88 50%Zchijn	77 53%Zachijn	74 62%Zabcfhi jkn	63 21%	14 37%s	21 35%sC	8 11%s	2 9%s	45 36%sC	29 50%sCHM	3 23%s	16 19%s	5 15%s	- -s	19 36%sC	13 65%s	184 29%C	- -s	- -s	- -s	- -s	- -s	- -s	72 30%	74 30%	64 30%	48 26%	28 25%s	75 26%	346 33%
18-64 Other qualifications	403 38%gEFN	388 37%	65 36%g	62 31%	101 44%bfgkm	27 31%s	31 57%s	73 32%	72 26%	42 39%eg	117 37%g	84 41%gl	62 35%	41 28%	35 29%	138 46%ZBfgkm	14 38%s	11 18%s	35 44%sBF	13 53%s	39 32%s	13 21%s	2 16%s	26 30%s	20 63%s	- -s	15 29%s	6 30%s	270 43%ZBF	- -s	- -s	- -s	- -s	- -s	- -s	72 30%	87 35%	85 40%	83 45%N	50 45%s	133 45%N	388 37%
18-64 No qualifications	78 7%bghlmnP	38 4%	9 5%	7 3%	23 10%bghjklm	- -s	5 9%s	13 6%	10 4%	1 1%s	11 3%	9 4%	2 1%	3 2%	- -	31 10%bghjklm	- -s	2 3%s	11 14%sK	4 18%s	5 4%s	4 7%s	- -s	2 2%s	- -s	- -s	- -s	50 8%	- -s	- -s	- -s	- -s	- -s	- -s	8 3%	15 6%	5 3%	21 11%MP	24 22%sZMOP	45 15%ZMOP	38 4%
18-64 DK/PNTS/Not stated	15 1%	12 1%	4 2%	2 1%	5 2%	- -s	- -s	2 1%	2 1%	- -s	4 1%	1 1%	- -	- -	1 1%	5 2%	- -s	1 3%s	5 7%sZM	- -s	2 2%s	- -s	- -s	- -s	1 4%s	- -s	- -s	7 1%	- -s	- -s	- -s	- -s	- -s	- -s	- -	2 1%	3 2%s	5 2%	12 1%
65+ Level 4+	59 6%sME	64 6%	11 6%	18 9%chn	8 3%	10 12%s	- -s	18 8%n	18 7%n	2 2%s	19 6%	8 4%	15 8%n	7 5%	4 3%	6 2%	2 6%s	13 22%sZhM	7 9%sM	- -s	17 14%sZM	8 14%sZM	- -s	7 8%sM	1 4%s	- -s	7 12%sM	1 5%s	14 2%	- -s	- -s	- -s	- -s	- -s	- -s	32 14%ZOPQRS	12 5%	11 5%S	3 2%	* *s	3 1%	64 6%
65+ Other qualifications	102 10%gG	132 12%	18 10%k	15 8%	13 6%	3 3%s	2 3%s	11 5%	15 5%	19 18%sZbcfgk mn	36 11%cfgk	22 11%k	7 4%	13 9%	5 4%	25 8%	6 17%s	7 11%s	4 5%s	- -s	7 6%s	4 7%s	4 23%s	14 17%s	3 8%s	- -s	9 16%s	* 1%s	55 9%	- -s	- -s	- -s	- -s	- -s	- -s	34 14%ZGRS	29 12%S	24 12%S	8 5%	4 3%s	12 4%	132 12%
65+ No qualifications	91 9%abghmF	82 8%	3 2%	6 3%	16 7%g	- -s	5 9%s	16 7%g	4 1%	10 9%sgkm	30 9%abgkm	9 4%	5 3%	6 4%	* *	33 11%abghm	1 2%s	5 8%s	9 12%sF	5 18%s	9 7%s	* *s	6 38%s	20 24%sZBEFKM	2 6%s	- -s	4 7%s	- -s	50 8%	- -s	- -s	- -s	- -s	- -s	- -s	19 8%	31 12%R	16 8%	19 10%	3 2%s	21 7%	82 8%
65+ DK/PNTS/Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 346
(w2marg). WGHT2 Marginality (2024 data) - from m_margin_party_24_pct_RC since January 2026 (W1) - WEIGHTING VARIABLE - from Panel

Base : All

| | Total (W'td) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 347
(w2marg). WGHT2 Marginality (2024 data) - from m_margin_party_24_pct_RC since January 2026 (W1) - WEIGHTING VARIABLE - from Panel

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Marg - Con	135 **12%fgnoCDEH**	111 *10%*	21 *9%*	54 **19%Zeifg**	32 **13%g**	23 **16%g**	130 **14%Zeifg**	5 *5%*	5 **-e**	-	-	-	-	-	-	-	-	15 *5%*	16 *7%*	35 **17%pq**	34 **18%Zpq**	35 **21%Zpq**	60 **19%ZCDE**	52 **14%CDE**	7 *4%*	5 *3%*	12 *4%*	112 **16%ZCDE**	81 **16%ZH**	54 *10%*	91 *13%*	36 *16%*	111 *10%*
Marg - Lab	176 **17%ef**	175 *16%*	13 *5%*	71 **25%Zade**	47 **19%a**	13 *9%*	145 **16%a**	14 **16%a**	12 **23%aZadef**	-	-	-	-	-	-	-	-	41 *15%*	45 *20%*	33 *16%*	33 *17%*	24 *14%*	44 *14%*	58 *16%*	29 *19%*	36 *21%*	64 *20%*	102 *15%*	79 *16%*	94 *17%*	111 *16%*	39 *17%*	175 *16%*
Marg - Other	46 **4%ae**	58 *5%*	2 *1%*	14 **5%a**	15 **6%ae**	* *	30 **3%a**	15 **16%Zabcde**	3 **5%a**	-	-	-	-	-	-	-	-	7 *2%*	8 *4%*	6 *3%*	10 *5%*	16 **9%Zpr**	15 *5%*	24 *6%*	2 *1%*	5 *3%*	7 *2%*	39 **6%Z**	19 *4%*	27 *5%*	40 **6%Z**	6 *3%*	58 *5%*
NON-Marg - Con	79 **7%ef**	69 *6%*	3 *1%*	36 **13%Zeifg**	27 **11%efg**	12 **9%a**	78 **8%Zef**	1 *1%*	- **-e**	-	-	-	-	-	-	-	-	10 *4%*	15 *7%*	14 *7%*	14 *7%*	25 **15%Zpqr**	28 *9%*	31 *8%*	7 *5%*	8 *4%*	14 *5%*	59 *9%*	31 *6%*	48 *9%*	52 *7%*	18 *8%*	69 *6%*
NON-Marg - Lab	522 **49%bcf**	537 *51%*	205 **81%Zbcdefg**	90 *32%*	62 *25%*	87 **61%bce**	444 **48%bc**	50 **55%bc**	27 **54%abc**	-	-	-	-	-	-	-	-	179 **67%Zprst**	119 **53%t**	89 *42%*	81 *43%*	53 *31%*	145 *46%*	167 *45%*	87 **58%Bf**	97 *58%*	184 **58%ZABF**	312 *45%*	241 *49%*	276 *49%*	326 *47%*	117 *51%*	537 *51%*
NON-Marg - Other	104 **10%ab**	111 *10%*	8 *3%*	17 *6%*	61 **25%Zabdefg**	6 *5%*	93 **10%ab**	6 *7%*	5 **10%a**	-	-	-	-	-	-	-	-	15 *6%*	20 *9%*	34 **16%Zp**	20 *10%*	16 *9%*	26 *8%*	39 *11%*	18 *12%*	18 *10%*	36 *11%*	68 *10%*	44 *9%*	58 *10%*	79 *11%*	14 *6%*	111 *10%*
Missing	1 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	1 *

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
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Some ranking and suppression applied where/if suitable. Default weight as in file name
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 348
(w2marg). WGHT2 Marginality (2024 data) - from m_margin_party_24_pct_RC since January 2026 (W1) - WEIGHTING VARIABLE - from Panel

Base : All

	Total (W1d)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																			UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Marg - Con	135 13%	111 10%	23 17%	13 10%	40 19%ZbI	26 17%	7 9%s	31 13%	17 11%	82 12%	96 13%I	56 10%	28 15%	104 13%	19 9%	73 14%	92 12%	22 22%Z	3 8%s	14 15%s	30 22%Z	10 13%s	13 11%	14 16%s	17 11%	* 1%s	2 7%s	5 11%s	8 16%s	- -s	17 11%	14 14%	- -s	- -s	- -s	111 10%
Marg - Lab	176 17%	175 16%	25 19%	16 12%	24 12%	28 19%	9 12%s	47 20%	21 13%	114 17%	111 15%	86 16%	29 16%	133 17%	36 17%	75 14%	111 15%	21 21%	7 16%s	22 24%sz	14 10%	11 14%s	23 18%	15 17%s	32 21%	3 15%s	2 6%s	7 16%s	5 10%s	- -s	21 14%	18 17%	3 15%s	2 17%s	1 29%s	175 16%
Marg - Other	46 4%	58 5%	7 5%	6 4%	11 5%	4 2%	3 4%s	9 4%	6 4%	29 4%	37 5%	26 5%	10 6%	52 4%	12 6%	23 4%	35 5%	3 3%	* 1%s	4 4%s	3 2%	8 10%st	1 1%	2 2%s	8 5%	1 4%s	3 10%st	- -s	5 9%st	- -s	6 4%	2 2%	5 27%s	- -s	2 61%s	58 5%
NON-Marg - Con	79 7%t	69 6%	10 8%	8 6%	9 4%	22 15%ZcGghi	5 6%s	26 11%ch	8 5%	63 9%ZbI	49 7%	41 8%	10 5%	63 8%	17 9%	42 8%	59 8%	17 17%ZtBC	5 11%st	10 11%st	4 3%	4 6%s	1 1%	5 6%s	21 14%Zt	1 3%s	3 10%st	1 3%s	11 22%sZtstuBC	- -s	8 5%	6 6%	1 6%s	- -s	- -s	69 6%
NON-Marg - Lab	522 49%dvxxz	537 51%	60 44%	81 60%	120 57%de	49 33%	26 34%s	119 50%cf	89 57%deg	320 47%de	392 52%Zdeg	271 50%cdeg	88 48%	385 48%	99 48%	270 50%	369 50%	26 26%	23 51%xxxz	39 41%s	82 61%Zbqxz	38 50%xxxz	86 68%Zbqvxz	50 57%xxxz	70 46%xxz	11 64%s	7 20%s	19 45%s	12 26%s	* 100%s	89 57%xxz	61 59%xxz	10 40%s	8 72%s	* 10%s	537 51%
NON-Marg - Other	104 10%chruv	111 10%	10 8%	11 8%	8 4%	18 12%cf	26 34%sZcdGghi	7 3%	14 9%	76 11%cfh	66 9%cf	58 11%cfh	17 10%	81 10%	21 10%	55 10%	76 10%	13 12%rtuv	6 12%srtu	5 5%s	2 1%	6 8%s	3 2%	2 2%s	6 4%	2 12%s	16 46%sZbpqrstu vxBC	10 24%s	10 20%sZtuvC	- -s	14 9%rt	4 4%	1 3%s	1 11%s	- -s	111 10%
Missing	1 *	1 *	- -	- -	- -	1 *	- -s	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 1%sZ	- -s	- -	- -s	- -	- -s	- -	- -s	- -s	- -s	- -s	- -s	- -	- -	- -	- -s	- -s	1 *

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Total (all sample)

12 Mar 2026

Table 349
(w2marg). WGHT2 Marginality (2024 data) - from m_margin_party_24_pct_RC since January 2026 (W1) - WEIGHTING VARIABLE - from Panel

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Marg - Con	135 13%	111 10%	34 19%	30 15%	34 15%	20 23%a	7 13%a	38 16%	34 12%	24 23%abg	60 19%Z	27 13%	33 19%	26 18%	25 21%Zg	37 12%	4 9%a	6 11%a	12 15%a	1 5%a	15 12%a	3 6%a	2 16%a	10 11%a	1 4%a	- -a	2 4%a	2 7%a	80 13%	- -a	- -a	- -a	- -a	- -a	- -a	31 13%	36 14%	30 14%	13 7%	12 10%a	25 8%	111 10%
Marg - Lab	176 17%abZ	175 16%	14 8%	30 15%a	31 14%	10 12%a	9 17%a	29 13%	33 12%	11 11%a	39 12%	17 8%	19 11%	13 9%	16 13%	64 21%ZbcdM	3 8%a	8 13%a	13 16%a	6 26%a	18 15%a	12 20%a	3 17%a	17 20%a	3 8%a	- -a	6 11%a	6 29%a	103 16%	- -a	- -a	- -a	- -a	- -a	- -a	34 14%	34 13%	38 18%	28 15%	31 28%cDNO	59 20%	175 16%
Marg - Other	46 4%	58 5%	11 6%	15 7%	12 5%	5 6%a	1 1%a	11 5%	13 5%	7 7%a	14 5%	6 3%	7 4%	7 4%	7 6%	11 4%	1 2%a	5 8%aE	5 6%a	- -a	1 *a	2 3%a	- -a	3 3%a	- -a	- -a	* 1%a	1 3%a	29 5%	- -a	- -a	- -a	- -a	- -a	- -a	16 7%	10 4%	9 4%	5 3%	6 5%a	10 4%	58 5%
NON-Marg - Con	79 7%ab	69 6%	15 9%b	13 7%	15 7%b	7 8%a	5 10%a	8 4%	12 4%	1 1%a	15 5%	13 6%	5 3%	7 5%	4 3%	18 6%	6 17%a	6 9%a	4 6%a	5 22%a	6 5%a	* 1%a	- -a	8 7%a	4 13%a	- -a	3 6%a	1 5%a	48 8%	- -a	- -a	- -a	- -a	- -a	- -a	26 11%	19 8%	18 9%	9 5%	5 5%a	15 5%	69 6%
NON-Marg - Lab	522 49%	537 51%	88 49%	86 43%	118 52%	31 35%a	28 52%a	122 53%b	149 55%bm	52 49%a	151 48%	120 58%bmn	92 52%	73 50%	50 42%	134 44%	22 59%a	28 48%a	44 56%a	11 46%a	70 57%a	30 51%a	9 57%a	40 47%a	22 69%a	- -a	30 56%a	10 49%a	303 48%	- -a	- -a	- -a	- -a	- -a	- -a	106 45%	130 52%	98 47%	99 54%	51 46%a	151 51%	537 51%
NON-Marg - Other	104 10%	111 10%	17 9%	27 14%	17 8%	14 16%a	4 8%a	21 9%	33 12%	10 10%a	34 11%	23 11%	21 12%	21 14%	18 15%	36 12%	2 4%a	6 11%a	1 2%a	- -a	13 11%a	11 19%aZC	2 11%a	10 11%a	2 6%a	- -a	12 23%aZCM	2 8%a	66 10%	- -a	- -a	- -a	- -a	- -a	- -a	24 10%	22 9%	18 8%	28 15%	6 5%a	34 12%	111 10%
Missing	1 -	1 -	- -	- -	- -	- -a	- -a	- -	- -	- -a	- -	- -	- -	- -	- -	1 -	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	- -a	1 -	- -a	- -a	- -a	- -a	- -a	- -a	- -	- -	- -	1 -	- -a	1 -	1 -

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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
a:c:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/NO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 350
(w2sec_alt). WGHT2 WORK SECTOR - PLMmod_SECTOR/B from the survey, not KP data - WEIGHTING VARIABLE - from main survey

Base : All

| | Total (W1d) | WEIGHT OPTIONS by total | | UnWt repeated for convenience - internal | Marginality (w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here) | | | | | | | Within survey randomisation (Split_Sample) (hidden script variable for within survey randomisation DP CHECK this is correct var | | Eligibility for UK election based on citizenship (m_elig_ukelections, Panel) | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 351
(w2sec_alt). WGHT2 WORK SECTOR - PLMmod_SECTOR/B from the survey, not KP data - WEIGHTING VARIABLE - from main survey

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var								IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside Living (j)	Ethnically Diverse Metropolitan Living (k)	London Cosmopolitan (l)	Services and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owner outright/ buying on mortgage (F)	Full-time (G)	Not full time/Not working (H)	Private (I)	Public (J)	Total
Unweighted Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1062
Weighted Total	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
Public	230 **22%J** *23%*	247 *23%*	54 *22%*	55 *19%*	49 *20%*	31 *21%*	189 *20%*	27 *30%*	15 **29%e**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	55 *21%*	46 *20%*	47 *22%*	53 **28%Z** *17%*	29 *17%*	86 **27%JDE** *27%*	80 *22%*	30 *20%*	25 *15%*	55 *17%*	167 **24%Z** *24%*	120 *24%*	111 *20%*	- -	230 **100%JB** *100%*	247 *23%*
Private	699 **66%AIJ** *65%*	687 *65%*	167 *66%*	185 *66%*	180 **74%ZeI** *60%*	86 *60%*	618 *67%*	52 *57%*	29 **56%e** *57%*	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	171 *64%*	150 *67%*	130 *61%*	123 *64%*	125 **74%JD** *74%*	219 *69%*	246 *66%*	99 *66%*	106 *63%*	205 *65%*	465 *67%*	357 **72%JH** *71%*	342 *61%*	699 **100%JJ** *100%*	- -	687 *65%*
IAW/PNTS	133 **12%deFGIJ** *12%*	128 *12%*	31 *12%*	42 **15%c** *14%*	14 *6%*	26 **18%c** *18%*	114 **12%c** *14%*	12 *14%*	6 **13%e** *13%*	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	- **-s**	40 *15%*	28 *13%*	35 **17%e** *18%*	15 *8%*	15 *9%*	14 *4%*	45 **12%AF** *12%*	20 **13%A** *13%*	37 **22%ZABF** *12%*	57 **18%ZAF** *18%*	58 **8%A** *8%*	19 *4%*	106 **19%JG** *19%*	- -	- -	128 *12%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

Table 352
(w2sec_alt). WGHT2 WORK SECTOR - PLMmod_SECTOR/B from the survey, not KP data - WEIGHTING VARIABLE - from main survey

Base : All

	Total (W'td)	UnWt repeated for convenience - internal	Number of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (gg)	Not Con (hh)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
Unweighted Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
Weighted Total	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
Public	230 22%	247 23%	24 18%	35 26%	56 26%	34 23%	12 16%a	45 19%	34 22%	138 20%	160 21%	104 19%	46 25%	167 21%	47 23%	123 23%	170 23%	24 23%	10 23%a	23 25%a	46 34%ZbzuC	10 13%a	33 27%a	12 14%a	33 22%	2 12%a	3 8%a	9 22%a	11 23%a	- -a	34 22%	14 14%	3 16%a	4 30%a	- -a	247 23%
Private	699 66%	687 65%	91 67%	96 71%	132 62%	96 66%	56 74%a	164 68%	104 67%	469 68%	505 67%	372 69%	117 64%	540 68%	135 66%	366 68%	501 67%	68 66%	29 65%a	60 63%a	83 61%	49 64%a	74 59%	62 71%a	102 67%	14 80%a	29 81%aZqrtz	28 63%a	30 61%a	* 100%a	104 67%	76 73%	17 83%a	3 30%a	4 100%a	687 65%
IAW/PNTS	133 13%bmnr	128 12%	21 15%b	5 4%	23 11%	17 11%	8 10%a	31 13%	18 11%	79 12%	86 11%	62 12%	19 11%	92 12%	22 11%	50 9%	72 10%	11 11%	5 12%a	11 12%a	6 4%	17 22%aZr	19 15%r	13 15%wr	18 11%	1 8%a	2 7%a	5 13%a	8 17%wr	- -a	18 11%	15 14%r	* 1%a	5 40%a	- -a	128 12%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

Table 353
(w2sec_alt). WGHT2 WORK SECTOR - PLMmod_SECTOR/B from the survey, not KP data - WEIGHTING VARIABLE - from main survey

Base : All

	Total (W'ltd)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	The London Evening Standard (d)	The Daily Star (e)	The Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The Independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	The Times (B)	The Sun (C)	The Daily Star (D)	The Metro (E)	The Guardian (F)	The Daily Express (G)	The Daily Mail (H)	The Daily Mirror (I)	The Independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	Oth	Comfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious (Q)	Extremely vulnerable (R)	Net Financially precarious /extremely vulnerable (S)	Total
Unweighted Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	681	-	-	-	-	-	-	270	243	232	159	92	251	1062
Weighted Total	1062	1062	179*	202	227**	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
Public	230 *22%*	247 *23%*	48 **27%cj**	47 *23%*	36 *16%*	10 **11%a**	9 **17%a**	46 *20%*	75 **27%JbjIk**	19 **18%a**	57 *18%*	30 *15%*	34 *19%*	40 **27%cj**	28 *24%*	69 *23%*	5 **12%a**	18 **29%aC**	8 **10%a**	7 **28%a**	24 **19%a**	22 **36%aCDEHKM**	1 **6%a**	14 **16%a**	3 **11%a**	- -a	8 **16%a**	4 **20%a**	141 *22%*	- -a	- -a	- -a	- -a	- -a	- -a	54 *23%*	56 *23%*	57 **27%fS**	36 *20%*	14 **12%a**	50 *17%*	247 *23%*
Private	699 **66%cF**	687 *65%*	110 *61%*	141 *70%*	177 **78%ZdfgIn**	71 **82%a**	42 **77%a**	149 *65%*	177 *65%*	82 **77%aIn**	230 **73%ZagIn**	154 **74%aIn**	131 **74%agIn**	91 *62%*	83 *69%*	185 *61%*	30 **80%a**	33 **56%a**	66 **83%aDEFM**	14 **58%a**	73 **59%a**	30 **52%a**	13 **86%a**	59 **70%a**	23 **72%a**	- -a	34 **62%a**	15 **76%a**	418 *66%*	- -a	- -a	- -a	- -a	- -a	- -a	161 *68%*	167 *67%*	143 *68%*	115 *63%*	80 **72%a**	195 *66%*	687 *65%*
IAW/PNTS	133 **13%bcgP**	128 *12%*	21 *12%*	14 *7%*	13 *6%*	6 **7%a**	3 **6%a**	34 **15%bcgh**	21 *8%*	5 **5%a**	26 *8%*	22 *11%*	13 *7%*	16 *11%*	8 *7%*	48 **16%bcgH**	3 **8%a**	9 **14%a**	6 **7%a**	3 **14%a**	27 **22%a**	6 **11%a**	1 **4%a**	12 **14%a**	5 **17%a**	- -a	11 **21%a**	1 **4%a**	72 *11%*	- -a	- -a	- -a	- -a	- -a	- -a	22 *9%*	27 *11%*	11 *5%*	32 **10%P**	17 **16%aP**	49 **17%P**	128 *12%*

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(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 354

| | Total (Wtd) | WEIGHT OPTIONS i by total | | UnWt repeated for convenience - (nterna l | Marginality w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t here) | | | | | | r D | | Within sur randomisat (Split_Sam (hidden sc variable ithin sur andomisat P CHECK t s correct | ripti for vey ion his var | vey ion ple) Eligibility UK electi based o citizensh ions, Pan | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) ip lect el | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 354

	Total (W1d)	WEIGHTING VARIABLE - from Panel (No sig t here)		UnWt repeated for convenience - (nternal	Marginality w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC r D						Within survey randomisation (Split_Sample (hidden scan variable ithin survey randomisation P CHECK this correct	depen dent code shown El at V2 to (b)	vey ion ple) Eligibility UK electi based o citizensh ions_Pan	Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV)							2024 General Election (Panel m_ge2024im_ge24)							2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote)					Gender Gender (2) m_gender			Age (7) (age_now/Age_now)								Social Grade (m_socialgrade)						Ethnicity (6) (m_ethnicity)		Qualifications (m_education/ m_nonuk_education)		
	(Z)	Spec 8	Spec 8.2	Total	Marg - Con	Marg - Lab	Marg - Other	NON-Marg - Con	NON-Marg - Lab	NON-Marg - Other M	c tasing	No In ndepen dent ode at V2 (a)	ript for very ion his (m_elig_uke var	Yes, No ygible el vote to (c)	ip	lect el)	Always usually depends AND 9/10 like- lihood (f)	(10) Absol -utely certain (g)	(6 to 10) (h)	(7 to 10) (i)	(8 to 10) (j)	(9 to 10) (k)	Would NOT vote (l)	Labour (m)	Conserv ative (n)	L Reform D UK (o)	iberal emocra ts (p)	Other incl LD, Green (q)	Did not vote/ not eligibl e/too young (r)	Lab (u)	Con (v)	Reform UK (w)	LD (x)	Oth incl. LD,Gm (y)	DNV/Too young (L5	Male/ Man (z)	Female/ Woman (A)	16-17 (Intern al coll)	16-24 (B)	18-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65-74 (H)	75+ (I)	18-34 (V)	35-54 (W)	55+ (X)	AB (J)	C1 (K)	C2 (L)	DE (M)	ABC1 (N)	C2DE (O)	White (incl. White minorities) (P)	Ethnic minorities (excl. White minorities) (Q)	No qual (R)	Other qual (S)	Degree+ (T)
	1062	-*	1062	1062	135*	176	46*	79*	522	104*	1*	-**	-**	-**	877	699	630	883	836	785	721	587	281	197	105*	83*	199	220	297	204	107*	61*	174	-**	500	544	-*	106*	106*	186*	176	165	176*	125*	127*	295	340	427	245	304	191	222*	485	550	413	883	147*	169*	542	336
		-	100%	100%	13%	17%	4%*	7%*	49%	10%*	100%	-	-	-	83%	66%	59%	83%	79%	74%	68%	55%	25%	19%	10%*	8%*	19%	21%	28%	19%	10%*	6%*	16%	-	47%	51%	-	10%*	10%*	18%*	17%	15%	17%*	12%*	12%*	28%	32%	40%	23%	29%	18%	21%*	52%	39%	83%	14%*	16%*	51%	32%
Missing	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	1	-	*	*	-	-	-	-	-	-	100%	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	1%	1%	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-
		-	100%	183%	-	-	-	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	100%	-	100%	100%	-	-	-	-	100%	-	-	-	-	-	-	-	100%	-	-	-
Within survey randomisation (Split_Sample) (Hidden script variable for within survey randomisation)																																																								
DP CHECK this is correct var																																																							
No Independent code at V2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent code shown at V2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eligibility for UK election based on citizenship (m_elig_ukelections_Panel)																																																							
Yes, Eligile to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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No, Not eligile to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV)																																																						
Always usually depends	877	-	877	908	117	145	42	69	414	89	1	-	-	-	877	699	611	813	783	749	699	23	244	187	97	77	188	95	291	188	104	58	164	-	420	444	-	77	77	152	140	129	152	103	124	229	269	379	227	259	152	177	485	329	731	116	136	420	310
	83%	-	83%	85%	87%	83%	91%	87%	79%	85%	100%	-	-	-	100%	80%	70%	92%	94%	95%	83%	4%	93%	95%	92%	74%	89%	43%	98%	82%	97%	94%	94%	-	84%	82%	-	72%	72%	81%	79%	78%	87%	83%	98%	78%	79%	69%	92%	85%	79%	86%	98%	85%	80%	83%	79%	81%	78%	92%
		IrS -	100%	104%	13%	17%	5%	8%	47%	10%	-	-	-	-	100%Zghi jkl	80%Zghi jkl	70%Zhij	93%Zl	89%Zhl	85%Zhl	80%Zhijl	3%	28%Zb	21%Zb	11%Zr	9%Zr	21%Zr	11%	33%Zr	21%Z	12%Z	7%Z	10%Z	-	48%	51%	-	9%	9%	17%	16%	15%	17%BC	12%	14%ZBCD EFGH	26%	31%	43%	39%ZKLM NO	30%	17%	20%	55%ZKLO	38%	83%	13%	16%	48%	35%ZKS
Always usually depends *AND* 9/10 like- lihood	699	-	699	750	97	98	35	56	340	74	-	-	-	-	699	699	611	699	699	699	699	-	192	165	92	63	156	47	234	167	95	48	140	-	362	331	-	49	49	117	108	102	130	86	107	166	210	324	192	204	117	140	396	257	615	71	102	332	257
	66%	-	66%	71%	72%	58%	75%	71%	65%	71%	-	-	-	-	80%	100%	97%	79%	84%	89%	97%	-	73%	84%	87%	78%	78%	22%	79%	82%	95%	88%	79%	-	72%	81%	-	46%	46%	62%	61%	62%	74%	69%	84%	56%	62%	78%	78%	84%	68%	63%	72%	62%	70%	48%	60%	61%	78%
		bABC - QS	100%	107%	14%	14%	5%	8%	49%	11%	-	-	-	-	100%Zgh ijkl	100%Zgh ijkl	87%Zkl	100%Zl	100%Zl	100%Zkl	100%Zkl	-	27%Zb	24%Zr	13%Zmr	9%r	22%Zr	7%	33%Z	24%Z	14%Z	7%Z	10%Z	-	47%	47%	-	7%	7%	17%	15%	15%	19%BC	12%BC	15%ZBCD EFH	24%	30%	46%	37%ZKLM NO	29%	17%	20%	57%ZKLO	37%	87%Z	10%	15%	48%	37%ZKS
(10) Absol -utely certain	630	-	630	692	83	96	32	56	297	65	-	-	-	-	611	611	630	630	630	630	630	-	163	138	96	54	136	52	197	141	97	39	125	-	315	310	-	39	39	104	100	95	126	73	93	143	195	293	169	175	113	122	344	235	560	56	95	310	218
	59%	-	59%	65%	61%	55%	68%	71%	57%	63%	-	-	-	-	87%	87%	100%	71%	75%	80%	87%	-	62%	70%	91%	65%	68%	24%	66%	69%	90%	63%	72%	-	63%	57%	-	37%	39%	55%	57%	54%	72%	59%	73%	48%	57%	68%	69%	58%	59%	55%	63%	57%	63%	39%	58%	57%	65%
		bBCG -	100%	110%	13%	15%	5%	9%	47%	10%	-	-	-	-	87%Zl	87%Zkl gj	100%Zkl gj	100%Zkl hijkl	100%Zkl l	100%Zkh l	100%Zkh ll	100%Zehij l	39%r	31%Z	21%Zr	9%r	22%Z	8%	31%Z	22%Z	15%Zuvxy	6%	10%Z	-	49%	49%	-	6%	6%	17%	17%	15%	20%ZBCD EF	12%BC	14%ZBCD EF	23%	31%	46%	27%ZKMN O	28%	18%	19%	55%ZK	37%	89%ZQ	9%	15%	49%	35%
(6 to 10)	883	-	883	904	125	132	43	71	423	89	-	-	-	-	813	699	630	630	883	836	785	721	241	184	101	75	184	117	277	186	105	59	161	-	449	428	-	77	77	154	148	131	149	103	120	231	279	373	222	253	156	182	475	338	751	114	129	437	308
	83%	-	83%	85%	93%	75%	93%	90%	81%	86%	-	-	-	-	93%	100%	100%	100%	100%	100%	100%	100%	92%	93%	96%	91%	83%	53%	83%	91%	98%	97%	92%	-	90%	79%	-	72%	72%	82%	84%	80%	85%	83%	93%	78%	82%	87%	90%	63%	80%	82%	88%	62%	85%	78%	77%	81%	92%
		bABC -	100%	102%	14%	15%	5%	8%	48%	10%	-	-	-	-	92%Zl	75%Zel	71%Zel	100%Zel	92%Zel	88%Zel	82%Zel	82%Zel	27%Zb	21%Zr	11%Zr	9%r	21%Zr	13%	31%Z	21%Z	12%Z	7%Z	10%Z	-	51%ZA	48%	-	9%	9%	17%	17%	15%	17%	12%	14%ZBCD EFGH	26%	32%	42%	25%ZKLM O	29%	18%	21%	54%Z	38%	85%Z	13%	15%	50%	32%ZKS

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Z/c/d - Z/e/f/g/h/i/j/k/l - Z/m/n/o/p/q/r - Z/u/v/w/x/y/U - Z/s/A - Z/B/C/D/E/F/G/H/I - Z/J/K/L/M/N/O - Z/P/Q - Z/R/S/T
*** small base; '' very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 354

| | Total (Wtd) | WEIGHT OPTIONS i by total | | UnWt repeated for conveni ence - (nterna l | Marginality w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC r WEIGHTING VARIABLE - from Panel (No sig 'r' here) i D | | | | | | Within sur randomisat (Split_Sam (hidden sc variable ithin sur andomisat P CHECK t s correct | ript for vey ion his var | vey ion ple) Eligibility UK electi based o citizensh ions_Pan | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP26030SA - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 354

| | Total (W1d) | WEIGHT OPTIONS i by total | | UnWt repeated for convenience - (nternal | Marginality w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC r WEIGHTING VARIABLE - from Panel (No sig' t' here) i D | | | | | | Within sur randomisat (Split_Sam (hidden sc variable ithin sur andomisat P CHECK t s correct | ript for vey ion his (m_elig_uke var | vey ion ple) Eligibilty UK electi based o citizensh ions_Pan | for on n Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) ip lect el) | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
|---|---|---

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 354

| | Total (W1d) | WEIGHT OPTIONS i by total | | UnWt repeated for conveni ence - (nterna l | Marginality w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC r WEIGHTING VARIABLE - from Panel (No sig' t' here) i | | | | | D | Within sur randomisat (Split_Sam (hidden sc variable ithin sur andomisat P CHECK t s correct | ript for vey ion his var | vey ion ple) Eligibilty UK electi based o citizensh (m_elig_uke ions, Pan | for on n Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote)' | | | | | | | Gender Gender (2) m_gender | | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
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Ipsos Political Monitor - March 2026

(Wave 2) KP26030SA - POL (S26011063)
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Total (all sample)

12 Mar 2026

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 354

| | Total (Wtd) | WEIGHT OPTIONS i by total | | UnWt repeated for convenience - (interna l | Marginality w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC r WEIGHTING VARIABLE - from Panel (No sig't there) i D | | | | | | Within sur randomiast (Split_Sam (hidden sc variable ithin sur andomisat P CHECK t s correct | vey ion ple) Eligibilty UK electi based o citizensh ript for very ion his (m_elig_uke var ions_Pan | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) ip for on n lect el) | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | Gender Gender (2) m_gender | | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
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Ipsos Political Monitor - March 2026

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Table 354

| | Total (Wtd) | WEIGHT OPTIONS i by total | | UnWt repeated for conveni ence - (nterna l | Marginality w2marg). WGHT2 (2024 data) - m_margin_party_24_pct_RC r WEIGHTING VARIABLE - from Panel (No sig' t' here) i D | | | | | | | Within sur randomisad (Split_Sam (hidden sc variable ithin sur andomisat P CHECK t s correct | vey ion ple) ript for vey ion his (m_elig_uke var ions_Pan | | Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV) ip lect el) for on n | | | | | | | | | 2024 General Election (Panel m_ge2024/m_ge24) | | | | | | 2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote) | | | | | | | Gender Gender (2) m_gender | | Age (7) (age_now/Age_now) | | | | | | | | | | | | | | | Social Grade (m_socialgrade) | | | | | | | Ethnicity (6) (m_ethnicity) | | Qualifications (m_education/ m_nonuk_education) | | |
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 355

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var							IMD Quintiles (5) (md_imd_quintile)						Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Ed Affluent England (h)	Business, Industrial and Heritage Centres (i)	Countryside M Living (j)	Ethnically Diverse & cosmopolitan Living C (k)	S London cosmopolitan (l)	ervices and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent it from council / housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
	1062	1062 100%	252 24%	282 27%	244 23%	143* 13%*	920 87%	91* 9%*	51* 5%*	-* -**	-* -**	-* -**	-* -**	-* -**	-* -**	-* -**	-* -**	267 25%	223 21%	212 20%	191 18%	169 16%	319 30%	371 35%	149* 14%*	169* 16%*	318 30%	690 65%	495 47%	558 53%	699 66%	230 22%	1062 100%
WEIGHT OPTIONS by total																																
Spec 8	- -	1062 100% ????????????	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1062 100% ????????????
Spec 8.2	1062 100%	1062 100% 100%	252 100% 24%	282 100% 27%	244 100% 23%	143 100% 13%	920 100% 87%	91 100% 9%	51 100% 5%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	267 100% 25%	223 100% 21%	212 100% 20%	191 100% 18%	169 100% 16%	319 100% 30%	371 100% 35%	149 100% 14%	169 100% 16%	318 100% 30%	690 100% 65%	495 100% 47%	558 100% 53%	699 100% 66%	230 100% 22%	1062 100% 100%
UnWt repeated for convenience - internal																																
Total	1062 100% i	1062 100% abepqCDEGI 100%	245 97% 23%cd	287 102% 27%ade	257 106% 24%de	106 74% 10%	895 97% 84%d	107 117% 10%de	60 119% 6%de	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	214 80% 20%	216 97% 20%p	222 105% 21%p	216 113% 20%p	194 115% 18%p	345 108% 32%DE	419 113% 39%DE	130 87% 12%DE	121 72% 11%	251 79% 24%D	764 111% 72%	474 96% 45%	574 103% 54%G	687 98% 65%	247 107% 23%	1062 100% 100%
Marginality (wDmarg), WGHT2 (2024 data) - m_marg_h_party_24_pct_RC																																
WEIGHTING VARIABLE - from Panel (No sig' f here)																																
Marg - Con	135 13%	111 10% fgpqCDEH 82%	21 9% 16%	54 19% 40%ZbefG	32 13% 23%g	23 16% 17%g	130 14% 96%ZbfG	5 5% 4%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	15 5% 11%	16 7% 12%	35 17% 26%pq	34 18% 25%Zpq	35 21% 26%Zpq	60 19% 44%ZCDE	52 14% 38%CDE	7 4% 5%	5 3% 4%	12 4% 9%	112 16% 81%JCDE	81 16% 60%ZH	54 10% 40%	91 13% 67%	36 16% 27%	111 10% 82%
Marg - Lab	176 17%	175 16% aF 100%	13 5% 8%	71 25% 40%Zade	47 19% 27%a	13 9% 7%	145 16% 82%a	14 16% 8%a	17 33% 10%ZadeF	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	41 15% 23%	45 20% 29%	33 16% 19%	33 17% 19%	24 14% 14%	44 14% 25%	58 16% 33%	29 19% 16%	36 21% 20%	64 20% 37%	102 15% 58%	79 16% 45%	94 17% 54%	111 16% 63%	39 17% 22%	175 16% 100%
Marg - Other	46 4%	58 5% ae 125%	2 1% 4%	14 5% 30%a	15 6% 31%ae	- - 1%	39 3% 83%a	15 16% 31%Zabcde	2 3% 3%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	7 2% 14%	8 4% 18%	6 3% 13%	10 5% 21%	16 9% 34%Zpr	15 5% 33%	24 6% 51%	2 1% 3%	5 3% 11%	7 2% 15%	39 6% 84%Z	19 4% 41%	27 5% 59%	40 6% 87%Z	6 3% 13%	58 5% 125%
NON-Marg - Con	79 7%	69 6% af 88%	3 1% 3%	36 13% 46%Zaefg	27 11% 34%afg	12 9% 16%a	78 8% 99%Zaf	1 1% 1%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	10 4% 13%	15 7% 19%	14 7% 18%	14 7% 18%	25 15% 32%Zpqr	28 9% 35%	31 8% 40%	7 5% 9%	8 4% 10%	14 5% 18%	59 9% 75%	31 6% 39%	48 9% 61%	52 7% 65%	18 8% 23%	69 6% 88%
NON-Marg - Lab	522 49%	537 51% bcfF 103%	205 81% 39%Zbcdefg	90 32% 17%	62 25% 12%	87 61% 17%bce	444 48% 85%bc	50 55% 10%bc	27 54% 5%bc	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	179 67% 34%Zgrst	119 53% 23%t	89 42% 17%	81 43% 16%	53 31% 10%	145 46% 28%	167 45% 32%	87 58% 17%BF	97 58% 19%	184 58% 35%ZABF	312 45% 60%	241 49% 46%	276 49% 53%	326 47% 62%	117 51% 22%	537 51% 103%
NON-Marg - Other	104 10%	111 10% ab 107%	8 3% 7%	17 6% 16%	61 25% 59%Zabdefg	8 5% 7%	93 10% 90%ab	6 7% 6%	5 10% 5%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	15 6% 15%	20 9% 19%	34 16% 32%Zp	20 10% 19%	16 9% 15%	26 8% 25%	39 11% 38%	18 12% 17%	18 10% 17%	36 11% 34%	66 10% 63%	44 9% 42%	58 10% 56%	79 11% 76%	14 6% 14%	111 10% 107%
Missing	1 -	1 - 183%	1 - 100%	- - -	- - -	- - -	1 - 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 - 100%	- - -	- - -	1 - 100%	- - -	1 - 100%	- - -	- - -	1 - 100%	- - -	- - -	1 - 183%
Within survey randomisation (Split_Sample)																																
Hidden script variable for within survey randomisation																																
DP CHECK this is correct var																																
No Independent code at V2	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Independent code shown at V2	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 355

	Total (W'td)		UnWt repeated for convenience - internal	ONS Regions (md_region) w'treg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var							IMD Quintiles (5) (md_imd_quintile)						Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)		Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Ed Affluent England (h)	Business, ucation and Heritage Centres (i)	Countryside (j)	M Living (k)	Ethically diverse metropolitan Living C (k)	S London osmopolitan (l)	ervices and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from local authority housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
	1062		1062	252	282	244	143*	920	91*	51*	-*	-*	-*	-*	-*	-*	-*	-*	-*	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
				24%	27%	23%	13%*	87%	9%*	5%*	-*	-*	-*	-*	-*	-*	-*	-*	-*	25%	21%	20%	18%	16%	30%	35%	14%*	16%*	30%	65%	47%	53%	68%	22%	100%
Eligibility for UK election based on citizenship (m_elig_ukelections, Panel)																																		
Yes, Eligile to vote	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No, Not eligile to vote	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV)																																		
Always usually depends	877	908	908	193	235	209	121	759	81	37	-	-	-	-	-	-	-	-	-	197	177	190	173	140	289	342	108	118	226	610	409	464	565	211	908
	83%	*85%*		*77%*	*83%*	*86%*	*85%*	*82%*	*88%*	*74%*	-	-	-	-	-	-	-	-	-	*74%*	*79%*	*90%*	*91%*	*83%*	*84%*	*92%*	*73%*	*70%*	*71%*	*88%*	*83%*	*83%*	*81%*	*92%*	*85%*
		apCDE	*104%*	*22%*	*27%*	*24%a*	*14%*	*87%a*	*9%*	*4%*	-	-	-	-	-	-	-	-	-	*23%*	*20%*	**22%ijkq**	**20%ijkq**	*16%*	*31%CDE*	**39%ZACDEF**	*12%*	*13%*	*26%*	**70%ZACDE**	*47%*	*53%*	*64%*	**24%ZI**	*104%*
Always usually depends AND 9/10 like- lihood	699	750	750	159	188	158	102	697	64	29	-	-	-	-	-	-	-	-	-	152	132	149	148	118	221	271	77	100	177	491	330	367	451	176	750
	68%	*71%*		*63%*	*67%*	*65%*	*71%*	*66%*	*70%*	*57%*	-	-	-	-	-	-	-	-	-	*57%*	*59%*	*70%*	*78%*	*70%*	*69%*	*73%*	*52%*	*59%*	*56%*	*71%*	*67%*	*66%*	*65%*	*77%*	*71%*
		pCE	*107%*	*23%*	*27%*	*23%*	*15%*	*87%*	*9%*	*4%*	-	-	-	-	-	-	-	-	-	*22%*	*19%*	**21%p**	**21%pq**	*17%*	**32%CE**	**38%ZCDE**	*11%*	*14%*	*25%*	**70%ZCDE**	*47%*	*52%*	*64%*	**25%ZI**	*107%*
(10) Absol -utely certain	630	692	692	141	174	138	89	542	61	26	-	-	-	-	-	-	-	-	-	146	126	130	127	100	192	238	76	100	176	430	298	329	408	157	692
	59%	*65%*		*56%*	*62%*	*57%*	*62%*	*59%*	*67%*	*52%*	-	-	-	-	-	-	-	-	-	*55%*	*56%*	*61%*	*67%*	*59%*	*60%*	*64%*	*51%*	*59%*	*55%*	*62%*	*60%*	*59%*	*58%*	*68%*	*65%*
			110%	*22%*	*28%*	*22%*	*14%*	*86%*	*10%*	*4%*	-	-	-	-	-	-	-	-	-	*23%*	*20%*	*21%*	**25%Z**	*16%*	*30%*	**38%JD**	*12%*	*16%*	*28%*	**68%Z**	*47%*	*52%*	*65%*	**25%ZI**	*110%*
(6 to 10)	883	904	904	208	238	205	118	769	76	36	-	-	-	-	-	-	-	-	-	200	180	185	172	146	279	329	114	125	239	608	429	450	579	203	904
	83%	*85%*		*82%*	*84%*	*84%*	*83%*	*84%*	*86%*	*71%*	-	-	-	-	-	-	-	-	-	*75%*	*81%*	*87%*	*90%*	*86%*	*88%*	*89%*	*77%*	*74%*	*75%*	*88%*	*87%*	*81%*	*83%*	*88%*	*85%*
		gpDE	*102%*	*24%*	*27%*	*23%*	*13%*	*87%*	*9%*	*4%*	-	-	-	-	-	-	-	-	-	*23%*	*20%*	**21%p**	**19%ijkq**	*16%*	**34%CDE**	**37%JCDE**	*13%*	*14%*	*27%*	**69%ZCDE**	**49%Z**	*51%*	*66%*	*23%*	*102%*
(7 to 10)	836	872	872	201	221	188	114	724	76	36	-	-	-	-	-	-	-	-	-	193	161	175	168	139	264	312	106	120	226	576	405	428	547	199	872
	79%	*82%*		*80%*	*78%*	*77%*	*80%*	*79%*	*84%*	*71%*	-	-	-	-	-	-	-	-	-	*72%*	*72%*	*83%*	*88%*	*82%*	*83%*	*84%*	*71%*	*71%*	*71%*	*83%*	*82%*	*77%*	*78%*	*87%*	*82%*	
		qE	*104%*	*24%*	*28%*	*22%*	*14%*	*87%*	*9%*	*4%*	-	-	-	-	-	-	-	-	-	*23%*	*19%*	**21%q**	**20%ijkq**	*17%*	**32%CDE**	**37%JCDE**	*13%*	*14%*	*27%*	**69%ZCDE**	*48%*	*51%*	*65%*	**24%ZI**	*104%*
(8 to 10)	785	831	831	174	209	183	113	678	74	33	-	-	-	-	-	-	-	-	-	171	153	163	163	136	249	300	92	112	204	549	371	411	513	188	831
	74%	*78%*		*69%*	*74%*	*75%*	*79%*	*74%*	*81%*	*64%*	-	-	-	-	-	-	-	-	-	*64%*	*68%*	*77%*	*85%*	*81%*	*78%*	*81%*	*62%*	*66%*	*64%*	*80%*	*75%*	*74%*	*73%*	*82%*	*78%*	
		pCE	*106%*	*22%*	*27%*	*23%*	*14%*	*86%*	*9%*	*4%*	-	-	-	-	-	-	-	-	-	*22%*	*19%*	**21%p**	**21%ijkq**	**17%pq**	**32%CE**	**36%JCDE**	*12%*	*14%*	*26%*	**70%ZCDE**	*47%*	*52%*	*65%*	**24%ZI**	*108%*
(9 to 10)	721	770	770	163	196	161	106	626	66	29	-	-	-	-	-	-	-	-	-	161	137	152	151	120	225	275	81	108	189	501	343	375	465	181	770
	68%	*73%*		*65%*	*70%*	*66%*	*74%*	*68%*	*72%*	*58%*	-	-	-	-	-	-	-	-	-	*60%*	*61%*	*72%*	*79%*	*71%*	*71%*	*74%*	*54%*	*64%*	*60%*	*73%*	*69%*	*67%*	*67%*	*79%*	*73%*	
		CE	*107%*	*23%*	*27%*	*22%*	*15%*	*87%*	*9%*	*4%*	-	-	-	-	-	-	-	-	-	*22%*	*19%*	*21%*	**21%ijkq**	*17%*	**31%CE**	**38%JDE**	*11%*	*15%*	*26%*	**69%ZCE**	*48%*	*52%*	*65%*	**25%ZI**	*107%*
Would NOT vote	58	54	54	8	19	15	5	47	7	3	-	-	-	-	-	-	-	-	-	21	10	12	9	7	8	22	11	15	26	29	25	30	38	12	54
	5%	*5%*		*3%*	*7%*	*6%*	*4%*	*5%*	*8%*	*6%*	-	-	-	-	-	-	-	-	-	*8%*	*4%*	*6%*	*5%*	*4%*	*2%*	*6%*	*7%*	*9%*	*8%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	
		AF	*93%*	*15%*	*32%*	*25%*	*9%*	*82%*	*13%*	*6%*	-	-	-	-	-	-	-	-	-	*36%*	*16%*	*20%*	*15%*	*12%*	*13%*	*37%*	*19%*	**26%A**	**45%A**	*50%*	*44%*	*52%*	*65%*	*21%*	*93%*	
2024 General Election (Panel:m_ge2024/m_ge24)																																		
Labour	261	268	268	75	61	43	52	230	22	10	-	-	-	-	-	-	-	-	-	60	56	46	59	41	87	89	42	29	71	177	142	119	157	80	268
	25%	*25%*		*30%*	*22%*	*18%*	*36%*	*25%*	*24%*	*19%*	-	-	-	-	-	-	-	-	-	*23%*	*25%*	*22%*	*31%*	*24%*	*27%*	*24%*	*28%*	*17%*	*22%*	*28%*	*29%*	*21%*	*22%*	*35%*	*25%*	
		cH	*102%*	**29%c**	*23%*	*16%*	**20%ikco**	**89%c**	*8%*	*4%*	-	-	-	-	-	-	-	-	-	*23%*	*21%*	*18%*	*22%*	*16%*	*33%*	*34%*	*16%*	*11%*	*27%*	*68%*	**54%ZH**	*46%*	*60%*	**31%ZI**	*102%*
Consevative	197	196	196	37	67	54	26	183	8	6	-	-	-	-	-	-	-	-	-	30	34	55	42	37	60	112	9	14	23	172	78	120	128	47	196
	19%	*18%*		*15%*	*24%*	*22%*	*18%*	*20%*	*9%*	*12%*	-	-	-	-	-	-	-	-	-	*11%*	*15%*	*26%*	*22%*	*22%*	*19%*	*30%*	*6%*	*8%*	*7%*	*25%*	*16%*	*21%*	*18%*	*20%*	*18%*	
		fpCDE	*99%*	*19%*	**34%d**	**27%d**	*13%*	**93%d**	*4%*	*3%*	-	-	-	-	-	-	-	-	-	*15%*	*17%*	**28%ijkq**	**21%p**	*19%p*	**30%CDE**	**57%ZACDEF**	*5%*	*7%*	*12%*	**67%ZACDE**	*39%*	*61%*	*65%*	*24%*	*99%*	
Reform UK	105	114	114	31	40	20	3	94	3	8	-	-	-	-	-	-	-	-	-	40	25	16	13	11	29	32	11	33	43	62	57	48	76	14	114
	10%	*11%*		*12%*	*14%*	*8%*	*2%*	*10%*	*3%*	*16%*	-	-	-	-	-	-	-	-	-	*15%*	*11%*	*7%*	*7%*	*7%*	*10%*	*9%*	*3%*	*10%*	**23%ABCF**	**41%C**	*9%*	*52%*	*9%*	*8%*	*11%*	
		df	*109%*	**29%df**	**36%Jdf**	*19%*	*3%*	**90%d**	*3%*	**8%df**	-	-	-	-	-	-	-	-	-	**36%Jk**	*23%*	*15%*	*13%*	*11%*	*28%*	*31%*	*10%*			*59%*	*84%*	*48%*	*73%*	*14%*	*109%*	

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

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(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
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X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 355

	Total (W'td)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var							IMD Quintiles (5) (md_imd_quintile)						Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Ed Affluent England (h)	Business, qualified and Heritage Centres (i)	Countryside M Living (j)	Ethnically diverse metropolitan Living C (k)	S London cosmopolitan (l)	ervices and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council or housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
	1062	1062 100%	252 24%	282 27%	244 23%	143* 13%*	920 87%	91* 9%*	51* 5%*	- -**	- -**	- -**	- -**	- -**	- -**	- -**	- -**	267 25%	223 21%	212 20%	191 18%	169 16%	319 30%	371 35%	149* 14%*	169* 16%*	318 30%	690 65%	495 47%	558 53%	699 66%	230 22%	1062 100%
Liberal Democrats	83 8%	106 10% apE 128%	8 3% 3%	16 6% 20%	46 19% **55%ZbdefG**	9 6% 11%	79 9% **95%a**	4 4% 5%	* * *	-	-	-	-	-	-	-	-	8 3% 3%	15 7% 18%	17 8% 21%	20 11% **25%p**	23 14% **28%Zp**	29 9% **33%E**	41 11% **46%ZCDE**	3 2% 6%	4 3% 5%	10 3% 12%	70 10% **84%ZDE**	35 7% 42%	48 9% 58%	59 8% 71%	13 6% 16%	106 10% 128%
Other incl LD, Green	199 19%	215 20% ae 108%	25 10% 13%	41 14% 20%	61 25% **31%Zabe**	28 20% 14%	154 17% **78%a**	31 34% **16%Zabe**	14 27% **7%a**	-	-	-	-	-	-	-	-	38 14% 19%	46 21% 23%	44 21% 22%	29 15% 14%	42 25% **21%p**	68 21% 34%	65 17% 32%	34 23% **17%E**	20 12% 10%	54 17% 27%	133 19% 67%	102 21% 51%	97 17% 49%	140 20% 70%	44 19% 22%	215 20% 108%
Did not vote/not eligible/too young	220 21%	181 17% BFJ 82%	65 26% 30%	53 19% 24%	47 19% 21%	23 16% 11%	189 21% 86%	19 21% 9%	13 25% 6%	-	-	-	-	-	-	-	-	70 26% 32%	52 23% 23%	37 17% 17%	32 17% 15%	29 17% 13%	59 19% 27%	50 13% 23%	41 28% **19%BF**	57 34% **26%ZABF**	98 31% **44%ZABF**	109 16% 50%	92 19% 42%	123 22% 56%	148 21% 67%	33 14% 15%	181 17% 82%
2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote)																																	
Lab	297 28%	308 29% cDf 103%	84 33% **28%c**	75 27% 25%	53 22% 18%	56 39% **19%cf**	268 29% **90%c**	19 21% 7%	10 20% 3%	-	-	-	-	-	-	-	-	71 27% 24%	62 28% 21%	51 24% 17%	69 36% **23%D**	44 26% 15%	101 32% **34%D**	104 28% 35%	49 33% **16%DE**	28 17% 9%	77 24% **26%D**	204 30% **69%D**	153 31% 52%	144 26% 48%	174 25% 59%	94 41% **32%B**	308 29% 103%
Con	204 19%	207 19% bqcE 101%	38 15% 19%	64 23% **31%f**	60 24% **29%df**	27 19% 13%	189 21% **93%f**	9 10% 4%	6 12% 3%	-	-	-	-	-	-	-	-	32 12% 16%	26 12% 13%	62 29% **31%Zbq**	47 25% **23%pq**	36 21% 18%	63 20% **31%CE**	111 30% **54%ZACDEF**	5 4% 3%	19 12% 10%	25 8% **12%C**	174 25% **85%ZACDE**	79 16% 39%	125 22% **61%ZD**	138 20% 68%	47 21% 23%	207 19% 101%
Reform UK	107 10%	104 10% dJ 97%	33 13% **31%d**	38 13% **35%d**	22 9% 20%	3 2% 3%	95 10% **89%d**	4 4% 4%	8 16% **7%d**	-	-	-	-	-	-	-	-	37 14% **35%a**	27 12% 25%	20 10% 19%	12 6% 11%	11 7% 10%	30 9% 28%	40 11% 37%	11 7% 10%	27 16% 25%	38 12% **35%C**	69 10% 65%	55 11% 51%	52 9% 49%	79 11% 74%	14 6% 13%	104 10% 97%
LD	61 6%	82 8% 134%	7 3% 12%	11 4% 18%	34 14% **56%Zbdefg**	6 4% 10%	59 6% **95%e**	3 3% 4%	* * *	-	-	-	-	-	-	-	-	6 2% 11%	12 5% 20%	10 5% 16%	14 7% 22%	19 11% **31%Zpr**	18 5% 29%	29 8% 47%	7 4% 11%	4 2% 6%	10 3% 17%	47 7% 76%	29 6% 47%	32 6% 53%	46 7% 74%	10 4% 17%	82 8% 134%
Oth incl. LD,Grn	174 16%	188 18% abe 108%	24 10% 14%	29 10% 17%	52 21% **30%abe**	26 18% 15%	131 14% 75%	31 34% **18%Zbccde**	12 23% **7%ab**	-	-	-	-	-	-	-	-	57 14% 21%	40 18% 23%	39 19% 23%	24 12% 14%	34 20% 20%	51 16% 29%	52 14% 30%	35 23% 20%	23 13% 13%	57 18% 33%	103 15% 59%	89 17% 48%	89 16% 51%	129 19% 74%	32 14% 18%	188 18% 108%
DNV/Too young	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender Gender (2) m_gender																																	
Male/Man	500 47%	470 44% cBH 94%	137 54% **37%cg**	128 45% 26%	93 38% 19%	78 55% **16%c**	436 47% **87%c**	47 52% 9%	17 34% 3%	-	-	-	-	-	-	-	-	137 52% 27%	109 49% 22%	87 41% 17%	88 46% 18%	79 46% 16%	162 51% **32%F**	155 42% 31%	71 48% 14%	85 50% 17%	156 49% 31%	316 46% 63%	284 57% **57%ZH**	211 38% 42%	334 48% 67%	104 45% 21%	470 44% 94%
Female/Woman	544 51%	582 55% G 107%	112 44% 21%	147 52% 27%	145 60% **27%Zade**	63 44% 12%	468 51% 86%	42 47% 8%	34 66% **6%ad**	-	-	-	-	-	-	-	-	123 46% 23%	113 51% 21%	121 57% 22%	100 52% 18%	87 51% 16%	150 47% 28%	216 58% **40%ZBF**	72 49% 13%	84 50% 15%	156 49% 29%	366 53% **67%A**	206 42% 38%	335 60% **60%ZD**	354 51% 65%	127 55% 23%	582 55% 107%
Age (7) (age_now/Age_now)																																	
16-17 (Internal col)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16-24	106 10%	75 7% dF 71%	31 12% 30%	29 10% 27%	20 8% 18%	6 4% 5%	86 9% 81%	14 15% **13%d**	7 14% 7%	-	-	-	-	-	-	-	-	38 14% **36%e**	16 7% 16%	11 5% 11%	19 10% 18%	21 12% **20%e**	22 7% 21%	31 8% 29%	17 12% 16%	21 12% 20%	39 12% 36%	53 8% 50%	38 8% 36%	66 12% 62%	64 9% 60%	15 7% 14%	75 7% 71%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g - Zh/i/j/k/l/m/n/o - Zp/q/r/s/t - Z/A/B/C/D/E/F - Z/G/H - Z/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 355

	Total (W1d)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var							IMD Quintiles (5) (md_imd_quintile)					Tenure (3) (m_tenure)					Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Ed Affluent England (h)	Business, isuation and Heritage Centres (i)	Countryside M Living (j)	Ethnically diverse, etropolitan Living C (k)	S London osmopolitan (l)	ervices and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent it from council or housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
	1062	1062 100%	252 24%	282 27%	244 23%	143* 13%*	920 87%	91* 9%*	51* 5%*	-** -**	-** -**	-** -**	-** -**	-** -**	-** -**	-** -**	-** -**	267 25%	223 21%	212 20%	191 18%	169 16%	319 30%	371 35%	149* 14%*	169* 16%*	318 30%	690 65%	495 47%	558 53%	696 66%	230 22%	1062 100%
18-24	106 10%	75 7%	31 12%	29 10%	20 8%	6 4%	86 9%	14 15%	7 14%	-	-	-	-	-	-	-	-	38 14%	16 7%	11 5%	19 10%	21 12%	22 7%	31 8%	17 12%	21 12%	39 12%	53 8%	38 8%	66 12%	64 9%	15 7%	79 7%
	rF	*71%*	*30%*	*27%*	*18%*	*5%*	*81%*	**12%cE**	*7%*									**36%c**	*16%*	*11%*	*18%*	**20%c**	*21%*	*29%*	*16%*	*20%*	*36%*	*50%*	*36%*	*62%*	*60%*	*14%*	*71%*
25-34	188 18%	150 20%	51 20%	41 14%	28 12%	36 25%	156 17%	22 24%	11 22%	-	-	-	-	-	-	-	-	54 20%	47 21%	44 21%	21 11%	22 13%	67 21%	11 3%	70 47%	30 18%	100 32%	78 11%	125 25%	61 11%	132 19%	38 16%	150 14%
	cdBFH	*80%*	**27%c**	*22%*	*15%*	**19%c**	**83%c**	**12%c**	*6%*									**28%e**	**25%e**	**23%e**	*11%*	*12%*	**30%BF**	*6%*	**37%ZABDEF**	**16%B**	**53%ZABDF**	**41%B**	**68%ZH**	*33%*	*70%*	*20%*	*80%*
35-44	176 17%	171 16%	48 19%	48 17%	35 14%	27 19%	158 17%	12 13%	6 12%	-	-	-	-	-	-	-	-	36 13%	44 20%	31 15%	38 20%	27 16%	99 31%	19 5%	26 17%	26 15%	51 16%	118 17%	119 24%	55 10%	122 17%	41 18%	171 16%
	BH	*97%*	*27%*	*28%*	*20%*	*15%*	*90%*	*7%*	*3%*									*20%*	*25%*	*18%*	*22%*	*15%*	**56%ZBCDEF**	*11%*	**15%B**	**15%B**	**29%B**	**67%B**	**68%ZH**	*31%*	*69%*	*24%*	*97%*
45-54	165 15%	197 19%	25 10%	49 17%	50 21%	22 16%	147 16%	11 12%	6 12%	-	-	-	-	-	-	-	-	43 16%	37 17%	28 12%	27 14%	31 16%	81 25%	37 10%	18 12%	27 16%	45 14%	117 17%	120 24%	44 8%	115 16%	34 15%	197 19%
	aBH	*120%*	*15%*	*30%*	**31%Za**	*14%*	**89%a**	*7%*	*4%*									*26%*	*23%*	*18%*	*17%*	*19%*	**49%ZBCEF**	*22%*	*11%*	*16%*	*27%*	**71%B**	**73%ZH**	*27%*	*70%*	*21%*	*120%*
55-64	176 17%	191 18%	41 16%	50 18%	34 14%	31 21%	156 17%	10 11%	10 20%	-	-	-	-	-	-	-	-	57 21%	29 13%	35 17%	39 20%	16 9%	42 13%	75 20%	7 5%	37 22%	44 14%	117 17%	81 16%	94 17%	109 16%	44 19%	191 18%
	lC	*109%*	*24%*	*28%*	*19%*	*17%*	*89%*	*6%*	*6%*									**32%a**	*17%*	*20%*	**22%a**	*9%*	**34%C**	**40%C**	*4%*	**31%CE**	**25%C**	**67%AC**	*46%*	*53%*	*62%*	*25%*	*109%*
65-74	125 12%	144 14%	26 10%	38 14%	32 13%	11 8%	108 12%	13 14%	4 7%	-	-	-	-	-	-	-	-	19 7%	25 11%	28 13%	25 13%	28 16%	6 2%	96 28%	5 4%	14 9%	20 6%	102 15%	12 2%	112 20%	83 12%	23 10%	144 14%
	ACEG	*116%*	*21%*	*31%*	*28%*	*9%*	*87%*	*10%*	*3%*									*15%*	*20%*	*22%*	*20%*	**23%p**	*5%*	**77%ZACDEF**	*4%*	**12%A**	**16%A**	**82%ZACE**	*10%*	**90%ZG**	*66%*	*19%*	*116%*
75+	127 12%	134 13%	29 11%	27 10%	44 18%	10 7%	111 12%	10 11%	7 14%	-	-	-	-	-	-	-	-	21 8%	24 11%	36 17%	22 11%	25 15%	2 1%	103 28%	5 3%	14 8%	19 6%	105 15%	1 *	126 23%	75 11%	34 15%	134 13%
	ACEG	*105%*	*23%*	*21%*	**35%Zbde**	*8%*	*87%*	*8%*	*5%*									*16%*	*19%*	**29%Zp**	*17%*	*19%*	*1%*	**81%ZACDEF**	*4%*	**11%A**	**15%A**	**83%ZACE**	*1%*	**99%ZG**	*59%*	*27%*	*105%*
18-34	299 28%	225 21%	82 33%	70 25%	48 20%	41 29%	241 26%	36 39%	18 35%	-	-	-	-	-	-	-	-	92 34%	64 29%	55 26%	40 21%	43 26%	89 28%	42 11%	88 59%	51 30%	139 44%	131 19%	182 33%	127 23%	196 28%	53 23%	225 21%
	cdBFH	*78%*	**28%c**	*24%*	*16%*	*14%*	**82%c**	**13%Zbce**	**9%c**									**31%e**	*22%*	*19%*	*14%*	*15%*	**30%BF**	*14%*	**30%ZABDEF**	**17%BF**	**47%ZABDF**	**44%B**	**55%ZH**	*43%*	*67%*	*18%*	*78%*
35-54	340 32%	368 35%	73 29%	97 35%	85 35%	49 35%	335 33%	23 25%	12 24%	-	-	-	-	-	-	-	-	79 30%	82 37%	57 27%	65 34%	58 34%	179 56%	55 15%	44 29%	52 31%	96 30%	235 34%	238 48%	99 18%	237 34%	75 33%	368 35%
	BH	*108%*	*22%*	*29%*	*25%*	*15%*	*90%*	*7%*	*4%*									*23%*	*24%*	*17%*	*19%*	*17%*	**53%ZBCDEF**	*16%*	**15%B**	**15%B**	**28%B**	**69%B**	**76%ZH**	*29%*	*70%*	*22%*	*108%*
55+	427 40%	469 44%	97 38%	115 41%	111 45%	52 36%	374 41%	32 36%	21 41%	-	-	-	-	-	-	-	-	96 36%	78 35%	99 47%	85 45%	68 40%	50 16%	274 74%	17 11%	66 39%	83 26%	324 47%	95 19%	331 59%	266 38%	102 44%	469 44%
	ACEG	*110%*	*23%*	*27%*	*28%*	*12%*	*88%*	*8%*	*5%*									*23%*	*18%*	*23%*	*20%*	*16%*	*12%*	**64%ZACDEF**	*4%*	**15%ACE**	**19%AC**	**76%ZACE**	*22%*	**76%ZG**	*62%*	*24%*	*110%*
Social Grade (m_socialgrade)																																
AB	245 23%	311 29%	51 20%	61 21%	61 25%	48 33%	220 24%	16 18%	9 17%	-	-	-	-	-	-	-	-	27 10%	33 15%	58 28%	68 35%	59 35%	102 32%	96 26%	32 22%	6 3%	38 12%	198 29%	135 27%	111 20%	152 22%	77 33%	311 29%
	pdDEH	*127%*	*21%*	*25%*	*25%*	*19%*	*90%*	*7%*	*4%*									*11%*	*14%*	**24%pq**	**28%Zpq**	**24%Zpq**	**41%ZDE**	**39%DE**	**13%DE**	*2%*	**16%D**	**81%ZDE**	**55%ZH**	*45%*	*62%*	**31%Z**	**31%Z**	*127%*
C1	304 29%	381 36%	61 24%	75 27%	72 29%	54 38%	281 28%	28 30%	15 30%	-	-	-	-	-	-	-	-	62 23%	69 31%	54 26%	57 30%	63 37%	92 29%	119 32%	44 29%	25 15%	68 21%	211 31%	148 30%	153 27%	193 28%	84 36%	381 36%
	DE	*125%*	*20%*	*25%*	*24%*	*18%*	*86%*	*9%*	*5%*									*20%*	*23%*	*18%*	*19%*	**21%Zp**	**30%D**	**36%DE**	**14%DE**	*8%*	**22%D**	**69%DE**	*49%*	*50%*	*63%*	**38%D**	*125%*
C2	191 18%	150 14%	49 19%	54 19%	51 21%	16 12%	170 18%	14 16%	7 14%	-	-	-	-	-	-	-	-	46 17%	48 21%	49 23%	24 12%	26 15%	65 20%	77 21%	23 15%	25 15%	48 15%	142 21%	90 18%	101 18%	145 21%	27 12%	150 14%
	aJ	*78%*	*26%*	*28%*	*28%*	*9%*	*89%*	*6%*	*4%*									*24%*	*25%*	**25%a**	*12%*	*13%*	*34%*	*40%*	*12%*	*13%*	*25%*	**74%Z**	*47%*	*53%*	**70%ZJ**	*14%*	*78%*
DE	222 21%	118 11%	66 26%	60 21%	43 18%	18 12%	167 20%	21 23%	14 27%	-	-	-	-	-	-	-	-	88 33%	57 26%	39 18%	27 14%	12 7%	31 10%	67 18%	33 22%	89 53%	122 38%	98 14%	76 15%	146 26%	155 22%	23 10%	118 11%
	sMFQJ	*53%*	**30%de**	*27%*	*20%*	*8%*	*84%*	*9%*	*6%*									**40%Zest**	**28%st**	**17%t**	*12%*	*6%*	*14%*	**30%AF**	**10%A**	**40%ZABCEF**	**33%ZABCF**	**44%A**	*34%*	**56%ZG**	**70%J**	*10%*	*53%*
ABC1	556 52%	692 65%	112 44%	136 48%	133 54%	102 71%	482 52%	44 48%	24 47%	-	-	-	-	-	-	-	-	90 34%	102 46%	112 53%	124 65%	121 72%	194 61%	215 58%	76 51%	30 18%	106 33%	409 59%	283 57%	264 47%	344 49%	161 70%	692 65%
	pDEH	*126%*	*20%*	*25%*	*24%*	**16%Zbcefg**	**88%a**	*8%*	*4%*									*16%*	*19%*	**26%p**	**23%Zpqr**	**22%Zpqr**	**35%ZDE**	**39%ZDE**	**14%DE**	*6%*	**19%D**	**74%ZDE**	**51%ZH**	*48%*	*63%*	**29%Z**	*126%*

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 355

	Total (W1d)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var							IMD Quintiles (5) (md_imd_quintile)						Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Ed Affluent England (h)	Business ucation and Heritage Centres (i)	Countryside M Living (j)	Diversity Diversity etropolitan Living C (k)	S London cosmopolitan (l)	ervices and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent it from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not work ing (H)	Private (I)	Public (J)	Total
	1062	1062	252	282	244	143*	920	91*	51*	-**	-**	-**	-**	-**	-**	-**	-**	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
		100%	24%	27%	23%	13%*	87%	9%*	5%*	-**	-**	-**	-**	-**	-**	-**	-**	25%	21%	20%	18%	16%	30%	35%	14%*	16%*	30%	65%	47%	53%	66%	22%	100%
C2DE	413	268	115	114	94	34	357	35	21	-	-	-	-	-	-	-	-	133	105	86	51	38	96	144	58	114	170	240	168	246	300	50	268
	39%	25%	46%	40%	39%	24%	39%	38%	41%	-	-	-	-	-	-	-	-	50%	47%	41%	26%	22%	30%	39%	37%	67%	53%	35%	34%	44%	43%	22%	25%
		dsAFGJ 65%	**28%-d**	**27%-d**	**23%-d**	8%	**96%-d**	8%	5%	-	-	-	-	-	-	-	-	**32%-2bt**	**26%-2bt**	**21%-bt**	12%	9%	23%	35%	13%	**29%-ZABCEF**	**41%-ZABCF**	**58%-A**	40%	**60%-BS**	**73%-IJ**	12%	65%
Ethnicity (6)																																	
(m_ethnicity)																																	
White (incl. White minorities)	883	924	216	240	218	82	755	82	46	-	-	-	-	-	-	-	-	188	179	190	175	151	260	344	120	130	250	604	398	482	597	196	924
	83%	87%	86%	85%	90%	57%	82%	90%	91%	-	-	-	-	-	-	-	-	70%	80%	89%	92%	89%	82%	93%	81%	77%	79%	88%	80%	86%	85%	85%	87%
		dp 105%	**24%-d**	**27%-d**	**25%-Zde**	9%	**86%-d**	**9%-d**	**5%-d**	-	-	-	-	-	-	-	-	21%	20%	**21%-2pq**	**20%-2pq**	**17%-p**	29%	**39%-ZACDEF**	14%	15%	28%	**68%-ZADE**	45%	**55%-BS**	**62%-Z**	22%	105%
Ethnic minorities (excl. White minorities)	147	104	33	31	20	55	139	3	5	-	-	-	-	-	-	-	-	65	39	16	11	14	47	20	27	33	60	67	86	57	89	26	104
	14%	10%	12%	11%	8%	**39%**	**15%**	3%	9%	-	-	-	-	-	-	-	-	**23%**	**10%**	8%	6%	8%	**15%**	5%	**18%**	**20%**	**19%**	**38%**	**17%**	**10%**	**13%**	**11%**	**10%**
		cfrsBFH 71%	**22%-f**	21%	14%	**38%-Zebcefg**	**95%-Zbcf**	2%	3%	-	-	-	-	-	-	-	-	**45%-2tst**	**27%-rst**	11%	8%	9%	**32%-BF**	14%	**18%-BF**	**23%-BF**	**41%-ZBF**	**46%-B**	**58%-ZH**	39%	61%	18%	71%
Qualifications (m_education/m_nonuk_education)																																	
No qual	169	120	47	51	28	8	133	26	10	-	-	-	-	-	-	-	-	61	30	45	18	15	16	87	6	52	58	102	29	140	104	24	120
	16%	11%	19%	18%	11%	5%	14%	28%	19%	-	-	-	-	-	-	-	-	23%	13%	21%	9%	9%	5%	23%	4%	31%	18%	15%	6%	25%	15%	10%	11%
		destACGJ 71%	**26%-d**	**30%-d**	17%	5%	**79%-d**	**13%-Zcde**	**6%-d**	-	-	-	-	-	-	-	-	**36%-2bt**	17%	**27%-2bt**	10%	9%	9%	**51%-ZACF**	3%	**31%-ZACEF**	**34%-AC**	**61%-AC**	17%	**82%-BS**	62%	14%	71%
Other qual	542	563	130	165	127	49	471	40	30	-	-	-	-	-	-	-	-	141	129	98	100	74	157	186	76	93	169	343	242	295	372	102	563
	51%	53%	52%	58%	52%	34%	51%	44%	60%	-	-	-	-	-	-	-	-	53%	58%	46%	52%	43%	49%	50%	51%	55%	53%	50%	49%	53%	53%	44%	53%
		dJ 104%	**24%-d**	**30%-Zdef**	**24%-d**	9%	**87%-d**	7%	**6%-d**	-	-	-	-	-	-	-	-	26%	**24%-l**	18%	18%	14%	29%	34%	14%	17%	31%	63%	45%	54%	69%	19%	104%
Degree+	336	367	72	58	88	84	303	24	10	-	-	-	-	-	-	-	-	58	61	65	72	80	142	99	64	19	83	241	218	116	212	105	367
	32%	35%	29%	20%	36%	59%	33%	26%	19%	-	-	-	-	-	-	-	-	22%	27%	31%	38%	47%	45%	27%	43%	11%	26%	35%	44%	21%	30%	46%	35%
		bpBDH 109%	22%	17%	**26%-bg**	**25%-Zebcefg**	**90%-b**	7%	3%	-	-	-	-	-	-	-	-	17%	18%	19%	**31%-p**	**34%-Zpqr**	**42%-ZBDEF**	**29%-D**	**19%-ZBDE**	6%	**25%-D**	**72%-ZBDE**	**62%-ZH**	35%	**63%**	**31%-B**	109%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 356

	Total (W'td)	UnWt repeated for N convenience - internal	umber of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)															UnW Tot.	
	(Z)	Total	One	Two or more	Labour	Conservative	Labour Democrats (Lib Dem)	Reform UK	Green	Not Lab	Not Con	Not Lab or Con	Satis -fied	Dis satis -fied	Very	Fairly	Very/Fairly	Con loyalist	Con gains	Con losses	Lab loyalist	Lab gains	Lab losses	Reform UK loyalist	Reform UK gains	Reform UK losses	LD loyalist	LD gains	LD losses	Green loyalist	Green gains	Green losses	SNP loyalist	SNP gains	SNP losses	
	1062	1062 100%	136* 13%*	136* 13%*	212 20%	147* 14%*	76* 7%*	240 23%	155* 15%*	685 65%	750 71%	539 51%	182 17%	799 75%	205 19%	538 51%	743 70%	102* 10%*	44* 4%*	95* 9%*	135* 13%*	77* 7%*	126* 12%*	87* 8%*	153* 14%*	18** 2%**	34* 3%*	42** 4%**	49* 5%*	** ** **	155* 15%*	105* 10%*	20** 2%**	12** 1%**	4** ** **	1062 100%
WEIGHT OPTIONS by total																																			
Spec 8	-	1062 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1062 100%
	-	???????????	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	- ?	???????????
Spec 8.2	1062 100%	1062 100% 100%	136 100% 13%	136 100% 13%	212 100% 20%	147 100% 14%	76 100% 7%	240 100% 23%	155 100% 15%	685 100% 65%	750 100% 71%	539 100% 51%	182 100% 17%	799 100% 75%	205 100% 19%	538 100% 51%	743 100% 70%	102 100% 10%	44 100% 4%	95 100% 9%	135 100% 13%	77 100% 7%	126 100% 12%	87 100% 8%	153 100% 14%	18 100% 2%	34 100% 3%	42 100% 4%	49 100% 5%	* 100% *	155 100% 15%	105 100% 10%	20 100% 2%	12 100% 1%	4 100% *	1062 100% 100%
UnWt repeated for convenience - internal																																			
Total	1062 100%	1062 100% bcf(Ggh) m:cnvcD	141 104% 13%b marvelB	123 91% 12%	204 96% 19%	150 102% 14%cfGhl	93 122% 9%	228 95% 21%	144 93% 14%	684 100% 64%cfGhl	738 98% 69%fG	534 99% 50%cfGh	177 97% 17%	803 101% 76%j	234 114% 22%	514 96% 48%	748 101% 70%m	101 99% 10%v	49 110% 5%avB	95 100% 9%avB	133 98% 13%v	71 93% 7%	135 107% 13%vB	90 103% 8%avB	138 90% 13%	24 135% 2%	49 145% 5%	44 104% 4%	57 117% 5%vB	1 317% *	143 92% 13%	113 108% 11%vB	18 90% 2%	16 137% 2%	5 122% *	1062 100% 100%
Marginality (w2marg), WGHT2 (2024 data) - m_margin_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig' t' here)																																			
Marg - Con	135 13%	111 10% 82%	23 17% 17%	13 10% 10%	40 19% 19%Zbi	26 17% 19%	7 9% 5%	31 13% 23%	17 11% 13%	82 12% 60%	96 13% 71%l	56 10% 42%	28 15% 20%	104 13% 77%	19 9% 14%	73 14% 54%	92 12% 68%	22 22% 10%z	3 8% 3%	14 15% 11%	30 22% 22%z	10 13% 7%	13 11% 10%	14 16% 10%	17 11% 13%	* 1% *	2 7% 2%	5 11% 4%	6 12% 4%	- - -	17 11% 13%	14 14% 11%	- - -	- - -	- - -	111 10% 82%
Marg - Lab	176 17%	175 16% 100%	25 19% 14%	16 12% 9%	24 12% 14%	28 19% 16%	9 12% 5%	47 20% 27%	21 13% 12%	114 17% 65%	111 15% 63%	86 16% 49%	29 16% 16%	133 17% 76%	36 17% 20%	75 14% 43%	111 15% 63%	21 21% 12%	7 16% 4%	22 24% 13%v	14 10% 8%	11 14% 8%	23 18% 13%	15 17% 9%	32 21% 18%	3 15% 2%	2 6% 1%	7 16% 4%	5 10% 3%	- - -	21 14% 12%	18 17% 10%	3 15% 2%	2 17% 1%	1 29% 1%	175 16% 100%
Marg - Other	46 4%	58 5% 125%	7 5% 15%	6 4% 13%	11 5% 24%	4 2% 8%	3 4% 7%	9 4% 20%	6 4% 13%	29 4% 63%	37 5% 79%	26 5% 58%	10 6% 22%	32 4% 69%	12 6% 26%	23 4% 49%	35 5% 75%	3 3% 7%	* 1% 1%	4 4% 9%	3 2% 7%	8 10% 17%t	1 1% 1%	2 2% 3%	8 5% 16%	1 4% 2%	3 10% 7%t	- - -	5 9% 10%t	- - -	6 4% 13%	2 2% 5%	5 27% 12%	- - -	2 61% 5%	58 5% 125%
NON-Marg - Con	79 7%	69 6% 88%	10 8% 13%	8 6% 11%	9 4% 11%	22 15% 28%ZcGghl	5 6% 6%	26 11% 33%ch	8 5% 11%	63 9% 80%Zbi	49 7% 63%	41 8% 52%	10 5% 13%	63 8% 80%	17 9% 22%	42 8% 53%	59 8% 75%	17 17% 22%ZcBC	5 11% 6%t	10 11% 13%t	4 3% 5%	4 6% 6%	1 1% 2%	5 6% 7%	21 14% 26%Zbt	1 3% 1%	3 10% 4%t	1 3% 2%	11 23% 14%ZrstuBC	- - -	8 5% 11%	6 6% 7%	1 6% 1%	- - -	- - -	69 6% 88%
NON-Marg - Lab	522 49%	537 51% deoxz	60 44% 11%	81 66% 16%	120 57% 23%de	49 33% 9%	26 34% 5%	119 50% 23%d	89 57% 17%deg	320 47% 61%de	392 52% 75%Zdeg	271 50% 52%deg	88 48% 17%	385 48% 74%	99 48% 19%	270 50% 52%	369 50% 71%	26 26% 5%	23 51% 4%cez	39 41% 8%	82 61% 16%Zoqxz	38 50% 7%cez	86 68% 16%Zoqvxz	50 57% 10%cez	70 46% 13%cez	11 64% 2%	7 20% 1%	19 45% 4%	12 26% 2%	* 100% *	89 57% 17%cez	61 58% 12%cez	10 49% 2%	8 72% 2%	* 10% *	537 51% 100%
NON-Marg - Other	104 10%	111 10% chtuv	10 8% 10%	11 8% 10%	8 4% 7%	18 12% 17%cf	7 9% 7%	14 6% 14%	9 11% 7%cfh	76 11% 73%cfh	66 9% 63%cf	58 11% 56%cfh	17 10% 17%	81 10% 78%	21 10% 20%	55 10% 53%	76 10% 74%	13 12% 12%ctuv	6 12% 5%rtu	5 5% 5%	2 1% 2%	6 8% 6%	3 2% 2%	2 2% 1%	6 4% 5%	2 5% 2%	16 48% 15%Zopqrstuv zBC	10 24% 10%	10 20% 9%Zbjrtuvc	- - -	14 9% 14%rt	4 4% 4%	1 3% 1%	1 11% 1%	- - -	111 10% 107%
Missing	1 *	1 * 183%	- - -	- - -	- - -	1 * 100%	- - -	- - -	- - -	1 * 100%	- - -	- - -	- - -	1 * 100%	- - -	- - -	- - -	- - -	1 1% 100%Z	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 * 183%
Within survey randomisation (Split_Sample) (Hidden script variable for within survey randomisation																																			
DP CHECK this is correct var																																			
No Independent code at V3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent code shown at V2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis fied (j)	Dis satis fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	155*	20**	12**	4**	1062
		100%	13%*	13%*	20%	14%*	7%*	23%	15%*	65%	71%	51%	17%	75%	19%	51%	70%	10%*	4%*	9%*	13%*	7%*	12%*	8%*	14%*	2%**	3%*	4%**	5%*	* **	15%*	10%*	2%**	1%**	* **	100%
Eligibility for UK election based on citizenship (m_elig_ukelections, Panel)																																			
Yes, Eligible to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No, Not eligile to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likelihood to vote (General Election) (NOTEFREQ/Q2) (LIKEV)																																			
Always usually depends	877	908	110	99	186	137	71	203	135	611	660	474	153	689	197	478	675	102	35	85	124	61	120	82	121	15	33	38	44	-	135	96	20	11	4	908
	83%	85%	81%	73%	88%	93%	93%	85%	87%	89%	88%	88%	84%	84%	96%	89%	91%	99%	80%	90%	92%	80%	95%	94%	79%	84%	99%	89%	80%	100%	87%	92%	100%	96%	100%	85%
	b	104%	13%	11%	21%	16%Z	8%Z	23%	15%	70%Z	75%Z	54%Z	17%	76%	22%Zmn	54%Z	77%Zm	12%Zpqvwx	4%	10%v	14%Zqw	9%Zv	14%Zqwx	9%Zv	14%	2%	4%Zqwv	4%Zqwv	5%	*	15%	11%Zv	2%	1%	*	104%
Always usually depends ANZ 9/10 like- lihood	699	750	87	75	140	114	58	189	113	530	557	417	128	533	181	405	586	89	25	76	102	39	90	80	108	11	31	27	32	-	113	91	20	8	4	750
	66%	71%	64%	55%	66%	77%	76%	79%	73%	77%	74%	77%	70%	67%	88%	75%	79%	87%	55%	80%	75%	50%	71%	92%	71%	62%	91%	64%	68%	100%	73%	87%	100%	70%	100%	71%
	ba	107%	12%	11%	20%	16%Z	8%	27%Zc	16%	76%Zch	80%Zc	60%Zch	18%	76%	26%Zmn	38%Z	84%Zm	12%Zpvwx	4%	11%Zps	15%ps	6%	13%s	12%Zprstvwx	15%s	2%	4%Zpstvw	4%Zpstvw	5%	*	16%s	13%Zpstvwx	3%	1%	1%	107%
(10) Absol -utely certain	630	692	75	55	127	96	48	181	96	477	508	381	117	478	170	358	528	76	20	62	85	42	78	84	97	12	26	23	28	*	96	95	20	7	4	692
	59%	65%	55%	40%	60%	65%	63%	75%	62%	70%	68%	71%	64%	60%	83%	67%	71%	74%	44%	66%	63%	54%	62%	98%	64%	66%	78%	53%	57%	100%	62%	91%	100%	61%	86%	65%
		110%	12%	9%	20%	15%	8%	29%ZcGh	15%	76%Z	81%Zc	61%Zch	19%	76%	27%Zmn	57%Z	94%Zm	12%Zps	3%	10%	14%	7%	12%	14%Zpqrstvx	15%	2%	4%Zp	4%	4%	*	15%	13%Zpqrstvxz	3%	1%	1%	110%
																																B				
(6 to 10)	883	904	115	98	186	133	73	228	138	636	689	503	158	675	185	488	674	98	35	87	121	66	120	86	142	15	33	40	42	*	138	100	20	12	4	904
	83%	85%	84%	72%	88%	91%	96%	95%	89%	93%	92%	93%	87%	84%	91%	91%	91%	96%	79%	91%	89%	86%	95%	99%	93%	82%	99%	94%	86%	100%	89%	96%	100%	100%	*	85%
	b	102%	13%	11%	21%	15%Z	9%Z	26%Z	16%	72%Z	79%Z	57%Z	18%	76%	31%Z	55%Z	78%Z	11%Zp	4%	10%	14%	7%	14%Zp	10%ZprstBC	16%Zp	2%	4%Zp	4%Zp	5%	*	16%	11%Zp	2%	1%	*	102%
(7 to 10)	836	872	101	95	166	130	66	222	133	615	651	485	147	642	185	475	660	97	33	83	114	52	119	86	136	15	33	33	40	*	133	100	20	12	4	872
	79%	82%	74%	70%	78%	89%	87%	92%	86%	90%	87%	90%	81%	80%	91%	88%	89%	95%	74%	87%	85%	67%	94%	99%	89%	82%	99%	77%	82%	100%	85%	96%	100%	100%	*	82%
		104%	12%	11%	20%	16%Z	8%	27%Zch	16%	74%Zch	79%Zc	59%Zch	18%	77%	32%Z	57%Z	79%Z	12%Zpsz	4%	10%s	14%s	6%	14%Zpsz	10%ZpqrvwxBC	16%Zps	2%	4%Zpsz	4%Zpsz	5%	*	16%s	12%ZprstB	2%	1%	*	104%
(8 to 10)	785	831	95	87	158	125	64	211	122	584	617	459	138	602	185	455	641	97	28	78	110	48	102	86	126	15	32	32	40	*	122	100	20	9	4	831
	74%	78%	70%	64%	74%	85%	85%	88%	78%	85%	82%	85%	75%	75%	91%	85%	86%	95%	62%	82%	81%	63%	81%	98%	82%	82%	95%	76%	82%	100%	78%	95%	100%	79%	100%	78%
	b	106%	12%	11%	20%	16%Z	8%	27%Zch	16%	74%Zch	79%Zc	59%Zch	18%	77%	24%Z	59%Z	82%Z	11%Zpqrstvx	4%	10%ps	14%ps	6%	13%ps	11%Zpqrstvx	16%ps	2%	4%Zpsv	4%Zpsv	5%s	-	16%s	13%Zpqrstvx	3%	1%	1%	106%
																								C												
(9 to 10)	721	770	89	77	145	115	58	202	114	547	577	432	133	549	183	417	601	89	26	76	103	42	91	86	117	12	31	27	32	*	113	98	20	8	4	770
	68%	73%	65%	57%	68%	78%	78%	84%	73%	80%	77%	80%	73%	69%	90%	78%	81%	89%	58%	80%	78%	54%	72%	98%	76%	70%	91%	64%	66%	100%	73%	93%	100%	70%	100%	73%
	b	107%	12%	11%	20%	16%Z	8%	28%Zch	16%	76%Zc	80%Zc	60%Zch	19%	76%	25%Zmn	58%Z	83%Zm	12%Zpstz	4%	11%Zps	14%s	6%	13%	12%Zpqrstvx	16%s	2%	4%Zpsz	4%Zpsz	4%	*	16%s	14%ZprstvxB	3%	1%	1%	107%
																								BC												
Would NOT vote	58	54	7	10	9	4	-	2	4	10	15	6	9	31	12	11	23	4	-	3	4	5	4	2	1	*	-	-	-	3	-	4	1	-	-	-	54
	5%	5%	5%	8%	4%	3%	-	1%	3%	1%	2%	1%	5%	4%	6%	2%	3%	4%	-	4%	4%	6%	2%	1%	*	-	-	-	6%	-	3%	1%	-	-	-	5%
	fghiklmnv	93%	12%	18%	16%ki	7%	-	3%	7%	17%	26%ki	10%	15%	53%	31%mn	19%	39%	7%	-	6%	9%	8%v	4%	2%	1%	-	-	-	5%v	-	7%	2%	-	-	-	93%
2024 General Election (Panel:m_ge2024/m_ge24)																																			
Labour	261	268	33	45	135	9	18	17	46	102	228	93	81	153	57	137	195	-	9	-	135	-	126	-	17	-	-	18	-	-	46	-	-	5	-	268
	25%	25%	24%	33%	64%	6%	24%	7%	19%	15%	30%	17%	45%	19%	28%	26%	28%	-	21%	-	100%	-	100%	-	11%	-	-	43%	-	-	30%	-	-	42%	-	25%
	dfgiklopq	102%	13%	17%	-	4%	7%dfg	6%	18%dfgl	39%dl	87%Zdfgl	35%dfg	31%Zk	58%	22%	52%	74%	-	4%oqsuxzC	-	C	52%Zpqsuvxz	B	48%Zpqsuvxz	B	6%oqsuzC	-	7%	-	-	18%oqsuvxzC	-	-	2%	-	102%
	uvxzC																							C												
Conservative	197	196	27	16	13	102	4	59	3	170	81	68	13	178	39	115	154	102	-	95	-	13	-	-	59	-	-	4	-	-	3	-	-	-	-	196
	19%	18%	20%	12%	6%	70%	5%	25%	2%	25%	11%	13%	7%	22%	19%	21%	21%	100%	-	100%	-	17%	-	-	39%	-	-	10%	-	-	2%	-	-	-	-	18%
		cdGhijqrt	99%	14%	8%	7%	51%ZceKgkt	2%	30%ZceGhl	2%	86%ZceGhl	41%G	35%G	7%	20%	58%	78%Z	52%prstuvxzB	-	48%prstuvxzB	-	7%prtuxzBC	-	-	6%prstuxzBC	-	-	2%	-	-	2%	-	-	-	-	99%
	uxzBC																	C		C																

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X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 356

	Total (W'td)	UnWt repeated for N convenience - internal	umber of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sepp22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.	
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Labour Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Nat Lab (g)	Nat Con (h)	Not Lab or Con (i)	Satis fied (j)	Dis satis fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
		100%	13%^	13%^	20%	14%^	7%^	22%	15%^	65%	71%	51%	17%	75%	19%	51%	70%	10%^	4%^	9%^	13%^	7%^	12%^	8%^	14%^	2%^^	3%^	4%^^	5%^	* ^^	15%^	10%^	2%^^	1%^^	* ^^	100%
Reform UK	105	114	15	9	1	2	*	87	*	101	100	99	3	101	26	62	88	-	2	-	-	1	-	87	-	18	-	*	-	*	-	105	-	-	-	114
	10%	11%	11%	6%	*	2%	*	36%	*	15%	13%	18%	2%	13%	13%	12%	12%	-	5%	-	-	1%	-	100%	-	100%	-	1%	-	100%	-	100%	-	-	-	11%
		cdefGjopr 109%			1%	2%	*	83%ZcdeGgh	*	97%ZcdeG	95%ZcdeG	94%ZcdeGgh	3%	96%Zj	25%	59%	84%Z	-	2%rtvB	-	-	1%	-	83%Zopgrstvxz	-	17%	-	*	-	*	-	100%Zopgrstvxz	-	-	-	109%
		stvxB																						B								B				
Liberal Democrats	83	106	12	7	14	8	34	6	11	60	66	52	30	49	21	49	70	-	8	-	-	14	-	-	6	-	34	-	49	-	11	-	1	-	106
	8%	10%	9%	5%	7%	5%	44%	2%	7%	9%	9%	10%	17%	6%	10%	9%	9%	-	17%	-	-	18%	-	-	4%	-	100%	-	100%	-	7%	-	4%	-	10%
		lkoqrtuC 128%	14%	8%	17%	9%	41%ZcdfGghi	7%	14%	73%I	80%I	63%I	36%Zk	59%	26%	59%	84%Z	-	5%Zoqrtuvc	-	-	17%Zoqrtuvc	-	-	7%	-	41%Zopgrstuvw	-	59%Zopgrstuvw	-	14%oqrtC	-	1%	-	128%
																											C		C						
Other incl LD, Green	199	215	24	25	29	9	37	14	66	152	172	143	48	136	49	105	155	-	9	-	-	29	-	-	14	-	34	3	49	-	66	-	20	2	4	215
	19%	20%	17%	18%	14%	6%	48%	6%	42%	22%	23%	27%	26%	17%	24%	20%	21%	-	20%	-	-	38%	-	-	9%	-	100%	7%	100%	-	42%	-	100%	20%	100%	20%
		dfoqrtuv 108%	12%	13%	15%I	5%	18%Zdfghi	7%	33%Zdfghi	76%Zdf	86%Zcdf	72%Zdfgh	24%Zk	68%	25%	53%	78%	-	5%oqrtuC	-	-	10%Zoqrtuvc	-	-	7%oqrtuC	-	17%Zopgrstuvw	1%	25%Zopgrstuvw	-	30%Zopgrtuvc	-	10%	1%	2%	108%
	C																										C		C						
Did not vote/not eligible/too young	220	181	28	32	24	17	12	13	27	110	117	93	25	172	17	86	103	-	17	-	-	24	-	-	41	-	-	13	-	-	27	-	4	-	181
	21%	17%	21%	24%	11%	12%	17%	17%	17%	16%	16%	17%	14%	22%	8%	16%	14%	-	38%	-	-	31%	-	-	27%	-	-	30%	-	-	17%	-	36%	-	17%
		cdfghIlmno 82%	13%	15%	11%	8%	6%	19%	12%	50%	53%	42%	11%	78%	8%	39%I	47%I	-	1%oqrtuxzC	-	-	11%oqrtuxzC	-	-	19%oqrtuxzC	-	-	6%	-	-	12%oqrtuxzC	-	-	-	82%
		qrtuxzC	qrtuxzC																																
2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote)																																			
Lab	297	306	43	47	158	9	21	22	55	116	266	108	93	176	73	154	227	1	8	11	122	38	93	2	20	2	4	16	14	-	55	4	-	2	2	306
	28%	29%	32%	35%	75%	6%	27%	9%	35%	17%	35%	20%	51%	22%	36%	29%	31%	1%	18%	12%	91%	47%	74%	3%	13%	10%	13%	39%	28%	-	36%	4%	-	16%	39%	29%
		dfgjkoqu 103%	14%	16%	51%ZdefGghi	3%	7%dfg	7%	19%dfgi	39%df	90%Zdfgi	36%dfg	31%Zk	59%	29%Z	52%	76%Z	*	3%ouC	4%o	41%Zopgstuvx	12%Zopquvw	31%Zopqsuvxz	1%	7%ou	1%	1%ou	6%	5%oquvC	-	19%oquvC	1%	-	1%	1%	103%
		vC																			zBC	C	C													
Con	204	207	31	19	5	111	3	68	5	187	81	76	11	189	41	119	160	98	13	63	4	1	3	9	59	2	1	2	6	-	5	11	-	-	-	207
	19%	19%	23%	14%	2%	75%	4%	28%	3%	27%	11%	14%	6%	24%	20%	22%	22%	95%	30%	68%	3%	2%	1%	10%	39%	12%	3%	5%	12%	-	3%	11%	-	-	-	19%
		ceGhijrs 101%	15%	9%	2%	54%ZdefGghi	2%	33%ZceGhi	2%	92%ZceGhi	40%cG	37%cdG	2%	92%Zj	20%	58%	78%Z	48%Zopstuvxz	6%rstuvzBC	31%Zprstuvxz	2%	1%	1%	4%	20%Zrstuvxz	1%	1%	1%	3%rstB	-	2%	5%t	-	-	-	101%
		txB																BC		C																
Reform UK	107	104	15	10	1	3	1	86	*	100	99	98	1	106	23	66	89	-	3	8	-	1	3	68	18	11	-	1	3	*	-	79	-	-	-	104
	10%	10%	11%	7%	*	2%	1%	36%	*	15%	13%	18%	*	13%	11%	12%	12%	-	6%	9%	-	1%	2%	78%	12%	61%	-	3%	7%	100%	-	75%	-	-	-	10%
		cdefGjorst 97%	14%	9%	1%	2%	1%	80%ZcdeGgh	*	94%ZcdeG	92%ZcdeG	91%ZcdeG	1%	99%Zj	21%	62%	82%Z	-	2%orB	6%orB	-	1%	2%	64%Zopgrstvx	17%orstB	10%	-	1%	3%orB	*	-	71%Zopgrstvxz	-	-	-	97%
		B																						zB								B				
LD	61	82	3	5	3	3	35	2	12	53	54	50	18	39	15	39	54	1	2	1	-	3	7	-	2	*	27	8	19	-	12	*	-	1	-	82
	6%	8%	2%	4%	2%	2%	46%	1%	8%	8%	7%	8%	10%	5%	7%	7%	7%	1%	4%	1%	-	4%	5%	-	1%	1%	81%	18%	40%	-	8%	*	-	4%	-	8%
		clrvC 134%	5%	8%	6%	5%	57%ZcdfGghi	3%	20%cl	87%Zcdf	88%Zcf	82%Zdfgh	29%	64%	25%	63%	88%Z	2%	3%	1%	-	6%	11%	-	3%	*	45%Zopgrstuv	13%	33%Zopgrstuvw	-	20%ruvC	*	-	1%	-	134%
																											zBC		C						
Oth incl. LD,Grn	174	188	13	20	13	4	38	13	62	149	158	145	42	121	48	92	140	1	3	1	4	9	15	-	13	1	28	9	22	-	62	1	18	6	2	188
	16%	18%	10%	15%	6%	3%	50%	5%	40%	22%	21%	27%	23%	15%	23%	17%	19%	1%	6%	1%	3%	11%	12%	-	8%	*	84%	22%	45%	-	40%	1%	93%	49%	61%	18%
		cdfoqrsv 108%	8%	12%	8%	2%	22%Zdfghi	7%	36%Zcdfghi	85%Zcdf	91%Zcdf	83%Zdfgh	24%	69%	28%Z	53%	80%Z	1%	1%	1%	3%	5%oquC	9%oquC	-	7%quC	*	16%Zopgrstuvw	5%	13%Zopgrstuvw	-	36%Zopgrstuvw	*	11%	3%	1%	108%
	C																										BC								
DNV/Too young	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender Gender (2) m_gender																																			
Male/Man	500	470	69	57	109	74	37	125	64	343	379	270	107	371	145	253	399	53	20	42	70	39	64	49	76	12	20	18	18	-	64	62	9	7	4	470
	47%	44%	50%	42%	52%	50%	49%	52%	41%	50%	51%	50%	59%	46%	71%	47%	54%	52%	45%	44%	52%	51%	50%	57%	49%	69%	58%	42%	38%	-	41%	59%	45%	61%	90%	44%
		94%	14%	11%	22%	15%	7%	25%	13%	69%Z	76%Z	54%	21%Zk	74%	39%Zmn	51%	80%Zn	11%	4%	8%	14%	8%	13%	10%	15%	2%	4%	4%	4%	-	13%	12%ZbB	2%	1%	1%	94%
Female/Woman	544	582	67	76	102	72	38	113	87	334	365	262	75	414	54	281	335	49	23	51	65	38	61	38	76	6	13	25	28	*	87	43	11	5	*	582
	51%	55%	49%	58%	48%	49%	50%	47%	56%	49%	49%	49%	41%	52%	28%	52%	45%	48%	51%	54%	48%	49%	48%	43%	49%	31%	40%	58%	58%	100%	56%	41%	55%	39%	10%	55%
		jln 107%	12%	14%	19%	13%	7%	21%	16%	61%	67%	48%	10%	74%	10%	52%In	62%Ij	9%	4%	9%	12%	7%	11%	7%	14%	1%	2%	5%	5%	*	16%	8%	2%	1%	*	107%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ^^ very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 356

12 Mar 2026

	Total (W1id)	UnWt repeated for N convenience - internal	umber of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																UnW Tot.	
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
	1062	1062 100%	136* 13%*	136* 13%*	212 20%	147* 14%*	76* 7%*	240 23%	155* 15%*	685 65%	750 71%	539 51%	182 17%	799 75%	205 19%	538 51%	743 70%	102* 10%*	44* 4%*	95* 9%*	135* 13%*	77* 7%*	126* 12%*	87* 8%*	153* 14%*	18** 2%**	34* 3%*	42** 4%**	49* 5%*	* * **	155* 15%*	105* 10%*	26** 2%**	12** 1%**	4** * **	1062 100%
Age (7) (age_now/Age_low)																																			
16-17 (Internal col)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16-24	106 10%	75 7% bdlhoquC 71%	14 10% 13%	5 3% 4%	22 10% **20%f**	7 5% 6%	5 6% 5%	7 3% 6%	38 24% **36%ZcdeIghi**	73 11% **69%df**	88 12% **82%df**	66 12% **62%df**	23 13% 22%	72 9% 67%	15 7% 14%	48 9% 45%	62 8% 59%	-	7 15% **6%oquC**	- - -	12 9% **11%oquC**	10 13% **9%oquC**	10 8% **10%oqu**	- - -	7 4% 6%	1 5% 1%	1 3% 1%	4 9% 4%	7 13% **6%oquC**	- - -	38 24% **36%ZoqrtuvwC**	1 1% 1%	3 17% 3%	3 28% 3%	- - -	75 7% 71%
18-24	106 10%	75 7% bdlhoquC 71%	14 10% 13%	5 3% 4%	22 10% **20%f**	7 5% 6%	5 6% 5%	7 3% 6%	38 24% **36%ZcdeIghi**	73 11% **69%df**	88 12% **83%df**	66 12% **62%df**	23 13% 22%	72 9% 67%	15 7% 14%	48 9% 45%	62 8% 59%	-	7 15% **6%oquC**	- - -	12 9% **11%oquC**	10 13% **9%oquC**	10 8% **10%oqu**	- - -	7 4% 6%	1 5% 1%	1 3% 1%	4 9% 4%	7 13% **6%oquC**	- - -	38 24% **36%ZoqrtuvwC**	1 1% 1%	3 17% 3%	3 28% 3%	- - -	75 7% 71%
25-34	188 18%	150 14% dkopx 80%	26 19% 14%	29 21% 15%	39 19% **21%d**	10 7% 5%	10 13% 5%	10 12% 16%	30 15% **27%Zcdeighi**	51 33% **27%Zcdeighi**	116 17% **61%d**	145 19% **77%df**	40 22% 21%	125 16% 67%	33 16% 18%	84 16% 44%	117 16% 62%	3 3% 2%	7 16% **4%oqu**	3 3% 1%	29 22% **16%oqrx**	10 13% 5%	10 28% **15%Zoqruvxz**	10 12% 5%	20 13% **11%oqu**	5 27% 3%	- 1% -	10 20% 5%	5 11% 3%	- - -	51 33% **27%ZoquvxzC**	15 14% **8%oq**	7 35% 4%	2 19% 1%	- - -	150 14% 80%
35-44	176 17%	171 16% q 97%	44 32% **25%Z**	61 45% **36%Z**	41 19% 23%	17 12% 10%	9 12% 5%	36 15% 20%	32 20% 18%	101 15% 58%	125 17% 71%	84 16% 48%	31 17% 18%	131 16% 75%	32 16% 18%	84 16% 48%	116 16% 66%	12 12% 7%	5 12% 3%	8 8% 4%	27 20% 15%	15 19% 8%	26 21% **15%q**	11 13% 6%	13 16% **14%q**	6 33% 3%	7 21% 4%	4 22% 2%	8 16% 5%	* 100% *	31 20% **18%q**	17 16% 9%	2 12% 1%	* 3% *	- - -	171 16% 97%
45-54	165 15%	197 19% 120%	39 28% **25%Z**	28 21% 17%	31 14% 19%	31 21% 19%	16 21% 10%	33 14% 20%	19 12% 12%	105 15% 64%	105 14% 64%	74 14% 45%	25 14% 15%	127 16% 77%	38 19% 23%	78 14% 47%	116 16% 71%	21 21% 13%	10 22% 6%	18 19% 11%	17 12% 10%	14 18% 8%	19 15% 12%	13 15% 8%	20 13% 12%	3 20% 2%	7 22% 4%	9 21% 5%	11 22% 6%	- - -	19 12% 12%	16 16% 10%	* 1% *	1 17% 1%	2 57% 1%	197 19% 120%
55-64	176 17%	191 18% abGIB 109%	10 8% 6%	9 6% 5%	30 14% **17%G**	18 12% **10%G**	16 21% **9%G**	72 30% **41%ZcdGghi**	5 3% 3%	120 17% **68%G**	132 18% **75%G**	102 19% **58%G**	29 16% 17%	140 17% 80%	36 17% 20%	96 18% 54%	131 18% 75%	14 14% **8%B**	4 8% 2%	25 27% **15%ZpIsB**	20 15% **11%B**	10 13% **6%B**	11 9% 7%	37 42% **21%ZoprstvxBC**	35 23% **20%tB**	1 5% 1%	7 21% **4%B**	9 21% 5%	4 9% 3%	- - -	5 3% 3%	38 36% **21%ZoprstzB**	2 9% 1%	3 23% 2%	* 10% *	- - -	191 18% 109%
65-74	125 12%	144 14% abGB 116%	3 2% 2%	5 3% 4%	24 11% 19%	22 15% **17%G**	10 13% 8%	33 14% **27%G**	7 5% 6%	78 11% **62%G**	80 11% 64%	57 11% **45%G**	12 7% 10%	106 13% **85%Z**	23 11% 19%	72 13% 58%	96 13% 77%	20 19% **16%aB**	2 4% 1%	17 17% **13%aB**	20 15% **16%B**	3 4% 2%	10 8% 8%	12 13% 9%	21 14% **17%B**	1 6% 1%	4 11% 3%	6 15% 5%	5 10% 4%	- - -	7 5% 6%	13 12% 10%	2 11% 2%	1 9% 1%	1 33% 1%	144 14% 116%
75+	127 12%	134 13% abGIhiB 105%	- - -	- - -	26 12% **21%G**	42 29% **33%ZceIGghi**	10 13% **9%G**	30 13% **24%G**	3 3% 3%	92 13% **72%GhI**	76 10% **60%G**	50 9% **39%G**	22 12% 17%	98 12% 77%	27 13% 21%	77 14% 61%	104 14% **82%Z**	32 31% **25%hIuvBC**	10 20% **8%ZruBC**	25 26% **20%ZruvBC**	10 8% 8%	16 21% **13%ruBC**	14 11% **11%B**	5 6% 4%	25 17% **20%BC**	1 5% 1%	7 20% **5%uBC**	3 8% 3%	9 19% **7%uBC**	- - -	4 3% 3%	6 6% 5%	3 16% 3%	- - -	- - -	134 13% 105%
18-34	295 28%	225 21% dNnoquvx 76% C	41 30% 14%	34 25% 11%	61 29% **C** 17%	17 11% 6%	15 20% 5%	38 15% 12%	89 57% **30%ZcdeIghi**	169 28% **64%df**	233 31% **79%Zdelg**	172 32% **58%ZdeIg**	63 35% **33%k**	197 25% 67%	48 23% 16%	131 24% 44%	179 24% 61%	3 3% 1%	14 31% **5%oqux**	3 3% 1%	41 31% **14%oquvC**	20 26% **7%oqx**	46 36% **12%oqvxxC**	10 12% 3%	28 17% **9%oq**	6 32% 2%	2 5% 1%	13 31% 5%	12 24% **4%oqx**	- - -	89 57% **30%ZopqrtuvxzC**	18 15% **5%oq**	10 52% 4%	6 47% 2%	- - -	225 21% 78%
35-54	340 32%	368 35% 108%	82 60% **24%Z**	89 66% **26%Z**	72 34% 21%	48 33% 14%	25 33% 7%	68 28% 20%	51 33% 15%	207 30% 61%	230 31% 68%	158 29% 47%	56 31% 18%	258 32% 76%	70 34% 21%	162 30% 48%	232 31% 68%	33 32% 10%	15 34% 4%	25 28% 7%	44 32% 13%	28 37% 8%	45 36% 13%	24 27% 7%	45 29% 13%	9 53% 3%	15 43% 4%	10 25% 3%	19 38% 5%	* 100% *	50 33% 15%	33 31% 10%	3 13% 1%	2 20% 1%	2 57% 1%	368 35% 108%
55+	427 40%	469 44% abGIB 110%	13 10% 3%	13 10% 3%	79 37% **19%G**	82 56% **19%ZcGgh**	36 48% **9%G**	135 56% **32%ZcGghi**	16 10% 4%	290 42% **68%GhI**	288 38% **67%G**	208 39% **49%G**	63 35% 15%	344 43% **81%Z**	86 42% 20%	245 46% **57%Z**	332 45% **78%Z**	68 65% **15%ZprstzB**	16 36% **4%B**	67 71% **16%ZprstvxBC**	50 37% **12%B**	29 38% **7%B**	36 28% **8%B**	53 61% **12%ZprstzBC**	82 54% **19%ZtIB**	3 16% 1%	18 52% **4%tB**	19 44% 4%	19 38% **4%B**	- - -	16 10% 4%	58 54% **13%ZtB**	7 35% 2%	4 32% 1%	2 43% *	469 44% 110%
Social Grade (m_socialgrade)																																			
AB	245 23%	311 29% IvC 127%	36 27% 15%	24 17% 10%	55 26% **22%I**	39 27% **16%I**	28 36% **11%ZIghI**	34 14% 14%	52 33% **21%ZIi**	169 25% **69%I**	184 25% **75%I**	129 24% **53%I**	61 34% **25%Zk**	173 22% 71%	80 39% **33%Zmn**	115 21% 47%	195 28% **79%Zm**	27 27% 11%	12 27% 5%	17 18% 7%	35 26% 14%	20 26% 8%	37 30% **15%uvC**	12 14% 5%	22 14% 9%	2 13% 1%	8 24% 3%	20 46% 8%	20 41% **8%ZquvC**	- - -	52 34% **21%ZquvC**	14 14% 6%	3 16% 1%	3 24% 1%	1 28% *	311 29% 127%
C1	304 29%	381 36% 125%	35 26% 11%	31 23% 10%	72 34% 24%	42 28% 14%	26 34% 8%	59 25% 19%	40 25% 13%	179 26% 59%	209 28% 69%	137 25% 45%	54 30% 18%	223 28% 73%	61 30% 20%	154 29% 51%	214 29% 70%	30 30% 10%	11 26% 4%	25 27% 8%	57 42% **19%ZruBC**	15 19% 5%	36 28% 12%	16 18% 5%	43 28% 14%	8 47% 3%	15 44% **5%uC**	11 28% 4%	13 28% 4%	* 100% *	39 25% 13%	24 23% 8%	3 13% 1%	3 28% 1%	- - -	381 36% 125%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.ipsos.uk/political-and-social-trends

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; ** very small base (under 30) ineligible for sig testing**

Ipsos Political Monitor - March 2026

(Wave 2) KP26030SA - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 356

	Total (W'td)	UnWt repeated for N convenience - internal	umber of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22G14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.	
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
		100%	13%*	13%*	20%	14%*	7%*	23%*	15%*	65%	71%	51%	17%	75%	19%	51%	70%	10%*	4%*	9%*	13%*	7%*	12%*	8%*	14%*	2%**	3%*	4%**	5%*	***	15%*	10%*	2%**	1%**	* **	100%
C2	191	150	38	28	31	35	5	58	12	124	120	89	23	151	29	101	130	26	9	22	15	16	12	26	32	4	2	3	6	-	12	30	7	5	1	150
		14%	28%	21%	15%	24%	6%	24%	6%	18%	16%	17%	13%	19%	14%	19%	17%	26%	21%	23%	11%	21%	10%	29%	21%	24%	6%	7%	13%	-	8%	28%	33%	39%	29%	14%
	eclB	*78%*	**20%Z**	*15%*	*16%*	**18%eG**	*3%*	**30%ZbGghi**	*6%*	**65%eG**	**63%eG**	**47%eG**	*12%*	*79%*	*15%*	*53%*	*68%*	**14%rtsB**	*5%B*	**11%IB**	*8%*	**8%B**	*6%*	**13%ZrtsB**	**17%B**	*2%*	*1%*	*1%*	*3%*	-	*6%*	**16%ZrtsB**	*3%*	*2%*	*1%*	*78%*
DE	222	118	16	37	35	18	10	74	35	160	177	142	29	174	19	137	156	14	4	26	18	16	31	30	44	2	4	5	7	-	35	32	7	1	1	118
		21%	12%	27%	16%	12%	13%	31%	23%	23%	24%	28%	16%	22%	9%	25%	21%	14%	3%	28%	14%	22%	25%	35%	29%	12%	13%	12%	14%	-	23%	31%	35%	3%	33%	11%
	adf	*53%*	*7%*	**17%a**	*16%*	*8%*	*4%*	**33%Zcdegh**	*16%*	**73%Zbe**	**80%Zcde**	**64%Zcdegh**	*13%*	*79%*	*9%*	**62%Zfn**	**70%i**	*6%*	*2%*	**12%pr**	*8%*	*7%*	*14%*	**14%Zoprzx**	**20%opr**	*1%*	*2%*	*2%*	*3%*	-	*16%*	**15%Zopr**	*3%*	*	*1%*	*53%*
ABC1	550	692	71	55	127	81	54	93	92	348	393	267	115	396	140	269	409	58	24	42	92	35	73	28	65	11	23	31	33	*	91	38	6	6	1	692
		52%	65%	41%	60%	55%	70%	39%	59%	51%	52%	49%	63%	50%	69%	50%	55%	56%	53%	45%	68%	45%	58%	32%	43%	61%	68%	72%	68%	6%	59%	37%	29%	52%	28%	65%
	bfuC	*128%*	*13%*	*10%*	**23%f**	**13%f**	**10%Zfghi**	*17%*	**17%f**	**63%f**	**72%f**	**49%f**	*13%*	*79%*	**26%Zmn**	*49%*	**74%Zfn**	**16%uC**	*4%*	*8%*	**17%ZopuvC**	*6%*	**13%uC**	*5%*	*12%*	*2%*	**4%quvC**	*6%*	**6%ZopuvC**	*	**17%uvC**	*7%*	*1%*	*1%*	*	*128%*
C2DE	413	268	53	65	66	54	14	131	47	284	296	231	53	325	48	237	285	40	13	48	33	32	44	56	76	6	6	8	13	-	47	62	14	6	3	268
		39%	25%	48%	31%	36%	19%	55%	30%	41%	39%	43%	29%	41%	23%	44%	38%	39%	30%	51%	25%	42%	34%	64%	49%	36%	19%	19%	27%	-	30%	59%	37%	48%	62%	25%
	ejlrx	*65%*	*13%*	*16%*	*16%*	**13%e**	*3%*	**32%ZcdeGgNi**	*11%*	**68%ceG**	**72%ce**	**58%ceGh**	*13%*	**79%j**	*12%*	**57%Zfn**	**69%i**	*10%*	*3%*	**12%ZrzsB**	*8%*	**8%x**	*11%*	**13%Zoprstuv**	**16%ZrzsB**	*2%*	*2%*	*2%*	*3%*	-	*11%*	**13%Zoprstuv**	*3%*	*1%*	*1%*	*65%*
Ethnicity (6)																																				
(m_ethnicity)																																				
White (incl. White minorities)	883	924	94	95	168	130	66	219	109	588	627	459	144	674	171	452	623	92	38	86	115	54	93	84	136	17	33	33	41	*	109	101	19	10	4	924
		87%	69%	70%	80%	88%	86%	91%	70%	86%	84%	85%	79%	84%	83%	84%	84%	90%	86%	90%	85%	70%	74%	96%	89%	98%	97%	77%	84%	100%	70%	96%	95%	85%	100%	87%
	abGlstB	*105%*	*11%*	*11%*	*19%*	**15%G**	*7%G*	**25%ZbGghi**	*12%*	**67%ZG**	**71%G**	**52%G**	*16%*	*76%*	*19%*	*51%*	*71%*	**10%stB**	*4%*	**10%stB**	**12%B**	*6%*	*11%*	**9%ZrstB**	**15%stB**	*2%*	**4%ZstB**	*4%*	*5%*	*	*12%*	**11%ZrstB**	*2%*	*1%*	*	*105%*
Ethnic minorities (excl. White minorities)	**147**	**104**	**39**	**37**	**39**	**16**	**8**	**15**	**43**	**84**	**107**	**68**	**35**	**101**	**29**	**75**	**104**	**11**	**6**	**6**	**19**	**20**	**31**	**2**	**13**	-	**1**	**7**	**7**	-	**43**	**2**	-	**2**	-	**104**
		14%	**28%**	**27%**	**19%**	*11%*	*11%*	*6%*	**27%**	**12%**	**14%**	**12%**	*19%*	*13%*	*14%*	*14%*	*14%*	**10%**	*13%*	*7%*	*14%*	**20%**	**25%**	*2%*	*8%*	-	*2%*	*17%*	*14%*	-	**28%**	*2%*	-	**13%**	-	**16%**
	fuC	*71%*	**26%Z**	**25%Z**	**27%f**	*11%*	*6%*	*10%*	**29%ZbfghI**	**57%f**	**73%f**	**46%f**	*24%*	*69%*	*20%*	*51%*	*71%*	**7%C**	**4%uC**	*4%*	**13%uC**	**14%ZoquvxC**	**21%ZoquvxC**	*1%*	*9%*	-	*1%*	*5%*	**5%uC**	-	**29%ZoquvxC**	*1%*	-	*1%*	-	*71%*
Qualifications (m_education/m_nonuk_education)																																				
No qual	169	120	9	14	20	28	6	70	4	116	109	89	24	139	25	86	111	24	4	26	12	9	17	19	52	1	2	4	3	-	4	19	4	2	2	120
		16%	7%	10%	10%	19%	8%	29%	2%	17%	15%	16%	13%	17%	12%	16%	15%	24%	8%	28%	9%	11%	13%	21%	34%	4%	7%	9%	6%	-	2%	18%	22%	17%	43%	11%
	acGB	*71%*	**12%G**	*8%*	**16%G**	*4%*	*4%*	**42%ZbcGghi**	*2%*	**69%G**	**65%G**	**52%G**	*14%*	*82%*	*15%*	*51%*	*66%*	**14%rstB**	*2%*	**16%ZpratuxB**	*7%*	**5%B**	**10%B**	**11%rzB**	**31%ZpratuxBC**	*	*1%*	*2%*	*2%*	-	*2%*	**11%B**	*3%*	*1%*	*1%*	*71%*
Other qual	542	563	74	69	96	75	27	141	72	354	374	279	76	419	86	268	354	48	27	51	56	40	57	57	84	11	12	15	24	*	71	68	8	7	2	563
		51%	53%	51%	45%	51%	36%	59%	46%	52%	50%	52%	42%	52%	42%	50%	48%	47%	61%	54%	41%	52%	45%	65%	55%	65%	57%	35%	49%	100%	46%	65%	41%	58%	42%	53%
	eJln	*104%*	*14%*	*13%*	*18%*	*14%*	*5%*	**26%Zcghi**	*13%*	**65%e**	**69%e**	**51%e**	*14%*	*77%*	*16%*	*49%*	*65%*	*9%*	*5%*	*9%*	*10%*	*7%*	*11%*	**11%ZcrtsB**	*16%*	*2%*	*2%*	*3%*	*4%*	*	*13%*	**13%ZcrtsB**	*2%*	*1%*	*	*104%*
Degree+	336	367	52	50	93	42	42	27	79	209	259	167	79	290	92	178	270	30	12	17	66	27	52	10	17	6	19	23	21	-	79	15	7	3	1	367
		32%	35%	37%	44%	29%	55%	11%	51%	30%	35%	31%	43%	29%	45%	33%	36%	30%	27%	18%	49%	35%	41%	11%	11%	31%	56%	54%	42%	-	51%	15%	37%	25%	14%	35%
	flqpuvC	*109%*	*15%*	*15%*	**28%ZbfghI**	**13%f**	**12%ZbfghI**	*8%*	**22%ZbfghI**	**62%f**	**77%ZfgI**	**50%f**	*23%Zk*	*68%*	**27%Zmn**	*53%*	**80%Zfn**	**9%uvC**	**4%v**	*5%*	**20%ZopquvC**	**8%quvC**	**16%quvC**	*2%*	*5%*	*2%*	**6%ZopquvC**	*7%*	**4%uvC**	-	**22%ZopquvC**	*5%*	*2%*	*1%*	*	*109%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; '** very small base (under 30) ineligible for sig testing**

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 357

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)										Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F Extremely / unstable v (R)	Not financiall y recarious extremely unstable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	**	53*	20*	631	-	-	-	-	-	-	237	250	210	183*	111*	294	1062
		1062	17%	19%	21%	8%	5%	22%	26%	10%	29%	19%	17%	14%	11%	28%	4%	6%	7%	2%	12%	6%	1%	8%	3%	**	5%	2%	59%	-	-	-	-	-	-	22%	24%	20%	17%	10%	28%	100%
WEIGHT OPTIONS by total																																									
Spec 8	-	1062	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1062
		100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*100%*
	-	??????????	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	??????????
Spec 8.2	1062	1062	179	202	227	87	55	229	274	106	313	206	178	147	120	301	38	60	80	24	123	59	15	85	32	-	53	20	631	-	-	-	-	-	-	237	250	210	183	111	294	1062
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
		100%	*17%*	*19%*	*21%*	*8%*	*5%*	*22%*	*26%*	*10%*	*29%*	*19%*	*17%*	*14%*	*11%*	*28%*	*4%*	*6%*	*7%*	*2%*	*12%*	*6%*	*1%*	*8%*	*3%*	-	*5%*	*2%*	*59%*	-	-	-	-	-	-	*22%*	*24%*	*20%*	*17%*	*10%*	*28%*	*100%*
UnWt repeated for convenience - internal																																									
Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
	100%	*100%*	*92%*	*97%*	*69%*	*40%*	*64%*	*73%*	*121%*	*84%*	*86%*	*61%*	*85%*	*97%*	*91%*	*101%*	*114%*	*106%*	*69%*	*53%*	*65%*	*140%*	*104%*	*100%*	*62%*	-	*109%*	*122%*	*105%*	-	-	-	-	-	-	*114%*	*97%*	*110%*	*87%*	*83%*	*85%*	*100%*
	[klmCEO GRS]	*abcfhi 100%* [klmCEO GRS	*15%cfj*	*15%achijk m*	*15%*	*3%*	*3%*	*16%j*	*31%cfj*	*8%cj*	*25%cfj*	*12%*	*14%cfj*	*13%cfhijk*	*10%cfj*	*29%abcfhijk lm*	*4%*	*6%CE*	*5%*	*1%*	*8%*	*8%CE*	*2%*	*8%CE*	*2%*	-	*5%CE*	*2%*	*62%E*	-	-	-	-	-	-	*25%S*	*23%GRS*	*22%GS*	*15%*	*9%*	*24%*	*100%*
Marginality (w2marg), WGHT2 (2024 data) - m_marginal_party_24_pct_RC WEIGHTING VARIABLE - from Panel (No sig 't' here)																																									
Marg - Con	135	111	34	30	34	20	7	38	34	24	60	27	33	26	25	37	4	6	12	1	15	3	2	10	1	-	2	2	80	-	-	-	-	-	-	31	36	30	13	12	25	111
	13%	*10%*	*19%*	*15%*	*15%*	*23%*	*13%*	*16%*	*12%*	*23%*	*19%*	*13%*	*19%*	*18%*	*21%*	*12%*	*9%*	*11%*	*15%*	*5%*	*12%*	*6%*	*18%*	*11%*	*4%*	-	*4%*	*7%*	*13%*	-	-	-	-	-	-	*13%*	*14%*	*14%*	*7%*	*10%*	*8%*	*10%*
		82%	*25%*	*22%*	*25%*	*15%*	*5%*	*28%*	*25%*	*18%Zg*	*44%Z*	*20%*	*25%*	*19%*	*18%Zg*	*28%*	*3%*	*5%*	*9%*	*1%*	*11%*	*3%*	*2%*	*7%*	*1%*	-	*2%*	*7%*	*59%*	-	-	-	-	-	-	*23%*	*27%*	*22%*	*10%*	*9%*	*18%*	*82%*
Marg - Lab	176	175	14	30	31	10	9	29	33	11	39	17	19	13	16	64	3	8	13	6	18	12	3	17	3	-	6	6	103	-	-	-	-	-	-	34	34	38	28	31	59	175
	17%	*16%*	*8%*	*15%*	*14%*	*12%*	*17%*	*13%*	*12%*	*11%*	*12%*	*8%*	*11%*	*9%*	*13%*	*21%*	*8%*	*13%*	*16%*	*26%*	*15%*	*20%*	*17%*	*20%*	*8%*	-	*11%*	*28%*	*16%*	-	-	-	-	-	-	*14%*	*13%*	*16%*	*15%*	*28%*	*20%*	*16%*
	ajl	*100%*	*8%*	*17%a*	*18%*	*6%*	*5%*	*17%*	*19%*	*6%*	*22%*	*10%*	*11%*	*7%*	*9%*	*37%Zagjkl*	*2%*	*5%*	*7%*	*4%*	*10%*	*7%*	*1%*	*10%*	*1%*	-	*3%*	*3%*	*59%*	-	-	-	-	-	-	*19%*	*19%*	*22%*	*16%*	*18%ZNO*	*33%*	*100%*
Marg - Other	48	58	11	15	12	5	1	11	13	7	14	6	7	7	7	11	1	5	5	-	1	2	-	3	-	-	*	1	29	-	-	-	-	-	-	16	10	9	5	6	10	58
	4%	*5%*	*6%*	*7%*	*5%*	*6%*	*1%*	*5%*	*5%*	*7%*	*5%*	*3%*	*4%*	*4%*	*6%*	*4%*	*2%*	*8%*	*6%*	-	*1%*	*3%*	-	*3%*	-	-	*1%*	*3%*	*5%*	-	-	-	-	-	-	*7%*	*4%*	*4%*	*3%*	*5%*	*4%*	*5%*
		125%	*24%*	*32%*	*27%*	*11%*	*1%*	*23%*	*27%*	*16%*	*31%*	*13%*	*16%*	*14%*	*15%*	*24%*	*2%*	*10%E*	*10%*	-	*1%*	*3%*	-	*6%*	-	-	*1%*	*1%*	*63%*	-	-	-	-	-	-	*34%*	*21%*	*19%*	*10%*	*12%*	*22%*	*125%*
NON-Marg - Con	79	69	15	13	15	7	5	8	12	1	15	13	5	7	4	18	6	6	4	5	6	*	-	6	4	-	3	1	48	-	-	-	-	-	-	26	19	18	9	5	15	69
	7%	*6%*	*9%*	*7%*	*7%*	*8%*	*10%*	*4%*	*4%*	*1%*	*5%*	*6%*	*3%*	*5%*	*3%*	*6%*	*17%*	*9%*	*6%*	*22%*	*5%*	*1%*	-	*7%*	*13%*	-	*6%*	*5%*	*8%*	-	-	-	-	-	-	*11%*	*8%*	*9%*	*5%*	*5%*	*5%*	*6%*
	h	*88%*	*18%k*	*17%*	*19%h*	*9%*	*7%*	*11%*	*15%*	*1%*	*20%*	*16%*	*7%*	*9%*	*5%*	*23%*	*8%*	*7%*	*6%*	*7%*	*7%*	*1%*	-	*8%*	*5%*	-	*4%*	*1%*	*61%*	-	-	-	-	-	-	*33%*	*24%*	*23%*	*12%*	*7%*	*18%*	*88%*
NON-Marg - Lab	522	537	88	86	118	31	28	122	149	52	151	120	92	73	50	134	22	28	44	11	70	30	9	40	22	-	30	10	303	-	-	-	-	-	-	106	130	98	99	51	151	537
	49%	*51%*	*49%*	*43%*	*52%*	*35%*	*52%*	*53%*	*55%*	*49%*	*48%*	*58%*	*52%*	*50%*	*42%*	*44%*	*59%*	*46%*	*56%*	*46%*	*57%*	*51%*	*57%*	*47%*	*69%*	-	*58%*	*49%*	*46%*	-	-	-	-	-	-	*45%*	*52%*	*47%*	*54%*	*46%*	*51%*	*51%*
		103%	*17%*	*17%*	*23%*	*6%*	*5%*	*23%b*	*29%bm*	*10%*	*29%*	*23%bmn*	*18%*	*14%*	*10%*	*26%*	*4%*	*5%*	*9%*	*2%*	*14%*	*6%*	*2%*	*8%*	*4%*	-	*6%*	*2%*	*58%*	-	-	-	-	-	-	*20%*	*25%*	*19%*	*19%*	*10%*	*29%*	*103%*
NON-Marg - Other	104	111	17	27	17	14	4	21	33	10	34	23	21	21	18	36	2	6	1	-	13	11	2	10	2	-	12	2	66	-	-	-	-	-	-	24	22	18	28	6	34	111
	10%	*10%*	*9%*	*14%*	*8%*	*16%*	*8%*	*9%*	*12%*	*10%*	*11%*	*11%*	*12%*	*14%*	*15%*	*12%*	*4%*	*11%*	*2%*	-	*11%*	*19%*	*11%*	*11%*	*6%*	-	*23%*	*8%*	*10%*	-	-	-	-	-	-	*10%*	*9%*	*8%*	*15%*	*5%*	*12%*	*10%*
		107%	*16%*	*26%*	*16%*	*13%*	*4%*	*20%*	*31%*	*10%*	*33%*	*22%*	*20%*	*20%*	*17%*	*35%*	*1%*	*6%*	*1%*	-	*13%*	*11%JC*	*2%*	*9%*	*2%*	-	*12%ZCM*	*2%*	*64%*	-	-	-	-	-	-	*23%*	*21%*	*17%*	*27%*	*6%*	*33%*	*107%*
Missing	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	1	-	*	1
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*	*
		183%	-	-	-	-	-	-	-	-	-	-	-	-	-	*100%*	-	-	-	-	-	-	-	-	-	-	-	-	*100%*	-	-	-	-	-	-	-	-	-	*100%*	-	*100%*	*183%*

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends .

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 357

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financial y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F Extremely v ulnerable v (R)	Not financiall y recarious extremely ulnerable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	264	1062
		100%	17%*	19%	21%*	8%**	5%**	22%*	26%	10%*	29%	19%*	17%*	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%*	6%*	1%**	8%*	3%**	-**	5%*	2%**	59%	-*	-*	-*	-*	-*	-*	22%	24%	20%	17%*	10%*	28%	100%
Within survey randomisation (Split_Sample) (Hidden script variable for within survey randomisation																																								
DP CHECK this is correct var																																								
No, Independent code at V2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent code shown at V2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eligibility for UK election based on citizenship (m_elig_ukelections_Panel)																																								
Yes, Eligile to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No, Not eligile to vote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likelihood to vote (General Election) (VOTEFREQ/Q2) (LIKEV)																																								
Always usually depends	877	908	156	174	185	77	35	195	252	97	267	166	157	136	112	235	27	51	62	14	108	55	13	71	16	-	52	19	518	-	-	-	-	-	-	206	220	172	145	89	234	908
	83%	85%	87%	86%	82%	89%	64%	85%	92%	91%	85%	81%	88%	93%	93%	78%	72%	86%	78%	58%	88%	93%	86%	84%	51%	-	97%	95%	82%	-	-	-	-	-	-	87%	89%	82%	79%	80%	79%	85%
n		104%	18%	20%	21%	9%	4%	22%	29%,2bc6jn	11%jn	30%	19%	16%n	16%,2jn	13%,2cjn	27%	3%	6%	7%	2%	12%	6%	1%	8%	2%	-	6%,2CHM	2%	59%	-	-	-	-	-	-	23%	25%,2GS	20%	17%	10%	27%	104%
Always usually depends AND 9/10 like- lihood	699	750	135	144	146	61	26	158	210	84	215	135	136	126	98	182	24	41	45	7	87	47	11	62	13	-	47	14	419	-	-	-	-	-	-	183	178	133	121	55	176	750
	66%	71%	76%	71%	65%	71%	47%	69%	77%	79%	69%	65%	76%	86%	82%	60%	64%	68%	57%	29%	71%	79%	71%	73%	40%	-	88%	68%	66%	-	-	-	-	-	-	77%	71%	63%	66%	49%	60%	71%
nR		107%	19%,2n	21%,n	21%	9%	4%	23%	30%,2cjn	12%,2cjn	31%	19%	16%,2jn	18%,2bcfjq kn	14%,2bcfjn	26%	3%	6%	6%	1%	13%	7%C	2%	9%	2%	-	7%,2BCM	2%	60%	-	-	-	-	-	-	26%,2PRS	26%,RS	19%	17%	8%	25%	107%
(10) Absol -utely certain	630	692	114	127	131	44	27	126	185	78	186	126	112	108	88	174	21	35	33	8	67	44	11	55	12	-	36	14	386	-	-	-	-	-	-	157	154	122	114	53	166	692
	59%	65%	64%	63%	58%	51%	49%	55%	68%	73%	60%	61%	63%	73%	73%	58%	54%	59%	42%	34%	55%	78%	71%	65%	38%	-	68%	68%	61%	-	-	-	-	-	-	66%	62%	58%	62%	47%	57%	65%
C		110%	18%	20%	21%	7%	4%	20%	29%,2n	12%,2cfn	30%	20%	18%	17%,2bcfjk m	14%,2cfin	28%	3%	6%	5%	1%	11%	7%,2CE	2%	9%C	2%	-	6%C	2%	61%C	-	-	-	-	-	-	22%,2R	25%	19%	18%	8%	26%	110%
(6 to 10)	883	904	155	170	193	78	33	199	247	100	276	171	163	135	113	243	29	48	63	11	109	51	15	73	18	-	50	16	532	-	-	-	-	-	-	210	225	179	152	72	224	904
	83%	85%	87%	84%	85%	90%	80%	87%	90%	94%	88%	83%	91%	92%	94%	81%	78%	81%	79%	45%	88%	88%	98%	87%	56%	-	95%	77%	84%	-	-	-	-	-	-	89%	90%	85%	83%	65%	76%	85%
RS		102%	18%	19%	22%	9%	4%	22%	28%,2bjn	11%,2bcjn	31%	19%	16%,2bjn	15%,2bjn	13%,2bjn	27%	3%	5%	7%	1%	12%	6%	2%	8%	2%	-	6%	2%	60%	-	-	-	-	-	-	24%,2IRS	25%,2IRS	20%,R	17%,RS	8%	25%R	102%
(7 to 10)	836	872	147	162	179	73	33	191	238	93	255	161	152	134	104	225	29	48	59	11	104	51	15	72	18	-	50	16	496	-	-	-	-	-	-	200	206	176	147	64	211	872
	79%	82%	82%	80%	79%	84%	60%	84%	87%	88%	81%	78%	85%	91%	87%	75%	78%	81%	74%	45%	85%	87%	98%	85%	58%	-	96%	77%	79%	-	-	-	-	-	-	84%	82%	84%	80%	58%	72%	82%
RS		104%	18%	19%	21%	9%	4%	23%	28%,2bjn	11%n	31%	19%	18%	14%,2abcdjn	12%n	27%	3%	6%	7%	1%	12%	6%	2%	9%	2%	-	6%,2CM	2%	59%	-	-	-	-	-	-	24%,IRS	23%,IRS	21%,RS	18%,RS	8%	25%R	104%
(8 to 10)	785	831	143	157	165	72	30	176	224	89	238	148	143	131	103	212	26	48	55	9	97	50	11	68	15	-	49	16	469	-	-	-	-	-	-	196	195	156	137	64	201	831
	74%	78%	80%	78%	73%	83%	55%	77%	82%	83%	76%	72%	80%	89%	86%	70%	70%	81%	69%	36%	79%	84%	71%	80%	48%	-	92%	77%	74%	-	-	-	-	-	-	83%	78%	74%	75%	58%	68%	78%
R		106%	18%	20%	21%	9%	4%	22%	28%,2n	11%j	30%	19%	18%	17%,2bcfjq kn	13%,2cjn	27%	3%	6%	7%	1%	12%	6%	1%	9%	2%	-	6%,2CM	2%	60%	-	-	-	-	-	-	25%,2IRS	25%R	20%,R	17%,RS	8%	25%R	106%

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Table 357

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t Ld)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v	F Extremely / uinerable v (R)	Not financiall y recarious extremely uinerable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	69*	89*	24**	123*	59*	15**	85*	32**	-*	53*	26**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
		100%	17%*	19%	21%*	8%**	5%**	22%*	26%	10%*	29%	19%*	17%*	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%	6%*	1%**	8%*	3%**	-**	5%*	2%**	59%	-*	-*	-*	-*	-*	-*	22%	24%	20%	17%*	10%*	28%	100%
(9 to 10)	721	770	136	145	149	63	27	160	211	84	216	137	136	126	98	193	24	42	45	9	89	47	11	62	13	-	47	14	433	-	-	-	-	-	-	186	180	140	125	57	183	770
	68%	73%	76%	72%	66%	72%	50%	70%	77%	79%	69%	66%	76%	86%	82%	64%	64%	70%	57%	38%	72%	80%	71%	74%	40%	-	88%	68%	69%	-	-	-	-	-	-	79%	72%	67%	68%	52%	62%	73%
R	107%		19%	20%	21%	9%	4%	22%	29%Zcjn	12%cjn	30%	19%	19%ln	ln	14%Zcjlj	27%	3%	6%	6%	1%	12%	7%C	2%	9%	2%	-	7%ZBCM	2%	60%	-	-	-	-	-	-	26%ZIRS	25%IR	19%	17%S	6%	25%	107%
Would NOT vote	58	54	7	4	5	4	5	7	11	1	4	6	3	4	2	27	-	1	3	4	3	7	-	1	1	-	1	2	38	-	-	-	-	-	-	9	10	9	12	12	24	54
	5%	5%	4%	2%	2%	4%	9%	3%	11%	1%	1%	3%	2%	3%	2%	9%	-	1%	4%	18%	2%	12%	-	2%	2%	-	3%	3%	6%	-	-	-	-	-	-	4%	4%	4%	7%	11%	8%	5%
i	93%		11%	7%	9%	7%	8%	11%	19%	1%	7%	10%	8%	7%	3%	25%	-	1%	5%	7%	5%	12%H	-	2%	2%	-	3%	3%	65%	-	-	-	-	-	-	16%	17%	15%	21%	21%	42%	93%
2024 General Election (Panel m_ge2024/m_ge24)																																									
Labour	261	268	52	61	54	31	12	93	106	24	69	67	70	65	44	51	10	13	18	5	56	20	3	10	8	-	21	5	136	-	-	-	-	-	-	64	60	62	34	20	54	268
	25%	25%	29%	30%	24%	36%	22%	41%	39%	22%	22%	32%	39%	44%	37%	17%	26%	21%	23%	21%	45%	34%	22%	11%	26%	-	39%	26%	22%	-	-	-	-	-	-	27%	24%	30%	19%	18%	18%	25%
nHMS	102%		39%ln	23%n	24%	42%	5%	35%Zbchln	41%Zbchln	9%	26%	26%ln	27%Zbchln	35%Zabchln	17%Zln	19%	4%	5%	7%	2%	21%ZBCHM	8%H	1%	4%	3%	-	8%ZHM	2%	52%	-	-	-	-	-	-	24%	23%	34%S	13%	6%	21%	102%
Conservative	197	196	28	36	41	17	3	31	22	21	77	24	20	20	12	47	10	24	28	-	15	2	5	40	3	-	11	4	89	-	-	-	-	-	-	61	43	45	29	11	40	196
	19%	18%	16%	18%	18%	20%	5%	13%	8%	20%	25%	12%	11%	14%	10%	16%	26%	40%	35%	-	12%	3%	32%	47%	9%	-	20%	7%	14%	-	-	-	-	-	-	28%	17%	22%	16%	10%	14%	18%
gFM	99%		14%g	18%g	21%g	9%	1%	15%	11%	11%g	39%Zfgjklm	12%	10%	10%	6%	24%g	5%	12%ZEFKM	14%ZEFM	-	8%	1%	3%	20%ZEFKM	2%	-	5%F	2%	45%F	-	-	-	-	-	-	31%ZIRS	22%	23%	15%	6%	20%	99%
Reform UK	105	114	21	8	23	4	8	7	13	23	35	17	11	6	2	43	3	3	5	2	3	1	5	6	-	-	2	2	81	-	-	-	-	-	-	11	35	23	22	10	32	114
	10%	11%	12%	4%	10%	4%	14%	3%	5%	22%	11%	8%	6%	4%	2%	14%	7%	5%	8%	9%	2%	3%	33%	7%	-	-	4%	9%	13%	-	-	-	-	-	-	5%	14%	11%	12%	9%	11%	11%
fgjmFN	109%		20%klqlm	8%	22%f	4%	7%	6%	12%	22%Zabcfgj jklm	33%bfglm	16%	11%	6%	2%	40%Zfgjlm	3%	3%	4%	2%	3%	1%	5%	5%	-	-	2%	2%	79%ZEF	-	-	-	-	-	-	11%	33%N	22%N	21%	9%	30%	109%
Liberal Democrats	83	106	19	22	9	12	-	13	5	6	22	17	16	18	18	20	2	3	-	-	2	8	-	4	2	-	9	*	56	-	-	-	-	-	-	21	25	17	7	7	13	106
	8%	10%	10%	11%	4%	14%	-	5%	1%	6%	7%	8%	9%	13%	15%	7%	4%	5%	-	-	1%	13%	-	5%	6%	-	17%	2%	9%	-	-	-	-	-	-	9%	10%	8%	4%	6%	5%	10%
	128%	23%	38%cd	11%	14%	-	-	15%	36%c	7%	27%	21%	19%	22%cd	21%Zcd	25%	2%	4%	-	-	2%	9%CE	-	5%	2%	-	11%ZGEH	*	67%	-	-	-	-	-	-	26%	30%	21%	8%	8%	16%	129%
Other incl LD, Green	199	215	36	45	37	18	8	37	70	17	54	45	43	36	37	52	5	7	4	2	17	17	-	6	2	-	11	7	134	-	-	-	-	-	-	58	49	29	32	19	51	215
	19%	20%	20%	22%	16%	21%	15%	16%	26%	16%	17%	22%	24%	24%	31%	17%	13%	11%	5%	7%	14%	28%	-	7%	6%	-	21%	33%	21%	-	-	-	-	-	-	24%	20%	14%	17%	17%	17%	20%
CH	108%		18%	23%	19%	9%	4%	18%	35%Zcfl	8%	27%	23%	22%	18%	16%Zcfln	26%	3%	3%	2%	1%	9%	8%BCH	-	3%	1%	-	6%CH	3%	67%ZCH	-	-	-	-	-	-	29%ZF	25%	14%	16%	10%	25%	108%
Did not vote/not eligible/too young	220	181	32	38	53	15	19	42	49	18	58	42	31	17	20	85	6	7	22	12	23	18	2	19	14	-	6	1	140	-	-	-	-	-	-	30	47	38	56	29	85	181
	21%	17%	18%	19%	24%	18%	34%	18%	18%	17%	19%	20%	18%	11%	16%	28%	15%	11%	27%	47%	19%	30%	13%	23%	43%	-	11%	7%	22%	-	-	-	-	-	-	13%	19%	18%	31%	26%	29%	17%
IN	82%		14%	17%	24%l	7%	8%	19%	22%	8%	26%	19%	14%	8%	9%	28%Zgl	3%	3%	10%	5%	10%	8%BK	1%	9%	6%	-	3%	1%	64%	-	-	-	-	-	-	14%	22%	17%	25%ZNOP	13%N	38%ZNP	82%
2024 General Election - Recalled Main q'aire PLMmod_GE2024 (GE24_vote)																																									
Lab	297	306	55	70	64	36	12	94	118	25	84	71	83	67	51	62	7	19	21	5	54	23	2	11	4	-	19	5	169	-	-	-	-	-	-	74	78	59	40	29	69	306
	28%	29%	31%	35%	28%	42%	22%	41%	43%	24%	27%	34%	46%	46%	43%	21%	18%	31%	24%	21%	44%	40%	14%	13%	14%	-	36%	20%	27%	-	-	-	-	-	-	31%	31%	28%	22%	26%	23%	29%
nH	103%		19%	24%n	21%	12%	4%	32%Zchln	40%Zabchln	9%	28%	24%n	28%Zabchlj n	23%Zabchln	17%Zchln	21%	2%	6%H	7%	2%	16%ZHM	8%H	1%	4%	1%	-	6%H	2%	57%H	-	-	-	-	-	-	25%	26%	20%	13%	10%	23%	103%
Con	204	207	36	36	41	17	8	33	24	25	81	27	19	22	12	44	15	23	25	5	18	1	6	42	7	-	12	5	93	-	-	-	-	-	-	65	41	44	31	17	47	207
	19%	19%	20%	18%	18%	19%	15%	15%	9%	23%	26%	13%	11%	15%	10%	14%	40%	34%	32%	21%	15%	2%	42%	49%	23%	-	22%	26%	15%	-	-	-	-	-	-	27%	16%	21%	17%	15%	16%	19%
gkmFM	101%		18%gkm	18%gk	20%g	8%	4%	16%	12%	12%gjkm	40%Zfgjklm n	13%	10%	11%	6%	21%	7%	11%ZEFM	12%FM	3%	9%	1%	3%	30%ZEFKM	4%	-	6%F	3%	45%F	-	-	-	-	-	-	32%ZGS	20%	21%	15%	8%	23%	101%
Reform UK	107	104	19	8	32	3	7	13	10	21	35	19	10	6	2	48	2	2	5	1	3	1	4	6	-	-	1	-	89	-	-	-	-	-	-	10	44	22	19	10	29	104
	10%	10%	11%	4%	14%	3%	13%	6%	4%	20%	11%	9%	6%	4%	1%	16%	5%	2%	5%	3%	2%	1%	29%	8%	-	-	1%	-	85%ZEFK	-	-	-	-	-	-	4%	17%	11%	10%	9%	10%	10%
fgjmFN	97%		18%klqlm	8%	30%klqlkm	3%	7%	12%	10%	20%Zbfgjk lm	32%klqlm	18%g	10%	5%	2%	44%Zbcjklm	2%	2%	5%	1%	3%	1%	4%	6%	-	-	1%	-	82%ZEFK	-	-	-	-	-	-	9%	41%ZN	21%N	18%	10%	27%	97%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
=Less than 0.5%
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 357

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33_R34)													Newspapers - print only (survey) (R33)										Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)							Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F Extremely / ulnerable v (R)	Not financiall y recarious extremely ulnerable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	120*	59*	19**	65*	32**	-**	53*	20**	631	-	-	-	-	-	-	237	260	210	183*	111*	294	1062
		100%	17%*	19%	21%*	8%**	5%**	22%*	26%	10%*	29%	19%*	17%	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%*	6%*	2%**	6%*	3%**	-**	5%*	2%**	59%	-	-	-	-	-	-	22%	24%	20%	17%*	10%*	28%	100%
LD	61	82	15	17	4	7	-	14	6	21	3	17	6	15	9	15	1	3	-	-	6	6	-	4	3	-	10	-	37	-	-	-	-	-	-	15	21	13	7	3	10	82
	6%	8%	8%	9%	2%	8%	-	6%	2%	20%c	1%	8%	3%	10%	5%	5%	2%	5%	-	-	5%	10%	-	5%	9%	-	18%	-	6%	-	-	-	-	-	-	7%	9%	7%	4%	2%	3%	8%
		134%	24%c	28%c	7%	11%	-	22%	9%c	20%c	5%	28%	9%	25%c	15%	23%cn	1%	5%	-	-	9%	9%C	-	7%	5%	-	16%JCEHM	-	60%	-	-	-	-	-	-	25%	35%	20%	12%	4%	16%	134%
Oth incl. LD,Grn	174	188	35	42	31	14	7	39	62	14	42	46	30	33	32	37	7	8	2	*	22	15	-	7	7	-	14	7	104	-	-	-	-	-	-	42	43	34	34	13	48	188
	16%	18%	20%	21%	13%	17%	13%	17%	23%	13%	13%	22%	17%	22%	26%	12%	18%	14%	2%	2%	18%	26%	-	8%	23%	-	27%	32%	16%	-	-	-	-	-	-	18%	17%	16%	19%	12%	16%	18%
		108%	20%	24%ln	18%	8%	4%	22%	35%Zdm	8%	24%	27%cdn	17%	19%ln	18%Zdnln	21%	4%	5%	1%	-	12%C	9%CH	-	4%	4%	-	8%CH	4%	60%C	-	-	-	-	-	-	24%	25%	20%	20%	8%	27%	108%
DNV/Too young	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gender																																									
Gender (2) m_gender																																									
Male/Man	500	470	110	97	104	56	29	129	150	59	151	84	100	86	82	119	21	33	46	19	76	34	9	37	13	-	31	12	267	-	-	-	-	-	-	128	122	102	80	42	121	470
	47%	44%	62%	48%	46%	64%	53%	56%	55%	55%	48%	41%	56%	59%	69%	40%	54%	56%	57%	77%	62%	58%	60%	44%	40%	-	59%	60%	42%	-	-	-	-	-	-	54%	49%	49%	44%	37%	41%	44%
	nM	94%	22%Zbcdjn	19%	21%	11%	6%	26%Jn	30%Zjn	12%Jn	30%	17%	20%jn	17%Zjn	16%Zbcgjk n	24%	4%	7%	9%	4%	16%M	7%	2%	7%	3%	-	6%	2%	53%	-	-	-	-	-	-	26%ZIRS	24%	20%	16%	8%	24%	94%
Female/Woman	544	582	65	101	123	31	26	98	119	47	157	120	75	58	38	174	16	27	34	6	47	25	6	46	19	-	20	8	350	-	-	-	-	-	-	109	127	105	102	63	164	582
	51%	55%	36%	50%	54%	36%	47%	43%	44%	45%	50%	58%	42%	40%	31%	58%	41%	44%	43%	23%	38%	42%	40%	54%	60%	-	38%	40%	58%	-	-	-	-	-	-	46%	51%	50%	55%	57%	56%	55%
	agln	107%	12%	19%aln	23%aln	6%	5%	18%	22%m	9%	29%an	22%alghkln	14%	11%	7%	32%ZbdJklm	3%	5%	6%	1%	9%	5%	1%	8%	4%	-	4%	1%	64%ZEK	-	-	-	-	-	-	20%	23%	19%	19%	12%	30%	107%
Age																																									
(7) (age_now/Age_low)																																									
16-17 (Internal col)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16-24	106	75	18	24	18	5	10	25	34	8	20	10	21	9	16	27	6	3	7	8	19	11	-	8	8	-	4	4	55	-	-	-	-	-	-	25	23	15	24	10	34	75
	10%	7%	10%	12%	8%	6%	18%	11%	12%	8%	6%	5%	12%	6%	13%	9%	15%	5%	9%	31%	16%	19%	-	9%	24%	-	7%	20%	9%	-	-	-	-	-	-	11%	9%	7%	13%	9%	12%	7%
		71%	17%	23%kj	17%	5%	9%	24%	32%ij	8%	19%	9%	20%j	9%	15%kj	26%	5%	3%	7%	7%	18%	11%ZIM	-	8%	7%	-	4%	4%	52%	-	-	-	-	-	-	23%	22%	15%	22%	10%	32%	71%
18-24	106	75	18	24	18	5	10	25	34	8	20	10	21	9	16	27	6	3	7	8	19	11	-	8	8	-	4	4	55	-	-	-	-	-	-	25	23	15	24	10	34	75
	10%	7%	10%	12%	8%	6%	18%	11%	12%	8%	6%	5%	12%	6%	13%	9%	15%	5%	9%	31%	16%	19%	-	9%	24%	-	7%	20%	9%	-	-	-	-	-	-	11%	9%	7%	13%	9%	12%	7%
		71%	17%	23%kj	17%	5%	9%	24%	32%ij	8%	19%	9%	20%j	9%	15%kj	26%	5%	3%	7%	7%	18%	11%ZIM	-	8%	7%	-	4%	4%	52%	-	-	-	-	-	-	23%	22%	15%	22%	10%	32%	71%
25-34	188	150	38	50	50	13	15	48	67	24	52	59	47	29	31	47	11	11	8	5	29	15	2	5	8	-	4	4	114	-	-	-	-	-	-	32	44	43	40	16	56	150
	18%	14%	21%	25%	22%	15%	28%	21%	25%	22%	17%	29%	26%	19%	26%	16%	30%	19%	10%	21%	23%	25%	11%	6%	25%	-	8%	21%	18%	-	-	-	-	-	-	13%	18%	20%	22%	14%	19%	14%
	H	80%	20%	27%Zm	27%	7%	8%	26%	36%Zm	13%	28%	31%Zm	25%Zm	15%	17%	25%	6%	6%H	4%	3%	12%H	4%	-	3%	4%	-	2%	2%	60%H	-	-	-	-	-	-	17%	23%	23%	21%	8%	30%	80%
35-44	176	171	30	36	41	14	8	48	49	16	61	39	31	30	26	53	1	8	13	-	21	7	-	6	-	-	8	4	124	-	-	-	-	-	-	24	26	37	42	35	77	171
	17%	16%	17%	18%	18%	16%	14%	21%	18%	15%	20%	19%	17%	20%	22%	17%	2%	13%	16%	-	17%	11%	-	7%	-	-	16%	20%	20%	-	-	-	-	-	-	10%	10%	18%	22%	31%	26%	16%
	HNO	97%	17%	21%	23%	8%	4%	27%	28%	9%	35%	22%	18%	17%	15%	30%	1%	5%	7%	-	12%	4%	-	3%	-	-	5%	2%	71%ZIM	-	-	-	-	-	-	13%	15%	21%	24%ND	20%ZNOP	44%ZNO	97%
45-54	165	197	29	28	31	27	7	31	44	7	41	28	25	29	13	59	7	3	9	1	12	5	1	9	2	-	11	2	114	-	-	-	-	-	-	33	37	34	21	26	47	197
	15%	19%	16%	14%	13%	31%	13%	13%	16%	7%	13%	14%	14%	20%	11%	20%	17%	6%	11%	5%	10%	8%	4%	10%	5%	-	21%	7%	18%	-	-	-	-	-	-	14%	15%	16%	12%	23%	16%	19%
		120%	17%	17%	19%	16%	4%	19%	27%h	4%	25%	17%	15%	18%h	8%	36%h	4%	2%	6%	1%	7%	3%	-	5%	1%	-	7%BF	1%	69%ZIM	-	-	-	-	-	-	20%	23%	21%	13%	16%	28%	120%
55-64	176	191	32	24	50	15	7	32	42	21	54	32	27	25	24	51	4	9	22	6	10	9	4	16	9	-	7	5	105	-	-	-	-	-	-	39	48	29	26	18	44	191
	17%	18%	18%	12%	22%	17%	14%	14%	15%	19%	17%	15%	15%	17%	20%	17%	11%	15%	28%	25%	8%	15%	24%	19%	27%	-	12%	25%	17%	-	-	-	-	-	-	16%	19%	14%	14%	16%	15%	18%
		109%	18%	13%	39%b	8%	4%	18%	24%	12%	31%	18%	16%	14%	14%b	29%	2%	5%	13%JE	3%	8%	5%	2%	9%	5%	-	4%	3%	60%	-	-	-	-	-	-	22%	27%	16%	15%	10%	25%	109%
65-74	125	144	18	12	25	11	4	31	17	11	33	21	20	14	7	37	3	5	15	2	25	6	1	13	3	-	8	1	64	-	-	-	-	-	-	47	29	29	14	2	16	144
	12%	14%	10%	6%	11%	13%	8%	14%	6%	11%	11%	10%	11%	10%	6%	12%	7%	8%	19%	7%	19%	10%	9%	16%	10%	-	15%	5%	10%	-	-	-	-	-	-	20%	12%	14%	8%	2%	5%	14%
		116%	15%	10%	20%	9%	3%	25%hg	14%	9%	27%	17%	16%	11%	6%	29%	2%	4%	12%	1%	19%	5%	1%	11%	3%	-	8%	1%	51%	-	-	-	-	-	-	18%ZDGRS	23%R	23%RS	11%	2%	13%	116%

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Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 357

	Total (W'ld)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33_R34)													Newspapers - print only (survey) (R33)										Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F Extremely / unerable v (R)	Net: mancial y recarious extremely ulnerable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	125*	69*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
		100%	17%*	19%	21%*	8%**	5%**	22%*	26%	10%*	29%	19%*	17%	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%*	6%*	1%**	8%*	3%**	-**	5%*	2%**	59%	-*	-*	-*	-*	-*	-*	22%	24%	20%	17%*	10%*	28%	100%
75+	127	134	14	27	12	2	3	13	19	19	51	18	7	11	2	27	7	20	5	3	9	7	8	28	3	-	11	1	55	-	-	-	-	-	-	37	43	23	16	5	21	134
	12%	13%	8%	13%	5%	2%	5%	6%	7%	18%	16%	9%	4%	7%	2%	9%	18%	33%	6%	11%	7%	11%	12%	33%	9%	-	21%	*	9%	-	-	-	-	-	-	16%	17%	11%	9%	4%	7%	13%
	S	dgkmM 105%	11%	13%	21%cfgkm	2%	5%**	10%	7%	18%m	16%acfgkl m	9%	5%	9%	2%	21%	5%	4%	2%	*	7%	5%	6%	22%JCEFM	2%	-	9%LEM	*	44%	-	-	-	-	-	-	16%RS	17%	11%	9%	4%	7%	105%
18-34	295	225	56	75	68	18	25	73	101	32	73	69	68	38	47	74	17	14	15	13	48	26	2	13	16	-	8	8	168	-	-	-	-	-	-	57	67	58	64	26	90	225
	28%	21%	31%	37%	30%	21%	46%	32%	37%	30%	23%	33%	38%	26%	39%	25%	45%	24%	19%	52%	39%	44%	11%	16%	49%	-	15%	41%	27%	-	-	-	-	-	-	24%	27%	28%	35%	24%	31%	21%
		H 78%	19%	25%Zfin	23%	6%	9%	25%	34%Zfin	11%	23%	22%I	22%Zfin	13%	16%Zfin	25%	6%	5%	5%	4%	16%HK	9%ZBCHKM	1%	4%	5%	-	3%	3%	57%	-	-	-	-	-	-	19%	23%	20%	22%	9%	30%	78%
35-54	340	368	59	65	71	41	15	79	94	23	102	67	56	58	39	112	8	11	22	1	33	11	1	14	2	-	20	6	238	-	-	-	-	-	-	57	63	72	63	61	124	368
	32%	35%	33%	32%	31%	47%	28%	35%	34%	22%	32%	33%	31%	40%	33%	37%	20%	19%	28%	5%	26%	19%	4%	17%	5%	-	37%	27%	38%	-	-	-	-	-	-	24%	25%	34%	34%	55%	42%	35%
		HNO 108%	17%	19%	21%	12%	4%	23%	28%h	7%	30%	20%	16%	16%	12%	33%h	2%	3%	7%	*	10%	3%	*	4%	*	-	6%FH	2%	71%ZBFH	-	-	-	-	-	-	17%	19%	21%	19%	18%ZNOPQS	36%ZNOQ	108%
55+	427	469	64	63	87	28	14	76	79	51	139	70	54	51	34	115	13	34	42	11	42	21	13	57	15	-	26	6	224	-	-	-	-	-	-	123	120	80	56	24	81	469
	40%	44%	36%	31%	38%	32%	26%	33%	29%	48%	44%	34%	30%	34%	28%	38%	38%	57%	53%	43%	34%	36%	85%	67%	46%	-	48%	32%	36%	-	-	-	-	-	-	52%	48%	38%	31%	22%	27%	44%
		bgkmMR 110% S	15%	15%	20%	6%	3%	18%	18%	12%abgkm	33%bfgjkm	16%	13%	12%	8%	27%	3%	9%JZFM	10%M	2%	10%	5%	3%	13%ZEFKM	3%	-	6%	2%	52%	-	-	-	-	-	-	29%ZPGRS	29%ZGRS	19%R	13%	6%	19%	110%
Social Grade (m_socialgrade)																																										
AB	245	311	57	85	28	32	9	55	108	28	66	35	62	51	57	51	15	29	4	*	26	30	1	21	6	-	15	14	138	-	-	-	-	-	-	90	57	52	14	19	33	311
	23%	29%	32%	42%	12%	37%	16%	24%	39%	26%	21%	17%	35%	34%	47%	17%	40%	49%	5%	2%	21%	51%	6%	25%	19%	-	28%	69%	22%	-	-	-	-	-	-	38%	23%	24%	8%	17%	11%	29%
		cnCOS 127%	23%JDjn	35%Zacfhij n	11%	13%	3%	22%c	44%ZcfhIjn	11%c	27%c	14%	23%ZcfIjn	21%ZcfIjn	21%Zacfhij kln	21%	6%	10%JCDEHKM	2%	*	11%C	12%JCDEHKM	*	8%C	3%	-	6%C	6%	56%C	-	-	-	-	-	-	31%ZOPQRS	23%GS	21%GS	6%	8%	14%	127%
C1	304	381	68	69	76	34	20	85	98	36	106	71	60	61	46	71	13	19	26	14	44	17	6	26	13	-	22	5	171	-	-	-	-	-	-	69	72	65	51	23	74	381
	29%	36%	38%	34%	33%	39%	37%	37%	38%	34%	34%	34%	33%	42%	38%	23%	36%	32%	32%	57%	36%	28%	36%	30%	40%	-	40%	26%	27%	-	-	-	-	-	-	29%	29%	31%	28%	21%	25%	36%
		n 125%	22%n	23%n	25%	11%	7%	28%n	32%Zn	12%	33%n	23%	20%	20%Zn	16%n	23%	4%	6%	6%	5%	14%	5%	2%	8%	4%	-	7%	2%	56%	-	-	-	-	-	-	23%	24%	21%	17%	8%	24%	125%
C2	191	150	20	23	40	12	12	26	27	17	66	38	23	20	6	75	3	7	15	3	12	4	2	16	2	-	9	-	132	-	-	-	-	-	-	34	52	36	37	28	65	150
	18%	14%	11%	11%	17%	14%	22%	11%	10%	16%	21%	18%	13%	13%	10%	25%	9%	11%	18%	12%	9%	7%	13%	19%	6%	-	16%	-	21%	-	-	-	-	-	-	14%	21%	17%	20%	26%	22%	14%
		bgmF 78%	11%	12%	17%gm	6%	6%	14%	14%	9%m	34%dfgm	20%gm	12%m	10%m	3%	25%ZacfgIkm	2%	3%	8%	2%	6%	2%	1%	8%	1%	-	5%	-	69%JF	-	-	-	-	-	-	18%	27%	19%	19%	15%	34%	78%
DE	222	118	26	13	70	5	11	49	27	21	64	54	23	8	5	65	4	1	31	5	33	1	4	18	11	-	7	1	131	-	-	-	-	-	-	33	51	42	55	25	81	118
	21%	11%	15%	6%	31%	6%	19%	22%	10%	20%	20%	26%	13%	6%	4%	22%	12%	1%	38%	19%	27%	3%	26%	21%	34%	-	14%	4%	21%	-	-	-	-	-	-	14%	20%	20%	30%	23%	27%	11%
	N	bgkImBF 53% h	12%lm	6%	33%Zabgklm	2%	5%	22%bgIm	12%	10%bgIm	29%bgIm	24%abgklm	10%klm	4%	2%	29%bgIm	2%	*	14%ZKFM	2%	15%BF	1%	2%	8%BF	5%	-	3%BF	*	56%BF	-	-	-	-	-	-	15%	23%	19%	25%ZN	11%	36%ZN	53%
ABC1	550	692	125	155	104	65	29	139	206	64	173	106	122	112	103	122	29	49	30	14	70	47	6	47	19	-	36	19	309	-	-	-	-	-	-	159	129	117	65	36	107	692
	52%	65%	70%	77%	46%	75%	53%	61%	75%	60%	55%	51%	68%	76%	86%	40%	75%	81%	37%	58%	57%	80%	42%	55%	59%	-	68%	95%	49%	-	-	-	-	-	-	67%	52%	55%	36%	38%	37%	65%
		nQRS 126%	23%JDjn	30%ZcfhIjn	19%	12%	5%	25%cn	37%ZcfhIjn	12%cn	31%n	19%	22%JDjn	21%ZcfhIjn	16%ZacfgIkl jkn	22%	5%	9%JCDEHM	5%	3%	13%	9%JCDEHM	1%	8%	3%	-	7%ZCM	4%	56%	-	-	-	-	-	-	25%ZOPQRS	24%GS	21%QRS	12%	8%	20%	126%
C2DE	413	268	46	35	110	17	23	76	54	39	130	92	46	28	11	140	8	7	45	8	44	5	6	34	13	-	16	1	263	-	-	-	-	-	-	67	103	78	92	54	146	268
	39%	25%	26%	17%	49%	20%	42%	33%	20%	38%	41%	44%	26%	19%	9%	46%	20%	13%	57%	32%	36%	9%	40%	41%	41%	-	30%	4%	42%	-	-	-	-	-	-	28%	41%	37%	50%	48%	50%	25%
	FN	abgkImB 65% FN	11%m	9%m	27%ZabIgklm	4%	6%	18%bgIm	13%m	9%bgIm	31%abgklm	22%abgklm	11%bm	7%m	3%	34%ZacfgIkm	2%	2%	11%ZBFK	2%	11%BF	1%	1%	8%BF	3%	-	4%BF	*	64%ZBF	-	-	-	-	-	-	16%	25%N	19%	22%ZN	13%N	30%ZNF	65%
Ethnicity (m_ethnicity)	(6)																																									
White (incl. White minorities)	883	924	143	169	208	69	41	162	222	99	269	176	154	129	98	254	25	45	72	13	70	44	15	76	25	-	47	15	556	-	-	-	-	-	-	209	228	182	152	69	220	924
	83%	87%	80%	84%	92%	80%	75%	71%	81%	93%	86%	85%	86%	87%	82%	84%	67%	75%	91%	55%	57%	75%	96%	90%	79%	-	88%	73%	88%	-	-	-	-	-	-	88%	91%	86%	83%	62%	75%	87%
		IERS 105%	16%	19%f	24%Zabfgm	8%	5%	18%	25%f	11%Zabgm	30%f	20%f	17%f	13%f	11%	29%f	3%	5%	8%E	2%	8%	5%	2%	9%BEF	3%	-	9%E	2%	62%ZBEF	-	-	-	-	-	-	34%ZRS	36%ZRS	21%RS	17%RS	8%	25%R	105%

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Table 357

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F p Extremely / unviable v (R)	Net inancial y recarious extremely unviable (S)	Total
	1062	1062	179*	202	227*	87**	52**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	80*	32**	**	53*	20**	631	-	-	-	-	-	-	237	260	216	183*	111*	294	1062
		100%	17%*	19%	21%*	8%**	5%**	22%*	26%	10%*	29%	19%*	17%*	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%*	6%*	1%**	8%*	3%**	**	5%*	2%**	59%	-	-	-	-	-	-	22%	24%	20%	17%*	10%*	28%	100%
Ethnic minorities (excl. White minorities)	147	104	20	20	17	17	9	64	41	7	43	31	24	18	20	34	11	12	6	7	52	9	1	8	6	-	6	4	58	-	-	-	-	-	-	24	18	25	27	20	57	104
	14%	10%	10%	14%	8%	20%	17%	28%	15%	6%	14%	15%	14%	12%	16%	11%	28%	20%	8%	28%	42%	15%	4%	10%	20%	-	12%	19%	9%	-	-	-	-	-	-	10%	7%	12%	15%	27%	18%	10%
	cMO	71%	19%ch	20%	12%	12%	6%	44%bcdghi jklmn	20%c	5%	29%	21%c	17%	12%	13%	23%	7%	8%M	4%	5%	30%ZBCFHKM	6%	*	6%	4%	-	4%	3%	40%	-	-	-	-	-	-	17%	12%	17%	18%	26%JNOP	39%JNO	71%
Qualifications (m_education/m_nonuk_education)																																									
No qual	169	120	12	13	40	-	10	29	14	10	41	18	9	9	*	64	1	7	20	9	14	5	6	22	2	-	4	-	100	-	-	-	-	-	-	27	46	22	39	27	68	120
	16%	11%	7%	8%	17%	-	18%	13%	5%	10%	13%	9%	6%	6%	*	21%	*	4%	25%	38%	11%	8%	3%	28%	6%	-	7%	-	16%	-	-	-	-	-	-	11%	18%	10%	21%	24%	22%	11%
	P abgjklm	71%	7%	7%	22%abgjklm	-	6%	17%bgkm	8%	6%m	24%bgkm	10%m	4%	5%	*	30%ABcgjkl m	4%	12%F	5%	8%	3%	3%	11%ZEFK	1%	-	2%	-	59%	-	-	-	-	-	-	16%	27%	13%	23%NP	16%NP	39%ZNP	71%
Other qual	542	563	86	84	119	33	36	90	97	63	161	112	73	59	43	170	22	19	39	13	49	19	6	40	23	-	28	7	347	-	-	-	-	-	-	119	125	117	95	54	149	563
	51%	53%	48%	41%	52%	39%	66%	39%	35%	59%	51%	54%	41%	40%	36%	56%	57%	31%	49%	55%	39%	33%	40%	48%	72%	-	52%	34%	55%	-	-	-	-	-	-	50%	50%	56%	52%	49%	51%	53%
	bfjklm BF	104%	16%g	15%	22%fgm	6%	7%	17%	18%	12%bfgklm	30%bfgm	21%bfgklm	13%	11%	8%	31%bfgklm	4%	3%	7%	2%	9%	4%	1%	7%	4%	-	5%	1%	64%ZBF	-	-	-	-	-	-	22%	23%	22%	18%	10%	28%	104%
Degree+	336	367	76	103	63	53	9	107	161	33	108	76	99	79	75	62	16	33	15	2	59	35	3	22	6	-	22	14	177	-	-	-	-	-	-	91	77	66	47	27	74	367
	32%	35%	43%	51%	28%	61%	16%	47%	59%	31%	34%	37%	56%	54%	63%	21%	41%	56%	19%	9%	48%	59%	23%	28%	18%	-	42%	68%	53%	-	-	-	-	-	-	38%	31%	32%	26%	25%	25%	35%
	nM	109%	23%Zcn	31%Zchijn	28%	16%	3%	52%Zchin	60%Zachij n	10%	35%n	23%n	30%Zechijn	22%Zchijn	22%Zabchi jn	18%	5%	10%ZCHM	5%	1%	18%ZCHM	10%ZCHM	1%	7%	2%	-	7%C	4%	53%	-	-	-	-	-	-	27%ZGS	23%	20%	14%	8%	22%	109%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/NO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 358

	Total (W'ltd)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var							IMD Quintiles (5) (md_imd_quintile)						Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc. E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Ed Affluent England (h)	Business, Education and Heritage Centres (i)	Countryside (j)	M Living (k)	Ethnically Diverse etropolitan Living C (l)	S London osmopolitan (m)	ervices and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
	1062	1062	252	282	244	143*	920	91*	51*	-*	-*	-*	-*	-*	-*	-*	-*	-*	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
		1062	24%	27%	23%	13%*	87%	9%*	5%*	-**	-**	-**	-**	-**	-**	-**	-**	-**	25%	21%	20%	18%	16%	30%	35%	14%*	16%*	30%	65%	47%	53%	66%	22%	100%
UnWt repeated for convenience - internal																																	
Total	1062	1062	245	287	257	106	895	107	60	-	-	-	-	-	-	-	-	-	214	216	222	216	194	345	419	130	121	251	764	474	574	687	247	1082
	100%	100%	97%	102%	106%	74%	97%	117%	119%	-	-	-	-	-	-	-	-	-	80%	97%	105%	113%	115%	108%	113%	67%	72%	79%	111%	96%	103%	98%	107%	100%
	i	adegqCDEG	22%d	27%ade	24%de	10%	84%d	10%de	6%de	-	-	-	-	-	-	-	-	-	20%	20%p	21%p	20%p	18%p	32%DE	39%DE	12%DE	11%	24%D	72%	45%	54%G	65%	23%	100%
ONS Regions (md_region) w1reg - as in weights																																	
North excl. Scot	252	245	252	-	-	-	252	-	-	-	-	-	-	-	-	-	-	-	107	32	41	40	32	80	98	33	38	71	175	107	141	167	54	245
	24%	23%	100%	-	-	-	27%	-	-	-	-	-	-	-	-	-	-	-	40%	14%	19%	21%	19%	25%	26%	22%	22%	22%	25%	22%	25%	24%	24%	23%
		bcdfgq	97%	100%Zbcdefg	-	-	-	100%Zbcdfg	-	-	-	-	-	-	-	-	-	-	42%Zgrst	13%	16%	16%	13%	32%	38%	13%	15%	28%	70%	42%	56%	66%	22%	97%
Midlands (inc E. of England)	282	287	-	282	-	-	282	-	-	-	-	-	-	-	-	-	-	-	65	62	55	50	50	94	94	30	45	75	188	142	138	185	55	287
	27%	27%	-	100%	-	-	31%	-	-	-	-	-	-	-	-	-	-	-	24%	28%	26%	26%	30%	30%	25%	20%	26%	23%	27%	29%	25%	26%	24%	27%
		acdfg	102%	100%Zacdefg	-	-	100%Zacdfg	-	-	-	-	-	-	-	-	-	-	-	23%	22%	19%	18%	18%	33%	33%	11%	16%	26%	67%	50%	49%	66%	19%	102%
South excl. London	244	257	-	-	244	-	244	-	-	-	-	-	-	-	-	-	-	-	25	59	51	58	50	77	103	29	27	56	180	107	137	180	49	257
	23%	24%	-	-	100%	-	26%	-	-	-	-	-	-	-	-	-	-	-	9%	26%	24%	30%	30%	24%	28%	20%	16%	18%	26%	22%	24%	26%	21%	24%
		abdfgp	106%	-	100%Zabdefg	-	106%Zabdfg	-	-	-	-	-	-	-	-	-	-	-	10%	24%p	21%p	24%Zp	21%p	31%	42%ZDE	12%	11%	23%	74%JE	44%	56%	74%Z	20%	106%
Greater London	143	106	-	-	-	143	143	-	-	-	-	-	-	-	-	-	-	-	30	37	34	26	16	36	32	31	26	57	68	77	65	86	31	106
	13%	10%	-	-	-	100%	16%	-	-	-	-	-	-	-	-	-	-	-	11%	16%	16%	14%	9%	11%	9%	21%	15%	18%	10%	16%	12%	12%	13%	10%
		abcfgBF	74%	-	-	100%Zabcefg	100%Zabcfg	-	-	-	-	-	-	-	-	-	-	-	21%	26%	24%	18%	11%	25%	22%	22%ZABF	18%	40%BF	48%	54%	45%	60%	21%	74%
England	920	895	252	282	244	143	920	-	-	-	-	-	-	-	-	-	-	-	227	190	181	175	148	287	325	123	136	259	612	433	480	618	189	896
	87%	84%	100%	100%	100%	100%	100%	-	-	-	-	-	-	-	-	-	-	-	85%	89%	85%	92%	88%	90%	88%	83%	80%	81%	89%	87%	86%	88%	82%	84%
		fgEJ	97%	27%Zfg	31%Zfg	25%Zfg	16%Zfg	-	-	-	-	-	-	-	-	-	-	-	25%	21%	20%	19%LZ	16%	31%DE	35%	13%	15%	28%	67%ZDE	47%	52%	67%J	20%	97%
Scotland	91	107	-	-	-	-	-	91	-	-	-	-	-	-	-	-	-	-	30	21	19	9	12	19	32	14	23	37	51	38	52	52	27	107
	9%	10%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	11%	9%	9%	5%	7%	6%	9%	9%	14%	12%	7%	8%	9%	7%	12%	10%
		abcde	117%	-	-	-	-	100%Zabcdeg	-	-	-	-	-	-	-	-	-	-	33%	23%	21%	10%	13%	21%	35%	15%	38%A	41%	58%	42%	57%	57%	30%	117%
Wales	51	60	-	-	-	-	-	-	51	-	-	-	-	-	-	-	-	-	10	13	12	7	9	13	13	12	10	22	27	24	26	29	15	60
	5%	6%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	4%	6%	6%	4%	5%	4%	4%	8%	6%	7%	4%	5%	5%	4%	6%	6%
		abce	119%	-	-	-	-	-	100%Zabcdef	-	-	-	-	-	-	-	-	-	20%	25%	24%	14%	17%	26%	27%	23%	20%	43%	53%	48%	51%	58%	29%	119%
ONS Area supergroup (LA Level) (6) (md_lag) DP CHECK - add - appears to be txt only var																																	
Affluent England	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Business, Education and Heritage Centres	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Countryside Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Ethnically Diverse Metropolitan Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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(Wave 2) KP260305A - POL (S26011063)
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	1062	1062	252	282	244	143*	920	91*	51*	-*	-*	-*	-*	-*	-*	-*	-*	267	223	212	191	169	319	371	149*	169*	318	690	495	558	699	230	1062
		100%	24%	27%	23%	13%*	87%	9%*	5%*	-**	-**	-**	-**	-**	-**	-**	-**	25%	21%	20%	18%	16%	30%	35%	14%*	16%*	30%	65%	47%	53%	66%	22%	100%
London Cosmopolitan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Services and Industrial Legacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Town and Country Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Urban Settlements	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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IMD Quintiles (5) (md_imd_quintile)																																	
1 - Most deprived	267	214	107	65	25	30	227	30	10	-	-	-	-	-	-	-	-	267	-	-	-	-	45	65	36	93	129	111	134	128	171	55	214
	25%	20%	42%	23%	10%	21%	25%	33%	20%	-	-	-	-	-	-	-	-	100%	-	-	-	-	14%	18%	24%	55%	41%	16%	27%	23%	24%	24%	20%
		cqrstABF 80%	**41%Zbcdeg**	24%c	9%	11%	**85%c**	**11%c**	4%	-	-	-	-	-	-	-	-	**100%Zgrst**	-	-	-	-	17%	25%	**14%A**	**35%ZABCEF**	**40%ZABCF**	41%	50%	48%	64%	21%	80%
2	223	216	32	62	59	37	190	21	13	-	-	-	-	-	-	-	-	-	223	-	-	-	73	69	31	42	73	141	107	115	150	48	216
	21%	20%	13%	22%	24%	26%	21%	23%	25%	-	-	-	-	-	-	-	-	-	100%	-	-	-	23%	19%	21%	25%	23%	20%	22%	21%	21%	20%	20%
		aprst 97%	14%	**24%a**	**26%a**	**16%a**	**85%a**	9%	6%	-	-	-	-	-	-	-	-	-	**100%Zgrst**	-	-	-	32%	31%	14%	19%	33%	63%	48%	52%	67%	20%	97%
3	212	222	41	55	51	34	181	19	12	-	-	-	-	-	-	-	-	-	-	212	-	-	62	87	34	21	55	150	92	119	130	47	222
	20%	21%	16%	19%	21%	24%	20%	21%	24%	-	-	-	-	-	-	-	-	-	-	**100%**	-	-	20%	24%	23%	12%	17%	22%	19%	21%	19%	20%	21%
		pqst 105%	19%	26%	24%	16%	85%	9%	6%	-	-	-	-	-	-	-	-	-	-	**100%Zpqst**	-	-	29%	**41%D**	**16%E**	10%	26%	71%	43%	56%	61%	22%	105%
4	191	216	40	50	58	26	175	9	7	-	-	-	-	-	-	-	-	-	-	-	191	-	72	74	24	13	37	146	84	106	123	53	216
	18%	20%	16%	18%	24%	18%	19%	10%	14%	-	-	-	-	-	-	-	-	-	-	-	**100%**	-	23%	20%	16%	8%	11%	21%	17%	19%	18%	23%	20%
		pqrtDE 113%	21%	28%	**36%Zl**	14%	92%	5%	4%	-	-	-	-	-	-	-	-	-	-	-	**100%Zpqrt**	-	**38%ZDE**	**39%DE**	12%	7%	19%	**77%ZDE**	44%	56%	64%	28%	113%
5 - Least deprived	169	194	32	50	50	16	148	12	9	-	-	-	-	-	-	-	-	-	-	-	-	169	67	76	23	*	24	143	79	89	125	29	194
	16%	18%	13%	18%	21%	11%	16%	13%	17%	-	-	-	-	-	-	-	-	-	-	-	-	**100%**	21%	20%	16%	*	7%	21%	16%	16%	18%	13%	18%
		pqrsDE 115%	19%	30%	30%	9%	88%	7%	5%	-	-	-	-	-	-	-	-	-	-	-	-	**100%Zpqrs**	**40%ZDE**	**45%ZDE**	**14%DE**	*	14%D	**85%ZDE**	47%	53%	74%	17%	115%
Tenure (3) (m_tenure)																																	
Buying it on a mortgage	319	345	80	94	77	36	287	19	13	-	-	-	-	-	-	-	-	45	72	62	72	67	319	-	-	-	-	319	237	79	219	86	345
	30%	32%	32%	33%	31%	25%	31%	21%	26%	-	-	-	-	-	-	-	-	17%	32%	29%	38%	40%	100%	-	-	-	-	46%	48%	14%	31%	37%	32%
		pBCDEH 108%	25%	30%	24%	11%	90%	6%	4%	-	-	-	-	-	-	-	-	14%	**23%p**	**30%p**	**23%Zp**	**21%Zp**	**100%ZBCDEF**	-	-	-	-	**100%ZBCDE**	**74%ZH**	25%	69%	**27%Z**	108%
Own it outright	371	419	96	94	103	32	325	32	13	-	-	-	-	-	-	-	-	65	69	87	74	76	-	371	-	-	-	371	90	281	246	80	419
	35%	39%	38%	33%	42%	22%	35%	35%	27%	-	-	-	-	-	-	-	-	25%	31%	41%	39%	45%	-	100%	-	-	-	54%	18%	50%	35%	35%	39%
		dpACDEG 113%	**38%d**	25%	**39%Zde**	9%	**88%d**	9%	4%	-	-	-	-	-	-	-	-	16%	19%	**24%p**	**20%p**	**20%Zpq**	-	**100%ZACDEF**	-	-	-	**100%ZACDE**	24%	**76%ZEI**	66%	22%	113%
Rent it from private landlord	149	130	33	30	29	31	123	14	12	-	-	-	-	-	-	-	-	36	31	34	24	23	-	-	149	-	149	-	87	62	99	30	130
	14%	12%	13%	11%	12%	22%	13%	15%	23%	-	-	-	-	-	-	-	-	14%	14%	16%	12%	14%	-	-	**100%**	-	47%	-	17%	11%	14%	13%	12%
	-	*ABDFH* 87%	22%	20%	20%	**31%b**	83%	9%	**9%b**	-	-	-	-	-	-	-	-	24%	21%	23%	16%	16%	-	-	**100%ZABDEF**	-	**100%ZABDF**	-	**58%ZH**	42%	66%	20%	87%
Rent from council/ housing association	169	121	38	45	27	26	136	23	10	-	-	-	-	-	-	-	-	93	42	21	13	*	-	-	-	169	169	-	64	104	106	25	121
	16%	11%	15%	16%	11%	18%	15%	**26%**	20%	-	-	-	-	-	-	-	-	35%	19%	10%	7%	*	-	-	-	**100%ZABCEF**	**100%ZABCF**	-	13%	19%	15%	11%	11%
		cnsABCFJ 72%	22%	28%	16%	15%	80%	**16%Zce**	6%	-	-	-	-	-	-	-	-	**55%Zgrst**	**25%rst**	**12%t**	**8%t**	*	-	-	-	-	-	-	38%	**62%Z**	63%	15%	72%
Renter	318	251	71	75	56	57	259	37	22	-	-	-	-	-	-	-	-	129	73	55	37	24	-	-	149	169	318	-	150	166	205	55	251
	30%	24%	28%	26%	23%	40%	28%	41%	43%	-	-	-	-	-	-	-	-	48%	33%	26%	19%	14%	-	-	100%	100%	100%	-	30%	30%	29%	24%	24%
		cestABF 79%	22%	23%	18%	**18%ce**	81%	**12%Zbce**	**7%e**	-	-	-	-	-	-	-	-	**41%Zgrst**	**23%st**	**17%t**	11%	7%	-	-	**47%ZABF**	**53%ABF**	**100%ZABF**	-	47%	52%	65%	17%	79%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
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Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 358

	Total (W1d)	UnWt repeated for convenience - internal	ONS Regions (md_region) w1reg - as in weights							ONS Area supergroup (LA Level) (8) (md_lag) DP CHECK - add - appears to be txt only var							IMD Quintiles (5) (md_imd_quintile)						Tenure (3) (m_tenure)						Working status (2) (R8_m_work)		Work sector (SECTOR/SECTORB)		UnWgt Total
	(Z)	Total	North excl. Scot (a)	Midlands (inc E. of England) (b)	South excl. London (c)	Greater London (d)	England (e)	Scotland (f)	Wales (g)	Ed Affluent England (h)	Business ucation and Heritage Centres (i)	Countryside M Living (j)	Ethnically diverse & cmopolitan Living C (k)	S London - osmopolitan (l)	ervices and Industrial Legacy (m)	Town and Country Living (n)	Urban Settlements (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Buying it on a mortgage (A)	Own it outright (B)	Rent it from private landlord (C)	Rent from council/ housing association (D)	Renter (E)	Owned outright/ buying on mortgage (F)	Full-time (G)	Not full-time/Not working (H)	Private (I)	Public (J)	Total
	1062	1062 100%	252 24%	282 27%	244 23%	143* 13%*	920 87%	91* 9%*	51* 5%*	-** -**	-** -**	-** -**	-** -**	-** -**	-** -**	-** -**	-** -**	267 25%	223 21%	212 20%	191 18%	169 16%	319 30%	371 35%	149* 14%*	169* 16%*	318 30%	690 65%	495 47%	558 53%	699 66%	230 22%	1062 100%
Owned outright/buying on mortgage	690 65%	764 72% dpCDE 111%	175 70% **25%d**	188 67% **27%d**	180 74% **26%2bfg**	68 48% 10%	612 67% **89%d**	51 56% 7%	27 53% 4%	-	-	-	-	-	-	-	-	111 41% 16%	141 63% **20%p**	150 71% **22%p**	146 77% **21%2pq**	143 85% **21%2pqr**	319 100% **48%JCDE**	371 100% **54%JCDE**	- - -	- - -	- - -	690 100% **100%JCDE**	327 66% 47%	360 65% 52%	465 67% 67%	167 72% **24%Z**	764 72% 111%
Working status (2) (R8_m_work)																																	
Full-time	495 47%	474 45% BH 96%	107 42% 22%	142 50% 29%	107 44% 22%	77 54% 16%	433 47% 87%	38 42% 8%	24 48% 5%	-	-	-	-	-	-	-	-	134 50% 27%	107 48% 22%	92 43% 19%	84 44% 17%	79 47% 16%	237 74% **48%ZBCDEF**	90 24% 18%	87 58% **17%ZBDE**	64 38% **13%B**	150 47% **30%BD**	327 47% **66%B**	495 100% **100%ZH**	- - -	357 51% **72%Z**	120 52% 24%	474 45% 96%
Not full-time/Not working	558 53%	574 54% ACGI 103%	141 56% 25%	138 49% 25%	137 56% 24%	65 45% 12%	480 52% 86%	52 57% 9%	26 51% 5%	-	-	-	-	-	-	-	-	128 48% 23%	115 52% 21%	119 56% 21%	106 56% 19%	89 53% 16%	79 25% 14%	281 76% **50%ZACDEF**	62 42% **11%A**	104 62% **19%ACE**	166 52% **30%AC**	360 52% **65%A**	- - -	558 100% **100%ZG**	342 49% 61%	111 48% 20%	574 54% 103%
Work sector (SECTOR/SECTORB)																																	
Private	699 66%	687 65% HJ 98%	167 66% 24%	185 66% 26%	180 74% **26%2bf**	86 60% 12%	618 67% 88%	52 57% 7%	29 58% 4%	-	-	-	-	-	-	-	-	171 64% 24%	150 67% 21%	130 61% 19%	123 64% 18%	125 74% **18%Zr**	219 69% 31%	246 66% 35%	99 66% 14%	106 63% 15%	205 65% 29%	465 67% 67%	357 72% **51%ZH**	342 61% 49%	699 100% **100%ZJ**	- - -	687 65% 98%
Public	230 22%	247 23% I 107%	54 22% 24%	55 19% 24%	49 20% 21%	31 21% 13%	189 20% 82%	27 30% 12%	15 29% 6%	-	-	-	-	-	-	-	-	55 21% 24%	46 20% 20%	47 22% 20%	53 28% **23%Z**	29 17% 13%	86 27% **37%JDE**	80 22% 35%	30 20% 13%	25 15% 11%	55 17% 24%	167 24% **72%Z**	120 24% 52%	111 20% 48%	- - -	230 100% **100%ZI**	247 23% 107%
UnWgt Total																																	
Total	1062 100%	1062 100% abpqCDEG 100%	245 97% **23%d**	287 102% **27%ade**	257 106% **24%de**	106 74% 10%	895 97% **84%d**	107 117% **10%de**	60 119% **6%de**	-	-	-	-	-	-	-	-	214 80% 20%	216 97% **20%p**	222 105% **21%p**	216 113% **20%p**	194 115% **18%p**	345 108% **32%DE**	419 113% **39%DE**	130 87% **12%DE**	121 72% 11%	251 79% **24%D**	764 111% 72%	474 96% 45%	574 103% **54%G**	687 98% 65%	247 107% 23%	1062 100% 100%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

12 Mar 2026

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 359

	Total (W'ld)	UnWt repeated for N convenience - internal	umber of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.	
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
	1062	1062 100%	136* 13%*	136* 13%*	212 20%	147* 14%*	76* 7%*	240 23%	155* 15%*	685 65%	750 71%	539 51%	182 17%	799 75%	205 19%	538 51%	743 70%	102* 10%*	44* 4%*	95* 9%*	135* 13%*	77* 7%*	126* 12%*	87* 8%*	153* 14%*	18** 2%**	34* 3%*	42** 4%**	49* 5%*	** **	155* 15%*	105* 10%*	20** 2%**	12** 1%**	4** **	1062 100%
UnWt repeated for convenience - internal																																		
Total	1062 100% bcfGghij morsvB	1062 100% bcfGghij morsvB	141 104% 13%b	123 91% 12%	204 96% 19%	150 102% 14%cfGhi	93 122% 9%	228 95% 21%	144 93% 14%	684 100% 64%cfGhi	738 98% 69%fG	534 99% 50%cfGh	177 97% 17%	803 101% 76%j	234 114% 22%	514 96% 48%	748 101% 70%m	101 99% 10%v	49 110% 5%svB	95 100% 9%svB	133 98% 13%v	71 93% 7%	135 107% 13%vB	90 103% 8%svB	138 90% 13%	24 135% 2%	49 145% 5%	44 104% 4%	57 117% 5%vB	1 317% *	143 92% 13%	113 108% 11%vB	18 90% 2%	16 137% 2%	5 125% *	1062 100% 100%
ONS Regions (md_region) w1reg - as in weights																																		
North excl. Scot	252 24%	245 23% z 97%	30 22% 12%	48 36% 19%Z	68 32% 27%bghi	36 25% 14%	12 16% 5%	64 27% 25%	37 24% 15%	154 22% 61%	185 25% 73%l	118 22% 47%	53 29% 21%	185 23% 73%	48 23% 19%	122 23% 48%	170 23% 67%	23 23% 9%z	13 29% 5%z	14 15% 6%	46 34% 18%Zgz	22 28% 9%z	29 23% 11%z	24 28% 10%z	39 28% 15%qz	7 37% 3%	5 14% 2%	7 16% 3%	3 6% 1%	- 100% *	37 24% 15%z	31 29% 12%qz	- - -	- - -	- - -	245 23% 97%
Midlands (inc E. of England)	282 27%	287 27% x 102%	45 33% 16%	27 20% 10%	57 27% 20%	31 21% 11%	12 16% 4%	81 34% 29%Zdghi	39 25% 14%	176 26% 62%	202 27% 72%	145 27% 51%e	41 22% 14%	221 28% 78%	50 26% 18%	135 25% 48%	186 25% 66%	23 22% 8%	8 18% 3%	44 46% 15%ZopnvxzB	29 21% 10%	28 37% 10%x	32 25% 11%	33 38% 12%rx	48 31% 17%x	7 38% 2%	4 11% 1%	9 21% 3%	13 26% 4%	- - -	39 26% 14%	40 38% 14%Zprx	- - -	- - -	- - -	287 27% 102%
South excl. London	244 23%	257 24% h 106%	33 24% 13%	34 25% 14%	34 16% 14%	51 35% 21%ZdGghi	34 44% 14%ZdGghi	46 19% 19%	32 20% 13%	166 24% 68%hi	150 20% 61%	115 21% 47%	44 24% 18%	179 22% 74%	44 22% 18%	135 25% 55%	179 24% 73%	35 34% 14%Zhv	16 36% 7%rtv	19 20% 8%	21 16% 9%	13 17% 5%	22 17% 9%	19 22% 8%	27 18% 11%	2 9% 1%	23 68% 9%ZopqrstuvB C	11 25% 4%	23 46% 9%ZqrstuvBC	- - -	32 20% 13%	20 20% 8%	- - -	- - -	- - -	257 24% 106%
Greater London	143 13%	106 10% fuC 74%	18 13% 12%	15 11% 11%	36 17% 25%f	18 12% 13%	14 19% 10%f	18 7% 13%	35 23% 25%Zghi	93 13% 65%f	106 14% 76%f	72 13% 50%f	31 17% 22%	100 12% 70%	32 16% 22%	80 15% 56%	112 15% 79%	15 15% 11%uC	3 7% 2%	11 11% 7%	28 21% 20%uC	8 10% 5%	23 18% 16%uC	2 2% 1%	16 11% 11%	1 8% 1%	2 8% 1%	13 30% 9%	7 15% 5%uC	- - -	35 23% 23%ZuvC	3 3% 2%	- - -	- - -	- - -	106 10% 74%
England	920 87%	895 84% i 97%	124 91% 14%	125 92% 14%	195 92% 21%hi	136 93% 15%gi	72 95% 8%Zghi	209 87% 23%	143 92% 16%i	586 85% 64%	645 86% 70%i	450 84% 49%	170 93% 18%Zk	684 86% 74%	174 85% 19%	472 88% 51%	646 87% 70%	96 94% 10%	40 91% 4%	87 92% 9%	124 92% 13%	71 92% 8%	106 84% 12%	78 89% 8%	131 86% 14%	16 93% 2%	34 99% 4%Zbv	39 92% 4%	45 92% 5%	* 100% *	142 92% 15%	94 90% 10%	- - -	- - -	- - -	895 84% 97%
Scotland	91 9%	107 10% GB 117%	8 6% 8%	7 5% 8%	10 5% 11%	9 6% 10%	4 5% 4%	15 6% 17%	2 2% 3%	65 9% 71%G	66 9% 72%G	56 10% 62%fG	9 5% 10%	70 9% 77%	23 11% 25%	41 8% 44%	64 9% 70%	5 5% 6%	4 8% 4%	3 3% 3%	6 5% 7%	3 4% 4%	16 12% 17%uBC	2 2% 2%	14 9% 15%qB	1 7% 1%	* 1% *	3 8% 4%	4 7% 4%	- - -	2 2% 3%	3 3% 3%	20 100% 22%	12 100% 13%	4 100% 4%	107 10% 117%
Wales	51 5%	60 6% 119%	4 3% 8%	3 3% 7%	7 3% 14%	2 1% 4%	- - -	16 7% 32%	10 7% 20%	35 5% 69%d	40 5% 79%	33 6% 65%	3 2% 7%	44 6% 87%	7 4% 15%	25 5% 50%	33 4% 65%	1 1% 3%	1 2% 1%	5 5% 9%	5 3% 9%	2 3% 5%	5 4% 10%	8 9% 16%	8 6% 17%	- - -	- - -	- - -	* * *	- - -	10 7% 20%	8 8% 16%	- - -	- - -	- - -	60 6% 119%
ONS Area supergroup (LA Level) (B)																																		
(md_lag) DP CHECK - add - appear's to be txt only var																																		
Affluent England	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business, Education and Heritage Centres	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ethnically Diverse Metropolitan Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis fied (j)	Dis satis fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
	1062	1062 100%	136* 13%*	136* 13%*	212 20%	147** 14%*	76* 7%*	240 23%	155* 15%*	685 65%	750 71%	539 51%	182 17%	799 75%	205 19%	538 51%	743 70%	102* 10%*	44* 4%*	95* 9%*	135* 13%*	77* 7%*	126* 12%*	87* 8%*	153* 14%*	18** 2%**	34* 3%*	42** 4%**	49* 5%*	*** ***	155* 15%*	105* 10%*	20** 2%**	12** 1%**	4** ***	1062 100%
London Cosmopolitan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Services and Industrial Legacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Town and Country Living	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Urban Settlements	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
IMD Quintiles (5) (imd_imd_quintile)																																			
1 - Most deprived	267	214	30	45	54	26	15	76	28	168	196	142	49	199	38	136	173	15	12	15	32	22	29	37	39	3	5	11	3	-	28	40	9	3	1	214
	25%	20%	22%	33%	26%	18%	20%	32%	18%	24%	26%	26%	27%	25%	19%	25%	23%	14%	26%	16%	23%	29%	23%	43%	26%	15%	13%	25%	6%	-	18%	38%	43%	29%	29%	20%
	loz	80%	11%	17%	20%	10%	6%	**29%JbDGjl**	10%	63%	73%	53%	19%	75%	14%	31%	65%	3%	**4%z**	6%	**12%z**	**8%z**	**11%z**	**14%JbqrtvuxB**	**15%qqz**	1%	2%	4%	1%	-	10%	**15%JbqxuxB**	3%	1%	*	80%
2	223	216	26	25	42	20	19	44	39	139	161	118	32	173	38	111	148	14	6	20	25	18	31	18	25	6	5	14	10	*	39	24	5	3	1	216
	21%	20%	19%	19%	20%	14%	26%	18%	25%	20%	21%	22%	17%	22%	18%	21%	20%	14%	15%	21%	18%	23%	25%	18%	17%	35%	15%	34%	20%	100%	25%	23%	23%	26%	28%	20%
		97%	12%	11%	19%	9%	9%	20%	18%	62%	72%	53%	14%	78%	17%	50%	68%	6%	3%	9%	11%	8%	14%	8%	11%	3%	2%	6%	4%	*	17%	11%	2%	1%	1%	97%
3	212	222	26	23	28	47	9	47	32	152	133	105	31	161	40	108	148	33	13	21	21	7	25	10	36	5	5	4	12	-	32	16	5	5	-	222
	20%	21%	19%	17%	13%	32%	12%	19%	21%	22%	18%	20%	17%	20%	20%	20%	20%	33%	30%	22%	15%	10%	20%	13%	23%	27%	15%	9%	25%	-	21%	15%	27%	40%	-	21%
	c	105%	12%	11%	13%	**22%Zcdghl**	4%	22%	15%	**73%cehl**	63%	50%	15%	76%	19%	51%	70%	**16%ZnsC**	**6%su**	10%	10%	4%	12%	5%	17%	2%	2%	2%	2%	**6%s**	-	15%	7%	3%	2%	-	105%
4	191	216	32	26	49	24	15	41	34	120	145	96	44	134	49	102	151	17	8	25	34	15	25	11	30	2	8	7	12	-	34	13	*	1	*	216
	18%	20%	24%	19%	23%	17%	20%	17%	22%	18%	19%	18%	24%	17%	24%	19%	20%	16%	17%	27%	25%	19%	19%	13%	20%	12%	24%	16%	25%	-	22%	13%	2%	5%	10%	20%
		113%	17%	14%	25%	13%	8%	21%	18%	63%	78%	50%	23%	70%	**20%Z**	54%	**79%Z**	8%	4%	**10%C**	18%	8%	13%	6%	16%	1%	4%	4%	6%	-	18%	7%	-	-	*	113%
5 - Least deprived	169	194	22	16	38	29	17	32	23	107	116	78	26	131	40	81	122	24	5	13	24	15	17	9	23	2	11	6	12	-	23	11	1	-	1	194
	16%	18%	16%	12%	18%	20%	23%	13%	15%	16%	15%	14%	14%	16%	20%	15%	16%	23%	12%	14%	18%	19%	13%	11%	15%	12%	32%	15%	23%	-	15%	11%	5%	-	33%	18%
		115%	13%	10%	23%	17%	10%	19%	13%	63%	69%	46%	16%	78%	24%	48%	72%	14%	3%	8%	14%	9%	10%	5%	14%	1%	**6%ZqtuxBC**	4%	7%	-	13%	7%	1%	-	1%	115%
Tenure (3) (m_tenure)																																			
Buying it on a mortgage	319	345	72	73	63	44	26	60	59	210	229	166	60	235	68	151	219	31	14	29	42	21	45	20	40	9	14	12	15	-	59	29	4	5	1	345
	30%	32%	53%	54%	30%	30%	34%	25%	38%	31%	31%	31%	33%	29%	33%	28%	30%	30%	31%	31%	31%	27%	36%	23%	26%	53%	40%	28%	32%	-	38%	28%	21%	39%	14%	32%
		168%	**23%Z**	**20%Z**	20%	14%	8%	19%	**19%f**	68%	72%	**52%f**	19%	74%	21%	47%	69%	10%	4%	9%	13%	7%	14%	6%	13%	3%	4%	4%	4%	5%	-	19%	9%	1%	1%	*	168%
Own it outright	371	419	18	18	88	77	36	93	20	238	250	161	62	279	84	211	294	61	15	34	51	60	28	29	31	62	1	17	18	23	-	20	32	7	1	2	419
	35%	39%	13%	13%	42%	52%	47%	39%	13%	35%	33%	30%	34%	35%	41%	39%	40%	60%	34%	54%	65%	45%	37%	23%	36%	41%	5%	52%	43%	48%	-	13%	31%	35%	13%	47%	39%
		113%	5%	5%	**24%Ghi**	**21%ZGghl**	**10%Gghl**	**25%Gi**	5%	**64%Gl**	**67%Gl**	**43%Gi**	17%	75%	23%	**57%Z**	**79%Z**	**17%JbstuvBC**	**4%B**	**14%ZtvBC**	**18%tB**	**6%B**	8%	**6%B**	**17%tB**	-	**5%JBtC**	5%	**6%tB**	-	5%	**9%B**	2%	-	1%	113%
Rent it from private landlord	149	130	16	17	34	13	5	15	46	86	107	72	22	117	20	61	80	4	9	5	22	12	20	8	7	3	2	3	4	-	46	11	2	4	-	130
	14%	12%	12%	12%	16%	9%	6%	6%	29%	12%	14%	13%	12%	15%	10%	11%	11%	4%	21%	9%	16%	16%	16%	9%	5%	5%	5%	8%	8%	-	30%	10%	8%	30%	-	12%
		87%	11%	11%	**22%f**	9%	3%	10%	**31%Zcdefghl**	**58%f**	**72%f**	**49%f**	15%	79%	13%	41%	54%	3%	**6%cqz**	4%	**15%cv**	**9%cv**	**12%cv**	5%	5%	2%	1%	2%	2%	-	**31%ZbqtuvxzC**	7%	1%	2%	-	87%
Rent from council/ housing association	169	121	24	25	14	12	8	61	17	122	124	110	23	133	23	92	115	6	6	8	3	12	27	29	33	5	1	7	4	-	16	32	5	2	2	121
	16%	11%	18%	18%	7%	8%	10%	25%	11%	18%	16%	20%	13%	17%	11%	17%	15%	6%	14%	8%	2%	15%	21%	32%	22%	28%	2%	17%	7%	7%	11%	31%	20%	18%	39%	11%
		72%	14%	15%	8%	7%	5%	**36%ZcdeGghl**	10%	**72%cd**	**73%cd**	**62%ZcbcGgh**	14%	79%	13%	54%	68%	4%	**4%r**	5%	1%	**7%r**	**16%cqrz**	**17%ZbqrzxB**	**20%qrzxz**	3%	4%	4%	2%	1%	**10%r**	**19%ZqrzxzB**	3%	1%	1%	72%
Renter	318	251	40	42	49	26	13	77	63	207	230	182	45	250	42	153	195	10	16	13	25	24	46	36	41	7	2	11	7	-	62	43	7	6	2	251
	30%	24%	30%	31%	23%	17%	17%	32%	40%	30%	31%	34%	25%	31%	21%	28%	26%	10%	35%	14%	18%	31%	37%	41%	27%	41%	7%	25%	15%	100%	40%	41%	34%	48%	39%	24%
		79%	13%	13%	15%	8%	4%	**24%de**	**30%Zcdeg**	**65%de**	**73%cde**	**57%Zdegh**	14%	79%	13%	48%	61%	3%	**5%cqrz**	4%	8%	**7%cqz**	**15%cqrxz**	**11%qrrxz**	**13%qrz**	2%	1%	3%	2%	-	**20%Zbqrzz**	**14%Zqrzxz**	2%	2%	1%	79%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/AB/CD/EF
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends .

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 359

	Total (W'td)	UnWt repeated for N convenience - internal	umber of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																	UnW Tot.	
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis -satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
		100%	13%*	13%*	20%	14%*	7%*	23%	15%*	65%	71%	51%	17%	75%	19%	51%	70%	10%*	4%*	9%*	13%*	7%*	12%*	8%*	14%*	2%**	3%*	4%**	5%*	* **	15%*	10%*	2%**	1%**	* **	100%
Owned outright/buying on mortgage	690	764	90	91	151	121	61	153	79	448	479	327	123	513	152	361	513	92	29	80	102	49	74	51	102	10	31	30	39	-	79	62	11	6	2	764
	65%	72%	66%	67%	71%	82%	80%	64%	51%	65%	64%	61%	67%	64%	74%	67%	68%	90%	65%	84%	76%	64%	59%	59%	67%	59%	82%	71%	80%	-	51%	59%	56%	52%	61%	72%
	GiB	111%	13%	13%		17%ZtGhi	9%ZfGgN	22%	11%	65%Gi	69%Gi	47%G	18%	74%	22%Z	52%	74%Z	13%ZpretuvBC	4%	12%ZpetuvBC	15%ZtuBC	7%	11%	7%	15%B	2%	4%ZpetuvBC	4%	6%ZtuBC	-	11%	9%	2%	1%	-	111%
Working status																																				
(2) (R9_m_work)																																				
Full-time	495	474	84	79	110	56	35	103	84	315	369	259	97	359	100	253	353	40	16	37	79	31	64	46	57	11	16	19	18	-	84	57	11	6	2	474
	47%	45%	62%	58%	52%	38%	46%	43%	54%	46%	49%	48%	53%	45%	49%	47%	47%	39%	35%	39%	58%	41%	51%	53%	37%	63%	48%	44%	37%	-	54%	55%	58%	53%	57%	45%
		96%	17%Z	16%Z	22%d	11%	7%	21%	17%d	64%	75%	52%	20%	72%	20%	51%	71%	8%	3%	8%	16%ZopqxyzBC	6%	13%	9%	12%	2%	3%	4%	4%	-	17%v	12%v	2%	1%	*	96%
Not full-time/Not working	558	574	50	55	99	91	41	136	70	368	376	277	84	438	103	284	387	62	29	57	57	42	62	41	95	7	17	24	31	*	70	47	9	5	2	574
	53%	54%	36%	41%	47%	62%	54%	57%	45%	54%	50%	51%	46%	55%	50%	53%	52%	61%	64%	61%	42%	55%	49%	47%	62%	37%	52%	56%	63%	100%	45%	45%	44%	43%	43%	54%
	ab	103%	9%	10%	18%	16%cGh	7%	24%	13%	66%h	67%	50%	15%	78%	18%	51%	69%	11%r	5%r	10%r	10%	8%	11%	7%	17%vBC	1%	3%	4%	6%r	*	12%	9%	2%	1%	*	103%
Work sector (SECTOR/SECTORB)																																				
Private	699	687	91	96	132	96	56	164	104	469	505	372	117	540	135	368	501	68	29	60	83	49	74	62	102	14	29	28	30	*	104	76	17	3	4	687
	66%	65%	67%	71%	62%	66%	74%	68%	67%	68%	67%	69%	64%	68%	66%	68%	67%	68%	65%	63%	61%	64%	59%	71%	67%	80%	85%	65%	61%	100%	67%	73%	83%	30%	100%	65%
		98%	13%	14%	19%	14%	8%	24%	15%	67%	72%	53%	17%	77%	19%	52%	72%	10%	4%	9%	12%	7%	11%	9%	15%	2%	4%Zqrtz	4%	4%	*	15%	11%	2%	*	1%	98%
Public	230	247	24	35	56	34	12	45	34	138	160	104	46	167	47	123	170	24	10	23	46	10	33	12	33	2	3	9	11	-	34	14	3	4	-	247
	22%	23%	18%	26%	26%	23%	16%	19%	22%	20%	21%	19%	25%	21%	23%	23%	23%	23%	23%	25%	34%	13%	27%	14%	22%	12%	8%	22%	22%	-	22%	14%	16%	30%	-	23%
		107%	10%	15%	24%	15%	5%	20%	15%	60%	69%	45%	20%	72%	20%	53%	74%	10%	4%	10%	30%ZsuzC	4%	13%x	5%	14%	1%	1%	4%	5%	-	15%	6%	1%	2%	-	107%
UnWgt Total																																				
Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
	100%	100%	104%	91%	96%	102%	122%	95%	93%	100%	98%	99%	97%	101%	114%	98%	101%	99%	110%	100%	98%	93%	107%	103%	90%	135%	145%	104%	117%	317%	92%	108%	90%	137%	123%	100%
		bcdGghij 100%	13%b	12%	19%	14%dGhi	9%	21%	14%	64%dGhi	69%dG	50%dGh	17%	76%j	22%	48%	70%m	10%v	5%wxB	9%wxB	13%v	7%	13%vB	8%wxB	13%	2%	5%	4%	5%vB	-	13%	11%vB	2%	2%	*	100%
		morsvG	morsvG																																	

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; '*' very small base (under 30) ineligible for sig testing**

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https://www.Ipsos.uk/political-and-social-trends .

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 360

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)														Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T he Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F Extremely / unstable v (R)	Not financiall y recarious extremely unstable (S)	Total
	1062	1062	179* 17%^	202 19%	227* 21%^	87** 8%**	55** 5%**	229* 22%^	274 26%	106* 10%^	313 29%	206* 19%^	178* 17%^	147** 14%^	120* 11%^	301 28%	38** 4%**	60* 6%^	80* 7%^	24** 2%**	123* 12%^	59* 6%^	15** 1%**	85* 8%^	32** 3%**	-** -**	53* 5%^	20** 2%**	631 59%	-* -*	-* -*	-* -*	-* -*	-* -*	-* -*	237 22%	250 24%	216 20%	183* 17%^	111* 10%^	264 25%	1062 100%
UnWt repeated for convenience - internal																																									
Total	1062 1100%	1062 1100% abcfhi 100%	164 92% 15%cfj	195 97% 16%achijk m	157 69% 15%	35 40% 3%	35 64% 3%	167 73% 16%j	332 121% 31%cfj	89 84% 8%cj	270 86% 25%cfj	125 61% 12%	152 85% 14%cfj	142 97% 13%cfhijk	109 91% 10%cfj	305 101% 29%abcfhijk lm	43 114% 4%	63 108% 6%CE	55 69% 5%	13 53% 1%	80 65% 8%	82 140% 8%CE	16 104% 2%	85 100% 8%CE	20 62% 2%	- - -	58 109% 5%CE	26 122% 2%	661 105% 62%E	- - -	- - -	- - -	- - -	- - -	- - -	270 114% 25%S	243 97% 23%QRS	232 110% 22%QS	159 67% 15%	92 83% 9%	251 85% 24%	1062 100% 100%
ONS Regions (md_region) w1reg - as in weights																																									
North excl. Scot	252 24%	245 23% B 97%	40 23% 16%	35 18% 14%	55 24% 22%	8 9% 3%	22 39% 9%	69 30% 39%b	65 24% 26%	40 37% 16%abcgjm n	82 26% 32%b	76 37% 30%abcgjl mn	50 28% 20%b	35 24% 14%	24 20% 9%	64 21% 25%	8 21% 3%	4 6% 1%	16 20% 6%	9 38% 4%	31 25% 12%B	12 20% 5%	2 16% 1%	25 30% 10%B	19 61% 8%	- - -	14 27% 6%B	2 8% 1%	154 24% 61%B	- - -	- - -	- - -	- - -	- - -	- - -	51 21% 20%	58 23% 23%	48 23% 19%	52 28% 20%	28 26% 11%	80 27% 32%	245 23% 97%
Midlands (inc E. of England)	282 27%	287 27% fgEFHK 102%	37 21% 13%	42 21% 15%	61 27% 22%I	11 13% 4%	11 19% 4%	38 17% 13%	53 19% 19%	27 25% 10%	67 21% 24%	46 23% 16%	38 21% 13%	31 21% 11%	25 21% 9%	115 38% 41%2abcfgjk lm	4 10% 1%	12 20% 4%	22 28% 8%E	5 21% 2%	14 11% 5%	6 11% 2%	4 28% 1%	13 15% 4%	1 2% *	- - -	6 12% 2%	3 15% 1%	204 32% 71%ZEHIK	- - -	- - -	- - -	- - -	- - -	- - -	55 23% 19%	71 28% 25%	56 27% 20%	44 24% 16%	38 34% 14%	82 28% 29%	287 27% 102%
South excl. London	244 23%	257 24% RS 106%	42 24% 17%	54 27% 22%I	51 23% 21%	28 32% 11%	6 11% 3%	39 17% 16%	63 23% 26%	23 21% 9%	80 26% 33%	37 18% 15%	44 25% 18%	40 27% 16%I	23 19% 10%	62 20% 25%	6 15% 2%	14 23% 6%	18 23% 7%	- - -	20 16% 8%	14 25% 6%	7 43% 3%	21 25% 9%	3 9% 1%	- - -	20 37% 8%ZE	4 22% 2%	144 23% 59%	- - -	- - -	- - -	- - -	- - -	- - -	59 25% 24%RS	70 28% 29%RS	63 30% 26%ZGRS	33 18% 13%	12 11% 5%	44 15% 18%	257 24% 106%
Greater London	143 13%	106 10% hnMOP 74%	40 22% 28%Jchn	42 21% 29%Jchn	27 12% 19%	40 46% 28%	5 10% 4%	68 30% 40%Jchijkn	59 21% 41%Jchn	5 3% 4%	46 15% 34%hn	31 15% 22%hn	34 19% 24%hn	30 20% 21%Jhn	37 31% 26%Jchijk n	17 6% 12%	15 41% 11%	22 36% 15%JCHKM	13 16% 9%	5 21% 4%	52 42% 37%JCHKM	14 23% 10%JHM	1 4% *	8 10% 6%	8 25% 6%	- - -	8 15% 6%	5 26% 4%	44 7% 30%	- - -	- - -	- - -	- - -	- - -	- - -	41 17% 28%OP	21 8% 15%	15 7% 11%	32 18% 22%OP	11 10% 8%	44 13% 31%P	106 10% 74%
England	920 87%	895 84% 97%	159 89% 17%	174 86% 19%	194 86% 21%	87 100% 9%	44 80% 5%	215 94% 23%Jbcgn	240 88% 26%	94 89% 10%	277 88% 30%	191 93% 21%c	166 93% 18%Zbg	136 93% 15%	109 91% 12%	257 85% 28%	33 87% 4%	51 86% 6%	69 87% 8%	20 80% 2%	116 94% 13%FH	47 80% 5%	14 89% 1%	68 80% 7%	31 98% 3%	- - -	49 91% 5%	15 71% 2%	546 87% 59%	- - -	- - -	- - -	- - -	- - -	- - -	204 86% 22%	220 88% 24%	183 87% 20%	160 88% 17%	90 81% 10%	250 85% 27%	895 84% 97%
Scotland	91 9%	107 10% i 117%	16 9% 10%k	15 7% 17%	22 10% 24%Lj	- - -	7 12% 7%	9 4% 10%	24 9% 26%jk	8 7% 8%	14 4% 15%	7 3% 8%	6 3% 7%	7 5% 7%	8 7% 9%	31 10% 34%fj	3 7% 3%	6 11% 7%	7 9% 8%	5 20% 5%	6 5% 6%	8 14% 9%	- - -	6 8% 7%	- - -	- - -	3 6% 4%	3 14% 3%	58 9% 61%	- - -	- - -	- - -	- - -	- - -	- - -	21 8% 23%	22 9% 24%	12 6% 14%	16 9% 18%	15 13% 18%	31 11% 34%	107 10% 117%
Wales	51 5%	60 6% 119%	3 2% 6%	13 7% 26%	10 5% 20%	- - -	4 8% 9%	5 2% 10%	10 4% 20%	4 4% 8%	23 7% 40%af	8 4% 17%	6 3% 11%	4 3% 8%	3 3% 7%	13 4% 26%	2 5% 4%	2 4% 4%	3 4% 6%	- - -	1 1% 2%	4 6% 7%	2 11% 3%	11 13% 21%JBM	1 4% 2%	- - -	1 3% 3%	3 15% 8%	29 5% 58%	- - -	- - -	- - -	- - -	- - -	- - -	11 5% 22%	9 3% 17%	15 7% 31%	7 4% 13%	6 6% 12%	13 4% 25%	60 6% 119%
ONS Area supergroup (LA Level) (8)																																									
(md_lag) DP CHECK - add - appears to be txt only var																																									
Affluent England	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business, Education and Heritage Centres	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
^=Less than 0.5%
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP26030SA - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 360

	Total (W1d)	UnWt repeated for convenience -- internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)														Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)							Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)							UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financial y stable (O)	Just about coping (P)	Financiall y precarious v	F Extremely v ulnerable v (R)	Not financiall y recarious extremely ulnerable (S)	Total
	1062	1062 100%	179* 17%*	202 19%	227* 21%*	87** 8%**	55** 5%**	229* 22%*	274 26%	106* 10%*	313 29%	206* 19%*	178* 17%*	147* 14%*	120* 11%*	301 28%	59** 4%*	82* 6%	80* 7%	24** 2%**	123* 12%*	59* 6%*	15** 1%**	85* 8%*	32** 3%**	-** -**	53* 5%	20** 2%**	631 59%	-* -*	-* -*	-* -*	-* -*	-* -*	-* -*	237 22%	250 24%	210 20%	183* 17%*	111* 10%*	294 28%	1062 100%
Countryside Living	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Ethnically Diverse Metropolitan Living	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
London Cosmopolitan	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Services and Industrial Legacy	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Town and Country Living	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Urban Settlements	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
IMD Quintiles (5) (imd_imd_quintile)																																										
1 - Most deprived	267 25%	214 20% bgmnKN 80%	38 21% 14%	29 14% 11%	69 30% 26%-bgkm	14 16% 5%	23 43% 9%	65 29% 24%-bgkm	49 18% 18%	29 27% 11%-bm	70 22% 26%-b	57 27% 21%-bgkm	31 17% 12%	29 20% 11%	14 12% 5%	83 28% 31%-bgm	16 41% 6%	10 17% 4%	20 26% 8%	16 67% 6%	33 26% 12%	13 21% 5%	7 47% 3%	19 22% 7%	15 46% 6%	- - -	6 11% 2%	2 11% 1%	157 25% 59%	- - -	- - -	- - -	- - -	- - -	- - -	29 12% 11%	53 21% 20%-N	52 25% 20%-N	61 33% 23%-NO	48 43% 18%-ZNOP	108 37% 41%-ZNOP	214 20% 80%
2	223 21% B	216 20% 97%	45 25% 20%	41 20% 18%	57 25% 26%	16 19% 7%	6 11% 3%	52 23% 24%	60 22% 27%	20 19% 9%	77 24% 34%	53 24% 24%	33 26% 15%	25 17% 11%	23 19% 10%	20 20% 27%	4 10% 2%	5 8% 2%	20 26% 9%	3 11% 1%	38 31% 17%-B	8 13% 3%	1 3% *	16 19% 7%	3 10% 1%	- - -	10 19% 5%	1 7% 1%	134 21% 60%-B	- - -	- - -	- - -	- - -	- - -	- - -	41 17% 18%	60 24% 27%	38 18% 17%	54 29% 24%-ZN	20 18% 9%	74 25% 33%	216 20% 97%
3	212 20%	222 21% 105%	34 19% 16%	47 23% 23%-j	33 15% 16%	11 13% 5%	10 18% 5%	36 16% 17%	52 19% 24%	15 14% 7%	55 17% 26%	30 14% 14%	31 18% 15%	35 24% 17%-j	24 20% 12%	64 21% 30%	9 25% 4%	19 32% 9%-ZEM	13 16% 6%	- - -	19 16% 9%	13 22% 6%	2 15% 1%	18 21% 9%	1 4% *	- - -	15 27% 7%	5 24% 2%	116 18% 55%	- - -	- - -	- - -	- - -	- - -	- - -	52 22% 24%	49 19% 23%	45 21% 21%	29 16% 14%	21 16% 10%	49 17% 23%	222 21% 105%
4	191 18% RS	216 20% 113%	32 16% 17%	50 25% 26%-ZbI	30 13% 16%	27 31% 14%	9 17% 5%	42 18% 22%	69 25% 36%-ZcI	20 19% 10%	50 16% 26%	34 17% 18%	45 25% 24%-cI	35 24% 18%-c	34 29% 18%-ZcIj	52 17% 27%	6 15% 3%	14 24% 7%	14 18% 8%	5 22% 3%	21 17% 11%	17 29% 9%	4 28% 2%	16 18% 8%	10 31% 5%	- - -	16 31% 9%-Z	4 19% 2%	113 18% 59%	- - -	- - -	- - -	- - -	- - -	- - -	57 24% 30%-ZGRS	51 20% 27%-RS	46 22% 24%-GRS	20 11% 10%	6 6% 3%	26 9% 14%	216 20% 113%
5 - Least deprived	169 16%	194 18% 115%	29 16% 17%	35 17% 21%	37 16% 22%	18 21% 11%	6 11% 4%	33 15% 20%	43 16% 25%	23 21% 13%	63 20% 37%	33 16% 19%	37 21% 22%	23 16% 14%	24 20% 14%	43 14% 25%	3 9% 2%	11 19% 7%	11 14% 7%	- - -	12 9% 7%	9 15% 5%	1 6% 1%	16 18% 9%	3 10% 2%	- - -	6 12% 4%	8 38% 5%	111 18% 66%	- - -	- - -	- - -	- - -	- - -	- - -	58 25% 34%-ZGPQS	38 15% 23%	29 14% 17%	20 11% 12%	16 15% 10%	36 12% 21%	194 18% 115%
Tenure (3) (m_tenure)																																										
Buying it on a mortgage	319 30%	345 32% 108%	50 28% 16%	65 32% 21%	62 27% 20%	29 34% 9%	16 29% 5%	62 27% 19%	104 38% 33%-ZefIhj	24 23% 8%	90 29% 28%	48 23% 15%	69 39% 22%-afhj	53 36% 17%-j	43 36% 14%	98 33% 31%	6 15% 2%	10 17% 3%	24 30% 8%	2 7% 1%	21 17% 6%	15 25% 5%	- - -	20 24% 6%	3 9% 1%	- - -	17 32% 5%	8 39% 2%	215 34% 67%-ZEC	- - -	- - -	- - -	- - -	- - -	- - -	69 29% 22%	80 32% 25%	75 36% 23%	45 25% 14%	29 26% 9%	74 25% 23%	345 32% 108%
Own it outright	371 35% MORS	419 39% 113%	67 37% 18%	80 39% 21%-g	80 35% 21%	35 41% 10%	10 19% 3%	71 31% 19%	81 30% 22%	57 53% 15%-ZeIGIj 40mn	129 41% 33%-gn	74 36% 20%	63 35% 17%	52 35% 14%	39 33% 11%	91 30% 25%	15 47% 4%	34 56% 9%-ZEM	32 40% 9%	7 28% 2%	38 31% 10%	23 39% 8%	8 53% 2%	47 55% 13%-ZEM	13 41% 4%	- - -	24 44% 6%	5 26% 1%	202 32% 54%	- - -	- - -	- - -	- - -	- - -	- - -	124 52% 32%-ZPQRS	112 45% 30%-ZPQRS	65 31% 16%-QS	33 18% 9%	24 22% 7%	57 19% 15%	419 39% 113%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
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Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - ZNO/P/Q/RS
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 360

	Total (W'td)	UnWt repeated for convenience - Internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)										Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T he Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	p Extremely r unwilla v (R)	Not financiall y recarious extremely unwillin (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	- **	53*	29**	631	- *	- *	- *	- *	- *	- *	237	250	216	193*	111*	294	1062
		100%	17%	19%	21%	8%**	5%**	22%	26%	10%	29%	19%	17%	14%	11%	28%	4%**	6%*	7%*	2%**	12%*	6%*	1%**	8%*	3%**	- **	5%*	2%**	59%	- *	- *	- *	- *	- *	- *	22%	24%	20%	17%*	10%*	28%	100%
Rent it from private landlord	149	130	22	32	28	7	10	36	48	13	39	34	33	20	17	43	8	9	6	3	23	13	1	7	6	-	8	4	90	-	-	-	-	-	-	23	27	35	40	18	59	130
	14%	12%	12%	16%	12%	8%	18%	16%	18%	12%	12%	16%	19%	14%	14%	14%	21%	15%	7%	11%	19%	23%	4%	9%	19%	-	14%	21%	14%	-	-	-	-	-	-	10%	11%	17%	22%	17%	20%	12%
		87%	15%	22%	19%	4%	7%	24%	32%	8%	26%	23%	22%	14%	11%	29%	5%	6%	4%	2%	16%	9%CH	*	5%	4%	-	5%	3%	61%	-	-	-	-	-	-	16%	18%	24%	27%ZNO	12%	39%ZNO	87%
Rent from council/ housing association	169	121	22	13	44	5	15	35	22	9	40	38	6	10	10	55	4	3	17	9	27	5	4	8	4	-	4	3	99	-	-	-	-	-	-	11	26	27	54	31	85	121
	16%	11%	13%	6%	19%	6%	9%	15%	8%	8%	13%	18%	3%	7%	8%	18%	10%	5%	22%	37%	22%	9%	29%	10%	13%	-	7%	14%	18%	-	-	-	-	-	-	5%	10%	13%	30%	28%	29%	11%
		72%	13%bk	8%	20%bgkiln	3%	9%	21%bgkl	13%k	5%	24%bk	23%bghkim	3%	6%	6%	33%bgkl	10%	2%	10%B	5%	16%B	3%	3%	5%	3%	-	2%	2%	58%	-	-	-	-	-	-	7%	15%	18%N	32%ZNOP	18%ZNOP	50%ZNOP	72%
Renter	318	251	44	45	72	12	25	71	70	21	79	72	39	30	27	96	12	12	23	12	50	19	5	16	10	-	12	7	189	-	-	-	-	-	-	35	53	62	94	49	144	251
	30%	24%	25%	22%	32%	14%	45%	31%	26%	20%	25%	35%	22%	21%	22%	33%	31%	4%	29%	48%	41%	32%	33%	19%	32%	-	22%	35%	30%	-	-	-	-	-	-	15%	21%	30%N	52%	44%	49%	24%
		79%	14%	14%	23%	4%	8%	32%d	22%	7%	25%	23%bhkl	12%	10%	8%	31%kl	4%	4%	7%	4%	16%BH	6%	2%	5%	3%	-	4%	2%	59%	-	-	-	-	-	-	11%	17%	30%N	30%ZNOP	15%ZNO	45%ZNOP	79%
Owned outright/buying on mortgage	690	764	117	145	142	65	26	132	185	81	219	122	132	105	83	189	21	44	56	9	59	38	8	67	16	-	41	13	416	-	-	-	-	-	-	193	193	140	78	53	131	764
	65%	72%	65%	72%	63%	75%	47%	58%	68%	76%	70%	59%	74%	72%	69%	63%	56%	74%	70%	35%	48%	65%	53%	79%	49%	-	77%	65%	66%	-	-	-	-	-	-	81%	77%	56%	42%	48%	44%	72%
		EQRS 111%	17%	21%fj	21%	9%	4%	19%	27%d	12%cdj	32%fj	18%	19%fj	15%fj	12%	27%	3%	6%E	8%E	1%	9%	6%	1%	10%ZE	2%	-	6%E	2%	65%E	-	-	-	-	-	-	28%ZPQRS	28%ZPQRS	20%QRS	11%	8%	19%	111%
Working status																																										
(R8_m_work)	(2)																																									
Full-time	495	474	80	98	114	54	22	105	147	41	144	89	101	86	73	153	17	21	38	4	51	26	6	26	7	-	24	12	320	-	-	-	-	-	-	111	115	101	79	53	132	474
	47%	45%	45%	49%	50%	63%	41%	46%	54%	39%	46%	43%	57%	59%	61%	51%	44%	35%	47%	14%	41%	44%	42%	31%	23%	-	45%	58%	51%	-	-	-	-	-	-	47%	46%	48%	43%	48%	45%	45%
	H	96%	16%	20%	23%	11%	5%	21%	30%Zh	8%	29%	18%	20%Zdhj	17%Zdhhj	15%Zdbfhj	31%	3%	4%	8%	1%	10%	5%	1%	5%	1%	-	5%	2%	65%ZH	-	-	-	-	-	-	22%	23%	20%	16%	11%	27%	96%
Not full-time/Not working	558	574	98	103	113	32	32	121	125	65	169	117	77	60	46	145	21	38	42	21	70	32	9	58	25	-	29	8	308	-	-	-	-	-	-	125	135	109	102	57	158	574
	53%	54%	55%	51%	50%	37%	59%	53%	46%	61%	54%	57%	43%	41%	38%	48%	55%	64%	53%	86%	57%	55%	58%	69%	77%	-	54%	39%	49%	-	-	-	-	-	-	53%	54%	52%	56%	51%	54%	54%
		gImM 103%	18%klm	18%m	20%	6%	6%	22%klm	22%	12%gklm	30%lm	21%gklm	14%	11%	8%	26%	4%	7%	8%	4%	13%	6%	2%	5%	1%	-	5%	1%	55%	-	-	-	-	-	-	22%	24%	20%	18%	10%	28%	103%
Work sector (SECTOR/SECTORB)																																										
Private	699	687	110	141	177	71	42	149	177	82	230	164	131	91	83	185	30	33	66	14	73	30	13	59	23	-	34	15	418	-	-	-	-	-	-	161	167	143	115	80	195	687
	66%	65%	61%	70%	78%	82%	77%	65%	65%	77%	73%	74%	74%	62%	69%	61%	80%	56%	83%	58%	59%	52%	88%	79%	72%	-	63%	76%	68%	-	-	-	-	-	-	68%	67%	66%	63%	72%	66%	65%
		F 98%	16%	20%	25%Zdgin	10%	6%	21%	25%	12%ain	33%Zagin	22%ain	19%agin	13%	12%	26%	4%	5%	9%ZEEFM	2%	10%	4%	2%	8%	3%	-	5%	2%	60%	-	-	-	-	-	-	23%	24%	20%	16%	11%	28%	98%
Public	230	247	48	47	36	10	9	46	75	19	57	30	34	40	28	69	5	18	8	7	24	22	1	14	3	-	8	4	141	-	-	-	-	-	-	54	56	57	36	14	50	247
	22%	23%	27%	23%	16%	11%	17%	20%	27%	18%	18%	15%	19%	27%	24%	23%	12%	29%	10%	28%	19%	38%	8%	16%	11%	-	16%	20%	22%	-	-	-	-	-	-	23%	23%	27%	20%	12%	17%	23%
		107%	21%efj	20%	16%	4%	4%	20%	32%Zbjk	8%	25%	13%	15%	17%efj	12%	30%	2%	6%C	3%	3%	10%	10%ZCEHKM	1%	6%	2%	-	4%	2%	61%	-	-	-	-	-	-	23%	25%	20%RS	16%	6%	22%	107%
UnWgt Total																																										
Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
	100%	100%	92%	97%	69%	40%	64%	73%	121%	84%	86%	61%	85%	97%	91%	101%	114%	106%	69%	53%	65%	140%	104%	100%	62%	-	109%	122%	105%	-	-	-	-	-	-	114%	97%	110%	87%	83%	85%	100%
		abcfhi 100%	12%cfj	16%acfhijk	15%	3%	3%	16%j	31%cfj	8%cj	25%cfj	12%	14%cfj	12%cdhijk	10%cfj	29%abcfhijk	4%	6%CE	5%	1%	8%	9%CE	2%	8%CE	2%	-	5%CE	2%	52%E	-	-	-	-	-	-	25%S	22%QRS	22%QS	15%	9%	24%	100%
	jklmCEO QRS	jklmCEO QRS		m												lm																										

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
^=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/NO/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP26030SA - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 361

	Total (W1d)	UnWt repeated for N convenience - internal	umber of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)															UnW Tot.	
	(Z)	Total	One	Two or more	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green	Not Lab	Not Con	Not Lab or Con	Satis fied	Dis satis fied	Very	Fairly	Very/Fairly	Con loyalist	Con gains	Con losses	Lab loyalist	Lab gains	Lab losses	Reform UK loyalist	Reform UK gains	Reform UK losses	LD loyalist	LD gains	LD losses	Green loyalist	Green gains	Green losses	SNP loyalist	SNP gains	SNP losses	
	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	158*	105*	20**	12**	4**	1062
		100%	13%*	13%*	20%	14%*	7%*	23%	15%*	65%	71%	51%	17%	75%	19%	51%	70%	10%*	4%*	9%*	13%*	7%*	12%*	8%*	14%*	2%**	3%*	4%**	5%*	***	15%*	10%*	2%**	1%**	*	100%
UnWt repeated for convenience - internal																																				
Total	1062	1062	141	123	204	150	93	228	144	684	738	534	177	803	234	514	748	101	49	95	133	71	135	90	138	24	49	44	57	1	143	113	18	16	5	1062
	100%	100%	104%	91%	96%	102%	122%	95%	93%	100%	98%	99%	97%	101%	114%	96%	101%	99%	110%	99%	100%	98%	107%	103%	100%	90%	145%	104%	117%	31.7%	92%	108%	90%	137%	123%	100%
		bcdfjkl	13%b	12%	19%	14%cfGhi	9%	21%	14%	64%cfGhi	69%fG	50%cfGh	17%	76%j	22%	48%	70%m	10%v	5%avB	9%avB	13%v	7%	13%vB	8%avB	13%	2%	5%	4%	5%vB	*	*	11%vB	2%	2%	*	100%
		morsvB																																		
Number of children aged 0 to 15 in household (m_hhsize_child)																																				
One	136	141	136	-	29	23	11	33	13	84	90	61	32	88	20	64	84	17	5	10	14	15	19	11	21	3	4	7	8	-	13	15	-	2	2	141
	13%	13%	100%	-	14%	15%	14%	14%	8%	12%	12%	11%	18%	11%	10%	12%	11%	17%	12%	10%	10%	19%	15%	13%	14%	17%	11%	17%	16%	-	8%	14%	-	18%	43%	13%
		bk	100%2b	-	21%	17%	8%	24%	9%	62%	66%	45%	24%	65%	15%	47%	62%	13%	4%	7%	10%	11%	14%	8%	16%	2%	3%	5%	6%	-	9%	11%	-	2%	1%	104%
Two or more	136	123	-	136	54	12	8	31	19	74	96	62	28	98	24	70	95	5	7	11	29	4	16	8	23	1	5	4	2	-	19	9	3	1	-	123
	13%	12%	-	100%	16%	8%	11%	13%	12%	11%	13%	12%	16%	12%	12%	13%	13%	5%	15%	11%	22%	6%	13%	9%	15%	5%	13%	8%	4%	-	12%	8%	14%	5%	-	12%
		ag	91%	-	25%	9%	8%	23%	14%	55%	71%	46%	21%	72%	18%	53%	70%	4%	5%	8%	21%bcdC	3%	12%	6%	17%	1%	3%	3%	2%	-	14%	6%	2%	*	-	91%
			100%2a																																	
Voting Intention (QV1A/QV1B/QV2, combined)																																				
Labour	212	204	29	34	212	-	-	-	-	-	212	-	109	84	54	101	154	-	-	13	135	77	-	-	-	1	-	-	14	-	-	1	-	-	1	204
	20%	19%	21%	25%	100%	-	-	-	-	-	28%	-	60%b	11%	26%	19%	21%	-	-	14%	100%	100%	-	-	-	5%	-	-	29%	-	-	1%	-	-	29%	19%
		defGjkl	14%	16%	100%2deFGjkl	-	-	-	-	-	100%2deFGjkl	-	51%2b	40%	25%Z	48%	73%	-	-	6%cptuvxBC	64%2bpqtuvxz BC	36%2bpqtuvxzB C	-	-	-	-	-	-	7%cptuvxBC	-	-	-	-	-	1%	96%
		tuvxBC	tuvxBC																																	
Consevative	147	150	23	12	-	147	-	-	-	147	-	-	11	130	23	90	113	102	44	-	-	-	9	-	-	2	-	-	8	-	-	2	-	-	-	150
	14%	14%	17%	9%	-	100%	-	-	-	21%	-	-	6%	16%	11%	17%	15%	100%	100%	-	-	-	7%	-	-	13%	-	-	16%	-	-	2%	-	-	-	14%
		cefGhkl	15%	8%	-	100%2defGghl	-	-	-	100%2defGhl	-	-	7%	80%Zj	16%	61%	77%	7%2bqtuvxz BC	30%2bqtuvxzB C	-	-	-	6%qvB	-	-	2%	-	-	9%qsuvxBC	-	-	2%	-	-	-	102%
		rsuvxBC	rsuvxBC																																	
Liberal Democrats (Lib Dem)	76	93	11	8	-	-	76	-	-	76	76	76	20	48	17	41	58	-	-	4	-	-	18	-	-	*	34	42	-	-	-	*	-	-	-	93
	7%	9%	8%	6%	-	-	100%	-	-	11%	10%	14%	11%	6%	8%	8%	8%	-	-	4%	-	-	14%	-	-	1%	100%	100%	-	-	-	*	-	-	-	9%
		cdfGkuv	14%	11%	-	-	100%2cdfGghl	-	-	100%2cdfG	100%2cdfG	100%2cdfGh	26%	63%	22%	54%	78%	-	-	5%v	-	-	24%2bqruvxzBC	-	-	*	49%2bqrstuv zBC	56%	-	-	-	*	-	-	-	122%
		vBC	vBC																																	
Reform UK	240	228	33	31	-	-	-	240	-	240	240	240	13	227	48	152	200	-	-	59	-	-	17	87	153	-	-	-	6	-	-	87	-	-	2	228
	23%	21%	24%	23%	-	-	-	100%	-	35%	32%	45%	7%	28%	23%	28%	27%	-	-	43%	-	-	13%	100%	100%	-	-	-	12%	-	-	83%	-	-	47%	21%
		cdeGjopqs	14%	13%	-	-	-	100%2cdeGghl	-	100%2cdeG	100%2cdeG	100%2cdeGh	5%	94%Zj	20%	63%Z	83%Z	-	-	21%2bqrstuxB	-	-	7%qsrstB	36%2bqrstuxz B	64%2bqrstuxzB C	-	-	-	3%qsrstB	-	-	36%2bqrstuxB	-	-	1%	95%
		xB																																		
Green	155	144	13	19	-	-	-	-	155	155	155	155	16	126	39	69	107	-	-	3	-	-	46	-	-	*	-	-	11	*	155	-	-	-	*	144
	15%	14%	9%	14%	-	-	-	-	100%	23%	21%	29%	9%	16%	19%	13%	14%	-	-	4%	-	-	36%	-	-	2%	-	-	23%	100%	100%	-	-	-	10%	14%
		cdefopqrs	9%	12%	-	-	-	-	100%2cdefghl	100%2cdef	100%2cdef	100%2cdefh	11%	81%	25%	44%	69%	-	-	2%	-	-	28%2bqrsuvxC	-	-	*	-	-	7%qsrsuvxC	*	100%2bqrstuvx zC	-	-	-	*	83%
		uvxC	uvxC																																	
Not Lab	685	684	84	74	-	147	76	240	155	685	539	539	64	588	145	389	534	102	44	68	-	-	102	87	153	14	34	42	26	*	155	101	20	12	2	684
	65%	64%	62%	55%	-	100%	100%	100%	100%	100%	72%	100%	35%	74%	77%	72%	72%	100%	100%	72%	-	-	81%	100%	100%	79%	100%	100%	54%	100%	100%	96%	100%	100%	57%	64%
		cjvx	12%	11%	-	21%Zch	11%Zch	30%Zch	22%Zch	100%Zch	79%Zc	79%Zch	9%	90%Zj	21%	37%Z	70%Z	10%2bqrstz	6%2bqrstz	10%rs	-	-	15%2rsz	11%2bqrstz	32%2qrstz	2%	5%2qrstz	6%	4%rs	*	23%2qrstz	15%2qrstz	3%	2%	*	100%
Not Con	750	738	90	96	212	-	76	240	155	539	750	539	162	543	176	400	576	-	-	81	135	77	93	87	153	13	34	42	33	*	155	100	20	12	4	738
	71%	69%	66%	71%	100%	-	100%	100%	100%	79%	100%	100%	89%	68%	86%	74%	78%	-	-	85%	100%	100%	73%	100%	100%	71%	100%	100%	67%	100%	100%	95%	100%	100%	86%	69%
		dkop	12%	13%	31%2dg	-	16%Zdg	32%Zdg	21%Zdg	72%Zd	100%Zdg	72%Zdg	22%Zk	72%	22%mn	53%	77%Zm	12%op	-	11%Zopr	16%2bqrstzC	100%2bqrstz	12%op	12%2bqrstz	20%2bqrstzC	2%	5%2bqrstz	6%	4%op	*	21%2bqrstzC	13%2bqrstz	3%	2%	*	88%
Not Lab or Con	539	534	61	62	-	-	76	240	155	539	539	539	53	459	122	299	421	-	-	68	-	-	93	87	153	12	34	42	19	*	155	99	20	12	2	534
	51%	50%	45%	49%	-	-	100%	100%	100%	79%	72%	100%	29%	57%	60%	58%	57%	-	-	72%	-	-	73%	100%	100%	88%	100%	100%	38%	100%	100%	94%	100%	100%	57%	50%
		cdjopq	11%	12%	-	-	14%Zcdgh	45%Zcdgh	29%Zcdgh	100%Zcdh	100%Zcd	100%Zcdgh	10%	85%Zj	22%Z	96%Z	78%Z	-	-	12%2bqrstz	-	-	17%2bqrstz	16%2bqrstz	28%2bqrstzC	2%	6%2bqrstz	8%	3%qrs	*	29%2bqrstzC	18%2bqrstz	4%	2%	*	99%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
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***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/i - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 361

	Total (W1d)	UnWt repeated for N convenience - internal	umber of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)								Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																		UnW Tot.	
		Total	One	Two or more	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green	Nat Lab	Nat Con	Nat Lab or Con	Satis -fied	Dis- satis -fied	Very	Fairly	Very/Fairly	Con loyalist	Con gains	Con losses	Lab loyalist	Lab gains	Lab losses	Reform UK loyalist	Reform UK gains	Reform UK losses	LD loyalist	LD gains	LD losses	Green loyalist	Green gains	Green losses	SNP loyalist	SNP gains	SNP losses	
	(Z)	Total	(a)	(b)	(c)	(d)	(e)	(f)	(G)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)	(C)	(D)	(E)	(F)	
	1062	1062	136*	136*	212	147*	76*	240	155*	685	750	539	182	799	205	538	743	102*	44*	95*	135*	77*	126*	87*	153*	18**	34*	42**	49*	***	155*	105*	20**	12**	4**	1062
		100%	13%	13%	20%	14%	7%	23%	15%	65%	71%	51%	17%	75%	19%	51%	70%	10%*	4%*	9%*	13%*	7%*	12%*	8%*	14%*	2%**	3%*	4%**	5%*	***	15%*	10%*	2%**	1%**	* **	100%
Government satisfaction (Q3)																																				
Satis -fied	182 17%	177 17% dlpikouvC 97%	32 24% 18%	28 21% 16%	109 51% 60%ZdefGghi	11 7% 8%	20 26% 11%dfGgi	13 5% 7%	16 11% 9%	64 9% 35%f	162 22% 61%ZdfGgi	53 10% 29%f	182 100% 100%Jk	- - -	59 29% 32%Jmn	88 16% 48%	147 20% 81%Jlm	4 4% 2%	6 14% 4%C	9 10% 5%	65 48% 36%ZopqtuvwBC	44 57% 24%ZopqtuvwBC	16 13% 9%	3 3% 2%	10 6% 5%	* 2% *	15 44% 8%ZopqtuvBC	5 12% 3%	15 31% 8%ZoqtuvBC	- - -	16 11% 9%	3 3% 2%	3 15% 2%	- - -	1 29% 1%	177 17% 97%
Dis- satis -fied	799 75%	803 76% acehyls 101%	88 65% 11%	98 72% 12%	84 40% 11%	130 88% 16%Zceh	48 63% 9%c	227 94% 28%ZceGghi	126 81% 16%ce	588 86% 74%Zceh	543 72% 68%c	459 85% 57%Zceh	- - -	799 100% 100%IJ	133 65% 17%	426 79% 53%Jln	559 75% 70%l	94 92% 12%Jrstuz	35 80% 4%rstx	84 88% 10%Jrsxz	55 40% 7%	30 39% 4%	98 78% 12%rstx	84 97% 11%JprstuzB	142 93% 18%JprstuzB	16 93% 2%	17 52% 2%	30 72% 4%	31 64% 4%rs	* 100% *	125 81% 16%rstx	100 96% 13%JprstuzB	13 65% 2%	11 96% 1%	2 57% *	803 76% 101%
	x	x																																		
Interest in politics (sep22Q14)																																				
Very	205 19%	234 22% km 114%	20 15% 10%	24 18% 12%	54 25% 26%	23 16% 11%	17 22% 8%	48 20% 23%	39 25% 19%	145 21% 71%	176 23% 68%Z	122 23% 60%Z	59 32% 29%Jk	133 17% 65%	205 100% 100%Jmn	- - -	205 28% 100%Jln	20 19% 10%	3 8% 2%	20 21% 10%	33 25% 16%	20 27% 10%p	24 19% 12%	20 22% 10%	28 18% 14%	6 35% 3%	10 30% 5%p	7 16% 3%	11 23% 5%	- - -	39 25% 19%	26 25% 13%	4 20% 2%	3 23% 1%	2 42% 1%	234 22% 114%
Fairly	538 51%	514 48% la 96%	64 47% 12%	70 52% 13%	101 48% 19%	90 61% 17%ZG	41 54% 8%	152 63% 28%ZGhl	69 44% 13%	389 57% 72%ZGh	400 53% 74%	299 56% 56%ZG	88 48% 16%	426 53% 79%Z	- - -	538 100% 100%Jln	538 72% 100%Jl	66 64% 12%ZdB	24 55% 5%	49 52% 9%s	76 56% 14%s	25 33% 5%	62 49% 11%	54 62% 10%s	98 64% 18%ZqsB	8 47% 2%	20 59% 4%s	21 50% 4%	29 59% 5%s	- - -	69 44% 13%	62 60% 12%s	14 72% 3%	3 25% 1%	2 47% *	514 48% 96%
Very/Fairly	743 70%	748 70% 101%	84 62% 11%	95 70% 13%	154 73% 21%	113 77% 15%	58 78% 8%	200 83% 27%ZGhl	107 69% 14%	534 78% 72%ZG	576 77% 78%Z	421 78% 57%ZG	147 81% 20%Jk	559 70% 75%	205 100% 28%Z	538 100% 73%Z	743 100% 100%Z	85 83% 12%Zpst	28 62% 4%	69 73% 9%	109 81% 15%Zs	45 59% 6%	86 68% 12%	74 84% 10%Zpst	126 82% 17%Zpqst	15 82% 2%	30 89% 4%ZpstB	28 65% 4%	40 82% 5%qs	- - -	107 69% 14%	88 84% 12%ZpstB	18 93% 2%	6 48% 1%	4 90% *	748 70% 101%
Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																																				
Con loyalist	102 10%	101 10% aeGhjqv 99% stuvxBC	17 13% 17%	5 4% 5%	-	102 70% 100%ZceGghi	-	-	-	102 15% 100%ZceGhi	-	-	4 2% 4%	94 12% 92%Zj	20 10% 19%	66 12% 64%	85 12% 83%Z	102 100% 100%Zopratuvxz BC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 10% 99%
Con gains	44 4%	49 5% chi 110%	5 4% 12%	7 5% 15%	-	44 30% 100%ZceGghi	-	-	-	44 6% 100%ZdfGhi	-	-	6 4% 14%	35 4% 80%	3 2% 8%	24 5% 55%	28 4% 62%	-	44 100% 100%Zopqrstuvxz BC	-	-	-	9 7% 21%oqrvB	-	-	2 13% 5%	-	-	8 16% 17%ZoqrsuvxBC	-	-	2 2% 5%	-	-	-	49 5% 110%
Con losses	95 9%	95 9% dGorbJBC 100%	10 7% 10%	11 8% 11%	13 6% 14%d	-	4 5% 4%d	59 25% 63%ZcdeGghi	3 2% 4%	68 10% 72%dG	81 11% 85%ZIG	68 13% 72%ZdG	9 5% 10%	84 10% 88%Z	20 10% 21%	49 9% 52%	69 9% 73%	-	-	95 100% BC	-	13 17% 14%oprtuxzBC	-	-	59 39% 63%ZopratuxzB C	-	4 10% 4%	-	-	3 2% 4%	-	-	-	-	95 9% 100%
Lab loyalist	135 13%	133 13% defGpikop 98% qstuvxBC	14 10% 10%	29 21% 22%Z	135 84% 100%ZdefGghi	-	-	-	-	-	135 18% 100%ZdefGgi	-	65 36% 48%Jk	55 7% 40%	33 16% 25%	76 14% 56%	109 15% 81%Z	-	-	-	135 100% BC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	133 13% 98%
Lab gains	77 7%	71 7% defGpikmo 93% rtuvBC	15 11% 19%	4 3% 6%	77 36% 100%ZdefGghi	-	-	-	-	-	77 10% 100%ZdefGgi	-	44 24% 57%Jk	30 4% 39%	20 10% 27%mn	25 5% 33%	45 6% 59%	-	-	13 14% 17%ZoprtuvBC	-	77 100% 100%Zopqrtuvxz BC	-	-	-	1 5% 1%	-	-	14 29% 18%ZoprtuvBC	-	-	1 1% 1%	-	-	1 29% 2%	71 7% 93%
Lab losses	126 12% zC	135 13% clbqraux 107% zC	19 14% 15%	16 12% 13%	-	9 6% 7%c	18 24% 14%Zcdfgh	17 7% 13%c	46 29% 36%ZcdfghI	102 15% 81%Zcdfh	93 12% 73%cf	93 17% 73%Zdfgh	16 9% 13%	98 12% 78%	24 12% 19%	62 11% 49%	86 12% 68%	-	9 21% 7%oqruuzC	-	-	-	126 100% 100%Zopqrsuvxz BC	-	17 11% 13%oqruuzC	-	18 43% 14%	-	46 30% 36%ZoqrsuvxzC	-	-	5 42% 4%	-	135 13% 107%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/I - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
*** small base; '*' very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 361

	Total (W'td)	UnWt repeated for N convenience - internal	umber of children aged 0 to 15 in household (m_hhsize_child)		Voting Intention (QV1A/QV1B/QV2, combined)									Government satisfaction (Q3)		Interest in politics (sep22Q14)			Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)															UnW Tot.	
	(Z)	Total	One (a)	Two or more (b)	Labour (c)	Conservative (d)	Liberal Democrats (Lib Dem) (e)	Reform UK (f)	Green (G)	Not Lab (g)	Not Con (h)	Not Lab or Con (i)	Satis -fied (j)	Dis- satis -fied (k)	Very (l)	Fairly (m)	Very/Fairly (n)	Con loyalist (o)	Con gains (p)	Con losses (q)	Lab loyalist (r)	Lab gains (s)	Lab losses (t)	Reform UK loyalist (u)	Reform UK gains (v)	Reform UK losses (w)	LD loyalist (x)	LD gains (y)	LD losses (z)	Green loyalist (A)	Green gains (B)	Green losses (C)	SNP loyalist (D)	SNP gains (E)	SNP losses (F)	
	1062	1062 100%	136* 13%*	136* 13%*	212 20%	147* 14%*	76* 7%*	240 23%	155* 15%*	685 65%	750 71%	539 51%	182 17%	799 75%	205 19%	538 51%	743 70%	102* 10%*	44* 4%*	95* 9%*	135* 13%*	77* 7%*	126* 12%*	87* 8%*	153* 14%*	18** 2%**	34* 3%*	42** 4%**	49* 5%*	** **	155* 15%*	105* 10%*	20** 2%**	12** 1%**	4** **	1062 100%
Reform UK loyalist	87 8% cdefjlqqr 103% **lnB**	90 8% cdefjlqqr 103% **lnB**	11 8% 13%	8 6% 9%	-	-	-	87 36% **100%ZcdeGghi**	- - -	87 13% **100%ZcdeG**	87 12% **100%ZcdeG**	87 16% **100%ZcdeGgh**	3 2% 3%	84 11% **97%Ij**	20 10% 22%	54 10% 62%	74 10% **84%Z**	-	-	-	-	-	-	87 100% 100%Zopqrstvxz **BC**	-	-	-	-	-	-	-	87 83% 100%Zopqrstvxz **B**	-	-	-	90 8% 103%
Reform UK gains	153 14% 13% cdefjlqqrs 90% **uxBC**	138 13% cdefjlqqrs 90% **uxBC**	21 16% 14%	23 17% 15%	-	-	-	153 64% **100%ZcdeGghi**	- - -	153 22% **100%ZcdeG**	153 20% **100%ZcdeG**	153 28% **100%ZcdeGgh**	10 5% 6%	142 18% **93%Ij**	28 14% 18%	98 18% **64%J**	126 17% **82%Z**	-	-	59 63% **39%Zopqrstuvxz** **C**	-	-	17 13% 11%opqrsuxBC	-	153 100% **100%Zopqrstuvxz** **BC**	-	-	-	6 12% 4%opqrsuBC	-	-	-	-	-	2 47% 1%	138 13% 90%
Reform UK losses	18 2% 135%	24 2% 135%	3 2% 17%	1 1% 5%	1 * 5%	2 2% 13%	* * 1%	- - -	* * 2%	14 2% 79%	13 2% 71%	12 2% 66%	* * 2%	16 2% 93%	6 3% 35%	8 2% 47%	15 2% 82%	-	2 5% 12%vxB	-	-	1 1% 5%	-	-	18 100% 100%	-	* 1% 1%	- - -	* 100% 2%	-	17 17% **98%Zopqrstuvxz** **B**	-	-	-	24 2% 135%
LD loyalist	34 3% 9k 145%	49 5% 11%	4 3% 11%	5 3% 13%	-	-	34 44% **100%ZcdfGghi**	-	-	34 5% **100%ZcdfG**	34 5% **100%Zcdf**	34 6% **100%ZcdfGgh**	15 8% **44%Zk**	17 2% 52%	10 3% 30%	20 4% 59%	30 4% 89%	-	-	-	-	-	-	-	-	34 100% **100%Zopqrstuvxz** **BC**	-	-	-	-	-	-	-	-	49 5% 145%
LD gains	42 4% cf 104%	44 4% 104%	7 5% 17%	4 3% 8%	-	-	42 58% **100%ZcdfGghi**	-	-	42 6% **100%ZcdfG**	42 6% **100%Zcdfg**	42 8% **100%ZcdfGgh**	5 3% 12%	30 4% 72%	7 3% 16%	21 4% 50%	28 4% 65%	-	-	4 4% **10%v**	-	-	18 14% **43%Zopqrsuvxz** **C**	-	-	* 1% 1%	-	42 100% 100%	-	-	* 1% 1%	-	-	-	44 4% 104%
LD losses	49 5% 117%	57 5% 116%	8 6% 16%	2 2% 4%	14 7% 29%	8 5% 16%	-	6 2% 12%	11 7% 23%	26 4% 54%	33 4% 67%	19 3% 38%	15 6% 31%	31 4% 64%	11 5% 23%	29 5% 59%	40 5% 82%	-	8 17% **16%Zopqrtuvxz**	-	-	14 18% **29%ZopqrtuvxC**	-	-	6 4% 12%	-	-	49 100% **100%Zopqrstuvxz** **BC**	-	11 7% **23%opqrtC**	-	-	1 4% 1%	57 5% 117%
Green loyalist	* *	1 317%	-	-	-	-	-	-	* 100%	* 100%	* 100%	* 100%	-	-	-	-	-	-	-	-	-	-	-	-	* 2% 100%	-	-	-	* 100% 100%	-	-	-	-	-	1 317%
Green gains	155 15% cdefjlqqrs 92% **uvxC**	143 13% 92%	13 9% 8%	19 14% 12%	-	-	-	-	155 100% **100%ZcdefghI**	155 23% **100%Zcdef**	155 21% **100%Zcdef**	155 29% **100%ZcdefgGh**	16 9% 11%	125 16% 81%	39 19% 25%	69 13% 44%	107 14% 69%	-	-	3 4% 2%	-	-	46 38% **30%ZopqrsuvxC**	-	-	-	-	11 23% **7%opqrsuvxC**	-	155 100% **100%Zopqrstuvx** **xC**	-	-	-	* 10% *	143 13% 92%
Green losses	105 10% **stvzB**	113 11% cdefjlqqr 108% **stvzB**	15 11% 14%	9 6% 8%	1 * 1%	2 2% 2%	* * *	87 36% **83%ZcdeGghi**	- - -	101 15% **96%ZcdeG**	100 13% **95%ZcdeG**	99 18% **94%ZcdeGgh**	3 2% 3%	100 13% **96%Ij**	26 13% 25%	62 12% 60%	88 12% **84%Z**	-	2 5% **2%rtvB**	-	-	1 1% 1%	-	87 100% **83%Zopqrstvxz** **B**	-	17 98% 17%	-	* 1% *	-	-	105 100% **100%Zopqrstvxz** **B**	-	-	-	113 11% 108%
SNP loyalist	20 2% 90%	18 2% -	-	3 2% 14%	-	-	-	-	-	20 3% **100%Zfl**	20 3% 100%	20 4% **100%Zcfh**	3 2% 15%	13 2% 65%	4 2% 20%	14 3% 72%	18 2% 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 100% 100%	-	-	18 2% 90%
SNP gains	12 1% 2% 137%	16 2% 137%	2 2% 18%	1 * 5%	-	-	-	-	-	12 2% 100%	12 2% 100%	12 2% **100%Z**	-	11 1% 96%	3 1% 23%	3 1% 25%	6 1% 48%	-	-	-	-	-	5 4% **42%Z**	-	-	-	-	1 1% 4%	2 * -	-	-	-	-	12 100% 100%	-	16 2% 137%
SNP losses	4 *	5 * 123%	2 1% 43%	-	1 1% 29%	-	-	2 1% 47%	* * 10%	2 * 57%	4 1% 86%	2 * 57%	1 1% 29%	2 * 57%	2 1% 42%	2 * 47%	4 1% 90%	-	-	-	-	1 2% 29%	-	-	2 1% 47%	-	-	-	-	* * 10%	-	105 100% **100%Zopqrstvxz** **B**	-	-	-	4 100% 100%	5 * 123%
UnW Tot.	1062 100% **morsvB**	1062 100% bcfGjqhij 100% **morsvB**	141 104% **13%b**	123 91% 12%	204 96% 19%	150 102% **14%cdGhi**	93 122% 9%	228 95% 21%	144 93% 14%	684 100% **64%cfGhi**	738 98% **69%IJG**	534 99% **50%cfGhi**	177 97% 17%	803 101% **76%j**	234 114% 22%	514 96% 48%	748 101% **70%m**	101 99% **10%v**	49 110% **5%vxB**	95 100% **9%vxB**	133 98% **13%v**	71 93% 7%	135 107% **13%vB**	90 103% **8%vxB**	138 90% 13%	24 135% 2%	49 145% 5%	44 104% 4%	57 117% **5%vB**	1 317% *	143 92% 13%	113 108% **11%vB**	18 90% 2%	16 137% 2%	5 123% *	1062 100% 100%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sz=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b - Zc/d/e/f/G/g/h/ - Zj/k - Zl/m/n - Zo/p/q/r/s/t/u/v/w/x/y/z/A/B/C/D/E/F
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 362

	Total (W'td)	UnWt repeated for convenience - Internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)										Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F Extremely r unstable v (R)	Not interciall y necarious extremely unreliable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	29**	631	-*	-*	-*	-*	-*	-*	237	250	216	160*	111*	294	1062
	100%	100%	17%	19%	21%	8%**	5%**	22%	26%	10%	29%	19%	17%	14%	11%	28%	4%**	6%*	7%*	2%**	12%*	6%*	1%**	8%*	3%**	-**	5%*	2%**	59%	-*	-*	-*	-*	-*	-*	22%	24%	20%	17%*	10%*	28%	100%
UnWt repeated for convenience - internal																																									
Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	16	65	20	-	58	26	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
	100%	100%	92%	97%	69%	40%	3%	64%	73%	127%	86%	61%	85%	97%	91%	101%	114%	108%	69%	53%	65%	140%	104%	100%	62%	-	109%	122%	105%	-	-	-	-	-	-	114%	97%	110%	87%	83%	85%	100%
		abcfrhi 100%	15%cfj	16%achijk m	15%		3%	16%j	31%cfj	8%cj	25%cfj	12%	14%cfj	13%cfhijk	10%cfj	29%abcfhijk lm	4%	6%CE	5%	1%	8%	8%CE	2%	8%CE	2%	-	5%CE	2%	62%E	-	-	-	-	-	-	25%S	23%ORS	22%QS	15%	9%	24%	100%
		jkmCEO GRS	jkmCEO GRS																																						
Number of children aged 0 to 15 in household (m_hhsize_child)																																									
One	136	141	22	25	19	19	6	25	39	10	34	21	24	24	14	39	4	4	6	-	11	5	1	7	1	-	4	3	91	-	-	-	-	-	-	15	26	24	29	31	61	141
	13%	13%	12%	12%	8%	21%	17%	15%	14%	9%	11%	10%	14%	16%	13%	13%	10%	7%	7%	-	9%	8%	7%	9%	4%	-	8%	13%	14%	-	-	-	-	-	-	6%	11%	11%	18%	28%	21%	13%
	N	104%	16%	19%	14%	14%	4%	18%	29%	7%	25%	16%	16%	17%	10%	28%	3%	3%	4%	-	8%	4%	1%	5%	1%	-	3%	2%	67%	-	-	-	-	-	-	11%	19%	18%	21%N	33%JNOP	40%JNOP	104%
Two or more	138	123	25	14	39	9	10	37	28	18	30	26	19	19	14	41	9	1	13	1	16	5	1	5	5	-	10	2	85	-	-	-	-	-	-	28	29	21	32	22	54	123
	13%	12%	14%	7%	17%	11%	19%	16%	10%	15%	10%	13%	11%	13%	12%	14%	24%	2%	17%	5%	13%	8%	4%	6%	17%	-	18%	9%	14%	-	-	-	-	-	-	12%	9%	10%	17%	20%	18%	12%
	bB	91%	18%b	10%	29%bgi	7%	7%	27%b	19%	12%	22%	19%	14%	14%	10%	30%	7%	1%	10%	1%	12%	4%	*	4%	4%	-	7%B	1%	63%B	-	-	-	-	-	-	21%	17%	16%	23%	16%O	40%ZO	91%
Voting Intention (QV1A/QV1B/QV2, combined)																																									
Labour	212	204	39	51	57	33	14	58	84	17	62	53	58	49	43	48	7	16	26	9	31	18	-	13	13	-	18	4	116	-	-	-	-	-	-	69	50	37	16	24	40	204
	20%	19%	22%	25%	25%	38%	26%	25%	31%	16%	20%	26%	33%	34%	36%	16%	19%	27%	32%	38%	25%	31%	-	16%	41%	-	34%	22%	18%	-	-	-	-	-	-	29%	20%	17%	9%	21%	14%	19%
	QS	96%	19%	24%n	27%	16%	7%	27%	40%ZhIn	8%	29%	25%	28%ZabIn	23%ZbIn	20%ZabIn	23%ZabIn	3%	7%	12%	4%	15%	9%	-	6%	6%	-	1%ZHM	2%	55%	-	-	-	-	-	-	35%ZPQS	23%Q	17%	8%	11%Q	19%Q	96%
Consevative	147	150	21	25	21	17	5	21	20	14	55	11	9	16	10	40	9	16	14	2	10	4	2	29	4	-	9	4	64	-	-	-	-	-	-	44	31	29	19	14	34	150
	14%	14%	12%	12%	9%	19%	8%	9%	7%	13%	17%	6%	5%	11%	8%	13%	24%	26%	17%	7%	8%	6%	16%	35%	12%	-	17%	22%	10%	-	-	-	-	-	-	19%	13%	14%	10%	13%	11%	14%
	gjkM	102%	15%k	17%gjk	14%	11%	3%	14%	13%	9%k	37%cfgjk	8%	6%	11%	7%	27%k	6%	11%ZEFM	9%	1%	7%	2%	2%	20%ZEFKM	3%	-	6%	3%	44%	-	-	-	-	-	-	30%	21%	20%	13%	10%	23%	102%
Liberal Democrats (Lib Dem)	76	93	15	25	9	15	-	24	28	7	19	19	20	15	20	15	2	6	-	-	14	9	-	5	2	-	9	2	35	-	-	-	-	-	-	17	31	13	10	2	12	93
	7%	9%	8%	12%	4%	18%	-	11%	10%	7%	6%	9%	11%	10%	17%	5%	5%	10%	-	-	12%	15%	-	6%	6%	-	17%	9%	6%	-	-	-	-	-	-	7%	12%	6%	5%	2%	4%	9%
	M	122%	19%	30%Zbin	12%	20%	-	32%c	37%cn	9%	25%	25%	27%c	20%	26%Zcin	19%	2%	8%C	-	-	19%	12%ZCM	-	6%	3%	-	12%ZDM	2%	46%	-	-	-	-	-	-	23%	40%ZRS	17%	13%	3%	16%	122%
Reform UK	240	228	39	26	66	4	15	37	20	40	81	40	21	10	8	74	12	10	22	8	22	1	12	26	8	-	5	2	154	-	-	-	-	-	-	40	69	44	53	29	82	228
	23%	21%	22%	13%	29%	4%	27%	16%	7%	37%	26%	19%	12%	7%	7%	25%	32%	17%	27%	34%	18%	2%	81%	30%	24%	-	9%	9%	24%	-	-	-	-	-	-	17%	27%	21%	29%	26%	28%	21%
	N	95%	16%bgklm	11%g	28%bglklm	2%	6%	15%glm	8%	17%Zabtjqj klm	34%bfgklm	17%glm	9%	4%	3%	31%bgklm	5%	4%F	9%F	3%	9%F	1%	5%	11%FK	3%	-	2%	1%	64%FN	-	-	-	-	-	-	17%	29%N	18%	22%N	12%	34%N	95%
Green	155	144	37	46	29	10	11	58	79	17	51	55	52	38	26	28	6	5	2	-	34	16	-	6	3	-	8	4	92	-	-	-	-	-	-	31	35	35	35	11	45	144
	15%	14%	21%	23%	13%	12%	20%	26%	29%	16%	16%	26%	29%	26%	22%	9%	16%	8%	3%	-	28%	27%	-	7%	11%	-	14%	19%	15%	-	-	-	-	-	-	13%	14%	16%	19%	9%	15%	14%
	nO	93%	24%n	29%Zcn	19%	7%	7%	39%Zcn	51%Zchin	11%	33%	30%Zcin	34%Zchin	24%Zcin	17%n	16%	4%	3%	1%	-	22%ZBCHM	10%ZBCHM	-	4%	2%	-	5%	3%	59%	-	-	-	-	-	-	20%	22%	22%	22%	7%	29%	93%
Not Lab	685	684	118	129	136	46	30	147	165	79	215	131	108	83	71	186	31	39	39	10	85	34	15	66	17	-	32	16	396	-	-	-	-	-	-	144	182	136	136	59	196	684
	65%	64%	66%	64%	60%	54%	55%	64%	60%	75%	69%	63%	60%	57%	59%	62%	81%	65%	49%	43%	69%	58%	98%	77%	53%	-	60%	78%	63%	-	-	-	-	-	-	61%	73%	63%	74%	53%	68%	64%
		100%	17%	19%	20%	7%	4%	21%	24%	12%cgkl	31%l	19%	16%	12%	10%	27%	4%	6%	6%	2%	12%	5%	2%	10%ZCFM	2%	-	5%	2%	58%	-	-	-	-	-	-	21%	27%ZNR	20%	20%ZNRS	9%	29%R	100%
Not Con	750	738	136	155	173	63	40	185	229	83	222	172	158	117	104	194	29	39	51	18	105	49	12	50	26	-	41	16	448	-	-	-	-	-	-	169	200	144	133	69	202	738
	71%	69%	76%	77%	78%	72%	73%	81%	84%	78%	71%	83%	88%	79%	87%	64%	76%	65%	64%	74%	85%	83%	81%	58%	81%	-	77%	78%	71%	-	-	-	-	-	-	71%	80%	68%	73%	62%	69%	69%
	nH	98%	18%	21%n	23%n	8%	5%	25%Zn	31%Zbin	11%	30%	23%Zn	31%Zabchil n	16%n	14%Zabin	26%	4%	5%	7%	2%	14%ZBCHM	6%BH	2%	7%	3%	-	5%	2%	60%	-	-	-	-	-	-	23%	27%ZPRS	19%	18%	9%	27%	98%
Not Lab or Con	539	534	97	104	116	30	26	126	145	66	160	119	99	67	61	146	21	23	25	9	74	30	12	36	13	-	23	12	332	-	-	-	-	-	-	100	151	107	117	45	162	534
	51%	50%	54%	52%	51%	34%	47%	55%	53%	62%	51%	58%	56%	46%	51%	49%	57%	38%	32%	36%	60%	52%	81%	43%	40%	-	44%	57%	53%	-	-	-	-	-	-	42%	60%	51%	64%	41%	55%	50%
	CN	89%	18%	19%	21%	5%	5%	23%	27%	12%l	30%	22%	18%	12%	11%	27%	4%	4%	5%	2%	14%BC	6%	2%	7%	2%	-	4%	2%	62%C	-	-	-	-	-	-	19%	28%ZNR	20%	22%ZNRS	8%	30%NR	99%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 362

	Total (W'td)		UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total		The Daily Telegraph (a)	The Times (b)	T The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F p Extremely / ulnerable v (R)	Net inancial y recarious extremely ulnerable (S)	Total
	1062	1062		179^ 17%^	202 19%	227^ 21%^	87^* 8%**	55** 5%**	229^ 22%^	274 26%	106^ 10%^	313 29%	206^ 19%^	178^ 17%^	147^ 14%^	120^ 11%^	301 28%	38^* 4%**	69^ 6%^	80^ 7%^	24** 2%**	125^ 12%^	59^ 6%^	15** 1%**	85^ 8%^	32** 3%**	-* -**	53^ 5%^	26** 2%**	631 59%	-^ -^	-^ -^	-^ -^	-^ -^	-^ -^	-^ -^	237 22%	250 24%	210 20%	183* 17%*	111* 10%*	294 28%	1062 100%
Government satisfaction (Q3)																																									
Satis -fied	182 17%	177 17%		42 24% **23%n**	45 22% **24%n**	42 19% 23%	26 30% 14%	14 26% 8%	54 24% **30%n**	74 27% **40%2bn**	19 18% 11%	51 16% 28%	47 23% **26%n**	47 26% **26%2n**	44 30% **34%2n**	46 38% **35%2bdcfgh ijkn**	37 12% 21%	14 37% 8%	12 20% 6%	17 22% 10%	9 38% 5%	30 24% 16%	19 32% * **16%2hlM**	1 4% *	10 12% 6%	16 50% 9%	- - -	19 35% **16%2HM**	3 17% 2%	90 14% 5%	- - -	- - -	- - -	- - -	- - -	- - -	60 25% **23%2PQS**	43 17% 24%	31 15% 17%	16 9% 9%	15 13% 8%	31 10% 17%	177 17% 97%
Dis- satis -fied	799 75%	803 76%		133 75% **17%m**	145 72% **18%m**	172 76% **22%m**	56 64% 7%	40 72% 5%	163 71% 26%	180 66% 23%	86 81% **11%gklm**	254 81% **32%bfgklm**	138 67% 17%	119 67% 15%	97 66% 12%	71 59% 9%	240 80% **30%gklm**	24 63% 3%	47 79% 6%	61 77% 8%	15 62% 2%	89 72% 11%	37 64% 5%	15 96% 2%	74 88% **9%2FK**	16 49% 2%	- - -	32 60% 4%	16 78% 2%	484 77% **61%K**	- - -	- - -	- - -	- - -	- - -	- - -	157 66% 20%	186 74% 23%	172 82% **22%2N**	153 84% **19%2N**	92 83% **11%N**	245 83% **31%2N**	803 76% 101%
Interest in politics (sep22Q14)																																									
Very	205 19%	234 22%		49 27% **34%cn**	64 32% **31%2cn**	33 15% 16%	27 32% 13%	14 26% 7%	51 22% **22%n**	59 34% **43%2dfjn**	31 30% **13%2cn**	58 19% **20%n**	46 22% **23%n**	55 31% **27%2cn**	52 36% **35%2cfjn**	53 44% **39%2abcdfj kn**	30 10% 15%	15 39% 7%	21 35% **11%2CM**	11 14% 5%	8 33% 4%	26 20% 12%	27 47% **13%2CEHM**	8 41% 3%	19 22% 9%	11 34% 5%	- - -	21 39% **10%2CEM**	11 55% 5%	104 16% 51%	- - -	- - -	- - -	- - -	- - -	- - -	64 27% **31%ZDS**	37 15% 18%	43 20% 21%	30 16% 15%	20 18% 10%	50 17% 24%	234 22% 114%
Fairly	538 51%	514 48%		98 55% 18%	106 52% 20%	123 54% 23%	56 64% 10%	17 32% 3%	131 57% 24%	140 51% 26%	59 56% 11%	174 55% 32%	105 51% 20%	97 54% 18%	83 56% 15%	60 50% 11%	138 46% 28%	20 52% 4%	35 58% 6%	43 54% 8%	4 17% 1%	82 67% **15%ZFM** 5%	25 42% 5%	5 34% 1%	51 60% 9%	13 40% 2%	- - -	30 56% 6%	9 44% 2%	299 47% 58%	- - -	- - -	- - -	- - -	- - -	- - -	119 50% 22%	147 59% **27%2R** 19%	104 49% 20%	97 53% 18%	45 40% 8%	142 48% 26%	514 48% 96%
Very/Fairly	743 70%	748 70%		147 82% **20%2cn**	169 84% **23%2bjn**	157 69% **21%n**	83 96% 11%	31 57% 4%	183 80% **25%2cn**	233 85% **31%2cjn**	91 86% **12%2cjn**	232 74% **31%n**	151 73% **20%n**	152 85% **20%2cfjn**	135 92% **18%2abcdgj jkn**	113 95% **15%2abcdgj jkn**	168 58% 23%	34 91% 5%	56 93% **1%2CM**	54 68% 7%	12 50% 2%	107 87% **14%2CM**	52 89% **7%2CM** 2%	11 75% 2%	69 82% **9%2M** 3%	24 73% 3%	- - -	51 95% **7%2CM** 3%	20 98% 3%	403 64% 54%	- - -	- - -	- - -	- - -	- - -	- - -	184 77% **25%2RS** 24%	185 74% **25%R** 26%	147 70% 20%	127 70% 17%	65 58% 9%	192 65% 26%	748 70% 101%
Voting 2024 General Election vs Voting Intention now (QV1A/QV1B/QV2 v m_ge24 in panel). (DP NOTE - Q2 Second Stage VI prompt should also be included, and done)																																									
Con loyalist	102 10%	101 10%		16 9% 16%	19 10% **19%gjl** 12%	12 5% 12%	16 18% 15%	2 4% 2%	16 7% 15%	14 5% 13%	10 9% 10%	37 12% **36%ajk** 7%	4 4% 7%	8 5% 8%	13 9% 13%	9 7% 8%	25 8% 25%	4 11% 4%	14 24% **14%ZEFM** 8%	9 11% - 8%	- - - 2%	8 7% 8%	2 3% 2%	2 16% 2%	22 26% **21%ZEFM** 2%	6 6% 2%	- - -	7 14% 7%	4 20% 4%	42 7% 41%	- - -	- - -	- - -	- - -	- - -	- - -	38 16% **37%ZDGIRS** 16%	16 6% 16%	24 12% 24%	12 7% 12%	6 5% 6%	18 6% 18%	101 10% 99%
Con gains	44 4% k	49 5% 110%		6 3% 13%	5 3% 12%	8 4% 18%	1 1% 3%	3 5% 6%	5 2% 12%	6 2% 14%	3 3% 8%	18 8% **40%k**	4 2% 9%	* - 1%	3 2% 6%	1 1% 3%	14 5% **32%k**	5 13% 11%	2 3% 3%	5 6% 12%	2 7% 4%	2 2% 5%	2 3% 5%	- - -	8 9% 17%	2 6% 4%	- - -	1 3% 3%	* 2% 1%	22 3% 50%	- - -	- - -	- - -	- - -	- - -	- - -	6 3% 14%	15 6% 34%	5 2% 11%	7 4% 16%	8 8% 19%	15 5% 35%	49 5% 110%
Con losses	95 9%	95 9%		12 7% 13%	17 8% **10%g**	29 13% **30%gm**	2 2% 2%	1 1% 1%	15 7% 16%	9 3% 9%	11 10% **11%g**	40 13% **42%gjm**	17 6% **18%g**	12 7% 13%	7 5% 7%	4 3% 4%	21 7% 22%	5 15% 6%	9 16% **10%F**	20 29% **21%ZEFKM**	- - -	7 5% 7%	* 1% *	3 17% 3%	18 21% **19%ZEFKM** 1%	4 4% 3%	- - -	3 6% -	- - -	47 7% 49%	- - -	- - -	- - -	- - -	- - -	- - -	23 10% 24%	27 11% 28%	20 10% 21%	16 9% 17%	5 5% 6%	22 7% 23%	95 9% 100%
Lab loyalist	139 13%	133 12%		32 18% **34%n**	35 18% **35%n**	38 17% 28%	24 28% 18%	8 14% 6%	46 20% **34%2n**	62 23% **46%2mn**	20 19% 8%	36 12% 27%	33 10% 24%	44 23% **33%2hin**	39 27% **29%2bhijn**	32 27% **24%2hin**	27 9% 20%	6 17% 5%	7 12% 5%	15 19% 11%	2 10% 2%	18 18% 17%	10 17% 7%	- - -	5 6% 4%	6 20% 5%	- - -	12 22% **9%H** 3%	4 17% 3%	73 11% 54%	- - -	- - -	- - -	- - -	- - -	- - -	44 19% **33%2GS** 25%	33 13% 25%	28 13% 20%	10 6% 8%	10 9% 7%	20 7% 15%	133 13% 98%
Lab gains	77 7%	71 7% 93%		7 4% 9%	15 8% 20%	19 9% 25%	9 10% 11%	7 12% 9%	13 6% 16%	22 8% 29%	7 6% 8%	26 8% 34%	20 10% 26%	14 8% 19%	10 7% 13%	11 9% 15%	21 7% 28%	1 3% 1%	9 14% 11%	11 14% 14%	7 28% 8%	8 7% 11%	8 14% 11%	- - -	9 10% 13%	7 21% 8%	- - -	6 11% 8%	1 4% 1%	44 7% 57%	- - -	- - -	- - -	- - -	- - -	- - -	24 10% **33%Q** 32%	16 6% 21%	9 4% 12%	6 3% 8%	14 12% **18%Q** 18%	20 7% **26%Q** 26%	71 7% 93%
Lab losses	126 12%	135 13% 107%		20 11% 16%	25 12% 20%	16 7% 13%	7 8% 5%	5 8% 4%	47 21% **37%2abcin**	44 16% **35%2bn**	13 13% 11%	33 11% 26%	34 16% **27%cn**	26 15% 21%	26 18% **21%cn**	12 10% 10%	24 8% 19%	3 9% 3%	5 9% 4%	4 5% 3%	3 11% 2%	33 27% **26%2EHM** 8%	10 17% 8%	3 22% 3%	5 6% 4%	2 6% 2%	- - -	9 16% 7%	2 8% 1%	64 10% 50%	- - -	- - -	- - -	- - -	- - -	- - -	20 8% 16%	27 11% 21%	35 17% **28%N** 28%	24 13% 19%	10 9% 8%	34 11% 27%	135 13% 107%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
^=Less than 0.5%
n=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 362

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)										Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	p Extremely / unstable v (R)	Not financiall y recarious extremely unstable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	216	160*	111*	264	1062
	100%	100%	17%*	19%	21%*	8%**	5%**	22%*	26%	10%*	29%	19%*	17%*	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%*	6%*	1%**	8%*	3%**	-**	5%*	2%**	59%	-*	-*	-*	-*	-*	-*	22%	24%	20%	17%*	10%*	26%	100%
Reform UK loyalist	87	90	16	5	20	4	7	3	10	21	31	16	9	5	1	35	2	2	3	2	2	-	5	6	-	-	2	1	67	-	-	-	-	-	-	10	31	17	16	9	26	90
	4%	8%	9%	3%	9%	4%	12%	2%	4%	20%	10%	8%	5%	4%	1%	12%	6%	3%	4%	9%	2%	-	33%	7%	-	-	3%	5%	11%	-	-	-	-	-	-	4%	12%	8%	9%	8%	9%	8%
	bfgmN	*103%*	**19%bfgm**	6%	**22%kbfm**	4%	8%	4%	11%	**34%Zabcfgi jkm**	**36%bfgm**	18%	10%	6%	1%	**41%Zbcjm**	2%	2%	3%	2%	3%	-	6%	6%	-	-	2%	1%	**77%JF**	-	-	-	-	-	-	12%	**35%ZM**	20%	19%	11%	29%	*103%*
Reform UK gains	153	138	22	21	47	-	8	33	10	19	50	25	12	5	7	38	10	8	19	6	19	1	7	20	8	-	3	1	87	-	-	-	-	-	-	30	38	27	37	20	57	138
	14%	13%	12%	10%	21%	-	14%	14%	4%	18%	16%	12%	7%	3%	6%	13%	26%	14%	20%	25%	16%	2%	48%	24%	24%	-	5%	4%	14%	-	-	-	-	-	-	13%	15%	13%	20%	18%	19%	13%
	gklmnF	*90%*	**15%gl**	**14%gl**	**30%bgjklm**	-	5%	**22%gkl**	7%	**12%gklm**	**33%gklm**	**16%gl**	8%	3%	5%	**23%gl**	4%	4%	**12%FK**	4%	**13%F**	1%	5%	**13%JFK**	5%	-	2%	1%	**51%F**	-	-	-	-	-	-	19%	25%	18%	24%	13%	37%	90%
Reform UK losses	18	24	4	3	3	-	1	3	3	3	4	1	3	1	1	8	1	2	2	-	1	1	-	-	-	-	1	1	15	-	-	-	-	-	-	1	4	6	5	1	6	24
	2%	2%	2%	2%	1%	-	2%	1%	1%	2%	1%	1%	1%	1%	1%	3%	3%	2%	2%	-	-	1%	-	-	-	-	1%	4%	2%	-	-	-	-	-	-	1%	2%	3%	3%	1%	2%	2%
	135%	25%	17%	16%	-	5%	18%	18%	18%	15%	23%	7%	15%	5%	8%	45%	3%	6%	10%	-	3%	3%	-	-	-	-	3%	5%	82%	-	-	-	-	-	-	7%	23%	36%	30%	4%	34%	135%
LD loyalist	34	49	7	12	5	6	-	7	13	1	9	9	9	6	7	7	1	2	-	-	-	4	-	1	1	-	5	-	19	-	-	-	-	-	-	7	12	7	5	2	6	49
	3%	5%	4%	6%	2%	7%	-	3%	5%	1%	3%	5%	5%	6%	7%	2%	2%	3%	-	-	-	7%	-	2%	2%	-	10%	2%	3%	-	-	-	-	-	-	3%	5%	3%	3%	1%	2%	5%
	145%	22%	35%	14%	17%	-	-	20%	38%	3%	26%	28%	27%	28%	26%	19%	2%	6%	-	-	-	**13%E**	-	4%	2%	-	**10%ZDEM**	1%	56%	-	-	-	-	-	-	20%	35%	22%	14%	5%	19%	145%
LD gains	42	44	7	13	5	10	-	18	15	6	10	10	11	6	11	8	1	4	-	-	14	5	-	3	1	-	4	2	16	-	-	-	-	-	-	10	19	6	5	1	6	44
	4%	4%	4%	6%	2%	11%	-	8%	6%	6%	3%	5%	6%	4%	10%	3%	3%	7%	-	-	12%	8%	-	4%	4%	-	7%	7%	3%	-	-	-	-	-	-	4%	8%	3%	3%	1%	2%	4%
	M	*104%*	17%	30%	11%	22%	-	**42%c**	38%	14%	24%	23%	27%	13%	27%	19%	3%	10%	-	-	**34%ZM**	**11%M**	-	8%	3%	-	9%	4%	39%	-	-	-	-	-	-	25%	**40%JS**	13%	12%	1%	13%	104%
LD losses	49	57	11	10	4	6	-	6	17	5	13	8	7	9	9	14	1	1	-	-	2	3	-	3	1	-	4	-	37	-	-	-	-	-	-	14	13	10	2	5	7	57
	5%	5%	6%	5%	2%	7%	-	3%	6%	5%	4%	4%	4%	6%	8%	5%	2%	2%	-	-	1%	5%	-	3%	4%	-	7%	-	6%	-	-	-	-	-	-	6%	5%	5%	1%	4%	2%	5%
	117%	23%	20%	9%	12%	-	12%	14%	34%	10%	27%	16%	14%	18%	18%	28%	2%	2%	-	-	4%	7%	-	6%	2%	-	7%	-	**76%Z**	-	-	-	-	-	-	36%	28%	20%	4%	10%	15%	117%
Green loyalist	-	1	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
		317%	-	-	*100%*	-	-	-	-	-	*100%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*100%*	-	-	-	-	-	-	-	-	-	*100%*	*100%*	*317%*
Green gains	155	143	37	46	29	10	11	58	79	17	50	55	52	38	26	28	6	5	2	-	34	16	-	6	3	-	8	4	92	-	-	-	-	-	-	31	35	35	35	10	45	143
	15%	13%	21%	23%	13%	12%	20%	26%	29%	16%	16%	26%	29%	26%	22%	9%	16%	8%	3%	-	28%	27%	11%	7%	11%	-	14%	19%	15%	-	-	-	-	-	-	13%	14%	16%	19%	9%	15%	13%
	nC	*92%*	**24%n**	**31%Zcn**	19%	7%	7%	**38%Zcin**	**51%Zchin**	11%	32%	**35%Zcin**	**34%Zchin**	**24%Zcn**	**17%n**	16%	4%	3%	1%	-	**22%ZBCHM**	**10%ZBCHM**	4%	2%	-	-	5%	3%	59%	-	-	-	-	-	-	20%	22%	22%	22%	7%	29%	92%
Green losses	105	113	21	8	22	4	8	7	13	23	35	17	11	6	2	43	3	3	5	2	3	1	5	6	-	-	2	2	81	-	-	-	-	-	-	11	35	23	22	10	31	113
	10%	11%	12%	4%	10%	4%	14%	3%	5%	22%	11%	8%	6%	4%	2%	14%	7%	5%	6%	9%	2%	1%	33%	7%	-	-	4%	9%	13%	-	-	-	-	-	-	5%	14%	11%	12%	9%	11%	11%
	bfgmFN	*108%*	**20%bfgkn**	8%	**21%I**	4%	7%	6%	13%	**21%Zabcfgi jkm**	**33%bfgkn**	16%	11%	6%	2%	**42%ZBejkm**	3%	3%	4%	2%	3%	1%	5%	5%	-	-	2%	2%	**76%JEF**	-	-	-	-	-	-	11%	**33%N**	**22%N**	21%	9%	30%	108%
SNP loyalist	20	18	-	1	8	-	*	2	5	1	1	-	1	-	1	4	-	-	1	*	2	1	-	-	-	-	-	1	12	-	-	-	-	-	-	7	5	1	7	-	7	18
	2%	2%	-	1%	3%	-	1%	1%	2%	1%	*	3%	1%	-	1%	1%	-	-	2%	2%	2%	1%	-	-	-	-	-	5%	2%	-	-	-	-	-	-	3%	2%	*	4%	-	2%	2%
		90%	-	7%	**39%I**	-	2%	10%	23%	8%	6%	27%	5%	-	5%	19%	-	-	7%	2%	10%	4%	-	-	-	-	-	5%	60%	-	-	-	-	-	-	38%	27%	3%	34%	-	34%	90%
SNP gains	12	16	2	1	1	-	-	1	3	-	*	-	-	2	1	8	*	-	-	-	1	*	-	-	-	-	1	-	10	-	-	-	-	-	-	1	5	2	2	2	4	16
	1%	2%	1%	1%	*	-	-	*	1%	-	*	-	-	1%	1%	2%	1%	-	-	-	1%	1%	-	-	-	-	1%	-	2%	-	-	-	-	-	-	1%	2%	1%	1%	2%	1%	2%
		137%	14%	10%	6%	-	-	10%	29%	-	1%	-	4%	19%	4%	82%	-	-	-	-	10%	4%	-	-	-	-	5%	-	82%	-	-	-	-	-	-	11%	39%	13%	19%	18%	37%	137%
SNP losses	4	5	1	-	3	-	-	1	-	1	-	1	-	-	-	2	-	-	1	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	2	1	-	*	1	2	5
	*	-	1%	-	1%	-	-	1%	-	1%	-	1%	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	1%	-	-	-	1%	1%	-
		123%	33%	-	62%	-	-	32%	-	33%	-	33%	-	-	-	38%	-	-	29%	-	-	-	-	-	-	-	-	-	71%	-	-	-	-	-	-	47%	14%	-	10%	29%	39%	123%
UnW Tot.																																									
	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	305	43	63	55	13	80	82	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
	100%	100%	92%	97%	69%	40%	64%	73%	121%	84%	86%	61%	85%	97%	91%	101%	114%	106%	69%	53%	65%	140%	104%	100%	62%	-	109%	122%	105%	-	-	-	-	-	-	114%	97%	110%	87%	83%	85%	100%
		abcfm	**15%cfj**	**15%acfhjk m**	15%	3%	3%	**16%j**	**31%dj**	**8%cj**	**25%dj**	12%	**14%dj**	**12%dfhjk**	**10%dj**	**28%abcfhjk lm**	4%	**6%CE**	5%	1%	8%	**8%CE**	2%	**8%CE**	2%	-	**9%CE**	2%	**63%E**	-	-	-	-	-	-	**25%S**	**23%GRS**	**22%GS**	15%	3%	24%	100%
		JkmCEO GRS																																								

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
=Less than 0.5%
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 363

	Total (W'ld)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)													Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	he London Evening Standard (d)	he Daily Star (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily Mirror (j)	The independent (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph (A)	he Times (B)	The Sun (C)	The Daily Star (D)	he Metro (E)	The Guardian (F)	The Daily Express (G)	he Daily Mail (H)	The Daily Mirror (I)	The independent (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortably off (N)	Financially stable (O)	Just about coping (P)	Financially precarious v (Q)	F Extremely / ulnerable v (R)	Not financially recarious extremely ulnerable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	39**	60*	80*	24**	123*	59*	15**	85*	32**	-*	53*	20**	631	-*	-*	-*	-*	-*	-*	232	250	210	183*	111*	284	1062
		100%	17%*	19%	21%*	8%**	5%**	22%*	26%	10%*	29%	19%*	17%*	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%*	6%*	2%**	8%*	3%**	-**	5%*	2%**	59%	-**	-**	-**	-**	-**	-**	22%	24%	20%	17%*	10%*	28%	100%
UnWt repeated for convenience - internal																																									
Total	1062	1062	164	195	157	35	35	167	332	89	270	125	152	142	109	395	43	63	55	13	80	82	16	85	20	-	58	26	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
		100%	92%	97%	69%	40%	64%	73%	121%	84%	86%	61%	85%	97%	101%	131%	114%	108%	69%	53%	65%	140%	104%	100%	62%	-	109%	122%	105%	-	-	-	-	-	-	114%	97%	110%	87%	83%	85%	100%
		abcfhi JklmCEO GRS	15%cfj	18%achijk m	15%	3%	3%	16%j	31%cfj	8%cj	25%cfj	12%	14%cfj	13%cfhijk	10%cfj	29%abcfhijk lm	4%	6%CE	5%	1%	8%	8%CE	2%	8%CE	2%	-	5%CE	2%	62%E	-	-	-	-	-	-	25%S	23%QRS	22%QS	15%	9%	24%	100%
Newspapers - combined print and digital (survey) (R33,R34)																																									
The Daily Telegraph	179	164	179	87	60	42	21	76	106	51	99	80	78	61	59	-	38	17	7	10	35	20	1	11	14	-	17	4	83	-	-	-	-	-	-	41	35	45	33	13	46	164
	17%	15%	100%	43%	26%	49%	39%	33%	32%	48%	31%	39%	43%	42%	50%	-	100%	29%	9%	42%	28%	34%	9%	14%	44%	-	32%	20%	13%	-	-	-	-	-	-	17%	14%	21%	18%	11%	15%	15%
	nM	92%	100%ZbcfghI jklmn	48%Zcln	33%Zn	24%	12%	42%Zn	58%Zcn	28%Zcfln	55%Zn	45%Zcn	43%Zcln	34%Zcn	33%Zcfln	-	21%	10%ZCM	4%	6%	19%CM	11%ZCHM	1%	6%	8%	-	9%ZCHM	2%	46%	-	-	-	-	-	-	23%	20%	25%	18%	7%	26%	92%
The Times	202	195	87	202	61	39	21	89	125	34	93	75	93	72	73	-	19	60	7	5	41	24	1	25	10	-	19	10	89	-	-	-	-	-	-	55	50	45	22	15	37	195
	19%	18%	49%	100%	27%	45%	38%	39%	46%	32%	30%	38%	52%	49%	51%	-	49%	100%	9%	20%	33%	41%	9%	27%	30%	-	35%	51%	14%	-	-	-	-	-	-	23%	20%	21%	12%	13%	12%	18%
	nMS	97%	43%Zchln	100%ZacfghI jklmn	30%Zn	19%	10%	44%Zcn	62%Zchln	17%Zn	46%Zn	37%Zn	46%Zcfhijk	36%Zchijk	36%ZcfghIjk	-	9%	35%ZCEFHKM	4%	2%	20%ZCM	12%ZCM	1%	11%CM	5%	-	9%ZCM	5%	44%	-	-	-	-	-	-	27%QS	22%QS	22%LS	11%	7%	18%	97%
The Sun	227	157	60	61	227	45	31	87	72	61	137	105	68	43	45	-	5	6	80	8	35	9	4	17	11	-	9	4	111	-	-	-	-	-	-	43	58	47	39	22	61	157
	21%	15%	33%	30%	100%	52%	58%	38%	26%	57%	44%	51%	38%	29%	38%	-	13%	11%	100%	32%	29%	15%	25%	20%	34%	-	18%	18%	14%	-	-	-	-	-	-	18%	23%	22%	21%	20%	21%	15%
	nM	69%	26%Zn	37%Zn	100%ZabfghI jklmn	20%	13%	38%Zgn	32%n	27%abfgjk lmn	61%ZbgIn	46%ZabfgkI n	30%Zgn	19%n	20%Zgn	-	2%	3%	35%ZEFHKM	3%	15%ZM	4%	2%	8%	5%	-	4%	2%	49%	-	-	-	-	-	-	19%	25%	21%	17%	10%	27%	69%
The London Evening Standard	87	35	42	39	45	87	10	53	65	22	54	35	54	45	47	-	8	7	13	3	25	11	-	7	5	-	13	4	23	-	-	-	-	-	-	31	12	17	9	10	19	35
	8%	3%	24%	19%	20%	100%	18%	23%	24%	27%	17%	30%	31%	31%	39%	-	4%	12%	16%	14%	20%	19%	-	8%	17%	-	24%	18%	4%	-	-	-	-	-	-	13%	5%	6%	5%	9%	6%	3%
	nM	40%	49%Zn	45%Zn	52%Zn	100%	11%	61%Zn	73%Zn	26%Zn	62%Zn	41%Zn	62%Zbjn	52%Zbjn	54%ZabcdghI jn	-	4%	8%M	15%M	4%	28%ZM	13%ZM	-	8%	6%	-	15%ZHM	4%	27%	-	-	-	-	-	-	36%ZOQ	14%	20%	10%	11%	22%	40%
The Daily Star	55	35	21	21	31	10	55	22	21	22	35	34	18	17	11	-	7	5	10	24	10	9	3	9	11	-	5	1	24	-	-	-	-	-	-	16	11	5	7	10	17	35
	5%	3%	12%	10%	13%	11%	100%	10%	6%	20%	11%	17%	10%	12%	10%	-	17%	9%	13%	100%	8%	16%	19%	11%	34%	-	10%	2%	4%	-	-	-	-	-	-	7%	5%	2%	4%	9%	6%	3%
	nM	64%	39%Zn	38%Zn	56%Zn	18%	100%	40%n	38%n	40%ZbfgIkn	64%Zn	62%Zgn	32%n	31%Zn	21%n	-	12%	10%	19%ZM	45%	18%	17%ZM	5%	17%ZM	20%	-	10%	3%	44%	-	-	-	-	-	-	29%	21%	9%	13%	19%	32%	64%
The Metro	229	167	76	89	87	53	22	229	113	49	112	69	92	79	61	-	10	21	22	10	123	19	3	20	13	-	24	8	74	-	-	-	-	-	-	55	46	38	60	12	71	167
	22%	16%	42%	44%	38%	61%	40%	100%	41%	46%	32%	33%	52%	54%	51%	-	28%	35%	28%	40%	100%	32%	18%	23%	39%	-	45%	40%	12%	-	-	-	-	-	-	23%	18%	16%	33%	10%	24%	16%
	nMR	73%	33%Zn	39%Zn	38%Zn	23%	10%	100%ZabcghI jklmn	50%Zn	21%Zn	46%Zn	39%Zn	40%ZcgIn	35%ZcgIn	37%Zn	-	4%	9%ZM	10%M	4%	54%ZBCFHKM	8%M	1%	11%ZHM	6%	-	11%ZHM	4%	33%	-	-	-	-	-	-	24%R	20%	17%	26%ZOPRS	5%	31%R	73%
The Guardian	274	332	106	125	72	65	21	113	274	50	115	103	131	110	103	-	14	19	9	8	51	59	1	16	10	-	29	14	142	-	-	-	-	-	-	75	64	61	36	15	51	332
	26%	31%	59%	62%	32%	75%	38%	50%	100%	47%	37%	50%	73%	75%	88%	-	37%	31%	12%	33%	42%	100%	4%	19%	31%	-	55%	70%	22%	-	-	-	-	-	-	32%	25%	29%	22%	14%	17%	31%
	nMRS	121%	39%Zcln	46%Zcfhijn	26%n	24%	8%	41%Zcln	100%Zabcfhi jklmn	18%Zcn	42%Zn	38%Zcln	48%ZabcfIj jn	46%ZabcfhI jn	34%Zbcfhij kln	-	5%	7%C	3%	3%	16%	7%	1%	6%	4%	-	11%ZBCHM	5%	52%	-	-	-	-	-	-	39%QRS	23%	22%RS	13%	6%	19%	121%
The Daily Express	106	89	51	34	61	22	22	49	50	106	82	65	51	32	36	-	3	2	9	6	17	8	15	15	7	-	8	1	64	-	-	-	-	-	-	20	33	18	21	10	31	89
	10%	8%	28%	17%	27%	28%	40%	21%	18%	100%	26%	32%	29%	22%	30%	-	7%	4%	11%	26%	14%	13%	100%	17%	20%	-	14%	7%	10%	-	-	-	-	-	-	8%	13%	9%	11%	9%	11%	8%
	n	84%	46%Zbgn	32%Zn	57%Zbn	21%	20%	46%Zn	47%Zn	100%ZabcfgI jklmn	78%Zbgn	61%Zngn	46%Zbgn	31%Zn	34%Zbgn	-	2%	2%	9%	6%	16%	7%	14%	14%B	6%	-	7%	1%	60%	-	-	-	-	-	-	19%	31%	17%	20%	9%	29%	84%
The Daily Mail	313	270	99	93	137	54	35	112	115	82	313	131	101	66	59	-	14	17	32	8	48	14	8	85	14	-	23	6	153	-	-	-	-	-	-	65	66	75	49	38	86	270
	29%	25%	55%	46%	61%	62%	64%	49%	42%	78%	100%	64%	57%	45%	50%	-	38%	28%	40%	33%	39%	24%	51%	100%	45%	-	44%	31%	24%	-	-	-	-	-	-	27%	26%	35%	27%	34%	29%	25%
	nM	88%	31%Zgn	36%Zn	44%Zbgjn	17%	11%	36%Zn	37%Zn	36%ZabcfgIjklmn	100%ZabcfghIjklmn	42%Zbfghjn	32%Zbgjn	31%Zn	19%Zn	-	5%	5%	10%	3%	16%	4%	2%	27%ZBCEFKM	5%	-	7%FM	2%	49%	-	-	-	-	-	-	21%	21%	24%	16%	12%	28%	88%

Fieldwork dates - Thursday 5th to Wednesday 11th March (TBC CHECK) 2026.
Final Fieldwork at morning of Wed. 11th March 2026 (18+ Base = 1,062 total of which all 1,062 Panel data for weights) All POL group.
Some ranking and suppression applied where/if suitable. Default weight as in file name
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
sc:Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/N/O/P/Q/R/S
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP26030SA - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 363

	Total (W1d)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)													Newspapers - print only (survey) (R33)												Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F p Extremely / ulnerable v (R)	Not financiall y recarious extremely ulnerable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	108*	313	206*	178*	147*	120*	301	39**	60*	80*	24**	123*	59*	15**	85*	32**	**	53*	26**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	284	1062
			17%*	19%	21%*	8%**	5%**	22%*	26%	10%*	29%	19%*	17%*	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%*	6%*	1%**	8%*	3%**	**	5%*	2%**	59%	-*	-*	-*	-*	-*	-*	22%	24%	20%	17%*	10%*	28%	100%
The Daily Mirror	206	125	80	75	105	35	34	89	103	65	131	206	89	62	48	-	14	8	14	11	41	13	1	16	32	-	13	1	119	-	-	-	-	-	-	33	51	39	51	17	67	125
	19%	12%	45%	37%	46%	41%	62%	39%	38%	61%	42%	100%	50%	42%	40%	-	36%	13%	18%	44%	33%	23%	10%	19%	100%	-	25%	4%	19%	-	-	-	-	-	-	14%	20%	19%	28%	15%	23%	12%
		nN 61%	39%:Zn	36%:Zn	51%:Zn	17%	17%	43%:Zn	50%:Zn	32%:Zabcfgh lmn	64%:Zn	100%:Zabcfgh klmn	43%:Zbgn	30%:Zn	22%:Zn	-	7%	4%	7%	5%	20%:ZBM	6%	1%	8%	16%	-	6%	*	58%	-	-	-	-	-	-	16%	25%	19%	20%:ZN	8%	33%:N	61%
The Independent	178	152	76	93	68	54	18	92	131	51	101	89	178	79	72	-	7	13	14	3	43	22	1	15	5	-	24	7	93	-	-	-	-	-	-	51	40	45	24	10	33	152
	17%	14%	43%	46%	30%	62%	32%	40%	48%	39%:Zcn	32%	43%	100%	54%	60%	-	18%	22%	18%	14%	35%	38%	4%	17%	16%	-	45%	33%	14%	-	-	-	-	-	-	22%	16%	21%	13%	9%	11%	14%
		nMS 85%	42%:Zcn	52%:Zcln	30%:Zn	30%	10%	32%:Zn	73%:Zcln	28%:Zcn	57%:Zn	50%:Zcln	100%:Zabcfgh ijlmn	*	n	-	4%	7%	8%	2%	24%:ZM	*	*	8%	3%	-	13%:ZBCHM	4%	52%	-	-	-	-	-	-	29%:RS	22%	25%:RS	13%	5%	19%	85%
The i	147	142	61	72	43	45	17	79	110	32	66	62	79	147	65	-	8	16	6	4	30	24	1	16	6	-	53	8	64	-	-	-	-	-	-	34	31	34	26	9	35	142
	14%	13%	34%	38%	19%	52%	31%	35%	40%	31%	32%	30%	44%	100%	54%	-	21%	27%	8%	17%	24%	41%	8%	19%	20%	-	100%	41%	10%	-	-	-	-	-	-	14%	12%	16%	14%	8%	24%	13%
		nM 97%	40%:Zcln	46%:Zcln	29%:n	31%	12%	54%:Zcln	75%:Zcln	32%:Zcn	45%:Zn	40%:Zcln	54%:Zcfgh	100%:Zabcfgh ijlmn	44%:Zabcghi jn	-	5%	11%:ZM	4%	3%	20%:M	16%:ZHM	1%	11%:M	4%	-	30%:ZBCEFHM	6%	43%	-	-	-	-	-	-	23%	21%	23%	18%	6%	24%	97%
The Financial Times	120	109	59	73	45	47	11	61	103	36	59	48	72	65	120	-	5	13	7	3	29	19	-	10	3	-	18	20	50	-	-	-	-	-	-	34	23	26	14	6	21	109
	11%	10%	33%	36%	20%	54%	21%	27%	38%	34%	23%	23%	41%	44%	100%	-	5%	21%	8%	14%	24%	32%	-	12%	10%	-	33%	100%	8%	-	-	-	-	-	-	14%	9%	12%	8%	6%	7%	10%
		nM 91%	50%:Zcln	61%:Zcljn	39%:n	39%	10%	51%:Zn	86%:Zcljn	30%:Zcn	50%:Zn	40%:Zn	60%:Zcljn	54%:Zcfgh	100%:Zabcfgh jkln	-	4%	10%:ZM	5%	3%	24%:ZM	16%:ZCHM	-	9%	3%	-	15%:ZCHM	17%	42%	-	-	-	-	-	-	28%:S	19%	22%	12%	5%	17%	91%
None of these	301	305	-	-	-	-	-	-	-	-	-	-	-	-	-	301 100% 100%:Zabcfghi jklmn	-	-	-	-	-	-	-	-	-	-	-	-	301 48% 100%:ZBCEFHK	-	-	-	-	-	-	50	81	49	62	39	101	305
	28%	29%	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	21%	32%	23%	34%	25%	34%	29%
	(jklmnC EFHKN g	abcfgh 101% jklmnBC EFHKN	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	17%	27%:N	16%	21%:N	13%:N	34%:NP	101%
Newspapers - print only (survey) (R33)																																									
The Daily Telegraph	38	43	38	19	5	3	7	10	14	3	14	14	7	8	5	-	38	13	4	5	8	11	1	8	13	-	6	3	-	-	-	-	-	-	-	13	5	16	2	1	3	43
	4%	4%	21%	9%	2%	4%	12%	4%	5%	2%	5%	7%	4%	5%	4%	-	100%	22%	5%	21%	6%	19%	4%	10%	41%	-	12%	16%	-	-	-	-	-	-	-	5%	2%	7%	1%	1%	1%	4%
		nM 114%	100%:Zbcfghi jklmn	49%:Zcjklm	13%	6%	17%	26%:n	37%:n	7%	26%:n	36%:cn	18%:n	21%:n	13%:n	-	100%	34%:ZDEM	10%:M	14%	20%:M	28%:ZDEM	1%	22%:ZM	34%	-	17%:ZM	9%	114%	-	-	-	-	-	-	-	34%:S	12%	41%:ZDGS	6%	3%	9%	114%
The Times	60	63	17	60	6	7	5	21	19	2	17	8	13	16	13	-	13	60	5	4	16	11	-	12	6	-	13	7	-	-	-	-	-	-	-	24	12	15	6	1	7	63
	6%	6%	10%	30%	3%	8%	10%	9%	7%	2%	5%	4%	7%	9%	8%	-	34%	100%	6%	17%	13%	19%	-	14%	19%	-	24%	36%	-	-	-	-	-	-	-	10%	5%	7%	3%	1%	2%	6%
		nMS 108%	20%:cfmn	100%:Zacfghi jklmn	11%:n	12%	9%	35%:cn	31%:n	4%	28%:n	12%:n	22%:n	27%:Zjklm	21%:cfmn	-	22%	100%:ZCEFHKM	8%:M	7%	27%:M	19%:ZM	-	20%:ZM	10%	-	21%:ZCM	12%	106%	-	-	-	-	-	-	-	40%:ZRS	19%	26%:S	10%	1%	12%	106%
The Sun	80	55	7	7	80	13	10	22	9	9	32	14	14	6	7	-	4	5	80	8	19	7	3	13	10	-	5	2	-	-	-	-	-	-	-	23	12	18	11	10	20	55
	7%	5%	4%	4%	35%	15%	19%	10%	3%	9%	10%	7%	8%	4%	5%	-	10%	8%	100%	32%	15%	12%	23%	15%	32%	-	10%	7%	-	-	-	-	-	-	-	10%	5%	9%	6%	9%	7%	5%
		gnM 69%	9%:n	9%:n	100%:Zabfghi jklmn	16%	13%	10%:agn	12%:n	11%:n	42%:abgn	10%:n	18%:gn	8%:n	9%:n	-	5%	8%:M	100%:ZBEFHKM	10%	23%:M	9%:M	4%	16%:ZM	13%	-	7%:M	3%	69%	-	-	-	-	-	-	-	29%	15%	23%	14%	12%	26%	69%
The Daily Star	24	13	10	5	8	3	24	10	8	6	8	11	3	4	3	-	5	4	8	24	10	8	3	7	11	-	4	-	7	-	-	-	-	-	-	8	2	3	*	7	7	13
	2%	1%	6%	2%	3%	4%	45%	4%	3%	6%	3%	5%	2%	3%	3%	-	21%	7%	10%	100%	8%	14%	19%	9%	34%	-	8%	-	17%	-	-	-	-	-	-	3%	1%	1%	-	6%	2%	1%
		nM 53%	42%:Zn	20%:n	32%:n	14%	100%	40%:n	33%:n	26%:n	33%:n	44%:n	14%	17%:n	14%:n	-	6%	17%:M	32%:ZM	100%	40%:ZM	33%:ZM	12%	30%:ZM	44%	-	17%:ZM	-	53%	-	-	-	-	-	-	32%	9%	11%	2%	27%:OQ	29%:Q	53%
The Metro	123	80	35	41	35	25	10	123	51	17	48	41	43	30	29	-	8	16	19	10	123	13	1	12	11	-	17	3	80	-	-	-	-	-	-	39	20	17	34	5	39	80
	12%	8%	19%	20%	16%	28%	18%	54%	19%	16%	15%	20%	24%	20%	24%	-	20%	27%	23%	40%	100%	23%	7%	14%	33%	-	31%	16%	8%	-	-	-	-	-	-	19%	8%	8%	19%	4%	13%	8%
		nM 65%	28%:Zn	33%:Zn	39%:n	20%	8%	100%:Zabcghi jklmn	43%:Zn	14%:n	39%:n	33%:Zn	33%:Zn	34%:Zn	34%:Zn	-	6%	13%:ZM	13%:ZM	8%	100%:ZBCFHKM	11%:ZM	1%	10%:M	9%	-	14%:ZHM	3%	65%	-	-	-	-	-	-	31%:ZDPR	16%	14%	28%:ZDPRS	4%	32%:R	65%
The Guardian	59	62	20	24	9	11	9	19	59	8	14	13	22	24	19	-	11	11	7	8	13	59	1	8	8	-	16	8	82	-	-	-	-	-	-	22	12	12	6	4	10	82
	6%	8%	11%	12%	4%	13%	17%	8%	21%	7%	4%	6%	12%	16%	16%	-	29%	19%	9%	33%	11%	100%	4%	10%	24%	-	30%	37%	8%	-	-	-	-	-	-	9%	5%	6%	3%	4%	3%	8%
		nM 140%	34%:Zcln	41%:Zcln	15%:n	19%	16%	32%:n	100%:Zabcdfgi jkn	13%:n	24%:n	23%:n	38%:Zcln	41%:Zcfgjn	32%:Zcjkn	-	19%	19%:ZM	12%:M	14%	23%:M	100%:ZBCDEHKM	1%	14%:M	13%	-	28%:ZCEHM	13%	140%	-	-	-	-	-	-	38%:ZS	21%	21%	10%	7%	17%	140%

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Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
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Total (all sample)

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Table 363

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	(Z)	Total	The Daily Telegraph (a)	The Times (b)	T he Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The ndependen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The dependen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious y (Q)	F p Extremely r vlnerable v (R)	Not financiall y recarious extremely vlnerable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	108*	313	206*	178*	147*	120*	301	39**	60*	80*	24**	123*	59*	15**	85*	52**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	294	1062
		100%	17%*	19%	21%*	8%**	5%**	22%*	25%	10%*	29%	19%*	17%*	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%*	6%*	2%**	8%*	5%**	-**	5%*	2%**	59%	-*	-*	-*	-*	-*	-*	22%	24%	20%	17%*	10%*	28%	100%
The Daily Express	15	16	1	-	-	-	3	3	1	15	8	1	1	1	-	-	1	-	3	3	1	1	1	7	1	-	1	-	-	-	-	-	-	-	2	6	2	3	1	3	16
	1%	2%	1%	1%	1%	-	5%	1%	-	14%	2%	1%	1%	1%	-	-	1%	-	4%	12%	1%	1%	1%	8%	5%	-	2%	-	-	-	-	-	-	-	1%	2%	1%	1%	1%	1%	2%
M	104%	9%	9%	25%	-	19%	18%	-	4%	100%Zabcfgl jklmn	51%gn	10%	4%	8%	-	-	4%	22%M	19%	7%	4%M	100%	45%ZM	10%	-	8%M	-	-	-	-	-	-	-	-	14%	38%	11%	16%	4%	20%	104%
The Daily Mail	85	85	11	23	17	7	9	20	16	15	85	16	15	16	10	-	8	12	13	7	12	8	7	85	13	-	16	4	-	-	-	-	-	-	26	13	19	12	9	21	85
	8%	8%	6%	11%	8%	8%	17%	9%	6%	14%	27%	8%	8%	11%	8%	-	22%	20%	16%	30%	10%	14%	45%	100%	39%	-	30%	21%	-	-	-	-	-	-	11%	5%	9%	7%	8%	7%	8%
nM	100%	14%n	27%gn	30%n	34%n	8%	11%	24%n	19%n	17%gn	100%Zabcfgh jklmn	19%n	17%n	10%gn	12%n	-	10%	14%ZM	15%M	9%	14%M	10%M	8%	45%ZM	10%	-	19%ZEFM	5%	-	-	-	-	-	-	31%	16%	22%	15%	10%	25%	100%
The Daily Mirror	32	20	14	10	11	5	11	13	10	7	14	32	5	6	3	-	13	6	10	11	11	8	1	13	32	-	6	-	-	-	-	-	-	-	10	3	11	4	*	5	20
	3%	2%	8%	5%	5%	6%	20%	6%	4%	6%	5%	16%	3%	4%	3%	-	34%	10%	13%	44%	9%	13%	1%	15%	100%	-	12%	-	-	-	-	-	-	-	4%	1%	5%	2%	*	2%	2%
nM	62%	44%Jn	30%n	34%n	39%n	17%	34%	39%n	31%n	20%n	45%n	100%Zbcdghi klmn	16%n	20%n	10%n	-	41%	19%ZM	32%ZM	34%	33%ZM	24%ZM	5%	39%ZM	100%	-	20%ZM	-	-	-	-	-	-	-	32%	8%	35%O	14%	1%	14%	62%
The Independent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	5%	5%	9%	9%	4%	15%	10%	11%	11%	7%	7%	6%	13%	36%	15%	-	17%	21%	7%	17%	14%	28%	8%	19%	20%	-	100%	33%	-	-	-	-	-	-	7%	3%	9%	3%	1%	2%	5%
nM	109%	32%n	35%Zn	38%n	18%n	24%	10%	45%Zcn	51%Zcn	14%n	44%n	25%n	43%Zgn	100%Zabcdgh jklmn	33%Zcn	-	12%	24%ZM	10%M	8%	31%ZM	34%ZM	2%	36%ZM	12%	-	100%ZBCEFHM	13%	-	-	-	-	-	-	30%	15%	36%ZDRS	10%	3%	13%	109%
The Financial Times	20	25	4	10	4	4	1	9	14	1	6	1	7	6	20	-	3	7	2	-	3	9	-	4	-	-	7	20	-	-	-	-	-	-	7	3	6	3	1	4	25
	2%	2%	2%	5%	2%	4%	3%	4%	5%	1%	2%	*	4%	4%	13%	-	9%	12%	3%	-	3%	13%	-	5%	-	-	13%	100%	-	-	-	-	-	-	3%	1%	3%	2%	1%	1%	2%
M	122%	20%	51%Zjn	18%	18%	7%	40%n	16%	7%	31%	4%	33%jn	41%Zjn	10%	100%Zabcfghl jkln	-	16%	38%ZEM	11%M	-	16%M	37%ZEM	-	21%M	-	-	33%ZEM	100%	-	-	-	-	-	-	38%	17%	28%	15%	5%	19%	122%
None of these	631	661	83	89	111	23	24	74	142	64	153	119	93	64	50	301	-	-	-	-	-	-	-	-	-	-	-	-	631	-	-	-	-	-	-	118	174	116	119	72	191	661
	59%	62%	46%	44%	49%	27%	44%	33%	52%	60%	49%	58%	52%	43%	42%	100%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	50%	70%	55%	65%	65%	65%	62%
abcdgi kln	105%	13%f	14%f	18%f	4%	12%	4%	22%f	10%bflm	24%f	19%bflm	13%f	10%	8%	48%Zabcdghl jklm	-	-	-	-	-	-	-	-	-	-	-	-	-	100%ZBCEFHK	-	-	-	-	-	-	19%	28%ZNP	18%	19%LN	11%	30%N	105%
ImBCEFH kN	ImBCEFH kN																																								
Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)																																								
Lab	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
***=Less than 0.5%**
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Proportions/Means: Columns Tested (5% risk level) - Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n - Z/A/B/C/D/E/F/G/H/I/J/K/L/M - Z/NO/P/Q/RS
*** small base; ** very small base (under 30) ineligible for sig testing**

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
https://www.Ipsos.uk/political-and-social-trends

Ipsos Political Monitor - March 2026

(Wave 2) KP260305A - POL (S26011063)
Weight spec 8.2 (CHECK confirm if to be retained)
Total (all sample)

X breaks by X breaks - INTERNAL - Vertical and horizontal % percentages
Table 363

	Total (W'td)	UnWt repeated for convenience - internal	Newspapers - combined print and digital (survey) (R33,R34)														Newspapers - print only (survey) (R33)										Consituency type, category 2024 General Election result DP CHECK - Look up to be added - internal (not on spec)						Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)						UnWgt Total
	(Z)	Total	The Daily Telegraph (a)	The Times (b)	The Sun (c)	he London Evening T Standard (d)	he Daily Star T (e)	he Metro (f)	The Guardian (g)	The Daily Express (h)	The Daily Mail (i)	The Daily I Mirror (j)	The independen t (k)	The i (l)	The Financial Times (m)	None of these (n)	The Daily Telegraph T (A)	he Times (B)	The Sun (C)	The Daily Star T (D)	he Metro (E)	The Guardian (F)	The Daily T Express (G)	he Daily Mail (H)	The Daily In Mirror (I)	The independen t (J)	The i (K)	The Financial Times (L)	None of these (M)	Lab	Lab safe	Lab - not safe	Con	LD	C Oth	omfortabl y off (N)	Financiall y stable (O)	Just about coping (P)	Financiall y precarious v (Q)	F p Extremely / ulnerable v (R)	Not financiall y recarious extremely ulnerable (S)	Total
	1062	1062	179*	202	227*	87**	55**	229*	274	106*	313	206*	178*	147*	120*	301	38**	60*	80*	24**	123*	59*	15**	85*	32**	-**	53*	20**	631	-*	-*	-*	-*	-*	-*	237	250	210	183*	111*	264	1062
		100%	17%*	19%	21%*	8%**	5%**	22%*	26%	10%*	29%	19%*	17%*	14%*	11%*	28%	4%**	6%*	7%*	2%**	12%*	6%*	1%**	8%*	3%**	-**	5%*	2%**	59%	-*	-*	-*	-*	-*	-*	22%	24%	20%	17%*	10%*	25%	100%
Oth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Financial wellbeing (survey) (Q13_ECON/Q13b_ECON)																																									
Comfortably off	237	270	41	55	43	31	16	55	75	20	65	33	51	34	34	50	13	24	23	8	39	22	2	26	10	-	16	7	118	-	-	-	-	-	-	237	-	-	-	-	-	270
	22%	25%	23%	27%	19%	36%	29%	24%	28%	19%	21%	16%	29%	23%	28%	17%	34%	40%	29%	32%	31%	38%	14%	31%	32%	-	30%	38%	19%	-	-	-	-	-	-	100%	-	-	-	-	-	25%
	S	nMdOPQR 114%	17%	23%jn	18%	13%	7%	23%	32%jn	8%	27%	14%	22%jn	14%	14%jn	21%	5%	10%ZM	10%	3%	16%	9%ZM	1%	11%M	4%	-	7%	3%	50%	-	-	-	-	-	-	100%ZDPQRS	-	-	-	-	-	114%
Financially stable	250	243	35	50	58	12	11	46	64	33	66	51	40	31	23	81	5	12	12	2	20	12	6	13	3	-	8	3	174	-	-	-	-	-	-	-	250	-	-	-	-	243
	24%	23%	20%	25%	25%	14%	21%	20%	23%	31%	21%	25%	22%	21%	19%	27%	12%	19%	15%	9%	16%	21%	39%	16%	8%	-	15%	17%	28%	-	-	-	-	-	-	-	100%	-	-	-	-	23%
		NPQRS 97%	14%	20%	23%	5%	5%	18%	25%	13%	26%	20%	16%	12%	9%	32%	2%	5%	5%	1%	8%	5%	2%	5%	1%	-	3%	1%	70%Z	-	-	-	-	-	-	-	100%ZNPQRS	-	-	-	-	97%
Just about coping	210	232	45	45	47	17	5	38	61	18	75	39	45	34	26	49	16	15	18	3	17	12	2	19	11	-	19	6	116	-	-	-	-	-	-	-	-	210	-	-	-	232
	20%	22%	25%	22%	21%	20%	9%	17%	22%	17%	24%	19%	25%	23%	22%	16%	41%	26%	23%	11%	14%	21%	1%	22%	35%	-	36%	28%	18%	-	-	-	-	-	-	-	-	100%	-	-	-	22%
		NOQRS 110%	21%	21%	22%	8%	2%	16%	29%	9%	35%	19%	21%	16%	12%	23%	7%	7%	9%	1%	8%	6%	1%	9%	5%	-	9%ZEM	3%	55%	-	-	-	-	-	-	-	-	100%ZNOQRS	-	-	-	110%
Financially precarious	183	159	33	22	39	9	7	60	38	21	49	51	24	26	14	62	2	6	11	-	34	6	3	12	4	-	6	3	119	-	-	-	-	-	-	-	-	-	183	-	183	159
	17%	15%	18%	11%	17%	10%	13%	26%	13%	20%	16%	23%	13%	18%	12%	21%	6%	10%	14%	2%	28%	10%	16%	15%	14%	-	10%	15%	19%	-	-	-	-	-	-	-	-	-	100%	-	62%	15%
		bNOPR 87%	12%	12%	21%	5%	4%	32%Zbgkm	20%	11%	27%	28%bglm	13%	14%	8%	34%b	1%	3%	6%	-	19%BF	3%	1%	7%	2%	-	3%	2%	65%	-	-	-	-	-	-	-	-	-	100%ZNOPRS	-	100%ZNJPR	87%
Extremely vulnerable	111	92	13	15	22	10	10	12	15	10	38	17	10	9	6	39	1	1	10	7	5	4	1	9	-	-	1	1	72	-	-	-	-	-	-	-	-	-	-	111	111	92
	10%	9%	7%	7%	10%	11%	19%	5%	6%	9%	12%	8%	5%	6%	5%	13%	3%	1%	12%	27%	4%	7%	4%	10%	1%	-	3%	5%	11%	-	-	-	-	-	-	-	-	-	-	100%	38%	9%
		gBNOPQ 83%	11%	13%	20%	9%	9%	10%	14%	9%	34%kpk	15%	9%	8%	6%	35%fg	1%	1%	9%	6%	4%	4%	1%	8%	-	-	1%	1%	65%LB	-	-	-	-	-	-	-	-	-	-	100%ZNOPQS	100%ZNOPQ	83%
Net Financially precarious/extremely vulnerable	294	251	46	37	61	19	17	71	51	31	86	67	33	35	21	101	3	7	20	7	39	10	3	21	5	-	7	4	191	-	-	-	-	-	-	-	-	-	183	111	294	251
	28%	24%	26%	18%	27%	22%	32%	31%	19%	29%	28%	33%	19%	24%	17%	34%	9%	12%	26%	29%	32%	17%	20%	25%	14%	-	13%	19%	30%	-	-	-	-	-	-	-	-	-	100%	100%	100%	24%
	P	bgkBKNO 85%	15%	12%	21%	6%	6%	24%bglm	17%	11%	29%bg	22%bglm	11%	12%	7%	34%Zbglm	1%	2%	7%	2%	13%BK	3%	1%	7%	2%	-	2%	1%	65%ZBK	-	-	-	-	-	-	-	-	-	62%ZNOP	36%ZNOP	100%ZNOP	85%
UnWgt Total																																									
Total	1062	1062	164	195	157	55	35	167	222	89	270	125	152	142	109	306	43	63	55	13	80	62	16	85	20	-	58	25	661	-	-	-	-	-	-	270	243	232	159	92	251	1062
	100%	100%	92%	97%	69%	40%	64%	72%	121%	84%	86%	61%	85%	97%	91%	101%	144%	169%	69%	53%	65%	140%	104%	100%	62%	-	109%	122%	105%	-	-	-	-	-	-	114%	97%	110%	81%	83%	85%	100%
		abcRs 100%	13%cfj	19%acfhjk m	15%	3%	3%	16%j	31%cfj	8%cj	25%cfj	12%	14%cfj	13%cfhjk	10%cfj	29%abcfhjk lm	4%	6%CE	5%	1%	8%	8%CE	2%	6%CE	2%	-	5%CE	2%	62%LE	-	-	-	-	-	-	23%IS	23%GRS	22%GS	15%	9%	24%	100%
	jklmCEG QRS	jklmCEG QRS																																							

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