

18-34s analysis

May 2026

**DOWNING
STREET SW1**
CITY OF WESTMINSTER

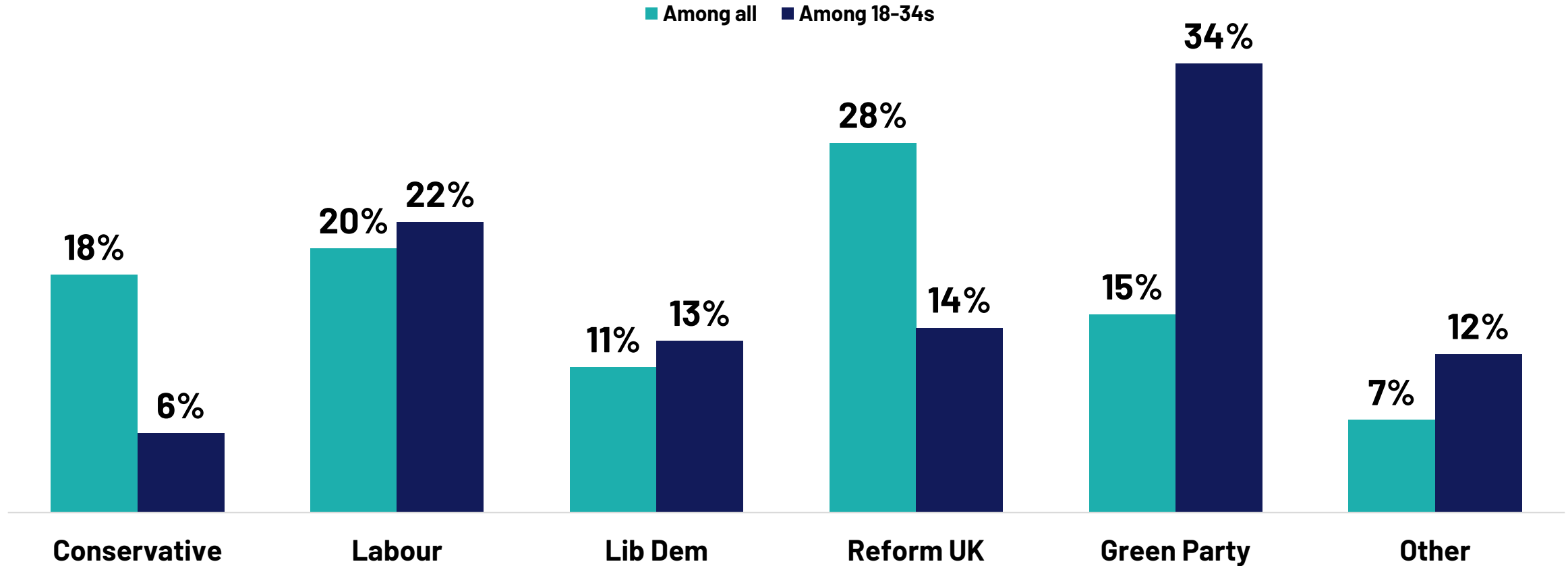
**WHITEHALL
SW1**
CITY OF WESTMINSTER

Voting intention

Source: Ipsos Political Monitor

Voting intention – among all adults vs 18-34s

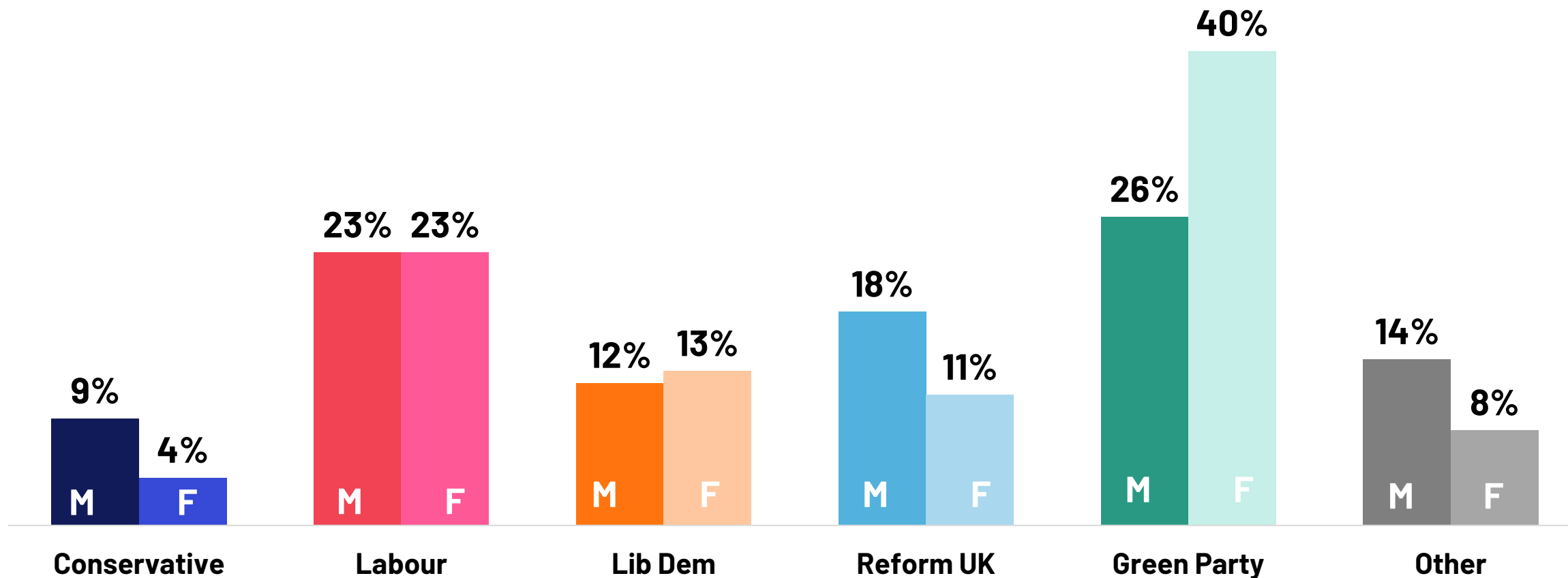
18-34s are much more likely to say they plan to vote for the Greens compared to the wider public. Likewise, 18-34s are less likely to say they plan to vote for Reform or the Conservatives. Attitudes towards Labour and Lib Dems are in line with the wider public.



Base: 2068 GB adults, including 414 GB adults aged 18-34. February – April 2026. Data has been weighted to population profile of Great Britain.

Voting intention by Gender among 18-34s

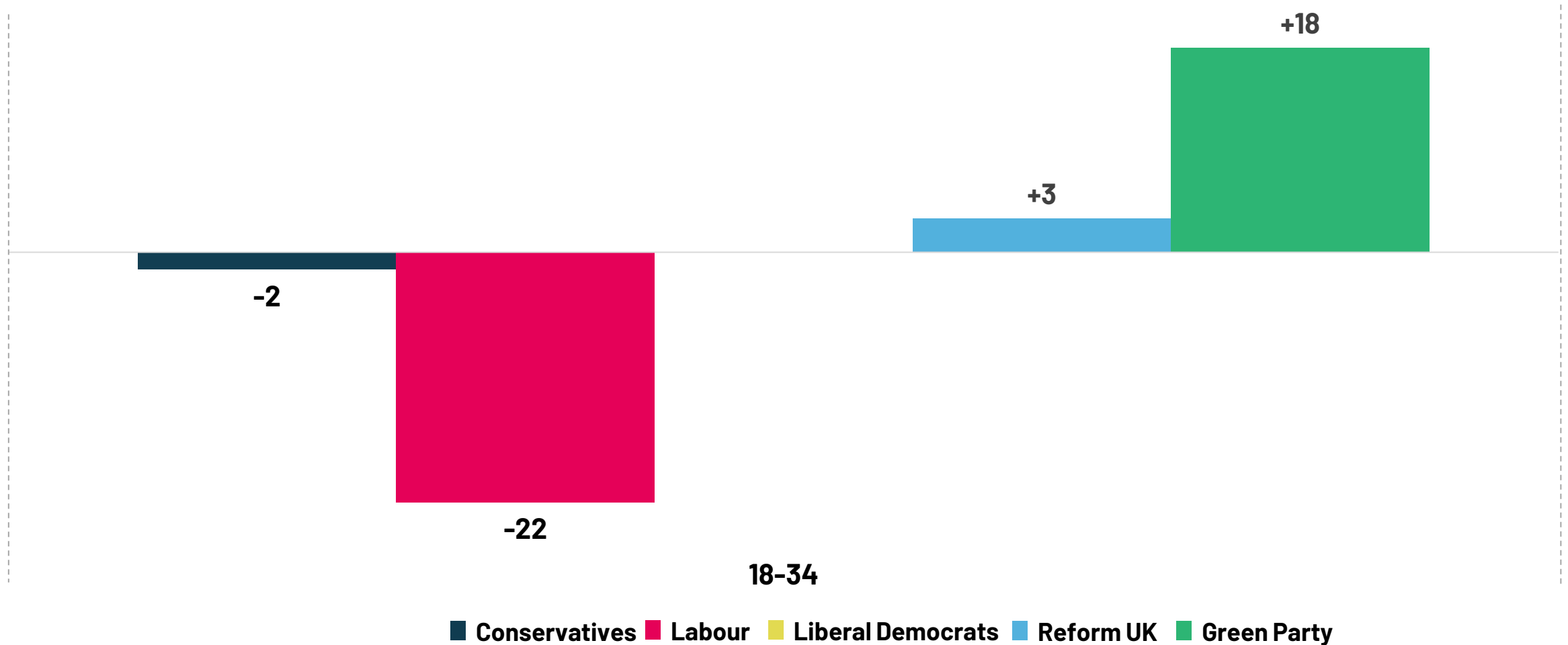
Both young men and young women are mostly likely to consider voting for the Green party. The Green have a 17 point lead among young women over Labour. The Greens have a smaller lead among young men (+3 over Labour, +8 over Reform)



Base: 414 GB adults aged 18-34, including 163 men and 239 women. February – April 2026. Data has been weighted to population profile of Great Britain.

Change in Vote Share among 18-34s since the 2024 election

Labour's vote share has fallen among young people age 18-34. The Green have gone up by 18 points, Reform by 3.

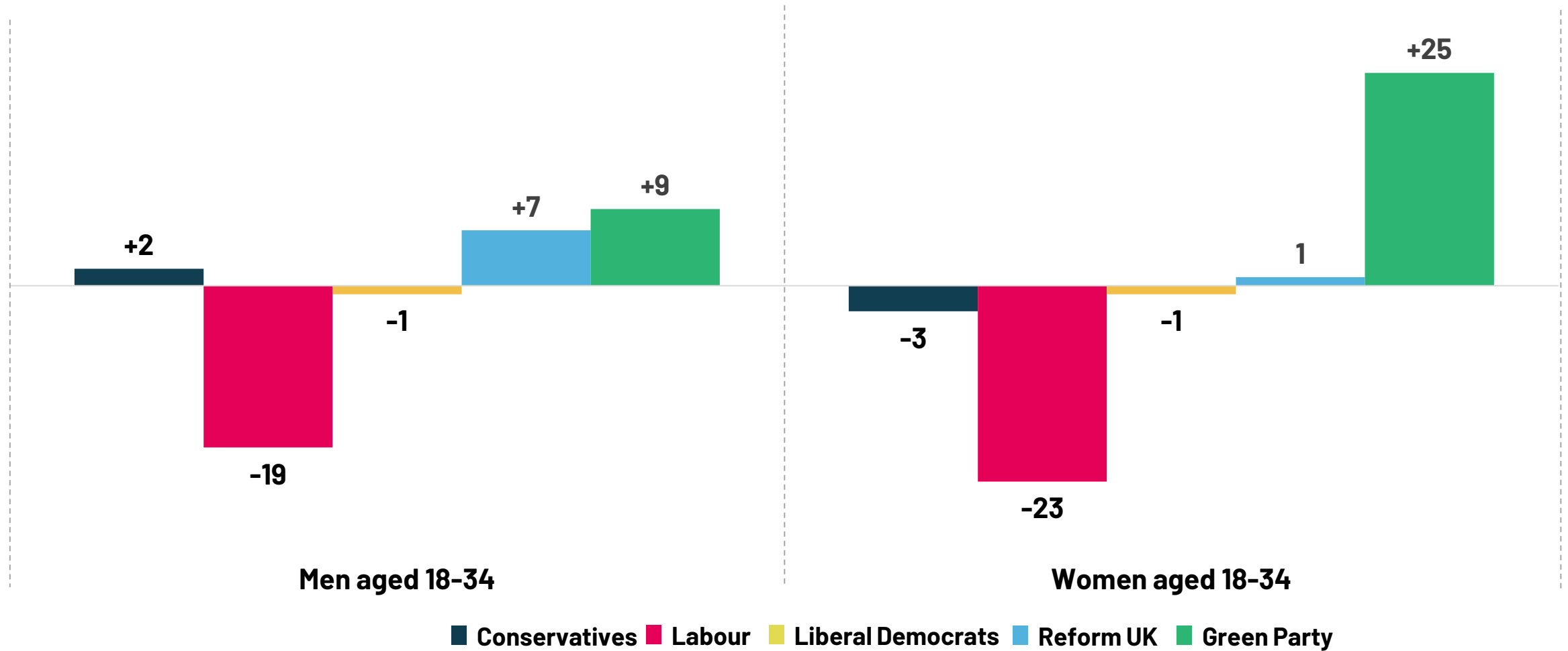


Base: 414 GB adults aged 18-34, including 131 18-24s and 283 25-34s. February - April 2026. Data has been weighted to population profile of Great Britain.

Changes taken from Ipsos How Britain Voted, 5-8 July 2024.

Change in Vote Share by Age

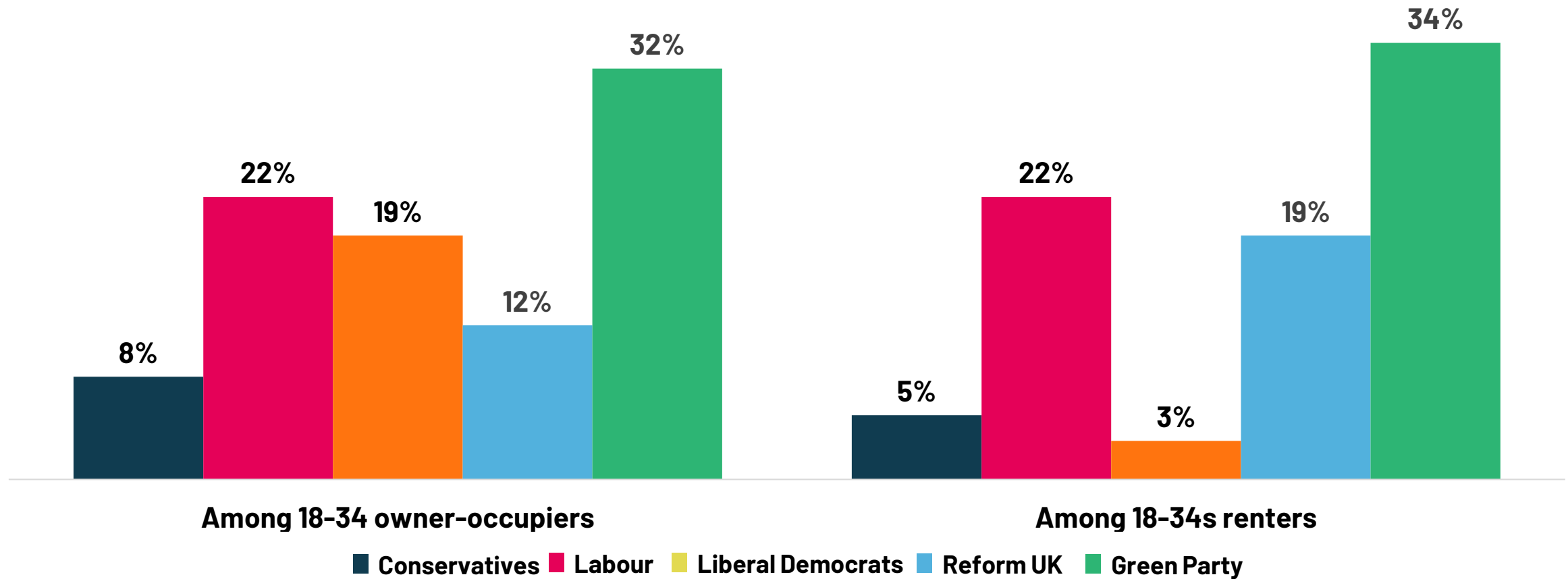
Young women have moved from Labour to the Greens since GE2024. Young men have moved from Labour to the Greens and Reform.



Base: 414 GB adults aged 18-34, including 163 men and 239 women. February - April 2026. Data has been weighted to population profile of Great Britain.

Voting intention by tenure among 18-34s

The Greens lead among owner-occupiers and renters aged 18-34.

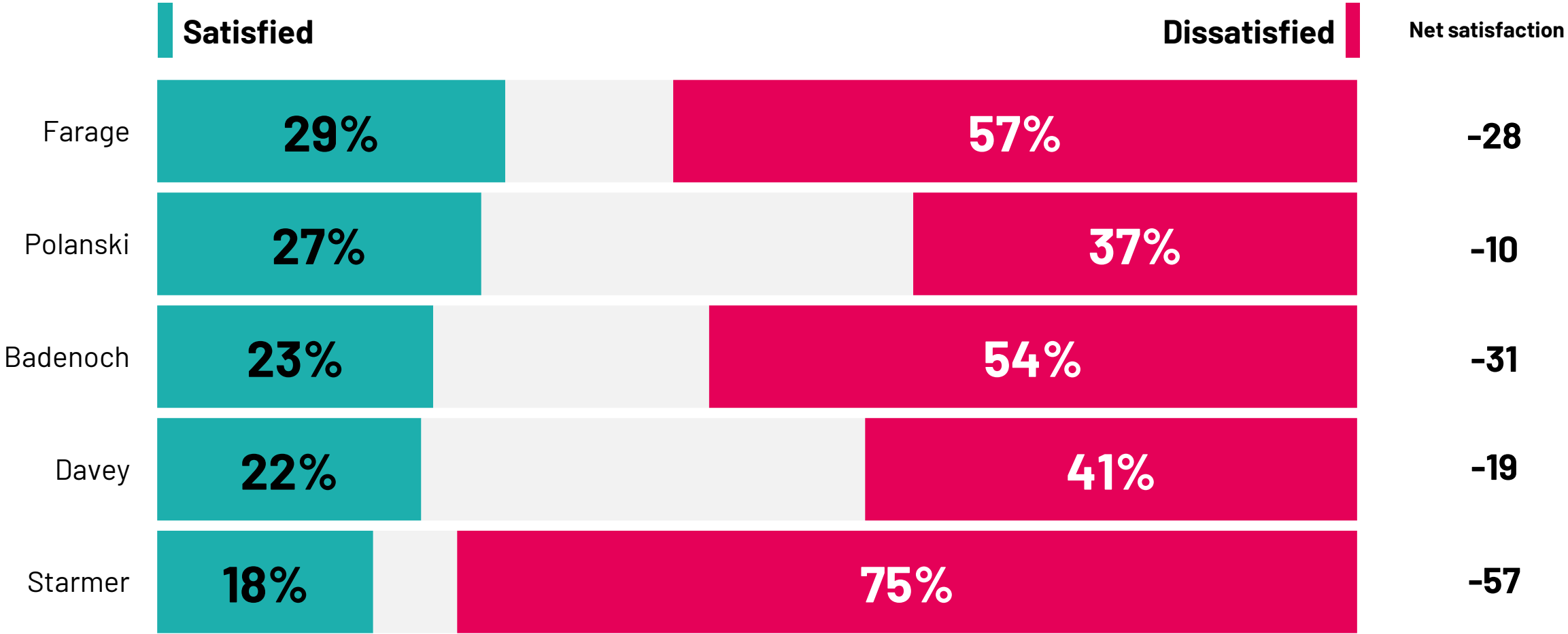


Base: 414 GB adults aged 18-34, including 251 Owner-occupiers and 138 Renters. Data has been weighted to the actual election results by region and to the population profile of Great Britain.

Satisfaction with party leaders and the UK Government

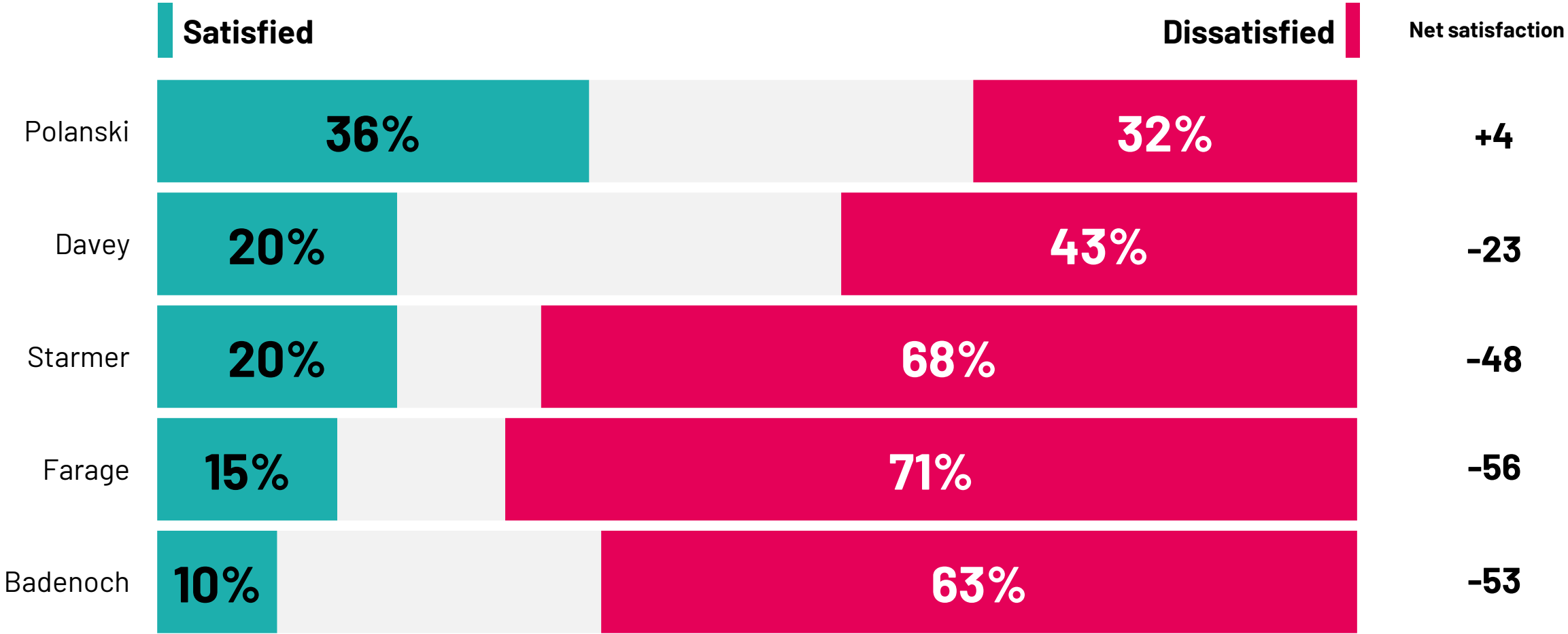
Source: Ipsos Political Monitor

Satisfaction with political leaders – Among all adults



Base: 3,210 GB adults aged 18-34. February – April 2026. Data has been weighted to population profile of Great Britain. Q. Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister / Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party?

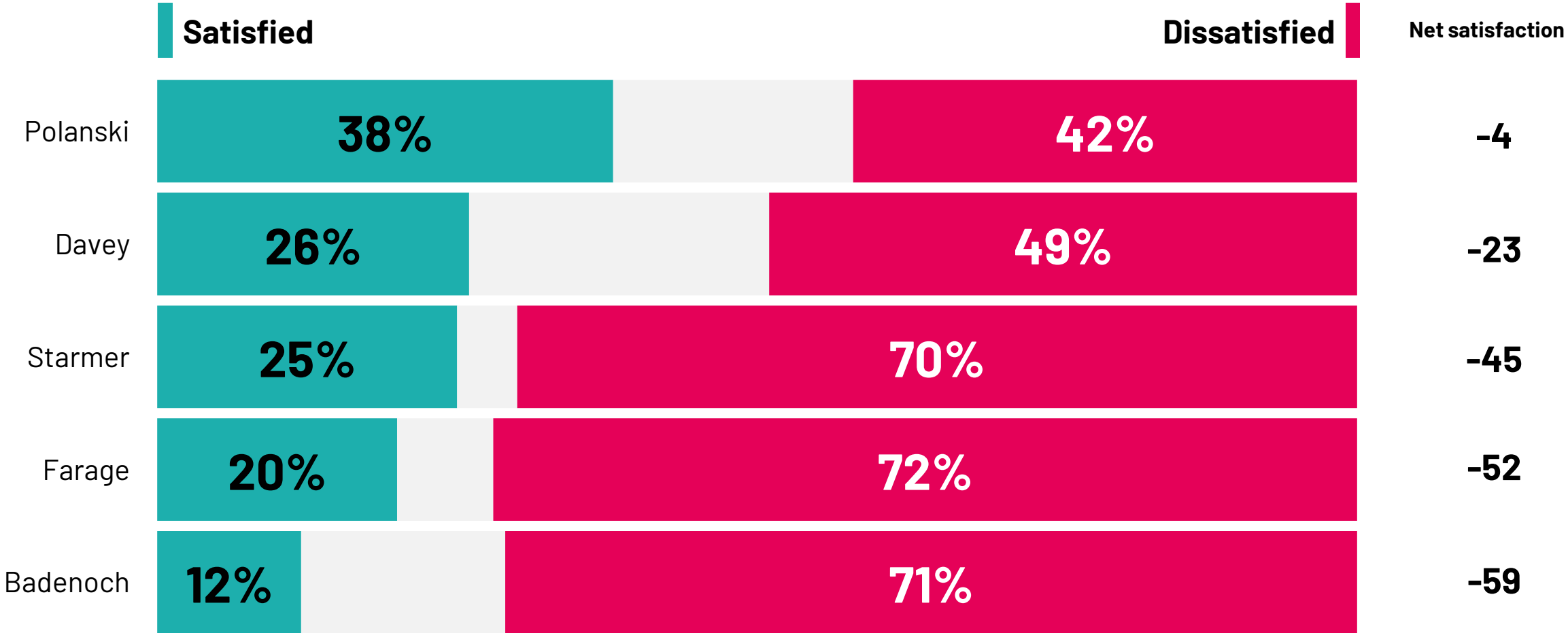
Satisfaction with political leaders – Among 18-34s



Base: 806 GB adults aged 18-34. February – April 2026. Data has been weighted to population profile of Great Britain. Q. Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister / Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party?



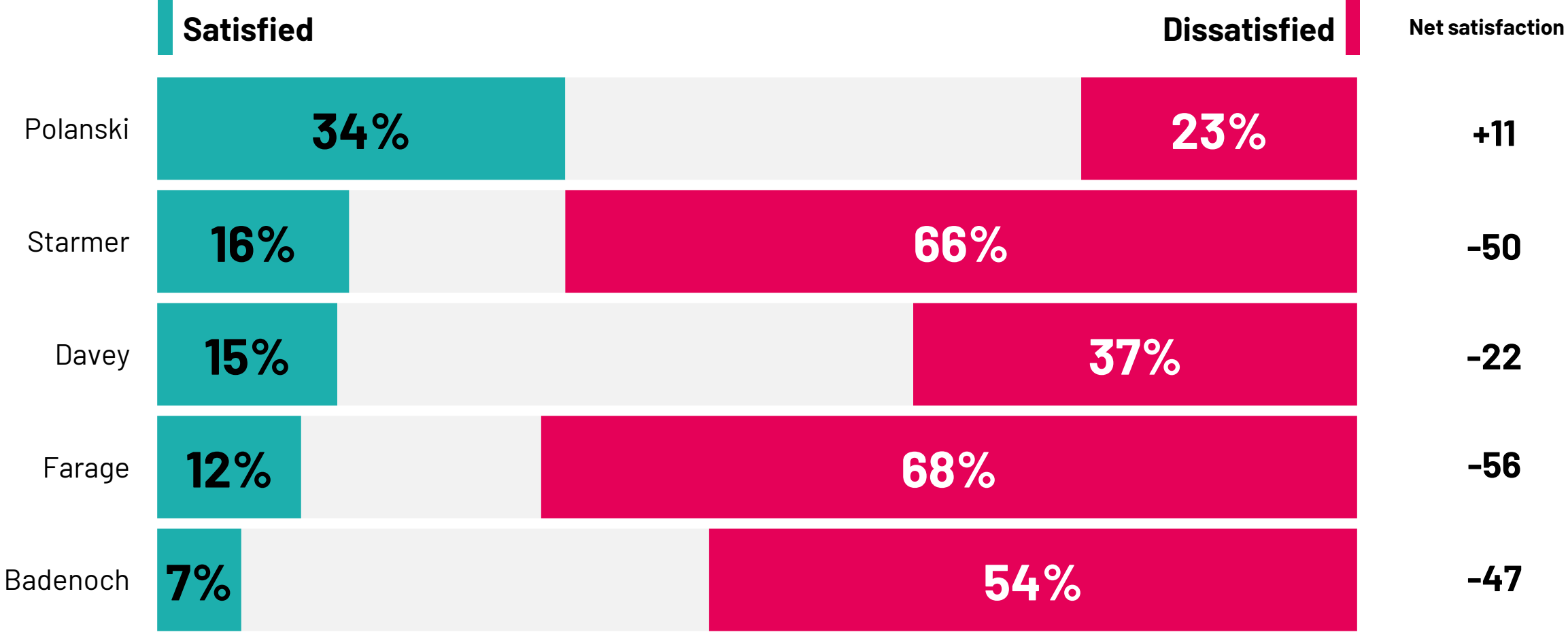
Satisfaction with political leaders– Among men 18-34



Base: 281 male GB adults aged 18-34. February – April 2026. Data has been weighted to population profile of Great Britain. Q. Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister / Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party.



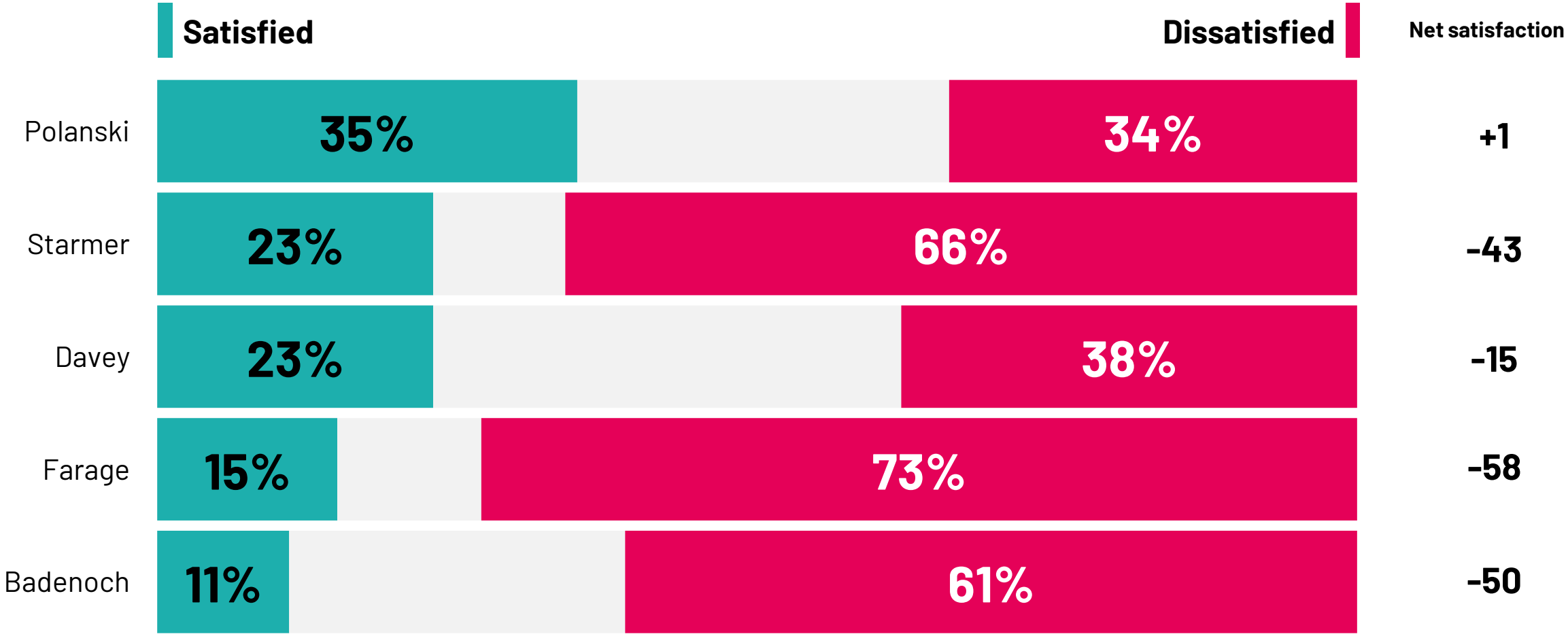
Satisfaction with political leaders– Among women 18-34



Base: 501 female GB adults aged 18-34. February – April 2026. Data has been weighted to population profile of Great Britain. Q. Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister /Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party?



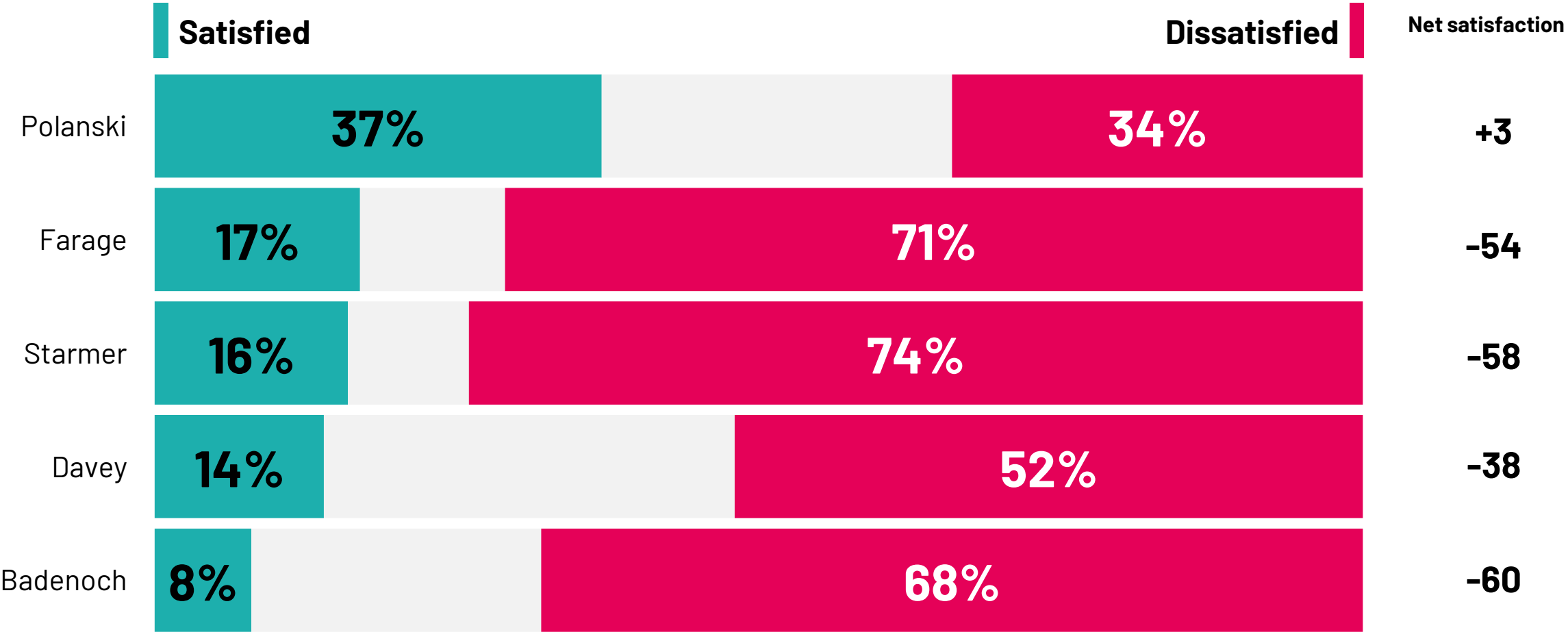
Satisfaction with political leaders – Among 18-34 owner occupiers



Base: 403 GB adults aged 18-34 who are owner-occupiers. February - April 2026. Data has been weighted to population profile of Great Britain. Q. Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister / Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party?



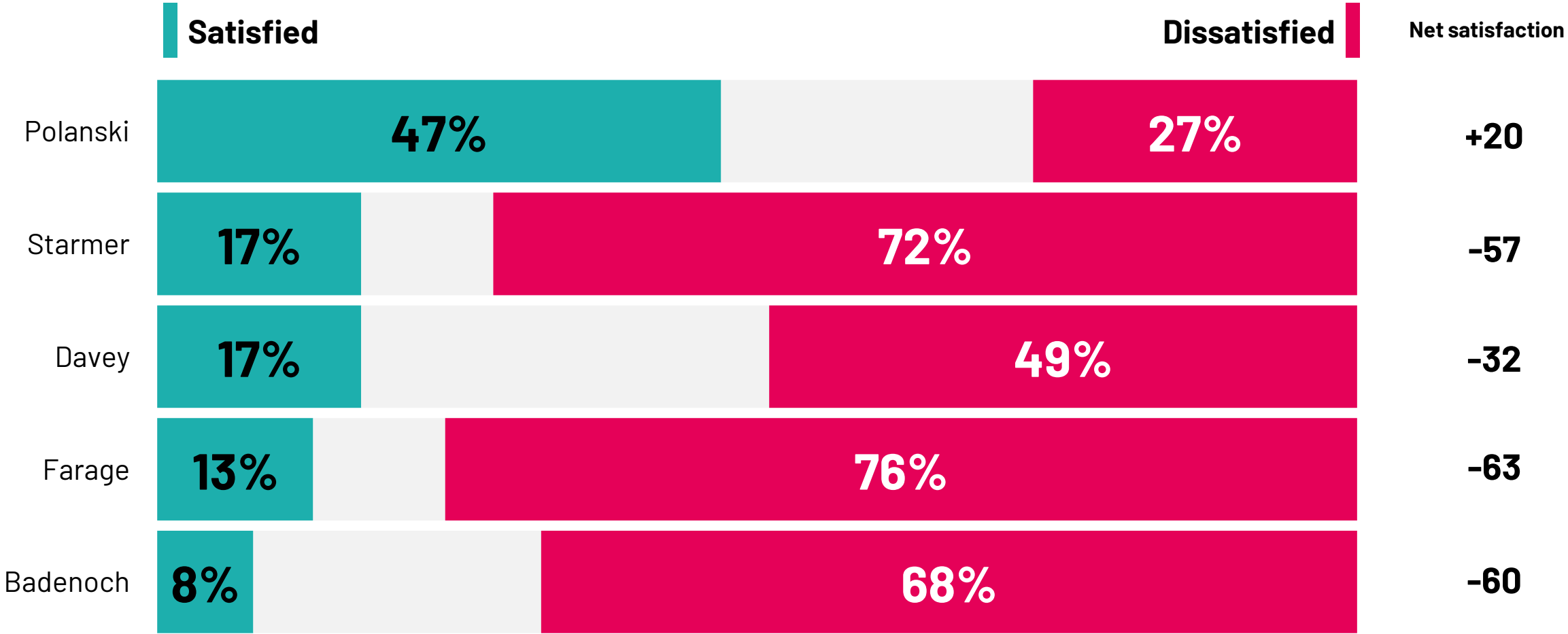
Satisfaction with political leaders – Among 18-34 renters



Base: 314 GB adults aged 18-34 who are renters. February – April 2026. Data has been weighted to population profile of Great Britain. . Q. Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister /Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party?



Satisfaction with political leaders – Among 18-34 private renters

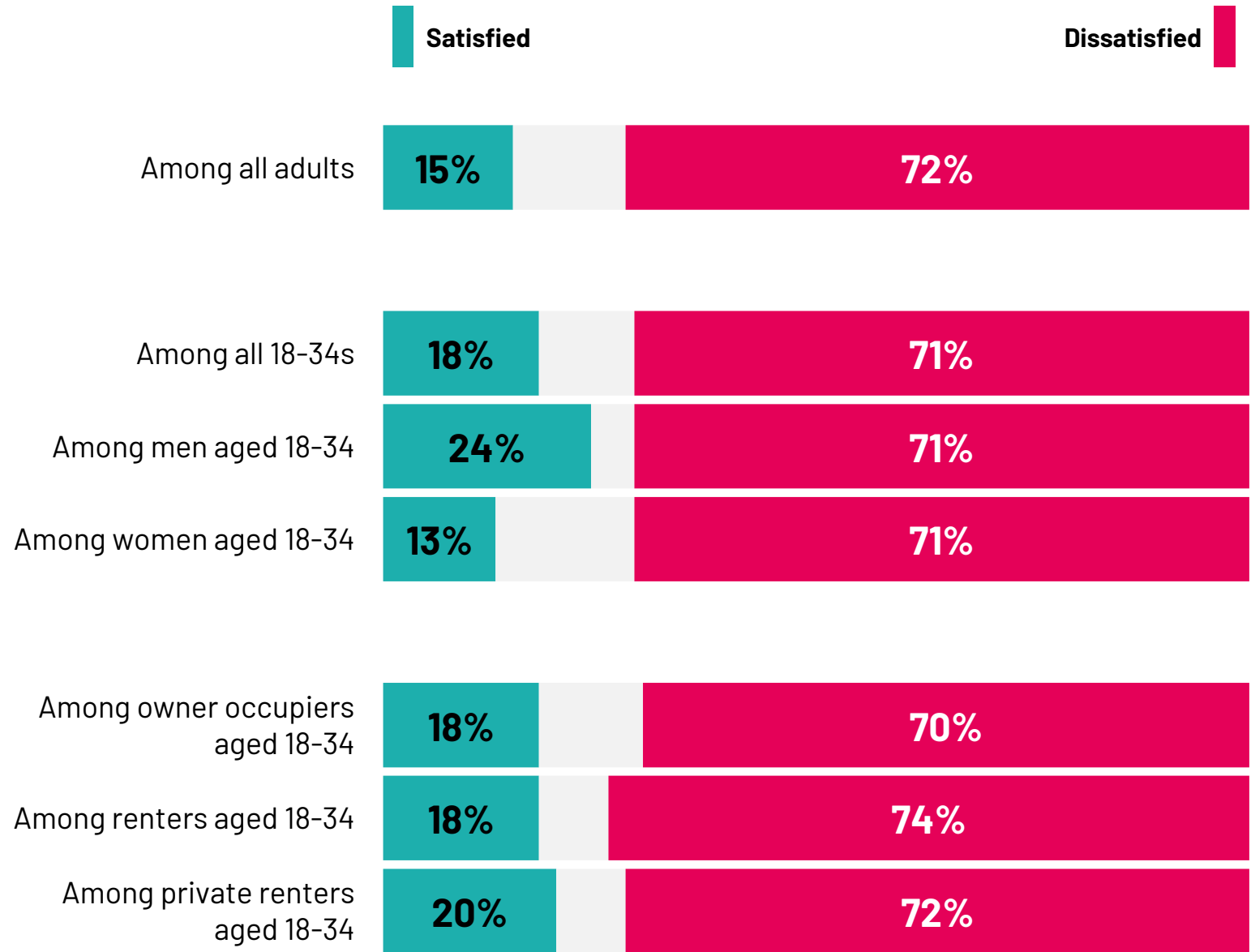


Base: 208 GB adults aged 18-34 who are private renters. February – April 2026. Data has been weighted to population profile of Great Britain. . Q. Are you satisfied or dissatisfied with the way.... is running the country / doing his job/her as Prime Minister / Leader of the Conservative Party/ Leader of the Liberal Democrats/ Leader of Reform UK/ Leader of the Green Party?



Satisfaction with the government among 18-34s

Are you satisfied or dissatisfied with the way the Government is running the country?



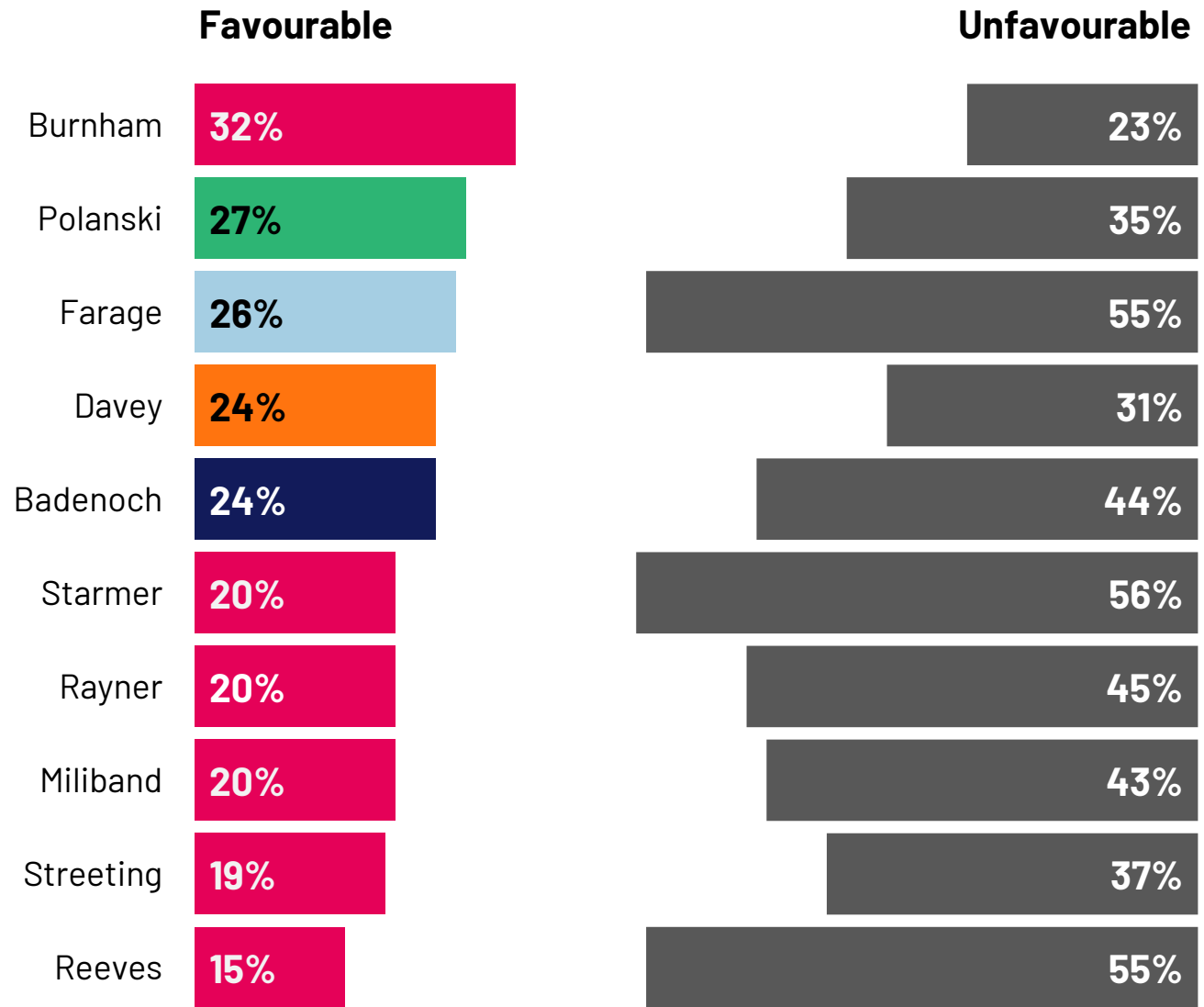
Base: 806 GB adults aged 18-34. February - April 2026. Data has been weighted to population profile of Great Britain.

Leader favourability

Source: Ipsos Political Pulse

Favourability ratings among all adults 18+

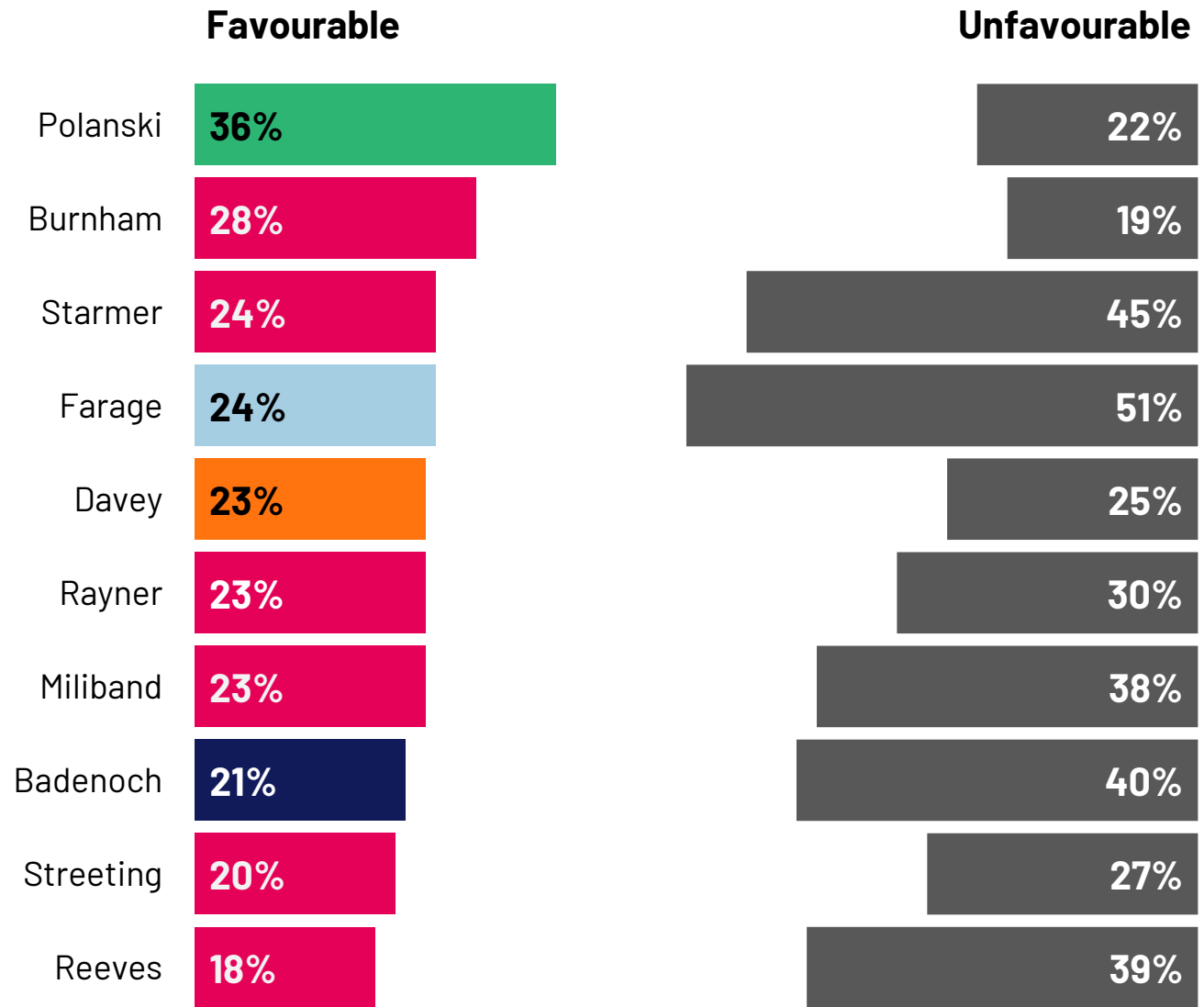
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 5,664 Online British adults aged 18+, February - April 2026

Favourability ratings among 18-34s

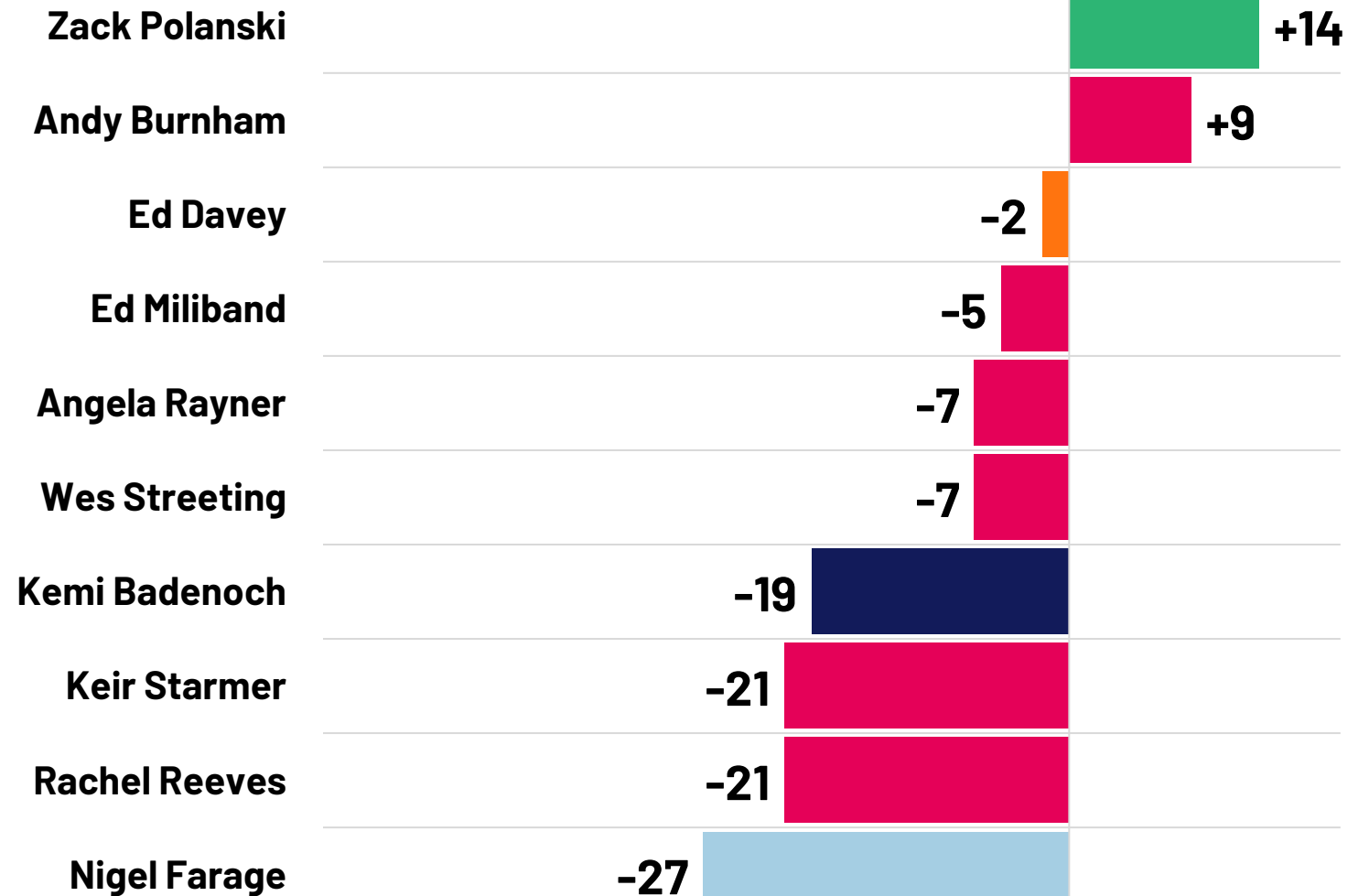
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,722 Online British adults aged 18-34, February - April 2026

Net favourability ratings among 18-34s

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



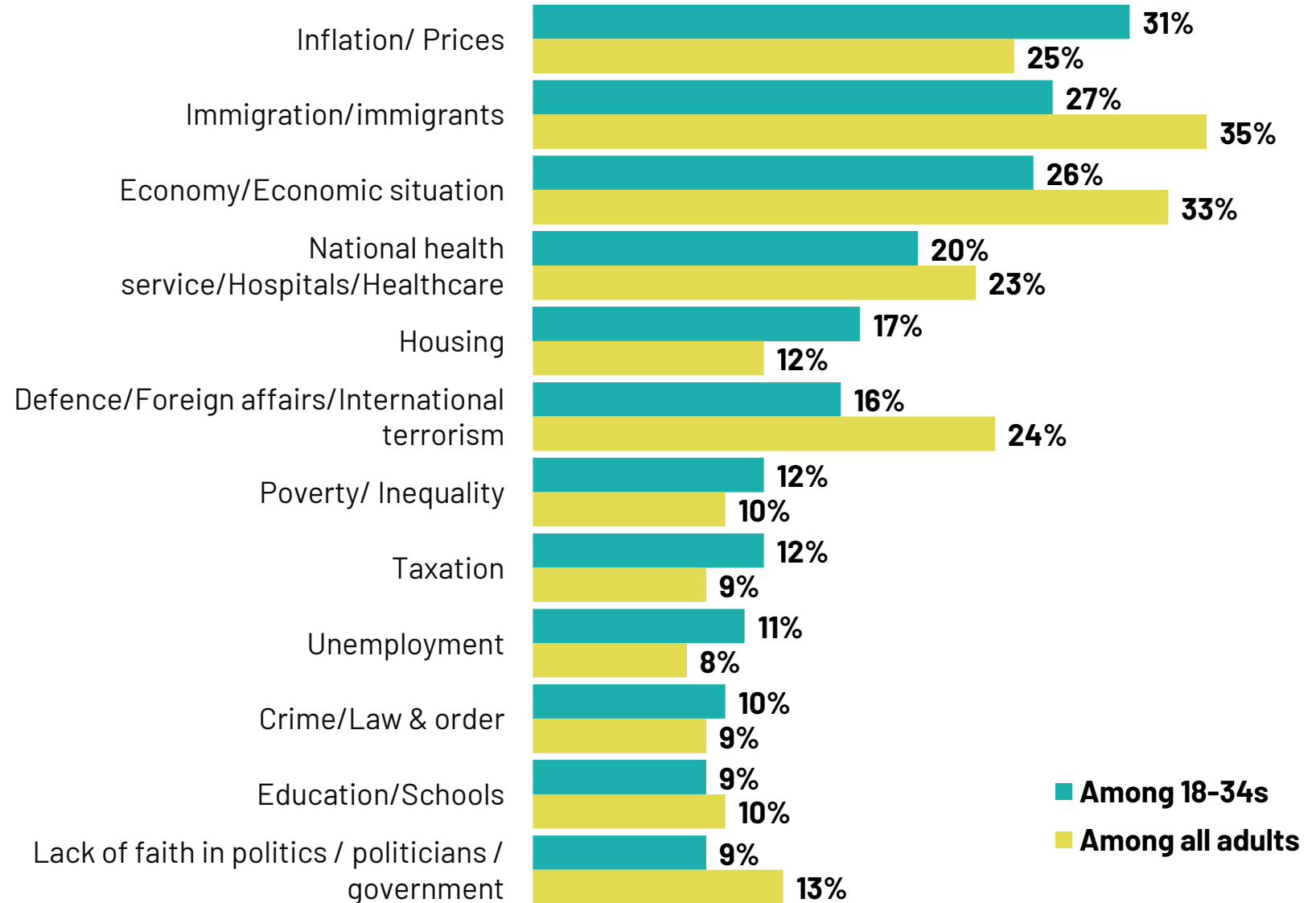
Base: 1,722 Online British adults aged 18-34, February - April 2026

Key issues facing 18-34s

Source: Ipsos Issues Index

Key issues among 18-34s compared to the wider population

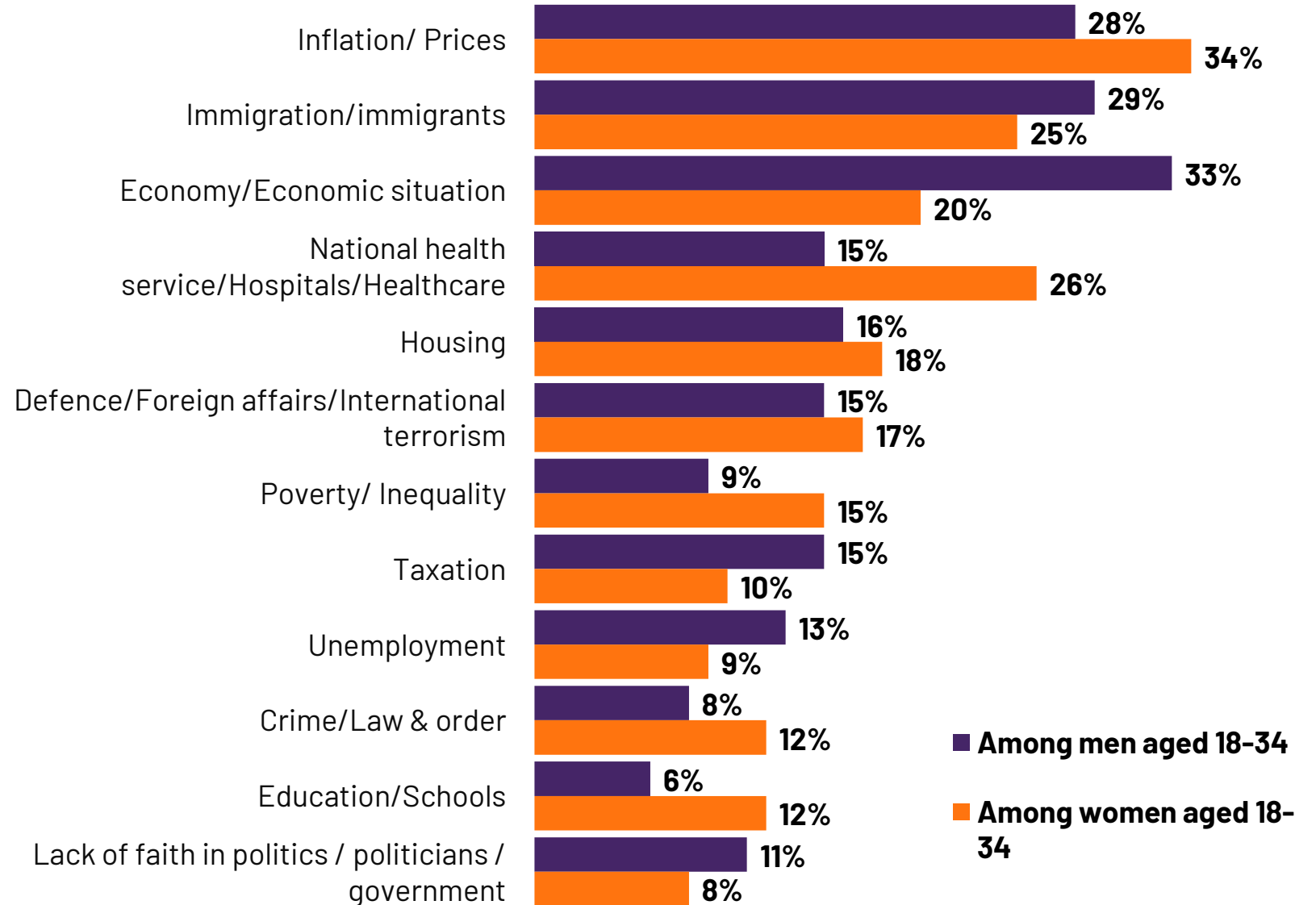
What do you see as the main/other important issues facing Britain today?



Base: 3004 British adults aged 18+, including 749 aged 18-34. February - April 2026

Key issues among 18-34s by gender

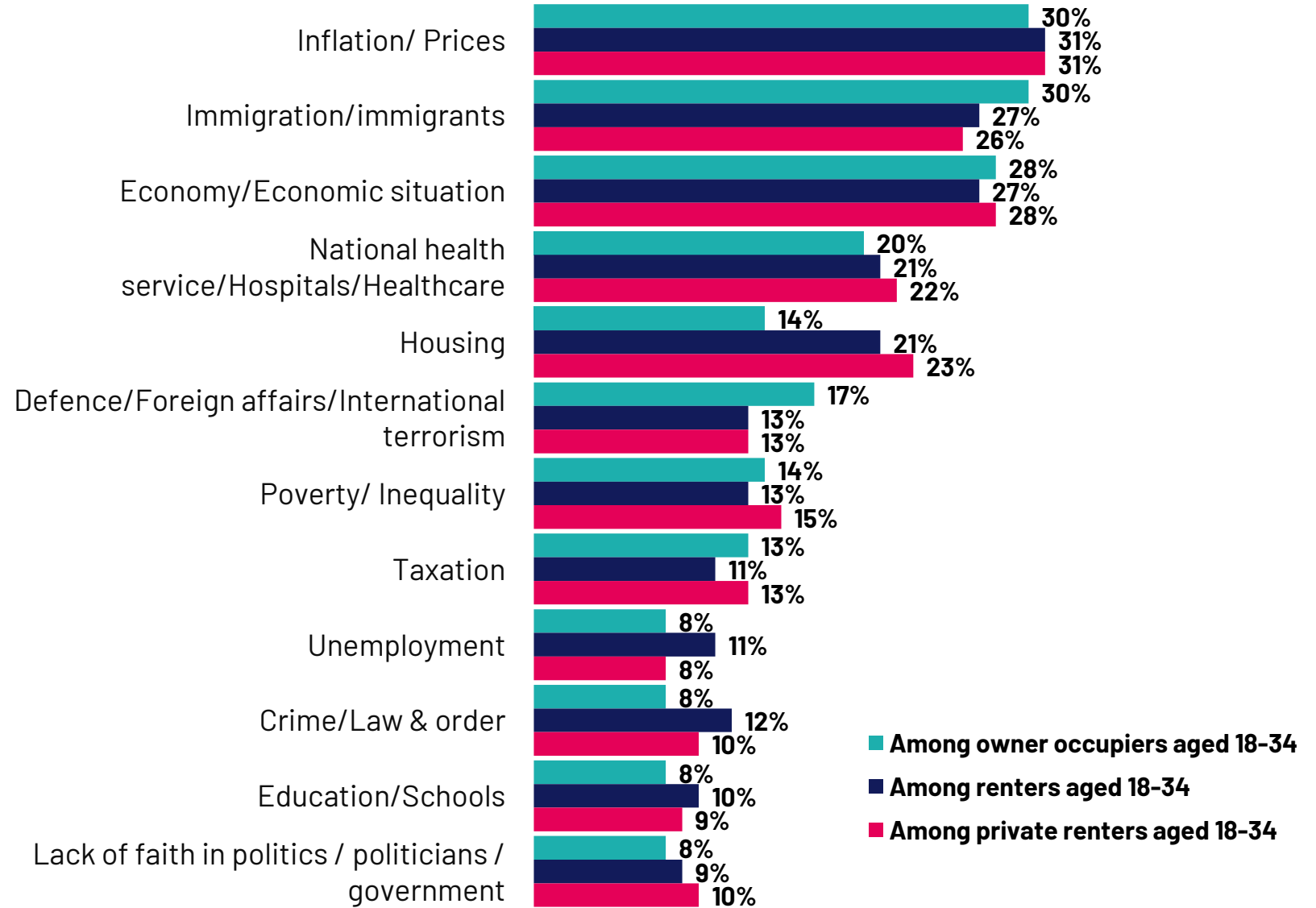
What do you see as the main/other important issues facing Britain today?



Base: 723 British adults aged 18-34, including 397 men and 326 women. February - April 2026.

Key issues among 18-34 by tenure

What do you see as the main/other important issues facing Britain today?



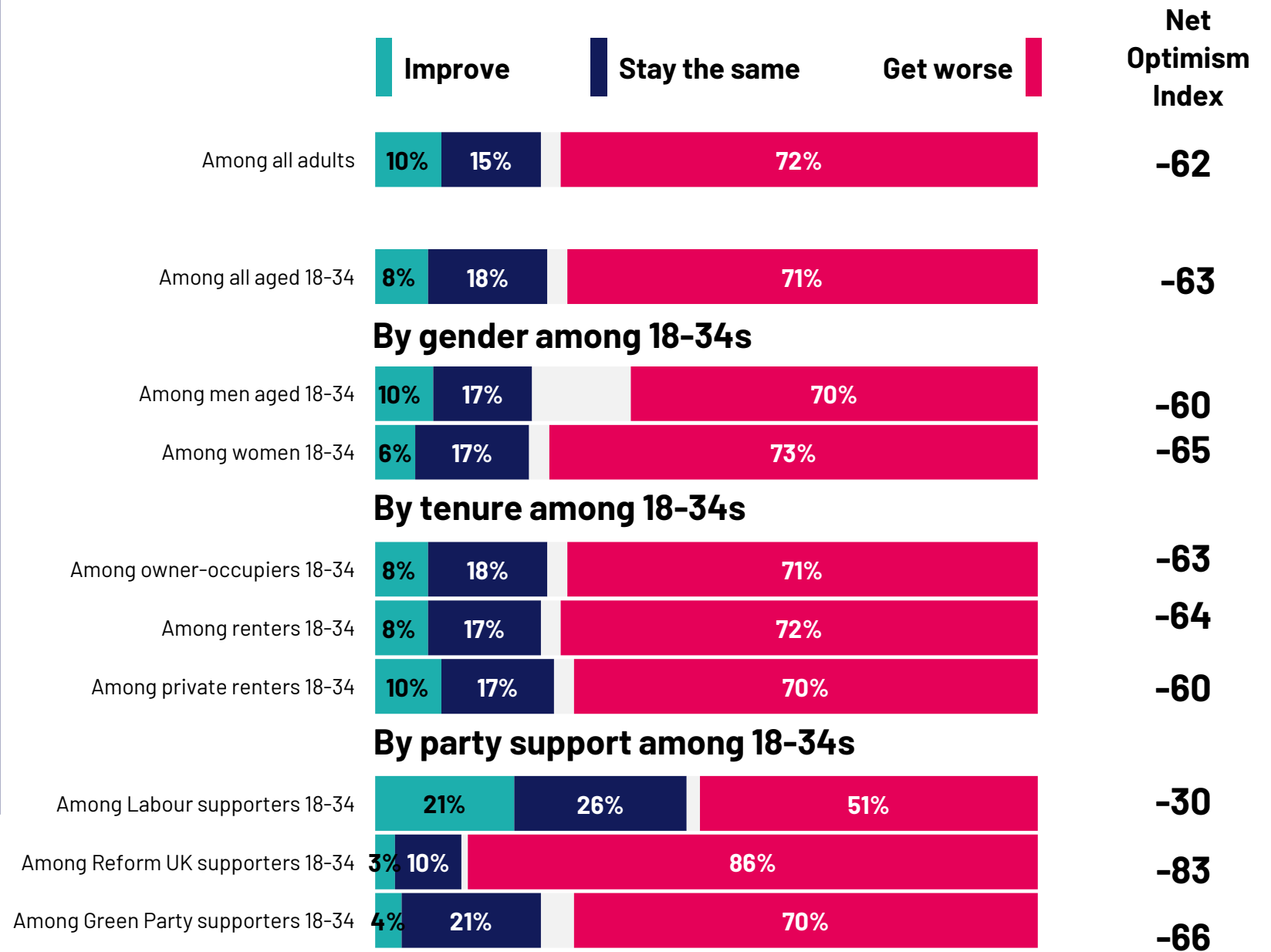
Base: 1003 British adults aged 18-34, including 435 owner-occupiers, 484 renters, and 305 private renters. January - April 2026.

Perceptions of the economy

Source: Ipsos Issues Index/ Political Monitor

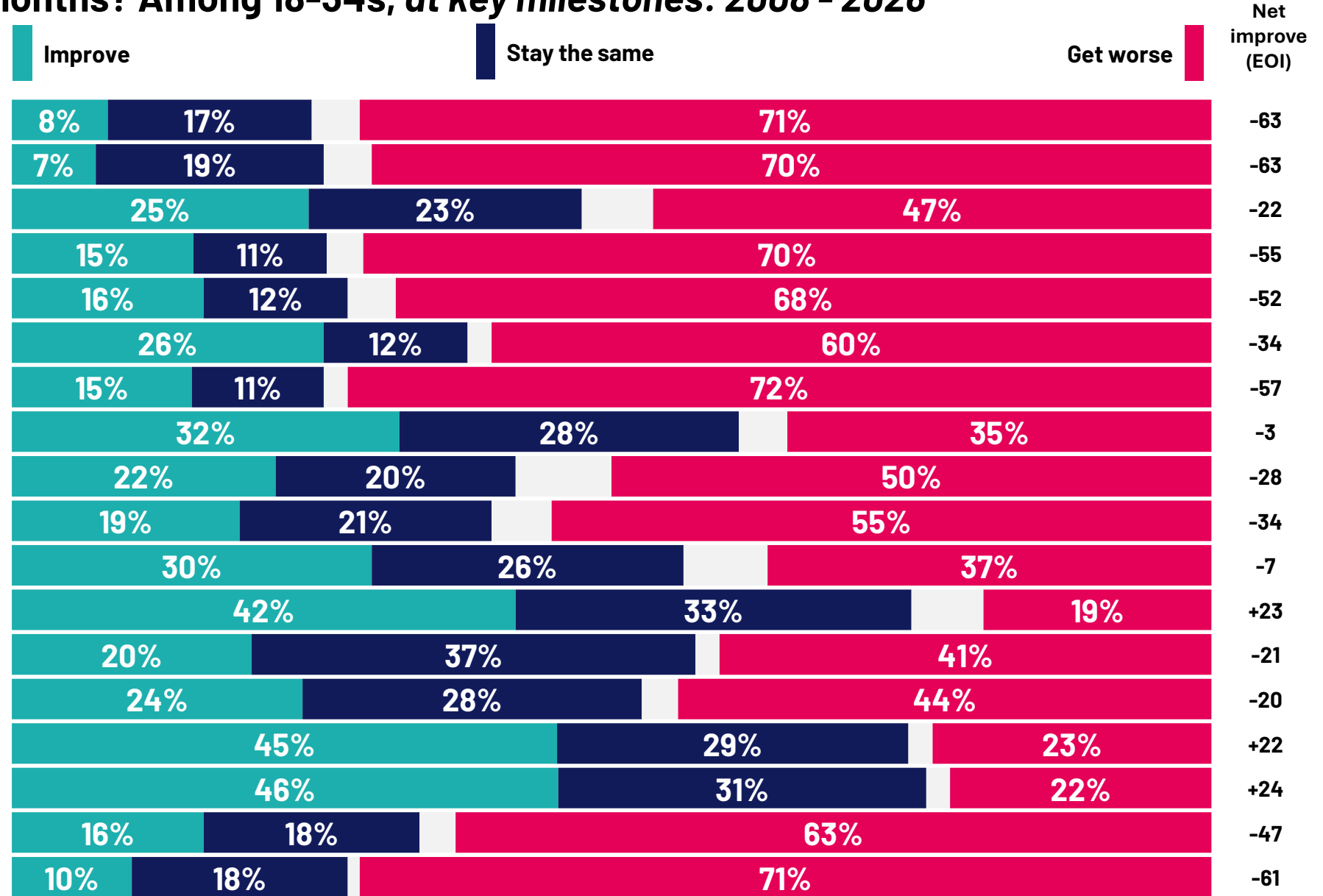
Economic optimism: by sub-group among 18-34s

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



c.752 British adults aged 18-34 February - April 2026

Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months? Among 18-34s, at key milestones: 2008 - 2026



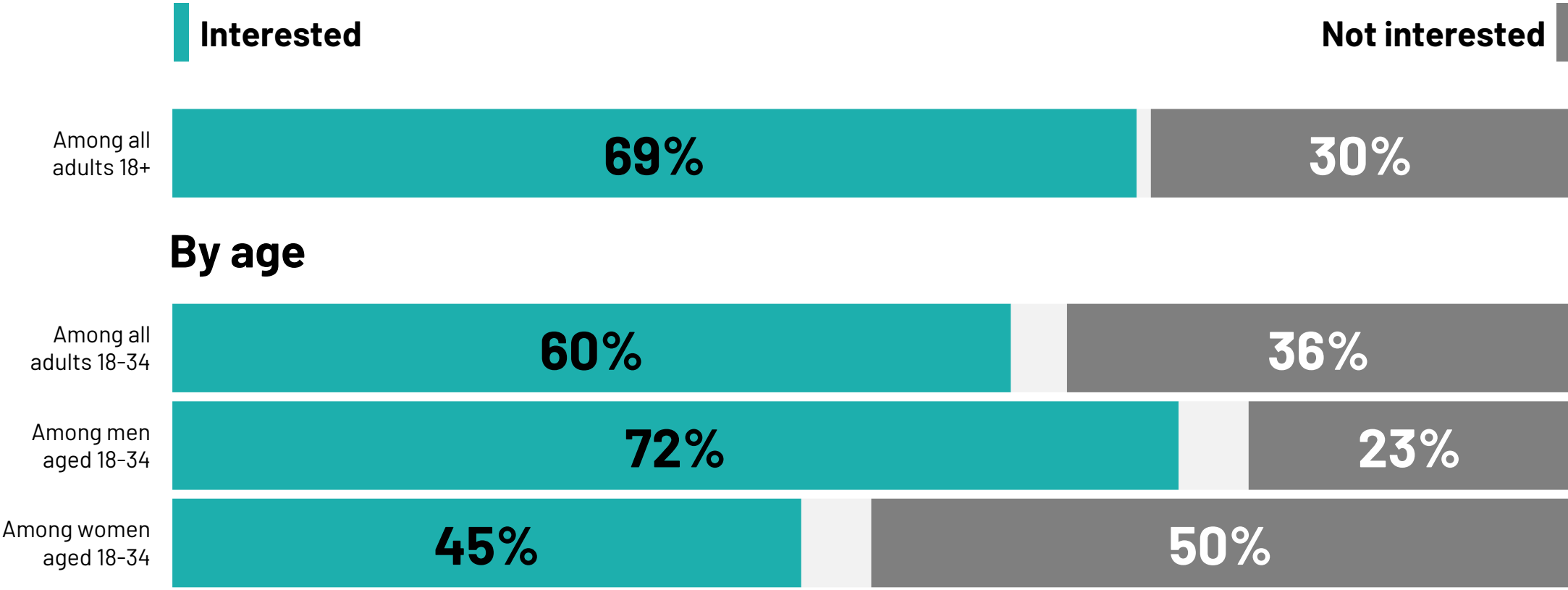
c.700 British adults aged 18-34 per wave. Q. Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

Interest in politics

Source: Ipsos Political Monitor

Interest in politics among 18-34s

How interested would you say you are in politics?



Base: 806 British adults aged 18-34, including 281 men and 501 women. February - April 2026. How interested would you say you are in politics?



Ipsos

May 2026

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