



KnowledgePanel UK: 260402A - Local Elections England Tables

T1	Table 1	Q7. Still thinking about the local elections that are taking place in some parts of England on Thursday 7th May 2026. Please think about how you will decide to vote in these elections, or how you would decide to vote i	Base: All England adults 18+ in LAs holding elections
T2	Table 2	Q7. Still thinking about the local elections that are taking place in some parts of England on Thursday 7th May 2026. Please think about how you will decide to vote in these elections, or how you would decide to vote i	Base: All England adults 18+ in LAs holding elections
T3	Table 3	Q8. Please still think about how you will decide to vote in these elections, or how you would decide to vote in a local election even if there are no elections in your area. Which, if any, of the following issues would be v	Base: All England adults 18+ in LAs holding elections
T4	Table 4	Q8. Please still think about how you will decide to vote in these elections, or how you would decide to vote in a local election even if there are no elections in your area. Which, if any, of the following issues would be v	Base: All England adults 18+ in LAs holding elections
T5	Table 5	Q9. Generally speaking, do you think things are heading in the right direction or the wrong direction? -SUMMARY TABLE	Base: All England adults 18+ in LAs holding elections
T6	Table 6	Q9. Generally speaking, do you think things are heading in the right direction or the wrong direction? -In England overall	Base: All England adults 18+ in LAs holding elections
T7	Table 7	Q9. Generally speaking, do you think things are heading in the right direction or the wrong direction? -In England overall	Base: All England adults 18+ in LAs holding elections
T8	Table 8	Q9. Generally speaking, do you think things are heading in the right direction or the wrong direction? -In your local area	Base: All England adults 18+ in LAs holding elections
T9	Table 9	Q9. Generally speaking, do you think things are heading in the right direction or the wrong direction? -In your local area	Base: All England adults 18+ in LAs holding elections
T10	Table 10	Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? -SUMMARY TABLE	Base: All England adults 18+ in LAs holding elections
T11	Table 11	Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? -In the UK overall	Base: All England adults 18+ in LAs holding elections
T12	Table 12	Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? -In the UK overall	Base: All England adults 18+ in LAs holding elections
T13	Table 13	Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? -In your local area	Base: All England adults 18+ in LAs holding elections
T14	Table 14	Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? -In your local area	Base: All England adults 18+ in LAs holding elections
T15	Table 15	Q11. You said public services in the UK overall have got better. Who do you think is mainly responsible for public services in the UK overall getting better?	Base: Public services in the UK getting better
T16	Table 16	Q11. You said public services in the UK overall have got better. Who do you think is mainly responsible for public services in the UK overall getting better?	Base: Public services in the UK getting better
T17	Table 17	Q11. You said public services in the UK overall have got worse. Who do you think is mainly responsible for public services in the UK overall getting worse?	Base: Public services in the UK getting worse
T18	Table 18	Q11. You said public services in the UK overall have got worse. Who do you think is mainly responsible for public services in the UK overall getting worse?	Base: Public services in the UK getting worse
T19	Table 19	Q12. You said public services in your local area have got better. Who do you think is mainly responsible for public services in your local area getting better?	Base: Public services in your area getting better
T20	Table 20	Q12. You said public services in your local area have got better. Who do you think is mainly responsible for public services in your local area getting better?	Base: Public services in your area getting better
T21	Table 21	Q12. You said public services in your local area have got worse. Who do you think is mainly responsible for public services in your local area getting worse?	Base: Public services in your area getting worse
T22	Table 22	Q12. You said public services in your local area have got worse. Who do you think is mainly responsible for public services in your local area getting worse?	Base: Public services in your area getting worse
T23	Table 23	Q13. In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?	Base: All England adults 18+ in LAs holding elections
T24	Table 24	Q13. In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?	Base: All England adults 18+ in LAs holding elections
T25	Table 25	Q14. Overall, how satisfied or dissatisfied are you with the way your local council runs things?	Base: All England adults 18+ in LAs holding elections
T26	Table 26	Q14. Overall, how satisfied or dissatisfied are you with the way your local council runs things?	Base: All England adults 18+ in LAs holding elections
T27	Table 27	Q15. Overall, how satisfied or dissatisfied are you with how Sadiq Khan is doing his job as Mayor of London?	Base: All London
T28	Table 28	Q15. Overall, how satisfied or dissatisfied are you with how Sadiq Khan is doing his job as Mayor of London?	Base: All London
T29	Table 29	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -SUMMARY TABLE	Base: All England adults 18+ in LAs holding elections
T30	Table 30	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Running your local council	Base: All England adults 18+ in LAs holding elections
T31	Table 31	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Running your local council	Base: All England adults 18+ in LAs holding elections
T32	Table 32	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Listening to the views of local residents	Base: All England adults 18+ in LAs holding elections
T33	Table 33	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Listening to the views of local residents	Base: All England adults 18+ in LAs holding elections
T34	Table 34	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Delivering value for money	Base: All England adults 18+ in LAs holding elections
T35	Table 35	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Delivering value for money	Base: All England adults 18+ in LAs holding elections
T36	Table 36	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Delivering high quality local public services	Base: All England adults 18+ in LAs holding elections
T37	Table 37	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Delivering high quality local public services	Base: All England adults 18+ in LAs holding elections
T38	Table 38	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Setting the right level of council tax	Base: All England adults 18+ in LAs holding elections
T39	Table 39	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Setting the right level of council tax	Base: All England adults 18+ in LAs holding elections
T40	Table 40	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Making your local area a better place to live	Base: All England adults 18+ in LAs holding elections
T41	Table 41	Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Making your local area a better place to live	Base: All England adults 18+ in LAs holding elections
T42	Table 42	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T43	Table 43	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T44	Table 44	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T45	Table 45	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T46	Table 46	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T47	Table 47	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T48	Table 48	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T49	Table 49	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T50	Table 50	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T51	Table 51	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T52	Table 52	Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, few	Base: All England adults 18+ in LAs holding elections
T53	Table 53	Q18. To what extent would you agree or disagree that your local government and its leaders currently have enough power to develop solutions that work for communities in your area?	Base: All England adults 18+ in LAs holding elections
T54	Table 54	Q18. To what extent would you agree or disagree that your local government and its leaders currently have enough power to develop solutions that work for communities in your area?	Base: All England adults 18+ in LAs holding elections
T55	Table 55	Q19. To what extent, if at all, do you support or oppose each of the following? -SUMMARY TABLE	Base: All England adults 18+ in LAs holding elections
T56	Table 56	Q19. To what extent, if at all, do you support or oppose each of the following? -Local authorities in your city or region being given more control over decisions such as public spending in your local area, and over local	Base: All England adults 18+ in LAs holding elections
T57	Table 57	Q19. To what extent, if at all, do you support or oppose each of the following? -Local authorities in your city or region being given more control over decisions such as public spending in your local area, and over local	Base: All England adults 18+ in LAs holding elections
T58	Table 58	Q19. To what extent, if at all, do you support or oppose each of the following? -Having a directly-elected mayor in your city or region with more control over decisions such as public spending in your local area, and ov	Base: All England adults 18+ in LAs holding elections
T59	Table 59	Q19. To what extent, if at all, do you support or oppose each of the following? -Having a directly-elected mayor in your city or region with more control over decisions such as public spending in your local area, and ov	Base: All England adults 18+ in LAs holding elections



Q7. Still thinking about the local elections that are taking place in some parts of England on Thursday 7th May 2026. Please think about how you will decide to vote in these elections, or how you would decide to vote in a local election even if there are no elections in your area. Which, if any, of the following, would be very important to you when deciding who to vote for in local elections? Pick all that you think would be very important.

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)	£100,000 and above (y)		
Unweighted Total	1652	705	924	184	277	310	288	273	194	186	401	598	653	1298	293	762	877	580	1039	1142	264	179	289	442	338	207	1652	
Weighted Total	1652	823	825	190*	306	306	266	259	160	148	505	522	575	1122	415	777	854	589	1083	1137	200	182	284	415	325	231	1652	
Party policies on national issues (e.g. the economy, NHS, immigration, foreign affairs, climate and	1036	502	519	122	195	204	172	156	101	86	317	376	343	741	261	518	514	396	625	720	143	121	173	263	218	146	1037	
	63%	63%	63%	61%	64%	67%	65%	60%	60%	58%	63%	66%	60%	62%	62%	67%	60%	67%	61%	64%	59%	62%	61%	63%	67%	63%	63%	63%
How well your local council has run things over the past few years	936	495	432	85	153	177	155	180	100	87	238	332	366	688	219	454	473	387	535	679	119	94	137	235	198	163	954	
	57%	62%	52%	43%	50%	58%	58%	70%	59%	59%	47%	58%	64%	59%	52%	58%	55%	66%	52%	61%	50%	49%	48%	57%	61%	71%	58%	
What political parties are promising to do specifically in your local area (e.g. housing, local	853	408	433	106	152	155	140	146	83	71	258	296	300	636	203	395	455	342	503	622	113	78	135	225	170	135	865	
	52%	51%	52%	53%	50%	51%	53%	56%	49%	48%	51%	52%	52%	54%	48%	51%	53%	58%	49%	56%	47%	41%	48%	54%	52%	58%	52%	
What you think about national leaders such as Keir Starmer, Kemi Badenoch, Nigel Farage, Ed Davey,	771	401	359	95	140	142	124	129	82	60	235	266	271	558	196	381	386	310	451	547	115	78	121	202	153	132	754	
	47%	50%	43%	48%	46%	46%	47%	50%	48%	41%	46%	47%	47%	48%	47%	49%	45%	53%	44%	49%	48%	41%	42%	49%	47%	57%	46%	
How well the UK Government has run the country since the election in July 2024	770	406	358	87	134	164	133	135	66	51	220	298	252	548	202	415	349	296	462	534	106	97	118	193	180	111	752	
	47%	51%	43%	44%	44%	54%	50%	52%	39%	35%	44%	52%	44%	47%	48%	53%	41%	50%	45%	48%	44%	51%	41%	46%	55%	48%	46%	
What you think about the local politicians standing for election in your area	648	322	319	62	118	113	101	123	66	66	180	214	254	483	145	306	338	275	363	464	93	56	99	175	138	91	667	
	39%	40%	39%	31%	38%	37%	38%	47%	39%	45%	36%	37%	44%	41%	35%	39%	40%	47%	35%	42%	39%	29%	35%	42%	42%	39%	40%	
Something else	29	17	11	3	4	6	7	4	1	7	7	13	9	17	8	12	16	17	12	23	3	2	4	8	6	3	29	
	2%	2%	1%	1%	1%	2%	3%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	3%	1%	2%	1%	1%	1%	2%	2%	1%	2%	
I don't vote in local elections	57	27	29	20	10	8	7	5	4	3	30	15	12	38	20	18	27	5	46	24	16	8	16	10	6	6	55	
	3%	3%	4%	10%	3%	3%	3%	2%	3%	2%	6%	3%	2%	3%	5%	2%	4%	1%	4%	2%	7%	3%	6%	2%	2%	3%	3%	
None of these	15	8	7	5	2	2	*	1	-	1	13	3	1	3	13	10	6	1	14	2	2	8	4	3	1	1	12	
	1%	1%	1%	3%	2%	1%	*	*	-	*	2%	1%	*	*	3%	1%	1%	*	1%	*	1%	4%	1%	1%	1%	1%	1%	
Don't know	50	12	34	6	14	10	11	2	2	4	20	21	8	28	15	17	25	8	39	18	4	15	12	8	3	-	49	
	3%	2%	4%	3%	5%	3%	4%	1%	1%	3%	4%	4%	1%	2%	4%	2%	3%	1%	4%	2%	2%	8%	4%	2%	1%	-	3%	

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (IN 124-001039-01)

Filename: 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used: * small base



KnowledgePanel UK: 260402A - Local Elections England Tables
Public Use

21 Apr 2026
Table 2

Q7: Still thinking about the local elections that are taking place in some parts of England on Thursday 7th May 2026. Please think about how you will decide to vote in these elections, or how you would decide to vote in a local election even if there are no elections in your area. Which, if any, of the following, would be very important to you when deciding who to vote for in local elections? Pick all that you think would be very important.

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)			England region							Urbanity		IMD Quintile					Health Condition/Limits Activities					Consider					
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (excl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)
Unweighted Total	1652	462	293	189	210	233	223	213	213	207	1213	439	189	414	413	337	246	244	1127	174	273	145	5	649	423	373	37	112	413
Weighted Total	1652	462	293	189	210	233	223	213	207	1213	439	189	414	413	337	246	244	1127	174	273	145	5	615	438	368	419	100	473	
Party policies on national issues (e.g. the economy, NHS, immigration, foreign affairs, climate and	1036	281	111	644	37	140	104	111	136	196	313	955	81	230	244	192	166	204	674	76	174	80	2	376	268	355	293	472	296
	63%	60%	60%	64%	53%	67%	53%	60%	67%	63%	64%	63%	60%	59%	68%	62%	62%	62%	61%	62%	71%	67%	45%	61%	61%	63%	70%	68%	63%
How well your local council has run things over the past few years	936	229	101	606	34	108	87	101	123	181	302	854	82	201	196	169	164	206	617	68	141	79	1	370	273	362	231	402	300
	57%	49%	54%	61%	49%	52%	46%	54%	60%	59%	62%	56%	61%	51%	54%	55%	61%	63%	56%	56%	57%	66%	28%	60%	62%	64%	55%	58%	63%
What political parties are promising to do specifically in your local area (e.g. housing, local	853	223	90	541	45	97	80	90	112	180	249	780	73	190	187	156	143	178	566	61	129	66	1	340	235	317	207	389	278
	52%	48%	48%	54%	65%	47%	43%	48%	53%	58%	51%	51%	54%	49%	52%	51%	53%	55%	51%	51%	52%	55%	28%	55%	54%	56%	49%	50%	59%
What you think about national leaders such as Keir Starmer, Kemi Badenoch, Nigel Farage, Ed Davey	771	208	85	479	31	100	77	85	105	131	243	708	64	162	174	139	136	161	518	59	124	45	1	265	211	271	235	349	234
	47%	45%	46%	48%	45%	48%	41%	46%	51%	42%	50%	47%	47%	41%	48%	45%	51%	49%	47%	49%	50%	37%	28%	43%	48%	48%	56%	51%	49%
How well the UK Government has run the country since the election in July 2024	770	206	81	484	33	93	79	81	96	154	234	704	66	173	176	135	124	162	522	55	116	50	1	269	220	263	232	322	225
	47%	44%	43%	48%	48%	45%	42%	43%	47%	50%	48%	46%	49%	44%	49%	44%	46%	50%	47%	45%	47%	41%	28%	44%	50%	46%	55%	47%	48%
What you think about the local politicians standing for election in your area	648	158	69	422	22	74	62	69	93	137	192	572	76	117	142	122	129	138	410	52	109	51	2	262	169	271	141	306	216
	39%	34%	37%	42%	31%	36%	33%	37%	46%	44%	39%	38%	56%	30%	39%	40%	48%	42%	37%	43%	44%	43%	46%	43%	39%	48%	34%	44%	46%
Something else	29	9	5	15	3	4	2	5	4	3	9	28	1	6	3	4	10	6	16	3	7	3	1	15	3	8	7	17	9
	2%	2%	3%	2%	5%	2%	3%	2%	1%	2%	2%	2%	*	2%	1%	1%	4%	2%	1%	2%	3%	2%	18%	2%	1%	1%	2%	2%	2%
I don't vote in local elections	57	30	6	21	3	7	20	6	3	10	7	57	1	32	6	12	1	7	38	7	8	2	1	7	4	11	6	16	8
	3%	6%	3%	2%	5%	3%	11%	3%	2%	3%	2%	4%	1%	8%	2%	4%	*	2%	3%	6%	3%	2%	12%	1%	1%	1%	2%	1%	2%
None of these	15	3	2	11	-	1	2	2	1	-	10	15	1	4	8	1	2	-	11	1	-	1	1	7	2	-	-	-	2
	1%	1%	1%	1%	-	1%	1%	1%	*	-	2%	1%	*	1%	2%	*	1%	-	1%	1%	-	1%	24%	1%	1%	-	-	-	*
Don't know	50	27	9	15	1	13	12	9	4	2	9	48	2	18	12	12	5	4	30	6	3	1	-	8	6	8	4	7	9
	3%	6%	5%	1%	2%	6%	6%	5%	2%	1%	2%	3%	2%	5%	3%	4%	2%	1%	3%	5%	1%	*	-	1%	1%	1%	1%	1%	2%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (IN_226-001039-01)
Filename : 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Means: Columns Tested: EQ risk levels: a-b/c/- d-f/g/h/i/k/ m/n - o/p/q/r/s - t/u/v/w/x - Y/G/M/N/D/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Q8. Please still think about how you will decide to vote in these elections, or how you would decide to vote in a local election even if there are no elections in your area. Which, if any, of the following issues would be very important to you when deciding who to vote for in local elections taking place on the 7th May?

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure				Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v))	£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)	£100,000 and above (y)		
Unweighted Total	1652	705	924	184	277	310	288	273	194	186	401	598	663	1258	293	762	877	580	1039	1142	244	179	289	289	442	338	207	162
Weighted Total	1652	822	825	190*	300	305	276	259	160	143	505	572	575	1122	435	777	854	589	1083	1117	200	182	284	415	325	231	162	
The cost of living	1022	498	511	133	195	204	167	167	85	72	328	370	324	699	295	500	518	337	667	671	150	142	183	262	199	130	97	
	62%	62%	62%	67%	64%	67%	62%	64%	50%	49%	65%	63%	56%	60%	70%	64%	61%	63%	66%	60%	63%	74%	64%	63%	61%	56%	59%	
The NHS	965	432	522	115	171	192	146	148	99	94	286	338	341	685	253	437	523	337	613	661	139	120	184	249	189	118	959	
	58%	54%	62%	62%	58%	62%	57%	57%	59%	64%	57%	59%	59%	58%	60%	56%	61%	57%	59%	58%	58%	62%	55%	60%	58%	51%	58%	
Crime and policing	901	443	443	78	140	161	153	158	115	96	218	314	369	660	216	415	481	326	564	646	117	98	141	244	172	127	905	
	55%	55%	54%	39%	46%	53%	53%	58%	62%	65%	43%	55%	64%	56%	52%	55%	56%	55%	58%	58%	49%	51%	59%	59%	53%	53%	56%	
The condition of streets, roads and pavements	875	451	413	88	132	132	138	162	119	103	221	270	384	676	176	336	476	326	541	651	106	77	119	328	178	136	897	
	53%	56%	50%	44%	44%	43%	52%	63%	70%	70%	44%	47%	67%	58%	42%	51%	56%	55%	52%	58%	44%	40%	42%	55%	55%	59%	54%	
The UK economy	849	424	413	103	143	164	146	135	76	82	246	310	293	607	221	420	425	281	557	601	116	97	153	218	170	115	817	
	51%	53%	52%	52%	47%	54%	50%	52%	40%	49%	49%	54%	51%	52%	53%	54%	50%	48%	54%	54%	48%	51%	54%	52%	50%	50%	49%	
Immigration and asylum seekers	664	337	317	69	98	101	103	123	88	82	167	204	293	507	142	300	360	178	478	473	91	78	141	170	110	79	637	
	40%	42%	38%	35%	32%	33%	33%	38%	48%	48%	33%	36%	51%	43%	34%	39%	42%	40%	46%	42%	38%	40%	41%	41%	34%	34%	39%	
Education/schools	650	291	347	93	115	142	99	90	59	53	208	241	201	438	197	301	346	263	375	438	85	92	103	178	138	92	641	
	39%	36%	42%	47%	37%	46%	37%	35%	36%	31%	41%	42%	35%	47%	37%	39%	41%	45%	36%	47%	33%	32%	36%	43%	42%	40%	39%	
Levels of taxation	642	350	285	69	128	112	105	110	68	51	197	216	229	453	172	333	305	210	421	452	92	69	93	178	122	95	605	
	39%	44%	35%	35%	42%	35%	42%	41%	35%	35%	39%	38%	40%	39%	41%	40%	43%	36%	41%	47%	38%	36%	33%	38%	38%	41%	37%	
Jobs and wages	630	280	340	100	125	152	120	68	36	29	225	271	134	424	192	317	310	224	397	387	134	100	111	183	136	68	597	
	38%	35%	41%	42%	37%	46%	41%	50%	22%	20%	44%	47%	23%	36%	45%	41%	36%	38%	38%	40%	52%	39%	36%	44%	42%	29%	36%	
Housing	613	319	319	93	149	183	81	85	64	38	242	184	147	433	161	275	335	231	374	344	128	103	124	162	107	83	606	
	37%	35%	39%	47%	49%	34%	30%	33%	38%	26%	48%	32%	33%	37%	38%	35%	39%	39%	36%	31%	53%	54%	44%	39%	33%	36%	37%	
Public transport	606	291	304	62	115	103	99	95	60	72	177	202	227	442	147	276	327	269	329	429	83	67	113	140	122	89	629	
	37%	36%	37%	31%	37%	37%	37%	35%	49%	49%	35%	35%	40%	34%	35%	38%	37%	46%	32%	38%	35%	35%	40%	34%	38%	38%	38%	
Shops and the local town centre/high street	577	267	300	45	102	75	89	117	73	76	147	164	266	447	115	253	322	218	354	415	67	67	101	134	107	83	623	
	35%	33%	36%	23%	24%	24%	28%	45%	43%	51%	29%	29%	46%	28%	35%	28%	37%	34%	37%	46%	35%	36%	32%	23%	23%	36%	38%	
Poverty / inequality	565	252	299	85	124	101	86	81	48	40	209	188	168	376	271	255	304	230	325	340	100	91	98	170	108	64	567	
	34%	31%	36%	42%	41%	33%	33%	28%	27%	23%	41%	33%	29%	32%	41%	33%	36%	39%	31%	30%	42%	48%	34%	42%	33%	28%	34%	
Lack of trust / faith in politics	538	294	234	55	95	97	98	85	60	49	149	194	194	390	134	258	275	168	354	361	80	68	88	138	98	75	533	
	33%	37%	28%	28%	31%	32%	37%	33%	35%	33%	30%	34%	34%	33%	33%	33%	32%	29%	34%	32%	33%	36%	31%	33%	30%	33%	32%	
Break/Britain's future relationship with the EU	492	270	217	37	169	182	83	72	42	56	141	167	102	366	134	241	247	188	298	355	70	49	79	247	102	75	514	
	30%	34%	26%	19%	34%	27%	32%	28%	32%	38%	28%	30%	32%	31%	27%	31%	29%	32%	29%	32%	29%	25%	28%	31%	31%	33%	31%	
Welfare / benefits	444	201	227	66	87	74	91	58	39	28	154	165	125	295	134	199	240	159	276	277	62	81	97	129	80	51	454	
	27%	25%	27%	33%	28%	24%	24%	23%	23%	19%	30%	29%	23%	25%	20%	27%	27%	27%	27%	27%	20%	42%	34%	31%	25%	22%	27%	
Facilities and activities for teenagers and young people	417	201	207	59	74	74	65	51	41	54	133	139	145	300	111	165	252	154	261	281	53	64	65	118	80	52	422	
	25%	25%	25%	29%	24%	25%	24%	25%	27%	26%	26%	24%	25%	26%	23%	21%	24%	26%	25%	25%	22%	33%	23%	28%	24%	22%	26%	
Climate change and policies to deal with it	412	187	213	66	93	85	58	53	31	26	159	143	109	291	108	196	215	183	220	265	75	48	71	100	92	60	446	
	25%	23%	26%	33%	30%	28%	22%	20%	18%	18%	32%	25%	19%	25%	26%	25%	25%	31%	21%	24%	31%	25%	25%	24%	28%	26%	27%	
The conflict in the Middle East	411	177	224	55	76	86	65	54	43	30	131	152	78	263	125	185	225	164	240	274	79	46	72	105	72	55	400	
	25%	22%	27%	28%	25%	28%	25%	21%	26%	21%	26%	27%	22%	22%	24%	24%	26%	22%	23%	25%	33%	24%	25%	25%	22%	24%	24%	
The level of traffic congestion	344	179	177	31	46	60	62	62	39	43	77	122	145	253	81	168	174	129	209	254	32	30	49	74	68	55	360	
	21%	22%	19%	16%	15%	20%	23%	24%	23%	29%	15%	21%	25%	22%	19%	22%	20%	22%	20%	23%	14%	16%	17%	18%	21%	24%	22%	
The war in Ukraine	271	129	133	37	50	47	38	38	26	36	86	84	101	215	48	110	160	102	165	178	45	34	59	66	47	39	268	
	16%	16%	16%	18%	16%	14%	15%	16%	15%	17%	17%	15%	17%	18%	11%	14%	19%	17%	16%	17%	14%	16%	14%	16%	14%	17%	16%	
Devolution / devolved powers in England	114	58	51	11	25	15	21	15	17	9	36	37	41	83	29	50	64	40	74	77	14	18	22	36	24	14	115	
	7%	7%	6%	6%	8%	5%	8%	6%	10%	6%	7%	6%	7%	7%	6%	7%	7%	7%	7%	7%	6%	9%	8%	9%	8%	6%	7%	
Something else	26	9	16	1	1	6	7	4	1	2	12	12	12	21	3	13	13	18	8	20	2	1	3	8	5	4	33	
	2%	1%	2%	1%	+	2%	2%	2%	1%	+	2%	2%	2%	2%	1%	2%	2%	3%	1%	2%	+	1%	2%	2%	2%	2%	2%	
I don't vote in local elections	46	23	22	15	9	8	6	4	3																			



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Table 4

Q6: Please still think about how you will decide to vote in these elections, or how you would decide to vote in a local election even if there are no elections in your area. Which, if any, of the following issues would be very important to you when deciding who to vote for in local elections taking place on the 7th May?

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)				England region							Urbanity					IMD Quintile					Health Condition/Limits/Activities					Consider				
		North (n)	Midlands (n)	South (n)	South East (n)	North East (n)	North West (n)	Horseshoe and Humber (n)	Midlands (n)	East of England (n)	South (excl London) (n)	London (n)	Urban (n)	Rural (n)	1- Most deprived (n)	2 (n)	3 (n)	4 (n)	5- Least deprived (n)	No, no condition (n)	Yes, reducing ability a lot (n)	Yes, reducing ability a little (n)	Yes, not reducing ability (n)	Yes, unspecified (n)	Labour (n)	Conservative (n)	Lib Dem (n)	Reform UK (n)	Green (n)	Independent (n)		
Unweighted Total	1652	464	293	389	506	243	233	224	237	457	457	1213	431	411	337	246	244	1027	114	273	145	5	609	623	371	217	111	413				
Weighted Total	1652	467	189	999	76	208	189	189	204	308	467	1517	135	350	360	308	268	137	1102	121*	247	120	5**	615	438	568	419	690	473			
The cost of living	1022	289	113	620	44	134	111	113	125	192	303	935	87	252	237	185	160	188	687	81	161	60	3	353	242	355	281	440	293			
	62%	62%	61%	62%	63%	64%	63%	64%	62%	62%	62%	62%	65%	65%	66%	60%	60%	58%	67%	67%	65%	50%	63%	57%	55%	62%	67%	64%	62%			
The NHS	965	295	117	553	42	148	104	117	120	172	261	888	77	240	227	164	149	184	614	88	169	61	3	372	222	345	245	453	285			
	58%	63%	63%	55%	61%	63%	59%	63%	59%	56%	54%	59%	57%	62%	63%	53%	56%	56%	56%	67%	72%	69%	51%	63%	61%	51%	61%	59%	66%			
Crime and policing	901	230	99	572	43	96	90	99	113	177	282	827	74	194	201	168	159	179	593	78	130	71	1	319	260	307	270	336	253			
	55%	49%	53%	57%	62%	46%	48%	53%	55%	57%	58%	55%	55%	50%	56%	54%	55%	55%	54%	69%	53%	59%	28%	52%	59%	54%	64%	49%	53%			
The condition of streets, roads and pavements	875	222	96	556	37	105	80	96	117	196	243	780	95	182	182	171	149	191	576	65	140	72	2	317	256	338	227	370	272			
	53%	48%	52%	56%	53%	51%	42%	52%	58%	63%	50%	51%	71%	47%	51%	56%	58%	58%	52%	54%	57%	60%	46%	49%	59%	59%	54%	54%	57%			
The UK economy	849	239	101	517	32	116	90	101	104	166	240	778	73	205	201	143	124	124	584	66	131	45	2	301	234	279	253	346	236			
	51%	51%	54%	51%	47%	56%	54%	51%	51%	49%	49%	51%	52%	53%	56%	46%	54%	54%	53%	55%	53%	38%	45%	49%	54%	49%	60%	50%	50%			
Immigration and asylum seekers	664	191	82	391	30	106	55	82	91	136	165	601	63	155	149	119	123	118	445	52	113	42	-	153	220	178	315	191	184			
	40%	41%	44%	39%	43%	29%	44%	45%	44%	44%	34%	40%	46%	40%	41%	39%	46%	36%	40%	46%	46%	35%	-	25%	50%	31%	75%	28%	39%			
Education/schools	650	164	78	407	24	85	55	78	91	113	204	598	52	162	152	111	91	134	440	58	87	42	1	277	139	243	145	324	202			
	39%	35%	42%	41%	34%	29%	41%	39%	37%	42%	42%	39%	39%	42%	42%	36%	34%	41%	40%	48	35%	28%	1	45%	32%	43%	35%	47%	43%			
Levels of taxation	642	171	65	406	30	83	58	65	65	89	139	586	56	144	138	115	109	136	450	43	94	35	-	185	198	205	219	245	187			
	39%	37%	35%	41%	43%	40%	31%	35%	44%	45%	37%	39%	41%	37%	38%	37%	41%	42%	41%	35%	38%	29%	-	30%	45%	36%	52%	35%	40%			
Jobs and wages	630	177	73	380	23	89	65	73	73	126	181	587	43	168	138	120	92	112	430	50	93	33	1	243	140	220	152	298	197			
	38%	38%	39%	38%	33%	43%	34%	39%	36%	41%	37%	39%	31%	43%	38%	39%	34%	34%	39%	41%	41%	27%	28%	40%	32%	39%	36%	49%	38%			
Housing	613	155	66	391	27	76	53	66	63	113	216	573	40	161	142	116	97	97	378	61	106	40	1	269	130	229	126	316	191			
	37%	33%	35%	39%	38%	36%	28%	35%	31%	37%	44%	38%	42%	41%	39%	38%	36%	30%	34%	50%	47%	33%	28%	44%	29%	40%	46%	40%	40%			
Public transport	606	137	57	412	23	51	61	57	70	126	215	557	49	123	145	126	87	125	373	46	108	48	2	271	145	248	114	291	196			
	37%	29%	31%	41%	33%	23%	32%	31%	34%	41%	44%	37%	37%	37%	37%	38%	38%	38%	34%	38%	44%	40%	40%	44%	44%	33%	44%	42%	37%			
Shops and the local town centre/high street	577	155	56	367	25	72	58	56	77	119	171	538	39	120	141	103	89	123	365	46	88	61	1	242	163	225	142	251	184			
	35%	33%	30%	37%	35%	35%	31%	36%	38%	38%	35%	35%	29%	31%	39%	34%	33%	38%	33%	48%	36%	51%	18%	39%	37%	40%	34%	36%	39%			
Poverty / inequality	565	167	70	328	27	76	65	70	54	98	176	533	31	149	140	98	84	95	336	56	104	39	2	246	69	228	87	341	180			
	34%	36%	37%	33%	38%	36%	34%	37%	26%	32%	36%	35%	23%	38%	39%	32%	31%	29%	30%	46%	42%	33%	46%	40%	16%	40%	21%	49%	38%			
Lack of trust / faith in politics	538	162	56	320	26	68	67	56	65	105	150	492	46	125	125	101	91	96	332	45	96	43	3	130	134	163	171	240	153			
	33%	35%	30%	32%	37%	35%	36%	30%	32%	34%	31%	32%	34%	32%	33%	33%	34%	29%	30%	37%	39%	36%	63%	21%	31%	31%	29%	41%	32%			
Brexit/Britain's future relationship with the EU	492	131	50	311	14	62	55	50	61	108	142	460	32	90	126	82	78	116	308	37	87	38	1	179	120	189	126	227	131			
	30%	28%	27%	31%	19%	30%	29%	27%	30%	35%	29%	30%	24%	23%	35%	27%	29%	35%	28%	30%	35%	32%	18%	29%	27%	33%	30%	33%	28%			
Welfare / benefits	444	132	60	252	18	57	57	60	45	83	123	416	28	126	107	76	69	66	270	57	72	25	-	158	99	143	112	315	158			
	27%	28%	32%	25%	21%	30%	27%	26%	27%	27%	21%	27%	21%	32%	30%	25%	26%	26%	25%	47%	29%	21%	-	26%	23%	25%	27%	31%	33%			
Facilities and activities for teenagers and young people	417	106	59	252	19	49	38	38	46	81	126	393	25	97	95	73	75	77	252	39	69	40	1	163	90	159	81	136	104			
	25%	23%	23%	25%	28%	24%	20%	23%	26%	26%	26%	26%	18%	25%	26%	24%	28%	24%	23%	28%	28%	33%	28%	26%	21%	28%	19%	23%	29%			
Climate change and policies to deal with it	412	108	48	256	23	48	37	48	42	80	135	385	27	99	104	81	56	72	253	32	77	32	2	193	57	167	57	282	130			
	25%	23%	26%	26%	33%	23%	20%	26%	20%	26%	28%	25%	20%	25%	29%	26%	21%	22%	23%	26%	31%	27%	46%	31%	13%	29%	14%	41%	27%			
The conflict in the Middle East	411	116	38	256	14	60	42	38	41	80	135	379	32	97	95	67	70	82	268	45	61	24	1	185	94	143	74	244	123			
	25%	25%	21%	26%	20%	29%	22%	21%	20%	26%	28%	25%	24%	25%	26%	22%	26%	25%	24%	37%	25%	20%	18%	25%	16%	26%	18%	32%	26%			
The level of traffic congestion	344	76	34	234	9	38	29	34	51	74	109	321	23	69	83	65	59	68	212	27	60	35	-	119	109	140	102	147	124			
	21%	16%	18%	23%	13%	18%	15%	18%	25%	24%	22%	21%	17%	18%	23%	21%	22%	21%	19%	22%	24%	29%	-	19%	25%	25%	24%	21%	26%			
The war in Ukraine	271	83	29	159	10	42	31	29	30	64	65	248	23	50	68	42	46	65	170	27	47	22	-	114	64	117	56	130	69			
	16%	18%	15%	16%	15%	20%	16%	15%	15%	21%	13%	16%	17%	13%	19%	14%	17%	20%	15%	22%	19%	18%	-	19%	15%	21%	13%	19%	15%			
Devolution / devolved powers in England	114	37	11	66	7	17	13	11	15	25	26	104	10	30	28	21	19	15	65	11	23	10	-	33	31	46	31	56	44			
	7%	8%	6%	7%	10%	8%	7%	6%	7%	8%	5%</																					



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Table 5

Q9. Generally speaking, do you think things are heading in the right direction or the wrong direction? -SUMMARY TABLE

Base: All England adults 18+ in LAs holding elections

	In England overall	In your local area
Unweighted Total	1652	1652
Weighted Total	1652	1652
Right direction	180 11%	329 20%
Wrong direction	1084 66%	710 43%
Neither	331 20%	523 32%
Don't know	57 3%	91 5%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse



Q3. Generally speaking, do you think things are heading in the right direction or the wrong direction? - in England overall

Base: All England adults 18+ in LAs holding elections

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full- time (p)	Graduates (Degree/Master/Ph D/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)		£100,000 and above (y)
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1298	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	822	825	190*	306	306	266	259	160	148	505	572	576	1172	418	777	854	589	1083	1117	200	182	264	415	326	231	1652
Right direction	180	109	68	28	43	30	22	26	16	15	71	52	57	129	41	93	87	84	95	129	29	18	29	35	47	36	176
	11%	14%	8%	14%	14%	10%	8%	10%	10%	10%	14%	9%	10%	11%	10%	12%	10%	14%	9%	12%	12%	11%	10%	10%	8%	14%	15%
Wrong direction	1084	536	534	118	187	206	177	181	116	100	304	383	397	802	251	526	551	360	708	753	151	122	204	284	213	143	1080
	66%	67%	65%	59%	61%	67%	67%	70%	69%	67%	60%	67%	69%	68%	60%	68%	64%	61%	69%	67%	63%	64%	72%	68%	65%	62%	65%
Neither	331	139	186	43	64	52	59	49	34	29	107	111	112	215	102	136	189	129	190	212	52	37	46	85	58	50	339
	20%	17%	23%	21%	21%	17%	22%	19%	20%	20%	21%	19%	21%	18%	24%	18%	22%	22%	18%	19%	22%	19%	16%	20%	18%	22%	21%
Don't know	57	18	37	10	13	18	8	2	2	4	23	25	9	25	25	22	28	16	40	24	8	14	6	12	8	2	57
	3%	2%	4%	5%	4%	6%	3%	1%	1%	3%	1%	4%	2%	2%	6%	3%	3%	3%	4%	2%	3%	7%	2%	3%	2%	1%	3%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos [IN 126-001039-01]

Filename: 26-001039_ASHQC_260402A_ENG_wtd_draft_v5_PublicUse

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base



Q9: Generally speaking, do you think things are heading in the right direction or the wrong direction? - In England overall

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)					England region					Urbanity					IMD Quintile					Health Condition/Limits Activities					Consider				
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (incl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)		
Unweighted Total	1652	462	213	389	216	233	212	217	301	457	1213	439	414	413	337	246	244	1127	124	273	145	9	669	423	373	37	112	413			
Weighted Total	1652	462	185	999	70*	208	189	189	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473			
Right direction	180 11%	47 10%	20 11%	113 11%	3 5%	17 8%	26 14%	20 11%	14 7%	41 13%	58 12%	170 11%	10 7%	34 9%	38 11%	36 12%	30 11%	42 13%	116 11%	6 5%	34 14%	17 14%	-	140 23%	43 10%	85 15%	25 6%	104 15%	48 10%		
Wrong direction	1064 66%	326 70%	123 66%	635 64%	51 73%	149 72%	126 67%	123 66%	149 73%	198 64%	288 59%	984 65%	100 74%	269 69%	233 63%	203 66%	180 67%	198 61%	724 66%	90 74%	161 65%	78 65%	2 48%	274 45%	313 71%	346 61%	358 63%	410 59%	338 72%		
Neither	331 20%	79 17%	27 15%	225 22%	14 20%	38 18%	27 14%	27 15%	37 18%	67 22%	120 25%	306 20%	25 19%	65 17%	72 20%	57 18%	55 20%	82 25%	223 20%	22 19%	47 19%	24 20%	3 52%	178 29%	74 17%	128 23%	33 8%	166 24%	79 17%		
Don't know	57 3%	14 3%	16 8%	27 3%	1 2%	4 2%	9 5%	16 8%	4 2%	3 1%	20 4%	56 4%	1 1%	21 5%	17 5%	11 4%	4 1%	4 1%	39 4%	2 2%	4 2%	2 2%	-	22 4%	7 2%	9 2%	3 1%	11 2%	7 2%		

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (N: 26-001939-61)
File name: 26-001939_ADMOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Means: Columns Totals (5% risk level) - a/b/c - d/e/f/g/h/i/j - m/n - o/p/q/r/s - t/u/v/w/x - y/z/aa/ab/acc
Overlap formulae used. * small base, ** very small base (under 30) Ineligible for sig testing



Q9. Generally speaking, do you think things are heading in the right direction or the wrong direction? - in your local area

Base: All England adults 18+ in LAs holding elections

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full- time (p)	Graduates (Degree/Master/Ph D/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£5,999 (v)	£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)		£100,000 and above (y)
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	920	925	190*	306	306	266	259	160	148	505	572	576	1172	618	777	854	589	1083	1117	200	182	284	415	325	231	1652
Right direction	329	170	153	48	83	75	35	32	27	28	131	110	88	243	73	177	147	156	166	237	53	21	41	85	77	67	344
	20%	21%	19%	24%	27%	24%	13%	12%	16%	19%	26%	19%	15%	21%	18%	23%	17%	27%	16%	21%	22%	11%	15%	21%	24%	25%	21%
Wrong direction	710	343	356	75	109	133	136	117	81	59	184	268	258	519	170	346	361	217	487	483	91	93	132	199	136	75	708
	43%	43%	42%	38%	35%	43%	51%	45%	48%	40%	36%	47%	45%	44%	41%	44%	42%	37%	47%	43%	38%	49%	40%	48%	42%	33%	42%
Neither	523	260	256	55	97	74	86	100	54	57	152	160	211	364	139	215	302	187	318	354	78	62	100	111	100	83	513
	32%	32%	31%	28%	32%	24%	32%	39%	39%	39%	30%	28%	37%	31%	33%	28%	35%	32%	31%	32%	33%	33%	35%	27%	31%	36%	31%
Don't know	91	29	60	20	19	24	9	9	7	3	39	33	19	46	37	40	44	28	62	43	18	15	12	20	13	5	87
	5%	4%	7%	10%	6%	8%	3%	4%	4%	2%	8%	6%	3%	4%	9%	5%	5%	5%	6%	4%	7%	8%	4%	5%	4%	2%	5%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos [IN 126-001039-01]
Filename: 26-001039_ASHDC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y
Overlap formulae used. * small base



Q9: Generally speaking, do you think things are heading in the right direction or the wrong direction? In your local area

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)					England region					Urbanity					IMD Quintile					Health Condition/Limits Activities					Consider				
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (east London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)		
Unweighted Total	1652	462	213	389	216	239	223	212	217	301	457	1213	241	114	413	337	246	244	1127	124	273	145	5	669	423	373	37	112	413		
Weighted Total	1652	467	185	999	70*	208	189	189	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473		
Right direction	329 20%	97 21%	23 12%	209 21%	16 24%	48 23%	32 17%	23 12%	28 14%	63 20%	119 24%	335 21%	14 10%	64 16%	73 20%	61 20%	52 19%	78 24%	227 21%	13 10%	56 22%	19 16%	1	209 34%	81 18%	150 26%	49 12%	177 20%	105 22%		
Wrong direction	710 43%	219 47%	89 48%	401 40%	29 41%	98 47%	92 49%	89 48%	135 44%	168 35%	64 42%	66 49%	182 47%	156 43%	135 44%	122 45%	115 35%	468 42%	61 50%	106 43%	53 44%	1	190 31%	183 42%	203 36%	266 63%	271 39%	215 45%			
Neither	523 32%	127 27%	54 29%	342 34%	21 30%	54 26%	54 29%	54 29%	70 34%	98 32%	175 36%	476 31%	47 35%	114 29%	109 30%	93 30%	84 31%	123 38%	345 31%	47 39%	75 30%	44 36%	1	190 31%	164 37%	194 34%	92 22%	215 31%	137 29%		
Don't know	91 5%	24 5%	20 11%	46 5%	3 5%	8 4%	13 7%	20 11%	8 4%	13 4%	25 5%	82 5%	9 7%	30 8%	22 6%	18 6%	11 4%	10 3%	63 6%	1 1%	11 4%	5 4%	1	27 4%	10 2%	21 4%	13 3%	27 4%	16 3%		

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (N: 26-001039-61)
Filename: 26-001039_ADHOC_260402A_ENG_wtd_dfat_v5_PublicUse
Proportions/Means: Columns Totals (5% risk level) a/b/c - d/e/f/g/h/i - m/n - o/p/q/r/s - t/u/v/w/x - y/z/aa/ab
Overlap formulae used. * small base, ** very small base (under 30) Ineligible for sig testing



KnowledgePanel UK: 260402A - Local Elections England Tables
Public Use

21 Apr 2026

Table 10

Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? -SUMMARY TABLE

Base: All England adults 18+ in LAs holding elections

	In the UK overall	In your local area
Unweighted Total	1652	1652
Weighted Total	1652	1652
Got much better	16 1%	16 1%
Got a little better	131 8%	175 11%
Stayed the same	237 14%	443 27%
Got a little worse	558 34%	528 32%
Got much worse	645 39%	384 23%
Got better	147 9%	191 12%
Got worse	1202 73%	912 55%
Don't know	65 4%	105 6%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse



Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? - in the UK overall

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)	£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1298	293	762	877	590	1039	1142	264	179	289	442	338	207	162
Weighted Total	1652	820	825	190*	306	306	266	269	160	148	505	572	575	1122	415	777	854	589	1083	1117	200	182	264	415	325	231	162
Got much better	16 1%	12 2%	3 *	6 3%	5 2%	3 1%	1 *	1 *	1 *	1 *	11 2%	4 1%	2 *	6 1%	8 2%	7 1%	9 1%	4 1%	10 1%	10 1%	1 *	4 2%	1 *	2 *	1 *	2 *	14 1%
Got a little better	131 8%	67 8%	63 8%	19 9%	31 10%	28 9%	15 5%	15 6%	12 7%	11 7%	49 10%	43 8%	38 7%	87 7%	37 9%	72 9%	59 7%	65 10%	70 7%	87 8%	22 9%	14 8%	25 9%	34 8%	26 8%	22 10%	135 8%
Stayed the same	237 14%	130 16%	104 13%	37 18%	46 15%	43 14%	39 15%	37 14%	21 13%	14 9%	83 16%	82 14%	72 12%	161 14%	65 16%	112 14%	121 14%	84 14%	147 14%	157 14%	32 13%	29 15%	44 15%	57 14%	46 14%	33 14%	244 15%
Got a little worse	558 34%	261 33%	291 35%	69 35%	105 34%	94 31%	90 34%	93 36%	58 34%	49 33%	174 34%	184 32%	200 35%	420 36%	122 29%	260 34%	294 34%	219 37%	330 32%	392 35%	90 38%	45 23%	86 30%	156 38%	122 38%	77 33%	567 34%
Got much worse	645 39%	312 39%	321 39%	57 29%	102 33%	122 40%	108 41%	110 42%	74 44%	72 49%	159 31%	230 40%	256 44%	468 40%	158 38%	298 38%	344 40%	208 35%	429 41%	445 40%	86 36%	84 44%	119 42%	153 37%	121 37%	93 40%	627 38%
Got better	147 9%	80 10%	66 8%	25 12%	36 12%	31 10%	16 6%	16 6%	12 8%	12 8%	60 12%	47 8%	40 7%	94 8%	45 11%	79 10%	67 8%	65 11%	80 8%	98 9%	23 9%	19 10%	27 9%	35 8%	27 8%	24 10%	149 9%
Got worse	1202 73%	572 71%	612 74%	126 63%	207 68%	215 70%	198 75%	202 78%	131 82%	122 86%	333 66%	414 72%	456 79%	887 76%	279 67%	558 72%	638 75%	427 72%	758 73%	837 75%	177 74%	128 67%	204 72%	309 74%	243 75%	170 74%	1194 72%
Don't know	65 4%	20 2%	43 5%	12 6%	17 6%	16 5%	12 5%	4 1%	3 2%	1 1%	29 6%	29 5%	8 1%	30 3%	29 7%	28 4%	27 3%	14 2%	47 5%	25 2%	9 4%	16 8%	10 3%	13 3%	9 3%	4 2%	65 4%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos [IN J26-001039-01]
Filename: 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Mean: Columns Totalled (5% risk level) - i/j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y
Overlap formulae used. * small base



Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? In the UK overall

Base: All England adults 18+ in LAs holding elections

	Total (N)	England region (Net)			England region							Urbanity		IMD Quintile					Health Condition Limits Activities					Consider					
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (excl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)
Unweighted Total	1652	462	211	189	216	219	133	211	211	467	1211	441	414	413	337	246	249	1127	114	273	145	5	669	623	373	37	112	613	
Weighted Total	1652	467	189	199	70*	208	189	204	308	467	1517	135	390	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473	
Got much better	16 1%	5 1%	3 2%	9 1%	1 1%	2 1%	3 2%	- 1%	2 1%	6 1%	15 1%	2 1%	7 2%	7 2%	2 1%	1 *	- -	13 1%	- -	2 1%	- -	- -	- -	14 2%	6 1%	6 1%	8 2%	8 1%	6 1%
Got a little better	131 8%	44 9%	11 6%	76 8%	5 7%	21 10%	18 9%	11 6%	9 4%	26 8%	41 8%	122 8%	9 6%	41 11%	21 6%	21 7%	17 6%	30 9%	87 8%	9 7%	21 8%	10 8%	1 28%	96 16%	17 4%	60 11%	17 4%	78 11%	40 9%
Stayed the same	237 14%	59 13%	23 13%	155 15%	13 18%	24 11%	23 12%	23 13%	32 16%	45 15%	78 16%	219 14%	18 13%	55 14%	44 12%	47 15%	38 14%	53 16%	160 14%	14 11%	32 13%	21 18%	- -	129 21%	67 15%	102 18%	36 9%	117 17%	74 16%
Got a little worse	558 34%	145 31%	68 37%	345 34%	21 30%	72 35%	52 27%	68 37%	67 33%	116 38%	162 33%	508 33%	50 37%	104 27%	130 36%	101 33%	97 36%	126 39%	379 34%	32 26%	83 34%	49 41%	1 30%	226 37%	167 38%	230 40%	110 26%	245 36%	154 32%
Got much worse	645 39%	192 41%	63 34%	389 39%	28 41%	82 40%	82 43%	63 34%	88 43%	119 39%	182 37%	589 37%	56 41%	164 42%	136 38%	121 39%	107 40%	116 36%	419 38%	63 52%	105 42%	39 32%	1 18%	132 21%	173 40%	165 39%	239 57%	228 33%	190 40%
Got better	147 9%	49 11%	14 7%	84 8%	6 8%	23 11%	20 7%	14 7%	9 4%	28 9%	47 10%	117 9%	11 8%	48 12%	28 8%	24 9%	18 7%	30 9%	100 9%	9 7%	23 9%	10 28%	- -	111 18%	23 5%	66 12%	25 6%	67 13%	46 10%
Got worse	1202 73%	337 72%	133 71%	733 73%	49 71%	155 74%	134 71%	131 71%	156 76%	235 76%	343 71%	1097 72%	106 78%	268 69%	266 74%	222 72%	205 76%	242 74%	798 72%	95 78%	188 76%	88 73%	2 48%	358 58%	140 78%	395 70%	349 83%	474 69%	344 73%
Don't know	65 4%	21 5%	17 9%	27 3%	2 3%	7 3%	12 7%	17 9%	8 4%	1 *	19 4%	64 4%	1 1%	19 5%	23 6%	15 5%	7 3%	45 4%	4 3%	5 2%	1 1%	1 24%	17 3%	7 2%	4 1%	9 2%	13 2%	9 2%	

Fieldwork dates: 2nd Apr 18 - 8th Apr 18 2025
 Respondent type: KnowledgePanel Members - England 18+
 Source: Ipsos (N: 226 001039-01)
 Filename: 18-001039_AGMOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Mean: Columns Tested (5% risk level) - a/h/c - d/e/f/h/j/k - m/n - o/p/q/r/s - t/u/v/w/x - y/G/N/L/K
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? - in your local area

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full- time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ Buying on mortgage (s)	Rent from private landlord (t)	Rent from council/housing association (u)	Up to (£25,999 (v)	£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)	£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	820	825	190*	306	306	266	269	160	148	505	572	575	1122	415	777	854	589	1083	1117	240	182	264	415	325	231	1652
Got much better	16	9	6	-	6	8	2	-	-	*	6	10	*	8	6	11	5	4	12	11	1	-	2	2	7	2	15
	1%	1%	1%	-	2%	3%	1%	-	-	*	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	*	2%	1%	1%
Got a little better	175	96	78	40	34	29	26	18	14	13	74	55	45	112	56	94	80	67	106	123	27	21	27	43	28	34	175
	11%	12%	9%	25%	11%	10%	10%	7%	8%	9%	15%	10%	8%	10%	13%	12%	9%	11%	10%	11%	11%	11%	9%	10%	9%	15%	11%
Stayed the same	443	219	220	39	102	74	60	63	61	43	142	134	167	321	108	202	237	170	263	294	74	52	78	106	100	60	462
	27%	27%	27%	20%	33%	24%	23%	24%	30%	29%	28%	24%	29%	27%	26%	26%	28%	29%	25%	26%	31%	27%	27%	27%	26%	31%	26%
Got a little worse	528	254	266	71	79	101	89	93	45	50	150	190	188	399	110	246	277	206	310	376	67	49	89	140	106	72	527
	32%	32%	32%	36%	26%	33%	34%	36%	27%	34%	30%	33%	33%	34%	26%	32%	32%	35%	30%	34%	28%	26%	31%	34%	33%	31%	32%
Got much worse	384	183	192	27	50	71	76	80	45	35	77	146	161	272	99	171	210	103	275	263	50	52	75	105	64	51	373
	23%	23%	23%	14%	16%	23%	29%	31%	27%	24%	15%	26%	28%	23%	24%	22%	25%	18%	27%	24%	21%	27%	26%	25%	20%	22%	23%
Got better	191	105	84	40	40	37	28	18	14	13	80	65	46	121	62	104	85	71	118	135	28	21	29	45	36	35	190
	12%	13%	10%	20%	13%	12%	10%	7%	8%	9%	16%	11%	8%	10%	15%	13%	10%	12%	11%	12%	12%	11%	10%	11%	11%	15%	12%
Got worse	912	437	459	98	128	172	165	173	90	86	227	337	349	671	209	418	487	309	585	638	117	101	164	244	170	123	900
	55%	55%	56%	50%	42%	56%	62%	67%	53%	58%	45%	59%	61%	57%	50%	54%	57%	53%	57%	57%	4%	49%	53%	58%	59%	52%	53%
Don't know	105	41	63	21	35	23	12	4	3	6	56	35	14	60	40	53	45	39	67	50	20	17	13	20	19	13	100
	6%	5%	8%	11%	11%	8%	5%	2%	2%	4%	11%	6%	2%	5%	10%	7%	5%	7%	6%	4%	8%	9%	5%	5%	6%	6%	6%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos [IN J26-001039-01]

Filename: 26-001039_ADHOC_260402A_TNG_wtd_draft_v5_PublicUse

Proportions/Mean: Columns Totalled (5% risk level) - a/p - v/u/v/u - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base



Q10. Thinking about public services, do you think they have got better or worse in the last five years, or have they stayed the same? In your local area

Base: All England adults 18+ in LAs holding elections

	Total (N)	England region (Net)					England region					Urbanity					IMD Quintile					Health Condition/Limits/Activities					Consider				
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (excl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)		
Unweighted Total	1652	462	213	389	240	233	212	213	201	407	1213	439	414	413	337	266	244	1127	114	273	145	9	609	423	373	33	112	413			
Weighted Total	1652	467	185	399	208	189	185	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	368	419	690	473			
Got much better	16	10	-	6	1	6	2	-	2	*	4	16	-	4	7	4	-	2	12	-	2	-	-	11	7	6	9	13	6		
1%	2%	-	1%	2%	3%	1%	-	1%	*	1%	1%	1%	-	1%	2%	1%	-	1%	1%	-	1%	-	-	2%	2%	1%	2%	2%	1%		
Got a little better	175	42	18	114	6	23	14	18	17	29	69	171	4	48	42	31	19	34	117	12	26	13	-	119	34	79	27	99	54		
11%	9%	10%	11%	8%	11%	7%	10%	8%	9%	14%	f	11%	3%	12%	12%	10%	7%	10%	11%	10%	11%	11%	-	19%	8%	14%	6%	14%	11%		
Stayed the same	443	138	34	271	23	61	54	34	81	140	413	31	95	88	79	73	108	300	19	71	39	1	198	128	173	86	191	127			
27%	29%	19%	27%	33%	29%	29%	19%	25%	26%	29%	27%	23%	24%	25%	25%	27%	33%	27%	16%	29%	32%	18%	32%	29%	30%	21%	28%	27%			
Got a little worse	528	131	61	337	23	61	47	61	75	110	476	52	106	110	104	90	118	356	39	74	45	3	174	153	196	131	231	157			
32%	28%	33%	34%	33%	29%	29%	33%	37%	38%	31%	31%	38%	27%	31%	34%	34%	36%	32%	32%	30%	37%	58%	28%	35%	35%	31%	33%	33%			
Got much worse	384	122	53	209	16	48	58	53	49	76	345	39	109	79	67	69	60	238	46	66	20	-	81	98	86	149	129	112			
23%	26%	28%	23%	23%	23%	28%	24%	24%	23%	17%	23%	29%	28%	22%	22%	26%	18%	22%	38%	27%	17%	-	14%	22%	15%	30%	19%	24%			
Got better	191	52	18	121	7	29	16	18	18	29	187	4	52	49	30	19	36	130	12	28	13	-	110	41	85	36	112	60			
12%	11%	10%	12%	10%	14%	8%	10%	9%	10%	15%	12%	3%	13%	14%	11%	7%	11%	12%	10%	11%	11%	-	21%	9%	15%	9%	10%	13%			
Got worse	912	253	114	546	38	109	105	114	124	186	822	91	215	189	121	119	178	584	85	139	65	3	257	251	282	280	359	268			
55%	54%	61%	55%	55%	52%	56%	61%	61%	60%	48%	54%	67%	55%	53%	55%	59%	55%	54%	70%	56%	54%	58%	-	42%	57%	50%	67%	57%			
Don't know	105	24	20	61	1	9	14	20	11	12	38	96	9	27	33	24	17	78	5	9	4	1	30	18	27	17	28	18			
6%	5%	11%	6%	2%	4%	7%	11%	5%	4%	8%	6%	7%	7%	9%	8%	6%	1%	7%	4%	4%	3%	24%	5%	4%	5%	4%	4%	4%			

Fieldwork dates: 2nd Apr 18 - 8th Apr 18 2025
 Respondent type: KnowledgePanel Members - England 18+
 Source: Ipsos (N: 226 001039-01)
 Filename: 136-001039_AGHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Mean: Columns Tested (5% risk level) - a)/b)/c) - d)/e)/f)/g)/h)/i)/j)/k) - m)/n) - o)/p)/q)/r) - s)/t)/u)/v)/w)/x) - y)/z)/aa)/ab)
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Q11. You said public services in the UK overall have got better. Who do you think is mainly responsible for public services in the UK overall getting better?

Base: Public services in the UK getting better

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v))	£26,000 up to (£51,999 (w))	£52,000 up to (£99,999 (x))	£100,000 and above (y)	
Unweighted Total	149	69	78	15	29	34	20	16	19	44	54	51	105	37	77	76	65	82	103	21	15	27	39	31	22	149	
Weighted Total	147	69**	66**	25**	34**	31*	16**	14**	12**	60*	61**	60*	104*	35**	72**	72**	65**	80**	98*	23**	10**	27**	35**	31**	24**	143	
The current Labour UK government	91	57	34	9	23	21	9	10	11	32	30	30	63	21	50	41	52	36	68	15	4	13	23	14	21	90	
	62%	72%	51%	36%	64%	66%	57%	65%	82%	53%	63%	74%	68%	47%	63%	60%	81%	45%	69%	64%	22%	50%	66%	53%	87%	60%	
Frontline staff in public services	50	25	25	6	10	12	7	7	3	18	19	13	30	16	30	20	24	26	40	6	2	5	9	15	10	53	
	34%	32%	38%	32%	27%	40%	45%	45%	23%	29%	41%	33%	32%	35%	39%	29%	37%	33%	41%	28%	12%	20%	24%	58%	44%	36%	
Civil servants	38	25	13	4	15	10	3	4	2	19	13	6	25	10	26	11	22	15	20	12	2	5	6	7	13	33	
	26%	32%	19%	17%	42%	32%	18%	24%	2%	32%	27%	15%	26%	22%	33%	17%	34%	19%	21%	55%	13%	18%	17%	26%	54%	22%	
Local councils	35	20	15	3	9	9	4	3	5	12	13	10	22	10	25	11	17	18	27	5	-	9	7	6	8	40	
	24%	25%	23%	13%	26%	29%	23%	19%	40%	21%	27%	25%	24%	23%	31%	16%	26%	23%	28%	22%	-	33%	19%	24%	34%	27%	
Public service managers	16	10	6	-	6	3	2	3	1	6	5	4	9	5	12	4	13	3	12	3	-	2	4	4	4	16	
	11%	13%	8%	-	18%	11%	12%	20%	5%	11%	11%	10%	9%	12%	15%	6%	20%	4%	12%	15%	-	8%	10%	17%	15%	11%	
Changes in the public's behaviours	16	9	7	4	5	3	2	-	1	8	5	3	9	6	8	8	8	7	13	1	-	-	5	3	5	16	
	11%	11%	11%	16%	13%	8%	12%	-	11%	14%	10%	7%	10%	14%	10%	11%	13%	9%	14%	6%	-	-	14%	10%	22%	11%	
The previous Conservative UK government	11	4	6	-	4	2	1	2	2	4	3	4	6	3	6	5	3	8	7	2	1	2	-	2	3	11	
	7%	5%	8%	-	12%	7%	5%	13%	13%	7%	7%	9%	7%	6%	7%	7%	4%	10%	7%	9%	6%	7%	-	9%	11%	7%	
Other factors. Please specify	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	2	
	1%	-	1%	2%	-	-	3%	-	-	1%	1%	-	1%	-	1%	1%	1%	-	-	1%	2%	2%	-	-	2%	1%	
No one	7	6	1	7	-	-	-	-	-	7	-	-	3	4	4	3	1	6	3	-	4	-	4	1	-	3	
	5%	7%	2%	28%	-	-	-	-	-	11%	-	-	3%	9%	5%	4%	2%	7%	3%	-	22%	-	3%	-	-	2%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CHECK - No answer	11	3	8	2	1	5	1	2	-	3	6	2	7	2	4	7	3	8	4	1	5	4	2	2	-	13	
	7%	4%	12%	9%	2%	15%	8%	10%	-	5%	12%	5%	8%	5%	5%	10%	4%	10%	4%	6%	25%	13%	5%	8%	-	9%	

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos [IN J26-001039-01]
Filename: 26_001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - v/b - v/c/v/d/v/g/v/h - j/k/r - m/n - o/p - r/ - s/u/v - w/x/y/z
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing



Q11. You said public services in the UK overall have got better. Who do you think is mainly responsible for public services in the UK overall getting better?

Base: Public services in the UK getting better

	Total (n)	England region (Net)				England region						Urbanity		IMD Quintile					Health Condition/Limits Activities					Consider						
		North (a)	Midlands (b)	South (c)	Other (d)	North East (e)	North West (f)	Yorkshire and The Humber (g)	Midlands (h)	East of England (i)	South (incl London) (j)	London (k)	Urban (l)	Rural (m)	1- Most deprived (n)	2 (o)	3 (p)	4 (q)	5- Least deprived (r)	No, no condition (s)	Yes, reducing ability a lot (t)	Yes, reducing ability a little (u)	Yes, not reducing ability (v)	Yes, unspecified (w)	Labour (x)	Conservative (y)	Lib Dem (z)	Reform UK (aa)	Green (ab)	Independent (ac)
Unweighted Total	149	52	33	56	6	29	17	13	8	26	20	130	13	16	46	39	23	24	58	100	12	23	10	1	114	24	64	23	11	43
Weighted Total	147	49*	14**	64*	6**	23**	20**	14**	9**	20**	47*	117	11**	46*	28**	24**	18**	30**	100*	9**	22**	10**	1**	111*	24	66*	23**	17*	46*	
The current Labour UK government	91	29	9	53	6	11	13	9	9	17	27	84	7	25	16	16	9	25	53	6	20	9	1	74	6	46	9	56	26	
	62%	59%	68%	63%	100%	45%	64%	68%	95%	60%	58%	62%	67%	53%	57%	69%	50%	83%	58%	61%	87%	86%	100%	67%	25%	69%	36%	65%	55%	
Frontline staff in public services	50	14	5	32	4	6	4	5	-	12	20	49	1	12	12	10	7	9	36	3	6	2	1	32	9	20	6	32	11	
	34%	28%	33%	38%	67%	25%	20%	23%	-	44%	42%	36%	14%	25%	49%	41%	41%	31%	37%	33%	27%	23%	100%	29%	40%	31%	24%	37%	23%	
Civil servants	38	11	1	26	1	5	5	1	-	9	17	38	-	10	8	9	8	4	26	1	8	-	-	29	7	18	6	22	15	
	26%	22%	10%	31%	18%	29%	24%	10%	-	33%	35%	28%	-	21%	28%	37%	42%	13%	26%	10%	34%	-	-	28%	33%	29%	24%	26%	32%	
Local Councils	35	14	2	19	2	4	8	2	1	8	10	35	*	11	7	4	8	6	25	2	5	1	-	30	6	17	7	21	9	
	24%	29%	13%	23%	38%	19%	38%	13%	10%	29%	22%	25%	4%	23%	25%	15%	43%	21%	26%	26%	22%	14%	-	27%	24%	26%	30%	24%	19%	
Public service managers	16	4	3	8	1	2	1	3	1	4	4	16	*	4	3	2	1	6	13	1	*	2	-	13	4	10	3	10	4	
	11%	9%	23%	10%	22%	10%	5%	23%	10%	13%	8%	11%	2%	9%	12%	7%	6%	18%	13%	10%	1%	20%	-	11%	16%	16%	10%	12%	9%	
Changes in the public's behaviour	16	4	1	11	2	1	1	1	*	4	7	15	1	4	4	2	2	3	10	1	3	-	-	12	2	11	3	8	2	
	11%	7%	7%	13%	35%	4%	3%	7%	5%	15%	14%	11%	9%	7%	16%	9%	12%	11%	10%	10%	14%	-	-	11%	8%	17%	10%	10%	5%	
The previous Conservative UK government	11	4	-	7	-	3	1	-	2	2	3	11	-	4	3	-	-	4	9	1	-	-	-	6	8	4	6	5	7	
	7%	9%	-	8%	-	14%	6%	-	19%	6%	7%	8%	-	8%	12%	-	-	13%	9%	10%	-	-	-	6%	37%	6%	23%	6%	14%	
Other factors. Please specify	1	-	-	1	-	-	-	-	*	*	*	1	-	*	-	*	-	-	*	*	-	-	-	-	-	*	*	1	-	
	1%	-	-	1%	-	-	-	-	-	2%	1%	1%	-	1%	-	2%	-	-	*	5%	-	-	-	-	-	1%	-	1%	-	
No one	7	1	2	4	-	1	-	2	-	4	7	-	-	2	4	-	1	-	6	-	-	1	-	4	1	-	3	1	-	
	5%	2%	12%	5%	-	4%	-	12%	-	9%	5%	-	-	3%	15%	-	6%	-	6%	-	-	10%	-	4%	4%	-	11%	1%	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CHECK - No answer	11	4	-	7	-	4	-	-	-	4	3	8	3	3	1	2	2	2	7	2	1	*	-	8	1	5	1	6	3	
	7%	7%	-	8%	-	16%	-	-	-	13%	7%	6%	24%	7%	2%	9%	12%	8%	7%	18%	6%	4%	-	8%	3%	7%	3%	7%	7%	

Fieldwork dates: 2nd April - 8th April 2025
 Respondent base: KnowledgePanel Members - England, 18+
 Source: Ipsos (N=26,000,939-61)
 File name: 26-001939_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns: Titled (5% risk level) - a/b/c - d/n/Y(a)/N - m/n - o/p/q/r/s - t/u/v/w/x - Y/Z/N/V/K
 Overlap formulae used: * small base; ** very small base (under 50) (ineligible for sig testing)



Q11. You said public services in the UK overall have got worse. Who do you think is mainly responsible for public services in the UK overall getting worse?

Base: Public services in the UK getting worse

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full- time (p)	Graduates (Degree/Master/P HD/above) (q)	Non-graduates (r)	Owning outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/housing association (u)	Up to (£25,999 (v)	£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)		£100,000 and above (y)
Unweighted Total	1194	503	676	74	195	218	209	212	145	141	269	427	488	963	194	549	639	422	757	836	179	124	207	311	252	147	1184
Weighted Total	1202	572	612	124*	207	215	198	202	133*	122**	333	414	456	937	279	558	635	427	765	837	177	124*	204	306	243	120	1194
The current Labour UK government	770	386	374	80	100	136	137	141	85	91	180	273	317	603	154	354	414	232	533	557	89	87	152	199	142	108	735
64%	67%	61%	64%	48%	63%	69%	69%	65%	75%	54%	66%	70%	68%	55%	63%	65%	54%	70%	67%	50%	68%	75%	64%	58%	63%	62%	
The previous Conservative UK government	690	341	336	91	137	136	114	102	60	50	227	250	212	499	170	352	336	310	372	479	108	60	85	163	159	115	696
57%	60%	55%	72%	66%	63%	57%	50%	46%	41%	68%	60%	47%	56%	61%	63%	53%	73%	49%	57%	47%	47%	41%	53%	65%	67%	58%	
Local councils	438	208	222	25	60	69	84	82	61	57	86	153	199	322	99	189	247	137	291	296	54	71	101	100	73	53	430
36%	36%	36%	20%	29%	32%	40%	46%	47%	47%	26%	37%	44%	36%	36%	34%	39%	32%	38%	35%	31%	55%	50%	34%	30%	31%	36%	
Changes in the public's behaviours	375	168	200	27	65	55	63	45	58	92	118	164	281	81	161	213	134	236	276	51	36	32%	34%	32%	32%	32%	
31%	29%	33%	21%	31%	20%	32%	30%	34%	48%	28%	29%	36%	32%	29%	29%	33%	31%	31%	33%	29%	28%	32%	34%	32%	32%		
Public service managers	237	115	116	18	34	29	35	43	32	45	53	64	120	184	42	94	142	82	153	168	21	37	54	52	37	33	232
20%	20%	19%	15%	16%	13%	18%	21%	24%	37%	16%	16%	26%	21%	15%	17%	22%	19%	20%	20%	12%	29%	26%	17%	15%	19%		
Civil servants	224	137	81	19	28	21	32	50	34	40	47	53	124	173	41	89	132	73	147	173	17	25	44	52	29	47	197
19%	24%	13%	15%	14%	10%	16%	25%	26%	33%	14%	13%	27%	19%	15%	16%	21%	17%	19%	21%	10%	20%	21%	17%	12%	28%	16%	
Frontline staff in public services	146	68	75	14	18	18	19	29	22	26	32	38	77	107	33	52	93	45	99	104	13	25	37	29	19	28	128
12%	12%	12%	11%	9%	8%	10%	14%	17%	21%	10%	9%	17%	12%	12%	9%	15%	11%	13%	12%	7%	19%	18%	10%	8%	17%	11%	
Other factors. Please specify	66	34	32	3	7	13	18	10	10	6	10	31	26	51	13	34	32	42	25	53	7	3	11	17	9	14	71
6%	6%	5%	3%	3%	6%	9%	5%	8%	5%	3%	7%	6%	6%	5%	6%	5%	10%	3%	6%	4%	3%	5%	6%	4%	8%	6%	
No one	8	3	5	3	4	-	-	1	-	-	7	-	1	5	3	3	6	1	7	1	5	*	-	5	-	-	6
1%	1%	1%	3%	2%	-	-	*	-	-	2%	-	*	1%	1%	*	1%	*	1%	*	3%	*	-	2%	-	-	1%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CHECK - No answer	33	13	17	2	15	7	3	4	3	1	16	9	8	15	16	12	20	8	22	14	13	3	3	5	6	1	34
3%	2%	3%	1%	fg	3%	1%	2%	2%	1%	5%	2%	2%	2%	6%	2%	3%	2%	3%	2%	7%	3%	2%	2%	3%	*	3%	

Fieldwork dates: 2nd April - 8th April 2025
 Respondent type: KnowledgePanel Members - England, 18+
 Source: Ipsos [IN 126-001039-01]
 Filename: 26_001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y
 Overlap formulae used. * small base



Q11. You said public services in the UK overall have got worse. Who do you think is mainly responsible for public services in the UK overall getting worse?

Base: Public services in the UK getting worse

	Total (n)	England region (Net)				England region					Urbanity		IMD Quintile					Health Condition Limits Activities					Consider						
		North (a)	Midlands (b)	South (c)	Other (d)	North East (e)	North West (f)	Yorkshire and The Humber (g)	Midlands (h)	East of England (i)	South (incl London) (j)	London (k)	Urban (l)	Rural (m)	1- Most deprived (n)	2 (o)	3 (p)	4 (q)	5- Least deprived (r)	No, no condition (s)	Yes, reducing ability a lot (t)	Yes, reducing ability a little (u)	Yes, not reducing ability (v)	Yes, unspecified (w)	Labour (x)	Conservative (y)	Lib Dem (z)	Reform UK (aa)	Green (ab)
Unweighted Total	1194	327	343	320	204	220	221	174	313	312	311	1064	130	22	307	220	213	157	742	172	217	105	1	307	320	315	274	214	315
Weighted Total	1202	337	333	333	298	308	308	244	316	316	316	1097	105*	268	268	222	205	242	798	195*	188	89*	2**	318	340	355	349	474	344
The current Labour UK government	770	235	82	404	36	110	89	82	117	155	181	694	76	161	165	149	139	155	501	72	132	48	1	109	268	220	300	249	231
	64%	70%	62%	62%	72%	71%	67%	62%	75%	68%	53%	63%	72%	60%	62%	67%	68%	64%	63%	75%	70%	54%	37%	30%	79%	56%	80%	53%	67%
The previous Conservative UK government	690	185	71	434	27	82	76	71	77	135	222	641	49	131	152	141	118	147	467	49	102	53	2	274	122	281	137	357	221
	57%	55%	54%	59%	55%	53%	57%	54%	49%	58%	65%	58%	46%	49%	57%	64%	58%	61%	59%	51%	54%	60%	74%	77%	36%	71%	39%	75%	
Local councils	438	131	51	256	15	56	59	51	56	80	121	403	34	107	102	83	63	82	272	48	76	26	1	109	139	133	169	138	110
	36%	39%	39%	35%	30%	36%	44%	39%	36%	34%	35%	37%	32%	40%	38%	37%	31%	34%	34%	50%	40%	30%	37%	30%	41%	33%	49%	29%	
Changes in the public's behaviour	375	89	44	242	11	39	38	44	54	80	108	335	40	59	93	87	64	71	244	30	63	25	-	123	132	144	98	136	100
	31%	26%	33%	33%	23%	26%	29%	33%	35%	34%	31%	31%	38%	27%	35%	39%	31%	29%	31%	32%	34%	39%	-	34%	39%	36%	28%	39%	
Public service managers	237	55	18	163	6	24	26	18	39	53	71	214	23	42	53	57	38	47	135	25	49	23	-	66	80	67	87	78	71
	20%	16%	14%	22%	12%	15%	19%	14%	24%	25%	23%	20%	21%	36%	20%	20%	18%	19%	17%	20%	20%	20%	-	18%	23%	17%	25%	17%	
Civil servants	224	65	12	148	8	30	27	12	31	48	67	209	15	48	39	48	44	58	140	20	41	15	1	37	93	50	107	44	60
	19%	19%	9%	20%	15%	19%	20%	9%	20%	21%	20%	19%	14%	15%	15%	19%	22%	24%	17%	21%	22%	18%	26%	10%	27%	13%	11%	9%	
Frontline staff in public services	146	44	12	91	4	16	22	12	23	30	38	138	9	36	29	33	29	29	88	18	26	8	-	35	57	34	64	36	34
	12%	13%	9%	12%	9%	10%	17%	9%	15%	13%	11%	13%	8%	14%	11%	15%	9%	12%	11%	19%	14%	9%	-	10%	17%	9%	18%	8%	
Other factors. Please specify	66	13	8	45	2	3	9	8	8	12	24	62	5	14	15	11	15	15	41	3	15	4	1	27	13	25	16	34	21
	6%	4%	6%	6%	3%	2%	7%	6%	5%	7%	7%	6%	5%	5%	6%	5%	7%	4%	5%	3%	8%	5%	37%	6%	4%	6%	4%	7%	
No one	8	1	3	5	-	1	-	3	-	2	3	8	-	3	4	-	1	-	6	1	-	-	-	0	1	4	1	3	3
	1%	*	2%	1%	-	*	-	2%	-	1%	1%	1%	-	1%	1%	-	*	-	1%	1%	-	-	-	1%	*	1%	*	1%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CHECK - No answer	33	10	3	21	-	8	1	3	6	9	5	30	3	16	7	2	2	7	23	4	2	1	-	11	9	8	6	8	7
	3%	3%	2%	3%	-	5%	1%	2%	4%	4%	2%	3%	3%	6%	2%	1%	1%	3%	3%	4%	1%	2%	-	3%	3%	2%	2%	2%	

Fieldwork dates: 2nd April - 8th April 2025
 Respondent base: KnowledgePanel Members - England, 18+
 Source: Ipsos (EN 26-0101019-01)
 Filename: 26-001019_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns Totals (5% risk level) - a/b/c - d/n/(a/b/c) - m/n - o/(a/b/c) - 1/a/w/a - F/G/N/V/K
 Overlap formulae used: * small base; ** very small base (under 50) (notable for sig testing)



Q12. You said public services in your local area have got better. Who do you think is mainly responsible for public services in your local area getting better?

Base: Public services in your area getting better

	Gender			Age						Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v))	£26,000 up to (£51,999 (w))	£52,000 up to (£99,999 (x))		£100,000 and above (y)
Unweighted Total	190	86	102	21	43	40	33	15	17	21	64	73	53	134	49	100	88	79	109	134	30	18	28	52	37	32	190
Weighted Total	193	105**	88**	20**	40**	37**	29**	14**	14**	21**	65*	65*	42**	121*	62*	103**	85**	71*	118*	151*	28**	21**	29**	45*	36**	35**	190
Local councils	122	66	55	25	27	19	18	14	7	12	51	37	33	83	34	63	58	56	66	90	18	9	19	29	19	31	124
	64%	63%	65%	62%	66%	52%	65%	78%	54%	87%	64%	57%	73%	69%	55%	62%	68%	79%	56%	67%	64%	41%	65%	65%	53%	87%	65%
Frontline staff in public services	53	26	26	2	12	15	7	9	4	5	14	21	18	35	15	32	22	25	28	36	10	6	7	14	16	5	61
	28%	25%	31%	5%	30%	39%	24%	49%	21%	35%	17%	33%	39%	29%	14%	30%	25%	36%	24%	26%	33%	29%	23%	30%	44%	15%	32%
The current Labour UK government	51	31	19	3	13	13	6	5	6	5	16	19	16	35	12	24	25	24	26	40	4	4	8	12	12	5	53
	27%	30%	23%	6%	33%	35%	22%	26%	42%	38%	20%	29%	34%	29%	19%	23%	30%	34%	22%	30%	14%	18%	29%	26%	34%	15%	28%
Civil servants	28	17	11	5	6	8	4	3	1	*	12	13	4	15	12	18	10	13	14	20	4	3	3	4	7	7	27
	15%	16%	13%	14%	16%	22%	16%	14%	5%	2%	15%	20%	8%	12%	19%	17%	11%	19%	12%	15%	13%	12%	12%	9%	20%	19%	14%
Changes in the public's behaviours	25	16	10	10	5	*	5	2	2	1	15	5	5	17	7	10	16	7	18	13	7	4	8	11	2	1	26
	13%	15%	12%	24%	13%	1%	18%	11%	14%	9%	18%	8%	13%	14%	11%	9%	18%	10%	15%	9%	25%	21%	29%	24%	6%	2%	14%
Public service managers	21	11	9	1	5	5	4	2	2	2	6	9	6	12	7	12	9	9	12	12	5	2	4	6	4	4	26
	11%	10%	11%	2%	13%	14%	14%	12%	13%	15%	8%	14%	13%	10%	11%	12%	10%	13%	10%	9%	17%	11%	16%	13%	12%	12%	14%
Other factors. Please specify	10	6	3	-	1	5	1	-	2	1	1	6	3	9	1	6	3	3	7	7	1	2	1	1	5	3	9
	5%	6%	4%	-	3%	13%	4%	-	13%	7%	2%	9%	6%	13%	2%	6%	4%	4%	6%	5%	4%	8%	4%	2%	13%	9%	5%
The previous Conservative UK government	9	5	4	-	2	2	-	2	2	1	2	2	4	7	2	5	3	2	6	5	3	-	1	1	1	1	10
	5%	5%	5%	-	6%	6%	-	11%	12%	4%	3%	4%	10%	6%	3%	5%	4%	3%	5%	4%	9%	-	3%	1%	4%	4%	5%
No one	6	4	1	4	-	1	*	-	-	-	4	1	-	*	5	6	-	1	5	1	-	4	-	-	-	-	3
	3%	4%	2%	10%	-	3%	2%	-	-	-	5%	2%	-	*	8%	5%	-	1%	4%	1%	-	19%	-	-	-	-	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHECK - No answer	9	2	7	2	3	1	2	1	*	-	5	3	1	5	4	6	2	1	6	7	1	-	-	1	1	-	11
	5%	2%	8%	5%	8%	1%	7%	3%	3%	-	6%	4%	2%	4%	6%	6%	3%	2%	5%	5%	5%	-	-	3%	3%	-	6%

Fieldwork dates: 2nd April - 8th April 2025
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos [IN J26-001039-01]
Filename: 26_001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Mean: Columns Totals (5% risk level) - r/B - r/G/r/G/r/B - 1/r/B - m/B - r/B - v/U - v/w/y/y
Overlap formulae used. * small base; ** very small base (under 50) ineligible for sig testing



Q12. You said public services in your local area have got better. Who do you think is mainly responsible for public services in your local area getting better?

Base: Public services in your area getting better

	Total (j)	England region (Net)					England region					Urbanity		IMD Quintile					Health Condition/Limits/Activities					Consider					
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (excl London) (i)	London (k)	Urban (m)	Rural (n)	1- Most deprived (o)	2 (p)	3 (q)	4 (r)	5- Least deprived (s)	No, no condition (t)	Yes, reducing ability a lot (u)	Yes, reducing ability a little (v)	Yes, not reducing ability (w)	Yes, unspecified (x)	Labour (y)	Conservative (z)	Lib Dem (aa)	Reform UK (ab)	Green (ac)	Independent (ad)
Unweighted Total	130	52	17	13	7	2	12	10	20	13	119	6	54	56	34	15	22	126	13	31	13	13	130	29	15	33	112	25	
Weighted Total	191	62*	18**	121*	7**	29**	16**	18**	20**	73*	187	4**	62*	49*	35**	19**	36**	130*	12**	28**	13**	1**	130*	41**	85*	10**	112*	60*	
Local councils	122 64%	30 57%	12 67%	80 67%	6 82%	13 45%	12 67%	8 44%	21 70%	52 71%	119 64%	3 58%	29 56%	23 47%	25 73%	15 78%	29 82%	82 63%	7 61%	24 85%	6 47%	-	85 65%	23 56%	59 69%	21 59%	71 64%	35 59%	
Frontline staff in public services	53 28%	15 29%	6 35%	32 26%	2 34%	8 28%	5 29%	6 35%	1 4%	12 25%	18 25%	52 28%	2 37%	15 29%	10 21%	10 29%	7 36%	11 31%	38 29%	4 35%	5 19%	5 36%	-	33 26%	12 29%	19 22%	5 15%	32 28%	13 22%
The current Labour UK government	51 27%	16 31%	10 54%	25 21%	6 88%	8 26%	3 16%	10 54%	6 31%	10 13%	9 13%	50 27%	1 20%	17 33%	11 23%	6 18%	2 9%	14 40%	33 26%	5 41%	8 29%	3 21%	-	41 31%	7 16%	26 30%	9 25%	32 29%	13 22%
Civil servants	28 15%	11 22%	1 5%	16 13%	2 26%	6 21%	3 20%	1 5%	3 14%	3 14%	10 14%	28 15%	-	8 15%	7 15%	8 24%	2 7%	3 7%	19 15%	1 7%	2 7%	3 25%	-	24 18%	8 19%	11 13%	5 14%	15 18%	11 18%
Changes in the public's behaviour	25 13%	8 14%	2 12%	16 13%	2 27%	2 7%	4 23%	2 16%	3 16%	8 11%	24 13%	1 22%	7 13%	8 17%	6 16%	1 5%	4 10%	4 10%	14 11%	3 29%	8 27%	-	-	18 14%	7 18%	16 19%	5 14%	18 16%	9 15%
Public service managers	21 11%	6 12%	3 18%	12 10%	2 34%	3 9%	1 7%	3 18%	1 5%	2 11%	8 11%	21 11%	* 7%	5 9%	6 13%	4 11%	2 9%	4 12%	14 11%	2 20%	3 11%	2 14%	-	16 12%	7 17%	11 13%	6 16%	14 13%	6 9%
Other factors. Please specify	10 5%	6 11%	-	4 3%	-	6 20%	-	-	2 5%	2 3%	10 5%	-	-	1 1%	4 8%	1 3%	1 6%	3 8%	7 5%	1 4%	1 5%	1 9%	-	5 4%	1 1%	3 3%	1 4%	9 8%	1 1%
The previous Conservative UK government	9 5%	3 6%	-	6 5%	-	3 11%	-	-	2 10%	1 4%	3 4%	9 5%	-	3 5%	3 6%	-	4 10%	4 5%	7 5%	1 7%	-	-	-	4 3%	7 16%	3 4%	4 11%	3 2%	4 7%
No one	6 3%	-	-	6 5%	-	-	-	-	-	6 8%	6 3%	-	-	5 10%	* 1%	-	-	5 4%	-	-	1 8%	-	6 4%	-	* 1%	-	-	1 1%	* 1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CHECK - No answer	9 5%	1 3%	1 5%	7 5%	-	1 4%	-	1 5%	3 10%	-	4 5%	-	9 5%	3 6%	3 7%	-	2 11%	-	5 4%	-	-	1 6%	-	3 3%	1 2%	2 2%	2 5%	5 5%	5 8%

Fieldwork dates: 2nd April - 8th April 2025
 Respondent base: KnowledgePanel Members - England, 18+
 Source: Ipsos (EN 26-01019-61)
 File name: 26-010193_ADHOC_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns Totals (5% risk level) - a/b/c - d/n/(a/b)/k - m/n - o/p/q/r/s - t/u/v/w/x - y/z/AA/BB/CC
 Overlap formulae used: * small base; ** very small base (under 50) (not eligible for sig testing)



Q12. You said public services in your local area have got worse. Who do you think is mainly responsible for public services in your local area getting worse?

Base: Public services in your area getting worse

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999) (v)	£26,000 up to (£51,999) (w)	£52,000 up to (£99,999) (x)	£100,000 and above (y)	
Unweighted Total	900	379	508	57	115	168	175	182	104	99	172	343	385	725	145	403	493	291	593	632	122	99	169	246	177	102	900
Weighted Total	912	417	450	98*	129*	172	165	173	101*	96*	227	317	340	612	209	418	457	309	585	638	117*	101*	164	244	170	121*	900
Local councils	542	274	261	50	67	96	103	114	56	54	118	200	224	394	128	246	294	184	348	366	75	72	110	135	95	79	534
	59%	63%	57%	51%	52%	56%	62%	60%	62%	64%	52%	59%	64%	64%	62%	59%	60%	59%	59%	57%	64%	71%	67%	55%	56%	65%	59%
The current Labour UK government	516	264	243	52	70	94	96	94	55	55	123	189	204	379	125	234	281	153	355	373	55	57	103	141	81	73	474
	57%	60%	53%	53%	55%	54%	58%	55%	61%	64%	54%	56%	59%	56%	60%	56%	58%	50%	61%	58%	47%	56%	63%	58%	47%	59%	53%
The previous Conservative UK government	418	213	194	62	78	92	78	59	28	22	139	169	109	306	101	208	209	171	240	279	66	37	62	104	83	73	415
	46%	49%	42%	63%	61%	53%	47%	34%	31%	25%	61%	50%	31%	46%	48%	50%	43%	55%	41%	44%	56%	37%	38%	50%	43%	49%	46%
Changes in the public's behaviours	258	133	122	29	32	47	51	41	26	32	61	98	99	191	60	118	140	73	184	182	27	30	47	75	49	35	259
	28%	30%	27%	30%	25%	27%	31%	24%	29%	37%	27%	29%	28%	28%	29%	28%	29%	24%	31%	29%	23%	30%	29%	31%	29%	28%	29%
Public service managers	195	99	90	17	21	25	35	39	21	37	39	60	96	144	43	85	108	58	132	141	15	27	35	45	32	26	178
	21%	23%	20%	18%	16%	15%	21%	22%	24%	43%	17%	18%	28%	21%	20%	20%	22%	19%	23%	22%	13%	27%	21%	20%	19%	21%	20%
Civil servants	129	90	37	15	18	14	19	24	16	22	33	33	63	92	32	55	72	35	92	85	11	19	30	30	11	13	109
	14%	21%	8%	16%	14%	8%	12%	14%	18%	26%	15%	10%	18%	14%	15%	13%	15%	11%	16%	13%	10%	19%	18%	12%	7%	10%	12%
Frontline staff in public services	101	52	47	13	5	19	12	14	16	23	18	30	52	76	24	34	67	26	74	66	8	18	26	24	14	10	83
	11%	12%	10%	14%	4%	11%	7%	8%	18%	26%	8%	9%	15%	11%	11%	8%	14%	8%	13%	10%	7%	18%	16%	10%	8%	8%	9%
Other factors. Please specify	43	18	23	3	4	7	16	6	4	1	8	24	11	24	17	25	18	30	13	28	8	4	5	15	6	8	41
	5%	4%	5%	3%	3%	4%	10%	4%	4%	1%	3%	7%	3%	4%	8%	6%	4%	10%	2%	4%	7%	4%	3%	6%	3%	7%	5%
No one	7	1	6	-	5	-	1	-	-	-	5	1	1	4	2	5	2	-	7	1	3	2	2	4	1	-	6
	1%	*	1%	-	e	-	1%	1%	-	-	2%	*	*	1%	1%	1%	*	-	1%	*	3%	2%	1%	2%	1%	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHECK - No answer	24	5	15	8	4	7	1	2	2	-	12	8	4	18	5	8	12	4	16	15	3	1	3	2	7	2	22
	3%	1%	3%	8%	3%	4%	1%	1%	3%	-	5%	2%	1%	3%	3%	2%	2%	1%	3%	2%	3%	1%	2%	1%	4%	2%	2%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos [IN 126-001039-01]
Filename: 26_001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y
Overlap formulae used. * small base



Q12. You said public services in your local area have got worse. Who do you think is mainly responsible for public services in your local area getting worse?

Base: Public services in your area getting worse

	Total (n)	England region (Net)					England region					Urbanity					IMD Quintile					Health Condition Limits Activities					Consider				
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (excl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)		
Unweighted Total	900	253	217	155	80	116	123	123	136	215	207	33	215	224	160	141	141	141	540	33	143	16	3	216	238	213	213	213	213	213	
Weighted Total	932	253	114*	546	38**	105*	114*	124*	186	236	822	93*	215	189	171	150*	170	594	85*	139*	65*	3**	257	251	282	280	199	268			
Local councils	542	152	68	322	20	60	72	68	70	107	145	492	50	137	103	111	88	103	341	47	95	39	1	147	152	159	193	207	177		
	59%	60%	60%	59%	52%	55%	68%	60%	56%	58%	62%	60%	55%	64%	55%	65%	55%	58%	57%	56%	68%	60%	31%	57%	61%	56%	69%	58%	66%		
The current Labour UK government	516	157	58	301	22	68	67	58	80	107	115	468	49	128	102	100	92	94	335	50	86	31	-	70	164	141	216	167	164		
	57%	62%	51%	55%	57%	62%	63%	51%	64%	57%	49%	57%	54%	60%	54%	59%	58%	53%	56%	59%	62%	47%	-	27%	65%	50%	77%	40%	61%		
The previous Conservative UK government	418	121	46	251	20	45	56	46	52	87	111	377	41	96	82	81	74	85	269	40	66	29	1	159	67	161	84	231	137		
	46%	48%	41%	46%	52%	41%	53%	41%	42%	47%	47%	46%	45%	45%	43%	47%	46%	48%	45%	47%	48%	45%	21%	62%	27%	57%	30%	64%	53%		
Changes in the public's behaviours	258	70	24	164	10	33	27	24	35	63	66	229	29	55	59	50	36	57	178	19	34	15	1	73	84	94	76	96	73		
	28%	28%	21%	30%	25%	30%	26%	21%	28%	34%	28%	28%	32%	26%	31%	30%	23%	32%	30%	23%	25%	23%	48%	28%	34%	33%	27%	37%	27%		
Public service managers	195	48	15	133	8	20	20	15	36	44	52	168	28	35	41	50	34	36	110	22	41	14	1	45	66	54	65	66	66		
	21%	19%	13%	20%	22%	18%	19%	13%	20%	20%	23%	20%	30%	16%	22%	20%	21%	20%	18%	20%	30%	22%	48%	17%	27%	19%	23%	18%	20%		
Civil servants	129	48	6	81	2	21	20	6	19	35	28	116	13	31	18	32	18	30	76	12	20	14	1	14	40	23	58	30	48		
	14%	17%	5%	15%	6%	19%	19%	5%	15%	19%	12%	14%	15%	14%	10%	19%	11%	17%	13%	14%	15%	22%	21%	5%	16%	8%	21%	8%	18%		
Frontline staff in public services	101	33	1	67	4	17	13	1	14	21	32	94	7	28	20	25	14	14	55	18	16	9	-	10	35	25	42	34	30		
	11%	13%	1%	12%	10%	16%	12%	1%	11%	11%	14%	11%	8%	13%	11%	14%	9%	8%	9%	21%	11%	13%	-	4%	14%	9%	15%	10%	11%		
Other factors. Please specify	43	9	2	32	1	*	8	2	2	9	20	41	2	11	7	5	16	4	27	1	9	4	-	20	13	17	7	21	11		
	5%	4%	2%	6%	2%	*	8%	2%	2%	5%	9%	5%	2%	5%	4%	3%	10%	2%	5%	1%	7%	6%	-	8%	5%	6%	3%	6%	4%		
No one	7	1	3	3	-	-	1	3	2	-	1	7	-	3	2	2	2	001	5	2	-	-	-	1	1	1	1	1	-		
	1%	*	3%	*	-	-	1%	3%	2%	-	*	1%	-	2%	1%	1%	-	-	1%	2%	-	-	-	1%	1%	*	-	*	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
CHECK - No answer	24	8	4	12	-	6	2	4	4	6	2	21	3	7	3	8	4	1	16	4	2	1	-	5	3	5	9	5	3		
	3%	3%	3%	2%	-	5%	2%	3%	3%	3%	1%	3%	3%	3%	2%	5%	3%	1%	3%	4%	2%	1%	-	2%	1%	2%	3%	1%	1%		

Fieldwork dates: 2nd April - 8th April 2025
 Respondent base: KnowledgePanel Members - England, 18+
 Source: Ipsos (N=26,000) (95% CI)
 File name: 26-001939_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns: Tested (5% risk level) - a/b/c - d/n/(a/b)/k - m/n - o/p/(a/b) - U/v/w/a - F/G/N/V/K
 Overlap formulae used: * small base; ** very small base (under 50) ineligible for sig testing



Q13. In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?

Base: All England adults 18+ in LAs holding elections

	Gender		Age					Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total			
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full- time (p)	Graduates (Degree/Master/Ph D/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)		£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)	£100,000 and above (y)
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	822	825	190*	306	306	266	259	160	148	505	522	576	1122	418	777	854	589	1083	1117	200	182	264	415	326	231	1652
Spend more	110	56	52	18	43	22	10	9	6	3	61	33	17	69	35	63	46	66	42	67	26	13	9	32	26	25	107
	7%	7%	6%	9%	14%	7%	4%	3%	2%	2%	12%	6%	3%	6%	8%	8%	5%	11%	4%	6%	11%	7%	3%	8%	8%	8%	6%
About the same	458	244	208	49	99	81	69	68	45	46	149	150	159	335	103	232	222	180	271	311	76	47	91	132	101	58	447
	28%	20%	25%	29%	32%	27%	30%	26%	27%	31%	29%	26%	28%	30%	29%	30%	26%	30%	26%	28%	32%	25%	32%	32%	31%	25%	27%
Spend less	616	299	309	51	82	115	118	115	73	63	133	232	251	444	154	297	318	202	406	452	75	61	116	153	121	83	626
	37%	37%	37%	29%	27%	37%	44%	44%	43%	43%	26%	41%	44%	38%	37%	38%	37%	34%	39%	40%	31%	32%	41%	37%	37%	36%	38%
Don't know	468	202	256	82	82	88	69	67	46	36	163	157	148	325	127	185	268	141	314	287	63	72	68	99	78	65	472
	28%	29%	31%	41%	27%	29%	26%	26%	27%	24%	32%	27%	26%	28%	30%	24%	31%	24%	30%	26%	26%	37%	24%	24%	24%	28%	29%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos [IN 126-001039-01]

Filename: 26-001039_ASHOC_260402A_ENG_wtd_draft_v5_PublicUse

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base



Q13. In your opinion, does the national government in Westminster spend more, spend less or about the same on your area, as it does on other local areas?

Base: All England adults 18+ in LAs holding elections

	Total (j)	England region (Net)				England region						Urbanity		IMD Quintile					Health Condition/Limits Activities					Consider					
		North (k)	Midlands (l)	South (m)	Yorkshire and The Humber (n)	North East (o)	North West (p)	Midlands (q)	East of England (r)	South (incl London) (s)	London (t)	Urban (u)	Rural (v)	1- Most deprived (w)	2 (x)	3 (y)	4 (z)	5- Least deprived (aa)	No, no condition (ab)	Yes, reducing ability a lot (ac)	Yes, reducing ability a little (ad)	Yes, not reducing ability (ae)	Yes, unspecified (af)	Labour (ag)	Conservative (ah)	Lib Dem (ai)	Reform UK (aj)	Green (ak)	Independent (al)
Unweighted Total	1652	462	213	383	216	233	223	213	301	457	1213	438	414	413	337	246	244	1127	124	273	145	5	669	423	373	37	112	413	
Weighted Total	1652	467	185	399	70*	208	189	189	204	308	487	1517	135	350	360	308	268	1102	121*	247	120	5**	615	438	368	419	690	473	
Spend more	110 7%	21 4%	9 5%	81 8%	4 6%	10 5%	7 4%	9 5%	6 3%	22 7%	52 11%	102 7%	8 6%	25 6%	22 6%	16 5%	18 7%	28 9%	69 6%	6 5%	24 10%	6 5%	-	64 10%	27 6%	53 9%	14 3%	69 10%	38 8%
About the same	458 28%	101 22%	58 31%	300 30%	17 25%	50 24%	33 18%	58 31%	45 22%	99 32%	156 32%	423 28%	35 26%	103 26%	96 27%	91 29%	77 29%	92 28%	306 28%	32 26%	76 31%	34 28%	1 12%	217 35%	121 28%	173 30%	101 24%	210 30%	146 31%
Spend less	616 37%	234 50%	73 39%	310 31%	35 18	95 46%	103 53%	73 39%	80 39%	96 31%	134 28%	568 37%	49 36%	154 39%	133 37%	108 35%	106 40%	115 35%	414 38%	45 37%	94 38%	50 42%	2 46%	187 30%	181 41%	193 34%	217 52%	220 32%	182 38%
Don't know	468 28%	112 24%	47 25%	309 31%	13 19%	53 25%	46 24%	47 25%	73 36%	91 30%	144 30%	424 28%	44 33%	108 26%	109 30%	93 30%	68 25%	91 28%	314 29%	39 32%	53 21%	30 25%	2 42%	147 24%	108 25%	150 26%	88 21%	192 28%	108 23%

Fieldwork dates: 2nd April - 8th April 2025
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (N: 26-001939-61)
Filename: 26-001939_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Means: Columns Totals (5% risk level) - a)/b)/c) - d)/e)/f)/g) - m)/n) - o)/p)/q)/r) - 1)/a)/b)/c) - f)/g)/h)/i)/k)
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing



Q14. Overall, how satisfied or dissatisfied are you with the way your local council runs things?

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)	£100,000 and above (y)		
Unweighted Total	1652	705	924	124	277	310	288	273	154	186	401	598	663	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	162	
Weighted Total	1652	922	925	190*	306	306	266	259	160	148	505	572	575	1122	435	777	854	589	1033	1117	240	182	264	415	325	231	162	
Very satisfied	16	4	11	1	3	2	2	2	2	4	4	4	8	12	3	6	9	6	10	11	1	1	1	3	3	3	4	24
	1%	1%	1%	*	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	2%	1%
Fairly satisfied	372	195	175	48	77	76	49	47	41	35	124	126	122	284	77	192	177	168	202	273	51	34	56	95	89	65	379	
	23%	24%	21%	24%	25%	25%	19%	18%	24%	23%	25%	24%	21%	24%	18%	25%	24%	28%	20%	24%	21%	18%	20%	23%	27%	21%	28%	23%
Neither satisfied nor dissatisfied	542	248	282	78	113	80	84	92	57	38	191	164	187	392	133	256	281	218	314	373	92	45	81	131	104	85	522	
	33%	31%	34%	39%	37%	26%	32%	35%	34%	26%	28%	29%	33%	33%	32%	33%	33%	37%	30%	33%	38%	24%	28%	32%	32%	37%	32%	
Fairly dissatisfied	394	186	204	30	54	78	72	79	34	47	85	150	160	287	96	177	216	117	274	269	60	48	82	107	79	47	418	
	24%	23%	25%	15%	18%	25%	27%	30%	20%	32%	17%	26%	28%	25%	23%	23%	25%	20%	27%	24%	25%	25%	29%	26%	24%	20%	25%	
Very dissatisfied	263	145	114	22	39	54	55	37	33	23	61	110	92	169	80	118	143	65	191	175	23	49	55	68	39	23	253	
	16%	18%	14%	11%	13%	18%	21%	14%	19%	15%	12%	19%	16%	14%	19%	15%	17%	11%	19%	16%	10%	20%	19%	16%	12%	10%	15%	
Satisfied	389	199	187	48	80	79	51	48	43	39	128	130	130	296	80	198	186	173	212	283	52	35	57	99	93	69	403	
	24%	25%	23%	24%	26%	26%	19%	25%	26%	26%	25%	23%	23%	25%	19%	25%	22%	29%	21%	25%	22%	18%	20%	24%	29%	30%	24%	
Dissatisfied	657	330	318	52	93	132	127	116	67	69	146	259	252	456	176	295	360	182	465	444	83	96	137	175	119	70	671	
	40%	41%	38%	26%	30%	43%	48%	45%	47%	46%	29%	45%	44%	39%	42%	38%	42%	31%	45%	40%	35%	50%	48%	42%	36%	30%	41%	
Don't know	64	24	39	20	20	15	4	3	1	1	40	19	5	28	31	28	27	15	42	16	12	15	9	10	10	8	56	
	4%	3%	5%	feh	feh	feh	feh	feh	feh	feh	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos [IN J26-001039-01]
Filename: 26-001039_ADHOC_260402A_TNG_wtd_draft_v5_PublicUse
Proportions/Mean: Columns Totalled (5% risk level) - a/p - s/z/u - v/w/xy
Overlap formulae used. * small base



KnowledgePanel UK: 260402A - Local Elections England Tables
Public Use

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Table 26

Q14: Overall, how satisfied or dissatisfied are you with the way your local council runs things?

Base: All England adults 18+ in LAs holding elections

	Total (N)	England region (Net)					England region					Urbanity					IMD Quintile					Health Condition/Limits/Activities					Consider				
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (east London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)		
Unweighted Total	1652	462	213	389	246	233	212	213	301	407	1213	438	414	413	337	246	244	1127	124	273	145	5	609	423	373	337	112	413			
Weighted Total	1652	467	185	999	70*	208	189	189	204	308	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473			
Very satisfied	16 1%	3 1%	* *	13 1%	2 2%	2 1%	- -	* *	1 1%	3 1%	8 2%	16 1%	* *	4 1%	3 1%	5 1%	* *	4 1%	10 1%	2 2%	3 1%	- -	8 1%	8 2%	4 1%	7 2%	8 1%	7 2%			
Fairly satisfied	372 23%	94 20%	31 17%	248 25%	17 25%	42 20%	35 18%	31 17%	47 23%	86 28%	115 24%	337 22%	36 26%	63 16%	78 22%	80 26%	58 22%	93 26%	264 24%	17 14%	52 21%	27 23%	- -	209 34%	88 20%	178 31%	60 14%	173 25%	114 24%		
Neither satisfied nor dissatisfied	542 33%	140 30%	55 30%	347 35%	21 31%	60 29%	59 31%	55 30%	74 36%	107 35%	166 34%	494 33%	48 36%	102 26%	115 32%	106 34%	99 37%	121 37%	372 34%	33 27%	71 29%	47 39%	4 76%	218 35%	162 37%	215 38%	117 28%	247 36%	159 34%		
Fairly dissatisfied	394 24%	117 25%	50 27%	227 23%	18 25%	59 29%	40 21%	50 27%	57 28%	66 21%	104 21%	367 24%	27 20%	97 25%	86 24%	67 22%	69 26%	76 23%	242 22%	33 28%	84 34%	26 21%	- -	110 18%	109 25%	116 20%	124 30%	158 23%	115 24%		
Very dissatisfied	263 16%	91 20%	32 17%	140 14%	11 15%	39 19%	42 22%	32 17%	22 11%	46 15%	72 15%	241 16%	22 16%	96 25%	61 16%	40 13%	37 14%	29 9%	167 15%	33 27%	33 16%	19 16%	- -	49 8%	64 15%	43 8%	104 25%	84 12%	67 14%		
Satisfied	389 24%	97 21%	32 17%	260 26%	19 27%	43 21%	43 18%	35 17%	48 24%	89 29%	123 25%	353 23%	36 27%	67 17%	82 23%	80 28%	58 22%	97 28%	274 25%	19 16%	50 22%	27 23%	- -	217 35%	95 22%	182 32%	67 16%	181 26%	122 26%		
Dissatisfied	637 40%	208 45%	82 44%	387 37%	28 40%	88 47%	82 43%	82 44%	79 39%	111 36%	176 36%	608 40%	49 36%	133 49%	147 41%	146 40%	106 40%	105 32%	469 37%	66 55%	117 47%	46 37%	- -	159 26%	173 40%	159 28%	229 55%	242 35%	182 38%		
Don't know	64 4%	22 5%	17 9%	25 3%	1 2%	6 3%	14 7%	17 9%	3 1%	22 4%	2 4%	62 4%	2 2%	28 7%	17 5%	11 4%	5 2%	4 1%	47 4%	3 2%	4 1%	1 24%	1 3%	21 2%	8 2%	13 2%	7 2%	19 3%	11 2%		

Fieldwork dates: 2nd Apr 18 - 8th Apr 18 2025
 Resonance type: KnowledgePanel Members - England 18+
 Source: Ipsos (N: 26-01039-01)
 Filename: 18-01039_AGMHC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Mean: Columns Tested (5% risk level) - a/h/c - d/e/f/h/j/k - m/n - o/p/q/r/s - t/u/v/w/x - y/G/N/Z/K
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Q15. Overall, how satisfied or dissatisfied are you with how Sadiq Khan is doing his job as Mayor of London?

Base: All London

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total		
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999) (v)	£26,000 up to (£51,999) (w)	£52,000 up to (£99,999) (x)		£100,000 and above (y)	
Unweighted Total	467	193	270	34	101	88	87	66	44	37	135	185	147	280	148	247	215	239	222	286	80	58	46	114	93	97	467	
Weighted Total	467	233	247	52**	113*	95*	97*	64*	34*	27**	125	186	126	245	213	269	211	250	251	285	97*	75*	45*	116*	94*	102**	467	
Very satisfied	35	18	17	5	7	8	5	4	3	3	12	13	10	28	5	18	15	24	11	22	6	3	2	3	12	8	42	
	7%	7%	7%	9%	6%	8%	6%	7%	8%	10%	7%	7%	8%	12%	3%	7%	7%	10%	5%	8%	6%	4%	4%	3%	3%	13%	8%	9%
Fairly satisfied	140	65	74	21	45	28	16	13	10	7	66	44	31	75	59	81	59	89	50	83	27	18	9	34	23	37	143	
	29%	28%	30%	37%	28%	28%	19%	20%	20%	27%	28%	24%	24%	31%	28%	30%	28%	36%	22%	29%	29%	15%	20%	34%	29%	25%	37%	31%
Neither satisfied nor dissatisfied	98	42	55	15	27	20	15	12	4	4	42	35	21	48	43	51	46	51	47	53	24	13	10	25	18	22	98	
	20%	18%	22%	26%	23%	20%	17%	19%	12%	17%	24%	19%	17%	20%	20%	19%	22%	20%	20%	19%	26%	18%	23%	25%	18%	22%	21%	21%
Fairly dissatisfied	56	26	31	5	12	9	12	12	4	2	17	21	18	25	24	29	28	26	31	39	6	10	9	16	8	13	50	
	12%	11%	12%	10%	10%	9%	14%	19%	10%	8%	10%	11%	14%	10%	11%	11%	13%	10%	13%	14%	6%	13%	20%	14%	9%	13%	11%	
Very dissatisfied	135	78	56	7	22	24	36	22	13	10	29	60	46	66	63	79	54	52	79	83	22	24	14	32	27	21	117	
	28%	33%	23%	12%	18%	25%	41%	34%	39%	38%	16%	32%	36%	27%	30%	29%	25%	21%	34%	29%	24%	32%	30%	30%	28%	29%	20%	25%
Satisfied	175	83	91	26	52	36	22	17	13	10	78	57	40	103	64	99	75	113	61	105	32	22	11	37	35	45	185	
	36%	35%	37%	46%	44%	36%	25%	27%	38%	37%	44%	31%	32%	42%	30%	37%	35%	45%	26%	37%	35%	29%	24%	32%	37%	44%	40%	
Dissatisfied	191	104	87	12	34	34	48	34	17	13	46	82	64	91	88	107	82	78	110	122	28	34	22	49	35	34	167	
	39%	44%	35%	22%	28%	34%	55%	54%	46%	46%	26%	44%	51%	37%	41%	40%	38%	31%	48%	43%	31%	45%	50%	42%	38%	33%	36%	
Don't know	22	9	14	4	6	10	2	-	-	-	10	12	-	2	18	12	10	8	13	5	8	7	1	6	6	1	17	
	5%	4%	5%	7%	5%	10%	3%	-	-	-	6%	6%	-	1%	8%	4%	5%	3%	6%	2%	8%	9%	3%	5%	6%	1%	4%	

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (IN J26-001039-01)

Filename: 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse

Proportions/Mean: Columns Totalled (5% risk level). a/p - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Q15. Overall, how satisfied or dissatisfied are you with how Sadiq Khan is doing his job as Mayor of London?

Base: All London

	Total (f)	England region (Net)			England region					Urbanity		IMD Quintile					Health Condition/Limits/Activities					Consider								
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (est London) (i)	London (k)	Urban (m)	Rural (n)	1- Most deprived (o)	2 (p)	3 (q)	4 (r)	5- Least deprived (s)	No, no condition (t)	Yes, reducing ability a lot (u)	Yes, reducing ability a little (v)	Yes, not reducing ability (w)	Yes, unspecified (x)	Labour (y)	Conservative (z)	Lib Dem (aa)	Reform UK (ab)	Green (ac)	Independent (ad)	
Unweighted Total	457																													
Weighted Total	487	**	**	487	**	**	**	**	**	**	487	486	1	25*	168	101*	77*	63*	320	21	51	36	1	218	121	113*	168	77*	240	116
Very satisfied	35	-	-	35	-	-	-	-	-	-	35	-	5	13	10	3	5	15	2	14	3	-	29	-	16	2	30	11		
	7%	-	-	7%	-	-	-	-	-	-	7%	-	6%	8%	9%	4%	8%	4%	5%	25%	11%	-	13%	-	10%	2%	13%	8%		
Fairly satisfied	140	-	-	140	-	-	-	-	-	-	140	-	17	46	34	25	18	108	3	15	27%	22%	-	92	14	64	6	93	41	
	29%	-	-	29%	-	-	-	-	-	-	29%	-	23%	28%	33%	32%	29%	31%	11%	27%	22%	-	43%	12%	38%	7%	39%	31%		
Neither satisfied nor dissatisfied	98	-	-	98	-	-	-	-	-	-	98	-	11	37	19	21	10	72	8	11	7	-	42	26	37	11	52	28		
	20%	-	-	20%	-	-	-	-	-	-	20%	-	14%	22%	19%	15%	21%	21%	27%	21%	21%	-	20%	23%	22%	14%	22%	20%		
Fairly dissatisfied	56	-	-	56	-	-	-	-	-	-	56	-	11	16	9	10	10	43	2	4	5	-	19	15	18	5	23	11		
	12%	-	-	12%	-	-	-	-	-	-	12%	-	14%	10%	9%	13%	16%	12%	6%	7%	15%	-	9%	13%	11%	6%	10%	8%		
Very dissatisfied	135	-	-	135	-	-	-	-	-	-	135	134	3	28	44	26	17	96	13	9	10	-	23	56	31	53	37	42		
	28%	-	-	28%	-	-	-	-	-	-	28%	100%	37%	20%	23%	22%	32%	27%	46%	17%	13%	-	11%	49%	19%	68%	16%	31%		
Satisfied	175	-	-	175	-	-	-	-	-	-	175	-	22	60	43	27	23	123	5	29	10	-	110	14	80	8	123	52		
	36%	-	-	36%	-	-	-	-	-	-	36%	-	29%	30%	42%	30%	37%	35%	16%	52%	33%	-	56%	12%	48%	10%	51%	38%		
Dissatisfied	181	-	-	181	-	-	-	-	-	-	181	1	38	60	35	27	30	138	15	13	14	-	42	71	49	57	60	53		
	39%	-	-	39%	-	-	-	-	-	-	39%	100%	51%	36%	34%	35%	48%	39%	52%	24%	46%	-	20%	63%	29%	74%	25%	39%		
Don't know	22	-	-	22	-	-	-	-	-	-	22	-	4	10	5	2	-	18	1	2	-	1	9	3	2	1	4	3		
	5%	-	-	5%	-	-	-	-	-	-	5%	-	6%	6%	5%	3%	-	5%	5%	3%	-	100%	4%	2%	1%	2%	2%	2%		

Fieldwork dates: 2nd Apr 2025 - 8th Apr 2025
 Responder type: KnowledgePanel Members - England, 18+
 Source: Ipsos (N: 226-001039-01)
 Filename: 126-001039_AGHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Mean: Columns Tested [5% risk level] - a/h/c - d/e/f/h/h/h/k - m/n - o/p/q/r/s - t/u/v/w/x - Y/G/N/U/X
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 260402A - Local Elections England Tables
Public Use

21 Apr 2026

Table 29

Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -SUMMARY TABLE

Base: All England adults 18+ in LAs holding elections

	Running your local council	Listening to the views of local residents	Delivering value for money	Delivering high quality local public services	Setting the right level of council tax	Making your local area a better place to live
Unweighted Total	1652	1652	1652	1652	1652	1652
Weighted Total	1652	1652	1652	1652	1652	1652
Conservative party	179 11%	122 7%	173 10%	139 8%	185 11%	145 9%
Labour party	280 17%	222 13%	236 14%	265 16%	245 15%	219 13%
The Liberal Democrats	147 9%	158 10%	139 8%	147 9%	123 7%	148 9%
The Green party	222 13%	292 18%	212 13%	250 15%	215 13%	328 20%
Reform UK	218 13%	204 12%	192 12%	198 12%	194 12%	215 13%
Councillors who are not aligned to any party	150 9%	202 12%	161 10%	155 9%	147 9%	166 10%
Another party	41 2%	45 3%	44 3%	45 3%	41 2%	42 3%
None of these	116 7%	136 8%	144 9%	132 8%	168 10%	125 8%
Don't know	300 18%	272 16%	350 21%	320 19%	334 20%	264 16%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Running your local council

Base: All England adults 18+ in LAs holding elections

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total		
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)		£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1298	293	762	877	590	1039	1142	264	179	289	442	338	207	1652	
Weighted Total	1652	820	825	190*	300	306	266	259	160	143	505	572	575	1122	615	777	854	589	1083	1117	240	182	284	415	325	231	1652	
Labour party	280	132	148	43	68	54	47	26	25	15	112	102	66	172	98	153	124	145	132	198	38	33	47	78	57	43	290	
	17%	16%	18%	22%	22%	18%	18%	10%	15%	10%	22%	18%	12%	22%	12%	20%	14%	25%	13%	18%	12%	16%	17%	17%	19%	18%	18%	
		ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au	av	aw	ax	ay	az	ba	bb	bc	bd	be	bf	bg	bh	bi
The Green party	222	107	106	46	55	52	36	20	7	5	101	88	33	131	78	118	102	96	119	123	56	26	41	49	53	34	220	
	13%	13%	13%	22%	18%	17%	13%	8%	4%	4%	20%	15%	6%	11%	19%	15%	12%	16%	12%	11%	22%	14%	14%	12%	16%	15%	13%	
		ci	cj	ck	cl	cm	cn	co	cp	cq	cr	cs	ct	cu	cv	cw	cx	cy	cz	da	db	dc	dd	de	df	dg	dh	di
Reform UK	218	122	93	9	19	35	38	43	42	28	67	123	201	14	88	128	33	181	167	26	23	71	83	53	32	20	202	
	13%	15%	11%	4%	6%	11%	12%	15%	20%	6%	12%	21%	17%	3%	11%	15%	6%	17%	15%	11%	12%	25%	13%	10%	8%	8%	12%	
		ei	ej	ek	el	em	en	eo	ep	eq	er	es	et	eu	ev	ew	ex	ey	ez	fa	fb	fc	fd	fe	ff	fg	fh	fi
Conservative party	179	107	71	14	14	21	27	36	34	32	28	49	102	144	30	77	102	58	119	159	11	3	16	50	50	33	161	
	11%	13%	9%	7%	4%	7%	10%	14%	20%	22%	6%	9%	18%	12%	7%	10%	12%	10%	12%	14%	5%	1%	6%	12%	15%	14%	10%	
		gi	gj	gk	gl	gm	gn	go	gp	gq	gr	gs	gt	gu	gv	gw	gx	gy	gz	ha	hb	hc	hd	he	hf	hg	hh	hi
Councillors who are not aligned to any party	150	81	65	5	20	22	28	44	16	15	26	50	75	117	27	77	73	48	98	115	13	17	25	40	34	27	169	
	9%	10%	8%	3%	7%	7%	11%	17%	10%	10%	5%	9%	13%	10%	7%	10%	8%	9%	9%	10%	6%	9%	9%	10%	10%	10%	10%	
		ia	ib	ic	id	ie	if	ig	ih	ii	ij	ik	il	im	in	io	ip	iq	ir	is	it	iu	iv	iw	ix	iy	iz	ja
The Liberal Democrats	147	78	68	12	26	25	24	20	18	22	38	48	60	118	27	72	75	73	74	115	18	9	21	35	27	34	154	
	9%	10%	8%	6%	9%	8%	9%	8%	11%	15%	8%	8%	10%	10%	6%	9%	9%	12%	7%	10%	7%	5%	8%	8%	8%	8%	9%	
		ka	kb	kc	kd	ke	kf	kg	kh	ki	kl	km	kn	ko	kp	kq	kr	ks	kt	ku	kv	kw	kx	ky	kz	la	lb	lc
Another party	41	25	15	13	8	9	7	4	-	1	21	15	5	27	11	21	18	8	31	14	7	12	12	14	1	3	35	
	2%	3%	2%	6%	3%	3%	2%	2%	-	1%	4%	3%	1%	2%	3%	3%	2%	1%	3%	1%	3%	6%	4%	3%	*	1%	2%	
		la	lb	lc	ld	le	lf	lg	lh	li	lj	lk	ll	lm	ln	lo	lp	lq	lr	ls	lt	lu	lv	lw	lx	ly	lz	ma
None of these	116	36	76	15	26	21	22	20	8	4	40	43	32	71	39	47	68	29	86	63	20	18	16	38	17	9	111	
	7%	5%	9%	7%	8%	7%	8%	8%	5%	3%	8%	8%	6%	6%	9%	6%	8%	5%	8%	6%	8%	9%	6%	9%	5%	4%	7%	
		mb	mc	md	me	mf	mg	mh	mi	mj	mk	ml	mn	mo	mp	mq	mr	ms	mt	mu	mv	mw	mx	my	mz	na	nb	nc
Don't know	300	112	183	42	69	68	42	50	17	11	111	110	79	192	95	123	165	99	194	164	51	51	35	60	55	30	310	
	18%	14%	22%	21%	23%	22%	18%	19%	10%	8%	22%	19%	14%	16%	23%	16%	19%	17%	19%	15%	21%	26%	12%	14%	17%	13%	19%	
		nd	ne	nf	ng	nh	ni	nj	nk	nl	nm	nn	no	np	np	nq	nr	ns	nt	nu	nv	nw	nx	ny	nz	ob	oc	od

Fieldwork dates: 2nd April - 8th April 2026
 Respondent type: KnowledgePanel Members - England, 18+
 Source: Ipsos [IN 126-001039-01]
 Filename: 26-001019_AHWDC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y
 Overlap formulae used. * small base



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Running your local council

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)				England region					Urbanity		IMD Quintile					Health Condition/Limits/Activities					Consider						
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (incl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)
Unweighted Total	1652	462	263	389	276	239	233	212	217	301	457	1211	141	114	413	337	266	244	1127	174	273	145	5	669	423	373	37	112	413
Weighted Total	1652	462	185	999	70*	208	189	189	204	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473	
Labour party	280 17%	100 21%	27 14%	153 15%	20 28%	40 19%	39 21%	27 14%	22 11%	30 10%	101 8%	269 18%	10 8%	75 19%	66 18%	59 19%	33 12%	48 15%	194 18%	13 10%	42 17%	21 17%	-	254 41%	31 7%	126 22%	20 5%	148 21%	80 17%
The Green party	222 13%	63 14%	29 16%	129 13%	13 18%	22 11%	28 15%	15 7%	35 11%	79 16%	216 14%	6 4%	64 16%	48 13%	39 13%	37 14%	34 10%	135 12%	21 17%	43 17%	14 12%	1 28%	81 13%	10 2%	67 12%	8 2%	214 31%	69 15%	
Reform UK	218 13%	77 16%	31 16%	111 11%	6 8%	35 17%	36 19%	31 16%	34 17%	43 14%	34 7%	195 13%	23 17%	57 15%	52 15%	47 15%	41 15%	20 6%	133 12%	17 14%	46 19%	15 13%	-	10 2%	55 13%	14 2%	211 30%	18 3%	37 8%
Conservative party	179 11%	25 5%	18 10%	136 14%	1 2%	15 7%	9 5%	18 10%	37 18%	45 15%	54 11%	149 10%	29 22%	15 4%	28 8%	24 8%	42 16%	70 21%	143 13%	4 3%	11 4%	20 16%	-	24 4%	158 36%	43 8%	58 14%	25 4%	37 8%
Councillors who are not aligned to any party	150 9%	47 10%	13 7%	90 9%	8 11%	19 9%	20 11%	13 7%	17 8%	42 13%	32 6%	136 9%	15 11%	35 9%	34 8%	24 11%	30 8%	27 8%	99 9%	19 16%	22 9%	9 7%	-	49 8%	55 13%	49 9%	37 9%	56 19%	90 19%
The Liberal Democrats	147 9%	32 7%	13 7%	102 10%	5 6%	11 6%	16 8%	13 7%	18 9%	39 13%	45 9%	134 9%	13 9%	15 4%	23 6%	27 9%	38 11%	54 16%	90 8%	8 7%	23 9%	17 14%	-	61 10%	31 7%	138 24%	13 3%	66 10%	47 10%
Another party	41 2%	17 4%	5 2%	19 2%	4 6%	6 3%	7 4%	5 2%	4 2%	4 1%	11 3%	36 2%	4 3%	15 4%	7 2%	26 2%	4 1%	8 2%	28 3%	3 2%	5 2%	4 3%	-	4 1%	* 1%	1 1%	5 1%	8 1%	15 7%
None of these	116 7%	26 6%	15 8%	75 8%	3 5%	15 7%	8 4%	15 8%	10 5%	16 10%	49 10%	9 7%	36 9%	35 10%	17 5%	9 3%	20 6%	82 7%	15 12%	13 5%	3 3%	-	29 5%	23 5%	25 4%	15 3%	35 5%	32 7%	
Don't know	300 18%	81 17%	36 19%	183 18%	10 14%	45 22%	26 14%	36 19%	48 24%	53 17%	82 18%	274 18%	26 19%	78 20%	68 19%	64 21%	41 15%	49 15%	199 18%	21 18%	43 17%	17 15%	4 72%	102 17%	75 17%	102 18%	52 13%	121 17%	67 14%

Fieldwork dates: 2nd April - 8th April 2026
 Respondent base: KnowledgePanel Members - England, 18+
 Source: Ipsos (N=26,000) (95% CI)
 File name: 26-001039_ADHOC_260402A_ENG_wtd_dfat_v5_PublicUse
 Proportions/Mean: Columns Totalled (5% risk level) - a/b/c - d/e/f/g/h/i/j - m/n - o/p/q/r/s - t/u/v/w/x - y/z/aa/ab/acc
 Overlap formulae used. * small base; ** very small base (under 50) Ineligible for sig testing



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? - Listening to the views of local residents

Base: All England adults 18+ in LAs holding elections

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£31,999 (w)	£32,000 up to (£39,999 (x)		£100,000 and above (y)
Unweighted Total	1652	705	924	184	277	310	288	273	194	186	401	598	663	1258	293	762	877	580	1039	1142	244	179	289	442	338	207	1652
Weighted Total	1652	820	825	190*	300	310	266	259	160	143	505	572	575	1122	415	777	854	589	1083	1117	240	182	284	415	325	231	1652
The Green party	292	153	131	74	71	67	45	20	9	7	144	112	36	179	106	146	145	137	148	187	60	25	45	73	71	44	285
	18%	19%	16%	33%	23%	22%	17%	8%	5%	5%	29%	20%	6%	15%	25%	19%	17%	23%	14%	17%	25%	13%	16%	18%	22%	19%	17%
Labour party	222	95	127	28	44	42	39	25	22	22	72	81	69	138	76	117	102	96	122	158	27	28	41	63	39	31	229
	13%	12%	15%	14%	14%	14%	15%	10%	13%	15%	14%	14%	12%	12%	10%	15%	12%	16%	12%	14%	11%	15%	15%	15%	12%	14%	14%
Reform UK	204	117	84	15	12	32	30	40	40	36	26	62	116	190	11	87	116	28	172	153	22	27	66	47	32	22	184
	12%	15%	10%	7%	4%	10%	11%	16%	24%	24%	5%	11%	20%	16%	3%	11%	14%	5%	17%	14%	9%	14%	23%	11%	10%	10%	11%
Councillors who are not aligned to any party	202	105	93	6	29	26	35	58	29	20	35	60	107	162	35	97	104	64	135	158	18	20	37	55	42	35	225
	12%	13%	11%	3%	9%	8%	13%	22%	17%	13%	7%	11%	19%	14%	8%	13%	12%	11%	13%	14%	8%	11%	13%	13%	13%	15%	14%
The Liberal Democrats	158	89	65	12	31	29	24	21	21	19	43	54	61	122	26	83	75	81	74	121	21	8	16	44	34	31	160
	10%	11%	8%	6%	10%	10%	9%	8%	12%	13%	9%	9%	11%	10%	6%	11%	9%	14%	7%	11%	9%	4%	6%	11%	10%	10%	10%
Conservative party	122	70	51	7	19	10	21	24	19	22	26	31	65	93	25	50	72	45	77	105	8	4	15	30	40	17	114
	7%	9%	6%	4%	6%	3%	8%	9%	11%	15%	5%	5%	11%	8%	6%	6%	8%	8%	7%	9%	3%	2%	5%	7%	12%	8%	7%
Another party	45	22	22	12	12	10	6	3	2	1	24	16	5	28	12	25	20	16	28	20	6	13	11	16	1	5	36
	3%	3%	3%	6%	4%	3%	2%	1%	1%	1%	5%	3%	1%	2%	3%	3%	2%	3%	3%	2%	2%	7%	4%	4%	*	2%	2%
None of these	136	49	83	10	28	27	25	29	7	9	39	52	45	92	38	58	78	34	100	78	23	24	21	41	22	15	139
	8%	6%	10%	5%	9%	9%	10%	11%	4%	6%	8%	9%	8%	9%	7%	7%	9%	6%	10%	7%	13%	7%	10%	10%	7%	6%	8%
Don't know	272	101	168	34	62	64	41	39	21	12	96	104	72	167	90	114	144	88	177	139	54	42	33	45	44	30	280
	16%	13%	20%	17%	20%	21%	15%	15%	12%	8%	19%	18%	12%	14%	11%	15%	17%	15%	17%	12%	23%	22%	12%	11%	14%	13%	17%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos [IN 126-001039-01]
Filename: 26-001019_AHWOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/h/i/j - k/l - m/n - o/p - q/r - s/t/u - v/w/h/y
Overlap formulae used. * small base



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? - Listening to the views of local residents

Base: All England adults 18+ in LAs holding elections

	Total (j)	England region (Net)			England region					Urbanity		IMD Quintile					Health Condition/Limits Activities					Consider							
		North (k)	Midlands (l)	South (m)	North East (n)	North West (o)	Yorkshire and The Humber (p)	Midlands (q)	East of England (r)	South (excl London) (s)	London (t)	Urban (u)	Rural (v)	1- Most deprived (w)	2 (x)	3 (y)	4 (z)	5- Least deprived (aa)	No, no condition (ab)	Yes, reducing ability a lot (ac)	Yes, reducing ability a little (ad)	Yes, not reducing ability (ae)	Yes, unspecified (af)	Labour (ag)	Conservative (ah)	Lib Dem (ai)	Reform UK (aj)	Green (ak)	Independent (al)
Unweighted Total	1652	462	213	189	216	239	123	213	213	201	1213	439	124	113	337	246	244	1237	124	273	145	5	669	623	373	37	112	473	
Weighted Total	1652	467	185	199	70*	208	189	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473	
The Green party	292	85	30	177	19	31	35	30	27	53	98	277	15	72	70	59	43	47	182	24	56	17	1	119	14	109	9	276	79
	18%	18%	16%	18%	28%	15%	18%	16%	13%	17%	20%	18%	11%	19%	20%	19%	16%	14%	17%	20%	23%	14%	28%	19%	3%	19%	2%	40%	17%
Labour party	222	73	27	123	11	31	31	27	14	24	85	211	11	56	56	43	30	37	150	11	33	19	-	200	33	92	21	105	65
	13%	16%	14%	12%	16%	15%	16%	14%	7%	8%	17%	14%	8%	14%	16%	14%	11%	11%	14%	9%	14%	16%	-	33%	7%	16%	5%	15%	14%
Reform UK	204	74	32	99	7	33	33	32	30	38	31	184	21	56	48	41	40	21	126	16	43	14	-	10	59	14	189	19	27
	12%	16%	17%	10%	10%	16%	17%	15%	12%	12%	6%	12%	15%	14%	13%	13%	15%	6%	11%	13%	17%	11%	-	2%	14%	3%	45%	3%	6%
Councillors who are not aligned to any party	202	55	21	126	6	28	22	21	32	55	39	180	22	54	44	29	31	43	135	20	31	14	-	60	80	58	66	61	109
	12%	12%	11%	13%	8%	13%	12%	11%	16%	18%	8%	12%	16%	14%	12%	9%	12%	13%	12%	16%	13%	11%	-	10%	18%	10%	16%	9%	23%
The Liberal Democrats	158	41	11	106	6	17	18	11	24	30	43	138	19	11	18	37	34	58	104	7	16	22	1	69	43	140	28	68	42
	10%	9%	6%	11%	8%	8%	10%	6%	12%	13%	9%	9%	14%	3%	5%	12%	13%	18%	9%	6%	7%	18%	18%	11%	10%	25%	6%	10%	9%
Conservative party	122	16	11	95	3	9	3	11	26	20	40	108	14	12	22	10	90	90	99	4	10	8	-	1	1	1	35	20	26
	7%	3%	6%	9%	5%	4%	2%	6%	13%	9%	8%	7%	10%	3%	6%	5%	12%	12%	9%	3%	4%	7%	-	3%	24%	4%	8%	3%	5%
Another party	45	16	6	23	3	5	8	6	4	4	16	40	4	20	5	8	000	000	31	4	5	4	-	9	3	6	11	15	
	3%	3%	3%	2%	4%	2%	4%	3%	2%	1%	3%	3%	3%	5%	1%	3%	3%	4	3%	3%	2%	3%	-	1%	1%	1%	1%	2%	3%
None of these	136	37	11	87	7	19	11	11	17	21	49	123	13	35	32	26	14	30	90	18	19	7	-	33	32	31	25	32	39
	8%	8%	6%	9%	10%	9%	6%	8%	7%	10%	10%	8%	10%	9%	9%	8%	5%	9%	8%	15%	8%	6%	-	5%	7%	6%	6%	5%	8%
Don't know	272	70	38	164	9	35	27	38	31	46	87	256	16	76	65	50	35	46	186	18	34	16	3	98	67	93	46	98	70
	16%	15%	20%	16%	12%	17%	14%	20%	15%	15%	18%	17%	12%	19%	18%	16%	13%	14%	17%	15%	14%	14%	54%	16%	15%	16%	11%	14%	15%

Fieldwork dates: 2nd April - 8th April 2026
 Respondent base: KnowledgePanel Members - England, 18+
 Source: Ipsos (N=26,000) (95% CI)
 File name: 26-001039_ADHOC_260402A_ENG_wtd_dfln_v5_PublicUse
 Proportions/Mean: Columns Totals (5% risk level) - a)/b) c) d)/e)/g)/h) - m/n - o/p/q/r/ - 1)/2)/w/ - f)/g)/N)/U)/K
 Overlap formulae used. * small base; ** very small base (under 50) Ineligible for sig testing



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? - Delivering value for money

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)	£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1298	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	920	925	190*	300	316	266	259	160	143	505	572	575	1172	415	777	854	589	1083	1117	240	182	284	415	325	231	1652
Labour party	236	114	120	29	65	44	38	23	21	17	93	82	61	150	76	139	93	118	115	159	32	36	43	53	48	40	243
	14%	14%	13%	14%	21%	14%	14%	9%	12%	11%	18%	14%	11%	13%	10%	18%	11%	20%	11%	14%	13%	19%	15%	13%	15%	17%	15%
The Green party	212	105	98	52	50	49	36	15	6	5	102	86	25	127	79	105	106	93	112	123	51	21	40	60	50	28	207
	13%	13%	12%	26%	16%	16%	14%	6%	4%	3%	20%	15%	4%	11%	19%	14%	12%	16%	11%	11%	21%	11%	14%	15%	15%	12%	13%
Reform UK	192	112	77	6	13	32	28	38	42	33	18	60	114	177	13	78	112	23	164	146	19	24	60	48	26	16	177
	12%	14%	9%	3%	4%	10%	11%	15%	25%	23%	4%	10%	20%	15%	3%	10%	13%	4%	16%	13%	8%	13%	21%	12%	8%	7%	11%
Conservative party	173	108	65	10	18	21	32	41	25	26	28	53	93	140	28	87	87	72	99	152	12	3	14	45	52	33	166
	10%	13%	8%	5%	6%	7%	12%	16%	15%	18%	6%	9%	16%	12%	7%	11%	10%	12%	10%	14%	5%	2%	5%	11%	16%	14%	10%
Councillors who are not aligned to any party	161	87	72	4	25	26	30	43	17	15	29	57	75	126	27	84	76	48	111	126	17	12	30	44	35	30	174
	10%	11%	9%	2%	8%	9%	11%	17%	10%	10%	6%	10%	13%	11%	6%	11%	9%	8%	11%	11%	7%	6%	11%	11%	11%	13%	11%
The Liberal Democrats	139	63	74	14	24	26	22	17	15	21	38	48	53	104	32	68	72	69	68	109	20	6	20	31	27	35	143
	8%	8%	9%	7%	8%	9%	8%	7%	9%	14%	8%	8%	9%	9%	8%	9%	8%	12%	7%	10%	8%	3%	7%	8%	8%	8%	9%
Another party	44	23	21	13	7	6	7	5	3	2	21	13	10	29	11	21	23	11	33	20	6	11	14	14	1	3	35
	3%	3%	3%	7%	2%	2%	2%	2%	2%	1%	4%	2%	2%	2%	3%	3%	3%	2%	3%	2%	3%	6%	5%	5%	*	1%	2%
None of these	144	55	84	17	31	28	25	29	10	3	48	54	43	95	44	58	85	46	97	82	24	24	19	44	21	15	153
	9%	7%	10%	9%	10%	9%	10%	11%	6%	2%	10%	9%	7%	8%	10%	8%	10%	8%	9%	7%	10%	13%	7%	11%	6%	6%	9%
Don't know	350	134	213	54	74	73	47	46	30	26	128	120	102	225	110	137	200	109	234	200	59	55	43	76	66	30	354
	21%	17%	26%	27%	24%	24%	18%	18%	18%	18%	25%	21%	18%	19%	26%	18%	23%	18%	23%	18%	25%	29%	15%	18%	20%	13%	21%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos [IN 126-001039-01]

Filename: 26-001019_AHWOC_260402A_ENG_wtd_draft_v5_PublicUse

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/h/i/j - l/k/l - m/n - o/p - q/r - s/t/u - v/w/h/y

Overlap formulae used. * small base



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? - Delivering value for money

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)			North East (n)	North West (n)	Yorkshire and The Humber (n)	England region			Urbanity		IMD Quintile					Health Condition/Limits/Activities					Consider						
		North (a)	Midlands (b)	South (c)				Midlands (d)	East of England (e)	South (incl London) (f)	London (g)	Urban (h)	Rural (i)	1- Most deprived (j)	2 (k)	3 (l)	4 (m)	5- Least deprived (n)	No, no condition (o)	Yes, reducing ability a lot (p)	Yes, reducing ability a little (q)	Yes, not reducing ability (r)	Yes, unspecified (s)**	Labour (t)	Conservative (u)	Lib Dem (v)	Reform UK (w)	Green (x)	Independent (y)
Unweighted Total	1652	462	213	189	216	239	123	212	213	213	141	141	114	413	337	269	1127	174	273	145	5	669	423	373	37	112	413		
Weighted Total	1652	462	185	199	70*	208	189	185	204	308	487	1517	135	350	360	308	268	120	247	120	5**	615	438	568	419	690	473		
Labour party	236	78	20	138	10	39	28	20	14	31	93	227	8	60	61	40	28	46	164	14	33	17	-	234	22	99	26	122	68
	14%	17%	11%	14%	15%	19%	15%	11%	7%	10%	19%	15%	6%	15%	17%	13%	11%	14%	15%	11%	13%	14%	-	35%	5%	17%	6%	18%	14%
The Green party	212	65	31	116	19	19	27	31	17	30	69	208	4	56	48	50	32	27	126	23	41	14	1	87	10	73	7	208	67
	13%	14%	17%	12%	27%	9%	14%	17%	8%	10%	14%	14%	3%	14%	13%	16%	12%	8%	11%	19%	17%	11%	18%	14%	2%	13%	2%	30%	14%
Reform UK	192	65	30	98	9	28	27	30	35	34	28	169	24	49	47	40	16	16	125	17	32	11	-	6	47	12	183	17	25
	12%	14%	16%	10%	13%	13%	15%	16%	17%	11%	6%	11%	17%	13%	13%	13%	15%	5%	11%	14%	13%	9%	-	1%	11%	2%	44%	3%	5%
Conservative party	173	25	16	133	4	12	9	16	31	51	50	148	25	15	22	30	32	74	135	6	15	16	-	31	154	43	44	24	39
	10%	5%	9%	13%	6%	6%	5%	9%	15%	17%	10%	10%	19%	4%	6%	10%	12%	23%	12%	5%	6%	13%	-	5%	35%	8%	11%	4%	8%
Councillors who are not aligned to any party	161	53	15	93	5	24	23	15	22	45	26	144	17	42	31	22	39	27	112	13	24	10	-	53	60	48	52	47	82
	10%	11%	8%	9%	8%	11%	12%	8%	11%	15%	5%	9%	13%	11%	9%	7%	14%	8%	10%	11%	10%	8%	-	9%	14%	8%	12%	7%	17%
The Liberal Democrats	139	35	12	93	5	14	16	12	18	28	47	127	12	24	18	27	24	46	87	6	26	15	-	56	41	124	19	66	45
	8%	7%	6%	9%	7%	7%	9%	6%	9%	9%	10%	8%	9%	6%	5%	9%	9%	14%	8%	5%	11%	13%	-	9%	9%	22%	4%	10%	9%
Another party	44	17	5	22	3	5	9	5	5	4	13	39	4	16	5	8	10	00	29	4	6	4	-	4	1	1	4	5	10
	3%	4%	3%	2%	5%	2%	5%	3%	2%	1%	3%	3%	3%	4%	1%	2%	4%	2%	3%	3%	2%	3%	-	1%	1%	1%	1%	1%	1%
None of these	144	35	16	93	8	16	12	16	19	20	54	134	11	30	46	25	13	31	92	21	19	9	-	39	26	39	21	60	45
	9%	8%	9%	9%	11%	8%	6%	9%	9%	7%	11%	9%	8%	8%	13%	8%	5%	9%	8%	17%	8%	8%	-	6%	6%	7%	5%	9%	10%
Don't know	350	95	41	214	6	52	37	41	44	63	106	320	30	98	80	67	51	54	232	19	50	24	4	125	76	127	65	135	86
	21%	20%	22%	21%	9%	25%	20%	22%	22%	21%	22%	21%	22%	25%	22%	22%	19%	17%	21%	15%	20%	20%	82%	20%	17%	22%	15%	20%	18%

Fieldwork dates: 2nd April - 8th April 2026
 Respondent base: KnowledgePanel Members - England, 18+
 Source: Ipsos (N=26,000) (95% CI)
 File name: 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Mean: Columns Totalled (5% risk level) - a)/b)/c) - d)/e)/f)/g)/h) - m/n - o/p/q/r/s - t/u/v/w/x - y/z/AA/BB/CC
 Overlap formulae used. * small base; ** very small base (under 50) Ineligible for sig testing



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? - Delivering high quality local public services

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v))	£26,000 up to (£51,999 (w))	£52,000 up to (£99,999 (x))	£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	653	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	822	825	190*	306	316	266	259	161	143	505	572	575	1122	415	777	854	589	1013	1117	240	182	284	415	325	231	1652
Labour party	265	139	123	45	63	49	38	29	22	18	109	88	69	174	81	147	115	136	126	194	38	27	42	70	50	47	266
	16%	17%	15%	22%	21%	16%	14%	11%	13%	12%	22%	15%	12%	15%	19%	19%	14%	23%	12%	17%	16%	14%	15%	17%	15%	20%	16%
				f	e		k				l			p		r											
The Green party	250	127	117	53	66	62	38	21	6	5	119	100	31	149	93	124	125	111	133	143	50	36	42	63	59	36	240
	15%	16%	14%	27%	22%	20%	14%	8%	4%	3%	24%	18%	5%	19%	12%	16%	15%	19%	13%	13%	21%	19%	15%	15%	18%	16%	15%
				ghi	ghi	ghi	ghi				k			m		r											
Reform UK	198	120	75	3	17	30	30	37	41	42	20	59	119	183	11	83	113	30	163	156	18	22	60	53	25	22	176
	12%	15%	9%	1%	6%	10%	11%	14%	24%	28%	4%	10%	21%	16%	3%	11%	13%	5%	16%	14%	8%	12%	21%	13%	8%	10%	11%
				b		c		cd	cd	cd			jk										vw	x			
Councillors who are not aligned to any party	155	79	74	6	22	22	27	41	20	17	28	50	78	121	28	71	83	45	107	112	20	17	31	35	36	21	170
	9%	10%	9%	3%	7%	7%	10%	16%	12%	11%	6%	9%	13%	10%	7%	9%	10%	8%	10%	10%	8%	9%	11%	9%	11%	9%	10%
						c		c					jk														
The Liberal Democrats	147	78	68	16	19	24	28	22	22	17	34	52	60	116	29	72	74	78	69	120	17	5	20	39	27	37	158
	9%	10%	8%	8%	6%	8%	11%	8%	11%	12%	7%	9%	10%	10%	7%	9%	9%	13%	7%	11%	7%	2%	20	7%	9%	8%	10%
						d		d						r						u							vw
Conservative party	139	74	66	8	14	15	24	32	25	23	22	38	79	108	25	61	78	38	99	118	13	4	12	34	42	26	134
	8%	9%	8%	4%	5%	5%	9%	12%	15%	15%	4%	9%	14%	9%	6%	8%	9%	6%	10%	11%	5%	2%	12	34	42	26	134
						e		cde					jk														v
Another party	45	22	22	13	9	10	7	4	1	1	22	17	6	30	10	24	21	13	32	19	5	13	14	13	2	4	41
	3%	3%	3%	7%	3%	3%	3%	3%	1%	1%	12%	11%	1%	3%	2%	3%	2%	2%	3%	2%	3%	7%	5%	5%	1%	2%	2%
				ghi							i																
None of these	132	49	79	15	26	25	27	25	8	6	41	52	39	88	42	59	73	41	91	77	26	17	23	45	22	11	136
	8%	6%	10%	8%	8%	8%	10%	10%	5%	4%	8%	9%	7%	7%	10%	8%	9%	7%	9%	7%	11%	9%	8%	11%	7%	5%	8%
				a			i																				
Don't know	320	114	202	41	70	69	47	49	24	20	111	116	93	204	102	136	170	96	213	177	33	51	42	64	62	27	331
	19%	14%	24%	21%	23%	23%	18%	18%	14%	13%	22%	20%	16%	17%	24%	18%	20%	16%	21%	16%	22%	27%	15%	15%	10%	12%	20%
				a		i		i						m						s		s					y

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos [IN 126-001039-01]

Filename: 26-001019_AHWOC_260402A_ENG_wtd_draft_v5_PublicUse

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? - Delivering high quality local public services

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)				England region					Urbanity		IMD Quintile					Health Condition/Limits Activities					Consider						
		North (a)	Midlands (b)	South (c)	Yorkshire and The Humber (d)	North East (e)	North West (f)	Midlands (g)	East of England (h)	South (incl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)
Unweighted Total	1652	462	263	389	216	239	223	212	217	306	457	1213	241	124	124	113	266	244	1237	124	273	145	5	669	623	373	37	112	413
Weighted Total	1652	462	185	999	70*	208	189	189	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473
Labour party	265	93	28	144	15	42	36	28	16	39	89	250	15	59	62	54	34	56	183	12	38	22	1	241	26	124	25	138	81
	16%	20%	15%	14%	22%	20%	19%	15%	8%	13%	18%	16%	11%	15%	17%	18%	13%	17%	17%	10%	15%	18%	18%	39%	6%	22%	6%	20%	17%
The Green party	250	67	29	154	16	25	27	29	24	40	90	244	6	64	57	53	39	36	155	27	43	14	1	86	17	80	14	234	80
	15%	14%	15%	15%	23%	12%	14%	15%	12%	13%	18%	16%	5%	17%	16%	17%	15%	11%	14%	22%	17%	11%	28%	14%	4%	34%	3%	34%	17%
Reform UK	198	64	26	108	8	27	29	26	35	41	32	176	22	53	48	38	40	19	119	17	45	11	-	9	59	9	189	15	30
	12%	14%	14%	11%	11%	13%	16%	14%	17%	13%	6%	12%	16%	14%	13%	12%	15%	6%	11%	14%	18%	10%	-	1%	13%	2%	45%	2%	6%
Councillors who are not aligned to any party	155	48	14	93	5	25	18	14	17	49	26	142	13	42	27	24	31	32	104	11	27	11	-	48	63	49	51	47	83
	9%	10%	8%	9%	8%	12%	9%	8%	8%	16%	5%	9%	10%	11%	7%	8%	12%	10%	9%	9%	11%	10%	-	8%	14%	9%	12%	7%	18%
The Liberal Democrats	147	31	13	103	3	12	15	13	20	33	50	128	18	18	20	40	31	47	98	7	18	19	-	64	45	138	14	63	42
	9%	7%	7%	10%	5%	6%	8%	7%	10%	11%	10%	8%	14%	5%	5%	13%	8%	14%	9%	6%	7%	10%	-	10%	10%	24%	3%	9%	9%
Conservative party	139	18	15	107	3	10	5	15	28	35	44	118	22	15	25	13	32	99	113	5	9	11	-	1	1	138	38	18	27
	8%	4%	8%	11%	4%	5%	2%	8%	14%	11%	9%	8%	16%	4%	7%	4%	12%	10%	10%	4%	4%	10%	-	4%	29%	4%	9%	3%	6%
Another party	45	16	5	23	3	6	7	5	4	16	41	3%	3%	16	10	9	2%	1%	3%	3%	2%	4%	-	6	3	6	6	11	14
	3%	4%	3%	2%	5%	3%	4%	3%	2%	1%	3%	3%	4%	4%	3%	3%	1%	1%	3%	3%	2%	4%	-	1%	1%	1%	1%	2%	3%
None of these	132	33	14	85	6	14	13	14	15	14	56	122	10	32	36	25	14	25	88	21	15	4	-	39	21	32	19	47	39
	8%	7%	8%	9%	9%	7%	7%	8%	7%	5%	11%	8%	7%	8%	10%	8%	5%	8%	8%	17%	6%	3%	-	6%	5%	6%	5%	7%	8%
Don't know	320	96	42	182	10	48	39	42	45	52	85	296	24	90	75	52	51	52	212	18	45	23	3	99	75	106	64	118	76
	19%	21%	23%	18%	14%	23%	21%	23%	22%	17%	17%	20%	18%	23%	21%	17%	19%	16%	19%	15%	18%	15%	54%	16%	17%	19%	15%	17%	16%

Fieldwork dates: 2nd April - 8th April 2026
 Respondent base: KnowledgePanel Members - England, 18+
 Source: Ipsos (N: 26-001039-61)
 Filename: 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns Totals (N risk level) - a/b/c - d/e/f/g/h/i/j/k - m/n - o/p/q/r/s - t/u/v/w/x - y/z/aa/ab/ac
 Overlap formulae used. * small base; ** very small base (under 50) Ineligible for sig testing



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Setting the right level of council tax

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)	£100,000 and above (y)	
Unweighted Total	1652	705	924	134	277	310	288	273	194	186	401	598	663	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	820	825	190*	306	316	266	259	160	148	505	572	575	1122	415	777	854	589	1033	1117	240	182	284	415	325	231	1652
Labour party	245	122	119	43	62	45	32	27	21	16	104	77	64	156	77	129	114	118	120	174	30	30	41	64	49	37	241
	15%	15%	14%	21%	20%	15%	12%	10%	12%	11%	21%	13%	11%	19%	18%	17%	13%	20%	12%	16%	13%	15%	14%	15%	15%	16%	15%
The Green party	215	103	105	46	56	47	42	15	6	4	101	89	24	125	86	113	101	101	108	129	48	23	40	55	49	33	211
	13%	13%	13%	22%	18%	15%	16%	6%	3%	3%	20%	16%	4%	11%	20%	15%	12%	17%	10%	12%	20%	12%	14%	13%	15%	14%	13%
Reform UK	194	111	80	5	18	31	27	33	39	40	24	58	112	176	15	82	110	28	162	150	20	23	58	46	32	16	179
	12%	14%	10%	3%	6%	10%	10%	13%	23%	27%	5%	10%	19%	15%	4%	11%	13%	5%	16%	13%	8%	22%	20%	11%	10%	7%	11%
Conservative party	185	107	79	19	27	21	27	40	28	25	46	47	92	145	32	87	99	68	117	153	17	8	19	42	49	47	172
	11%	13%	10%	9%	9%	7%	10%	15%	17%	17%	9%	8%	16%	12%	8%	11%	12%	12%	11%	14%	7%	4%	7%	10%	15%	21%	10%
Councillors who are not aligned to any party	147	71	74	3	13	19	29	38	26	19	16	48	83	118	24	64	82	41	105	116	12	13	33	42	28	17	168
	9%	9%	9%	1%	4%	6%	11%	15%	15%	13%	3%	8%	14%	10%	6%	8%	10%	7%	10%	10%	5%	7%	12%	10%	9%	8%	10%
The Liberal Democrats	123	65	57	12	18	29	17	17	15	15	31	46	47	98	20	64	59	64	59	88	23	8	17	31	28	25	134
	7%	8%	7%	6%	6%	9%	6%	7%	10%	10%	6%	8%	8%	8%	5%	8%	7%	11%	6%	8%	10%	4%	6%	6%	7%	9%	11%
Another party	41	23	16	13	8	7	5	5	-	2	21	12	7	27	9	22	19	13	27	16	5	12	13	12	1	4	36
	2%	3%	2%	7%	3%	2%	2%	2%	-	2%	4%	2%	1%	2%	2%	3%	2%	2%	3%	1%	1%	2%	6%	5%	3%	-	2%
None of these	168	70	95	17	34	32	37	35	9	3	51	69	48	120	44	87	81	59	108	106	29	21	19	52	36	20	175
	10%	9%	11%	9%	11%	11%	14%	14%	6%	2%	10%	12%	8%	10%	11%	11%	9%	10%	10%	9%	12%	11%	7%	13%	11%	9%	11%
Don't know	334	130	200	41	69	75	50	49	26	23	111	126	97	207	112	130	190	98	227	184	56	55	45	71	53	31	336
	20%	16%	24%	21%	23%	25%	19%	19%	15%	15%	22%	22%	17%	18%	27%	17%	22%	17%	22%	17%	23%	29%	16%	17%	16%	13%	20%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos [IN 126-001039-01]
Filename: 26-001019_AHWDC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/h/y
Overlap formulae used. * small base



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Setting the right level of council tax

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)				England region					Urbanity		IMD Quintile					Health Condition/Limits Activities					Consider					
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (incl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)
Unweighted Total	1652	462	213	389	216	233	213	213	213	213	1213	439	439	439	439	439	439	1127	124	273	145	5	669	423	373	37	112	413
Weighted Total	1652	462	185	999	70*	208	189	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473
Labour party	245	80	29	136	12	34	34	29	17	34	85	234	11	63	53	52	30	164	14	40	20	-	226	27	104	23	133	70
15%	17%	17%	16%	14%	17%	16%	18%	16%	9%	11%	11%	8%	16%	15%	15%	17%	11%	15%	11%	16%	17%	-	37%	6%	18%	6%	19%	15%
The Green party	215	68	24	123	17	22	29	24	18	27	78	208	7	63	50	41	37	134	21	38	13	2	77	9	76	6	208	71
13%	15%	13%	12%	25%	11%	15%	13%	9%	9%	9%	16%	14%	5%	16%	14%	13%	14%	12%	17%	15%	11%	48%	13%	2%	13%	1%	30%	13%
Reform UK	194	67	26	102	6	29	31	26	33	39	29	171	23	46	56	33	41	122	18	36	12	-	7	55	12	185	15	31
12%	14%	14%	10%	9%	14%	17%	14%	16%	13%	6%	11%	17%	12%	16%	16%	11%	15%	11%	15%	15%	10%	-	1%	13%	2%	44%	2%	7%
Conservative party	185	21	17	147	2	14	5	17	31	54	62	158	28	17	25	30	35	151	6	14	13	-	32	151	55	50	28	45
11%	5%	9%	15%	3%	7%	3%	9%	15%	18%	13%	10%	20%	4%	7%	10%	13%	25%	14%	5%	6%	11%	-	5%	35%	10%	12%	4%	9%
Councillors who are not aligned to any party	147	48	16	83	8	17	24	16	22	40	21	135	12	41	28	22	33	95	10	25	14	-	52	54	50	48	47	78
9%	10%	9%	8%	11%	8%	12%	9%	11%	13%	4%	9%	9%	9%	11%	8%	7%	12%	9%	8%	10%	11%	-	8%	12%	9%	12%	7%	16%
The Liberal Democrats	123	31	8	84	5	15	10	8	12	20	42	113	10	12	20	28	22	79	12	15	14	-	59	30	114	11	59	39
7%	7%	4%	8%	7%	7%	5%	4%	6%	9%	9%	7%	8%	3%	6%	9%	8%	12%	7%	10%	6%	12%	-	10%	7%	20%	3%	8%	8%
Another party	41	15	6	20	3	7	5	6	4	4	13	37	3	15	6	0	0	28	3	4	4	-	7	7	3	4	9	16
2%	3%	3%	2%	5%	3%	2%	3%	2%	1%	3%	2%	2%	2%	4%	2%	3%	3%	3%	3%	2%	3%	-	1%	1%	1%	1%	1%	3%
None of these	168	44	19	104	10	23	12	19	22	28	54	147	20	39	43	24	21	118	14	26	7	-	54	37	47	29	64	51
10%	10%	10%	10%	14%	11%	6%	10%	11%	9%	11%	10%	15%	10%	10%	12%	8%	12%	11%	12%	11%	6%	-	9%	9%	8%	7%	9%	11%
Don't know	334	93	41	200	6	47	39	41	44	53	104	313	21	94	79	69	42	211	24	50	23	3	100	72	107	62	129	74
20%	20%	22%	20%	9%	23%	21%	22%	22%	17%	21%	21%	16%	24%	24%	22%	23%	16%	19%	20%	20%	19%	54%	16%	17%	19%	15%	19%	16%

Fieldwork dates: 2nd April - 8th April 2026
 Respondent base: KnowledgePanel Members - England, 18+
 Source: Ipsos (N=26,040,204)
 File name: 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns Totals (N= risk level) - a/b/c - d/e/f/g/h/i/j - m/n - o/p/q/r/s - t/u/v/w/x - y/z/AA/BB/CC
 Overlap formulae used. * small base, ** very small base (under 50) Ineligible for sig testing



Q16. Thinking about your own local council, councillors from which political party, if any, do you think would do the best job? -Making your local area a better place to live

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full- time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ Buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)	£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	162
Weighted Total	1652	822	825	190*	300	306	266	259	160	143	505	572	575	1122	415	777	854	589	1033	1117	240	182	264	415	325	231	162
The Green party	328	165	154	72	75	76	49	34	12	11	147	125	56	202	112	161	167	153	167	207	67	30	51	73	76	52	335
	20%	21%	19%	38%	25%	25%	18%	13%	7%	7%	29%	22%	10%	17%	27%	21%	20%	26%	16%	19%	25%	16%	18%	28%	24%	22%	20%
Labour party	219	113	105	33	58	35	32	22	23	16	91	67	61	147	69	121	95	108	108	158	27	28	39	57	42	35	221
	13%	14%	13%	17%	19%	12%	12%	9%	14%	11%	18%	12%	11%	13%	10%	10%	11%	18%	10%	14%	11%	14%	14%	14%	13%	15%	12%
Reform UK	215	126	86	7	17	34	32	43	39	44	24	65	125	198	15	86	126	32	178	163	21	27	69	56	29	22	201
	13%	16%	10%	4%	6%	11%	12%	17%	23%	30%	5%	11%	22%	17%	4%	11%	15%	5%	17%	15%	9%	14%	24%	14%	9%	9%	12%
Councillors who are not aligned to any party	166	80	85	1	18	27	31	42	29	19	19	58	90	129	31	77	89	46	117	129	17	16	31	47	32	23	184
	10%	10%	10%	1%	6%	9%	12%	16%	17%	13%	4%	10%	16%	11%	7%	10%	10%	8%	11%	12%	7%	9%	11%	11%	10%	10%	11%
The Liberal Democrats	148	72	75	18	23	26	25	18	18	20	41	51	56	114	30	71	76	71	76	123	18	3	16	39	33	34	149
	9%	9%	9%	9%	7%	9%	9%	7%	11%	14%	8%	9%	10%	10%	7%	9%	9%	12%	7%	11%	8%	2%	6%	9%	10%	9%	9%
Conservative party	145	84	61	9	17	21	23	30	23	21	26	44	74	109	27	67	77	49	94	125	10	4	14	35	45	30	135
	9%	11%	7%	5%	6%	7%	8%	12%	13%	14%	5%	8%	8%	9%	7%	9%	9%	8%	9%	11%	4%	2%	14%	35%	45%	30%	8%
Another party	42	22	19	13	8	9	6	4	2	1	20	15	6	31	9	21	21	10	31	16	7	13	13	15	1	2	37
	3%	3%	2%	6%	3%	3%	2%	1%	1%	1%	4%	3%	1%	3%	2%	3%	2%	2%	3%	1%	3%	7%	4%	4%	*	1%	2%
None of these	125	89	83	15	27	23	23	27	6	4	42	46	37	76	43	63	63	42	82	68	24	19	15	42	23	14	123
	8%	5%	10%	7%	9%	8%	9%	10%	4%	3%	8%	8%	6%	7%	10%	8%	7%	7%	8%	6%	10%	10%	5%	10%	7%	6%	7%
Don't know	264	100	159	31	63	55	45	40	18	12	94	100	70	166	84	111	139	76	178	129	48	52	39	52	44	19	267
	16%	13%	19%	16%	18%	17%	17%	16%	10%	8%	19%	18%	12%	14%	20%	14%	16%	13%	17%	12%	20%	27%	14%	12%	14%	8%	16%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos [IN 126-001039-01]

Filename: 26-001019_AHWOC_260402A_ENG_wtd_draft_v5_PublicUse

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/h/y

Overlap formulae used. * small base



KnowledgePanel UK: 260402A - Local Elections England Tables
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Table 42

Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? -SUMMARY TABLE

Base: All England adults 18+ in LAs holding elections

	Conservative party	Labour party	Reform UK	The Green party	The Liberal Democrats
Unweighted Total	1652	1652	1652	1652	1652
Weighted Total	1652	1652	1652	1652	1652
More councillors than they currently have	172	124	792	704	332
	10%	8%	48%	43%	20%
Fewer councillors than they currently have	798	983	262	218	395
	48%	60%	16%	13%	24%
Will end up with about the same number as present	389	277	280	375	567
	24%	17%	17%	23%	34%
Don't know	294	268	318	354	358
	18%	16%	19%	21%	22%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse



Q17. Thinking ahead to the local elections in England on Thursday 7th May, Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? - Conservative party

Base: All England adults 18+ in LAs holding elections

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)		£100,000 and above (y)
Unweighted Total	1652	705	924	134	277	310	288	273	194	186	401	598	663	1298	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	822	825	190*	306	306	266	269	160	148	505	522	576	1122	415	777	854	589	1033	1117	240	182	264	415	325	233	1652
More councillors than they currently have	172	87	84	26	33	37	23	21	15	17	59	60	53	113	49	87	83	57	111	121	32	9	23	49	38	24	172
	10%	11%	10%	13%	11%	12%	8%	8%	9%	11%	12%	10%	9%	10%	12%	11%	10%	10%	11%	11%	13%	5%	8%	12%	12%	10%	10%
Fewer councillors than they currently have	798	426	358	92	141	141	134	117	96	77	233	276	290	580	196	379	415	329	455	569	109	81	134	194	174	123	820
	48%	53%	43%	46%	46%	46%	51%	45%	57%	52%	46%	48%	50%	49%	51%	49%	49%	56%	44%	51%	45%	42%	47%	47%	53%	53%	50%
Will end up with about the same number as present	389	181	206	38	71	65	58	82	36	39	108	123	157	304	70	182	204	145	240	280	47	38	67	110	75	66	367
	24%	23%	25%	19%	23%	21%	22%	32% cdeh	21%	26%	21%	22%	27%	26%	17%	23%	24%	25%	23%	25%	20%	20%	24%	26%	23%	29%	22%
Don't know	294	108	177	44	62	62	51	39	21	15	105	113	76	175	105	129	152	58	226	147	51	63	59	63	39	18	293
	18%	13%	21%	22%	20%	20%	19%	15%	13%	10%	11%	11%	13%	15%	19%	17%	18%	10%	22%	13%	21%	33%	21%	15%	12%	8%	18%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (IN 126-001039-01)
Filename: 26-001039-ADHOC-260402A-ENG-wtd-draft-v6-PublicUse
Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y
Overlap formulae used. * small base



Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? - Conservative party

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)				England region							Urbanity		IMD Quintile					Health Condition/Limits/Activities					Consider				
		North (a)	Midlands (b)	South (c)	South East (d)	North East (e)	North West (f)	Yorkshire and The Humber (g)	Midlands (h)	East of England (i)	South (excl London) (j)	London (k)	Urban (l)	Rural (m)	1- Most deprived (n)	2 (o)	3 (p)	4 (q)	5- Least deprived (r)	No, no condition (s)	Yes, reducing ability a lot (t)	Yes, reducing ability a little (u)	Yes, not reducing ability (v)	Yes, unspecified (w)	Labour (x)	Conservative (y)	Lib Dem (z)	Reform UK (aa)	Green (ab)
Unweighted Total	1652	462	261	389	70*	239	123	212	281	301	457	1213	241	414	413	307	266	244	1127	124	273	145	5	669	623	373	37	112	413
Weighted Total	1652	467	185	999	70*	208	189	189	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473
More councillors than they currently have	172	52	18	102	7	25	20	18	22	27	53	160	11	49	27	31	29	36	126	9	21	10	-	63	100	57	50	56	51
	10%	11%	10%	10%	10%	12%	10%	10%	11%	9%	11%	11%	8%	12%	8%	10%	11%	11%	11%	8%	8%	8%	-	10%	23%	10%	12%	8%	11%
Fewer councillors than they currently have	798	215	96	487	31	90	93	96	91	149	248	737	60	163	173	161	133	166	503	60	140	73	3	329	120	296	186	409	232
	48%	46%	51%	49%	44%	43%	49%	51%	44%	48%	51%	49%	45%	42%	48%	52%	50%	51%	46%	50%	57%	60%	63%	53%	27%	52%	44%	59%	49%
Will end up with about the same number as present	389	105	41	242	20	49	36	41	52	87	104	344	44	81	85	68	66	89	268	26	61	25	-	124	166	148	116	145	119
	24%	23%	22%	24%	23%	23%	19%	22%	25%	28%	21%	23%	33%	21%	24%	22%	25%	27%	24%	22%	25%	21%	-	22%	38%	26%	28%	21%	25%
Don't know	294	95	31	168	12	44	40	31	40	46	82	275	19	96	74	48	40	35	205	25	24	13	2	90	52	67	68	81	72
	18%	20%	17%	17%	17%	21%	21%	17%	19%	15%	17%	18%	14%	23%	21%	16%	15%	11%	19%	21%	10%	11%	37%	15%	12%	12%	16%	12%	15%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (N: 26-001039-01)
Filename: 26-001039_ADMOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Means: Columns Totals (5% risk level) - a)/b)/c) - d)/e)/f)/g) - m)/n - o)/p)/q)/r) - 1)/u)/v)/x - 1)/g)/n)/o)/k
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing



Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? Labour party

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)	£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1298	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	822	825	190*	306	306	266	269	160	148	505	522	576	1372	416	777	854	589	1033	1117	240	182	264	415	326	231	1652
More councillors than they currently have	124	64	58	17	31	28	21	9	11	7	48	49	27	64	49	69	54	39	84	85	19	13	34	30	15	14	121
	8%	8%	7%	9%	10%	9%	8%	3%	6%	5%	10%	9%	5%	5%	12%	9%	6%	7%	8%	8%	8%	7%	12%	7%	4%	6%	7%
Fewer councillors than they currently have	983	530	442	103	172	179	150	159	115	106	275	328	379	765	194	467	509	386	580	712	143	81	155	240	222	169	982
	60%	66%	54%	52%	56%	58%	56%	61%	68%	71%	55%	57%	66%	65%	46%	60%	60%	65%	56%	64%	60%	42%	55%	58%	68%	73%	59%
Will end up with about the same number as present	277	107	168	37	47	49	51	53	22	19	83	100	94	182	84	129	147	114	161	182	33	42	41	84	55	34	282
	17%	13%	20%	18%	15%	16%	19%	21%	13%	13%	16%	17%	16%	16%	20%	17%	17%	19%	16%	16%	14%	22%	14%	20%	17%	15%	17%
Don't know	268	101	157	41	57	51	44	38	20	16	98	95	75	162	92	111	144	51	207	138	44	56	54	61	33	15	267
	16%	13%	19%	21%	18%	17%	17%	15%	12%	11%	19%	17%	13%	14%	22%	14%	17%	9%	20%	12%	18%	29%	19%	15%	10%	7%	16%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (IN 126-001039-01)

Filename: 26-001039-ADHOC-260402A_ENG_wtd_draft_v6_PublicUse

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base



Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? - Labour party

Base: All England adults 18+ in LAs holding elections

	Total (j)	England region (Net)				England region					Urbanity		IMD Quintile					Health Condition/Limits/Activities					Consider							
		North (k)	Midlands (l)	South (m)	South (n)	North East (o)	North West (p)	Yorkshire and The Humber (q)	Midlands (r)	East of England (s)	South (incl London) (t)	London (u)	Urban (v)	Rural (w)	1- Most deprived (x)	2 (y)	3 (z)	4 (aa)	5- Least deprived (ab)	No, no condition (ac)	Yes, reducing ability a lot (ad)	Yes, reducing ability a little (ae)	Yes, not reducing ability (af)	Yes, unspecified (ag)	Labour (ah)	Conservative (ai)	Lib Dem (aj)	Reform UK (ak)	Green (al)	Independent (am)
Unweighted Total	1652	462	261	389	70*	239	123	212	217	301	457	1213	438	434	414	413	397	246	244	1127	124	273	145	9	669	623	373	377	112	413
Weighted Total	1652	467	185	999	70*	208	189	189	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**		615	438	568	419	690	473
More councillors than they currently have	124	43	19	62	2	26	15	19	10	16	35	120	4	44	32	17	10	21	95	8	10	7	-	94	38	54	31	54	49	
	8%	9%	10%	6%	3%	13%	8%	10%	5%	5%	7%	8%	3%	11%	9%	5%	4%	6%	9%	7%	4%	6%	-	15%	9%	9%	7%	8%	10%	
Fewer councillors than they currently have	983	257	110	616	38	107	112	110	134	207	275	889	94	191	199	187	181	225	639	62	173	84	2		290	289	350	286	422	278
	60%	55%	59%	62%	55%	51%	59%	59%	66%	67%	57%	59%	70%	49%	55%	61%	68%	69%	58%	51%	70%	70%	36%		47%	66%	62%	68%	61%	59%
Will end up with about the same number as present	277	78	28	171	19	35	24	28	24	44	104	257	20	65	63	58	40	52	185	26	41	18	1		150	67	110	96	140	89
	17%	17%	15%	17%	27%	17%	13%	15%	12%	14%	21%	17%	15%	17%	17%	19%	15%	16%	17%	21%	16%	15%	28%		24%	15%	19%	11%	20%	19%
Don't know	268	88	29	150	11	40	38	29	36	41	73	251	17	90	65	46	37	30	183	26	23	10	2		81	44	54	56	75	58
	16%	19%	16%	15%	15%	19%	20%	16%	18%	13%	15%	17%	12%	23%	18%	15%	14%	9%	17%	21%	9%	9%	37%		13%	10%	9%	13%	11%	12%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (N: 26-001039-01)
File name: 26-001039_ADMOC_260402A_ENG_wtd_draF_v5_PublicUse
Proportions/Means: Columns Totals (S/N risk level): a)/b)/c) - d)/e)/f)/g)/h) - m/n - o)/p)/q)/r) - s)/t)/u)/v) - x) - y)/z)/aa)/ab)
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing



Q17. Thinking ahead to the local elections in England on Thursday 7th May, Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? -Reform UK

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)	£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1298	293	762	877	590	1039	1142	264	179	289	442	338	207	162
Weighted Total	1652	822	825	190*	306	306	266	269	160	148	505	522	576	1122	416	777	854	589	1033	1117	240	182	264	415	326	233	162
More councillors than they currently have	792	438	346	85	131	145	118	138	95	78	217	263	312	636	134	377	409	276	505	580	108	65	132	207	171	111	776
	48%	55%	42%	43%	43%	47%	45%	54%	56%	53%	43%	46%	54%	54%	32%	48%	48%	47%	49%	52%	45%	34%	46%	50%	53%	48%	47%
Fewer councillors than they currently have	262	121	133	41	55	57	45	29	14	21	96	102	64	147	105	127	134	106	148	174	40	34	49	61	58	38	258
	16%	15%	16%	20%	18%	19%	17%	11%	8%	14%	19%	18%	11%	13%	25%	16%	16%	18%	14%	16%	17%	18%	17%	15%	18%	16%	16%
Will end up with about the same number as present	280	132	147	24	58	47	51	43	30	26	83	98	99	190	78	139	141	124	152	194	41	27	50	62	54	60	277
	17%	16%	18%	12%	19%	15%	19%	17%	18%	17%	16%	17%	17%	16%	19%	18%	17%	14%	15%	17%	17%	14%	17%	15%	16%	26%	17%
Don't know	318	111	199	49	61	57	51	48	29	23	110	108	100	200	102	135	170	83	228	169	51	66	54	85	43	23	341
	19%	14%	24%	24%	20%	19%	19%	19%	17%	15%	22%	19%	17%	17%	24%	17%	20%	14%	22%	15%	21%	34%	19%	20%	13%	10%	21%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (IN 126-001039-01)

Filename: 26-001039-ADHOC-260402A_ENG_wtd_draft_v6_PublicUse

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base



Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? - Reform UK

Base: All England adults 18+ in LAs holding elections

	Total (j)	England region (Net)				England region					Urbanity		IMD Quintile					Health Condition/Limits Activities					Consider						
		North (k)	Midlands (l)	South (m)	South East (n)	North East (o)	North West (p)	Yorkshire and The Humber (q)	Midlands (r)	East of England (s)	South (incl London) (t)	London (u)	Urban (v)	Rural (w)	1- Most deprived (x)	2 (y)	3 (z)	4 (aa)	5- Least deprived (ab)	No, no condition (ac)	Yes, reducing ability a lot (ad)	Yes, reducing ability a little (ae)	Yes, not reducing ability (af)	Yes, unspecified (ag)	Labour (ah)	Conservative (ai)	Lib Dem (aj)	Reform UK (ak)	Green (al)
Unweighted Total	1652	462	261	189	76	239	123	212	281	301	467	1213	438	184	413	307	266	244	1127	124	273	145	9	669	623	373	37	112	413
Weighted Total	1652	467	185	999	70*	208	189	185	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473
More councillors than they currently have	792	226	93	473	41	93	92	93	115	169	189	730	82	148	159	165	150	170	513	46	142	73	2	253	246	258	304	308	215
	48%	48%	50%	47%	59%	45%	49%	50%	57%	55%	59%	47%	61%	38%	44%	53%	56%	52%	47%	38%	57%	62%	46%	41%	56%	45%	72%	45%	45%
Fewer councillors than they currently have	262	75	25	162	9	35	31	25	21	46	96	256	6	77	60	46	31	48	172	28	38	15	-	135	54	111	26	161	100
	16%	16%	13%	16%	13%	17%	16%	13%	10%	15%	20%	17%	5%	20%	17%	15%	12%	15%	16%	23%	15%	12%	-	22%	12%	20%	6%	23%	21%
Will end up with about the same number as present	280	76	34	170	12	39	25	34	25	43	102	260	20	73	61	41	43	62	199	19	34	19	1	118	83	116	39	132	85
	17%	16%	18%	17%	17%	19%	13%	18%	12%	14%	21%	17%	15%	19%	17%	12%	16%	19%	18%	16%	14%	16%	18%	19%	19%	19%	20%	9%	18%
Don't know	318	90	34	194	8	42	40	34	43	51	100	292	37	92	80	57	44	46	219	28	33	13	2	109	54	83	50	97	72
	19%	19%	18%	19%	11%	20%	21%	18%	21%	17%	21%	19%	20%	24%	22%	18%	16%	14%	20%	23%	13%	11%	37%	18%	12%	13%	12%	14%	15%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (N: 26-001039-61)
Filename: 26-001039_ADMOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Means: Columns Totals (5% risk level) - a)/b)/c) - d)/e)/f)/g) - m)/n) - o)/p)/q)/r) - s)/t)/u)/v) - x) - y)/z)/aa)/ab)
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing



Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? -The Green party

Base: All England adults 18+ in LAs holding elections

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)		£100,000 and above (y)
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1298	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	822	825	190*	306	306	266	269	160	148	505	522	576	1122	415	777	854	589	1033	1117	240	182	264	415	325	231	1652
More councillors than they currently have	704	379	311	111	151	143	109	89	60	42	262	252	190	495	186	349	352	326	369	470	122	69	95	177	156	131	708
43%	47%	38%	56%	49%	47%	41%	34%	35%	28%	52%	44%	33%	42%	44%	45%	41%	55%	36%	42%	51%	36%	33%	43%	48%	57%	43%	
Fewer councillors than they currently have	218	116	101	18	31	42	35	43	29	20	49	77	92	157	55	106	112	62	155	164	22	26	53	54	46	29	211
13%	14%	12%	9%	10%	14%	13%	17%	17%	14%	10%	13%	16%	13%	13%	14%	13%	10%	15%	15%	9%	14%	19%	13%	14%	12%	13%	
Will end up with about the same number as present	375	174	201	26	56	55	64	71	48	55	82	119	174	287	71	163	210	124	245	283	40	32	70	104	68	47	374
23%	22%	24%	13%	18%	18%	24%	28%	28%	37%	16%	21%	30%	25%	17%	21%	25%	21%	24%	25%	16%	17%	25%	25%	21%	20%	23%	
Don't know	354	134	212	43	68	67	57	55	32	31	112	124	119	232	107	160	180	77	264	200	56	65	66	80	55	24	359
21%	17%	26%	22%	22%	22%	22%	21%	19%	21%	22%	22%	21%	20%	25%	21%	21%	13%	26%	18%	23%	34%	23%	19%	17%	10%	22%	

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (IN 126-001039-01)

Filename: 26-001039-ADHOC-260402A-ENG-wtd-draft-v6-PublicUse

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base



Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? The Green party

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)				England region					Urbanity		IMD Quintile					Health Condition/Limits Activities					Consider							
		North (a)	Midlands (b)	South (c)	Other (d)	North East (e)	North West (f)	Yorkshire and The Humber (g)	Midlands (h)	East of England (i)	South (incl London) (j)	London (k)	Urban (l)	Rural (m)	1- Most deprived (n)	2 (o)	3 (p)	4 (q)	5- Least deprived (r)	No, no condition (s)	Yes, reducing ability a lot (t)	Yes, reducing ability a little (u)	Yes, not reducing ability (v)	Yes, unspecified (w)	Labour (x)	Conservative (y)	Lib Dem (z)	Reform UK (aa)	Green (ab)	Independent (ac)
Unweighted Total	1652	462	261	389	540	239	123	212	281	301	467	1213	439	439	414	413	337	266	264	1127	324	273	445	5	669	623	373	37	112	413
Weighted Total	1652	467	185	999	70*	208	189	189	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473	
More councillors than they currently have	704	198	62	444	37	81	80	62	68	126	250	653	53	141	148	144	118	153	448	54	121	59	2	320	121	299	111	466	214	
	43%	42%	33%	44%	53%	39%	42%	33%	33%	41%	51%	43%	38%	36%	41%	47%	44%	47%	41%	45%	48%	49%	46%	53%	28%	53%	26%	67%	45%	
Fewer councillors than they currently have	218	68	22	128	4	32	32	22	33	49	46	198	20	64	39	41	37	37	146	13	40	16	-	63	85	45	101	30	67	
	13%	15%	12%	13%	6%	15%	17%	12%	16%	16%	9%	13%	15%	16%	11%	13%	14%	11%	13%	11%	16%	13%	-	10%	19%	8%	24%	4%	14%	
Will end up with about the same number as present	375	90	59	226	15	41	34	59	54	74	101	339	36	82	85	66	59	83	259	28	54	27	1	133	159	141	199	110	119	
	23%	19%	23%	23%	21%	20%	18%	23%	26%	23%	21%	22%	26%	21%	24%	22%	22%	25%	23%	23%	22%	22%	18%	22%	35%	25%	28%	18%	25%	
Don't know	354	110	43	201	14	53	43	43	49	62	90	327	38	104	87	56	54	54	250	26	32	18	2	100	78	84	88	85	73	
	21%	24%	23%	20%	20%	26%	23%	23%	24%	20%	18%	22%	20%	27%	24%	18%	20%	17%	23%	21%	13%	15%	37%	16%	18%	15%	21%	12%	15%	

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (N: 26-001039-01)
Filename: 26-001039_ADMOC_260402A_ENG_wtd_draft_v5_PublicUse
Proportions/Means: Columns Totals (5% risk level) - a)/b)/c) - d)/e)/f)/g) - m)/n) - o)/p)/q)/r) - 1)/u)/v)/x) - 1)/g)/n)/o)/k
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing



Q17. Thinking ahead to the local elections in England on Thursday 7th May, do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? - The Liberal Democrats

Base: All England adults 18+ in LAs holding elections

	Gender		Age					Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total			
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to £25,999 (v)		£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)	£100,000 and above (y)
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	162
Weighted Total	1652	822	825	190*	306	306	266	269	160	148	505	522	576	1122	435	777	854	589	1033	1117	240	182	264	415	326	231	162
More councillors than they currently have	332	169	159	54	64	61	46	43	34	30	118	107	107	232	88	171	160	159	166	242	44	25	33	89	60	76	333
	20%	21%	19%	27%	21%	20%	17%	17%	20%	20%	23%	19%	19%	20%	21%	22%	19%	27%	16%	22%	18%	13%	12%	22%	18%	33%	20%
Fewer councillors than they currently have	395	217	172	36	88	74	65	57	39	36	124	139	132	284	99	185	210	114	276	262	71	43	85	105	93	36	390
	24%	27%	21%	18%	29%	24%	25%	22%	23%	24%	25%	24%	23%	24%	24%	24%	25%	19%	27%	23%	29%	22%	30%	25%	29%	16%	24%
Will end up with about the same number as present	567	274	285	50	85	101	99	107	64	62	134	200	233	429	120	269	293	239	321	415	70	53	103	145	120	86	567
	34%	34%	35%	25%	28%	33%	37%	41%	38%	42%	27%	35%	40%	37%	29%	35%	34%	41%	31%	37%	29%	28%	36%	35%	37%	37%	34%
Don't know	358	141	208	59	70	71	55	52	31	20	129	126	103	227	112	152	191	77	269	199	56	71	63	76	52	33	362
	22%	18%	25%	30%	23%	23%	21%	20%	19%	14%	26%	22%	18%	19%	27%	20%	22%	13%	26%	18%	23%	37%	22%	18%	16%	14%	22%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (IN 126-001039-01)

Filename: 26-001039-ADHOC-260402A_ENG_wtd_draft_v6_PublicUse

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base



Q17. Thinking ahead to the local elections in England on Thursday 7th May. Do you think in your local council each of the following political parties will end up with more local councillors than they currently have, fewer local councillors than they currently have or about the same number as present? The Liberal Democrats

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)				England region							Urbanity		IMD Quintile					Health Condition/Limits/Activities					Consider				
		North (a)	Midlands (b)	South (c)	South East (d)	North East (e)	North West (f)	Yorkshire and The Humber (g)	Midlands (h)	East of England (i)	South (excl London) (j)	London (k)	Urban (l)	Rural (m)	1- Most deprived (n)	2 (o)	3 (p)	4 (q)	5- Least deprived (r)	No, no condition (s)	Yes, reducing ability a lot (t)	Yes, reducing ability a little (u)	Yes, not reducing ability (v)	Yes, unspecified (w)	Labour (x)	Conservative (y)	Lib Dem (z)	Reform UK (aa)	Green (ab)
Unweighted Total	1652	462	261	389	70*	239	123	212	217	301	457	1213	438	414	413	337	246	244	1127	124	273	145	5	669	623	373	37	112	413
Weighted Total	1652	467	185	999	70*	208	189	189	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473
More councillors than they currently have	332	76	26	230	12	31	32	26	37	76	118	298	35	62	71	73	49	78	228	25	44	27	1	149	91	212	65	166	118
	20%	16%	14%	23%	18%	15%	17%	14%	18%	25%	24%	20%	26%	16%	20%	24%	18%	24%	21%	21%	18%	23%	18%	24%	21%	27%	15%	24%	25%
Fewer councillors than they currently have	395	130	51	214	15	61	54	51	53	71	91	363	32	105	82	84	57	67	266	25	69	28	1	137	106	60	129	152	116
	24%	28%	27%	21%	22%	29%	29%	27%	26%	23%	19%	24%	23%	27%	23%	27%	21%	21%	24%	21%	28%	24%	28%	22%	24%	11%	31%	22%	25%
Will end up with about the same number as present	567	113	68	345	29	64	60	68	64	108	173	520	47	115	125	87	101	139	356	43	101	50	-	210	168	216	138	256	158
	34%	33%	36%	35%	42%	31%	32%	36%	31%	35%	36%	34%	35%	30%	35%	28%	38%	43%	32%	35%	41%	41%	-	34%	38%	38%	33%	37%	33%
Don't know	358	107	42	209	13	51	43	42	51	54	105	336	32	108	82	64	61	43	252	28	33	15	3	119	72	80	88	116	81
	22%	23%	22%	21%	18%	25%	23%	22%	25%	17%	22%	22%	16%	28%	23%	21%	23%	13%	23%	23%	13%	12%	54%	19%	17%	14%	21%	17%	17%

Fieldwork dates: 2nd April - 8th April 2026
Respondent type: KnowledgePanel Members - England, 18+
Source: Ipsos (N: 26-001039-01)
File name: 26-001039_ADMOC_260402A_ENG_wtd_dra1_v5_PublicUse
Proportions/Means: Columns Totals (5% risk level) - a)/b)/c) - d)/e)/f)/g) - m)/n) - o)/p)/q)/r) - s)/t)/u)/v) - x) - y)/z)/aa) - ff)/gg)/hh)/ii)
Overlap formulae used. * small base; ** very small base (under 30) Ineligible for sig testing



Q18. To what extent would you agree or disagree that your local government and its leaders currently have enough power to develop solutions that work for communities in your area?

Base: All England adults 18+ in LAs holding elections

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total	
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999) (v)	£26,000 up to (£51,999) (w)	£52,000 up to (£99,999) (x)		£100,000 and above (y)
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	1652
Weighted Total	1652	822	825	190*	306	306	266	259	160	148	505	572	576	1122	415	777	854	589	1083	1117	200	182	284	415	326	231	1652
Strongly agree	81	37	43	12	15	17	15	11	4	7	27	32	22	35	45	30	50	25	55	40	17	20	18	24	7	14	72
	5%	5%	5%	6%	5%	6%	6%	4%	2%	5%	5%	6%	4%	3%	11%	4%	6%	4%	5%	4%	7%	10%	6%	6%	2%	6%	4%
Tend to agree	381	184	190	44	71	73	59	59	35	40	115	132	134	302	67	193	188	162	217	292	51	27	59	100	85	66	403
	23%	23%	23%	22%	23%	24%	22%	23%	21%	23%	23%	22%	23%	26%	16%	25%	22%	27%	21%	26%	21%	14%	21%	24%	26%	29%	24%
Neither agree nor disagree	484	243	238	52	84	77	88	85	45	54	136	165	183	343	125	220	257	155	316	333	59	64	90	113	100	49	461
	29%	30%	29%	26%	27%	25%	33%	33%	26%	37%	27%	29%	32%	29%	30%	28%	30%	26%	31%	30%	25%	33%	32%	27%	31%	21%	28%
Tend to disagree	394	200	187	40	75	75	59	71	47	27	115	134	145	293	91	203	190	175	217	286	66	20	66	102	89	68	412
	24%	25%	23%	20%	24%	24%	22%	27%	28%	18%	23%	23%	25%	25%	22%	26%	22%	30%	21%	26%	27%	11%	23%	25%	27%	80%	25%
Strongly disagree	126	68	56	12	21	29	20	17	14	11	34	49	43	92	25	64	62	37	88	86	13	15	28	41	19	15	118
	8%	8%	7%	6%	7%	10%	8%	7%	8%	8%	7%	9%	7%	8%	6%	7%	7%	6%	9%	8%	5%	8%	10%	10%	6%	7%	7%
Amree	461	221	234	55	86	90	74	69	40	47	141	164	156	337	112	223	238	187	272	331	68	47	77	124	92	80	475
	28%	28%	28%	28%	28%	29%	28%	27%	24%	32%	28%	29%	27%	29%	27%	29%	28%	32%	26%	30%	28%	25%	27%	30%	28%	35%	29%
Disagree	520	268	243	52	96	104	79	88	61	39	149	183	188	384	115	267	253	212	305	371	79	35	93	143	107	83	530
	31%	33%	29%	26%	31%	34%	30%	34%	36%	26%	29%	32%	33%	33%	27%	34%	30%	36%	29%	33%	33%	18%	33%	34%	33%	36%	32%
Don't know	135	50	83	24	25	28	17	14	20	8	49	45	42	86	44	53	78	30	102	69	24	34	17	28	24	12	148
	8%	6%	10%	12%	8%	9%	6%	6%	12%	5%	10%	8%	7%	7%	10%	7%	9%	5%	10%	6%	10%	18%	6%	7%	8%	5%	9%
Prefer not to say	51	19	28	15	16	7	8	2	3	*	31	15	6	22	23	15	28	6	38	12	10	11	8	7	2	7	38
	3%	2%	3%	7%	5%	2%	3%	1%	2%	*	6%	3%	1%	2%	5%	2%	3%	1%	4%	1%	4%	6%	3%	2%	1%	3%	2%

Fieldwork dates: 2nd April - 8th April 2025
 Respondent type: KnowledgePanel Members - England, 18+
 Source: Ipsos (IN J26-001039-01)
 Filename: 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns Totals (5% risk level) - a/p - c/d/a/f/g/h/i - j/k/l - m/n - o/p - q/r - s/u/v - w/x/y/z
 Overlap formulae used: * small base



Q18: To what extent would you agree or disagree that your local government and its leaders currently have enough power to develop solutions that work for communities in your area?

Base: All England adults 18+ in LAs holding elections

	Total (n)	England region (Net)				England region							Urbanity					IMD Quintile					Health Condition/Limits/Activities					Consider				
		North (a)	Midlands (b)	South (c)	Yorkshire and The Humber (d)	North East (e)	North West (f)	Midlands (g)	East of England (h)	South (excl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)			
Unweighted Total	1652	462	213	389	74	233	223	213	213	407	1213	438	414	413	337	266	244	1127	114	273	145	5	609	623	373	33	112	413				
Weighted Total	1652	462	185	399	70*	228	185	204	308	487	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473				
Strongly agree	81	33	9	39	5	16	13	9	13	4	22	75	6	38	15	16	8	5	60	4	14	1	-	23	16	17	22	38	35			
5%	5%	7%	5%	4%	7%	8%	7%	5%	6%	1%	5%	5%	5%	10%	4%	5%	3%	2%	5%	3%	6%	1%	-	4%	4%	3%	5%	7%	7%			
Tend to agree	381	99	37	245	16	42	41	37	52	76	117	347	34	59	82	66	94	94	242	24	68	35	2	163	111	164	91	168	107			
23%	23%	21%	20%	25%	24%	20%	22%	20%	26%	25%	24%	23%	25%	15%	23%	21%	30%	29%	22%	20%	28%	29%	45%	26%	25%	29%	22%	24%	23%			
Neither agree nor disagree	484	124	54	306	18	57	48	54	49	111	147	448	36	113	102	87	72	110	330	32	64	37	-	174	150	163	145	197	138			
29%	29%	26%	29%	31%	26%	27%	26%	29%	24%	36	30%	30%	26%	29%	28%	28%	27%	34%	30%	27%	26%	31%	-	28%	34%	29%	35%	29%	29%			
Tend to disagree	394	106	43	245	17	42	47	43	51	73	121	360	34	75	80	80	72	87	265	32	61	29	-	149	101	149	86	192	120			
24%	24%	23%	23%	24%	25%	20%	25%	23%	25%	24%	25%	24%	25%	19%	22%	26%	27%	27%	24%	26%	25%	24%	-	24%	23%	26%	21%	28%	25%			
Strongly disagree	126	48	16	63	6	27	14	16	14	18	31	111	15	43	29	23	14	17	79	12	19	9	1	42	32	31	44	39	41			
8%	8%	10%	8%	6%	5%	12%	8%	8%	7%	6%	6%	7%	11%	11%	8%	7%	5%	5%	7%	10%	8%	7%	18%	7%	7%	6%	10%	6%	9%			
Agree	461	133	45	284	21	58	54	45	65	80	139	421	40	96	12	58	99	99	302	28	82	36	-	185	127	182	114	206	142			
28%	28%	28%	24%	28%	30%	28%	29%	24%	32%	30%	29%	28%	30%	25%	27%	27%	33%	30%	27%	23%	33%	30%	45%	30%	29%	32%	27%	30%	30%			
Disagree	520	154	59	307	23	70	61	59	65	91	151	471	49	118	109	103	86	104	344	44	81	38	1	191	133	181	130	232	161			
31%	31%	33%	31%	31%	34%	33%	32%	31%	32%	29%	31%	31%	36%	30%	30%	33%	32%	32%	31%	36%	33%	31%	18%	31%	30%	32%	31%	34%	34%			
Don't know	135	36	20	80	6	18	11	20	21	18	41	127	8	43	40	23	16	12	89	13	19	9	1	55	26	34	28	47	26			
8%	8%	8%	11%	8%	9%	6%	6%	11%	10%	6%	8%	8%	6%	11%	11%	8%	6%	4%	8%	11%	8%	8%	24%	9%	6%	6%	7%	7%	6%			
Prefer not to say	51	21	8	22	1	6	15	8	5	8	9	49	2	19	12	13	7	1	37	3	1	-	1	9	2	10	3	9	6			
3%	3%	5%	4%	2%	1%	3%	8%	4%	2%	3%	2%	3%	2%	5%	3%	4%	3%	*	3%	3%	1%	-	12%	2%	*	2%	1%	1%	1%			

Fieldwork dates: 2nd April - 8th April 2026
 Respondent type: KnowledgePanel Members - England, 18+
 Source: Ipsos UK (26-001039-01)
 Filename: 18-001039_AQHCOC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g/h/i/j/k - m/n - o/p/q/r/s - t/u/v/w/x - y/z/aa/ab
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



KnowledgePanel UK: 260402A - Local Elections England Tables
Public Use

21 Apr 2026

Table 55

Q19. To what extent, if at all, do you support or oppose each of the following? -SUMMARY TABLE

Base: All England adults 18+ in LAs holding elections

	Local authorities in your city or region being given more control over decisions such as public spending	Having a directly-elected mayor in your city or region with more control over decisions such as public
Unweighted Total	1652	1652
Weighted Total	1652	1652
Strongly support	219 13%	180 11%
Tend to support	727 44%	573 35%
Neither support nor oppose	376 23%	459 28%
Tend to oppose	143 9%	203 12%
Strongly oppose	50 3%	92 6%
Support	946 57%	754 46%
Oppose	193 12%	295 18%
Don't know	138 8%	144 9%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos (JN J26-001039-01)

Filename : 26-001039_ADHOC_260402A_ENG_wtd_draft_v5_PublicUse



Q19: To what extent, if at all, do you support or oppose each of the following? - Local authorities in your city or region being given more control over decisions such as public spending in your local area ,and over local public transport and public services like policing

Base: All England adults 18+ in LAs holding elections

	Gender		Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total		
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full- time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ Buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to £51,999 (w)	£52,000 up to £99,999 (x)		£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	663	1258	293	762	877	590	1039	1142	264	179	289	442	338	207	162	
Weighted Total	1652	820	825	190*	306	306	266	269	160	148	505	572	576	1122	615	777	854	589	1083	1117	240	182	264	415	326	231	162	
Strongly support	219	125	88	20	43	54	25	30	22	25	63	79	77	156	54	112	106	97	119	183	35	21	49	46	56	28	223	
	13%	18%	11%	10%	14%	18%	10%	12%	13%	17%	12%	14%	13%	13%	13%	14%	12%	16%	12%	14%	15%	11%	17%	11%	17%	12%	13%	
Tend to support	727	335	384	60	136	134	115	122	80	80	196	249	281	564	146	349	377	280	445	533	101	58	104	202	169	112	762	
	44%	42%	46%	30%	45%	44%	42%	47%	47%	54%	39%	44%	49%	48%	35%	45%	44%	48%	42%	48%	42%	30%	37%	49%	32%	49%	46%	
Neither support nor oppose	376	189	182	57	65	60	69	60	35	28	123	130	124	241	119	176	195	118	249	243	54	57	85	97	50	38	356	
	23%	24%	22%	29%	21%	20%	26%	23%	21%	19%	24%	23%	21%	21%	28%	23%	23%	20%	24%	22%	22%	30%	30%	23%	15%	16%	22%	
Tend to oppose	143	72	69	19	26	22	23	29	13	11	45	45	53	105	29	69	73	55	83	100	24	13	23	39	26	28	144	
	9%	10%	8%	10%	8%	7%	9%	11%	8%	8%	9%	8%	9%	9%	7%	9%	9%	9%	8%	9%	10%	7%	8%	9%	8%	12%	9%	
Strongly oppose	50	32	16	5	9	9	10	9	5	3	14	19	16	36	12	21	29	21	27	33	8	5	6	16	8	11	46	
	3%	4%	2%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	2%	4%	2%	5%	3%	
Support	946	460	471	80	179	189	140	152	101	105	259	329	358	720	200	462	482	377	564	687	137	79	153	248	225	140	985	
	57%	57%	57%	40%	59%	62%	53%	59%	60%	71%	51%	57%	62%	61%	48%	59%	56%	64%	55%	61%	57%	41%	54%	59%	60%	69%	61%	60%
Oppose	193	105	85	24	35	31	33	38	18	14	59	64	70	141	41	90	102	76	110	133	32	19	29	54	34	39	190	
	12%	13%	10%	12%	11%	10%	13%	15%	11%	9%	12%	11%	12%	12%	10%	12%	12%	13%	11%	12%	13%	10%	10%	13%	10%	17%	12%	
Don't know	138	48	87	37	27	26	23	8	14	1	64	49	24	70	59	50	75	18	110	54	18	37	17	16	16	14	121	
	8%	6%	8%	def	ef	ef	ef	ef	ef	ef	l	l	l	ef	ef	ef	ef	ef	g	ef	ef	ef	ef	ef	ef	ef	7%	

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos [IN J26-001039-01]

Filename: 26-001039_ADHOC_260402A_TNG_wtd_draft_v5_PublicUse

Proportions/Mean: Columns Totalled (5% risk level) - a/p - v/u/v/g/h/i - j/k/l - m/n - o/p - q/r - s/t/u - v/w/h/y

Overlap formulae used. * small base



Q15: To what extent, if at all, do you support or oppose each of the following? -Local authorities in your city or region being given more control over decisions such as public spending in your local area_and over local public transport and public services like policing

Base: All England adults 18+ in LAs holding elections

	Total (N)	England region (Net)			England region							Urbanity		IMD Quintile					Health Condition/Limits/Activities					Consider						
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (excl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)	
Unweighted Total	1652	462	213	189	216	219	223	212	213	201	407	1213	141	114	413	337	246	249	1127	124	145	5	609	623	373	37	112	413		
Weighted Total	1652	467	185	199	204	208	189	204	204	189	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473		
Strongly support	219	75	22	122	9	38	28	22	26	33	63	200	19	48	56	46	32	36	130	17	48	17	1	92	47	84	51	124	76	
	13%	16%	12%	12%	12%	18%	15%	12%	13%	11%	13%	13%	14%	12%	16%	15%	12%	11%	12%	14%	19%	14%	18%	15%	11%	15%	15%	12%	18%	
Tend to support	727	189	72	466	28	95	66	72	107	158	201	657	69	159	151	117	122	178	485	48	112	59	2	297	202	294	156	323	222	
	44%	41%	39%	47%	40%	46%	35%	39%	53%	51%	41%	43%	51%	41%	42%	38%	45%	55%	44%	39%	45%	49%	45%	48%	46%	52%	37%	47%	47%	
Neither support nor oppose	376	107	48	221	15	42	50	48	41	67	112	348	28	92	87	72	59	66	249	35	49	28	-	135	103	118	123	145	114	
	23%	23%	26%	22%	21%	20%	26%	26%	20%	22%	23%	23%	21%	24%	24%	23%	22%	20%	23%	29%	20%	24%	-	22%	24%	21%	23%	21%	24%	
Tend to oppose	143	32	12	99	5	11	16	12	15	28	56	132	11	30	26	30	26	32	108	8	12	13	-	43	64	43	53	48	32	
	9%	7%	6%	10%	7%	5%	8%	6%	7%	9%	12%	9%	8%	8%	7%	10%	10%	10%	10%	7%	5%	11%	-	7%	15%	8%	13%	7%	7%	
Strongly oppose	50	19	3	28	8	4	6	3	4	6	17	46	3	14	3	13	11	9	31	3	12	2	1	11	13	6	11	17	13	
	3%	4%	2%	3%	11%	2%	3%	2%	2%	2%	3%	2%	3%	4%	1%	4%	4%	3%	2%	2%	2%	12%	-	2%	3%	1%	3%	2%	3%	
Support	946	264	94	588	34	134	84	94	134	191	263	857	88	207	208	183	154	215	616	65	160	76	3	390	249	378	207	446	298	
	57%	57%	50%	59%	52%	64%	50%	50%	66%	62%	54%	57%	65%	53%	58%	57%	57%	66%	56%	53%	60%	63%	63%	63%	63%	57%	67%	49%	60%	63%
Oppose	193	51	15	127	13	16	22	15	19	34	73	178	15	44	29	43	37	40	139	11	24	15	1	54	78	50	64	65	44	
	12%	11%	8%	13%	18%	8%	12%	8%	9%	11%	15%	12%	11%	11%	8%	14%	14%	12%	13%	9%	10%	12%	12%	9%	18%	9%	15%	9%	9%	
Don't know	118	45	29	64	6	17	22	29	10	16	38	134	4	46	36	31	18	6	98	10	14	2	1	37	8	22	24	35	17	
	8%	10%	16%	6%	8%	8%	12%	16%	5%	5%	8%	9%	3%	12%	10%	10%	7%	2%	9%	8%	6%	2%	24%	6%	2%	4%	6%	5%	4%	

Fieldwork dates: 2nd Apr 18 - 8th Apr 18 2018
 Respondent type: KnowledgePanel Members - England 18+
 Source: Ipsos (N: 26-001039-01)
 Filename: 18-001039_AGMHC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Means: Columns Tested (5% risk level) - a/h/c - d/e/f/h/j/k - m/n - o/p/u/v/x - y/z/w/y/x - F/G/N/L/X
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Q19: To what extent, if at all, do you support or oppose each of the following? - Having a directly-elected mayor in your city or region with more control over decisions such as public spending in your local area , and over local public transport and public services like policing

Base: All England adults 18+ in LAs holding elections

	Gender			Age							Age			Ethnicity		Working status		Education		Tenure			Annual household income				Unwtd Total
	Total (z)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55+ (l)	White (including White minorities) (m)	Ethnic minorities (excluding White minorities) (n)	Working full-time (o)	Not working full-time (p)	Graduates (Degree/Master/PhD/above) (q)	Non-graduates (r)	Owned outright/ buying on mortgage (s)	Rent from private landlord (t)	Rent from council/ housing association (u)	Up to (£25,999 (v)	£26,000 up to (£51,999 (w)	£52,000 up to (£99,999 (x)	£100,000 and above (y)	
Unweighted Total	1652	705	924	124	277	310	288	273	194	186	401	598	653	1298	293	762	877	580	1039	1142	264	179	289	442	338	207	162
Weighted Total	1652	822	825	190*	306	306	266	259	160	148	505	572	576	1122	415	777	854	589	1083	1117	240	182	264	415	325	231	162
Strongly support	180	99	79	12	41	49	23	22	15	19	52	72	56	130	46	97	83	88	92	115	34	24	38	36	42	29	194
	11%	12%	10%	6%	13%	16%	9%	8%	9%	13%	10%	13%	10%	11%	11%	12%	10%	15%	9%	10%	14%	12%	13%	9%	13%	13%	12%
Tend to support	573	267	301	61	129	110	86	83	53	51	190	196	187	404	152	279	292	237	331	412	86	46	88	139	128	105	587
	35%	23%	37%	30%	42%	36%	33%	32%	21%	34%	38%	34%	33%	34%	36%	36%	34%	40%	32%	37%	26%	24%	31%	34%	39%	46%	36%
Neither support nor oppose	459	219	229	67	73	81	76	82	46	34	139	157	162	318	126	202	250	138	311	307	66	64	91	125	72	46	427
	28%	27%	28%	34%	24%	26%	29%	32%	27%	23%	28%	27%	28%	27%	30%	26%	29%	23%	30%	27%	27%	34%	32%	30%	22%	20%	26%
Tend to oppose	203	108	93	21	30	24	32	42	23	31	51	56	96	167	26	99	104	72	131	154	19	19	33	60	45	26	206
	12%	14%	11%	11%	10%	8%	12%	16%	14%	21%	10%	10%	17%	14%	6%	13%	12%	12%	13%	14%	8%	10%	12%	14%	14%	11%	12%
Strongly oppose	92	58	33	7	5	11	24	17	17	11	11	36	46	76	12	44	49	29	62	68	14	5	20	32	14	11	105
	6%	7%	4%	3%	2%	4%	9%	7%	10%	8%	2%	6%	8%	7%	3%	6%	6%	5%	6%	6%	6%	3%	7%	8%	4%	5%	6%
Support	754	366	380	72	170	159	110	105	68	70	242	269	243	534	198	376	375	324	423	527	120	70	126	176	170	134	781
	46%	46%	46%	36%	56%	52%	41%	41%	40%	47%	48%	47%	42%	46%	47%	48%	44%	55%	41%	47%	50%	36%	44%	42%	52%	58%	47%
Oppose	295	166	126	28	35	35	56	59	40	42	63	92	141	244	38	142	153	100	193	221	34	24	53	92	60	37	311
	18%	21%	15%	14%	11%	12%	21%	23%	24%	28%	12%	16%	25%	21%	9%	18%	18%	17%	19%	20%	14%	13%	19%	22%	18%	16%	19%
Don't know	144	50	90	32	29	31	24	12	15	2	61	55	29	77	56	57	76	27	106	62	20	34	15	22	24	13	133
	9%	6%	11%	16%	9%	10%	9%	5%	9%	1%	12%	10%	5%	7%	13%	7%	9%	5%	10%	6%	8%	18%	5%	5%	7%	6%	8%

Fieldwork dates: 2nd April - 8th April 2026

Respondent type: KnowledgePanel Members - England, 18+

Source: Ipsos [IN J26-001039-01]

Filename: 26-001039_ADHOC_260402A_TNG_wtd_draft_v5_PublicUse

Proportions/Mean: Columns Totalled (5% risk level) - a/p - v/u/v/u - j/k/l - m/n - o/p - q/r - s/t/u - v/w/x/y

Overlap formulae used. * small base



Q18: To what extent, if at all, do you support or oppose each of the following? Having a directly-elected mayor in your city or region with more control over decisions such as public spending in your local area, and over local public transport and public services like policing

Base: All England adults 18+ in LAs holding elections

	Total (N)	England region (Net)			England region							Urbanity		IMD Quintile					Health Condition/Limits/Activities					Consider					
		North (a)	Midlands (b)	South (c)	North East (d)	North West (e)	Yorkshire and The Humber (f)	Midlands (g)	East of England (h)	South (excl London) (i)	London (j)	Urban (k)	Rural (l)	1- Most deprived (m)	2 (n)	3 (o)	4 (p)	5- Least deprived (q)	No, no condition (r)	Yes, reducing ability a lot (s)	Yes, reducing ability a little (t)	Yes, not reducing ability (u)	Yes, unspecified (v)	Labour (w)	Conservative (x)	Lib Dem (y)	Reform UK (z)	Green (aa)	Independent (ab)
Unweighted Total	1652	462	213	389	216	233	212	213	301	457	1213	439	219	413	337	266	244	1127	124	273	145	5	669	623	373	37	112	413	
Weighted Total	1652	467	185	999	70*	208	189	185	204	308	1517	135	350	360	308	268	327	1102	121*	247	120	5**	615	438	568	419	690	473	
Strongly support	180 11%	60 13%	13 7%	107 11%	5 7%	30 14%	26 14%	13 7%	13 6%	18 16%	76 16%	171 11%	9 7%	35 9%	49 14%	46 15%	26 10%	25 8%	113 10%	8 6%	40 16%	13 11%	-	83 13%	30 7%	71 13%	35 8%	109 16%	50 11%
Tend to support	573 35%	168 36%	54 29%	351 35%	20 28%	87 42%	63 29%	54 29%	77 38%	104 34%	171 35%	530 32%	43 32%	138 35%	122 34%	93 30%	102 38%	118 36%	382 35%	40 33%	89 36%	45 37%	2 46%	259 42%	147 34%	238 42%	124 29%	271 39%	189 40%
Neither support nor oppose	459 28%	132 28%	58 31%	269 27%	31 44%	51 25%	50 26%	58 21%	43 21%	97 27%	129 27%	421 28%	37 28%	117 30%	92 25%	75 24%	75 28%	100 30%	309 28%	40 33%	63 26%	27 22%	1 18%	159 26%	137 31%	140 25%	134 25%	183 27%	134 28%
Tend to oppose	203 12%	38 8%	28 15%	138 14%	5 7%	15 7%	18 10%	28 15%	36 18%	50 10%	51 10%	177 12%	26 19%	34 9%	41 12%	43 14%	25 9%	60 18%	139 13%	13 11%	22 9%	25 21%	-	55 9%	72 16%	67 12%	64 15%	63 9%	53 11%
Strongly oppose	92 6%	23 5%	3 2%	64 6%	4 6%	8 4%	11 5%	5 3%	22 11%	17 10%	25 5%	78 5%	14 10%	16 4%	21 6%	21 7%	14 4%	59 5%	7 6%	19 8%	7 6%	-	22 4%	37 8%	23 4%	41 10%	21 3%	27 6%	
Support	754 46%	228 49%	67 36%	468 46%	25 36%	116 56%	87 46%	67 44%	68 44%	121 39%	247 51%	762 46%	52 38%	173 44%	172 45%	118 48%	127 44%	143 44%	495 45%	48 39%	129 52%	58 48%	2 46%	341 55%	177 40%	308 54%	159 38%	180 25%	239 51%
Oppose	295 18%	61 13%	33 18%	202 20%	9 12%	22 11%	29 16%	33 18%	59 29%	67 22%	76 16%	255 17%	40 30%	59 13%	62 17%	64 21%	46 17%	73 22%	188 18%	20 16%	41 16%	32 27%	-	76 12%	109 25%	90 16%	105 25%	83 12%	117 24%
Don't know	144 9%	46 10%	28 15%	70 7%	6 8%	18 9%	23 12%	28 15%	13 6%	23 7%	35 7%	138 9%	6 4%	48 12%	34 9%	31 10%	20 8%	11 3%	100 9%	13 11%	14 6%	3 3%	2 37%	39 6%	15 3%	29 5%	22 5%	44 6%	19 4%

Fieldwork dates: 2nd Apr 18 - 8th Apr 18 2018
 Respondent type: KnowledgePanel Members - England, 18+
 Source: Ipsos (N: 226-001039-01)
 Filename: 136-001039_AGMHC_260402A_ENG_wtd_draft_v5_PublicUse
 Proportions/Mean: Columns Tested (5% risk level) - a/h/c - d/e/f/h/j/k - m/n - o/p/q/r/s - t/u/v/w/x - y/G/N/L/K
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing