

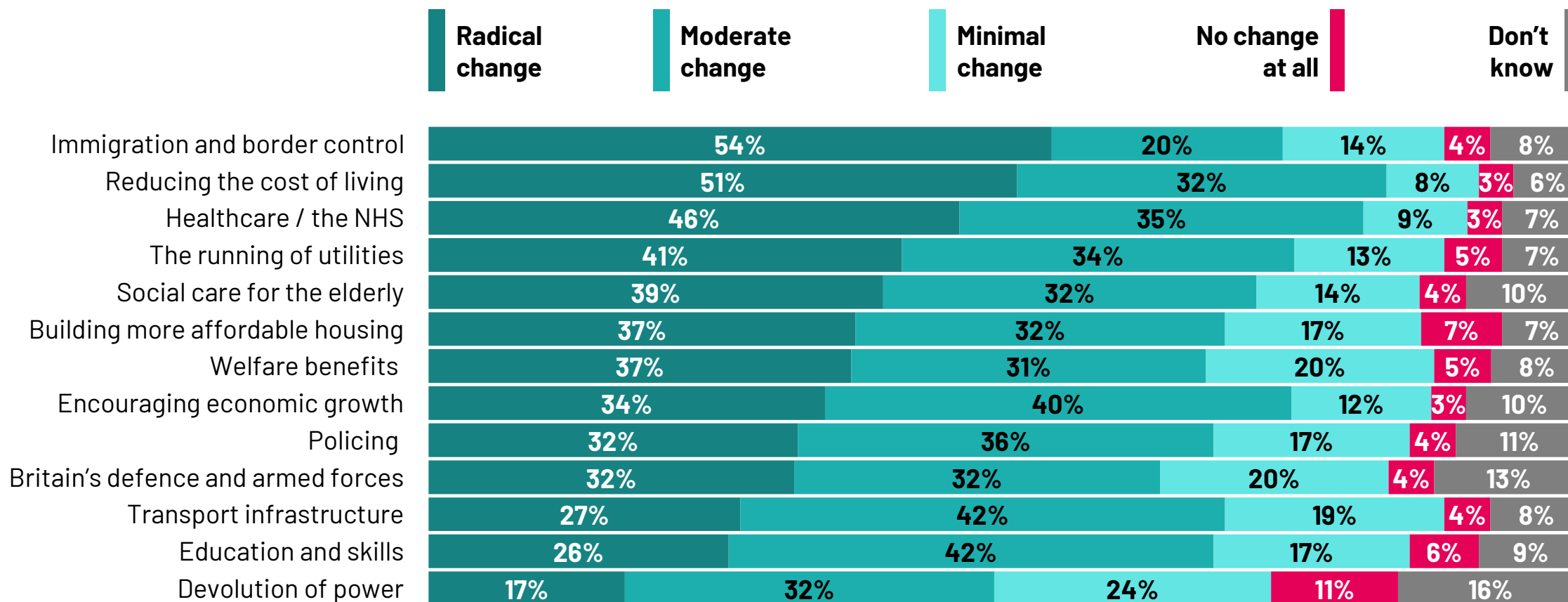
Political Polling

July 2026



Immigration, the cost of living and the NHS are seen as the main policy areas that need radical change

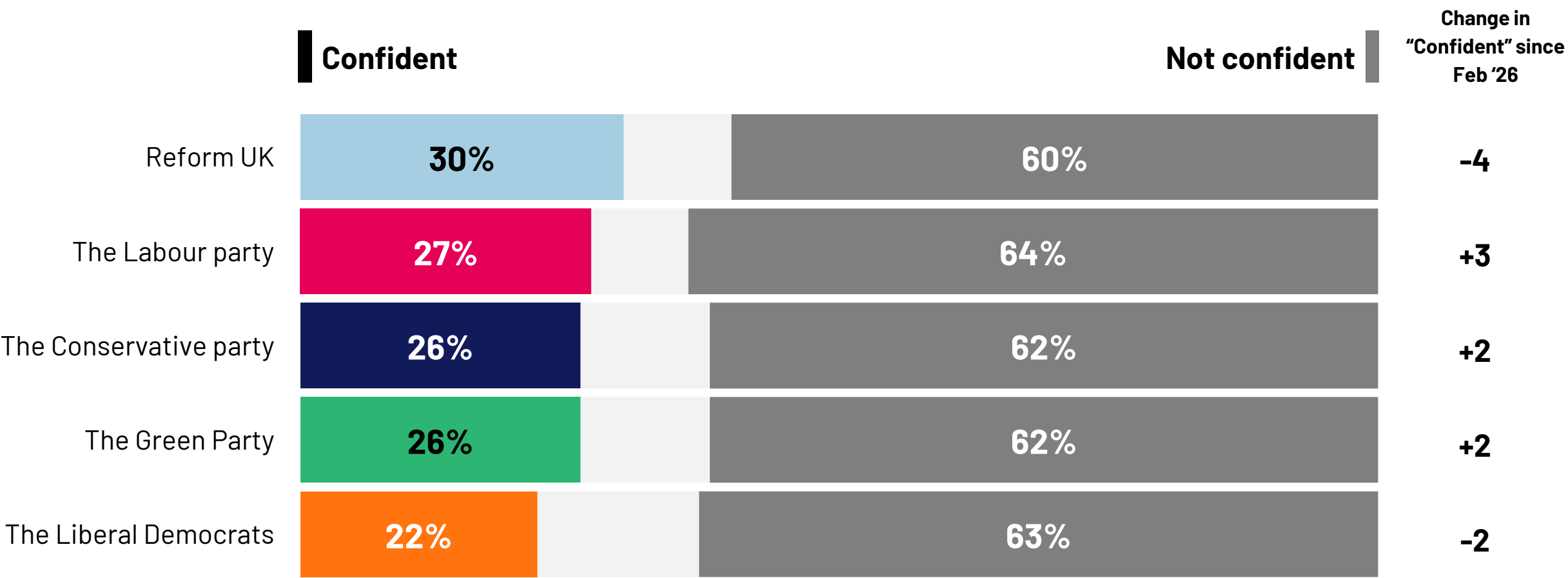
Please think about the following policy areas, and the sort of policies you think they need. Do you think each needs policies that bring about radical change that completely overhauls current systems, moderate change that makes significant adjustments to existing policies, minimal change, or no change at all?



Base: 1,127 Online British adults aged 18+, 3-7 July 2026

Six in ten Britons are not confident that any of the main parties have a good plan for changing Britain generally

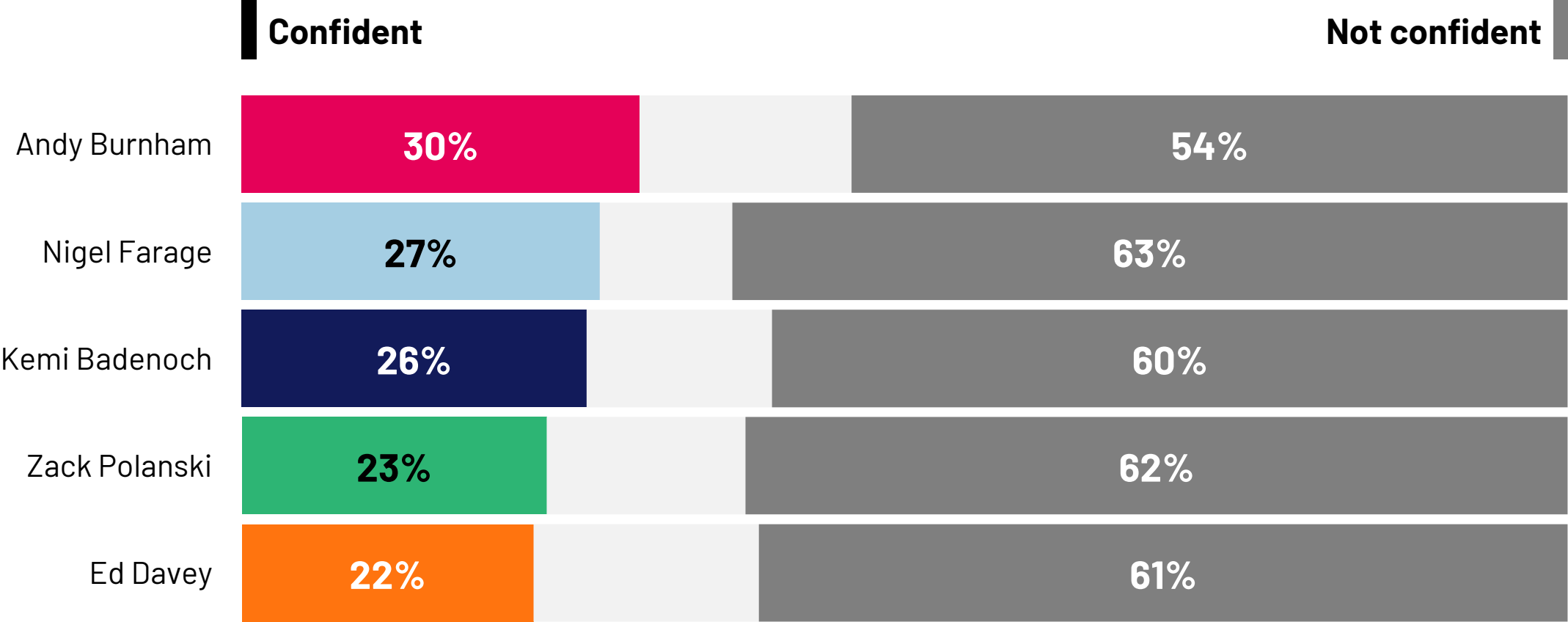
How confident, if at all are, you that ... have a good plan for changing Britain generally?



Base: 1,078 Online British adults aged 18-75, 3-7 July 2026

Britons are not confident that Andy Burnham and other party leaders have a good plan for changing Britain generally

How confident, if at all are, you that ... have a good plan for changing Britain generally?



Base: 1,078 Online British adults aged 18-75, 3-7 July 2026

We supplemented this polling with some comments from our always-on online community "The Beat."

Respondents were asked:

"Our latest poll showed that more than 9 in 10 think Britain needs change with opinion split as to whether this is radical or moderate. What does that kind of change look like to you in practice, and why do you feel that level of change is needed?"

WORD ON THE BEAT

Fieldwork: 6th – 7th June 2026
204 members participated



Each week, we ask members of our syndicated community, The Beat, a topical question on the latest news: **Word on The Beat**. This week, we explored what people mean when they say **Britain “needs change”** – and whether that change should be radical or moderate.

For more information contact UK-UU-Beat-Community@ipsos.com



People agree Britain needs change...

Across the board, people point to the same pressure points, grounded in everyday frustrations & particularly around the **NHS, cost of living & housing** – where systems are seen as no longer delivering reliably. Change is less about big new ideas & more about **making everyday systems work properly again**.



... but beyond that, people quickly diverge on what change should look like

Some prioritise **redistribution & stronger public services**, while others emphasise **personal responsibility, tighter welfare & stricter controls on immigration**. Similarly, there is a clear split between those calling for urgent, radical reform & those favouring more cautious, incremental change.

What does this mean for your business?

With confidence under pressure, people are looking to feel understood. Staying close to people’s everyday experiences – and showing real empathy for what they are navigating – is likely to matter even more today.



Make the rich pay more... spread the wealth.

The Beat member



Benefits should be a safety net, not a pay cheque.

The Beat member

“Change” is widely felt, but tends to be loosely defined – and it is often about fixing rather than reinventing systems.

“Things don’t seem broken because of one big decision – they’ve slowly become harder.”

“A lot of our existing systems can work well if they’re properly managed.”

Public services – especially the NHS – are the clearest shared pressure point. Across demographics, the NHS & wider public services are seen as struggling to meet demand, often acting as a symbol of broader decline.

“The NHS needs a massive, radical shake up... getting a GP appointment feels like a lottery”

“Public services are no longer fit for purpose.”

Immigration is highly salient, but also highly divisive. It is one of the most frequently mentioned areas for change, often linked to perceived pressure on services and infrastructure. However, views vary significantly in tone and desired approach.

“Illegal immigration is becoming unsustainable & putting strain on health care.”

“We need to sensibly control immigration.”

“Less blaming immigrants, we all need to get along.”

Fairness is coming out as a core concern, but people often disagree on what fairness looks like. There is broad agreement that the current system is not fair, but competing views on whether the solution is redistribution or stronger focus on contribution.

“Make the rich pay more, spread the wealth.”

“Benefits should be a safety net, not a pay cheque.”

Members tend to be quite split on radical vs moderate change, reflecting a trade-off between urgency & risk. Some see the scale of issues as requiring fundamental overhaul, while others worry that rapid change could create instability.

“Gradual tinkering has failed... we need radical change now.”

“Radical change sounds exciting, but it often brings unintended consequences.”



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