



ISSUES INDEX JULY 2026 (PUBLIC - FINAL)

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BASE: ALL ADULTS AGED 18+
BASE: ALL ADULTS AGED 18+



Table 1
Q.P101 - Voting intention
BASE: ALL ADULTS AGED 18+

	TOTAL (j)	SEX		AGE											SOCIAL GRADE						HH INCOME			UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	A0 (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	UP TO 24999 (t)	25000-49999 (u)	50000 PLUS (v)	
UNWEIGHTED BASE	1003	523	464	94	148	136	163	185	165	112	242	299	350	462	303	407	133	160	710	293	107	174	349	1003
WEIGHTED BASE	1003	478	509	108*	171	164	161	162	123	113*	273	325	286	398	246	307	194	256	553	450	131*	176	309	1003
100%	100%	48%	51%	11%	12%	11%	10%	10%	12%	11%	27%	32%	28%	40%	25%	31%	15%	20%	55%	45%	13%	18%	31%	100%
Total Voting	700	339	349	77*	117*	107*	125*	112*	81*	81*	194	232	193	274	183	217	135*	165*	400	300	94*	132*	236	718
Conservative	96	42	54	5	11	9	12	18	19	23	16	21	37	60	31	30	18	18	61	35	14	9	31	106
14%	14%	12%	15%	7%	9%	8%	9%	17%	23%	28%	8%	9%	19%	22%	17%	14%	13%	11%	15%	12%	14%	7%	13%	15%
	jkt							i	acd	ecde			ecd											
Labour	154	67	85	12	27	21	32	21	20	21	39	54	40	62	48	50	24	32	98	56	19	36	52	178
22%	22%	20%	24%	15%	23%	20%	26%	18%	24%	27%	20%	23%	21%	23%	26%	23%	18%	19%	24%	19%	20%	27%	22%	25%
																			z					
Liberal Democrats (Lib Dem)	51	17	34	10	6	7	8	7	4	10	15	15	11	21	20	15	7	9	35	16	4	7	23	58
7%	7%	5%	10%	12%	5%	6%	6%	6%	5%	12%	8%	6%	6%	8%	11%	7%	5%	6%	9%	5%	5%	5%	10%	8%
	a													i					z					
Scottish/Welsh Nationalist	30	16	14	*	6	5	5	5	6	2	7	10	11	13	7	10	6	8	16	14	9	6	8	39
4%	4%	5%	4%	1%	5%	5%	4%	5%	8%	2%	4%	4%	6%	5%	4%	4%	4%	5%	4%	5%	10%	5%	3%	5%
Reform UK	204	128	73	12	34	30	37	46	26	19	45	68	72	91	38	48	61	57	86	118	27	41	69	178
29%	29%	38%	21%	15%	29%	28%	30%	41%	33%	23%	23%	29%	37%	33%	21%	22%	45%	35%	22%	39%	29%	31%	29%	25%
	bcm							bcj	c				cd	qj			zmn	mmq		zmn				
Other	165	68	90	39	34	35	31	15	6	6	72	66	21	27	40	64	19	41	104	61	20	32	53	159
24%	24%	20%	26%	50%	29%	32%	25%	13%	8%	7%	37%	28%	11%	10%	22%	29%	14%	25%	26%	20%	22%	25%	22%	22%
	agh			ghjkl	ghi	ghi	ghi				ghk	ghi				zqr			zo					
	lvo			v	lv	lv	lv				hiv	lv												
Labour lead over Conservative	58	26	31	7	17	12	21	2	1	-1	23	33	3	2	17	20	7	14	37	21	5	27	21	72
8%	8%	8%	9%	9%	14%	11%	17%	2%	1%	-2%	12%	14%	1%	1%	9%	9%	5%	9%	9%	7%	6%	20%	9%	10%
	ghil			hil	ghi	ghi	ghil	i			ghl	ghl	lv	i								zsu		
	v			v	lv	lv	lv				lv	lv												
Total	1003	478	509	108*	171	164	161	162	123	113*	279	325	286	398	246	307	194	256	553	450	131*	176	309	1003
Would not vote	134	63	70	17	26	22	16	23	20	10	43	38	43	53	16	35	30	33	51	83	19	27	26	112
13%	13%	13%	14%	15%	15%	14%	10%	14%	16%	9%	15%	12%	15%	13%	7%	11%	15%	21%	9%	18%	15%	15%	8%	11%
	mqu															q	m	zmmq		zmm				
																				q				
Undecided	141	62	76	13	24	25	17	24	16	22	38	42	40	61	40	49	28	25	89	52	14	15	44	147
14%	14%	13%	15%	12%	14%	15%	11%	15%	13%	19%	13%	13%	14%	15%	16%	16%	14%	10%	16%	12%	11%	9%	14%	15%
																			z					
Refused	28	13	15	1	4	10	3	3	7	-	5	13	10	10	7	6	2	13	13	15	4	2	3	26
3%	3%	3%	3%	1%	2%	6%	2%	2%	5%	-	2%	4%	3%	2%	3%	2%	1%	5%	2%	3%	3%	1%	1%	3%
	u					kl			kl											q				

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/o/p/q/r - z/s/t/u
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 1st July - 8th July 2026
Source : Ipsos (JN Q218)



Table 2
Q.PL01 - Voting intention

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL GL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WOR KING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)	
UNWEIGHTED BASE	1003	829	67	107	206	324	257	137	229	401	294	260	479	414	469	122	412	458	305	240	1003
WEIGHTED BASE	1003	868	48*	87*	244	308	260	133*	230	361	279	325	341	542	466	143*	395	455	328	220	1003
Total Voting	700	603	33*	65*	175	207	175	91*	161	255	204	215	256	359	337	100*	263	326	211	163	718
Conservative	96	89	3	5	19	38	35	6	29	56	25	10	28	60	33	18	45	36	25	36	106
Labour	14*	15%	10%	7%	11%	18%	20%	6%	18%	22%	12%	5%	11%	17%	10%	18%	17%	11%	12%	22%	15%
Liberal Democrats (Lib Dem)	154	138	4	12	48	41	37	26	27	50	49	50	78	61	66	26	62	83	44	28	178
Scottish/Welsh Nationalist	22*	23%	11%	19%	27%	20%	21%	28%	17%	20%	24%	23%	30%	17%	20%	26%	24%	25%	21%	17%	25%
Reform UK	51	44	1	5	4	14	13	8	19	19	13	19	25	18	18	7	26	23	14	13	58
Other	7*	7%	4%	8%	2%	7%	7%	9%	12%	7%	6%	9%	10%	5%	5%	7%	10%	7%	7%	8%	8%
Labour lead over Conservative	30	-	12	18	-	12	-	-	-	8	12	9	11	10	13	4	14	8	6	16	39
Conservative lead over Labour	4*	-	37%	28%	-	6%	-	-	-	3%	6%	4%	4%	3%	4%	4%	5%	2%	3%	10%	5%
Reform UK lead over Labour	204	178	8	18	64	70	62	14	38	82	55	59	33	140	116	21	67	92	73	39	178
Other lead over Labour	29%	30%	24%	28%	37%	34%	36%	15%	23%	32%	27%	28%	13%	39%	34%	21%	25%	28%	35%	24%	25%
Labour lead over Conservative	58	50	*	8	28	3	2	20	-1	-6	24	40	49	1	33	7	17	47	19	-8	72
Conservative lead over Labour	8*	8%	1%	12%	16%	1%	1%	22%	-1%	-2%	12%	19%	19%	*	10%	7%	7%	15%	9%	-5%	10%
Reform UK lead over Labour	1003	868	48*	87*	244	308	260	133*	230	361	279	325	341	542	466	143*	395	455	328	220	1003
Would not vote	134	116	7	11	34	42	34	16	32	40	28	59	28	90	51	21	62	55	53	26	112
Undecided	141	125	6	10	28	49	43	21	32	58	40	37	46	82	66	19	56	62	52	27	147
Refused	28	25	3	1	7	10	8	5	5	7	6	14	12	10	11	3	13	12	11	5	26
	3%	3%	5%	1%	3%	3%	3%	4%	2%	2%	2%	4%	3%	2%	2%	2%	3%	3%	3%	2%	3%

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

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

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos (IN Q218)

Table 3
Q.PL01 - Voting intention

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (a)	LAB OUR (b)	LIB ERAL DEMO CRAT (c)	REFOR M UK (d)	GREEN PARTY (e)	NONE (f)	1 (j)	2 (k)	3 (l)	4 (m)	5 (n)	PUBLI C (o)	PRI VATE (p)	WHITE (w)	BME (x)		
UNWEIGHTED BASE	1003	134	201	63	194	113	208	166	163	194	186	196	174	387	845	146	230	1003
WEIGHTED BASE	1003	121*	177	56*	224	111*	227	206	162	187	182	161	102	469	840	153	252	1003
	100%	12%	18%	6%	22%	11%	23%	21%	16%	19%	18%	16%	10%	47%	84%	15%	25%	100%
Total Voting	700	96*	154	51*	204	106*	8**	138*	116*	129	131*	121	73	333	583	112*	180	718
Conservative	96	96	-	-	-	-	-	6	14	24	29	19	11	36	79	17	15	106
	14%	100%	-	-	-	-	-	4%	12%	19%	23%	15%	15%	11%	14%	16%	8%	15%
	b	zbc								j	zj	j						
	cde	de																
Labour	154	-	154	-	-	-	-	33	30	30	20	29	20	66	130	23	41	178
	22%	-	100%	-	-	-	-	24%	26%	24%	15%	24%	28%	20%	22%	21%	23%	25%
	acd		zac															
	e		de															
Liberal Democrats (Lib Dem)	51	-	-	51	-	-	-	10	6	8	7	12	6	17	35	15	15	58
	7%	-	-	100%	-	-	-	7%	5%	6%	5%	10%	8%	5%	6%	13%	8%	8%
	abd			zab														
	ew			de												zw		
Scottish/Welsh Nationalist	30	-	-	-	-	-	-	8	7	5	3	5	3	11	28	2	7	39
	4%	-	-	-	-	-	-	6%	6%	4%	3%	4%	4%	3%	5%	2%	4%	5%
	bd																	
Reform UK	204	-	-	-	204	-	-	39	30	28	48	36	14	116	191	12	54	178
	29%	-	-	-	100%	-	-	28%	26%	22%	37%	30%	19%	35%	33%	10%	30%	25%
	abc			zab							i			zo	zx			
	eo			ce														
Other	165	-	-	-	-	106	8	42	28	33	23	20	19	87	120	43	48	159
	24%	-	-	-	-	100%	100%	31%	24%	26%	18%	16%	26%	26%	21%	38%	27%	22%
	abc					z		n								zw		
	dnw					abcd												
'Labour lead' over Conservative	58	-96	154	0	0	0	0	27	16	6	-10	10	9	30	51	6	26	72
	8%	-100%	100%	0%	0%	0%	0%	20%	14%	5%	-8%	8%	12%	9%	9%	5%	14%	10%
	m		za					zl	zlm			m						
Total	1003	121*	177	56*	224	111*	227	206	162	187	182	161	102	469	840	153	252	1003
Would not vote	134	-	-	-	-	-	134	46	17	26	15	15	9	58	121	11	34	112
	13%	-	-	-	-	-	59%	22%	11%	14%	8%	9%	9%	12%	14%	7%	14%	11%
	abc						za	zk										
	dex						bcde	mn										
Undecided	141	22	19	5	17	5	64	17	25	29	34	20	15	67	116	22	25	147
	14%	18%	11%	9%	8%	5%	28%	8%	15%	15%	19%	13%	15%	14%	14%	15%	10%	15%
	de	de					abc			j								
	j						de											
Refused	28	2	3	-	2	-	21	6	5	3	2	5	4	11	19	8	13	26
	3%	2%	2%	-	1%	-	9%	3%	3%	2%	1%	3%	4%	2%	2%	5%	5%	3%
							zab											
							cde											

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

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

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos (JN Q218)



Table 4
Q.P101 - Voting intention
BASE: ALL ADULTS AGED 18+ - V1

	SEX			AGE												SOCIAL GRADE						HH INCOME			UNWTD TOTAL
	TOTAL (a)	MALE (b)	FEMALE (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55-74 (m)	55+ (n)	A8 (o)	C1 (p)	C2 (q)	DE (r)	ABC1 (s)	C2DE (t)	UP TO 24999 (u)	25000-49999 (v)	50000 PLUS (w)		
UNWEIGHTED BASE	492	251	235	48	75	65	84	99	73	51	123	149	172	223	154	194	61	86	348	147	57	83	180	495	
WEIGHTED BASE	492	219	264	55*	85*	77*	81*	88*	58*	49*	140*	158	146	195	122	148	86*	135*	270	222	70*	86*	161	495	
	100%	45%	54%	11%*	17%*	16%*	16%*	18%*	12%*	10%*	28%*	32%	30%	40%	25%	30%	33%*	28%*	55%	45%	14%*	17%*	33%	101%	
Total Voting	365	158	200	42*	60*	54*	72*	62*	36*	39*	103*	126*	98*	137	90*	116	63*	95*	207	159*	53*	67*	126	375	
Conservative	53	25	27	2	4	6	10	11	8	12	7	15	11	31	19	19	6	9	38	15	10	6	17	61	
	15%	16%	13%	6%	7%	10%	14%	16%	23%	31%	6%	12%	19%	23%	21%	16%	9%	10%	18%	10%	18%	9%	13%	16%	
	i							i	c	zede			i	zod	zr				z						
Labour	77	28	47	8	14	13	15	11	9	7	22	28	19	26	22	21	12	22	43	34	12	15	29	84	
	21%	18%	24%	19%	24%	24%	20%	17%	24%	19%	22%	22%	19%	19%	25%	18%	19%	23%	21%	21%	22%	23%	23%	22%	
Liberal Democrats (Lib Dem)	29	11	18	4	1	4	6	6	2	6	5	10	7	14	10	12	2	5	21	7	2	4	13	36	
	8%	7%	9%	9%	2%	7%	8%	9%	5%	16%	5%	8%	8%	10%	11%	10%	4%	5%	10%	5%	5%	6%	10%	10%	
									d										z						
Scottish/Welsh Nationalist	13	6	7	-	4	2	2	2	2	1	4	3	4	6	5	3	2	4	8	5	5	3	3	18	
	3%	4%	3%	-	7%	3%	2%	4%	6%	3%	4%	3%	5%	4%	5%	2%	3%	4%	4%	3%	9%	4%	2%	5%	
Reform UK	109	55	53	6	17	14	27	25	13	9	22	41	37	46	16	24	30	39	40	69	17	19	39	90	
	30%	35%	26%	13%	28%	25%	38%	39%	36%	23%	22%	33%	38%	34%	18%	21%	47%	41%	19%	44%	33%	29%	31%	24%	
	cmn						c	c	c			c	zci	c			zmn	mnq		zmn					
Other	85	33	49	23	20	17	12	8	2	3	42	29	11	14	19	38	12	16	57	28	7	20	26	86	
	23%	21%	25%	53%	32%	31%	17%	13%	7%	9%	41%	23%	11%	10%	21%	33%	18%	17%	28%	17%	13%	29%	21%	23%	
	hil			zfg	ghi	ghi					zfg					zmp			zm						
	v			hiklv	lv	lv					hiklv					r									
'Labour lead' over Conservative	24	3	21	6	10	8	5	*	*	-5	16	12	*	-5	3	2	6	13	5	19	2	9	12	23	
	6%	2%	10%	13%	17%	14%	7%	-1%	1%	-12%	10%	10%	*	-3%	4%	1%	10%	13%	2%	12%	4%	14%	10%	6%	
	ailv		za	zgh	zlv		zll		z		zgh	zlv					nq	nq		z					
	rn			v	lv		v				lv														
Total	492	219	264	55*	85*	77*	81*	88*	58*	49*	140*	158	146	195	122	148	86*	135*	270	222	70*	86*	161	495	
Would not vote	58	33	24	11	11	10	3	9	13	1	22	8	22	23	11	14	9	24	25	33	9	10	12	50	
	12%	15%	9%	20%	13%	12%	4%	10%	22%	3%	16%	8%	15%	12%	9%	10%	11%	17%	9%	15%	13%	12%	7%	10%	
	fqu	z		zfk				zfk			fi	f	fiv	i											
Undecided	53	21	32	1	11	9	6	15	4	8	12	15	18	27	15	14	13	12	29	25	6	8	20	53	
	11%	10%	12%	2%	13%	12%	7%	17%	6%	17%	8%	10%	12%	14%	12%	9%	15%	9%	11%	11%	9%	9%	13%	11%	
	c							c	c	c	c		c	c											
Refused	16	8	8	1	3	4	*	2	6	-	4	4	8	8	6	4	1	5	10	6	2	1	3	17	
	3%	4%	3%	2%	3%	5%	*	2%	10%	-	3%	3%	5%	4%	5%	3%	1%	4%	4%	3%	3%	1%	2%	3%	
								zfk	v				R												

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/o/p/q/r - z/s/t/u
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 1st July - 8th July 2026
Source : Ipsos (JN Q218)



Table 5
Q.PL01 - Voting intention

BASE: ALL ADULTS AGED 18+ - V1

		GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL GL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WOR KING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)	UNWTD TOTAL
UNWEIGHTED BASE	495	417	30	48	104	151	121	75	117	192	148	134	245	202	237	56	202	226	148	121	495
WEIGHTED BASE	492	432	20**	41*	124*	142	122*	71*	115*	165	141	169	178	262	234	62*	196	220	168	104*	495
100%	100%	88%	4%**	8%*	25%*	29%	25%*	16%*	23%*	34%	29%	34%	30%	53%	45%	13%*	40%	45%	34%	21%*	101%
Total Voting	365	317	13**	35*	93*	97*	84**	53*	88*	123	108*	124*	137	191	179	47**	139	174	112*	79*	375
Conservative	53	48	2	3	7	23	21	2	18	32	16	5	18	31	18	12	23	19	14	19	61
15%	15%	15%	12%	8%	7%	23%	25%	5%	20%	26%	15%	4%	13%	16%	10%	26%	17%	11%	13%	24%	16%
gkn		g				zad	zacd		dg	zk	k									zs	
Labour	77	69	2	6	24	15	13	17	15	19	22	32	39	32	30	14	33	37	26	14	84
21%	21%	22%	14%	17%	26%	15%	15%	32%	17%	16%	20%	26%	28%	17%	17%	29%	24%	21%	23%	17%	22%
Liberal Democrats (Lib Dem)	29	24	1	3	3	6	5	4	12	13	8	8	16	8	10	1	17	11	9	9	36
8%	8%	8%	9%	10%	3%	6%	6%	7%	14%	10%	7%	7%	12%	4%	6%	2%	12%	6%	8%	12%	10%
m									zad				zm				z				
Scottish/Welsh Nationalist	13	-	3	10	-	3	-	-	-	5	4	4	5	3	5	1	7	4	1	7	18
3%	3%	-	24%	27%	-	3%	-	-	-	4%	3%	3%	4%	2%	3%	2%	5%	2%	1%	9%	5%
a				zade		a														zst	
gh																					
Reform UK	109	96	4	9	38	33	29	10	19	36	33	36	17	81	66	10	33	54	38	18	90
30%	30%	30%	29%	27%	41%	34%	34%	18%	22%	29%	31%	29%	13%	42%	37%	22%	24%	31%	34%	22%	24%
i				gh									zl		zp						
Other	85	79	2	4	21	17	16	20	23	18	26	38	42	36	50	9	26	49	24	12	86
23%	23%	25%	12%	11%	22%	18%	19%	37%	26%	15%	24%	31%	31%	19%	28%	18%	19%	28%	21%	15%	23%
iu								zac				i	zm					u			
ef																					
'Labour lead' over Conservative	24	20	*	3	17	-8	-8	15	-3	-13	6	27	21	1	13	2	10	18	11	-6	23
6%	6%	6%	2%	9%	18%	-8%	-10%	28%	-3%	-10%	6%	22%	15%	*	7%	3%	7%	10%	10%	-7%	6%
efhi		efh		h	zae			zac				zij	zm					zu	u		
mu					fh			efh													
Total	492	432	20**	41*	124*	142	122*	71*	115*	165	141	169	178	262	234	62*	196	220	168	104*	495
Would not vote	58	52	3	3	14	19	16	9	13	14	9	30	13	36	19	9	29	23	26	9	50
12%	12%	12%	14%	7%	11%	13%	13%	12%	11%	9%	7%	18%	7%	14%	8%	15%	15%	10%	15%	9%	10%
jin												zij									
Undecided	53	48	2	3	13	19	18	8	10	22	20	10	21	27	28	5	20	19	22	13	53
11%	11%	11%	9%	8%	10%	14%	14%	12%	9%	13%	14%	6%	12%	10%	12%	9%	10%	9%	13%	12%	11%
k																					
Refused	16	14	2	-	4	6	5	2	4	7	4	5	7	8	8	-	8	4	8	4	17
3%	3%	3%	8%	-	3%	4%	4%	3%	4%	4%	3%	3%	4%	3%	3%	-	4%	2%	5%	4%	3%

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

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

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos (JN Q218)

Table 6
Q.PL01 - Voting intention

BASE: ALL ADULTS AGED 18+ - V1

	TOTAL (z)	PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (a)	LAB OUR (b)	LIB ERAL DEMO CRAT (c)	REFOR M UK (d)	GREEN PARTY (e)	NONE (f)	1 (j)	2 (k)	3 (l)	4 (m)	5 (n)	PUBLI C (o)	PRI VATE (p)	WHITE (w)	BME (x)		
UNWEIGHTED BASE	495	75	91	37	97	54	96	84	86	96	80	102	91	189	415	73	119	495
WEIGHTED BASE	492	65*	84*	30**	119*	53*	101*	109*	82*	89*	76*	79*	56*	225	410	77*	132*	495
	100%	13%*	17%*	6%**	24%*	11%*	20%*	22%*	17%*	18%*	16%*	16%*	11%*	46%	83%	16%*	27%*	101%
Total Voting	365	53*	77*	29**	109*	53*	6**	77*	61*	68*	57*	60*	44*	173	299	66*	101*	375
Conservative	53	53	7*	-	-	-	-	3	7	16	15	10	7	22	44	9	12	61
	15%	100%	-	-	-	-	-	4%	12%	23%	27%	16%	16%	13%	15%	14%	12%	16%
	b	zbd						j		j	zj	j						
	dej	e																
Labour	77	-	77	-	-	-	-	19	16	15	8	11	10	31	64	13	19	84
	21%	-	100%	-	-	-	-	24%	27%	22%	13%	18%	22%	18%	21%	20%	19%	22%
	ade		zad															
	e																	
Liberal Democrats (Lib Dem)	29	-	-	29	-	-	-	4	2	5	4	7	4	7	21	8	9	36
	8%	-	-	100%	-	-	-	6%	3%	8%	7%	12%	8%	4%	7%	12%	9%	10%
	bdp																	
Scottish/Welsh Nationalist	13	-	-	-	-	-	-	2	3	3	*	4	2	4	12	1	1	18
	3%	-	-	-	-	-	-	3%	5%	4%	1%	6%	4%	2%	4%	1%	1%	5%
Reform UK	109	-	-	-	109	-	-	28	14	13	19	21	9	64	100	9	32	90
	30%	-	-	-	100%	-	-	37%	23%	18%	33%	35%	20%	37%	33%	13%	32%	24%
	abe				zab									zo	zx			
	lx				e													
Other	85	-	-	-	-	53	6	21	19	17	11	8	13	45	59	26	28	86
	23%	-	-	-	-	100%	100%	27%	31%	25%	19%	13%	30%	26%	20%	40%	28%	23%
	abd					z			n							zw		
	nw					abd												
'Labour lead' over Conservative	24	-53	77	0	0	0	0	15	9	-1	-8	1	3	9	20	4	7	23
	6%	-100%	100%	0%	0%	0%	0%	20%	15%	-1%	-13%	2%	6%	5%	7%	6%	7%	6%
	m		za					zl	zl			l						
								mn	mn									
Total	492	65*	84*	30**	119*	53*	101*	109*	82*	89*	76*	79*	56*	225	410	77*	132*	495
Would not vote	58	-	-	-	-	-	58	23	9	11	5	5	3	22	50	5	18	50
	12%	-	-	-	-	-	57%	21%	10%	12%	7%	7%	6%	10%	12%	7%	14%	10%
	abd						za	zm										
	e						bde	n										
Undecided	53	11	6	1	9	-	24	6	12	9	12	10	7	26	47	4	10	53
	11%	16%	7%	3%	8%	-	24%	6%	15%	10%	16%	12%	12%	11%	12%	5%	7%	11%
	e	e					zbd											
Refused	16	2	1	-	-	-	13	3	-	1	2	4	3	5	13	2	3	17
	3%	3%	1%	-	-	-	13%	2%	-	1%	2%	5%	5%	2%	3%	2%	2%	3%
							zbd					k						
							e											

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

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

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos (JN Q218)



Table 7
PI01_2 - How would you vote if there were a General Election tomorrow?

BASE: ALL ADULTS AGED 18+ - V2

	TOTAL (j)	SEX		AGE											SOCIAL GRADE						HH INCOME			UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-24 (j)	25-34 (k)	35-44 (l)	45-54 (m)	A0 (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	UP TO 24999 (t)	25000-49999 (u)	50000 PLUS (v)	
Unweighted Base	508	272	229	46	73	71	79	86	92	61	119	150	178	239	149	213	72	74	362	146	50	91	169	508
Weighted Base	511	259	245	53**	80*	87*	80*	74*	66*	64*	139*	168	140	204	124	158	108*	121*	283	228	60*	91*	148	508
Total Voting	335	181	149	35**	57*	53*	53*	50*	46*	42*	92*	106*	85*	137	91*	100	72*	70*	193	142*	41**	65*	110	343
Conservative	43	16	27	3	6	4	3	7	11	11	11	5	18	29	12	11	12	9	23	20	4	3	14	45
	13%	9%	18%	8%	11%	7%	3%	15%	24%	26%	10%	5%	19%	21%	13%	11%	16%	12%	12%	14%	9%	5%	13%	13%
	afkt	a						fk	zef	zef			zfk	k										
Labour	77	39	37	4	13	8	18	10	11	14	16	26	21	25	25	29	12	10	55	23	7	20	23	94
	23%	22%	25%	11%	22%	15%	33%	20%	24%	34%	18%	24%	22%	26%	27%	29%	17%	15%	28%	16%	17%	32%	21%	27%
							k								zr			zr						
Liberal Democrats (Lib Dem)	22	6	16	6	4	3	2	2	2	3	10	5	4	7	10	3	5	4	13	9	2	3	10	22
	7%	3%	11%	16%	8%	5%	4%	3%	4%	8%	11%	5%	4%	5%	11%	3%	6%	6%	7%	6%	4%	5%	10%	6%
	an	za													n			n						
Scottish/Welsh Nationalist	17	10	7	*	2	4	3	3	4	1	3	7	7	8	2	7	4	4	9	9	4	3	6	21
	5%	6%	5%	1%	4%	7%	5%	5%	9%	2%	3%	6%	7%	6%	2%	7%	6%	6%	5%	6%	11%	5%	5%	6%
Reform UK	96	34	20	6	17	17	10	21	14	10	23	27	35	45	22	24	31	18	46	48	10	22	30	88
	28%	41%	13%	18%	30%	32%	18%	43%	30%	24%	25%	25%	37%	33%	24%	24%	43%	25%	24%	34%	25%	34%	28%	26%
	bq	zb						zfk					zf				zmn							
Green Party	53	22	29	14	9	11	11	4	2	3	23	22	5	8	19	18	1	15	37	16	12	8	22	53
	16%	12%	19%	39%	17%	20%	20%	7%	4%	7%	25%	20%	6%	6%	20%	18%	2%	21%	19%	11%	29%	13%	20%	15%
	hfv			v		hfv	hfv				edg	hfv			o			or	zo	o				
	o										hfv													
Another party	27	13	13	2	5	7	8	3	2	-	7	15	5	5	3	7	6	11	10	17	2	5	4	20
	8%	7%	8%	7%	8%	13%	16%	6%	5%	-	8%	14%	5%	4%	3%	7%	9%	15%	5%	12%	4%	7%	4%	6%
	vmqu			lv		lv	lv				zlv						mq		m					
'Labour lead' over Conservative	34	23	10	1	6	5	16	3	*	3	7	21	3	6	14	18	1	2	32	2	3	17	9	49
	10%	13%	7%	3%	11%	9%	30%	5%	1%	8%	8%	19%	3%	4%	15%	18%	1%	2%	17%	2%	8%	27%	8%	14%
	hfv						zdeq				zeph				opr	zopr			zopr					
	or						hikkv				lv													
Total	511	259	245	53**	80*	87*	80*	74*	66*	64*	139*	168	140	204	124	158	108*	121*	283	228	60*	91*	148	508
Would not vote	77	31	46	6	15	13	13	14	8	9	21	26	21	30	6	21	21	29	26	50	10	17	14	62
	15%	12%	19%	11%	17%	15%	16%	19%	12%	14%	15%	15%	15%	15%	5%	13%	19%	24%	9%	22%	17%	19%	9%	12%
	mqu															mq	mq	zmnq	m	zmn				
																			q					
Undecided	87	41	46	12	14	15	11	10	12	13	26	27	22	35	25	35	14	13	60	27	8	7	23	94
	17%	16%	18%	22%	16%	17%	14%	13%	18%	21%	19%	16%	15%	17%	20%	22%	13%	11%	21%	12%	13%	8%	16%	19%
	t														zpr			zr						
Refused	12	6	6	-	1	6	3	1	1	-	1	9	2	2	1	2	1	8	3	9	2	2	1	9
	2%	2%	3%	-	1%	7%	4%	1%	1%	-	1%	5%	1%	1%	1%	1%	1%	7%	1%	4%	4%	2%	1%	2%
	vt					btv					zv							zmmq	o					

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 1st July - 8th July 2026
Source : Ipsos (JN Q218)



Table 8
PL01_2 - How would you vote if there were a General Election tomorrow?

BASE: ALL ADULTS AGED 18+ - V2

	TOTAL (z)	GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL GL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WOR KING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)	
Unweighted Base	508	412	37	59	102	173	136	62	112	209	146	126	234	212	232	66	210	232	157	119	508
Weighted Base	511	436	29**	47*	121*	167	138*	62*	115*	195	137	156*	164	280	232	81*	199	235	160	116*	508
Total Voting	335	285	19**	30*	82*	110*	91*	39*	74*	133	97*	91*	119	169	158	52*	124	152	99*	84*	343
Conservative	43	40	2	2	12	15	14	3	11	24	9	5	10	28	15	6	22	16	11	16	45
	13%	14%	8%	6%	15%	14%	15%	8%	15%	18%	10%	5%	9%	17%	10%	12%	18%	11%	11%	20%	13%
	kl									k											
Labour	77	69	2	6	24	26	24	9	12	31	27	18	39	29	36	12	30	46	18	14	94
	23%	24%	9%	21%	29%	24%	27%	23%	17%	23%	28%	20%	33%	17%	23%	23%	24%	30%	18%	17%	27%
													zm					z			
Liberal Democrats (Lib Dem)	22	20	-	2	1	8	8	5	7	6	5	11	9	10	8	6	8	13	5	4	22
	7%	7%	-	6%	1%	7%	8%	12%	10%	5%	5%	12%	8%	6%	5%	11%	7%	8%	5%	5%	6%
		d						d													
Scottish/Welsh Nationalist	17	-	9	8	-	9	-	-	-	3	8	5	6	7	8	3	7	4	4	9	21
	5%	-	46%	28%	-	adh	-	-	-	2%	9%	5%	5%	4%	5%	5%	5%	2%	4%	11%	6%
	a			zade		adfh												zs			
				fgh																	
Reform UK	95	82	4	9	26	38	33	4	18	47	22	24	16	59	50	11	34	38	35	21	88
	28%	29%	21%	29%	32%	34%	37%	10%	25%	35%	23%	26%	13%	35%	31%	21%	27%	25%	36%	26%	26%
	gl	g		g	g	g	g							i							
Green Party	53	49	2	2	7	9	7	16	19	13	18	22	29	19	28	9	16	26	16	11	53
	16%	17%	9%	6%	9%	8%	8%	42%	26%	10%	18%	24%	25%	11%	17%	17%	13%	17%	16%	13%	15%
	efi	def						def	ef			i	zm								
Another party	27	25	1	1	12	6	5	2	6	9	7	8	9	16	14	6	7	9	10	8	20
	8%	9%	6%	4%	15%	6%	5%	5%	8%	7%	7%	8%	8%	9%	9%	11%	6%	6%	10%	9%	6%
'Labour lead' over Conservative	34	29	*	5	12	11	10	6	1	7	18	13	29	1	21	6	7	29	7	-2	49
	10%	10%	1%	16%	14%	10%	11%	15%	2%	5%	19%	15%	24%	1%	13%	11%	6%	19%	7%	-3%	14%
	u	h		h	h		h	h		zi			zm					ztu	u		
Total	511	436	29**	47*	121*	167	138*	62*	115*	195	137	156*	164	280	232	81*	199	235	160	116*	508
Would not vote	77	64	4	8	20	23	18	7	18	26	19	29	14	54	32	12	33	32	28	17	62
	15%	15%	16%	18%	16%	14%	13%	11%	16%	13%	14%	19%	9%	19%	14%	14%	17%	14%	17%	14%	12%
	i												zi								
Undecided	87	76	4	7	15	30	26	13	22	36	20	26	25	55	38	13	36	43	30	14	94
	17%	17%	14%	16%	13%	18%	19%	21%	19%	19%	14%	17%	15%	20%	16%	17%	18%	18%	19%	12%	19%
Refused	12	10	1	1	3	4	3	1	1	-	2	9	5	2	4	3	5	8	3	1	9
	2%	2%	4%	2%	2%	3%	2%	5%	1%	-	1%	6%	3%	1%	2%	4%	3%	3%	2%	1%	2%
	m											zi									

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

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

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos [JN Q218]



Table 9

PL01_2 - How would you vote if there were a General Election tomorrow?

BASE: ALL ADULTS AGED 18+ - V2

	TOTAL (z)	PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (a)	LAB OUR (b)	LIB ERAL DEMO CRAT (c)	REFOR M UK (d)	GREEN PARTY (e)	NONE (f)	1 (j)	2 (k)	3 (l)	4 (m)	5 (n)	PUBLI C (o)	PRI VATE (p)	WHITE (w)	BME (x)		
Unweighted Base	508	59	110	26	97	59	112	82	77	98	106	94	83	198	430	73	111	508
Weighted Base	511	55*	93*	26**	105*	58*	127*	97*	80*	99*	106*	82*	45*	243	430	76*	120*	508
Total Voting	335	43*	77*	22**	95*	53*	2**	61*	55*	61*	74*	61*	29*	160	284	46*	79*	343
Conservative	43	43	-	-	-	-	-	2	7	8	14	9	4	14	35	8	3	45
	13% b de	100% zbd e	-	-	-	-	-	4%	12%	14%	19% j	15%	14%	9%	12%	18%	4%	13%
Labour	77	-	77	-	-	-	-	14	14	15	12	18	11	35	66	10	22	94
	23% ade	-	100% zad e	-	-	-	-	24%	26%	26%	16%	29%	36% z	22%	23%	22%	28%	27%
Liberal Democrats (Lib Dem)	22	-	-	22	-	-	-	6	4	3	3	5	2	10	14	7	6	22
	7% bdw	-	-	100%	-	-	-	9%	8%	5%	4%	8%	8%	6%	5%	16% zw	7%	6%
Scottish/Welsh Nationalist	17	-	-	-	-	-	-	6	4	2	3	2	1	7	16	1	6	21
	5%	-	-	-	-	-	-	9%	7%	3%	4%	3%	3%	4%	6%	2%	7%	6%
Reform UK	95	-	-	-	95	-	-	11	16	16	30	15	5	52	91	3	22	88
	28% abe x	-	-	-	100% zab e	-	-	18%	30%	26%	40% zj	25%	18%	32%	32% zx	6%	28%	26%
Green Party	53	-	-	-	-	53	-	14	8	11	5	9	6	25	39	12	11	53
	16% abd mw	-	-	-	-	100% zab d	-	23% m	14%	18%	7%	14%	20%	16%	14%	27%	14%	15%
Another party	27	-	-	-	-	-	2	7	2	6	7	3	-	17	23	4	9	20
	8% bd	-	-	-	-	-	100%	12%	3%	9%	9%	5%	-	11% o	8%	9%	11%	6%
'Labour lead' over Conservative	34	-43	77	0	0	0	0	12	7	7	-2	9	6	20	31	2	19	49
	10% m	-100% za	100% za	0% 0%	0% 0%	0% 0%	0% 0%	20% m	13% m	12% m	-3% m	15% m	22% z	13%	11%	4%	24%	14%
Total	511	55*	93*	26**	105*	58*	127*	97*	80*	99*	106*	82*	45*	243	430	76*	120*	508
Would not vote	77	-	-	-	-	-	77	23	9	15	10	9	6	35	71	6	16	62
	15% abd e	-	-	-	-	-	60% za bde	24% m	11%	16%	10%	11%	14%	15%	16%	8%	14%	12%
Undecided	87	12	13	4	8	5	40	10	13	20	22	11	9	42	69	18	15	94
	17% d	21% d	14%	16%	8%	9%	32% zb de	10% 10%	16% 16%	20% 20%	21% 21%	13% 13%	19% 19%	17% 17%	16% 16%	24% 24%	12% 12%	19% 19%
Refused	12	-	2	-	2	-	8	3	5	2	-	1	1	6	6	6	10	9
	2% w	-	2% 2%	-	2% 2%	-	6% z	3% 3%	6% m	3% 3%	-	1% 1%	2% 2%	2% 2%	1% 1%	8% zw	9% 9%	2% 2%

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

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

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos (JN Q218)

13 Jul 2026

Proportions/Mean: Columns Tested (5% risk level) - $z/3/b - z/c/d/a/f/g/h/i/j/k/l/v - z/m/n/o/p/q/r - z/s/t/u$
 Overlap formulae used. * email base
 Respondent type : GB Adults 18+
 Fieldwork dates : 1st July - 8th July 2026
 Source : Ipsos (JN Q238)

13 Jul 2026

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - $z/\chi^2/b/c/d/e/f/g/h - z/t/j/k - z/l/m - z/n/o/p/q/r - z/s/t/$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates: 1st July - 8th July 2026
Source: Ipsos (JN Q218)

Proportions/Mean: Columns Tested (5% risk level) - $z/\chi^2/b/c/d/e/f/g/h - z/t/j/k - z/l/m - z/n/o/p/q/r - z/s/t/$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates: 1st July - 8th July 2026
Source: Ipsos (JN Q218)

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

Preparation/Mixing: Columns tested (DE-650) = λ_1/λ_2 = $\lambda_1/\lambda_2/\lambda_3/\lambda_4/\lambda_5/\lambda_6/\lambda_7/\lambda_8/\lambda_9/\lambda_{10}$ = $\lambda_1/\lambda_2/\lambda_3/\lambda_4/\lambda_5/\lambda_6/\lambda_7/\lambda_8/\lambda_9/\lambda_{10}$
 Overlay formulae used: * usual base
 Respondent type: Q8 Adults 18+
 Fieldwork dates: 3rd July - 8th July 2020
 Source: Ipsos (16/02/21)

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - $z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/s/t/u/v$
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GI Adults 18+
 Fieldwork dates : 1st July - 8th July 2026
 Source : Ipsos (J/N Q218)

BASE: ALL ACCT'S AGED 29-

[illegible]

Overlap formula used: * tall base; ** very small base (under 30) ineligible for sig testing
 Respondent type : US Adults 18+
 Fieldwork dates : Jul-July - 2019
 Source : Ipsos (Ipsos.com)



Table 19
PVIB - And which other party is that?

BASE: ALL ADULTS AGED 18+ WHO SAY ANOTHER PARTY AT PL01

	TOTAL (a)	SEX		AGE											SOCIAL GRADE						HH INCOME			UNWTD TOTAL
		MALE (b)	FEMALE (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55-74 (m)	55+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	ABC1 (s)	C2DE (t)	UP TO 24999 (u)	25000-49999 (v)	50000 PLUS (w)	
Unweighted Base	106	42	60	21	23	20	19	13	7	3	44	39	20	23	23	51	12	20	74	32	9	23	31	106
Weighted Base	112*	46*	62*	25**	24**	24**	20**	11**	4**	3**	49*	44*	15**	19**	22**	45*	16**	27**	67*	45**	9**	24**	31**	106
Green Party	53	14	36	15	16	10	4	4	1	2	31	14	5	8	15	23	5	10	38	15	5	14	17	54
	47%	31%	59%	60%	66%	41%	22%	36%	28%	71%	62%	32%	34%	41%	69%	50%	26%	38%	56%	33%	58%	57%	56%	51%
	ak	za									zk								z					
UK Independence Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alba	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Restore Britain	38	24	14	7	8	7	12	1	2	1	15	19	3	4	3	14	12	9	17	21	-	7	8	29
	34%	51%	22%	28%	34%	30%	60%	11%	36%	29%	31%	44%	18%	20%	15%	31%	67%	34%	26%	47%	-	31%	27%	27%
	bq	zb																						
Another party	13	5	7	1	-	5	4	2	2	-	1	8	3	3	2	5	1	5	7	6	4	2	3	14
	12%	11%	11%	4%	-	20%	18%	17%	36%	-	2%	19%	22%	18%	9%	11%	7%	18%	10%	13%	42%	9%	10%	13%
	j																							
Would not vote	2	1	1	-	-	-	-	2	-	-	-	-	2	2	1	1	-	-	2	-	-	-	2	2
	1%	2%	1%	-	-	-	-	14%	-	-	-	-	10%	8%	5%	1%	-	-	2%	-	-	-	5%	2%
Undecided	6	2	4	2	-	2	-	2	-	-	2	2	2	2	1	2	-	3	3	3	-	1	1	6
	5%	4%	6%	8%	-	9%	-	15%	-	-	4%	5%	10%	9%	3%	5%	-	10%	4%	6%	-	4%	3%	6%
Refused	1	-	1	-	-	-	-	1	-	-	-	-	1	1	-	1	-	-	1	-	-	-	-	1
	1%	-	1%	-	-	-	-	7%	-	-	-	-	5%	4%	-	2%	-	-	1%	-	-	-	-	1%

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

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

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos (JN Q218)

Table 20

PVIB - And which other party is that?

BASE: ALL ADULTS AGED 18+ WHO SAY ANOTHER PARTY AT PL01

	GOVERNMENT OFFICE REGION									TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL. SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL GL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WOR KING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)	
Unweighted Base	106	95	4	7	26	25	21	23	25	30	27	42	56	41	59	13	34	60	31	15	106
Weighted Base	112*	104*	3**	5**	33**	23**	21**	21**	29**	27**	33**	45*	52*	52*	64*	15**	33**	58*	34**	20**	106
Green Party	53	50	1	1	13	10	9	14	15	10	18	23	30	19	28	7	18	39	9	5	54
	47%	48%	33%	30%	39%	43%	44%	63%	51%	36%	54%	52%	58%	37%	44%	46%	54%	67%	25%	26%	51%
UK Independence Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alba	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Restore Britain	38	35	*	3	13	6	5	5	13	13	11	11	9	28	23	8	8	9	15	14	29
	34%	34%	14%	54%	39%	24%	25%	21%	43%	48%	34%	25%	18%	54%	36%	52%	23%	15%	46%	71%	27%
	15													21							
Another party	13	11	2	1	5	5	4	1	1	1	3	9	8	4	6	*	7	7	5	*	14
	12%	10%	54%	16%	14%	22%	17%	6%	3%	4%	10%	19%	16%	7%	9%	2%	20%	12%	15%	2%	13%
Would not vote	2	2	-	-	1	-	-	1	-	2	-	-	1	-	2	-	-	2	-	-	2
	1%	1%	-	-	3%	-	-	3%	-	6%	-	-	2%	-	2%	-	-	3%	-	-	2%
Undecided	6	6	-	-	2	3	3	1	1	2	1	2	3	1	5	-	1	1	5	-	6
	5%	5%	-	-	5%	12%	14%	3%	2%	6%	2%	4%	6%	1%	7%	-	3%	1%	14%	-	6%
	5																				
Refused	1	1	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	1	-	-	1
	1%	1%	-	-	-	-	-	4%	-	-	-	-	-	2%	1%	-	-	1%	-	-	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos (JN Q218)

Table 21
PVIB - And which other party is that?

BASE: ALL ADULTS AGED 18+ WHO SAY ANOTHER PARTY AT PL01

	TOTAL (z)	PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (a)	LAB OUR (b)	LIB ERAL DEMO CRAT (c)	REFOR M UK (d)	GREEN PARTY (e)	NONE (f)	1 (j)	2 (k)	3 (l)	4 (m)	5 (n)	PUBLI C (o)	PRI VATE (p)	WHITE (w)	BME (x)		
Unweighted Base	106	-	-	-	-	54	9	25	23	22	15	12	21	48	77	29	31	106
Weighted Base	112*	..	..	..	..	53*	8**	28**	21**	22**	18**	11**	13**	62*	81*	30**	38*	106
Green Party	53	-	-	-	-	53	-	16	8	13	9	7	8	28	33	20	19	54
	47%	-	-	-	-	100%	-	59%	37%	57%	51%	61%	59%	45%	41%	64%	51%	51%
UK Independence Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alba	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Restore Britain	38	-	-	-	-	-	-	6	8	6	6	2	3	24	31	7	13	29
	34%	-	-	-	-	-	-	23%	40%	27%	34%	18%	21%	39%	38%	24%	34%	27%
Another party	13	-	-	-	-	-	-	4	3	3	1	1	1	5	11	2	4	14
	12%	-	-	-	-	-	-	16%	16%	11%	7%	12%	6%	9%	13%	8%	9%	13%
Would not vote	2	-	-	-	-	-	2	-	1	-	-	1	1	1	1	1	-	2
	1%	-	-	-	-	-	19%	-	3%	-	-	9%	4%	2%	1%	2%	-	2%
Undecided	6	-	-	-	-	-	6	1	-	1	1	-	1	4	5	1	2	6
	5%	-	-	-	-	-	71%	3%	-	4%	8%	-	9%	6%	6%	3%	6%	6%
Refused	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	1
	1%	-	-	-	-	-	10%	-	4%	-	-	-	-	-	1%	-	-	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k/l/m/n - z/o/p/q/r - z/s/t/u/v - z/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 1st July - 8th July 2026
 Source : Ipsos (JN Q218)



Table 22
ITS - Which party are you most inclined to support?

BASE: ALL ADULTS AGED 18+ WHO ARE UNDECIDED OR REFUSED TO SAY WHO TO VOTE FOR

	TOTAL (j)	SEX		AGE											SOCIAL GRADE						HH INCOME			UNWTD TOTAL
		MALE (a)	FEMALE (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)	55-74 (l)	55+ (m)	A0 (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	UP TO 24999 (t)	25000-49999 (u)	50000 PLUS (v)	
Unweighted Base	180	79	98	16	25	30	21	39	27	22	41	51	66	88	51	84	20	25	135	45	17	22	52	180
Weighted Base	174	77*	95*	16**	28**	37**	20**	30*	22**	22**	45*	57*	52*	73*	47*	58*	20**	41**	105	70*	18**	19**	48*	180
Conservative	25	8	17	-	6	4	3	3	4	4	6	8	8	12	12	8	3	2	20	5	1	3	11	29
	14%	10%	18%	-	20%	11%	17%	11%	20%	19%	13%	13%	15%	16%	25%	14%	10%	5%	19%	7%	4%	14%	23%	16%
Labour	22	12	9	2	2	-	4	6	3	6	4	4	9	15	4	6	6	6	10	12	1	3	2	23
	13%	16%	9%	10%	9%	-	17%	19%	13%	28%	9%	6%	17%	20%	9%	10%	20%	16%	10%	18%	4%	18%	5%	13%
Liberal Democrats (Lib Dem)	5	3	2	-	3	-	1	1	1	-	3	1	1	1	1	2	-	3	3	3	1	-	-	5
	3%	4%	2%	-	9%	-	6%	2%	3%	-	6%	2%	2%	2%	2%	3%	-	6%	2%	4%	4%	-	-	3%
Scottish/Welsh Nationalist	1	-	1	-	-	-	-	1	-	-	-	-	1	1	1	-	-	1	-	-	-	-	-	2
	1%	-	1%	-	-	-	-	2%	-	-	-	-	1%	1%	1%	-	-	1%	-	-	-	-	-	1%
Green Party	8	4	4	3	2	1	1	1	-	-	4	2	1	1	1	4	2	2	4	3	-	1	4	8
	4%	5%	4%	16%	7%	2%	6%	5%	-	-	10%	3%	3%	2%	1%	6%	5%	5%	4%	5%	-	8%	8%	4%
UK Independence Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	20	10	9	2	3	6	5	3	-	1	5	11	3	4	2	4	9	5	6	14	3	1	6	17
	11%	13%	10%	15%	9%	17%	23%	11%	-	5%	11%	19%	6%	6%	5%	6%	31%	13%	6%	20%	19%	3%	12%	9%
Restore Britain	2	-	2	-	-	-	-	1	1	-	-	-	2	2	-	2	-	-	2	-	-	-	-	3
	1%	-	2%	-	-	-	-	5%	4%	-	-	-	4%	3%	-	4%	-	-	2%	-	-	-	-	2%
Other	6	3	2	*	2	3	-	1	-	-	3	3	1	1	3	3	-	1	5	1	-	1	1	5
	3%	4%	2%	2%	8%	7%	-	3%	-	-	6%	4%	2%	1%	5%	4%	-	2%	5%	1%	-	6%	3%	3%
Would not vote	2	1	1	-	1	-	-	1	-	1	1	1	1	1	1	1	-	-	2	-	-	-	1	3
	1%	2%	1%	-	4%	-	-	5%	-	3%	-	-	2%	1%	3%	2%	-	-	2%	-	-	-	1%	2%
Undecided	61	28	33	9	4	14	5	9	10	9	14	19	18	28	20	21	8	12	41	20	8	7	18	62
	35%	36%	35%	58%	16%	39%	25%	30%	43%	43%	31%	34%	36%	38%	42%	36%	27%	31%	39%	29%	47%	36%	38%	34%
Refused	23	9	14	-	5	9	1	4	3	1	5	10	6	7	3	8	2	9	11	11	4	2	5	23
	13%	11%	15%	-	19%	24%	6%	13%	12%	5%	12%	17%	12%	10%	6%	14%	7%	22%	11%	16%	22%	13%	11%	13%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/o/p/q/r - z/h/u/u
Overlap formulae used. * small base; ** very small base (under 30) indigible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 1st July - 8th July 2026
Source : Ipsos (JN Q218)



Table 23

ITS - Which party are you most inclined to support?

BASE: ALL ADULTS AGED 18+ WHO ARE UNDECIDED OR REFUSED TO SAY WHO TO VOTE FOR

		GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL GL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WOR KING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)	UNWTD TOTAL
Unweighted Base	180	154	11	15	37	64	53	24	40	75	50	43	87	73	86	19	75	77	66	37	180
Weighted Base	175	156	8**	11**	36**	62*	54*	28**	38*	66*	46*	53*	61*	93*	83*	22**	70*	75*	68*	32**	180
Conservative	25	24	1	1	9	10	9	-	6	9	11	4	14	9	13	3	9	15	7	3	29
	14%	15%	6%	6%	24%	15%	17%	-	16%	13%	24%	8%	23%	10%	16%	13%	12%	20%	10%	9%	16%
Labour	22	20	2	1	7	4	2	7	4	12	3	6	6	14	6	2	14	14	6	3	23
	13%	13%	21%	6%	18%	6%	4%	27%	10%	18%	7%	12%	10%	15%	7%	11%	20%	19%	8%	9%	13%
	f	f													n						
Liberal Democrats (Lib Dem)	5	5	1	-	-	4	3	*	1	1	-	3	2	3	1	3	1	1	1	3	5
	3%	3%	6%	-	-	6%	6%	1%	2%	2%	-	7%	3%	4%	1%	15%	1%	1%	2%	10%	3%
Scottish/Welsh Nationalist	1	-	*	1	-	*	-	-	-	-	-	-	-	-	*	-	1	-	*	1	2
	1%	-	4%	5%	-	1%	-	-	-	-	1%	-	1%	-	*	-	1%	-	*	2%	1%
Green Party	8	8	-	-	2	3	3	-	2	3	2	3	2	4	6	1	-	2	5	1	8
	4%	5%	-	-	6%	5%	6%	-	6%	4%	4%	6%	3%	4%	8%	6%	-	2%	8%	2%	4%
															p						
UK Independence Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	20	17	2	2	5	5	4	5	3	2	12	5	8	11	15	*	5	7	9	4	17
	11%	11%	18%	14%	14%	8%	7%	18%	8%	3%	25%	10%	13%	12%	18%	2%	7%	10%	13%	12%	9%
										zi					2						
Restore Britain	2	2	-	-	-	1	1	1	1	1	-	-	1	2	1	-	1	1	-	1	3
	1%	1%	-	-	-	1%	2%	3%	1%	2%	-	-	1%	2%	2%	-	1%	1%	-	5%	2%
Other	6	6	-	-	1	2	2	3	1	5	-	1	2	3	5	-	1	2	4	-	5
	3%	4%	-	-	2%	2%	3%	9%	3%	7%	-	2%	3%	3%	6%	-	1%	2%	6%	-	3%
Would not vote	2	2	-	-	1	2	2	-	-	1	-	1	-	2	1	-	2	2	1	-	3
	1%	1%	-	-	2%	3%	3%	-	-	1%	-	2%	-	2%	1%	-	2%	2%	1%	-	2%
Undecided	61	52	2	7	10	24	22	6	14	29	13	19	16	38	25	9	27	22	27	11	62
	35%	33%	27%	63%	27%	39%	41%	22%	38%	43%	29%	36%	26%	41%	30%	42%	39%	30%	40%	36%	34%
	l																				
Refused	23	20	2	1	2	8	7	6	6	5	5	9	11	8	9	2	11	10	7	5	23
	13%	13%	18%	5%	6%	13%	12%	20%	16%	7%	11%	17%	18%	8%	11%	11%	15%	13%	11%	16%	13%

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

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

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos (JN Q218)

Table 24

ITS - Which party are you most inclined to support?

BASE: ALL ADULTS AGED 18+ WHO ARE UNDECIDED OR REFUSED TO SAY WHO TO VOTE FOR

	TOTAL (z)	PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (a)	LAB OUR (b)	LIB ERAL DEMO CRAT (c)	REFOR M UK (d)	GREEN PARTY (e)	NONE (f)	1 (j)	2 (k)	3 (l)	4 (m)	5 (n)	PUBLI C (o)	PRI VATE (p)	WHITE (w)	BME (x)		
Unweighted Base	180	28	23	5	16	6	94	26	28	32	37	33	36	66	150	26	38	180
Weighted Base	175	24**	22**	5**	19**	5**	92*	23**	30**	33**	37**	26**	21*	82*	142	31**	40*	180
Conservative	25	24	-	-	-	-	1	1	2	7	4	10	2	15	21	4	7	29
	14% f	100%	-	-	-	-	1%	2%	7%	22%	12%	37%	8%	18%	15%	13%	18%	16%
Labour	22	-	22	-	-	-	-	4	8	1	2	3	3	5	15	6	1	23
	13% f	-	100%	-	-	-	-	19%	26%	2%	6%	10%	13%	6%	11%	21%	2%	13%
Liberal Democrats (Lib Dem)	5	-	-	5	-	-	-	-	1	3	1	-	*	4	5	-	-	5
	3%	-	-	100%	-	-	-	-	3%	8%	3%	-	2%	5%	4%	-	-	3%
Scottish/Welsh Nationalist	1	-	-	-	-	-	-	-	-	1	-	*	*	-	1	-	-	2
	1%	-	-	-	-	-	-	-	-	2%	-	-	2%	-	1%	-	-	1%
Green Party	8	-	-	-	-	5	3	1	-	1	1	1	2	6	6	2	3	8
	4%	-	-	-	-	100%	3%	6%	-	2%	2%	4%	10%	7%	4%	6%	7%	4%
UK Independence Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	20	-	-	-	19	-	1	6	2	2	10	1	2	12	18	2	7	17
	11% f	-	-	-	100%	-	1%	26%	6%	5%	27%	3%	9%	15%	13%	6%	18%	9%
Restore Britain	2	-	-	-	-	-	1	-	2	1	-	-	-	1	2	-	-	3
	1%	-	-	-	-	-	1%	-	6%	2%	-	-	-	1%	2%	-	-	2%
Other	6	-	-	-	-	-	1	1	-	3	*	1	*	5	3	3	*	5
	3% w	-	-	-	-	-	1%	4%	-	8%	1%	5%	2%	6%	2%	9%	1%	3%
Would not vote	2	-	-	-	-	-	2	1	-	1	1	-	1	-	2	1	1	3
	1%	-	-	-	-	-	2%	3%	-	3%	2%	-	3%	-	1%	2%	3%	2%
Undecided	61	-	-	-	-	-	61	5	10	12	15	7	6	27	51	9	11	62
	35%	-	-	-	-	-	67%	22%	33%	37%	41%	28%	31%	34%	36%	28%	28%	34%
Refused	23	-	-	-	-	-	23	4	6	3	3	3	4	7	17	5	9	23
	13%	-	-	-	-	-	25% z	18%	20%	10%	7%	12%	22%	9%	12%	16%	23%	13%

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

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

Respondent type : GB Adults 18+

Fieldwork dates : 1st July - 8th July 2026

Source : Ipsos (IN Q218)



Table 25
Q.P101 - Voting intention (Full squeeze version)

BASE: ALL ADULTS AGED 18+

	TOTAL	SEX			AGE										SOCIAL GRADE						HH INCOME			UNWTD TOTAL
		MALE	FEMALE		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55-74	55+	AB	C1	C2	DE	ABC1	C2DE	UP TO 24999	25000-49999	
UNWEIGHTED BASE	1003	523	464	148	136	163	165	185	165	112	242	299	350	462	303	407	133	160	710	293	107	174	349	1003
WEIGHTED BASE	1003	478	509	108*	171	164	161	162	123	113*	279	325	286	398	246	307	194	256	553	450	131*	176	309	1003
100%	100%	48%	51%	11%*	13%*	16%	16%	16%	12%	11%*	28%	32%	28%	40%	25%	31%	19%	20%	55%	45%	13%*	18%	31%	100%
Total Voting	776	374	387	80*	134*	117*	139	123	90*	92*	215	257	213	305	204	238	154*	179*	443	333	99*	139*	257	795
Conservative	121	49	70	5	16	12	15	22	23	27	21	27	45	72	43	37	21	20	80	41	14	11	42	134
16% ck	16%	13%	18%	6%	12%	10%	11%	18%	26%	29%	10%	11%	21%	24%	21%	16%	13%	11%	18%	12%	14%	8%	16%	17%
								c	acd	acd			zce	zcd	zcd				z				t	
Labour	177	80	94	13	30	21	36	26	26	23	43	57	49	76	52	56	30	38	108	69	20	39	54	201
23%	23%	21%	24%	17%	22%	18%	26%	21%	25%	30%	20%	22%	23%	25%	25%	23%	20%	21%	24%	21%	20%	28%	21%	25%
Liberal Democrats (Lib Dem)	56	20	36	10	8	7	9	8	5	10	18	16	12	22	21	17	7	12	37	19	5	7	23	63
7%	7%	5%	9%	12%	6%	6%	7%	6%	5%	11%	8%	6%	6%	7%	10%	7%	4%	7%	8%	6%	5%	5%	9%	8%
Scottish/Welsh Nationalist	31	16	15	*	6	6	5	6	6	2	7	10	12	14	7	10	6	8	17	14	9	7	8	41
4%	4%	4%	4%	1%	5%	5%	3%	5%	7%	2%	3%	4%	6%	4%	4%	4%	4%	4%	4%	4%	9%	5%	3%	5%
Green Party	111	39	68	29	27	21	17	9	3	5	56	37	12	17	34	45	8	25	78	32	17	23	43	113
14%	14%	10%	18%	36%	20%	18%	12%	7%	3%	6%	26%	14%	6%	6%	16%	19%	5%	14%	18%	10%	17%	17%	17%	14%
agh	agh		a	zde	ghi	ghi	hv				zdf	hiv			or	zor		o	zor	o				
lvor	lvor			ghijk	lv	lv					ghiklv													
Reform UK	224	138	81	14	36	37	42	48	26	20	50	78	75	95	41	51	70	62	92	132	31	42	74	194
29%	29%	37%	21%	18%	27%	31%	30%	39%	29%	22%	23%	31%	35%	31%	20%	21%	45%	35%	21%	40%	31%	30%	29%	24%
		q						lv			iv			ci			q		q					
Restore Britain	40	24	15	7	8	7	12	2	2	1	15	19	4	5	3	15	12	9	19	21	-	7	8	31
5%	5%	6%	4%	9%	6%	6%	9%	1%	3%	1%	7%	7%	2%	2%	2%	6%	8%	5%	4%	6%	-	5%	3%	4%
plvm	plvm			plv	v	v	plv				plv	plv				mq			m	m				
Other	18	8	8	1	2	7	4	2	2	-	4	11	3	3	4	8	1	5	12	6	4	3	4	18
2%	2%	2%		2%	2%	6%	3%	1%	2%	-	2%	4%	2%	1%	2%	3%	1%	3%	3%	2%	4%	2%	2%	2%
						zlv					v													
'Labour lead' over Conservative	56	30	23	8	13	9	21	4	-1	1	22	30	4	4	9	19	9	18	28	28	5	28	12	67
7%	7%	8%	6%	10%	10%	8%	15%	4%	-1%	1%	10%	12%	2%	1%	5%	8%	6%	10%	6%	8%	5%	20%	5%	8%
hiv	hiv			hil	hiv	hil	zghi	hv		h	hil	zghi												
				v	v	lv					v													
Total	1003	478	509	108*	171	164	161	162	123	113*	279	325	286	398	246	307	194	256	553	450	131*	176	309	1003
Would not vote	138	65	71	17	27	22	16	24	21	10	44	38	46	56	19	37	30	53	55	83	19	27	28	117
14%	14%	14%		15%	16%	14%	10%	15%	17%	9%	16%	12%	16%	14%	8%	12%	15%	21%	10%	18%	15%	15%	9%	12%
mqv	mqv																m	zmm		zmm				
Undecided	68	32	37	11	8	16	5	11	6	10	19	22	17	28	19	25	9	15	44	24	8	8	21	70
7%	7%	7%		10%	4%	10%	3%	7%	5%	9%	7%	7%	6%	7%	8%	8%	5%	6%	8%	5%	6%	4%	7%	7%
				f		f					f								z					
Refused	21	6	15	-	2	8	1	4	6	-	2	9	10	10	4	7	1	9	11	10	4	2	3	21
2%	2%	1%	3%	-	1%	5%	1%	2%	5%	-	1%	3%	3%	2%	2%	2%	*	4%	2%	2%	3%	1%	1%	2%
						zli			zli			f												

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/a/f/g/h/i/j/k/l/v - z/m/n/a/p/q/r - z/h/h/u
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 1st July - 8th July 2026
Source : Ipsos (IN Q218)



Table 26
Q.PL01 - Voting intention (Full squeeze version)

BASE: ALL ADULTS AGED 18+

		GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL GL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WOR KING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)	UNWTD TOTAL
UNWEIGHTED BASE	1003	829	67	107	206	324	257	137	229	401	294	260	479	414	469	122	412	458	305	240	1003
WEIGHTED BASE	1003	868	48*	87*	244	308	260	133*	230	361	279	325	341	542	466	143*	395	455	328	220	1003
Total Voting	776	670	37*	69*	195	230	193	105*	178	283	231	234	283	403	374	110*	292	362	235	178	795
Conservative	121	112	4	5	28	47	43	6	35	65	36	14	41	69	45	21	54	50	32	39	134
	16%	17%	10%	8%	14%	20%	22%	5%	20%	23%	16%	6%	15%	17%	12%	19%	19%	14%	14%	22%	17%
	cgk n	g				zcg	zacg		cg	zk	k					n				zs	
Labour	177	158	5	13	54	44	39	33	31	62	52	56	84	75	72	28	76	97	49	30	201
	23%	24%	14%	19%	28%	19%	20%	32%	18%	22%	23%	24%	30%	19%	19%	26%	26%	27%	21%	17%	25%
	m	h						zbe h					zm					zu			
Liberal Democrats (Lib Dem)	56	49	2	5	4	18	16	9	20	20	13	22	27	21	19	10	26	24	15	16	63
	7%	7%	5%	8%	2%	8%	8%	8%	11%	7%	6%	10%	9%	5%	5%	9%	9%	7%	7%	9%	8%
	d	d		d		d	d	d	zad				z								
Scottish/Welsh Nationalist	31	-	12	19	-	12	-	-	-	8	12	9	11	10	13	4	14	8	6	17	41
	4%	-	33%	27%	-	5%	-	-	-	3%	5%	4%	4%	3%	3%	3%	5%	2%	3%	10%	5%
	adfh s		efgh	fgh		adfg h														zst	
Green Party	111	105	3	3	22	20	17	30	35	26	36	47	61	42	59	17	34	67	27	17	113
	14%	16%	7%	5%	11%	9%	9%	29%	20%	9%	16%	20%	21%	10%	16%	16%	12%	18%	11%	9%	14%
	cef lm	zcef						zab cdef			i	zi	zm					ztu			
Reform UK	224	194	9	20	69	75	66	19	41	83	67	65	40	151	130	22	72	99	82	43	194
	29%	29%	25%	29%	35%	33%	34%	18%	23%	29%	29%	28%	14%	37%	35%	20%	25%	27%	35%	24%	24%
	gl	g		gh		g	gh						zi		zop			zu			
Restore Britain	40	37	*	3	13	6	6	5	13	15	11	11	10	29	24	8	9	9	15	15	31
	5%	5%	1%	4%	7%	3%	3%	4%	7%	5%	5%	5%	4%	7%	6%	7%	3%	2%	7%	9%	4%
	ps																	s	zs		
Other	18	16	2	1	5	7	5	4	2	5	3	10	9	6	11	*	7	9	9	*	18
	2%	2%	4%	1%	2%	3%	3%	4%	1%	2%	1%	4%	3%	2%	3%	*	2%	2%	4%	*	2%
	u																	u			
'Labour lead' over Conservative	56	46	2	8	26	-2	-4	28	-4	-3	16	42	42	6	27	7	22	47	17	-8	67
	7%	7%	4%	11%	14%	-1%	-2%	26%	-2%	-1%	7%	18%	15%	1%	7%	6%	8%	13%	7%	-5%	8%
	ethi mu	efh		efh	zae fh			zab cdefh			i	zi	zm					zu	u		
Total	1003	868	48*	87*	244	308	260	133*	230	361	279	325	341	542	466	143*	395	455	328	220	1003

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 1st July - 8th July 2026
Source : Ipsos (JN Q218)