

Ipsos Political Monitor - July/August 2026

Table 1
V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

9 Aug 2026

Base : All

		Likelihood to vote (General Election)										Age				Social grade						Ethnicity		UnWgt Total
Total (W'td)		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
	858	765	657	621	790	754	727	670	8	431	416	236	201	201	220	213	255	145	175	469	320	729	112	864
	154	140	117	107	140	135	130	118	*	68	86	20	23	38	74	43	51	22	25	94	46	138	13	163
	18%	19%	16%	17%	18%	18%	18%	18%	5% _s	16%	21%	8%	11%	19%	33%	20%	20%	15%	14%	20%	14%	19%	12%	19%
	254	220	181	174	238	217	204	186	1	129	123	77	68	60	48	71	75	47	45	146	93	189	57	257
	30%	29%	28%	29%	30%	29%	28%	28%	15% _s	30%	30%	33%	34%	30%	22%	33%	29%	33%	26%	31%	29%	26%	51%	30%
	196	179	164	159	181	180	180	167	2	116	80	28	40	64	63	33	41	38	67	73	106	76	7	189
	23%	23%	25%	26%	23%	24%	25%	25%	28% _s	27%	19%	12%	20%	32%	29%	15%	16%	26%	39%	16%	33%	26%	6%	22%
	74	70	56	50	65	63	61	57	2	29	45	21	22	10	21	25	24	11	7	49	18	65	8	80
	9%	9%	9%	8%	8%	8%	8%	8%	21% _s	7%	11%	9%	11%	5%	10%	12%	9%	7%	4%	10%	6%	9%	8%	9%
	28	24	22	20	25	25	24	22	-	10	19	10	10	4	5	6	6	7	8	12	16	28	-	25
	3%	3%	3%	3%	3%	3%	3%	3%	-s	2%	4%	4%	5%	2%	2%	3%	3%	5	5%	3%	5%	4%	-	3%
	8	8	5	5	8	6	6	5	-	3	3	5	2	1	-	3	3	*	-	6	*	7	1	9
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	2%	1	1%	-	1%	1%	*	-	1%	*	1	1	1%
	103	92	80	75	96	93	88	82	-	52	43	66	24	11	2	29	44	7	10	73	17	79	23	108
	12%	12%	12%	12%	12%	12%	12%	12%	-s	12%	10%	28%	12%	6%	1%	14%	17%	5	6%	16%	5%	11%	21%	13%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	33	27	26	25	31	31	29	29	-	20	12	9	11	9	4	4	4	12	12	8	24	30	2	26
	4%	3%	4%	4%	4%	4%	4%	4%	-s	5%	3%	4%	5%	4%	2%	2%	2%	8%	7%	2%	7%	4%	2%	3%
	8	6	6	5	6	6	6	6	3	4	5	1	1	3	3	1	7	-	1	8	1	5	1	7
	1%	1%	1%	1%	1%	1%	1%	1%	30% _s	1%	1%	*	1	2%	2%	*	3%	-	*	2%	*	1%	1	1%
	65	10	-	2	3	3	2	2	37	24	38	24	27	7	7	7	11	16	20	18	36	48	15	63
	6%	1%	-	*	*	*	*	*	77% _s	5%	7%	8%	10%	3%	3%	3%	4%	9%	9%	3%	9%	6%	10%	6%
	95	68	41	37	62	59	55	44	2	30	64	27	23	25	20	19	24	22	19	43	42	76	17	96
	9%	8%	6%	6%	7%	7%	7%	6%	5% _s	6%	12%	9%	9%	11%	8%	8%	8%	12%	9%	8%	10%	9%	11%	9%
	16	11	6	6	11	11	6	6	-	9	5	3	11	-	2	-	2	3	4	2	8	4	4	10
	2%	1%	1%	1%	1%	1%	1%	1%	-s	2%	1%	1%	4%	-	1%	-	1	2%	2%	*	2%	*	3%	1%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
* = Less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 2
V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

9 Aug 2026

Base : All

Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owmed out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual	Other qual	Degree+		
1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033	
1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033	
858	254	154	74	196	103	396	458	167	604	195	557	260	326	123	123	246	586	193	219	208	114	735	79	44	230	164	107	72	170	78	136	428	283	864	
154	-	154	-	-	-	60	94	10	130	23	114	34	91	14	13	27	126	37	37	44	23	141	8	5	13	92	9	7	12	8	32	84	36	163	
18%	-	100%	-s	-	-	15%	20%	6%	22%	12%	20%	13%	28%	11%	11%	11%	21%	19%	17%	21%	20%	19%	10%	12%	6%	56%	9%	9%	7%	11%	24%	20%	13%	19%	
254	254	-	-	-	-	131	121	121	95	91	135	93	76	36	39	75	170	67	64	56	44	231	13	10	154	20	3	16	30	25	31	113	108	257	
30%	100%	-	-s	-	-	33%	26%	72%	16%	46%	24%	36%	23%	29%	32%	30%	29%	35%	29%	27%	39%	31%	16%	23%	67%	12%	3%	23%	18%	32%	23%	27%	38%	30%	
196	-	-	-	196	-	81	113	2	188	26	138	40	83	24	38	62	123	55	60	48	13	177	9	10	15	42	82	2	6	21	58	102	32	189	
23%	-	-	-s	100%	-	20%	25%	1%	31%	13%	25%	15%	25%	20%	31%	25%	21%	29%	27%	23%	12%	24%	12%	23%	7%	26%	77%	3%	3%	26%	43%	24%	11%	22%	
74	-	-	74	-	-	29	45	14	49	23	48	28	25	8	13	21	53	7	17	28	10	62	8	4	9	5	1	39	44	5	4	32	39	80	
9%	-	-	100%	-	-	7%	10%	8%	8%	12%	9%	11%	8%	6%	10%	8%	9%	4%	8%	13%	9%	8%	10%	9%	4%	3%	*	54%	26%	6%	3%	7%	14%	9%	
28	-	-	-	-	-	10	18	8	16	10	16	11	7	5	4	9	19	-	-	-	-	-	28	-	3	-	-	-	20	4	2	19	7	25	
3%	-	-	-s	-	-	3%	4%	5%	3%	5%	3%	4%	2%	4%	3%	4%	3%	-	-	-	-	-	36%	-s	1%	-	-	-s	12%	5%	2%	5%	2%	3%	
8	-	-	-	-	-	4	4	1	7	1	6	2	4	1	*	2	6	-	-	-	-	-	-	8	2	-	-	*	5	1	*	5	3	9	
1%	-	-	-s	-	-	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-s	18%	1%	-	-	*	3%	1%	*	1%	1%		
103	-	-	-	-	103	60	42	8	82	18	71	35	26	31	8	39	60	24	25	23	18	90	10	2	28	1	4	6	43	9	3	48	51	108	
12%	-	-	-s	-	100%	15%	9%	5%	14%	9%	13%	13%	8%	25%	6%	16%	10%	12%	11%	11%	16%	12%	13%	6%	12%	*	4%	8%	25%	12%	2%	11%	18%	13%	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-	
33	-	-	-	-	-	18	15	-	32	4	25	14	9	3	6	9	24	3	15	6	2	26	2	5	4	5	8	2	7	6	5	23	2	26	
4%	-	-	-s	-	-	4%	3%	-	5%	2%	4%	6%	3%	3%	5%	4%	4%	2%	7%	3%	2%	4%	2%	10%	3%	8%	3%	4%	8%	4%	5%	1%	3%		
8	-	-	-	-	-	2	7	3	5	*	5	3	3	-	3	3	5	*	1	3	3	7	1	-	2	-	-	-	3	-	1	2	6	7	
1%	-	-	-s	-	-	*	1%	2%	1%	*	1%	1%	1%	-	3%	1%	1%	*	1%	2%	2%	1%	1%	-s	1%	-	-	-s	2%	-	1%	*	2%	1%	
65	-	-	-	-	-	33	32	3	46	11	40	11	9	16	25	41	20	26	17	8	8	59	3	2	4	1	-	1	2	35	11	39	14	63	
6%	-	-	-s	-	-	7%	6%	2%	6%	5%	6%	4%	2%	10%	15%	13%	3%	11%	6%	3%	6%	7%	4%	5%	2%	1%	-	1%	1%	27%	7%	8%	4%	6%	
95	-	-	-	-	-	46	48	8	70	19	66	30	33	13	16	29	62	20	32	23	8	83	7	5	22	9	1	4	16	19	47	26	96		
9%	-	-	-s	-	-	9%	9%	4%	10%	8%	10%	10%	9%	8%	10%	9%	9%	8%	12%	9%	6%	9%	8%	9%	9%	5%	1%	6%	9%	12%	11%	9%	8%	9%	
16	-	-	-	-	-	8	4	5	4	1	9	1	1	6	-	6	3	4	3	6	2	16	-	-	-	-	-	-	-	-	6	5	4	10	
2%	-	-	-s	-	-	2%	1%	2%	*	*	1%	*	*	4%	-	2%	*	2%	1%	3%	2%	2%	-s	-s	-	-	-	-	-s	-	3%	1%	1%		

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
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Table 3
V1AB/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

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

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
	Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total	
	739	739	739	678	739	739	739	739	-	358	376	164	164	201	210	231	279	84	82	510	166	666	65	739
	704	704	704	650	704	704	704	704	-	366	327	171	163	176	195	196	224	102	133	421	234	621	68	739
	657	657	657	611	657	657	657	657	-	349	297	165	146	163	183	185	215	92	120	400	212	583	63	693
	117	117	117	106	117	117	117	117	-	58	59	12	15	29	60	37	46	14	11	83	25	105	9	132
16%	18%	18%	18%	17%	18%	18%	18%	18%	-s	16%	20%	7%	11%	18%	33%	20%	22%	16% _s	9% _s	21%	12%	18%	15% _s	19%
	181	181	181	170	181	181	181	181	-	99	81	53	40	48	40	65	58	26	24	123	50	154	25	203
28%	28%	28%	28%	26%	28%	28%	28%	28%	-s	28%	27%	32%	26%	29%	22%	35%	27%	28%	20% _s	31%	24%	27%	40% _s	29%
	164	164	164	156	164	164	164	164	-	99	65	16	35	55	57	29	37	28	58	66	86	155	6	157
25%	25%	25%	25%	26%	25%	25%	25%	25%	-s	28%	22%	10%	24%	34%	31%	15%	17%	31% _s	48% _s	17%	41%	27%	9% _s	23%
	56	56	56	50	56	56	56	56	-	23	33	16	17	8	15	22	21	3	5	43	8	52	4	62
9%	9%	9%	9%	8%	9%	9%	9%	9%	-s	7%	11%	10%	11%	5%	8%	12%	10%	4% _s	4% _s	11%	4%	9%	6% _s	9%
	22	22	22	20	22	22	22	22	-	10	13	8	6	2	5	6	5	6	5	11	11	22	-	20
3%	3%	3%	3%	3%	3%	3%	3%	3%	-s	3%	4%	5%	4%	2%	3%	3%	2%	6% _s	4% _s	3%	5%	4%	-s	3%
	5	5	5	5	5	5	5	5	-	1	3	2	2	1	-	1	3	*	-	4	*	5	1	7
1%	1%	1%	1%	1%	1%	1%	1%	1%	-s	*	1%	1%	1%	1%	-	1%	1%	* _s	-s	1%	*	1%	1% _s	1%
	80	80	80	73	80	80	80	80	-	40	32	48	20	11	2	21	36	4	9	57	13	61	18	85
12%	12%	12%	12%	12%	12%	12%	12%	12%	-s	12%	11%	29%	13%	7%	1%	11%	17%	4% _s	7% _s	14%	6%	11%	28% _s	12%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-s	-s	-	-	-s	-	-
	26	26	26	25	26	26	26	26	-	16	10	7	10	5	4	3	4	10	8	7	18	25	-	21
4%	4%	4%	4%	4%	4%	4%	4%	4%	-s	5%	3%	5%	7%	3%	2%	2%	2%	11% _s	7% _s	2%	8%	4%	-s	3%
	6	6	6	5	6	6	6	6	-	4	2	1	1	3	1	1	5	-	1	5	1	3	1	6
1%	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	*	1%	2%	1%	*	2%	-s	* _s	1%	*	1% _s	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-s	-s	-	-	-s	-	-
	41	41	41	34	41	41	41	41	-	12	29	6	13	13	10	11	9	9	8	20	17	36	5	42
6%	6%	6%	6%	5%	6%	6%	6%	6%	-s	3%	9%	3%	8%	7%	5%	6%	4%	8% _s	6% _s	5%	7%	6%	7% _s	6%
	6	6	6	6	6	6	6	6	-	5	1	-	4	-	2	-	1	1	4	1	5	2	-	4
1%	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	*	-	2%	-	1%	-	*	1% _s	3% _s	*	2%	*	-s	1%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
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9 Aug 2026

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

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

Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual	Other qual	Degree+		
739	203	132	62	157	85	337	398	157	508	197	450	259	315	76	68	144	574	157	216	173	91	637	65	37	218	143	94	75	163	29	89	364	278	739	
704	181	117	56	164	80	337	366	146	495	166	458	234	279	99	76	175	513	147	194	173	89	603	65	36	196	137	99	64	160	28	96	343	260	739	
657	181	117	56	164	80	312	344	140	464	154	430	220	262	89	73	162	482	141	177	159	85	562	63	32	181	133	99	61	149	26	89	321	241	693	
117	-	117	-	-	-	42	75	5	106	20	82	28	73	9	7	15	100	26	29	36	17	107	8	2	10	75	6	5	10	3	19	64	32	132	
18%	-	100%	-s	-	-s	14%	22%	3%	23%	13%	19%	13%	28%	10%	9%	10%	21%	18%	16%	23%	20%	19%	12%	6%	6%	57%	6%	9%	7%	13%	22%	20%	13%	19%	
181	181	-	-	-	-	98	83	103	53	69	96	72	62	23	19	42	134	46	48	39	29	163	10	8	122	13	3	16	28	6	15	76	90	203	
28%	100%	-	-s	-	-s	32%	24%	74%	11%	45%	22%	33%	24%	25%	26%	26%	28%	33%	27%	25%	34%	29%	16%	26%	67%	10%	3%	26%	19%	21%	17%	24%	37%	29%	
164	-	-	-	164	-	68	94	2	159	25	113	37	73	19	31	50	109	42	55	40	13	151	4	9	11	38	79	1	5	9	44	87	30	157	
25%	-	-	-s	100%	-s	22%	27%	1%	34%	17%	26%	17%	28%	22%	43%	31%	23%	30%	31%	25%	15%	27%	6%	28%	6%	29%	80%	2%	3%	34%	49%	27%	12%	23%	
56	-	-	56	-	-	25	31	13	35	15	38	25	21	4	6	10	45	7	9	22	8	47	7	2	7	3	-	32	37	3	3	18	36	62	
9%	-	-	100%	-	-s	8%	9%	9%	7%	10%	9%	11%	8%	5%	8%	6%	9%	5%	5%	14%	10%	8%	12%	6%	4%	2%	-s	53%	25%	11%	3%	5%	15%	9%	
22	-	-	-	-	-	9	13	7	12	6	15	8	7	5	1	6	16	-	-	-	-	22	-	3	-	-	-	17	1	2	13	7	20		
3%	-	-	-s	-	-s	3%	4%	5%	3%	4%	3%	4%	3%	6%	1%	4%	3%	-	-	-	-s	-	35%	-s	2%	-	-s	-s	12%	2%	3%	4%	3%	3%	
5	-	-	-	-	-	1	4	1	4	*	4	2	3	1	*	1	4	-	-	-	-	-	-	5	2	-	-	*	3	-	*	2	3	7	
1%	-	-	-s	-	-s	*	1%	*	1%	*	1%	1%	1%	1%	*	1%	1%	-	-	-	-s	-	-s	16%	1%	-	-s	1%	2%	-s	*s	1%	1%	1%	
80	-	-	-	-	80	50	30	8	64	15	56	33	16	25	5	30	49	18	20	17	14	69	9	1	21	1	4	4	38	3	1	38	40	85	
12%	-	-	-s	-	100%	16%	9%	6%	14%	10%	13%	15%	6%	28%	7%	18%	10%	13%	12%	11%	16%	12%	15%	4%	12%	*	4%	6%	25%	12%	1%	12%	17%	12%	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-s	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-s	-	-	-	-s	-s	-	-s	-	-	-	
26	-	-	-	-	-	16	10	-	25	3	21	14	8	3	1	4	22	2	13	4	*	20	2	5	4	3	8	2	7	2	3	20	2	21	
4%	-	-	-s	-	-s	5%	3%	-	5%	2%	5%	6%	3%	4%	2%	3%	4%	1%	8%	3%	1%	3%	3%	14%	2%	2%	8%	3%	5%	7%	4%	6%	1%	3%	
6	-	-	-	-	-	2	4	1	5	*	5	3	-	-	3	3	3	*	1	1	3	5	1	-	2	-	-	3	-	1	2	3	6		
1%	-	-	-s	-	-s	1%	1%	*	1%	*	1%	1%	-	-s	4%	2%	1%	*	1%	*	3%	1%	1%	-s	1%	-	-s	-s	2%	-s	1%	1%	1%	1%	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-s	-	-s	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-s	-	-	-	
41	-	-	-	-	-	21	20	2	31	11	24	14	16	7	2	9	30	5	17	10	5	35	2	3	15	4	-	3	11	2	5	17	18	42	
6%	-	-	-s	-	-s	6%	5%	1%	6%	7%	5%	6%	6%	7%	3%	5%	6%	3%	9%	6%	5%	6%	4%	9%	8%	3%	-s	4%	7%	7%	6%	5%	7%	6%	
6	-	-	-	-	-	4	2	5	-	1	4	-	1	4	-	4	1	1	1	-	5	-	6	-	-	-	-	-	-	-	-	1	4	-	4
1%	-	-	-s	-	-s	1%	1%	3%	-	*	1%	-	1%	4%	-s	2%	*	1%	-	3%	-s	1%	-s	-s	-	-	-	-s	-s	-	1%	1%	-	1%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 5
V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

	Total (W'td)	Likelihood to vote								Gender		Age				Social grade						Ethnicity		UnWgt Total
		(General Election)																						
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
Conservative	117 11%	108 13%	97 14%	90 14%	110 13%	107 13%	103 14%	98 14%	1 1%	52 10%	65 13%	15 5%	18 7%	26 11%	59 24%	34 14%	40 14%	16 8%	18 8%	74 14%	34 8%	105 12%	12 8%	125 12%
Labour	216 21%	187 22%	162 23%	159 24%	204 24%	185 22%	176 22%	166 23%	1 3%	114 23%	100 19%	60 21%	59 22%	52 22%	45 18%	59 25%	67 23%	40 22%	38 17%	126 24%	78 19%	161 19%	50 34%	222 21%
Liberal Democrats (Lib Dem)	61 6%	57 7%	46 7%	43 6%	52 6%	51 6%	49 6%	47 6%	2 4%	28 6%	33 6%	19 7%	17 6%	8 3%	17 7%	17 7%	24 8%	8 4%	4 2%	41 8%	12 3%	53 6%	7 5%	65 6%
Scottish National Party (SNP)	26 3%	22 3%	20 3%	19 3%	23 3%	23 3%	22 3%	20 3%	- -	10 2%	16 3%	9 3%	9 3%	3 1%	5 2%	5 2%	5 2%	7 4%	8 4%	10 2%	16 4%	26 3%	- -	21 2%
Plaid Cymru	7 1%	7 1%	5 1%	5 1%	7 1%	5 1%	5 1%	5 1%	- -	3 1%	3 *	4 1%	2 1%	1 1%	- 1%	3 1%	3 1%	* *	- -	6 1%	* *	6 1%	1 *	8 1%
Green Party	84 8%	75 9%	67 10%	65 10%	79 9%	76 9%	74 9%	68 9%	- -	45 9%	32 6%	54 19%	19 7%	9 4%	2 1%	22 9%	36 12%	7 4%	10 5%	58 11%	17 4%	61 7%	22 15%	86 8%
Reform UK	175 17%	162 19%	149 21%	144 22%	162 19%	161 19%	161 20%	151 21%	2 5%	106 22%	68 13%	24 8%	39 15%	58 25%	53 21%	27 11%	38 13%	35 19%	59 27%	65 12%	95 23%	166 19%	5 4%	173 17%
Alba Party	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Restore Britain	26 2%	21 3%	21 3%	20 3%	26 3%	26 3%	24 3%	23 3%	- -	18 4%	8 2%	7 2%	9 4%	7 3%	3 1%	3 1%	3 1%	10 5%	10 4%	6 1%	19 5%	26 3%	- -	20 2%
Other	5 *	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	- -	3 1%	2 *	1 *	* *	3 1%	1 *	- -	5 2%	- -	1 *	5 1%	1 *	2 *	1 *	5 *
Undecided	226 22%	186 22%	120 17%	103 16%	178 21%	172 21%	157 20%	125 17%	4 7%	82 17%	144 27%	68 23%	51 20%	57 25%	50 20%	62 26%	53 18%	43 23%	46 21%	115 22%	89 22%	186 22%	32 21%	226 22%
Would not vote	61 6%	10 1%	- -	2 *	3 *	3 *	2 *	2 *	36 75%	24 5%	34 7%	24 8%	24 9%	7 3%	7 3%	7 3%	9 3%	16 9%	19 9%	15 3%	35 9%	48 6%	12 8%	61 6%
Prefer not to say	29 3%	14 2%	11 1%	11 2%	17 2%	13 2%	11 1%	11 1%	3 5%	9 2%	17 3%	5 2%	15 6%	2 1%	8 3%	1 *	9 3%	4 2%	6 3%	10 2%	11 3%	15 2%	5 4%	21 2%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
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*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 6
V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

9 Aug 2026

Base : All

	Total (Weighted)		Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
			Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis fied	Dis-satis fied	Public	Private	Mort gage	Owned out-right	Private renter	Social renter	Renter	Total owner occup ier	North excl. Scot.	Mid-lands (incl. E of England)	South excl. London	Grea-ter London	Eng-land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual	Other qual	Degree+		
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033		
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033		
Conservative	117	-	117	-	-	-	46	71	10	100	17	84	23	73	13	6	19	97	33	27	31	17	109	7	2	10	74	8	4	9	4	26	64	25	125		
	11%	-	76%	-s	-	-	10%	13%	5%	14%	8%	13%	8%	20%	8%	4%	6%	14%	14%	10%	13%	13%	12%	8%	4%	4%	42%	7%	6%	5%	3%	15%	12%	8%	12%		
Labour	216	216	-	-	-	-	106	110	118	68	79	110	76	71	32	35	66	147	55	58	46	39	197	10	9	133	17	3	14	27	21	27	95	93	222		
	21%	85%	-	-	-	-	22%	20%	65%	9%	35%	16%	25%	19%	20%	21%	21%	22%	23%	21%	19%	29%	22%	11%	18%	52%	10%	3%	18%	14%	16%	16%	18%	29%	21%		
Liberal Democrats (Lib Dem)	61	-	-	61	-	-	24	37	14	40	17	40	22	20	7	11	18	42	5	15	23	8	51	6	4	7	3	1	30	35	5	4	27	29	65		
	6%	-	-	82%	-	-	5%	7%	8%	6%	8%	6%	7%	5%	4%	7%	6%	6%	2%	5%	9%	6%	6%	6%	8%	3%	2%	*	39%	19%	4%	2%	5%	9%	6%		
Scottish National Party (SNP)	26	-	-	-	-	-	9	17	8	14	8	15	11	6	5	4	9	17	-	-	-	-	-	26	-	2	-	-	-	19	4	2	18	5	21		
	3%	-	-	-s	-	-	2%	3%	4%	2%	4%	2%	4%	2%	3%	2%	3%	3%	-	-	-	-	-	29%	-s	1%	-	-	-s	10%	3%	1%	4%	2%	2%		
Plaid Cymru	7	-	-	-	-	-	3	4	1	6	*	6	2	4	1	*	1	6	-	-	-	-	-	-	7	2	-	-	-	5	-	*	4	3	8		
	1%	-	-	-s	-	-	1%	1%	*	1%	*	1%	1%	1%	*	*	*	1%	-	-	-	-	-	-s	14%	1%	-	-	-s	3%	-	*	1%	1%			
Green Party	84	-	-	-	-	84	49	35	7	69	18	55	30	19	27	6	33	49	18	20	20	17	75	7	1	21	1	3	3	37	7	2	41	41	86		
	8%	-	-	-s	-	81%	10%	6%	4%	10%	8%	8%	10%	5%	17%	4%	10%	7%	8%	7%	8%	12%	8%	8%	2%	8%	*	3%	5%	19%	5%	1%	8%	13%	8%		
Reform UK	175	-	-	-	175	-	79	94	2	169	23	129	37	71	22	35	58	108	53	58	39	12	161	7	6	15	41	77	1	5	20	50	96	25	173		
	17%	-	-	-s	89%	-	16%	17%	1%	23%	10%	19%	12%	19%	14%	22%	18%	16%	22%	21%	16%	9%	18%	8%	12%	6%	23%	71%	2%	3%	15%	29%	18%	8%	17%		
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-	-		
Restore Britain	26	-	-	-	-	-	16	10	-	26	4	19	12	7	3	3	6	20	2	11	6	*	21	2	3	4	3	5	2	7	5	5	19	2	20		
	2%	-	-	-s	-	-	3%	2%	-	4%	2%	3%	4%	2%	2%	2%	2%	3%	1%	4%	3%	*	2%	2%	6%	2%	2%	4%	3%	4%	4%	3%	4%	*	2%		
Other	5	-	-	-	-	-	1	4	-	5	*	5	2	-	-	3	3	2	*	1	1	3	4	1	-	2	-	-	-	3	-	1	1	3	5		
	*	-	-	-s	-	-	*	1%	-	1%	*	1%	1%	-	-	2%	1%	*	*	*	*	2%	*	1%	-s	1%	-	-	-s	2%	-	1%	*	1%	*		
Undecided	226	36	36	13	21	19	106	119	13	168	46	155	69	82	29	32	61	152	42	61	61	26	191	20	15	56	35	10	21	39	28	38	104	79	226		
	22%	14%	23%	18%	11%	19%	22%	22%	7%	23%	20%	23%	23%	22%	18%	19%	19%	23%	17%	23%	25%	20%	21%	22%	30%	22%	20%	9%	27%	20%	22%	22%	22%	20%	24%	22%	
Would not vote	61	-	-	-	-	-	30	30	2	46	11	40	9	9	15	25	40	17	24	16	8	8	56	3	2	3	1	-	1	2	33	11	37	12	61		
	6%	-	-	-s	-	-	6%	6%	1%	6%	5%	6%	3%	2%	9%	15%	12%	3%	10%	6%	3%	6%	6%	4%	5%	1%	1%	-	1%	1%	25%	7%	7%	4%	6%		
Prefer not to say	29	1	1	-	-	-	14	10	7	12	1	14	9	6	4	3	7	15	10	4	10	3	28	-	1	1	-	2	-	1	4	6	12	8	21		
	3%	*	1%	-s	-	-	3%	2%	4%	2%	1%	2%	3%	2%	2%	2%	2%	2%	4%	2%	4%	2%	3%	-s	2%	*	-	2%	-s	1%	3%	4%	2%	2%	2%		

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
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Table 7
V2. Which party are you most inclined to support? (General Election tomorrow)

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

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
	Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total	
Unweighted Total	247	200	136	118	195	184	168	140	4	81	165	70	58	65	54	74	80	37	27	154	64	208	31	247
Weighted Total	255	200	131	114	194	185	169	136	6	92	161	73	66	59	57	63	62	47	52	125	100	202	37	247
Conservative	37	32	20	17	30	28	27	20	-	16	21	5	5	12	15	9	11	6	7	20	13	33	1	38
	15%	16%	15%	15%	15%	15%	16%	14%	-s	18%	13%	7%	7%	21%	26%	14%	17%	13%	13%	16%	13%	17%	2%	15%
Labour	37	33	19	15	34	32	28	19	-	14	23	17	9	8	3	12	8	7	8	20	15	28	6	35
	15%	16%	15%	13%	17%	17%	16%	14%	-s	16%	14%	23%	14%	14%	5%	19%	13%	15%	15%	16%	15%	14%	17%	14%
Liberal Democrats (Lib Dem)	13	13	10	7	13	12	12	10	-	2	12	2	5	2	4	8	*	2	3	8	5	12	1	15
	5%	7%	7%	6%	7%	6%	7%	7%	-s	2%	7%	3%	8%	4%	6%	12%	*s	5%	5%	6%	5%	6%	3%	6%
Scottish National Party (SNP)	2	2	2	1	2	2	2	2	-	-	2	1	1	1	-	1	1	-	-	2	-	2	-	4
	1%	1%	2%	1%	1%	1%	1%	2%	-s	-s	1%	1%	2%	1%	-s	2%	2%	-s	-s	2%	-s	1%	-s	2%
Plaid Cymru	1	1	-	-	1	1	1	-	-	-	1	1	-	-	-	-	1	-	-	1	-	1	-	1
	*	*	-	-	*	*	*	-	-s	-s	*	1%	-s	-s	-s	-s	1%	-s	-s	1%	-s	*	-s	*
Green Party	19	17	13	10	17	17	14	13	-	7	12	12	5	2	-	7	8	1	-	15	1	18	1	22
	7%	9%	10%	9%	9%	9%	9%	10%	-s	8%	7%	16%	8%	3%	-s	11%	12%	2%	-s	12%	1%	9%	3%	9%
Reform UK	21	17	15	15	19	18	18	15	-	10	11	4	1	6	10	5	3	3	8	8	11	20	1	16
	8%	9%	11%	14%	10%	10%	11%	11%	-s	11%	7%	5%	2%	10%	18%	8%	4%	6%	16%	6%	11%	10%	3%	6%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-s	-s	-	-s	-s	-s	-s	-s	-s	-s	-s	-	-s	-	-s	-
Restore Britain	7	5	5	5	5	5	5	5	-	3	4	3	1	2	1	1	1	3	2	2	5	4	2	6
	3%	3%	4%	5%	3%	3%	3%	4%	-s	3%	3%	4%	2%	4%	2%	1%	1%	6%	4%	1%	5%	2%	5%	2%
Other	3	1	1	1	1	1	1	1	3	1	3	-	1	-	3	1	3	-	-	3	-	3	-	2
	1%	*	1%	1%	*	*	*	1%	42%	1%	2%	-s	1%	-s	4%	1%	4%	-s	-s	3%	-s	2%	-s	1%
Undecided	95	68	41	37	62	59	55	44	2	30	64	27	23	25	20	19	24	22	19	43	42	76	17	96
	37%	34%	32%	32%	32%	32%	33%	33%	40%	33%	40%	37%	34%	43%	35%	31%	38%	47%	37%	34%	42%	38%	45%	39%
Would not vote	3	-	-	-	-	-	-	-	1	-	3	-	3	-	-	-	2	-	1	2	1	-	3	2
	1%	-	-	-	-	-	-	-	18%	-s	2%	-s	5%	-s	-s	-s	4%	-s	2%	2%	1%	-	9%	1%
Prefer not to say	16	11	6	6	11	11	6	6	-	9	5	3	11	-	2	-	2	3	4	2	8	4	4	10
	6%	6%	5%	5%	5%	6%	3%	4%	-s	10%	3%	4%	17%	-s	4%	-s	3%	7%	9%	2%	8%	2%	11%	4%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 8
V2. Which party are you most inclined to support? (General Election tomorrow)

9 Aug 2026

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

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions								Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual ¹	Other qual ¹	Degree+		
Unweighted Total	247	35	38	15	16	22	110	132	18	179	50	160	85	90	22	33	55	175	58	73	57	26	214	20	13	58	33	13	24	45	31	35	121	83	247	
Weighted Total	255	37	37	13	21	19	120	130	20	181	48	169	78	89	33	35	68	167	52	66	71	29	219	20	16	57	35	12	21	39	33	44	116	87	247	
Conservative	37 15%	-s	37 100%	-s	-s	-	14 12%	23 17%	-	30 17%	6 12%	29 17%	11 14%	18 20%	1 2%	7 19%	7 11%	29 17%	4 7%	10 15%	13 20%	6 15%	32 20%	2 8%	3 20%	3 5%	19 53%	2 13%	2 12%	3 8%	5 14%	7 15%	19 16%	11 12%	38	
Labour	37 15%	37 100%	-s	-s	-s	-s	26 21%	12 9%	2 12%	27 15%	11 24%	14 14%	17 22%	6 6%	4 13%	4 13%	9 14%	23 14%	11 22%	6 10%	10 15%	6 19%	34 15%	3 13%	1 6%	21 37%	2 7%	-	3 14%	3 8%	4 12%	3 8%	19 16%	15 17%	35	
Liberal Democrats (Lib Dem)	13 5%	-s	-s	13 100%	-s	-s	5 4%	8 6%	-	9 5%	5 11%	8 5%	6 7%	5 6%	1 3%	2 3%	11 3%	14 7%	1 4%	2 4%	5 7%	2 7%	11 5%	2 11%	-	3 2%	2 4%	-	9 42%	9 22%	-	-s	4 10%	9 17%	15	
Scottish National Party (SNP)	2 1%	-s	-s	-s	-s	-s	1 1%	1 1%	-	2 1%	2 3%	*	-	2 2%	-	-	2 1%	2 7%	-	-	-	-	-	2 11%	-	-	1 1%	-s	-	-	22 55%	1 3%	1 2%	1 1%	4 1%	2
Plaid Cymru	1 *	-	-	-s	-s	-s	1 1%	-	-	1 *	1 1%	-	-	-	1 2%	-	1 1%	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	2 5%	1 3%	-	1 1%	1 *
Green Party	19 7%	-s	-s	-s	-s	19 100%	12 10%	7 5%	1 6%	14 8%	-	16 9%	4 6%	7 8%	4 13%	1 4%	6 9%	12 7%	6 11%	5 7%	2 3%	2 6%	15 7%	3 8%	1 13%	7 13%	-s	6 10%	2 16%	6 16%	2 3%	1 6%	7 12%	10 12%	22	
Reform UK	21 8%	-s	-s	-s	-s	21 100%	2 1%	19 14%	-	19 10%	3 6%	10 6%	3 4%	12 14%	2 5%	2 7%	4 6%	16 9%	3 5%	3 4%	9 12%	2 6%	16 7%	2 9%	4 23%	-	1 4%	5 43%	1 3%	1 2%	1 2%	8 17%	7 6%	7 8%	16 6%	
Alba Party	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Restore Britain	7 3%	-s	-s	-s	-s	-s	2 2%	5 4%	-	6 4%	-	6 4%	2 3%	2 2%	-	3 8%	3 4%	4 3%	1 1%	3 5%	-	2 7%	6 3%	-	1 9%	-	2 6%	4 31%	-	-	-	1 4%	-	4 3%	1 1%	6 2%
Other	3 1%	-	-	-s	-s	-	1 1%	3 2%	3 16%	-	1 *	1 *	1 1%	3 3%	-	-	3 -s	3 2%	-	1 -s	3 1%	3 4%	-	3 7%	-s	-	-	-	-	-	-	-	1 3%	3 1%	2	
Undecided	95 37%	-s	-s	-s	-s	-s	46 38%	48 37%	8 38%	70 39%	19 40%	66 39%	30 38%	33 37%	13 39%	16 45%	29 42%	62 37%	20 39%	32 48%	23 32%	8 28%	83 38%	7 34%	5 30%	22 40%	9 26%	1 7%	4 20%	16 42%	16 49%	19 44%	47 41%	26 29%	96 39%	
Would not vote	3 1%	-s	-s	-s	-s	-s	2 2%	1 1%	1 6%	-	-	-	2 3%	-	1 3%	-	1 2%	2 1%	2 4%	1 2%	-s	-	3 2%	-s	-	1 2%	-s	-	-	-	2 7%	-	2 1%	1 1%	2	
Prefer not to say	16 6%	-s	-s	-s	-s	-s	8 7%	4 3%	5 22%	4 2%	1 1%	9 5%	1 2%	1 2%	6 19%	-s	6 9%	3 2%	4 8%	3 5%	6 9%	2 7%	16 7%	-	-	-s	-s	-	-	-	-	6 13%	5 4%	4 4%	10 4%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
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Ipsos Political Monitor - July/August 2026

Page 9

9 Aug 2026

Table 9
LIKEV. And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
1 - Absolutely certain not to vote	48	7	-	-	-	-	-	-	48	20	28	19	11	6	12	5	9	12	12	14	24	38	9	48
5%		1%	-	-	-	-	-	-	100%	4%	5%	7%	4%	2%	5%	2%	3%	7%	6%	3%	6%	4%	6%	5%
2	8	2	-	-	-	-	-	-	-	3	5	1	4	1	2	1	4	2	2	5	3	6	2	10
1%		*	-	-	-	-	-	-	-s	1%	1%	*	2%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
3	16	4	-	-	-	-	-	-	-	8	8	13	2	2	-	4	2	2	3	5	6	9	7	14
2%		*	-	-	-	-	-	-	-s	2%	2%	4%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	5%	1%
4	20	4	-	-	-	-	-	-	-	11	10	8	11	*	2	3	5	-	9	8	9	17	4	18
2%		*	-	-	-	-	-	-	-s	2%	2%	3%	4%	*	1%	1%	2%	-	4%	1%	2%	2%	2%	2%
5	45	23	-	-	-	-	-	-	-	11	34	15	11	9	10	4	9	5	20	13	25	35	8	42
4%		3%	-	-	-	-	-	-	-s	2%	6%	5%	4%	4%	4%	2%	3%	3%	9%	2%	6%	4%	5%	4%
6	40	21	-	-	40	-	-	-	-	19	21	17	15	5	2	3	10	11	12	13	24	20	18	30
4%		2%	-	-	5%	-	-	-	-s	4%	4%	6%	6%	2%	1%	1%	3%	6%	6%	2%	6%	2%	12%	3%
7	36	22	-	-	36	36	-	-	-	16	18	14	8	7	7	8	5	17	5	13	21	28	5	29
3%		3%	-	-	4%	4%	-	-	-s	3%	3%	5%	3%	3%	3%	3%	2%	9%	2%	2%	5%	3%	4%	3%
8	68	60	-	-	68	68	68	-	-	22	46	23	12	18	14	11	13	19	18	24	36	55	9	67
7%		7%	-	-	8%	8%	9%	-	-s	4%	9%	8%	5%	8%	6%	5%	5%	10%	8%	5%	9%	6%	6%	6%
9	57	54	54	-	57	57	57	57	-	35	22	17	12	19	9	15	22	10	11	37	21	49	9	64
6%		6%	8%	-	7%	7%	7%	8%	-s	7%	4%	6%	5%	8%	4%	6%	8%	5%	5%	7%	5%	6%	6%	6%
10 - Absolutely certain to vote	665	650	650	665	665	665	665	665	-	337	317	157	161	161	186	185	202	102	126	387	227	584	66	691
64%		76%	92%	100%	77%	81%	84%	92%	-s	68%	61%	54%	61%	69%	75%	77%	69%	54%	57%	73%	56%	68%	45%	67%
Don't know	22	7	-	-	-	-	-	-	-	11	8	4	10	5	3	1	9	7	2	10	9	12	9	13
2%		1%	-	-	-	-	-	-	-s	2%	2%	2%	4%	2%	1%	1%	3%	4%	1%	2%	2%	1%	6%	1%
Prefer not to say	7	2	-	-	-	-	-	-	-	3	5	*	5	*	2	-	2	-	-	2	-	4	2	7
1%		*	-	-	-	-	-	-	-s	1%	1%	*	2%	*	1%	-	1%	-	-	*	-	*	1%	1%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
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Ipsos Political Monitor - July/August 2026

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

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis-satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual	Other qual	Degree+	
Unweighted Total	1033	257	163	80	189	108	465	566	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033
1 - Absolutely certain not to vote	48	1	*	2	2	-	23	25	5	33	6	28	6	10	15	17	32	16	14	14	12	4	44	2	2	7	3	-	-	-	18	12	25	10	48
5%	5%	*	*	2%	1%	-	5%	5%	3%	5%	3%	4%	2%	3%	10%	10%	10%	2%	6%	5%	5%	3%	5%	3%	3%	3%	2%	-	-	-	14%	7%	5%	3%	5%
2	8	1	-	-	-	-	2	6	-	5	3	4	2	1	2	3	5	3	*	5	1	*	6	2	-	1	-	*	1	1	5	1	6	1	10
1%	1%	*	-	-s	-	-	*	1%	-	1%	1%	1%	1%	*	1%	2%	2%	*	*	2%	*	1%	2%	-s	-	*	-	1%	1%	4%	*	1%	*	1%	
3	16	-	2	3	1	3	10	6	3	12	3	12	2	3	7	4	11	5	4	4	3	4	16	-	-	2	-	2	1	1	6	-	11	4	14
2%	2%	-	1%	4%	1%	3%	2%	1%	2%	2%	1%	2%	1%	1%	4%	3%	3%	1%	2%	2%	1%	3%	2%	-s	-	1%	-	2%	1%	*	4%	-	2%	1%	1%
4	20	1	1	-	1	2	15	6	*	19	3	15	5	2	2	10	12	8	8	3	3	3	16	4	-	1	2	1	-	-	10	5	13	-	18
2%	2%	*	1%	-s	*	2%	3%	1%	*	3%	2%	2%	2%	1%	1%	6%	4%	1%	3%	1%	1%	2%	2%	5%	-	*	1%	1%	-s	-	8%	3%	3%	-	2%
5	45	4	10	4	8	2	15	30	3	34	10	32	10	14	5	10	15	24	16	10	9	1	36	4	5	4	9	2	4	5	16	17	24	3	42
4%	4%	2%	6%	6%	4%	2%	3%	6%	2%	5%	4%	5%	3%	4%	3%	6%	5%	4%	6%	4%	4%	1%	4%	5%	9%	2%	5%	2%	5%	3%	12%	10%	5%	1%	4%
6	40	21	6	2	2	4	17	22	10	25	11	25	10	12	10	8	18	22	6	12	12	7	37	-	3	11	10	-	1	3	7	7	22	11	30
4%	4%	8%	4%	3%	1%	4%	4%	4%	5%	3%	5%	4%	3%	3%	6%	5%	6%	3%	3%	4%	5%	5%	4%	-s	5%	4%	6%	-	1%	1%	5%	4%	4%	3%	3%
7	36	13	5	3	-	4	17	16	3	27	5	24	4	11	6	12	18	15	11	9	5	3	28	4	4	13	1	-	2	6	8	7	21	8	29
3%	3%	5%	3%	3%	-	4%	4%	3%	2%	4%	2%	4%	1%	3%	4%	8%	6%	2%	4%	3%	2%	2%	3%	5%	8%	5%	1%	-	3%	3%	6%	4%	4%	2%	3%
8	68	18	12	4	13	7	29	38	7	47	15	46	20	23	6	13	20	43	20	13	21	7	62	5	1	16	11	2	4	9	13	12	35	20	67
7%	7%	7%	7%	5%	7%	7%	6%	7%	4%	6%	7%	7%	7%	6%	4%	8%	6%	6%	8%	5%	9%	6%	7%	5%	3%	6%	6%	2%	5%	5%	10%	7%	7%	6%	6%
9	57	12	11	6	7	7	30	27	4	44	12	35	20	18	9	6	15	38	11	21	13	4	50	5	3	18	12	2	6	10	7	6	32	19	64
6%	6%	5%	7%	8%	4%	7%	6%	5%	2%	6%	5%	5%	7%	5%	6%	4%	5%	6%	4%	8%	5%	3%	6%	5%	5%	7%	7%	2%	7%	5%	5%	4%	6%	6%	6%
10 - Absolutely certain to vote	665	174	107	50	159	75	313	350	145	466	157	432	217	269	94	74	168	486	143	177	163	88	571	61	33	181	125	98	59	154	28	95	319	245	691
64%	64%	69%	69%	68%	82%	73%	65%	65%	79%	64%	69%	64%	72%	73%	59%	45%	52%	72%	58%	66%	66%	67%	64%	69%	64%	71%	72%	91%	77%	82%	22%	55%	61%	75%	67%
Don't know	22	7	*	-	1	-	10	12	2	9	1	16	3	5	2	6	8	8	7	2	2	10	21	1	-	1	*	-	-	-	11	8	11	3	13
2%	2%	3%	*	-s	1%	-	2%	2%	1%	1%	*	2%	1%	1%	1%	3%	2%	1%	3%	1%	1%	7%	2%	2%	-s	*	*	-	-s	-	9%	4%	2%	1%	1%
Prefer not to say	7	1	-	-	-	-	2	4	-	3	-	3	3	-	-	*	*	3	4	*	2	-	6	*	1	1	-	-	-	-	1	4	1	1	7
1%	1%	1%	-	-s	-	-	*	1%	-	*	-	*	1%	-	-	*	*	*	2%	*	1%	-	1%	*s	2%	*	-	-	-s	-	1%	2%	*	*	1%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 11
GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

9 Aug 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033	
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033	
Satisfied	182	163	146	145	169	159	156	149	5	92	91	58	51	37	37	52	52	29	41	104	70	132	42	184	
	18%	19%	21%	22%	20%	19%	20%	21%	10%	19%	17%	20%	19%	16%	15%	22%	18%	15%	19%	20%	17%	15%	28%	18%	
Dissatisfied	724	599	495	466	609	584	557	510	33	352	356	189	179	171	185	160	200	141	152	361	293	626	80	718	
	70%	70%	70%	70%	70%	71%	70%	71%	69%	71%	68%	66%	68%	73%	74%	67%	69%	76%	69%	68%	72%	73%	54%	70%	
Don't know	127	93	62	54	88	83	77	63	10	51	76	41	33	26	27	27	39	17	27	67	43	98	25	131	
	12%	11%	9%	8%	10%	10%	10%	9%	21%	10%	15%	14%	12%	11%	11%	11%	13%	9%	12%	13%	11%	11%	17%	13%	
Net satisfied	-541	-436	-349	-321	-440	-425	-401	-361	-28	-260	-266	-131	-128	-134	-148	-109	-148	-113	-111	-257	-223	-494	-38	-534	
	-52%	-51%	-50%	-48%	-51%	-51%	-51%	-50%	-59%	-53%	-51%	-45%	-49%	-58%	-60%	-45%	-51%	-60%	-50%	-48%	-55%	-58%	-26%	-52%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 12
GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

9 Aug 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual'	Other qual'	Degree+		
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033	
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033	
Satisfied	182	121	10	14	2	8	99	83	182	-	57	100	61	66	32	21	52	127	47	42	43	27	158	15	9	95	16	2	17	42	7	21	80	81	184	
	18%	48%	6%	19%	1%	8%	21%	15%	100%	-	25%	15%	20%	18%	20%	13%	16%	19%	19%	15%	17%	20%	18%	17%	18%	37%	9%	2%	22%	22%	5%	12%	15%	25%	18%	
Dissatisfied	724	95	130	49	188	82	320	398	-	724	144	493	208	263	103	124	227	471	165	199	175	85	625	63	35	132	143	105	45	119	100	129	383	200	718	
	70%	38%	84%	66%	96%	80%	66%	73%	-	100%	64%	73%	69%	72%	65%	75%	70%	70%	68%	74%	72%	64%	70%	71%	69%	52%	82%	97%	99%	63%	77%	75%	74%	61%	70%	
Don't know	127	38	15	11	6	12	63	61	-	-	25	79	34	39	24	20	43	73	32	30	27	21	110	11	7	30	15	1	15	27	22	22	56	44	131	
	12%	15%	9%	15%	3%	11%	13%	11%	-	-	11%	12%	11%	11%	15%	12%	13%	11%	13%	11%	11%	15%	12%	12%	13%	12%	9%	1%	19%	14%	17%	13%	11%	14%	13%	
Net satisfied	-541	25	-120	-35	-185	-74	-221	-315	182	-724	-87	-393	-147	-197	-71	-103	-174	-344	-119	-158	-133	-58	-467	-48	-26	-38	-127	-103	-28	-78	-93	-109	-303	-119	-534	
	-52%	10%	-78%	-47%	-95%	-72%	-46%	-58%	100%	-100%	-39%	-59%	-48%	-54%	-45%	-63%	-54%	-51%	-49%	-58%	-54%	-44%	-52%	-54%	-50%	-15%	-73%	-95%	-36%	-41%	-72%	-63%	-58%	-37%	-52%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 13
AB. Are you satisfied or dissatisfied with the way Andy Burnham is doing his job as Prime Minister?

9 Aug 2026

Base : All (July/August 2026 onwards)

	Total (W*td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-orty	Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
Satisfied	299	269	238	228	284	272	266	244	2	156	143	101	71	70	57	82	88	48	62	171	110	234	56	313
	29%	32%	34%	34%	33%	33%	34%	34%	3%	31%	27%	35%	27%	30%	23%	34%	30%	26%	28%	32%	27%	27%	38%	30%
Dissatisfied	307	252	224	221	265	256	244	233	13	152	152	66	83	68	91	66	72	60	76	138	136	272	31	294
	30%	29%	32%	33%	31%	31%	31%	32%	27%	31%	29%	23%	32%	29%	37%	28%	25%	32%	35%	26%	34%	32%	21%	28%
Don't know	427	334	243	216	317	298	280	246	34	187	228	122	108	95	101	91	132	79	81	223	160	350	61	426
	41%	39%	34%	33%	37%	36%	35%	34%	70%	38%	44%	42%	41%	41%	41%	38%	45%	42%	37%	42%	39%	41%	42%	41%
Net satisfied	-8	18	14	7	19	16	21	11	-11	4	-9	35	-12	2	-34	16	16	-12	-14	32	-26	-38	25	19
	-1%	2%	2%	1%	2%	2%	3%	2%	-23%	1%	-2%	12%	-4%	1%	-14%	7%	6%	-6%	-6%	6%	-6%	-4%	17%	2%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 14
AB. Are you satisfied or dissatisfied with the way Andy Burnham is doing his job as Prime Minister?

9 Aug 2026

Base : All (July/August 2026 onwards)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual ¹	Other qual ¹	Degree+	
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033
Satisfied	299	173	29	25	17	22	149	149	151	106	95	172	102	99	53	33	86	200	78	73	71	44	266	20	12	135	29	10	26	64	23	34	150	114	313
	29%	68%	19%	33%	9%	22%	31%	27%	83%	15%	42%	26%	34%	27%	34%	20%	27%	30%	32%	27%	29%	33%	30%	23%	24%	53%	17%	9%	34%	34%	18%	19%	29%	35%	30%
Dissatisfied	307	18	68	13	118	22	131	174	5	297	43	217	73	121	43	66	110	194	77	81	71	40	268	23	16	34	85	61	11	45	40	67	169	67	294
	30%	7%	44%	18%	60%	22%	27%	32%	3%	41%	19%	32%	24%	33%	27%	40%	34%	29%	31%	30%	29%	30%	30%	26%	31%	13%	49%	56%	15%	24%	31%	39%	33%	21%	28%
Don't know	427	63	57	36	60	58	202	219	27	321	87	283	128	148	62	65	126	276	89	117	103	49	358	46	23	87	60	37	39	79	66	72	201	145	426
	41%	25%	37%	49%	31%	57%	42%	40%	15%	44%	39%	42%	42%	40%	39%	39%	39%	41%	36%	43%	42%	37%	40%	52%	44%	34%	35%	34%	51%	42%	51%	42%	39%	44%	41%
Net satisfied	-8	155	-39	11	-101	*	18	-25	146	-192	52	-46	28	-22	10	-33	-23	6	1	-8	*	4	-2	-3	-4	101	-55	-51	15	19	-17	-33	-19	48	19
	-1%	61%	-25%	15%	-52%	*	4%	-5%	80%	-26%	23%	-7%	9%	-6%	6%	-20%	-7%	1%	1%	-3%	*	3%	*	-3%	-7%	39%	-32%	-47%	19%	10%	-13%	-19%	-4%	15%	2%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 15
KB (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

9 Aug 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
Satisfied	301	272	248	233	283	275	263	252	2	157	144	42	64	74	121	87	82	54	52	169	106	270	21	310
	29%	32%	35%	35%	33%	33%	33%	35%	4%	32%	28%	15%	24%	32%	49%	36%	28%	29%	24%	32%	26%	31%	14%	30%
Dissatisfied	420	368	316	307	373	357	350	324	14	217	193	141	111	98	71	100	125	73	93	226	167	347	65	424
	41%	43%	45%	46%	43%	43%	44%	45%	30%	44%	37%	49%	42%	42%	28%	42%	43%	39%	43%	42%	41%	41%	44%	41%
Don't know	312	215	140	125	211	194	177	146	32	121	185	107	88	61	56	52	85	59	74	137	133	240	62	299
	30%	25%	20%	19%	24%	23%	22%	20%	66%	24%	35%	37%	33%	26%	23%	22%	29%	32%	34%	26%	33%	28%	42%	29%
Net satisfied	-119	-95	-67	-75	-90	-83	-88	-72	-13	-60	-49	-99	-47	-24	51	-14	-43	-19	-41	-57	-60	-78	-45	-114
	-11%	-11%	-10%	-11%	-10%	-10%	-11%	-10%	-27%	-12%	-9%	-34%	-18%	-10%	20%	-6%	-15%	-10%	-19%	-11%	-15%	-9%	-30%	-11%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 16
KB (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

9 Aug 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions								Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual'	Other qual'	Degree+	
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033
Satisfied	301	52	104	27	71	4	128	173	52	226	58	206	70	153	37	35	73	223	64	84	89	32	269	16	16	47	107	45	24	45	20	64	143	91	310
	29%	21%	67%	37%	36%	4%	26%	32%	29%	31%	26%	31%	23%	42%	24%	22%	23%	33%	26%	31%	36%	24%	30%	18%	32%	18%	62%	42%	31%	24%	15%	37%	28%	28%	30%
Dissatisfied	420	128	32	29	75	62	214	204	92	304	103	282	139	116	72	83	155	255	101	112	74	66	354	47	19	130	35	47	31	101	46	46	223	147	424
	41%	50%	21%	39%	38%	60%	44%	38%	51%	42%	45%	42%	46%	32%	46%	51%	48%	38%	41%	42%	30%	50%	40%	53%	37%	51%	20%	44%	41%	54%	36%	27%	43%	45%	41%
Don't know	312	73	19	18	50	37	141	165	38	194	65	184	94	98	49	45	94	192	79	74	82	35	270	25	16	80	32	16	22	42	63	62	153	88	299
	30%	29%	12%	24%	26%	36%	29%	30%	21%	27%	29%	27%	31%	27%	31%	28%	29%	29%	32%	27%	34%	26%	30%	28%	32%	31%	18%	15%	29%	22%	49%	36%	30%	27%	29%
Net satisfied	-119	-76	72	-2	-4	-58	-87	-31	-40	-78	-44	-76	-69	37	-35	-48	-83	-32	-37	-28	15	-34	-85	-31	-3	-83	72	-2	-7	-56	-26	17	-80	-56	-114
	-11%	-30%	46%	-2%	-2%	-56%	-18%	-6%	-22%	-11%	-20%	-11%	-23%	10%	-22%	-29%	-26%	-5%	-15%	-10%	6%	-26%	-10%	-35%	-5%	-32%	42%	-2%	-10%	-30%	-20%	10%	-15%	-17%	-11%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 17
ED (Ed Davey). Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

9 Aug 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
Satisfied	195	190	168	161	187	183	177	168	*	111	84	54	34	44	63	66	65	22	30	131	53	173	19	217
	19%	22%	24%	24%	22%	22%	22%	23%	1%	22%	16%	19%	13%	19%	26%	28%	22%	12%	14%	25%	13%	20%	13%	21%
Dissatisfied	386	319	280	273	332	318	308	291	16	202	178	102	100	88	97	79	88	80	102	167	182	322	50	349
	37%	37%	40%	41%	38%	38%	39%	40%	34%	41%	34%	35%	38%	38%	39%	33%	30%	43%	46%	32%	45%	38%	34%	34%
Don't know	451	346	256	232	347	325	305	263	31	181	261	134	128	102	89	94	138	84	87	232	172	362	79	467
	44%	40%	36%	35%	40%	39%	39%	36%	65%	37%	50%	46%	49%	44%	36%	39%	47%	45%	40%	44%	42%	42%	53%	45%
Net satisfied	-191	-129	-112	-112	-145	-135	-131	-123	-16	-91	-94	-48	-66	-44	-33	-13	-23	-58	-71	-36	-129	-149	-31	-132
	-19%	-15%	-16%	-17%	-17%	-16%	-17%	-17%	-34%	-18%	-18%	-16%	-25%	-19%	-13%	-5%	-8%	-31%	-32%	-7%	-32%	-17%	-21%	-13%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=<0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 18
ED (Ed Davey). Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

9 Aug 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual ¹	Other qual ¹	Degree+		
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033	
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033	
Satisfied	195	82	26	39	8	17	87	108	87	81	58	121	57	80	30	26	56	137	40	49	57	19	164	22	9	67	27	6	31	64	7	17	92	87	217	
	19%	32%	17%	53%	4%	17%	18%	20%	48%	11%	26%	18%	19%	22%	19%	16%	17%	20%	16%	18%	23%	14%	18%	25%	17%	26%	16%	5%	41%	34%	6%	10%	18%	27%	21%	
Dissatisfied	386	61	69	11	122	37	175	209	34	339	69	272	92	139	71	78	150	231	88	117	71	58	334	33	19	65	86	72	15	67	48	79	204	98	349	
	37%	24%	45%	14%	62%	36%	36%	39%	19%	47%	31%	41%	30%	38%	45%	48%	46%	34%	36%	43%	29%	44%	37%	37%	37%	25%	50%	67%	19%	36%	37%	46%	39%	30%	34%	
Don't know	451	111	59	24	66	48	221	224	61	304	98	279	153	149	57	60	117	302	116	104	117	56	394	34	23	124	60	30	31	57	74	77	223	141	467	
	44%	44%	38%	33%	34%	47%	46%	41%	34%	42%	44%	41%	51%	41%	36%	36%	36%	45%	48%	39%	48%	42%	44%	38%	46%	48%	35%	28%	40%	31%	57%	45%	43%	43%	45%	
Net satisfied	-191	21	-43	29	-114	-20	-88	-101	53	-258	-11	-151	-35	-59	-41	-53	-94	-94	-49	-68	-14	-39	-170	-11	-11	2	-59	-67	17	-3	-41	-62	-113	-11	-132	
	-19%	8%	-28%	39%	-58%	-20%	-18%	-19%	29%	-36%	-5%	-23%	-12%	-16%	-26%	-32%	-29%	-14%	-20%	-25%	-6%	-30%	-19%	-12%	-21%	1%	-34%	-62%	22%	-2%	-32%	-36%	-22%	-3%	-13%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 19
Nigel Farage. Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

9 Aug 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority		Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033	
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033	
Satisfied	240	212	191	186	225	216	208	197	6	131	108	34	63	67	76	44	50	50	77	94	127	214	16	224	
	23%	25%	27%	28%	26%	26%	26%	27%	12%	27%	21%	12%	24%	29%	31%	18%	17%	27%	35%	18%	31%	25%	11%	22%	
Dissatisfied	627	537	447	417	549	522	500	457	26	294	321	221	148	125	132	165	200	105	103	364	209	512	100	654	
	61%	63%	64%	63%	63%	63%	63%	63%	54%	59%	61%	77%	57%	54%	53%	69%	68%	56%	47%	69%	51%	60%	68%	63%	
Don't know	166	106	66	63	92	89	82	68	16	69	94	34	51	41	40	31	42	32	39	73	71	131	31	155	
	16%	12%	9%	9%	11%	11%	10%	9%	34%	14%	18%	12%	19%	17%	16%	13%	14%	17%	18%	14%	17%	15%	21%	15%	
Net satisfied	-388	-324	-256	-231	-324	-306	-292	-261	-21	-163	-212	-188	-85	-59	-56	-121	-149	-55	-26	-270	-82	-298	-84	-430	
	-38%	-38%	-36%	-35%	-37%	-37%	-37%	-36%	-43%	-33%	-41%	-65%	-32%	-25%	-23%	-50%	-51%	-29%	-12%	-51%	-20%	-35%	-57%	-42%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 20

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

9 Aug 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual ¹	Other qual ¹	Degree+		
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033	
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033	
Satisfied	240	20	28	5	159	1	109	129	23	211	38	171	52	96	34	54	88	148	65	75	61	17	219	11	10	32	60	80	6	14	17	57	143	36	224	
	23%	8%	18%	7%	81%	1%	22%	24%	13%	29%	17%	25%	17%	26%	22%	33%	27%	22%	27%	28%	25%	13%	25%	12%	20%	12%	32	34	74%	8%	8%	13%	33%	28%	11%	22%
Dissatisfied	627	211	100	57	16	95	305	318	146	415	161	390	205	211	106	86	192	416	137	152	147	96	532	64	31	204	88	21	56	153	65	70	303	248	654	
	61%	83%	65%	77%	8%	92%	63%	59%	80%	57%	71%	58%	68%	57%	67%	52%	60%	62%	56%	56%	60%	72%	60%	71%	61%	80%	51%	19%	72%	81%	51%	40%	58%	76%	63%	
Don't know	166	22	26	12	20	7	69	94	13	98	27	110	45	62	18	25	42	107	42	43	37	19	141	15	10	21	26	7	15	21	47	46	73	42	155	
	16%	9%	17%	16%	10%	7%	14%	17%	7%	14%	12%	16%	15%	17%	11%	15%	13%	16%	17%	16%	15%	16%	17%	19%	8%	15%	7%	20%	11%	36%	27%	14%	13%	15%		
Net satisfied	-388	-191	-72	-52	143	-93	-196	-189	-124	-204	-123	-219	-153	-115	-72	-32	-104	-268	-72	-77	-86	-79	-313	-53	-21	-172	-29	60	-49	-139	-48	-13	-159	-212	-430	
	-38%	-75%	-47%	-70%	73%	-91%	-41%	-35%	-68%	-28%	-54%	-33%	-51%	-31%	-45%	-19%	-32%	-40%	-29%	-28%	-35%	-59%	-35%	-59%	-42%	-67%	-16%	55%	-64%	-74%	-37%	-8%	-31%	-65%	-42%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 21
ZP. Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

Base : All (Oct/Nov 2025 onwards)

9 Aug 2026

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol -utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority		Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033	
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033	
Satisfied	213	185	170	161	202	188	181	172	1	107	96	106	62	31	14	64	78	25	29	141	54	158	43	221	
	21%	22%	24%	24%	23%	23%	23%	24%	2%	22%	18%	37%	24%	13%	5%	27%	27%	14%	13%	27%	13%	18%	29%	21%	
Dissatisfied	495	432	375	364	433	423	411	385	19	259	235	101	104	121	170	120	128	92	113	248	204	443	44	499	
	48%	51%	53%	55%	50%	51%	52%	53%	40%	52%	45%	35%	40%	52%	68%	50%	44%	49%	51%	47%	50%	52%	30%	48%	
Don't know	325	237	159	141	231	215	198	166	28	128	192	82	97	81	65	55	86	70	78	142	148	256	60	313	
	31%	28%	23%	21%	27%	26%	25%	23%	57%	26%	37%	29%	37%	35%	26%	23%	30%	37%	35%	27%	36%	30%	41%	30%	
Net satisfied-dissatisfied	-283	-247	-205	-203	-231	-236	-231	-213	-18	-151	-138	5	-42	-89	-156	-57	-51	-66	-84	-107	-150	-285	-1	-278	
	-27%	-29%	-29%	-31%	-27%	-29%	-29%	-30%	-38%	-31%	-26%	2%	-16%	-38%	-63%	-24%	-17%	-35%	-38%	-20%	-37%	-33%	-1%	-27%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=<0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 22
ZP. Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

9 Aug 2026

Base : All (Oct/Nov 2025 onwards)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual'	Other qual'		Degree+
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033
Satisfied	213	73	8	12	8	79	126	87	74	115	57	138	83	48	46	30	76	131	34	60	40	38	173	29	10	80	11	3	13	67	20	9	106	98	221
	21%	29%	5%	16%	4%	77%	26%	16%	41%	16%	25%	21%	27%	13%	29%	18%	24%	20%	14%	22%	17%	29%	19%	33%	20%	31%	6%	3%	17%	36%	16%	5%	20%	30%	21%
Dissatisfied	495	81	114	35	153	5	206	287	57	409	90	345	116	221	70	77	147	337	124	127	117	59	427	36	32	94	125	89	31	72	49	98	254	136	499
	48%	32%	74%	47%	78%	5%	43%	53%	31%	57%	40%	51%	38%	60%	44%	47%	46%	50%	51%	47%	48%	45%	48%	40%	63%	37%	72%	82%	40%	38%	38%	57%	49%	42%	48%
Don't know	325	100	32	27	34	18	151	169	51	200	80	189	103	99	42	56	99	203	86	84	87	35	293	24	8	82	38	16	33	49	60	65	159	93	313
	31%	39%	21%	36%	18%	18%	31%	31%	28%	28%	35%	28%	34%	27%	27%	34%	31%	30%	35%	31%	36%	27%	33%	27%	16%	32%	22%	15%	43%	26%	46%	38%	31%	28%	30%
Net satisfied- dissatisfied	-283	-8	-106	-23	-145	74	-80	-200	17	-294	-33	-207	-33	-172	-24	-47	-71	-205	-89	-68	-77	-21	-254	-6	-22	-13	-114	-86	-18	-5	-29	-89	-149	-38	-278
	-27%	-3%	-69%	-31%	-74%	72%	-17%	-37%	10%	-41%	-15%	-31%	-11%	-47%	-15%	-29%	-22%	-31%	-37%	-25%	-31%	-16%	-28%	-7%	-43%	-5%	-66%	-79%	-24%	-2%	-22%	-51%	-29%	-12%	-27%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 23
Q8B. Who do you think would make the most capable Prime Minister?

9 Aug 2026

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutly certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
Kemi Badenoch	133	117	107	100	119	115	108	108	*	64	69	17	23	28	65	48	40	22	9	88	31	128	5	147
	13%	14%	15%	15%	14%	14%	14%	15%	1%us	13%	13%	6%	9%	12%	26%	20%	14%	11%	4%	17%	8%	15%	3%	14%
Keir Starmer	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigel Farage	155	140	128	125	146	144	140	132	2	86	68	24	34	48	49	21	33	31	54	54	86	141	11	146
	15%	16%	18%	19%	17%	17%	18%	18%	4%us	17%	13%	8%	13%	21%	20%	9%	11%	17%	25%	10%	21%	16%	8%	14%
Andy Burnham	367	325	283	263	341	319	310	287	5	193	170	141	86	76	64	104	116	56	70	220	126	296	58	386
	36%	38%	40%	40%	39%	39%	39%	40%	10%us	39%	32%	49%	33%	33%	26%	43%	40%	30%	32%	41%	31%	35%	40%	37%
There is no difference	127	96	55	51	82	75	70	57	17	55	68	32	37	38	20	22	30	36	31	52	67	95	28	114
	12%	11%	8%	8%	9%	9%	9%	8%	35%us	11%	13%	11%	14%	16%	8%	9%	10%	19%	14%	10%	17%	11%	19%	11%
No one	86	55	37	38	56	53	49	42	12	27	58	28	33	13	12	13	20	17	22	33	39	66	18	81
	8%	6%	5%	6%	6%	6%	6%	6%	24%us	5%	11%	10%	12%	6%	5%	5%	7%	9%	10%	6%	9%	8%	12%	8%
Someone else. Specify...	68	63	55	55	63	63	60	58	2	34	29	22	18	13	15	18	23	8	16	41	24	63	4	64
	7%	7%	8%	8%	7%	8%	8%	8%	4%us	7%	6%	8%	7%	6%	6%	8%	8%	4%	7%	8%	6%	7%	3%	6%
Don't know	98	60	38	33	60	57	52	40	11	36	62	25	32	16	24	13	30	18	16	43	34	69	23	95
	9%	7%	5%	5%	7%	7%	7%	6%	22%us	7%	12%	9%	12%	7%	10%	5%	10%	9%	7%	8%	8%	8%	16%	9%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 24
Q8B. Who do you think would make the most capable Prime Minister?

9 Aug 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)							Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner- occu- pier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual	Other qual	Degree+	
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033
Kemi Badenoch	133	5	92	10	16	3	52	80	5	125	26	92	29	81	11	10	21	110	25	34	39	18	116	11	6	3	75	10	8	15	16	31	57	42	147
	13%	2%	60%	13%	8%	2%	11%	15%	3%	17%	11%	14%	10%	22%	7%	6%	7%	16%	10%	12%	16%	14%	13%	12%	11%	1%	43%	9%	10%	8%	12%	18%	11%	13%	14%
Keir Starmer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-s	-	-	-	-	-s	-	-	-	-	-
Nigel Farage	155	7	3	3	139	-	61	91	3	149	16	114	35	60	24	31	55	95	42	55	34	10	141	6	8	15	32	70	2	3	13	44	90	17	146
	15%	3%	2%	4%	71%	-	13%	17%	2%	21%	7%	17%	12%	16%	15%	19%	17%	14%	17%	20%	14%	7%	16%	6%	16%	6%	18%	65%	2%	2%	10%	26%	17%	5%	14%
Andy Burnham	367	205	21	40	11	42	191	176	152	160	114	219	134	111	62	45	107	244	96	81	87	52	316	36	14	167	29	8	41	96	27	32	177	157	386
	36%	81%	13%	54%	6%	41%	40%	32%	83%	22%	50%	33%	44%	30%	39%	27%	33%	36%	39%	30%	36%	39%	35%	40%	28%	65%	17%	7%	54%	51%	21%	18%	34%	48%	37%
There is no difference	127	10	24	5	11	12	62	65	11	96	19	97	33	36	21	33	55	70	38	26	18	18	101	16	10	24	20	5	12	29	27	18	75	32	114
	12%	4%	15%	7%	6%	12%	13%	12%	6%	13%	9%	15%	11%	10%	14%	20%	17%	10%	16%	10%	7%	14%	11%	18%	20%	9%	11%	5%	16%	15%	21%	10%	14%	10%	11%
No one	86	9	8	5	5	13	40	44	6	77	17	54	20	29	14	19	32	48	18	26	19	12	77	6	3	20	8	5	1	10	17	15	45	25	81
	8%	3%	5%	7%	2%	13%	8%	8%	3%	11%	8%	8%	6%	8%	9%	11%	10%	7%	8%	10%	8%	9%	9%	7%	7%	8%	4%	4%	2%	5%	13%	9%	9%	8%	8%
Someone else. Specify...	68	7	2	7	7	20	34	34	4	60	13	46	29	20	12	7	19	48	6	21	21	5	53	10	5	16	4	7	9	24	5	9	32	27	64
	7%	3%	1%	9%	4%	20%	7%	6%	2%	8%	6%	7%	10%	5%	8%	4%	6%	7%	2%	8%	9%	4%	6%	11%	9%	6%	2%	7%	12%	13%	4%	5%	6%	8%	6%
Don't know	98	11	6	4	7	12	43	52	2	57	21	49	23	31	14	19	33	54	19	27	27	17	89	5	4	13	8	3	4	11	23	24	43	27	95
	9%	4%	4%	6%	4%	12%	9%	10%	1%	8%	9%	7%	8%	9%	9%	11%	10%	8%	8%	10%	11%	13%	10%	5%	8%	5%	5%	3%	5%	6%	18%	14%	8%	8%	9%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 25
Q11_Lab. To what extent, if at all, do you agree or disagree with the following statements? The Labour Government deserves to be re-elected

9 Aug 2026

Base : All

		Likelihood to vote								Gender		Age				Social grade						Ethnicity		UnWgt Total
	Total (W*td)	(General Election)																						
		Always usually depends	Always usually depends AND 9/10 like- lhood	(10) Absol -utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
Strongly agree	91	81	74	71	85	84	80	74	1	52	40	25	22	26	18	21	26	23	16	48	39	66	24	96
	9%	10%	11%	11%	10%	10%	10%	10%	1%	10%	8%	9%	8%	11%	7%	9%	9%	13%	7%	9%	10%	8%	16%	9%
Tend to agree	187	159	132	124	174	157	143	133	2	85	100	73	51	28	35	57	60	22	34	117	56	155	28	187
	18%	19%	19%	19%	20%	19%	18%	18%	4%	17%	19%	25%	19%	12%	14%	24%	20%	12%	15%	22%	14%	18%	19%	18%
Neither agree nor disagree	219	175	129	118	173	162	153	135	11	90	124	84	51	46	38	51	54	44	52	106	96	174	37	201
	21%	20%	18%	18%	20%	20%	19%	19%	22%	18%	24%	29%	20%	20%	15%	21%	19%	23%	24%	20%	24%	20%	25%	19%
Tend to disagree	152	128	105	92	126	120	119	106	4	80	71	34	33	48	36	36	50	26	26	86	53	133	14	170
	15%	15%	15%	14%	15%	15%	15%	15%	7%	16%	14%	12%	13%	21%	15%	15%	17%	14%	12%	16%	13%	16%	10%	16%
Strongly disagree	293	272	244	238	268	265	263	249	10	161	126	35	71	76	110	62	76	55	75	138	130	272	18	293
	28%	32%	35%	36%	31%	32%	33%	34%	20%	33%	24%	12%	27%	33%	44%	26%	26%	29%	34%	26%	32%	32%	12%	28%
Don't know	91	40	21	21	41	38	32	25	22	27	61	37	34	9	11	12	25	16	17	37	33	57	25	86
	9%	5%	3%	3%	5%	5%	4%	3%	45%	6%	12%	13%	13%	4%	4%	5%	9%	9%	8%	7%	8%	7%	17%	8%
Agree	278	240	206	195	259	241	223	207	3	136	140	98	73	54	53	78	86	46	50	164	96	221	52	283
	27%	28%	29%	29%	30%	29%	28%	29%	5%	28%	27%	34%	28%	23%	21%	33%	30%	24%	23%	31%	24%	26%	35%	27%
Disagree	445	400	349	331	394	386	382	356	13	241	197	70	105	124	146	98	126	81	101	224	182	405	33	463
	43%	47%	50%	50%	45%	47%	48%	49%	27%	49%	38%	24%	40%	53%	59%	41%	43%	43%	46%	42%	45%	47%	22%	45%
Net agree	-167	-160	-144	-136	-135	-145	-158	-149	-10	-105	-57	28	-32	-70	-93	-20	-40	-35	-51	-60	-87	-184	20	-180
	-16%	-19%	-20%	-20%	-16%	-18%	-20%	-21%	-22%	-21%	-11%	10%	-12%	-30%	-37%	-8%	-14%	-19%	-23%	-11%	-21%	-22%	13%	-17%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=<0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 26
Q11_Lab. To what extent, if at all, do you agree or disagree with the following statements? The Labour Government deserves to be re-elected

9 Aug 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions						Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual'	Other qual'	Degree+	
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033
Strongly agree	91	69	5	3	4	1	47	45	64	23	31	55	31	32	14	15	28	62	23	24	19	15	81	7	4	54	9	3	5	9	10	6	50	34	96
	9%	27%	3%	5%	2%	1%	10%	8%	35%	3%	14%	8%	10%	9%	9%	9%	9%	9%	10%	9%	9%	8%	11%	9%	8%	21%	5%	3%	6%	5%	8%	4%	10%	11%	9%
Tend to agree	187	114	7	21	5	26	103	84	75	83	62	108	71	53	38	19	57	124	39	45	48	30	163	15	9	93	15	2	20	45	12	15	84	87	187
	18%	45%	4%	28%	3%	26%	21%	15%	41%	11%	27%	16%	23%	15%	24%	11%	18%	19%	16%	17%	20%	23%	18%	17%	17%	36%	9%	2%	27%	24%	9%	9%	16%	27%	18%
Neither agree nor disagree	219	40	30	27	14	33	102	116	28	152	43	141	55	73	40	43	83	128	50	50	52	24	177	30	12	50	28	5	26	59	30	38	117	60	201
	21%	16%	20%	37%	7%	33%	21%	21%	16%	21%	19%	21%	18%	20%	25%	26%	26%	19%	21%	19%	21%	18%	20%	33%	24%	19%	16%	4%	34%	32%	23%	22%	22%	18%	19%
Tend to disagree	152	14	41	17	24	26	68	84	8	126	38	105	48	63	11	23	34	110	39	41	36	22	138	10	5	26	27	15	18	33	27	20	72	57	170
	15%	5%	27%	22%	12%	26%	14%	15%	4%	17%	17%	16%	16%	17%	7%	14%	11%	16%	16%	15%	15%	17%	15%	11%	9%	10%	16%	14%	24%	17%	21%	12%	14%	18%	16%
Strongly disagree	293	2	71	4	143	9	115	177	1	292	39	212	74	130	38	43	81	204	65	91	68	29	253	22	18	26	93	82	7	36	18	73	157	58	293
	28%	1%	46%	6%	73%	9%	24%	33%	*	40%	17%	32%	24%	35%	24%	27%	25%	30%	27%	33%	28%	22%	28%	24%	35%	10%	53%	76%	9%	19%	14%	43%	30%	18%	28%
Don't know	91	15	1	1	4	7	49	37	6	48	14	52	24	17	18	21	39	41	27	21	22	12	81	6	4	8	1	1	1	6	33	20	39	29	86
	9%	6%	*	2%	2%	7%	10%	7%	4%	7%	6%	8%	8%	5%	11%	13%	12%	8%	11%	8%	9%	9%	9%	6%	8%	3%	1%	1%	1%	3%	25%	11%	7%	9%	8%
Agree	278	183	11	24	10	27	150	128	139	106	93	162	102	85	52	34	85	187	63	69	66	45	244	22	12	147	25	5	25	54	22	21	135	121	283
	27%	72%	7%	33%	5%	26%	31%	24%	76%	15%	41%	24%	34%	23%	33%	20%	26%	28%	26%	25%	27%	34%	27%	25%	24%	57%	14%	5%	33%	29%	17%	12%	26%	37%	27%
Disagree	445	16	112	21	167	35	182	260	9	418	77	317	122	193	49	67	116	314	104	131	104	51	391	31	23	52	120	97	25	69	45	93	229	115	463
	43%	6%	73%	28%	86%	35%	38%	48%	5%	58%	34%	47%	40%	52%	31%	41%	36%	47%	43%	48%	43%	39%	44%	35%	44%	20%	69%	90%	32%	37%	35%	54%	44%	35%	45%
Net agree	-167	167	-101	4	-158	-8	-33	-132	129	-312	16	-154	-20	-108	3	-33	-31	-128	-41	-62	-38	-6	-147	-9	-10	95	-95	-92	*	-15	-23	-72	-95	6	-180
	-16%	66%	-65%	5%	-81%	-8%	-7%	-24%	71%	-43%	7%	-23%	-7%	-29%	2%	-20%	-10%	-19%	-17%	-23%	-15%	-4%	-16%	-10%	-20%	37%	-55%	-85%	*s	-8%	-18%	-42%	-18%	2%	-17%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 27
Q11_Con. To what extent, if at all, do you agree or disagree with the following statements? The Conservative Party is ready to form the next government

Base : All

		Likelihood to vote								Gender		Age				Social grade						Ethnicity		UnWgt Total
	Total (W*td)	(General Election)																						
		Always usually depends	Always usually depends AND 9/10 like- lhood	(10) Absol -utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
Strongly agree	38	34	34	33	34	34	34	34	-	17	21	4	5	6	25	14	4	6	10	18	16	33	6	33
	4%	4%	5%	5%	4%	4%	4%	5%	-s	3%	4%	1%	2%	2%	10%	6%	1%	3%	5%	3%	4%	4%	4%	3%
Tend to agree	122	113	91	83	114	106	105	91	2	63	59	20	25	34	42	30	37	18	27	67	45	114	5	129
	12%	13%	13%	12%	13%	13%	13%	13%	4%	13%	11%	7%	10%	15%	17%	13%	13%	10%	12%	13%	11%	13%	3%	12%
Neither agree nor disagree	200	135	109	103	150	137	128	115	9	88	112	54	51	46	49	36	56	34	53	92	87	161	36	190
	19%	16%	15%	15%	17%	17%	16%	16%	18%	18%	21%	19%	20%	20%	20%	15%	19%	18%	24%	17%	21%	19%	24%	18%
Tend to disagree	246	226	176	162	221	210	197	180	8	131	110	66	47	68	65	69	72	59	37	141	95	216	26	234
	24%	26%	25%	24%	26%	25%	25%	25%	17%	26%	21%	23%	18%	29%	26%	29%	25%	31%	17%	27%	23%	25%	18%	23%
Strongly disagree	338	311	273	263	305	299	293	276	12	169	160	112	93	72	61	79	100	56	71	179	127	280	49	362
	33%	36%	39%	40%	35%	36%	37%	38%	26%	34%	31%	39%	35%	31%	25%	33%	34%	30%	33%	34%	31%	33%	33%	35%
Don't know	88	37	21	22	41	39	33	25	17	26	60	33	41	8	6	10	23	15	22	33	36	52	26	85
	9%	4%	3%	3%	5%	5%	4%	3%	35%	5%	11%	12%	16%	3%	3%	4%	8%	8%	10%	6%	9%	6%	18%	8%
Agree	160	147	125	116	149	141	139	126	2	80	81	24	30	40	67	44	41	24	37	85	61	147	10	162
	16%	17%	18%	17%	17%	17%	18%	17%	4%	16%	15%	8%	11%	17%	27%	18%	14%	13%	17%	16%	15%	17%	7%	16%
Disagree	584	536	449	425	526	509	490	456	21	300	270	178	140	140	126	149	172	115	108	321	223	496	75	596
	57%	63%	64%	64%	61%	62%	62%	63%	43%	61%	52%	62%	53%	60%	51%	62%	59%	61%	49%	60%	55%	58%	51%	58%
Net agree	-423	-390	-324	-309	-378	-369	-351	-331	-19	-221	-189	-154	-110	-100	-59	-105	-131	-90	-71	-236	-162	-349	-65	-434
	-41%	-46%	-46%	-46%	-44%	-45%	-44%	-46%	-40%	-45%	-36%	-53%	-42%	-43%	-24%	-44%	-45%	-46%	-32%	-44%	-40%	-41%	-44%	-42%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=<0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 28
Q11_Con. To what extent, if at all, do you agree or disagree with the following statements? The Conservative Party is ready to form the next government

9 Aug 2026

Base : All

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual	Other qual	Degree+		
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033	
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033	
Strongly agree	38	1	31	-s	6	1	10	28	5	33	6	21	5	27	3	3	6	32	12	10	7	6	35	3	*	3	26	2	-s	*	3	13	16	9	33	
	4%	*	20%		3%	1%	2%	5%	2%	5%	2%	3%	2%	7%	2%	2%	2%	5%	5%	4%	3%	5%	4%	4% ^s	1% ^s	1%	15%	2%	-s	*	2%	8%	3%	3%		
Tend to agree	122	9	58	14	30	1	50	72	9	105	19	91	32	54	15	19	34	86	18	33	47	12	110	7	5	12	51	17	10	19	6	18	65	37	129	
	12%	3%	38%	18% ^s	15%	1%	10%	13%	5%	15%	9%	14%	11%	15%	10%	11%	10%	13%	7%	12%	19%	9%	12%	8% ^s	10% ^s	5%	29%	15%	13% ^s	10%	5%	11%	12%	11%		
Neither agree nor disagree	200	31	40	16	40	13	84	116	24	158	36	132	52	87	20	34	54	139	50	58	42	27	178	12	10	37	34	23	16	30	35	40	110	43	190	
	19%	12%	26%	22% ^s	20%	12%	17%	21%	13%	22%	16%	20%	17%	24%	12%	21%	17%	21%	21%	21%	22%	17%	20%	20%	14% ^s	20% ^s	14%	19%	22%	21% ^s	16%	27%	23%	21%	13%	
Tend to disagree	246	83	17	24	52	26	121	126	53	160	68	158	68	102	36	33	68	170	68	65	66	20	218	15	13	72	36	36	24	48	25	33	133	80	234	
	24%	33%	11%	32% ^s	27%	25%	25%	23%	29%	22%	30%	24%	22%	28%	23%	20%	21%	25%	28%	24%	27%	15%	24%	17% ^s	25% ^s	28%	21%	33%	31% ^s	26%	19%	19%	26%	24%		
Strongly disagree	338	121	8	19	60	57	168	168	82	222	83	218	121	86	61	55	117	207	67	84	67	54	271	46	20	128	26	30	26	86	27	48	156	131	362	
	33%	48%	5%	26% ^s	31%	55%	35%	31%	45%	31%	37%	33%	40%	23%	39%	34%	36%	31%	27%	31%	27%	41%	30%	52% ^s	39% ^s	50%	15%	28%	34% ^s	46%	21%	28%	30%	40%		
Don't know	88	10	1	1	8	5	51	31	9	46	15	50	24	12	23	20	43	36	29	22	17	14	81	5	3	5	1	-	1	6	33	20	39	26	85	
	9%	4%	1%	2% ^s	4%	5%	11%	6%	5%	6%	7%	7%	8%	3%	15%	12%	13%	5%	12%	8%	7%	11%	9%	5% ^s	6% ^s	2%	1%	-	2% ^s	3%	26%	12%	7%	8%		
Agree	160	9	89	14	36	2	60	100	13	139	25	113	38	81	18	22	40	118	30	42	54	18	145	11	5	15	77	19	10	19	9	31	81	46	162	
	16%	4%	57%	18% ^s	18%	2%	12%	19%	7%	19%	11%	17%	12%	22%	12%	13%	12%	18%	12%	16%	22%	14%	16%	12% ^s	10% ^s	6%	45%	17%	13% ^s	10%	7%	18%	16%	14%		
Disagree	584	204	25	43	112	83	289	294	136	382	150	377	189	188	97	88	185	377	135	149	132	74	490	61	33	199	62	66	50	134	52	80	290	211	596	
	57%	80%	16%	58% ^s	57%	81%	60%	54%	74%	53%	67%	56%	62%	51%	61%	54%	57%	56%	55%	55%	54%	55%	55%	69% ^s	64% ^s	78%	36%	61%	65% ^s	71%	40%	47%	56%	65%		
Net agree	-423	-194	64	-30	-76	-81	-229	-194	-122	-243	-125	-264	-151	-108	-79	-66	-145	-259	-105	-106	-79	-55	-345	-51	-28	-184	16	-47	-40	-115	-43	-49	-209	-165	-434	
	-41%	-77%	41%	-40% ^s	-39%	-79%	-47%	-36%	-67%	-34%	-56%	-39%	-50%	-29%	-50%	-40%	-45%	-39%	-43%	-39%	-32%	-42%	-39%	-57% ^s	-54% ^s	-72%	9%	-44%	-52% ^s	-61%	-34%	-28%	-40%	-51%	-42%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
* =Less than 0.5%
s =Where unweighted base sizes smaller than 100, please note results are indicative only

Table 29
Q11_Reform. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next government

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Abscl utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority		Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033	
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033	
Strongly agree	94	76	75	76	80	77	77	77	1%*	56	38	16	20	33	26	11	16	23	37	26	59	82	7	82	
	9%	9%	11%	11%	9%	9%	10%	11%	1%ns	11%	7%	5%	7%	14%	11%	4%	5%	12%	17%	5%	15%	10%	5%	8%	
Tend to agree	118	103	87	84	108	106	99	90	3	63	55	24	39	27	28	22	24	30	32	45	62	110	6	111	
	11%	12%	12%	13%	12%	13%	12%	13%	6%ns	13%	11%	8%	15%	11%	11%	9%	8%	16%	15%	9%	15%	13%	4%	11%	
Neither agree nor disagree	93	56	38	37	58	57	53	44	8	34	59	26	22	26	19	11	13	22	33	24	55	74	18	84	
	9%	7%	5%	6%	7%	7%	7%	6%	17%ns	7%	11%	9%	8%	11%	8%	4%	5%	12%	15%	5%	14%	9%	13%	8%	
Tend to disagree	139	121	85	76	118	110	103	87	2	74	62	28	28	32	50	34	39	31	31	73	62	118	19	137	
	13%	14%	12%	11%	14%	13%	13%	12%	4%ns	15%	12%	10%	11%	14%	20%	14%	13%	17%	14%	14%	15%	14%	13%	13%	
Strongly disagree	525	473	402	373	470	448	434	404	21	250	265	175	124	108	119	154	187	74	67	342	141	436	78	552	
	51%	55%	57%	56%	54%	54%	55%	56%	43%ns	51%	51%	60%	47%	46%	48%	65%	64%	39%	31%	64%	35%	51%	53%	53%	
Don't know	64	27	17	20	32	28	24	21	14	17	44	21	29	8	6	8	13	8	19	21	27	36	18	67	
	6%	3%	2%	3%	4%	3%	3%	3%	29%ns	4%	8%	7%	11%	3%	2%	3%	4%	4%	9%	4%	7%	4%	12%	6%	
Agree	212	178	162	160	189	183	176	167	3	119	93	40	59	60	55	32	39	52	69	71	122	192	14	193	
	21%	21%	23%	24%	22%	22%	22%	23%	7%ns	24%	18%	14%	22%	26%	22%	13%	13%	28%	32%	13%	30%	22%	9%	19%	
Disagree	664	593	487	449	588	558	537	491	22	324	326	203	152	139	169	188	226	105	98	415	203	554	98	689	
	64%	69%	69%	67%	68%	68%	68%	68%	47%ns	65%	62%	70%	58%	60%	68%	79%	78%	56%	45%	78%	50%	65%	66%	67%	
Net agree	-451	-415	-326	-289	-399	-375	-361	-324	-19	-205	-233	-164	-93	-80	-114	-156	-187	-52	-29	-343	-81	-362	-84	-496	
	-44%	-49%	-46%	-43%	-46%	-45%	-46%	-45%	-40%ns	-41%	-45%	-57%	-36%	-34%	-46%	-65%	-64%	-28%	-13%	-65%	-20%	-42%	-57%	-48%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=<0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 30
Q11_Reform. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next government

Base : All

9 Aug 2026

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual'	Other qual'	Degree+		
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033	
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033	
Strongly agree	94	4	2	2	80	1	35	59	6	87	17	67	19	33	16	18	33	52	24	35	16	14	89	2	3	10	16	47	*	2	7	34	48	10	82	
	9%	1%	1%	3%	41%	1%	7%	11%	3%	12%	7%	10%	6%	9%	10%	11%	10%	8%	10%	13%	7%	11%	10%	3%	5%	4%	9%	44%	1%	1%	5%	19%	9%	3%	8%	
Tend to agree	118	9	15	2	74	-	60	58	8	106	17	87	33	44	14	24	38	78	38	29	31	4	102	10	5	20	28	33	2	9	14	28	69	19	111	
	11%	3%	10%	2%	38%	-	12%	11%	4%	15%	7%	13%	11%	12%	9%	15%	12%	12%	15%	11%	13%	3%	11%	12%	11%	8%	16%	30%	3%	5%	11%	16%	13%	6%	11%	
Neither agree nor disagree	93	12	18	7	16	1	39	52	10	78	17	53	18	35	8	30	38	53	29	26	17	8	81	6	7	12	11	10	7	13	18	23	56	13	84	
	9%	5%	12%	9%	8%	1%	8%	10%	6%	11%	8%	8%	6%	9%	5%	18%	12%	8%	12%	10%	7%	6%	9%	6%	14%	5%	6%	9%	9%	7%	14%	13%	11%	4%	8%	
Tend to disagree	139	21	42	11	16	8	55	83	12	98	29	96	36	66	18	16	33	102	41	42	33	10	127	9	3	21	37	15	16	20	22	24	77	37	137	
	13%	8%	27%	14%	8%	8%	11%	15%	7%	14%	13%	14%	12%	18%	11%	10%	10%	15%	17%	16%	14%	8%	14%	10%	5%	8%	22%	14%	15	20	17%	14%	15%	11%	13%	
Strongly disagree	525	204	76	52	3	93	262	263	141	316	139	332	180	183	84	64	148	362	90	119	139	87	435	59	31	187	79	3	52	142	47	52	242	228	552	
	51%	80%	49%	69%	2%	91%	54%	49%	77%	44%	62%	49%	59%	50%	53%	39%	46%	54%	37%	44%	57%	65%	49%	67%	60%	73%	45%	3%	67%	75%	36%	30%	47%	70%	53%	
Don't know	64	4	1	1	6	*	32	26	6	38	8	37	16	7	20	12	32	24	22	19	8	9	59	2	3	7	3	-	-	2	22	13	28	19	67	
	6%	2%	1%	2%	3%	*	7%	5%	3%	5%	3%	6%	5%	2%	12%	7%	10%	4%	9%	7%	3%	7%	7%	2%	5%	3%	2%	-	-	1%	17%	7%	5%	6%	6%	
Agree	212	13	16	4	154	1	95	117	14	194	33	154	52	77	29	42	71	129	62	64	47	18	192	13	8	30	44	80	3	11	21	61	117	29	193	
	21%	5%	11%	5%	79%	1%	20%	22%	8%	27%	15%	23%	17%	21%	18%	26%	22%	19%	25%	24%	19%	14%	21%	14%	16%	12%	25%	74%	4%	6%	16%	35%	23%	9%	19%	
Disagree	664	225	118	62	19	101	317	347	153	415	168	427	215	249	101	80	181	464	131	161	173	97	562	69	33	208	116	19	67	162	68	75	318	265	689	
	64%	89%	77%	84%	10%	98%	66%	64%	84%	57%	74%	64%	71%	68%	64%	49%	56%	69%	54%	59%	70%	73%	63%	77%	66%	81%	67%	17%	88%	86%	53%	44%	61%	81%	67%	
Net agree	-451	-212	-102	-58	135	-100	-222	-230	-139	-221	-134	-274	-163	-172	-72	-38	-110	-335	-69	-97	-126	-79	-370	-56	-25	-178	-73	61	-65	-151	-47	-14	-201	-236	-496	
	-44%	-84%	-66%	-79%	69%	-98%	-46%	-42%	-76%	-31%	-59%	-41%	-54%	-47%	-46%	-23%	-34%	-50%	-28%	-36%	-51%	-59%	-41%	-63%	-50%	-70%	-42%	57%	-84%	-80%	-36%	-8%	-39%	-72%	-46%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
* =Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Page 31

9 Aug 2026

Table 31

Q11_Compent.

To what extent, if at all, do you agree or disagree with the following statements?

The word 'competent' is an accurate description of the current government

Base : All (January, June, July/August 2026)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
	Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total	
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
Strongly agree	36	32	27	26	32	27	27	27	1	27	9	8	12	11	5	9	5	10	9	14	19	22	13	28
	3%	4%	4%	4%	4%	3%	3%	4%	1%	5%	2%	3%	4%	5%	2%	4%	2%	5%	4%	3%	5%	3%	9%	3%
Tend to agree	157	137	125	120	147	140	132	126	-	84	73	61	41	24	31	46	51	21	28	98	49	131	24	165
	15%	16%	18%	18%	17%	17%	17%	17%	-	17%	14%	21%	16%	10%	12%	19%	18%	11%	13%	18%	12%	15%	16%	16%
Neither agree nor disagree	233	183	140	131	184	173	169	145	9	101	129	69	50	63	51	50	68	31	61	117	92	190	36	241
	23%	21%	20%	20%	21%	21%	21%	20%	18%	20%	25%	24%	19%	27%	21%	21%	23%	16%	28%	22%	23%	22%	24%	23%
Tend to disagree	251	217	171	159	221	213	198	177	9	111	132	73	58	55	65	56	86	54	34	142	88	219	27	254
	24%	25%	24%	24%	26%	26%	25%	24%	19%	22%	25%	25%	22%	24%	26%	23%	30%	29%	15%	27%	22%	26%	18%	25%
Strongly disagree	284	249	218	206	249	241	237	222	16	147	135	56	68	72	88	69	60	64	66	129	130	254	21	284
	27%	29%	31%	31%	29%	29%	30%	31%	33%	30%	26%	19%	26%	31%	36%	29%	21%	34%	30%	24%	32%	30%	14%	27%
Don't know	72	37	23	23	33	31	26	25	14	24	46	22	34	7	8	9	21	7	22	31	29	40	27	61
	7%	4%	3%	3%	4%	4%	3%	3%	29%	5%	9%	8%	13%	3%	3%	4%	7%	4%	10%	6%	7%	5%	18%	6%
Agree	193	169	152	146	179	167	159	153	1	111	82	68	53	35	36	55	57	31	37	112	68	154	37	193
	19%	20%	22%	22%	21%	20%	20%	21%	1%	22%	16%	24%	20%	15%	15%	23%	19%	16%	17%	21%	17%	18%	25%	19%
Disagree	535	466	388	365	470	454	436	399	25	258	266	129	125	127	153	125	146	118	99	271	218	473	48	538
	52%	54%	55%	55%	54%	55%	55%	55%	52%	52%	51%	45%	48%	55%	62%	52%	50%	63%	45%	51%	54%	55%	32%	52%
Net agree	-342	-296	-236	-219	-291	-287	-277	-245	-24	-148	-184	-61	-72	-92	-117	-70	-90	-88	-63	-159	-150	-319	-11	-345
	-33%	-35%	-34%	-33%	-34%	-35%	-35%	-34%	-50%	-30%	-35%	-21%	-28%	-39%	-47%	-29%	-31%	-47%	-29%	-30%	-37%	-37%	-7%	-33%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos J26-001401-01

*=Less than 0.5%

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

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - July/August 2026

Table 32
Q11. Competent.
To what extent, if at all, do you agree or disagree with the following statements?
The word 'competent' is an accurate description of the current government

Base : All (January, June, July/August 2026)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD Gm	Did not vote/ not eligible/ too young	No qual	Other qual	Degree+	
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033
Strongly agree	36	24	3	-	5	3	20	15	28	8	12	23	10	11	6	8	14	22	6	9	11	5	31	2	2	15	12	3	1	3	-	6	16	14	28
	3%	9%	2%	-s	2%	2%	4%	3%	15%	1%	5%	3%	3%	3%	4%	5%	4%	3%	2%	3%	5%	4%	4%	2% s	4% s	6%	7%	3%	1% s	2%	-	4%	3%	4%	3%
Tend to agree	157	103	6	20	2	14	85	73	100	40	53	88	61	50	26	19	45	111	38	40	30	22	131	18	8	80	4	1	18	44	15	16	73	67	165
	15%	40%	4%	27% s	1%	14%	18%	13%	55%	6%	23%	13%	20%	13%	17%	12%	14%	17%	16%	15%	12%	17%	15%	21% s	16% s	31%	2%	1%	23% s	23%	11%	9%	14%	21%	16%
Neither agree nor disagree	233	66	36	22	18	32	95	137	41	141	56	148	57	82	45	39	84	139	52	59	53	37	201	24	9	66	28	9	24	50	33	44	102	84	241
	23%	26%	23%	30% s	9%	31%	20%	25%	23%	20%	25%	22%	19%	22%	29%	24%	26%	21%	21%	22%	22%	28%	22%	27% s	17% s	26%	16%	9%	32% s	27%	26%	26%	20%	26%	23%
Tend to disagree	251	42	43	23	46	36	121	130	6	223	50	174	81	89	31	42	73	171	51	69	71	26	218	19	14	61	43	20	24	51	33	36	135	78	254
	24%	17%	28%	31% s	24%	35%	25%	24%	3%	31%	22%	26%	27%	24%	19%	26%	23%	25%	21%	26%	29%	20%	24%	21% s	27% s	24%	25%	18%	31% s	27%	26%	21%	26%	24%	25%
Strongly disagree	284	8	60	7	121	14	123	159	-	281	48	197	81	122	30	40	70	204	72	76	67	28	243	22	18	24	84	75	9	38	24	57	163	57	284
	27%	3%	39%	9% s	62%	13%	25%	29%	-	39%	21%	29%	27%	33%	19%	25%	22%	30%	30%	28%	27%	21%	27%	25% s	36% s	9%	48%	69%	12% s	20%	18%	33%	31%	17%	27%
Don't know	72	11	7	2	4	4	39	28	8	31	7	41	11	13	20	16	35	25	24	18	13	14	68	4	-	11	2	-	1	3	24	13	31	25	61
	7%	4%	5%	2% s	2%	4%	8%	5%	4%	4%	3%	6%	4%	4%	13%	9%	11%	4%	10%	6%	5%	10%	8%	4% s	-s	4%	1%	-	2% s	1%	19%	8%	6%	8%	6%
Agree	193	126	8	20	6	17	105	88	127	48	64	111	72	61	33	27	59	133	44	50	41	27	162	20	10	95	17	4	18	47	15	22	88	81	193
	19%	50%	5%	27% s	3%	16%	22%	16%	70%	7%	29%	17%	24%	17%	21%	16%	18%	20%	18%	18%	17%	21%	18%	23% s	20% s	37%	10%	4%	24% s	25%	11%	13%	17%	25%	19%
Disagree	535	50	103	30	168	49	244	289	6	504	98	372	163	212	61	83	143	375	124	145	138	55	462	41	32	85	127	95	33	89	57	93	298	135	538
	52%	20%	67%	40% s	86%	48%	51%	53%	3%	70%	43%	55%	54%	58%	38%	50%	44%	56%	51%	54%	56%	41%	52%	46% s	63% s	33%	73%	88%	43% s	47%	44%	54%	57%	41%	52%
Net agree	-342	77	-95	-10	-161	-33	-139	-201	122	-456	-33	-261	-91	-151	-28	-56	-84	-242	-79	-95	-97	-28	-300	-20	-22	10	-110	-90	-15	-42	-43	-71	-210	-54	-345
	-33%	30%	-61%	-13% s	-82%	-32%	-29%	-37%	67%	-63%	-15%	-39%	-30%	-41%	-18%	-34%	-26%	-36%	-32%	-35%	-40%	-21%	-34%	-23% s	-43% s	4%	-63%	-84%	-19% s	-22%	-33%	-41%	-40%	-17%	-33%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=<0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 33
Q11_BadenochPM.
To what extent, if at all, do you agree or disagree with the following statements?
Kemi Badenoch is ready to be Prime Minister

Base : All (January, June, July/August 2026)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age					Social grade						Ethnicity		UnWgt Total	
			Always usually depends	AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority		Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033		
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033		
Strongly agree	53	48	47	47	51	48	48	48	-	22	30	8	10	5	30	22	6	7	10	28	17	47	3	53		
	5%	6%	7%	7%	6%	6%	6%	7%	-s	5%	6%	3%	4%	2%	12%	9%	2%	4%	5%	5%	4%	5%	2%	5%		
Tend to agree	165	147	130	118	148	144	137	130	2	93	72	26	32	43	64	48	48	26	33	97	59	150	15	165		
	16%	17%	18%	18%	17%	17%	17%	18%	5%	19%	14%	9%	12%	18%	26%	20%	17%	14%	15%	18%	15%	18%	10%	16%		
Neither agree nor disagree	203	149	113	108	162	148	137	120	6	84	116	63	55	43	42	36	44	54	55	80	108	166	27	182		
	20%	17%	16%	16%	19%	18%	17%	17%	13%	17%	22%	22%	21%	19%	17%	15%	15%	29%	25%	15%	27%	19%	18%	18%		
Tend to disagree	183	168	134	122	162	153	149	136	8	103	81	49	40	55	39	34	62	28	45	97	73	155	23	183		
	18%	20%	19%	18%	19%	18%	19%	19%	16%	21%	15%	17%	15%	24%	16%	14%	21%	15%	20%	18%	18%	18%	16%	18%		
Strongly disagree	315	289	245	236	285	278	271	248	9	154	150	94	84	76	61	83	100	51	53	183	103	258	53	341		
	30%	34%	35%	36%	33%	34%	34%	34%	19%	31%	29%	33%	32%	33%	25%	35%	34%	27%	24%	34%	25%	30%	36%	33%		
Don't know	114	54	35	34	57	55	48	40	23	38	73	49	43	10	12	16	31	22	25	47	46	81	27	109		
	11%	6%	5%	5%	7%	7%	6%	6%	47%	8%	14%	17%	16%	4%	5%	6%	11%	11%	11%	9%	11%	9%	18%	11%		
Agree	218	194	177	165	199	192	185	178	2	116	102	34	41	48	95	71	54	33	43	125	76	197	18	218		
	21%	23%	25%	25%	23%	23%	23%	25%	5%	23%	20%	12%	16%	20%	38%	30%	18%	18%	19%	23%	19%	23%	12%	21%		
Disagree	498	458	379	359	448	430	420	385	17	257	231	143	123	131	100	117	162	79	97	279	176	413	76	524		
	48%	54%	54%	54%	52%	52%	53%	53%	35%	52%	44%	50%	47%	56%	40%	49%	56%	42%	44%	53%	43%	48%	51%	51%		
Net agree	-280	-263	-202	-194	-249	-238	-236	-207	-15	-141	-129	-109	-82	-84	-6	-46	-108	-46	-55	-155	-100	-216	-58	-306		
	-27%	-31%	-29%	-29%	-29%	-29%	-29%	-29%	-31%	-29%	-25%	-38%	-31%	-36%	-2%	-19%	-37%	-24%	-25%	-29%	-25%	-25%	-39%	-30%		

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 34
Q11. BadenochPM.
To what extent, if at all, do you agree or disagree with the following statements?
Kemi Badenoch is ready to be Prime Minister

Base : All (January, June, July/August 2026)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual ¹	Other qual ¹	Degree+	
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033
Strongly agree	53	4	32	1	14	-	15	37	4	47	9	33	11	30	4	7	11	41	14	19	11	5	48	3	2	7	29	5	1	3	4	15	23	14	53
	5%	2%	20%	2% ^s	7%	-	3%	7%	2%	7%	4%	5%	4%	8%	3%	4%	3%	6%	6%	7%	4%	4%	5%	3% ^s	4% ^s	3%	16%	5%	2% ^s	1%	3%	8%	4%	4%	5%
Tend to agree	165	14	60	17	49	2	70	95	16	139	27	122	39	91	22	9	32	130	31	32	52	26	140	11	14	23	63	32	12	21	8	30	84	48	165
	16%	6%	39%	23% ^s	25%	2%	14%	18%	9%	19%	12%	18%	13%	25%	14%	6%	10%	19%	13%	12%	21%	19%	16%	12% ^s	28% ^s	9%	36%	29%	16% ^s	11%	6%	18%	16%	15%	16%
Neither agree nor disagree	203	51	25	15	36	17	95	107	30	145	44	129	56	77	23	41	64	132	56	60	50	18	184	15	5	43	31	17	20	38	38	38	115	46	182
	20%	20%	16%	20% ^s	18%	17%	20%	20%	16%	20%	19%	19%	18%	21%	15%	25%	20%	20%	23%	22%	21%	14%	21%	16% ^s	9% ^s	17%	18%	15%	26% ^s	20%	29%	22%	22%	14%	16%
Tend to disagree	183	60	22	16	35	18	84	100	47	115	48	116	52	64	29	33	62	117	50	47	49	18	165	14	4	55	28	25	14	35	14	22	99	60	183
	18%	24%	14%	22% ^s	18%	17%	17%	18%	26%	16%	21%	17%	17%	17%	18%	20%	19%	17%	21%	17%	20%	14%	18%	16% ^s	8% ^s	21%	16%	23%	18% ^s	19%	11%	13%	19%	18%	18%
Strongly disagree	315	110	13	21	48	55	162	152	75	206	80	204	115	87	53	51	105	202	61	81	58	54	255	38	23	112	19	27	28	83	27	40	149	124	341
	30%	43%	8%	29% ^s	25%	54%	34%	28%	41%	29%	36%	30%	38%	24%	34%	31%	32%	30%	25%	30%	24%	41%	29%	42% ^s	44% ^s	44%	11%	25%	37% ^s	44%	21%	23%	29%	38%	33%
Don't know	114	14	4	3	14	10	57	51	11	71	17	67	30	19	26	23	49	49	33	31	25	12	102	9	4	17	4	2	1	8	39	27	49	34	109
	11%	5%	2%	4% ^s	7%	9%	12%	9%	6%	10%	8%	10%	10%	5%	17%	14%	15%	7%	14%	12%	10%	9%	11%	10% ^s	7% ^s	6%	2%	2%	2% ^s	4%	30%	16%	10%	11%	11%
Agree	218	19	91	18	63	2	85	132	20	186	37	156	50	120	26	16	42	170	44	51	62	30	188	14	16	30	92	37	14	24	12	45	107	62	218
	21%	7%	59%	25% ^s	32%	2%	18%	24%	11%	26%	16%	23%	17%	33%	17%	10%	13%	25%	18%	19%	25%	23%	21%	15% ^s	32% ^s	12%	53%	34%	18% ^s	13%	9%	26%	21%	19%	21%
Disagree	498	170	35	38	83	73	246	252	121	321	128	320	167	152	82	84	167	318	111	129	107	72	419	52	27	167	47	52	42	119	41	63	248	184	524
	48%	67%	23%	51% ^s	42%	71%	51%	47%	66%	44%	57%	48%	55%	41%	52%	52%	52%	48%	46%	47%	44%	54%	47%	58% ^s	53% ^s	65% ^s	27%	48%	55% ^s	63%	32%	36%	48%	56%	51%
Net agree	-280	-151	56	-19	-20	-71	-160	-120	-101	-135	-91	-164	-117	-31	-56	-68	-124	-148	-67	-77	-45	-42	-231	-38	-11	-137	45	-15	-28	-95	-29	-18	-141	-122	-306
	-27%	-60%	37%	-26% ^s	-10%	-69%	-33%	-22%	-55%	-19%	-40%	-24%	-39%	-8%	-35%	-42%	-39%	-22%	-27%	-29%	-18%	-32%	-26%	-43% ^s	-21% ^s	-53%	26%	-14%	-37% ^s	-50%	-22%	-10%	-27%	-37%	-30%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=<0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 35
Q11_FaragePM.
To what extent, if at all, do you agree or disagree with the following statements?
Nigel Farage is ready to be Prime Minister

Base : All (January, June, July/August 2026)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-certain	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-ority	
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
Strongly agree	95	85	84	84	90	90	87	86	1	54	40	15	19	32	29	20	18	17	34	37	51	83	10	89
	9%	10%	12%	13%	10%	11%	11%	12%	1%	11%	8%	5%	7%	14%	12%	8%	6%	9%	15%	7%	13%	10%	7%	9%
Tend to agree	119	96	82	79	104	97	92	84	1	65	51	25	32	29	32	18	27	31	32	45	64	106	9	100
	11%	11%	12%	12%	12%	12%	12%	12%	2%	13%	10%	9%	12%	13%	13%	7%	9%	17%	15%	8%	16%	12%	6%	10%
Neither agree nor disagree	85	56	37	42	58	56	51	45	6	29	56	21	24	21	19	11	14	16	26	25	42	69	15	84
	8%	7%	5%	6%	7%	7%	6%	6%	13%	6%	11%	7%	9%	9%	8%	5%	5%	8%	12%	5%	10%	8%	10%	8%
Tend to disagree	117	102	73	65	94	91	89	74	5	58	55	26	19	35	36	30	30	26	25	60	51	109	7	113
	11%	12%	10%	10%	11%	11%	11%	10%	9%	12%	11%	9%	7%	15%	14%	13%	10%	14%	11%	11%	12%	13%	5%	11%
Strongly disagree	552	486	411	378	489	463	449	414	26	268	276	179	133	113	127	157	192	89	73	348	162	452	89	590
	53%	57%	58%	57%	56%	56%	57%	57%	54%	54%	53%	62%	51%	49%	51%	65%	66%	48%	33%	66%	40%	53%	60%	57%
Don't know	66	30	17	18	31	30	22	19	10	20	44	23	35	3	6	5	11	8	28	15	36	38	18	57
	6%	4%	2%	3%	4%	4%	3%	3%	20%	4%	8%	8%	13%	1%	2%	2%	4%	4	13%	3%	9%	4%	12%	6%
Agree	213	181	166	163	194	187	179	171	2	120	91	40	51	61	61	37	45	49	66	82	115	189	18	189
	21%	21%	24%	25%	22%	23%	23%	24%	4%	24%	17%	14%	19%	26%	25%	16%	15%	26%	30%	15%	28%	22%	12%	18%
Disagree	669	588	484	443	583	554	538	488	30	326	331	205	153	148	163	187	222	114	99	408	213	561	96	703
	65%	69%	69%	67%	67%	67%	68%	68%	63%	66%	63%	71%	58%	64%	65%	78%	76%	61%	45%	77%	52%	65%	65%	68%
Net agree	-456	-407	-318	-280	-389	-367	-359	-317	-28	-207	-240	-165	-102	-87	-101	-149	-177	-66	-32	-326	-98	-371	-78	-514
	-44%	-48%	-45%	-42%	-45%	-44%	-45%	-44%	-59%	-42%	-46%	-57%	-39%	-37%	-41%	-62%	-60%	-35%	-15%	-61%	-24%	-43%	-53%	-50%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 36

Q11_FaragePM.
To what extent, if at all, do you agree or disagree with the following statements?
Nigel Farage is ready to be Prime Minister

Base : All (January, June, July/August 2026)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)					Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual ¹	Other qual ¹	Degree+	
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033
Strongly agree	95	5	7	1	80	1	46	48	6	88	18	61	22	36	14	21	35	58	29	32	17	11	89	2	4	10	18	50	3	4	3	29	47	16	89
	9%	2%	4%	2%	41%	1%	10%	9%	3%	12%	8%	9%	7%	10%	9%	13%	11%	9%	12%	12%	7%	8%	10%	3%	8%	4%	11%	46%	3%	2%	2%	17%	9%	5%	9%
Tend to agree	119	7	17	4	66	2	48	70	8	109	20	87	32	48	15	19	33	80	30	33	30	8	102	12	5	16	32	30	1	10	11	29	80	11	100
	11%	3%	11%	5%	34%	2%	10%	13%	4%	15%	9%	13%	11%	13%	9%	11%	10%	12%	12%	12%	6%	11%	14%	9%	6%	19%	28%	1%	5%	9%	17%	15%	3%	10%	
Neither agree nor disagree	85	16	12	9	16	1	33	50	14	62	16	50	16	31	12	22	34	47	24	24	21	4	72	6	7	16	10	8	5	11	16	18	46	18	84
	8%	6%	8%	13%	8%	1%	7%	9%	7%	9%	7%	7%	5%	8%	8%	13%	10%	7%	10%	9%	8%	3%	8%	7%	14%	6%	6%	7%	6%	6%	12%	10%	9%	6%	8%
Tend to disagree	117	16	32	8	20	8	55	62	10	88	21	87	27	55	14	19	33	82	36	32	27	14	109	6	2	16	29	14	14	21	16	18	61	36	113
	11%	6%	21%	11%	10%	8%	11%	11%	6%	12%	10%	13%	9%	15%	9%	12%	10%	12%	15%	12%	11%	10%	12%	7%	4%	6%	17%	13%	18%	11%	12%	11%	12%	11%	11%
Strongly disagree	552	206	86	50	6	87	268	284	140	339	142	347	190	189	86	71	158	379	101	131	143	87	461	61	31	192	84	6	54	140	55	61	261	227	590
	53%	81%	56%	68%	3%	85%	56%	52%	76%	47%	63%	52%	63%	51%	55%	43%	49%	57%	41%	48%	58%	65%	52%	68%	60%	75%	48%	6%	70%	74%	42%	35%	50%	70%	57%
Don't know	66	4	-	1	9	2	33	28	5	38	8	39	15	9	18	12	29	24	25	18	8	10	61	2	3	6	-	-	1	3	29	17	25	19	57
	6%	1%	-	2%	5%	2%	7%	5%	3%	5%	3%	6%	5%	2%	11%	7%	9%	4%	10%	7%	3%	7%	7%	2%	6%	2%	-	-	1%	1%	22%	10%	5%	6%	6%
Agree	213	12	24	5	145	4	94	118	14	196	38	149	54	84	29	40	68	138	59	65	47	19	190	15	9	26	51	80	4	14	15	58	127	26	189
	21%	5%	16%	7%	74%	4%	19%	22%	8%	27%	17%	22%	18%	23%	18%	24%	21%	21%	24%	24%	19%	14%	21%	17%	17%	10%	29%	74%	5%	8%	11%	34%	24%	8%	18%
Disagree	669	222	118	59	25	95	323	345	150	427	164	433	218	244	100	91	191	461	137	163	170	101	570	67	32	208	113	21	68	160	70	79	321	262	703
	65%	88%	76%	79%	13%	93%	67%	64%	82%	59%	73%	65%	72%	66%	63%	55%	59%	69%	56%	60%	69%	76%	64%	75%	63%	81%	65%	19%	88%	85%	54%	46%	62%	80%	68%
Net agree	-456	-210	-94	-54	120	-92	-229	-227	-136	-231	-126	-285	-163	-160	-71	-51	-122	-323	-78	-98	-123	-81	-380	-52	-24	-183	-62	59	-64	-146	-56	-22	-195	-236	-514
	-44%	-83%	-61%	-74%	62%	-89%	-47%	-42%	-74%	-32%	-56%	-42%	-54%	-43%	-45%	-31%	-38%	-48%	-32%	-36%	-50%	-61%	-43%	-58%	-47%	-71%	-36%	55%	-83%	-77%	-43%	-13%	-38%	-72%	-50%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
¹=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 37
Q11_Burnham_Labour. Which of these statements comes closest to your views of Andy Burnham and the Labour party?

Base : All (July/August 2026)

9 Aug 2026

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absolutly certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min ority	Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
I like Andy Burnham and I like the Labour party	262	242	203	192	248	232	223	203	3	142	118	93	63	59	46	79	81	43	45	160	88	209	50	276
	25%	28%	29%	29%	29%	28%	28%	28%	7%	29%	23%	32%	24%	26%	19%	33%	28%	23%	21%	30%	22%	24%	34%	27%
I like Andy Burnham but I do not like the Labour party	250	229	192	174	231	228	215	195	4	124	119	57	52	64	78	62	92	35	45	154	80	226	23	262
	24%	27%	27%	26%	27%	28%	27%	27%	8%	25%	23%	20%	20%	27%	31%	26%	31%	19%	21%	29%	20%	26%	15%	25%
I do not like Andy Burnham but I like the Labour party	50	34	27	28	42	35	34	32	2	19	30	20	16	10	4	9	14	13	5	23	19	36	11	48
	5%	4%	4%	4%	5%	4%	4%	4%	4%	4%	6%	7%	6%	4%	2%	4%	5%	7%	2%	4%	5%	4%	8%	5%
I do not like Andy Burnham and I do not like the Labour party	272	230	204	199	232	226	221	208	9	130	141	52	70	68	82	56	53	51	84	109	135	248	22	261
	26%	27%	29%	30%	27%	27%	28%	29%	20%	26%	27%	18%	27%	29%	33%	23%	18%	28%	38%	21%	33%	29%	15%	25%
Don't know	199	120	77	72	113	105	97	84	30	79	115	67	61	32	39	32	53	44	39	85	84	139	41	186
	19%	14%	11%	11%	13%	13%	12%	12%	62%	16%	22%	23%	23%	14%	16%	13%	18%	24%	18%	16%	21%	16%	28%	18%
Combinations - net																								
Like Andy Burnham	512	471	395	366	479	460	438	398	7	266	237	150	115	123	124	142	172	78	90	314	169	435	73	538
	50%	55%	56%	55%	55%	56%	55%	55%	14%	54%	45%	52%	44%	53%	50%	59%	59%	42%	41%	59%	41%	51%	50%	52%
Like Labour Party	311	276	230	220	290	267	257	235	5	161	148	113	79	69	50	89	95	56	51	183	107	244	62	324
	30%	32%	33%	33%	34%	32%	33%	33%	11%	33%	28%	39%	30%	30%	20%	37%	32%	30%	23%	35%	26%	28%	42%	31%
Do not like Andy Burnham	322	264	231	227	274	261	255	240	11	149	171	72	86	78	86	66	67	65	89	132	154	283	33	309
	31%	31%	33%	34%	32%	32%	32%	33%	24%	30%	33%	25%	33%	33%	35%	27%	23%	35%	41%	25%	38%	33%	22%	30%
Do not like Labour Party	523	459	396	373	463	454	436	403	13	254	260	109	122	132	160	118	144	87	129	263	216	474	44	523
	51%	54%	56%	56%	53%	55%	55%	56%	27%	51%	50%	38%	47%	57%	64%	50%	49%	46%	59%	49%	53%	55%	30%	51%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 38

Q11_Burnham_Labour. Which of these statements comes closest to your views of Andy Burnham and the Labour party?

9 Aug 2026

Base : All (July/August 2026)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)							Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis-satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual	Other qual	Degree+			
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033		
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033		
I like Andy Burnham and I like the Labour party	262 25%	184 73%	5 3%	24 33%	2 1%	25 24%	144 30%	118 22%	132 72%	92 13%	81 36%	159 24%	97 32%	78 21%	47 30%	32 20%	79 24%	175 26%	65 27%	55 20%	70 29%	33 25%	223 26%	26 13%	13 25%	142 55%	14 8%	1 1%	28 36%	57 31%	19 15%	18 11%	125 24%	118 36%	276 27%		
I like Andy Burnham but I do not like the Labour party	250 24%	30 12%	66 43%	22 29%	57 29%	36 35%	106 22%	144 27%	16 9%	201 28%	58 26%	163 24%	65 22%	99 27%	38 24%	37 23%	75 23%	164 25%	53 22%	79 29%	52 21%	34 25%	217 24%	20 22%	14 27%	43 17%	64 37%	32 29%	26 33%	59 32%	22 17%	42 24%	120 23%	88 27%	262 25%		
I do not like Andy Burnham but I like the Labour party	50 5%	18 7%	3 2%	8 11%	5 3%	9 9%	21 4%	28 5%	10 5%	36 5%	16 7%	27 4%	17 6%	13 4%	8 5%	9 6%	18 6%	30 5%	10 4%	15 5%	9 4%	10 8%	44 5%	4 4%	2 10%	25 10%	4 2%	2 2%	3 3%	7 3%	3 3%	8 4%	29 6%	13 4%	48 5%		
I do not like Andy Burnham and I do not like the Labour party	272 26%	3 1%	62 40%	7 10%	115 59%	18 18%	121 25%	150 28%	9 5%	263 36%	38 17%	196 29%	65 21%	120 33%	30 19%	55 33%	85 26%	184 27%	67 27%	74 27%	67 27%	30 23%	238 27%	20 23%	14 28%	20 8%	74 43%	69 64%	11 14%	39 20%	30 23%	60 35%	152 29%	54 16%	261 25%		
Don't know	199 19%	18 7%	19 12%	13 17%	16 8%	14 13%	91 19%	102 19%	16 9%	132 18%	33 14%	126 19%	58 19%	58 16%	34 22%	31 19%	65 20%	116 17%	50 20%	48 18%	47 19%	25 19%	171 19%	20 22%	8 16%	27 11%	18 10%	4 3%	10 13%	26 14%	55 42%	44 26%	94 18%	54 16%	186 18%		
Combinations - net																																					
Like Andy Burnham	512 50%	215 85%	71 46%	46 62%	59 30%	61 59%	249 52%	262 48%	148 81%	293 40%	139 62%	322 48%	163 54%	177 48%	85 54%	69 42%	154 48%	340 51%	117 48%	134 49%	122 50%	67 50%	440 49%	45 51%	27 52%	184 72%	78 45%	33 31%	54 70%	117 62%	41 32%	60 35%	244 47%	205 63%	538 52%		
Like Labour Party	311 30%	202 80%	8 5%	32 44%	7 4%	34 33%	165 34%	146 27%	142 78%	128 18%	97 43%	186 28%	115 38%	91 25%	55 35%	41 25%	97 30%	206 31%	75 31%	70 26%	79 32%	44 33%	267 30%	29 33%	15 29%	166 65%	18 10%	4 3%	30 40%	64 34%	22 17%	26 15%	154 30%	131 40%	324 31%		
Do not like Andy Burnham	322 31%	21 8%	65 42%	15 21%	120 62%	28 27%	143 30%	179 33%	19 10%	299 41%	54 24%	224 33%	82 27%	133 36%	39 25%	64 39%	103 32%	215 32%	77 32%	89 33%	76 31%	40 30%	282 32%	24 27%	16 32%	45 17%	78 45%	71 66%	14 18%	45 24%	33 26%	68 39%	181 35%	67 21%	309 30%		
Do not like Labour Party	523 51%	33 13%	127 82%	29 39%	172 88%	55 53%	227 47%	294 54%	25 14%	464 64%	96 42%	359 54%	130 43%	219 59%	69 43%	92 56%	160 50%	349 52%	120 49%	153 56%	119 49%	64 48%	455 51%	40 45%	28 55%	63 25%	138 80%	101 93%	37 48%	98 52%	52 40%	102 59%	272 52%	141 43%	523 51%		

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 39
Q12_Badenoch_Conservative. Which of these statements comes closest to your views of Kemi Badenoch and the Conservative party?

Base : All (January, July/August 2026)

9 Aug 2026

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-hood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-ority	
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
I like Kemi Badenoch and I like the Conservative party	152 15%	140 16%	126 18%	121 18%	142 16%	139 17%	135 17%	127 18%	1 2%	71 14%	80 15%	16 6%	25 9%	34 15%	76 31%	42 17%	48 17%	19 10%	24 11%	90 17%	43 11%	145 17%	7 5%	165 16%
I like Kemi Badenoch but I do not like the Conservative party	193 19%	171 20%	152 22%	148 22%	181 21%	173 21%	163 21%	155 21%	2 5%	101 20%	92 18%	39 14%	42 16%	54 23%	58 23%	55 23%	48 17%	37 20%	41 19%	103 19%	78 19%	168 20%	18 12%	193 19%
I do not like Kemi Badenoch but I like the Conservative party	98 9%	90 10%	67 10%	59 9%	85 10%	79 10%	74 9%	67 9%	3 7%	52 10%	46 9%	22 8%	18 7%	33 14%	26 10%	22 9%	27 9%	21 11%	24 11%	49 9%	45 11%	77 9%	20 14%	90 9%
I do not like Kemi Badenoch and I do not like the Conservative party	387 37%	340 40%	294 42%	281 42%	340 39%	329 40%	322 41%	301 42%	15 32%	193 39%	183 35%	138 48%	108 41%	76 33%	66 26%	94 39%	113 39%	63 34%	86 39%	207 39%	150 37%	323 38%	61 42%	401 39%
Don't know	204 20%	115 13%	64 9%	57 9%	118 14%	106 13%	96 12%	72 10%	26 55%	77 16%	121 23%	74 26%	70 27%	36 16%	23 9%	26 11%	56 19%	48 25%	44 20%	82 15%	91 22%	144 17%	41 28%	184 18%
Combinations - nets Like Kemi Badenoch	345 33%	311 36%	279 40%	268 40%	323 37%	312 38%	298 38%	283 39%	3 6%	172 35%	172 33%	56 19%	67 26%	88 38%	134 54%	97 41%	96 33%	55 29%	65 30%	193 36%	121 30%	312 36%	25 17%	358 35%
Like Conservative party	249 24%	229 27%	194 28%	180 27%	227 26%	218 26%	210 27%	195 27%	4 9%	123 25%	126 24%	38 13%	42 16%	67 29%	102 41%	63 27%	75 26%	40 21%	48 22%	139 26%	88 22%	222 26%	27 18%	255 25%
Dislike Kemi Badenoch	485 47%	429 50%	361 51%	340 51%	425 49%	408 49%	396 50%	368 51%	19 39%	245 49%	229 44%	159 55%	125 48%	109 47%	91 37%	116 48%	140 48%	84 45%	110 50%	255 48%	195 48%	400 47%	81 55%	491 48%
Dislike Conservative party	580 56%	511 60%	447 63%	428 64%	521 60%	502 61%	485 61%	456 63%	18 36%	294 60%	275 53%	177 61%	150 57%	130 56%	123 50%	149 62%	161 55%	100 53%	127 58%	310 58%	227 56%	491 57%	80 54%	594 58%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 40

Q12_Badenoch_Conservative. Which of these statements comes closest to your views of Kemi Badenoch and the Conservative party?

9 Aug 2026

Base : All (January, July/August 2026)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)							Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual ¹	Other qual ²	Degree+			
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033		
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033		
I like Kemi Badenoch and I like the Conservative party	152 15%	7 3%	92 59%	7 10%	34 18%	1 1%	50 10%	101 19%	5 3%	138 19%	24 11%	105 16%	31 10%	91 25%	14 9%	14 8%	27 8%	122 18%	33 13%	43 16%	39 16%	17 13%	131 15%	9 10%	11 22%	14 5%	84 48%	15 14%	7 9%	13 7%	8 6%	38 22%	75 14%	36 11%	165 16%		
I like Kemi Badenoch but I do not like the Conservative party	193 19%	47 18%	14 9%	19 25%	74 38%	12 11%	94 20%	98 18%	37 20%	144 20%	40 18%	133 20%	55 18%	78 21%	25 16%	27 17%	52 16%	133 20%	46 19%	55 20%	54 22%	18 14%	174 19%	12 13%	8 15%	39 15%	31 18%	55 51%	17 22%	34 18%	15 12%	35 21%	93 18%	61 19%	193 19%		
I do not like Kemi Badenoch but I like the Conservative party	98 9%	21 8%	36 24%	11 14%	18 9%	4 3%	47 10%	50 9%	16 9%	67 9%	28 13%	61 9%	26 8%	40 11%	16 10%	15 9%	31 10%	66 10%	11 5%	32 12%	34 14%	12 9%	90 10%	3 3%	5 11%	19 7%	33 19%	8 8%	13 17%	15 8%	7 5%	12 7%	54 10%	30 9%	90 9%		
I do not like Kemi Badenoch and I do not like the Conservative party	387 37%	148 58%	3 2%	26 35%	51 26%	70 68%	194 40%	192 35%	102 56%	246 34%	102 45%	243 36%	129 43%	106 29%	73 46%	70 43%	143 45%	235 35%	90 37%	85 31%	77 31%	63 47%	314 35%	52 58%	21 41%	151 59%	16 9%	25 23%	28 36%	101 54%	38 30%	44 25%	194 37%	148 45%	401 39%		
Don't know	204 20%	30 12%	9 6%	12 16%	19 10%	16 16%	97 20%	100 18%	22 12%	129 18%	32 14%	130 19%	63 21%	52 14%	31 19%	37 23%	68 21%	115 17%	64 26%	56 21%	41 17%	23 17%	184 21%	14 15%	6 11%	34 13%	10 6%	5 4%	12 16%	25 13%	61 47%	43 25%	103 20%	51 16%	184 18%		
Combinations - nets																																					
Like Kemi Badenoch	345 33%	54 21%	106 68%	26 36%	108 55%	13 12%	144 30%	199 37%	42 23%	281 39%	64 28%	238 35%	86 28%	170 46%	39 24%	41 25%	80 25%	255 38%	79 32%	98 36%	93 36%	35 26%	305 34%	21 23%	19 37%	52 20%	115 66%	70 65%	23 30%	47 25%	23 18%	74 43%	168 32%	97 30%	358 35%		
Like Conservative party	249 24%	28 11%	128 83%	18 24%	52 27%	5 5%	97 20%	151 28%	21 12%	205 28%	52 23%	166 25%	56 19%	131 36%	30 19%	28 17%	58 18%	188 28%	44 18%	75 28%	73 30%	29 22%	25 13%	221 25%	12 13%	17 33%	33 13%	117 67%	24 22%	20 26%	28 15%	15 12%	51 29%	129 25%	66 20%	255 25%	
Dislike Kemi Badenoch	485 47%	170 67%	40 26%	36 49%	68 35%	74 72%	242 50%	243 45%	118 65%	313 43%	130 58%	304 45%	154 51%	146 40%	89 56%	85 52%	174 54%	301 45%	101 41%	117 43%	111 45%	75 57%	404 45%	55 61%	26 52%	170 66%	49 28%	33 31%	41 54%	116 62%	45 35%	56 32%	249 48%	178 55%	491 48%		
Dislike Conservative party	580 56%	195 77%	17 11%	45 60%	124 64%	82 79%	289 60%	291 54%	139 76%	389 54%	142 63%	376 56%	184 61%	185 50%	98 62%	98 60%	196 61%	368 55%	136 56%	140 52%	131 53%	81 61%	488 55%	63 71%	29 56%	190 74%	48 27%	80 74%	45 58%	135 72%	54 42%	79 46%	287 55%	209 64%	594 58%		

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 41
Q13_Farage_ReformUK. Which of these statements comes closest to your views of Nigel Farage and Reform UK?

Base : All (January, July/August 2026)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
I like Nigel Farage and I like Reform UK	197	180	165	164	183	179	176	169	3	111	86	21	47	62	67	28	42	46	67	69	113	181	13	182
19%		21%	23%	25%	21%	22%	22%	23%	7%	22%	16%	7%	18%	26%	27%	12%	14%	25%	31%	13%	28%	21%	9%	18%
I like Nigel Farage but I do not like Reform UK	52	39	28	25	45	39	35	28	2	27	25	6	8	15	23	13	16	9	7	29	16	43	6	45
5%		5%	4%	4%	5%	5%	4%	4%	5%	5%	5%	2%	3%	6%	9%	5%	5%	5%	3%	5%	4%	5%	4%	4%
I do not like Nigel Farage but I like Reform UK	74	57	43	39	64	63	60	46	*	36	38	16	21	23	14	11	15	18	20	26	38	64	10	74
7%		7%	6%	6%	7%	8%	8%	6%	1%	7%	7%	6%	8%	10%	6%	5%	5%	10%	9%	5%	9%	7%	7%	7%
I do not like Nigel Farage and I do not like Reform UK	592	514	435	406	519	495	475	441	24	281	301	210	138	115	130	171	199	89	89	370	178	490	90	626
57%		60%	62%	61%	60%	60%	60%	61%	49%	57%	58%	73%	53%	49%	52%	71%	68%	48%	41%	70%	44%	57%	61%	61%
Don't know	118	64	33	32	55	50	43	37	19	40	73	36	49	19	14	17	21	24	36	37	60	79	30	106
11%		8%	5%	5%	6%	6%	6%	5%	39%	8%	14%	12%	19%	8%	6%	7%	7%	13%	16%	7%	15%	9%	20%	10%
Combinations - nets Like Nigel Farage	248	220	193	188	228	218	212	198	6	138	111	28	54	76	90	41	57	55	74	98	130	224	19	227
24%		26%	27%	28%	26%	26%	27%	27%	11%	28%	21%	10%	21%	33%	36%	17%	20%	30%	34%	18%	32%	26%	13%	22%
Like Reform UK	271	237	208	203	247	242	237	216	4	147	124	38	68	84	81	39	56	64	87	95	152	245	23	256
26%		28%	29%	30%	29%	29%	30%	30%	7%	30%	24%	13%	26%	36%	33%	16%	19%	34%	40%	18%	37%	29%	15%	25%
Dislike Nigel Farage	667	571	478	445	583	558	535	488	24	317	339	226	159	137	144	182	214	107	109	396	217	554	99	700
65%		67%	68%	67%	67%	68%	68%	68%	50%	64%	65%	78%	61%	59%	58%	76%	73%	57%	50%	74%	53%	65%	67%	68%
Dislike Reform UK	644	554	463	430	564	534	510	470	26	308	326	216	146	130	153	184	215	98	96	399	194	533	95	671
62%		65%	66%	65%	65%	65%	65%	65%	54%	62%	62%	75%	55%	56%	62%	77%	74%	53%	44%	75%	48%	62%	65%	65%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 42
Q13_Farage_ReformUK. Which of these statements comes closest to your views of Nigel Farage and Reform UK?

9 Aug 2026

Base : All (January, July/August 2026)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort- gage	Owned out- right	Private renter	Social renter	Renter	Total owner occu- p- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual ¹	Other qual ¹	Degree+		
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033	
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033	
I like Nigel Farage and I like Reform UK	197	11	16	3	148	1	82	113	11	181	31	133	48	82	20	40	61	129	47	64	51	15	178	11	8	12	49	81	3	11	15	53	119	22	182	
	19%	4%	11%	4%	76%	1%	17%	21%	6%	25%	14%	20%	16%	22%	13%	24%	19%	19%	19%	24%	21%	11%	20%	12%	16%	5%	28%	75%	4%	6%	11%	31%	23%	7%	18%	
I like Nigel Farage but I do not like Reform UK	52	10	25	3	9	1	16	36	5	39	12	37	6	29	5	12	17	35	8	14	10	12	43	3	5	13	24	5	1	1	2	13	26	13	45	
	5%	4%	16%	4%	5%	1%	3%	7%	3%	5%	5%	6%	2%	8%	3%	7%	5%	5%	3%	5%	4%	9%	5%	3%	11%	5%	14%	5%	1%	-	2	7%	2%	4%	4%	
I do not like Nigel Farage but I like Reform UK	74	13	18	4	23	1	33	41	3	64	13	55	21	24	10	18	28	45	17	28	20	3	68	2	4	19	13	9	5	7	10	16	43	13	74	
	7%	5%	12%	5%	12%	1%	7%	8%	2%	9%	6%	8%	7%	7%	6%	11%	9%	7%	7%	10%	8%	3%	8%	2	3%	8%	7%	7%	8%	7%	4%	8%	9%	8%	4%	7%
I do not like Nigel Farage and I do not like Reform UK	592	214	86	60	2	98	295	296	153	364	153	373	197	208	97	72	169	406	128	128	149	90	496	65	32	201	83	9	62	161	60	62	280	246	626	
	57%	84%	56%	81%	1%	95%	61%	55%	84%	50%	68%	56%	65%	57%	62%	44%	52%	60%	53%	47%	61%	68%	55%	73%	63%	78%	47%	9%	81%	86%	46%	36%	54%	76%	61%	
Don't know	118	6	10	5	13	2	56	56	11	75	17	73	31	25	26	22	47	56	43	37	15	13	108	8	2	11	6	3	6	8	43	30	50	32	106	
	11%	2%	6%	7%	7%	2%	12%	10%	6%	10%	8%	11%	10%	7%	16%	13%	15%	8%	18%	14%	6%	9%	12%	8	3%	4	4%	3	3%	8%	4%	33%	17%	10%	10%	10%
Combinations - nets Like Nigel Farage	248	20	41	6	158	2	98	148	16	220	43	170	53	111	25	52	77	164	55	78	61	27	221	13	14	26	73	86	4	12	17	65	145	35	227	
	24%	8%	27%	8%	81%	2%	20%	27%	9%	30%	19%	25%	18%	30%	16%	32%	24%	24%	23%	29%	25%	20%	25%	15%	27%	10%	42%	80%	5%	7%	13%	38%	28%	11%	22%	
Like Reform UK	271	24	34	6	171	2	115	154	14	245	44	188	68	106	31	58	89	174	64	92	71	18	246	13	12	31	61	90	8	19	25	68	162	36	256	
	26%	9%	22%	9%	87%	2%	24%	28%	8%	34%	20%	28%	23%	29%	19%	36%	28%	26%	26%	34%	29%	14%	28%	14%	23%	12%	35%	84%	11%	10%	19%	40%	31%	11%	25%	
Dislike Nigel Farage	667	227	104	63	25	99	328	337	156	429	166	428	218	233	107	90	197	451	146	155	169	94	564	67	36	220	95	19	67	168	70	78	324	260	700	
	65%	90%	67%	86%	13%	96%	68%	62%	72%	63%	68%	59%	72%	63%	68%	55%	61%	67%	60%	57%	69%	71%	63%	75%	70%	86%	55%	17%	87%	89%	54%	45%	62%	80%	68%	
Dislike Reform UK	644	224	111	63	11	98	311	332	158	404	164	411	203	238	102	84	186	440	137	141	159	102	539	68	37	215	106	14	63	162	62	75	307	259	671	
	62%	88%	72%	85%	6%	96%	65%	61%	87%	56%	73%	61%	67%	65%	64%	51%	58%	66%	56%	52%	65%	77%	60%	76%	73%	84%	61%	13%	82%	86%	48%	43%	59%	79%	65%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 43
Q14_Davey_LibDem. Which of these statements comes closest to your views of Ed Davey and the Liberal Democrats?

Base : All (January, July/August 2026)

9 Aug 2026

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
I like Ed Davey and I like the Liberal Democrats	195 19%	188 22%	165 23%	154 23%	189 22%	184 22%	177 22%	166 23%	2 4%	103 21%	92 18%	60 21%	37 14%	44 19%	54 22%	74 31%	71 24%	23 12%	20 9%	145 27%	43 10%	181 21%	14 10%	218 21%
I like Ed Davey but I do not like the Liberal Democrats	127 12%	108 13%	103 15%	92 14%	122 14%	114 14%	107 14%	103 14%	2 4%	72 15%	55 11%	36 12%	22 9%	29 13%	40 16%	34 14%	34 12%	19 10%	32 15%	68 13%	52 13%	102 12%	20 14%	113 11%
I do not like Ed Davey but I like the Liberal Democrats	83 8%	76 9%	65 9%	63 9%	77 9%	77 9%	74 9%	69 10%	4 7%	37 8%	46 9%	16 5%	20 8%	19 8%	29 12%	24 10%	19 6%	24 13%	9 4%	43 8%	32 8%	73 9%	10 6%	88 9%
I do not like Ed Davey and I do not like the Liberal Democrats	317 31%	267 31%	224 32%	219 33%	265 31%	253 31%	249 32%	231 32%	13 27%	169 34%	142 27%	73 25%	81 31%	75 32%	87 35%	58 24%	85 29%	54 29%	92 42%	143 27%	146 36%	272 32%	41 28%	303 29%
Don't know	311 30%	217 25%	147 21%	137 21%	212 25%	197 24%	183 23%	154 21%	28 58%	113 23%	188 36%	105 36%	101 39%	66 28%	39 16%	48 20%	84 29%	67 36%	66 30%	133 26%	133 33%	229 27%	62 42%	311 30%
Combinations - nets																								
Like Ed Davey	322 31%	296 35%	268 38%	247 37%	312 36%	298 36%	284 36%	269 37%	4 8%	175 35%	147 28%	96 33%	60 23%	73 31%	94 38%	108 45%	104 36%	42 23%	52 24%	213 40%	94 23%	283 33%	34 23%	331 32%
Like Lib Dems	278 27%	263 31%	230 33%	217 33%	267 31%	262 32%	251 32%	234 32%	5 11%	140 28%	138 26%	76 26%	57 22%	63 27%	82 33%	99 41%	89 31%	47 25%	28 13%	188 35%	75 18%	254 30%	24 16%	306 30%
Dislike Ed Davey	400 39%	343 40%	289 41%	282 42%	342 40%	331 40%	323 41%	299 41%	16 34%	206 42%	188 36%	89 31%	101 39%	94 40%	116 47%	83 35%	103 35%	78 42%	101 46%	186 35%	179 44%	345 40%	51 34%	391 38%
Dislike Lib Dems	444 43%	375 44%	327 46%	311 47%	387 45%	367 44%	356 45%	334 46%	15 31%	241 49%	197 38%	109 38%	104 40%	104 45%	127 51%	92 39%	118 41%	73 39%	125 57%	211 40%	198 49%	374 44%	62 42%	416 40%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
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s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 44

Q14_Davey_LibDem. Which of these statements comes closest to your views of Ed Davey and the Liberal Democrats?

9 Aug 2026

Base : All (January, July/August 2026)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions								Past vote (2024 General Election)						Qualifications			UnW Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD, Grn	Did not vote/ not eligible/ too young	No qual	Other qual	Degree+		
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033	
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033	
I like Ed Davey and I like the Liberal Democrats	195 19%	80 32%	20 13%	46 62%	3 2%	24 23%	93 19%	102 19%	72 39%	92 13%	56 25%	122 18%	69 23%	86 23%	14 9%	20 12%	33 10%	155 23%	38 15%	46 17%	59 24%	22 16%	164 18%	21 24%	9 18%	74 29%	19 11%	1 1%	46 58%	76 40%	9 7%	12 7%	83 16%	100 31%	218 21%	
I like Ed Davey but I do not like the Liberal Democrats	127 12%	39 15%	30 19%	2 3%	21 11%	19 19%	68 14%	59 11%	33 18%	88 12%	26 11%	84 13%	32 11%	53 14%	26 17%	14 9%	41 13%	85 13%	37 15%	32 12%	30 12%	13 9%	110 12%	10 11%	7 14%	43 17%	25 14%	6 6%	4 6%	18 10%	10 8%	24 14%	66 13%	36 11%	113 11%	
I do not like Ed Davey but I like the Liberal Democrats	83 8%	24 9%	17 11%	14 18%	12 6%	4 4%	30 6%	53 10%	16 9%	63 9%	25 11%	52 8%	24 8%	41 11%	6 4%	10 6%	16 5%	65 10%	7 3%	31 12%	17 7%	16 12%	70 8%	7 8%	6 12%	28 11%	18 10%	6 6%	9 12%	19 10%	8 6%	13 8%	42 8%	28 9%	88 9%	
I do not like Ed Davey and I do not like the Liberal Democrats	317 31%	44 17%	57 37%	1 2%	122 62%	24 24%	136 28%	180 33%	18 10%	286 40%	48 21%	230 34%	74 24%	118 32%	52 33%	66 40%	118 37%	192 29%	76 31%	91 34%	70 28%	38 29%	275 31%	26 29%	16 31%	48 19%	82 47%	78 72%	3 4%	35 19%	32 25%	74 43%	176 34%	63 19%	303 29%	
Don't know	311 30%	67 26%	31 20%	10 14%	37 19%	30 30%	156 32%	148 27%	43 24%	194 27%	71 32%	184 27%	103 34%	70 19%	59 38%	54 33%	114 35%	173 26%	87 36%	71 26%	70 29%	44 33%	273 31%	25 29%	12 24%	63 25%	30 17%	17 15%	14 18%	41 22%	70 54%	49 28%	152 29%	100 31%	311 30%	
Combinations - nets																																				
Like Ed Davey	322 31%	119 47%	50 32%	49 66%	24 13%	44 42%	161 33%	161 30%	105 57%	180 25%	82 36%	206 31%	101 34%	139 38%	40 25%	34 21%	74 23%	240 36%	74 30%	77 29%	89 36%	34 26%	274 31%	31 35%	17 32%	117 46%	44 25%	7 7%	50 65%	94 50%	19 14%	37 21%	149 29%	135 42%	331 32%	
Like Lib Dems	278 27%	104 41%	37 24%	60 81%	16 8%	28 28%	123 25%	155 29%	88 48%	156 21%	82 36%	174 26%	93 31%	127 35%	20 13%	30 18%	50 15%	221 33%	44 18%	77 28%	76 31%	37 28%	234 26%	28 32%	15 30%	102 40%	37 21%	7 7%	55 72%	95 50%	17 13%	25 15%	125 24%	127 39%	306 30%	
Dislike Ed Davey	400 39%	67 27%	74 48%	15 20%	135 69%	29 28%	166 34%	233 43%	35 19%	350 48%	73 32%	281 42%	98 32%	159 43%	59 37%	75 46%	134 42%	257 38%	83 34%	123 45%	86 35%	54 41%	346 39%	33 37%	22 43%	76 30%	100 58%	84 78%	13 17%	54 29%	40 31%	87 50%	218 42%	91 28%	391 38%	
Dislike Lib Dems	444 43%	82 32%	87 56%	4 5%	143 73%	44 43%	204 42%	239 44%	51 28%	374 52%	73 32%	314 47%	106 35%	171 46%	79 50%	80 49%	159 49%	277 41%	113 46%	123 45%	99 40%	51 38%	386 43%	35 40%	23 46%	91 36%	107 62%	84 78%	8 10%	53 28%	42 32%	98 57%	243 47%	99 30%	416 40%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
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s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - July/August 2026

Table 45
Q15_Polanski_Green. Which of these statements comes closest to your views of Zack Polanski and the Green Party?

Base : All (January, July/August 2026)

9 Aug 2026

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-ority	Total
Unweighted Total	1033	887	739	691	881	851	822	755	48	455	571	277	237	260	259	279	360	146	135	639	281	884	131	1033
Weighted Total	1033	855	704	665	866	826	790	722	48	494	523	289	262	233	249	239	292	187	219	531	406	857	147	1033
I like Zack Polanski and I like the Green Party	195	179	164	159	187	179	176	167	-	98	88	97	51	35	13	56	75	23	23	131	46	153	37	201
	19%	21%	23%	24%	22%	22%	22%	23%	-s	20%	17%	33%	19%	15%	5%	23%	26%	13%	10%	25%	11%	18%	25%	19%
I like Zack Polanski but I do not like the Green Party	35	24	20	14	30	25	22	20	1	16	19	13	8	6	8	3	13	9	9	17	18	24	8	33
	3%	3%	3%	2%	4%	3%	3%	3%	3%	3%	4%	5%	3%	2%	3%	1%	5%	5%	4%	3%	4%	3%	5%	3%
I do not like Zack Polanski but I like the Green Party	149	133	109	105	137	134	127	111	4	76	73	33	30	33	53	60	40	28	12	100	39	128	20	159
	14%	16%	15%	16%	16%	16%	16%	15%	9%	15%	14%	11%	12%	14%	21%	25%	14%	15%	5%	19%	10%	15%	14%	15%
I do not like Zack Polanski and I do not like the Green Party	400	352	306	291	344	338	331	311	15	214	184	74	85	104	137	81	112	66	110	193	176	362	34	401
	39%	41%	43%	44%	40%	41%	42%	43%	31%	43%	35%	26%	32%	45%	55%	34%	38%	35%	50%	36%	43%	42%	23%	39%
Don't know	254	166	105	96	168	150	134	113	27	90	158	72	88	55	39	39	53	62	65	91	127	190	48	239
	25%	19%	15%	14%	19%	18%	17%	16%	56%	18%	30%	25%	33%	24%	16%	16%	18%	33%	30%	17%	31%	22%	32%	23%
Combinations - nets																								
Like Zack Polanski	230	204	185	174	218	204	198	187	1	114	107	110	59	41	20	59	88	32	32	147	64	178	45	234
	22%	24%	26%	26%	25%	25%	25%	26%	3%	23%	21%	38%	22%	17%	8%	25%	30%	17%	15%	28%	16%	21%	30%	23%
Like Green party	344	313	273	264	324	313	303	278	4	174	162	129	81	68	65	116	114	51	35	230	86	281	57	360
	33%	37%	39%	40%	37%	38%	38%	38%	9%	35%	31%	45%	31%	29%	26%	48%	39%	27%	16%	43%	21%	33%	39%	35%
Dislike Zack Polanski	549	485	415	396	481	472	458	423	19	290	257	107	115	137	190	141	151	93	122	292	215	489	55	560
	53%	57%	59%	60%	56%	57%	58%	58%	40%	59%	49%	37%	44%	59%	76%	59%	52%	50%	56%	55%	53%	57%	37%	54%
Dislike Green party	435	376	326	306	375	363	353	331	16	230	203	88	93	109	144	85	125	74	119	210	194	386	42	434
	42%	44%	46%	46%	43%	44%	45%	46%	34%	47%	39%	30%	36%	47%	58%	35%	43%	40%	54%	39%	48%	45%	29%	42%

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
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Ipsos Political Monitor - July/August 2026

Table 46

Q15_Polanski_Green. Which of these statements comes closest to your views of Zack Polanski and the Green Party?

Base : All (January, July/August 2026)

9 Aug 2026

	Total (Weighted)	Voting					Working status		Government	Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW Tot.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/ Not work- ing	Satis- fied	Dis- satis- fied	Public	Private	Mort gage	Owned out- right	Private renter	Social renter	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands (incl. E of England)	South excl. London	Grea- ter London	Eng- land	Scot	Wales	Lab	Con	Reform UK	LD	Oth incl. LD,Grn	Did not vote/ not eligible/ too young	No qual ¹	Other qual ¹	Degree+		
Unweighted Total	1033	257	163	80	189	108	465	556	184	718	252	630	337	393	125	141	266	730	238	298	235	125	896	86	51	269	172	104	90	194	113	147	528	339	1033	
Weighted Total	1033	254	154	74	196	103	483	542	182	724	226	672	302	368	158	164	322	670	244	271	245	133	893	89	51	257	174	108	77	188	129	172	519	326	1033	
I like Zack Polanski and I like the Green Party	195 19%	70 28%	3 2%	13 17%	3 2%	83 80%	106 22%	89 16%	65 35%	110 15%	49 21%	127 19%	76 25%	53 14%	40 25%	21 13%	61 19%	129 19%	35 14%	50 19%	40 16%	36 27%	162 16%	24 27%	9 18%	70 27%	8 5%	5 5%	20 26%	73 39%	21 16%	9 5%	89 17%	97 30%	201 19%	
I like Zack Polanski but I do not like the Green Party	35 3%	17 7%	7 5%	2 3%	6 3%	-	22 5%	13 2%	14 8%	14 2%	18 6%	14 3%	14 5%	8 2%	4 3%	9 5%	13 4%	22 3%	10 4%	6 2%	7 3%	9 7%	32 4%	3 3%	-	15 6%	3 2%	3 3%	3 3%	6 3%	3 2%	3 2%	23 4%	9 3%	33 3%	
I do not like Zack Polanski but I like the Green Party	149 14%	63 25%	20 13%	17 23%	13 7%	12 11%	61 13%	88 16%	43 23%	91 13%	47 21%	87 13%	39 13%	76 21%	17 11%	10 6%	27 8%	115 17%	36 15%	45 16%	40 16%	16 12%	136 15%	6 7%	7 14%	65 25%	22 13%	4 4%	15 20%	31 16%	13 10%	21 12%	62 12%	65 20%	159 15%	
I do not like Zack Polanski and I do not like the Green Party	400 39%	44 17%	95 62%	24 32%	150 77%	1 1%	171 35%	228 42%	23 13%	351 49%	61 27%	287 43%	94 31%	173 47%	54 34%	69 42%	124 38%	267 40%	91 37%	108 40%	99 40%	45 34%	342 38%	32 36%	26 50%	59 23%	120 69%	89 82%	17 22%	41 22%	35 27%	84 49%	223 43%	86 26%	401 39%	
Don't know	254 25%	61 24%	29 19%	18 24%	23 12%	7 7%	123 25%	124 23%	38 21%	158 22%	55 24%	153 23%	79 26%	58 16%	42 27%	55 34%	98 30%	138 21%	72 30%	62 23%	60 24%	27 20%	221 25%	24 27%	9 17%	49 19%	21 12%	8 7%	22 29%	38 20%	58 45%	55 32%	122 23%	69 21%	239 23%	
Combinations - nets																																				
Like Zack Polanski	230 22%	87 34%	10 7%	15 21%	9 5%	83 80%	128 26%	102 19%	79 43%	123 17%	63 28%	145 22%	90 30%	60 16%	44 28%	30 18%	74 23%	151 22%	46 19%	56 21%	47 19%	45 34%	194 22%	27 30%	9 18%	84 33%	11 6%	8 7%	22 29%	78 42%	23 18%	12 7%	112 22%	106 32%	234 23%	
Like Green party	344 33%	133 52%	23 15%	30 41%	16 8%	94 92%	167 35%	177 33%	107 59%	201 28%	96 42%	214 32%	116 38%	129 35%	57 36%	31 19%	88 27%	244 36%	71 29%	95 35%	80 33%	52 39%	298 33%	30 34%	17 32%	134 52%	30 17%	9 8%	35 45%	103 55%	34 26%	30 17%	152 29%	162 50%	360 35%	
Dislike Zack Polanski	549 53%	106 42%	114 74%	41 56%	163 83%	13 13%	232 48%	316 58%	66 36%	443 61%	109 48%	374 56%	133 44%	249 68%	72 45%	79 48%	151 47%	382 57%	127 52%	153 56%	138 56%	61 46%	478 54%	38 43%	33 64%	123 48%	142 82%	93 86%	32 42%	72 38%	48 37%	106 61%	285 55%	151 46%	560 54%	
Dislike Green party	435 42%	60 24%	102 66%	26 35%	156 80%	1 1%	193 40%	241 44%	37 21%	365 50%	75 33%	305 45%	108 36%	181 49%	59 37%	78 48%	137 43%	289 43%	101 41%	114 42%	106 43%	54 41%	374 42%	35 40%	26 50%	73 29%	123 71%	91 85%	20 26%	47 25%	37 29%	87 51%	246 47%	95 29%	434 42%	

Fieldwork dates - Thursday 30th July to Tuesday 4th August 2026 (Base total= 1,033).
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J26-001401-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only