

T1	Table 1	Q1 - Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?	Base: All adults aged 18+ in Great Britain
T2	Table 2	Q2 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Summary Table	Base: All adults aged 18+ in Great Britain
T3	Table 3	Q2 24 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Andy Burnham, Incoming Prime Minister and Leader of the Labour Party	Base: All adults aged 18+ in Great Britain
T4	Table 4	Q2 3 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Kemi Badenoch, Leader of the Conservative party	Base: All adults aged 18+ in Great Britain
T5	Table 5	Q2 4 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Nigel Farage, Leader of Reform UK	Base: All adults aged 18+ in Great Britain
T6	Table 6	Q2 5 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ed Davey, Leader of the Liberal Democrats	Base: All adults aged 18+ in Great Britain
T7	Table 7	Q2 20 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Zack Polanski, Leader of the Green party	Base: All adults aged 18+ in Great Britain
T8	Table 8	Q2 39 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? John Healey, former Defence Secretary and Labour MP	Base: All adults aged 18+ in Great Britain
T9	Table 9	Q2 22 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ed Miliband, Secretary of State for Foreign and Commonwealth Affairs and Labour MP	Base: All adults aged 18+ in Great Britain
T10	Table 10	Q2 32 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rupert Lowe, Leader of Restore Britain	Base: All adults aged 18+ in Great Britain
T11	Table 11	Q2 14 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour Party	Base: All adults aged 18+ in Great Britain
T12	Table 12	Q2 15 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative Party	Base: All adults aged 18+ in Great Britain
T13	Table 13	Q2 16 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats	Base: All adults aged 18+ in Great Britain
T14	Table 14	Q2 17 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party	Base: All adults aged 18+ in Great Britain
T15	Table 15	Q2 18 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK	Base: All adults aged 18+ in Great Britain
T16	Table 16	Q2 19 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Your Party	Base: All adults aged 18+ in Great Britain
T17	Table 17	Q2 13 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Restore Britain	Base: All adults aged 18+ in Great Britain
T18	Table 18	Q3 - On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country?	Base: All adults aged 18+ in Great Britain
T19	Table 19	Q4 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? Summary Table	Base: All adults aged 18+ in Great Britain
T20	Table 20	Q4 1 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? Labour Party	Base: All adults aged 18+ in Great Britain
T21	Table 21	Q4 2 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? Conservative Party	Base: All adults aged 18+ in Great Britain
T22	Table 22	Q4 3 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? Liberal Democrats	Base: All adults aged 18+ in Great Britain
T23	Table 23	Q4 4 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? Green Party	Base: All adults aged 18+ in Great Britain
T24	Table 24	Q4 5 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? Reform UK	Base: All adults aged 18+ in Great Britain
T25	Table 25	Q4 6 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? Restore Britain	Base: All adults aged 18+ in Great Britain
T26	Table 26	Q6 - Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?	Base: All adults aged 18+ in Great Britain
T27	Table 27	Q12 SEP - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas	Base: All adults aged 18+ in Great Britain
T28	Table 28	Q12 SEP 1 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Managing the economy	Base: All adults aged 18+ in Great Britain
T29	Table 29	Q12 SEP 2 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Reducing the cost of living	Base: All adults aged 18+ in Great Britain
T30	Table 30	Q12 SEP 3 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Improving the NHS	Base: All adults aged 18+ in Great Britain
T31	Table 31	Q12 SEP 4 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Managing immigration and asylum	Base: All adults aged 18+ in Great Britain
T32	Table 32	Q12 SEP 5 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Dealing with crime and anti-social behaviour	Base: All adults aged 18+ in Great Britain
T33	Table 33	Q12 SEP 6 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Strengthening Britain's defence and armed forces	Base: All adults aged 18+ in Great Britain
T34	Table 34	Q12 SEP 7 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Setting the right level of tax	Base: All adults aged 18+ in Great Britain
T35	Table 35	Q12 SEP 8 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Improving education	Base: All adults aged 18+ in Great Britain
T36	Table 36	Q12 SEP 9 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Dealing with climate change	Base: All adults aged 18+ in Great Britain
T37	Table 37	Q12 SEP 10 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Building more affordable housing	Base: All adults aged 18+ in Great Britain
T38	Table 38	Q12 SEP 11 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Improving public transport	Base: All adults aged 18+ in Great Britain
T39	Table 39	Q12 SEP 12 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Improving the benefits system	Base: All adults aged 18+ in Great Britain
T40	Table 40	Q12 SEP 13 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Boosting international trade and encouraging investment	Base: All adults aged 18+ in Great Britain
T41	Table 41	Q12 SEP 14 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Supporting British businesses	Base: All adults aged 18+ in Great Britain
T42	Table 42	Q12 SEP 15 - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas Supporting parents and families	Base: All adults aged 18+ in Great Britain

T43	Table 43	Q9 JUN - Which party, if any, do you trust most to deliver on each of the following issues?	Base: All adults aged 18+ in Great Britain
T44	Table 44	Q9 JUN 1 - Which party, if any, do you trust most to deliver on each of the following issues? Managing the economy	Base: All adults aged 18+ in Great Britain
T45	Table 45	Q9 JUN 2 - Which party, if any, do you trust most to deliver on each of the following issues? Reducing the cost of living	Base: All adults aged 18+ in Great Britain
T46	Table 46	Q9 JUN 3 - Which party, if any, do you trust most to deliver on each of the following issues? Improving the NHS	Base: All adults aged 18+ in Great Britain
T47	Table 47	Q9 JUN 4 - Which party, if any, do you trust most to deliver on each of the following issues? Managing immigration and asylum	Base: All adults aged 18+ in Great Britain
T48	Table 48	Q9 JUN 5 - Which party, if any, do you trust most to deliver on each of the following issues? Dealing with crime and anti-social behaviour	Base: All adults aged 18+ in Great Britain
T49	Table 49	Q9 JUN 6 - Which party, if any, do you trust most to deliver on each of the following issues? Strengthening Britain's defence and armed forces	Base: All adults aged 18+ in Great Britain
T50	Table 50	Q9 JUN 7 - Which party, if any, do you trust most to deliver on each of the following issues? Setting the right level of tax	Base: All adults aged 18+ in Great Britain
T51	Table 51	Q9 JUN 8 - Which party, if any, do you trust most to deliver on each of the following issues? Improving education	Base: All adults aged 18+ in Great Britain
T52	Table 52	Q9 JUN 9 - Which party, if any, do you trust most to deliver on each of the following issues? Dealing with climate change	Base: All adults aged 18+ in Great Britain
T53	Table 53	Q9 JUN 10 - Which party, if any, do you trust most to deliver on each of the following issues? Building more affordable housing	Base: All adults aged 18+ in Great Britain
T54	Table 54	Q9 JUN 11 - Which party, if any, do you trust most to deliver on each of the following issues? Improving public transport	Base: All adults aged 18+ in Great Britain
T55	Table 55	Q9 JUN 12 - Which party, if any, do you trust most to deliver on each of the following issues? Improving the benefits system	Base: All adults aged 18+ in Great Britain
T56	Table 56	Q9 JUN 13 - Which party, if any, do you trust most to deliver on each of the following issues? Boosting international trade and encouraging investment	Base: All adults aged 18+ in Great Britain
T57	Table 57	Q9 JUN 14 - Which party, if any, do you trust most to deliver on each of the following issues? Supporting British businesses	Base: All adults aged 18+ in Great Britain
T58	Table 58	Q9 JUN 15 - Which party, if any, do you trust most to deliver on each of the following issues? Supporting parents and families	Base: All adults aged 18+ in Great Britain
T59	Table 59	Q15A - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?	Base: All adults aged 18+ in Great Britain
T60	Table 60	Q15A - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?	Base: All adults aged 18+ in Great Britain
T61	Table 61	Q15B - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?	Base: All adults aged 18+ in Great Britain
T62	Table 62	Q15C - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?	Base: All adults aged 18+ in Great Britain
T63	Table 63	Q18 NEW - Thinking ahead to the next general election, which of the following outcomes do you think is most likely?	Base: All adults aged 18+ in Great Britain
T64	Table 64	PD1 - To what extent, if at all, do you think each of the following is a serious problem in UK politics?	Base: All adults aged 18+ in Great Britain
T65	Table 65	PD1 1 - To what extent, if at all, do you think each of the following is a serious problem in UK politics? Large donations to political parties from wealthy donors	Base: All adults aged 18+ in Great Britain
T66	Table 66	PD1 2 - To what extent, if at all, do you think each of the following is a serious problem in UK politics? Politicians taking second jobs	Base: All adults aged 18+ in Great Britain
T67	Table 67	PD1 3 - To what extent, if at all, do you think each of the following is a serious problem in UK politics? Politicians accepting gifts	Base: All adults aged 18+ in Great Britain
T68	Table 68	PD1 4 - To what extent, if at all, do you think each of the following is a serious problem in UK politics? Close relationships between politicians and lobbyists	Base: All adults aged 18+ in Great Britain
T69	Table 69	PD1 5 - To what extent, if at all, do you think each of the following is a serious problem in UK politics? Politicians breaking ethical rules	Base: All adults aged 18+ in Great Britain
T70	Table 70	PD1 6 - To what extent, if at all, do you think each of the following is a serious problem in UK politics? Politicians lacking business experience	Base: All adults aged 18+ in Great Britain
T71	Table 71	PD1 7 - To what extent, if at all, do you think each of the following is a serious problem in UK politics? Politicians not delivering on manifesto promises	Base: All adults aged 18+ in Great Britain
T72	Table 72	PD2 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following?	Base: All adults aged 18+ in Great Britain
T73	Table 73	PD2 1 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following? Non wealthy individuals living in the UK	Base: All adults aged 18+ in Great Britain
T74	Table 74	PD2 2 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following? Wealthy individuals living in the UK	Base: All adults aged 18+ in Great Britain
T75	Table 75	PD2 3 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following? Non wealthy British people living outside the UK	Base: All adults aged 18+ in Great Britain
T76	Table 76	PD2 4 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following? Wealthy British people living outside the UK	Base: All adults aged 18+ in Great Britain
T77	Table 77	PD2 5 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following? UK businesses	Base: All adults aged 18+ in Great Britain
T78	Table 78	PD2 6 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following? Trade unions	Base: All adults aged 18+ in Great Britain
T79	Table 79	PD3 - Which, if any, of the statements below is closest to your own views?	Base: All adults aged 18+ in Great Britain
T80	Table 80	PD4 - Which, if either, do you think is the most likely reason the following would donate money to political parties?	Base: All adults aged 18+ in Great Britain
T81	Table 81	PD4 1 - Which, if either, do you think is the most likely reason the following would donate money to political parties? Non wealthy individuals living in the UK	Base: All adults aged 18+ in Great Britain
T82	Table 82	PD4 2 - Which, if either, do you think is the most likely reason the following would donate money to political parties? Wealthy individuals living in the UK	Base: All adults aged 18+ in Great Britain
T83	Table 83	PD4 3 - Which, if either, do you think is the most likely reason the following would donate money to political parties? Non wealthy British people living outside the UK	Base: All adults aged 18+ in Great Britain
T84	Table 84	PD4 4 - Which, if either, do you think is the most likely reason the following would donate money to political parties? Wealthy British people living outside the UK	Base: All adults aged 18+ in Great Britain
T85	Table 85	PD4 5 - Which, if either, do you think is the most likely reason the following would donate money to political parties? UK businesses	Base: All adults aged 18+ in Great Britain
T86	Table 86	PD4 6 - Which, if either, do you think is the most likely reason the following would donate money to political parties? Trade unions	Base: All adults aged 18+ in Great Britain

Table 1
 Q1 - Generally speaking, do you think voters in Great Britain are heading in the right direction or wrong direction?

Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME						ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION					
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55+	65+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £29999	£30000 - £34999	£35000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	REFORM UK	LABOUR			
Unsure about this ballot	2448	1215	1233	106	214	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	
Right direction	2448	1215	1233	106	214	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515	515
Wrong direction	1398	679	719	135	264	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655	655
Neither	299	150	149	111	140	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138
Don't know	545	262	283	46	94	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234	234

Proportions/Means: Columns Totals (100.000000) a-b: c-d/e/f/g-h: i-j/k/l/m/n/o-p: q-r: s-t: u/v/w/x: y/z: A-C/D/E/F/G: H-I: J/K/L/M/N
 Overleaf formulas used: * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

25-061766-38 - POLITICAL PULSE - SEPTEMBER
18TH - 23RD SEPTEMBER 2026
PUBLIC
IPSOS

28 Sep 2026

Table 2

Q2 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Summary Table

Base: All adults aged 18+ in Great Britain

	Andy Burnham, Prime Minister and Leader of the Labour Party	Kemi Badenoch, Leader of the Conservative party	Nigel Farage, Leader of Reform UK	Ed Davey, Leader of the Liberal Democrats	Zack Polanski, Leader of the Green party	John Healey, Chancellor of the Exchequer and Labour MP	Ed Miliband, Secretary of State for Foreign and Commonwealth Affairs and Labour MP	Rupert Lowe, Leader of Restore Britain	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK	Your Party	Restore Britain
UNWEIGHTED BASE	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284
WEIGHTED BASE	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284
(2) Very favourable	284	154	242	101	121	71	100	157	208	127	94	148	269	164	162
	12%	7%	11%	4%	5%	3%	4%	7%	9%	6%	4%	7%	12%	7%	7%
(1) Fairly favourable	610	482	264	420	288	310	364	196	474	418	445	363	311	286	225
	27%	21%	12%	18%	13%	14%	16%	9%	21%	18%	19%	16%	14%	13%	10%
(0) Neither favourable nor unfavourable	518	547	332	794	545	845	655	479	480	533	737	591	294	487	424
	23%	24%	15%	35%	24%	37%	29%	21%	21%	23%	32%	26%	13%	21%	19%
(-1) Fairly unfavourable	311	377	237	302	333	311	376	309	383	471	377	319	216	173	296
	14%	16%	10%	13%	15%	14%	16%	14%	17%	21%	16%	14%	9%	8%	13%
(-2) Very unfavourable	415	532	1087	377	719	325	538	762	579	571	407	662	1040	462	864
	18%	23%	48%	16%	31%	14%	24%	33%	25%	25%	18%	29%	46%	20%	38%
Mean	0.02	-0.31	-0.77	-0.22	-0.62	-0.27	-0.44	-0.7	-0.31	-0.44	-0.27	-0.47	-0.68	-0.31	-0.75
NET: Very/ Fairly favourable	894	637	506	521	409	381	464	352	682	544	539	511	580	450	387
	39%	28%	22%	23%	18%	17%	20%	15%	30%	24%	24%	22%	25%	20%	17%
NET: Very/ Fairly unfavourable	727	908	1324	678	1051	636	913	1071	962	1042	784	981	1256	635	1159
	32%	40%	58%	30%	46%	28%	40%	47%	42%	46%	34%	43%	55%	28%	51%
Don't know	145	193	123	291	279	421	252	382	161	165	224	201	154	713	314
	6%	8%	5%	13%	12%	18%	11%	17%	7%	7%	10%	9%	7%	31%	14%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

		GENDER										AGE										LOCAL RESIDE										REGION										EDUCATION										EMPLOYMENT STATUS										INCOME										ETHNICITY										GENERAL ELECTORATE 2016 VOTE										REFERENDUM 2016 VOTE										UNLIKELY TO CONSERVE VOTING AT THE NEXT PARLIAMENT ELECTION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		MALE					WOMAN					18-34					35-54					55+					65+					75+					ABCS					CDE					F					G					H					I					J					K					L					M					N					O					P					Q					R					S					T					U					V					W					X					Y					Z					AA					AB					AC					AD					AE					AF					AG					AH					AI					AJ					AK					AL					AM					AN					AO					AP					AQ					AR					AS					AT					AU					AV					AW					AX					AY					AZ					BA					BB					BC					BD					BE					BF					BG					BH					BI					BJ					BK					BL					BM					BN					BO					BP					BQ					BR					BS					BT					BU					BV					BW					BX					BY					BZ					CA					CB					CC					CD					CE					CF					CG					CH					CI					CJ					CK					CL					CM					CN					CO					CP					CQ					CR					CS					CT					CU					CV					CW					CX					CY					CZ					DA					DB					DC					DD					DE					DF					DG					DH					DI					DJ					DK					DL					DM					DN					DO					DP					DQ					DR					DS					DT					DU					DV					DW					DX					DY					DZ					EA					EB					EC					ED					EE					EF					EG					EH					EI					EJ					EK					EL					EM					EN					EO					EP					EQ					ER					ES					ET					EU					EV					EW					EX					EY					EZ					FA					FB					FC					FD					FE					FF					FG					FH					FI					FJ					FK					FL					FM					FN					FO					FP					FQ					FR					FS					FT					FU					FV					FW					FX					FY					FZ					GA					GB					GC					GD					GE					GF					GG					GH					GI					GJ					GK					GL					GM					GN					GO					GP					GQ					GR					GS					GT					GU					GV					GW					GX					GY					GZ					HA					HB					HC					HD					HE					HF					HG					HH					HI					HJ					HK					HL					HM					HN					HO					HP					HQ					HR					HS					HT					HU					HV					HW					HX					HY					HZ					IA					IB					IC					ID					IE					IF					IG					IH					II					IJ					IK					IL					IM					IN					IO					IP					IQ					IR					IS					IT					IU					IV					IW					IX					IY					IZ					JA					JB					JC					JD					JE					JF					JG					JH					JI					JJ					JK					JL					JM					JN					JO					JP					JQ					JR					JS					JT					JU					JV					JW					JX					JY					JZ					KA					KB					KC					KD					KE					KF					KG					KH					KI					KJ					KK					KL					KM					KN					KO					KP					KQ					KR					KS					KT					KU					KV					KW					KX					KY					KZ					LA					LB					LC					LD					LE					LF					LG					LH					LI					LJ					LK					LM					LN					LO					LP					LQ					LR					LS					LT					LU					LV					LW					LX					LY					LZ					MA					MB					MC					MD					ME					MF					MG					MH					MI					MJ					MK					ML					MM					MN					MO					MP					MQ					MR					MS					MT					MU					MV					MW					MX					MY					MZ					NA					NB					NC					ND					NE					NF					NG					NH					NI					NJ					NK					NL					NM					NN					NO					NP					NQ					NR					NS					NT					NU					NV					NW					NX					NY					NZ					OA					OB					OC					OD					OE					OF					OG					OH					OI					OJ					OK					OL					OM					ON					OO					OP					OQ					OR					OS					OT					OU					OV					OW					OX					OY					OZ					PA					PB					PC					PD					PE					PF					PG					PH					PI					PJ					PK					PL					PM					PN					PO					PP					PQ					PR					PS					PT					PU					PV					PW					PX					PY					PZ					QA					QB					QC					QD					QE					QF					QG					QH					QI					QJ					QK					QL					QM					QN					QO					QP					QQ					QR					QS					QT					QU					QV					QW					QX					QY					QZ					RA					RB					RC					RD					RE					RF					RG					RH					RI					RJ					RK					RL					RM					RN					RO					RP					RQ					RR					RS					RT					RU					RV					RW					RX					RY					RZ					SA					SB					SC					SD					SE					SF					SG					SH					SI					SJ					SK					SL					SM					SN					SO					SP					SQ					SR					SS					ST					SU					SV					SW					SX					SY					SZ					TA					TB					TC					TD					TE					TF					TG					TH					TI					TJ					TK					TL					TM					TN					TO					TP					TQ					TR					TS					TT					TU					TV					TW					TX					TY					TZ					UA					UB					UC					UD					UE					UF					UG					UH					UI					UJ					UK					UL					UM					UN					UO					UP					UQ					UR					US					UT					UU					UV					UW					UX					UY					UZ					VA					VB					VC					VD					VE					VF					VG					VH					VI					VJ					VK					VL					VM					VN					VO					VP					VQ					VR					VS					VT					VU					VV					VW					VX					VY					VZ					WA					WB					WC					WD					WE					WF					WG					WH					WI					WJ					WK					WL					WM					WN					WO					WP					WQ					WR					WS					WT					WU					WV					WW					WX					WY					WZ					XA					XB					XC					XD					XE					XF					XG					XH					XI					XJ					XK					XL					XM					XN					XO					XP					XQ					XR					XS					XT					XU					XV					XW					XX					XY					XZ					YA					YB					YC					YD					YE					YF					YG					YH					YI					YJ					YK					YL					YM					YN					YO					YP					YQ					YR					YS					YT					YU					YV					YW					YX					YY					YZ					ZA					ZB					ZC					ZD					ZE					ZF					ZG					ZH					ZI					ZJ					ZK					ZL					ZM					ZN					ZO					ZP					ZQ					ZR					ZS					ZT					ZU					ZV					ZW					ZX					ZY					ZZ		
UNEMPLOYED BASE	2076	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 5
 Q2 - 5 - "Whether correct, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ed Davis, Leader of the Liberal Democrats

Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION				
	TOTAL	MALE	18-24	25-34	35-44	45-54	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000 - £29,999	£30,000 - £39,999	£40,000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	REFORM UK				
Unfavourable this election	2084	1113	1,100	600	749	514	214	104	168	60	54	600	535	399	104	104	104	1033	1051	1407	877	310	60	145	716	361	103	103	151	151	217	235	100	100	100	100	100	100	100	100	100	100	100		
Favourable this election	1040	511	510	276	345	235	104	54	104	35	35	276	235	169	35	35	35	511	510	611	351	110	20	45	235	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	
10 Very favourable	485	25	25	17	25	17	8	64	16	8	64	16	24	24	8	7	84	41	40	57	35	15	22	24	24	21	80	2	26	3	8	1	41	25	54	20	80	40	40	40	40	40	40		
11 Fairly favourable	680	352	348	188	235	168	76	144	52	52	144	124	88	52	52	52	144	144	168	104	35	64	84	144	76	26	26	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	
12 Neither favourable nor unfavourable	794	378	41%	21%	21%	18%	10%	22%	14%	10%	18%	17%	10%	24%	20%	17%	18%	20%	18%	18%	18%	18%	18%	18%	20%	20%	18%	18%	10%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
13 Fairly unfavourable	361	161	16%	18%	18%	15%	7%	16%	22%	14%	16%	17%	10%	24%	20%	17%	18%	20%	18%	18%	18%	18%	18%	18%	20%	20%	18%	18%	10%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
14 Very unfavourable	377	218	11%	10%	10%	8%	4%	9%	16%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Mean	-0.21	-0.31	-0.11	-0.14	-0.22	-0.27	-0.22	-0.18	-0.13	-0.34	-0.21	-0.29	-0.21	-0.1	-0.12	-0.19	-0.23	-	-0.31	-0.22	-0.21	-0.11	-0.26	-0.32	-0.21	0.02	-0.25	-0.15	-0.11	-0.05	-0.08	-0.08	-0.11	-0.11	-0.11	-0.11	-0.11	-0.11	-0.11	-0.11	-0.11	-0.11	-0.11	-0.11	
NET: Very/ Fairly Favourable	521	257	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
NET: Very/ Fairly unfavourable	141	60	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Don't know	291	77	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%

Proportions/Means: Columns Totalled 100% (risk level): a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/z/AA-BB/CC/DD/EE-FF/GG/HH/II/JJ/KK/LL/MM/NN
 Overline format used: * small base

This work was carried out in accordance with the requirements of the international audit standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Table 9
 Q2 -21- The whole section, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? SEMI/Baron, Secretary of State for Foreign and Commonwealth Affairs and Labour MP

Base: All adults aged 18+ in Great Britain

	GENDER			AGE							SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION				
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £9999	£10000 - £19999	£20000 - £29999	£30000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE LABOUR	LIKELY TO VOTE CONSERVATIVE	LIKELY TO VOTE LIB DEM	LIKELY TO VOTE GREEN	LIKELY TO VOTE REFORM UK									
Unfavourable this leader	3446	1626	1820	606	706	706	706	706	706	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100					
Unfavourable this party	2719	1313	1406	476	576	576	576	576	576	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
1-20 Very favourable	1400	676	724	256	306	306	306	306	306	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
21-30 Fairly favourable	364	176	188	64	76	76	76	76	76	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
31-40 Neither favourable nor unfavourable	422	206	216	76	86	86	86	86	86	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
41-50 Fairly unfavourable	374	184	190	66	76	76	76	76	76	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
51-60 Very unfavourable	538	264	274	96	106	106	106	106	106	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Mean	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86	46.86				
NET View/ Fairly Favourable	464	234	250	86	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
NET View/ Fairly unfavourable	538	264	274	96	106	106	106	106	106	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Don't know	232	116	116	40	46	46	46	46	46	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			

Prescriptions/Notes: Columns Total/100 risk level: a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G/H - I/J/K/L/M/N
 Overlap formulae used: * small base

This work was carried out in accordance with the requirements of the international audit standard for market research, ISO 20252 and with the latest Terms and Conditions.

Base: All adults aged 18+ in Great Britain

CANDIDATE	SEX	REGION										EDUCATION				WORKING STATUS		INCOME				ETHNICITY		GENERAL MANIFESTO AREA VOTES								REFERENDUM AREA VOTES		WELSH TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
		GENEVA					JURA					NEUCHÂTE					VAUD					FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESSIN		VALAIS		FRIBOURG		BASEL		BERNE		LUCERNE		UR		SCHWYZ		GLARUS		ZÜRICH		APPENZELL		THURGAU		TESS	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 11

Q2 - 14 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour Party

Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55+	65+	75+	85+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE LABOUR	LIKELY TO VOTE CONSERVATIVE	LIKELY TO VOTE LIB DEM	LIKELY TO VOTE GREEN	LIKELY TO VOTE REFORM UK																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
Unfavourable this election	2084	1110	974	1109	609	789	814	2184	1044	804	1444	604	544	604	604	514	204	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	104	

Proxies/Non-Response: Columns Total/10% risk level: a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/z/AA-BB/CC/DD/EE-FF/GG/HH/II/JJ/KK/LL/

Overline format used: * small base

This work was carried out in accordance with the requirements of the international audit standard for market research, ISO 20252 and with the latest Terms and Conditions.

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ixos Terms and Conditions.



Table 13
Q2 16 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats
Base: All adults aged 18+ in Great Britain

		GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION																																																																																																																																																																																																																																																																																																																																																																																
		MAN	WOMAN	18-34	35-54	55+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£10,000 - £19,999	£20,000 - £29,999	£30,000 - £39,999	£40,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE LABOUR	LIKELY TO VOTE CONSERVATIVE	LIKELY TO VOTE LIB DEM	LIKELY TO VOTE GREEN	LIKELY TO VOTE REFORM UK																																																																																																																																																																																																																																																																																																																																																																																	
Unfavourable this leader	70461	126	106	101	106	105	85	109	89	111	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101																																																																																																																																																																																																																																																																																																																																																																								
	2024	1113	1109	607	788	814	2184	1147	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172	1172																																																																																																																																																																																																																																																																																																																																																																							
1-21 Favourable	84	30	44	11	30	33	86	8	29	14	22	22	26	4	9	41	52	52	34	11	22	18	34	13	35	13	35	7	32	41	1	5	-	42	20	11	28	19	47	31	47	31	47	31	47	31	47	31	47	31																																																																																																																																																																																																																																																																																																																																																																							
	4%	5%	6%	1%	5%	6%	6%	5%	3%	3%	4%	4%	6%	3%	3%	6%	5%	3%	4%	4%	4%	5%	5%	3%	1%	6%	4%	2%	3%	25%	+	4%	-	5%	3%	6%	4%	13%	8%	3%	13%	8%	3%	13%	8%	3%	13%	8%	3%	13%	8%	3%																																																																																																																																																																																																																																																																																																																																																																					
1-21 Fairly favourable	445	151	211	118	150	178	418	28	288	148	92	100	120	67	39	39	178	180	215	278	170	66	82	118	146	57	188	30	187	84	16	28	19	261	78	271	113	140	180	180	72	140	180	72	140	180	72	140	180	72	140	180																																																																																																																																																																																																																																																																																																																																																																					
	30%	17%	22%	13%	20%	23%	20%	20%	20%	17%	17%	17%	22%	23%	20%	20%	19%	17%	20%	19%	19%	16%	16%	22%	22%	20%	20%	19%	19%	19%	19%	6%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%																																																																																																																																																																																																																																																																																																																																																																					
1-21 Neither favourable nor unfavourable	727	314	381	204	276	308	682	55	614	322	188	193	86	65	35	62	610	488	464	373	100	172	152	14	100	632	125	362	27	41	48	44	299	210	341	214	142	102	140	140	140	140	140	140	140	140	140	140	140	140																																																																																																																																																																																																																																																																																																																																																																							
	50%	32%	32%	12%	13%	13%	12%	28%	27%	34%	31%	30%	32%	32%	32%	32%	32%	32%	32%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%																																																																																																																																																																																																																																																																																																																																																																					
1-21 Fairly unfavourable	377	100	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182	182																																																																																																																																																																																																																																																																																																																																																																					
	26%	17%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%																																																																																																																																																																																																																																																																																																																																																																			
1-21 Very unfavourable	487	265	142	75	140	182	386	20	191	216	99	111	89	68	15	25	387	88	219	247	160	68	96	102	106	29	172	99	48	7	133	10	11	83	218	47	180	5	28	238	238	238	238	238	238	238	238	238	238	238																																																																																																																																																																																																																																																																																																																																																																							
	18%	24%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%																																																																																																																																																																																																																																																																																																																																																																	
Mean	-0.27	-0.41	-0.12	-0.14	-0.27	-0.25	-0.28	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16</

Proxies/Non-Proxy: Columns Total/10% risk level: a/b- c/d/e/f/g- h/i- j/k/l/m/n- o/p- q/r/s/t/u- v/w- x/y- z/a/b/c/d/e/f/g- h/i- j/k/l/m/n
Overline format used: * small base

This work was carried out in accordance with the requirements of the international audit standard for market research, ISO 20252 and with the latest Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ixos Terms and Conditions



Table 15
Q2 - 16 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK
Base: All adults aged 18+ in Great Britain

		GENDER		AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
		TOTAL	MAN	WOMAN	18-34	35-54	55+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £9999	£10000 - £14999	£15000 - £19999	£20000 - £24999	£25000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE LABOUR	LIKELY TO VOTE CONSERVATIVE	LIKELY TO VOTE LIB DEM	LIKELY TO VOTE GREEN	LIKELY TO VOTE REFORM UK																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
Unfavourable this leader	2640	1260	1380	406	704	810	210	60	200	200	60	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	2

Proportions/Means: Columns Total/10% risk level: a-b = 0.05/0.01; b-c = 0.01/0.001; c-d = 0.001/0.0001; d-e = 0.0001/0.00001; e-f = 0.00001/0.000001; f-g = 0.000001/0.0000001; g-h = 0.0000001/0.00000001; h-i = 0.00000001/0.000000001; i-j = 0.000000001/0.0000000001; j-k = 0.0000000001/0.00000000001; k-l = 0.00000000001/0.000000000001; l-m = 0.000000000001/0.0000000000001; m-n = 0.0000000000001/0.00000000000001; n-o = 0.00000000000001/0.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

28 Sep 2020

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ixos Terms and Conditions



**25-061766-38 - POLITICAL PULSE - SEPTEMBER
18TH - 23RD SEPTEMBER 2026
PUBLIC
IPSOS**

28 Sep 2026

Table 19

Q4 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? Summary Table

Base: All adults aged 18+ in Great Britain

	Labour Party	Conservative Party	Liberal Democrats	Green Party	Reform UK	Restore Britain
UNWEIGHTED BASE	2284	2284	2284	2284	2284	2284
WEIGHTED BASE	2284	2284	2284	2284	2284	2284
(4) Very likely to consider voting for	393	250	167	185	355	159
	17%	11%	7%	8%	16%	7%
(3) Fairly likely to consider voting for	470	443	423	391	299	221
	21%	19%	19%	17%	13%	10%
(2) Not very likely to consider voting for	426	486	696	527	247	401
	19%	21%	30%	23%	11%	18%
(1) Would not consider at all	795	892	782	1003	1215	1240
	35%	39%	34%	44%	53%	54%
Mean	2.22	2.02	1.99	1.88	1.9	1.65
NET: Very/ Fairly likely to consider voting for	863	693	590	576	654	381
	38%	30%	26%	25%	29%	17%
NET: Not very likely to/ Would not consider voting for	1222	1379	1478	1529	1463	1640
	53%	60%	65%	67%	64%	72%
Don't know	200	213	217	179	167	263
	9%	9%	9%	8%	7%	12%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Column Tested [5% risk level] - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/T/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Iason Terms and Conditions

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 23
Q4 - 4. "Think about it the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? Green Party
Base: All adults aged 18+ in Great Britain

28 Nov 2025

	GENDER		AGE							SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION					
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55+	65+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £9999	£10000 - £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIB DEM	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE LABOUR	LIKELY TO VOTE CONSERVATIVE	LIKELY TO VOTE LIB DEM	LIKELY TO VOTE GREEN	LIKELY TO VOTE REFORM UK				
UNWEIGHTED MEAN	2044	1022	1022	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	110	
(4) Very likely to consider voting for	185	81	100	92	59	33	183	2	111	73	46	42	31	25	9	17	158	84	101	118	69	29	34	57	50	43	142	4	45	13	4	77	8	89	26	89	21	76	185	26							
(5) Fairly likely to consider voting for	88	7%	9%	15%	8%	4%	9%	1%	9%	7%	8%	7%	11%	8%	9%	8%	11%	7%	8%	8%	8%	8%	8%	7%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%		
(2) Not very likely to consider voting for	391	195	196	162	143	86	384	7	239	113	86	84	88	84	17	32	343	163	228	285	106	67	87	80	80	112	80	308	30	180	36	16	31	21	209	57	264	81	102	101	77						
(3) Would not consider at all	17%	18%	17%	28%	19%	9%	18%	5%	10%	16%	14%	16%	14%	17%	27%	15%	16%	17%	22%	11%	20%	12%	12%	19%	17%	13%	20%	20%	14%	16%	3%	28%	22%	24%	3%	28%	22%	24%	3%	31%	12%	23%	68%	12%			
(2) Not very likely to consider voting for	327	236	289	137	173	216	489	38	331	195	121	138	123	65	31	49	447	189	328	330	357	71	110	138	168	168	16	467	70	225	54	36	7	20	253	136	285	150	189	-	101						
(3) Would not consider at all	28%	28%	25%	22%	24%	24%	22%	27%	21%	20%	22%	23%	23%	20%	28%	25%	21%	22%	21%	21%	23%	23%	20%	22%	25%	22%	25%	21%	20%	24%	1%	6%	21%	19%	19%	6%	60%	60%	60%	60%	60%	60%	60%	60%			
Mean	1.68	1.82	1.39	1.14	1.04	1.05	1.02	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01	1.01			
(6) Very / Fairly likely to consider voting for	57%	276	294	255	302	319	567	9	350	228	132	126	124	120	26	49	501	247	329	401	375	97	121	137	181	123	449	24	224	48	20	108	30	297	84	353	304	268	176	103							
(7) Not very likely to / Would not consider voting for	42%	70%	64%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%		
Don't know	17%	58	120	74	77	28	124	5	73	166	35	44	50	13	17	130	46	133	130	95	36	53	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33	33
	8%	5%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p - q/r - s/t - u/v/w/x - y/z - A - B/C/D/E/F/G - H/I - J/K/L/M/N/O
Overlap method used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested [% risk level] - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Column Tested [5% risk level] - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/T/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Iason Terms and Conditions



26-09-2026-26 - POLITICAL PLEDGE - SEPTEMBER
18TH - 21RD SEPTEMBER 2024
PUBLIC
IPSC

Table 26
Q6 - Which 5 items of the following issues do you think will be very important to vote for in future to decide which party to vote for at the next General Election?

Base: 18 adults aged 18+ in Great Britain

		GENDER	AGE										SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION					
			TOTAL	MAN	WOMAN	18-34	35-54	55+	65+	75+	ABX1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£11,000 - £19,999	£20,000 - £29,999	£30,000 - £39,999	£40,000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE	UNLIKELY TO VOTE	LIKELY TO VOTE	UNLIKELY TO VOTE	LIKELY TO VOTE	UNLIKELY TO VOTE	REMAIN AS								
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	271	333	376	125	1157	222	441	111	113	80	168	162	425	643	193	397	377	307	195	195											
Unemployment	1291	160	124	274	410	502	1187	94	781	110	291	326	324	148	74	126	1001	449	842	749	182	182	27																														



25-061766-38 - POLITICAL PULSE - SEPTEMBER
18TH - 23RD SEPTEMBER 2026
PUBLIC
IPSOS

28 Sep 2026

Table 27

Q12_SEP - In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job, if either, at delivering in the following areas

Base: All adults aged 18+ in Great Britain

	Managing the economy	Reducing the cost of living	Improving the NHS	Managing immigration and asylum	Dealing with crime and antisocial behaviour	Strengthening Britain's defence and armed forces	Setting the right level of tax	Improving education	Dealing with climate change	Building more affordable housing	Improving public transport	Improving the benefits system	Boosting international trade and encouraging investment	Supporting British businesses	Supporting parents and families
UNWEIGHTED BASE	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284
WEIGHTED BASE	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284
(2) Very good	65	69	98	86	74	75	58	86	79	94	127	86	72	88	112
	3%	3%	4%	4%	3%	3%	3%	4%	3%	4%	6%	4%	3%	4%	5%
(1) Fairly good	422	296	390	356	346	362	343	406	317	384	584	335	395	457	482
	18%	13%	17%	16%	15%	16%	15%	18%	14%	17%	26%	15%	17%	20%	21%
(0) Neither	561	475	619	423	631	589	555	734	747	584	622	632	645	567	638
	25%	21%	27%	18%	28%	26%	24%	32%	33%	26%	27%	28%	28%	25%	28%
(-1) Fairly poor	474	550	481	388	444	396	446	331	384	425	349	342	357	369	324
	21%	24%	21%	17%	19%	17%	20%	14%	17%	19%	15%	15%	16%	16%	14%
(-2) Very poor	519	698	444	804	468	513	555	355	357	414	304	531	357	432	351
	23%	31%	19%	35%	20%	22%	24%	16%	16%	18%	13%	23%	16%	19%	15%
Mean	-0.47	-0.72	-0.39	-0.71	-0.45	-0.47	-0.56	-0.24	-0.33	-0.36	-0.06	-0.47	-0.29	-0.31	-0.17
NET: Very/ fairly good	487	365	488	443	421	437	401	493	396	477	711	421	467	545	594
	21%	16%	21%	19%	18%	19%	18%	22%	17%	21%	31%	18%	20%	24%	26%
NET: Very/ fairly poor	993	1248	925	1192	912	909	1001	686	741	840	653	873	714	801	675
	43%	55%	40%	52%	40%	40%	44%	30%	32%	37%	29%	38%	31%	35%	30%
Don't know	243	197	252	227	321	349	327	372	400	383	299	358	458	371	377
	11%	9%	11%	10%	14%	15%	14%	16%	18%	17%	13%	16%	20%	16%	17%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

		SEXES										AGE										POLITICAL AFFILIATION										REGION										EDUCATION										WORKING STATUS										INCOME										ETHNICITY										GENERAL ELECTION 2016 VOTE										REFERENDUM 2016 VOTE										LEVELS TO CONSIDER VOTING AT THE MOST GENERAL ELECTION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
		MALE					FEMALE					18-24					25-34					35-44					45-54					55+					65+					75+					85+					95+					105+					115+					125+					135+					145+					155+					165+					175+					185+					195+					205+					215+					225+					235+					245+					255+					265+					275+					285+					295+					305+					315+					325+					335+					345+					355+					365+					375+					385+					395+					405+					415+					425+					435+					445+					455+					465+					475+					485+					495+					505+					515+					525+					535+					545+					555+					565+					575+					585+					595+					605+					615+					625+					635+					645+					655+					665+					675+					685+					695+					705+					715+					725+					735+					745+					755+					765+					775+					785+					795+					805+					815+					825+					835+					845+					855+					865+					875+					885+					895+					905+					915+					925+					935+					945+					955+					965+					975+					985+					995+					1005+					1015+					1025+					1035+					1045+					1055+					1065+					1075+					1085+					1095+					1105+					1115+					1125+					1135+					1145+					1155+					1165+					1175+					1185+					1195+					1205+					1215+					1225+					1235+					1245+					1255+					1265+					1275+					1285+					1295+					1305+					1315+					1325+					1335+					1345+					1355+					1365+					1375+					1385+					1395+					1405+					1415+					1425+					1435+					1445+					1455+					1465+					1475+					1485+					1495+					1505+					1515+					1525+					1535+					1545+					1555+					1565+					1575+					1585+					1595+					1605+					1615+					1625+					1635+					1645+					1655+					1665+					1675+					1685+					1695+					1705+					1715+					1725+					1735+					1745+					1755+					1765+					1775+					1785+					1795+					1805+					1815+					1825+					1835+					1845+					1855+					1865+					1875+					1885+					1895+					1905+					1915+					1925+					1935+					1945+					1955+					1965+					1975+					1985+					1995+					2005+					2015+					2025+					2035+					2045+					2055+					2065+					2075+					2085+					2095+					2105+					2115+					2125+					2135+					2145+					2155+					2165+					2175+					2185+					2195+					2205+					2215+					2225+					2235+					2245+					2255+					2266+					2277+					2288+					2299+					2300+					2301+					2302+					2303+					2304+					2305+					2306+					2307+					2308+					2309+					2310+					2311+					2312+					2313+					2314+					2315+					2316+					2317+					2318+					2319+					2320+					2321+					2322+					2323+					2324+					2325+					2326+					2327+					2328+					2329+					2330+					2331+					2332+					2333+					2334+					2335+					2336+					2337+					2338+					2339+					2340+					2341+					2342+					2343+					2344+					2345+					2346+					2347+					2348+					2349+					2350+					2351+					2352+					2353+					2354+					2355+					2356+					2357+					2358+					2359+					2360+					2361+					2362+					2363+					2364+					2365+					2366+					2367+					2368+					2369+					2370+					2371+					2372+					2373+					2374+					2375+					2376+					2377+					2378+					2379+					2380+					2381+					2382+					2383+					2384+					2385+					2386+					2387+					2388+					2389+					2390+					2391+					2392+					2393+					2394+					2395+					2396+					2397+					2398+					2399+					2400+					2401+					2402+					2403+					2404+					2405+					2406+					2407+					2408+					2409+					2410+					2411+					2412+					2413+					2414+					2415+					2416+					2417+					2418+					2419+					2420+					2421+					2422+					2423+					2424+					2425+					2426+					2427+					2428+					2429+					2430+					2431+					2432+					2433+					2434+					2435+					2436+					2437+					2438+					2439+					2440+					2441+					2442+					2443+					2444+					2445+					2446+					2447+					2448+					2449+					2450+					2451+					2452+					2453+					2454+					2455+					2456+					2457+					2458+					2459+					2460+					2461+					2462+					2463+					2464+					2465+					2466+					2467+					2468+					2469+					2470+					2471+					2472+					2473+					2474+					2475+					2476+					2477+					2478+					2479+					2480+					2481+					2482+					2483+					2484+					2485+					2486+					2487+					2488+					2489+					2490+					2491+					2492+					2493+					2494+					2495+					2496+					2497+					2498+					2499+					2500+					2501+					2502+					2503+					2504+					2505+					2506+					2507+					2508+					2509+					2510+					2511+					2512+					2513+					2514+					2515+					2516+					2517+					2518+					2519+					2520+					2521+					2522+					2523+					2524+					2525+					2526+					2527+					2528+					2529+					2530+					2531+					2532+					2533+					2534+					2535+					2536+					2537+					2538+					2539+					2540+					2541+					2542+					2543+					2544+					2545+					2546+					2547+					2548+					2549+					2550+					2551+					2552+					2553+					2554+					2555+					2556+					2557+					2558+					2559+					2560+					2561+					2562+					2563+					2564+					2565+					2566+					2567+					2568+					2569+					2570+					2571+					2572+					2573+					2574+					2575+					2576+					2577+					2578+					2579+					2580+					2581+					2582+					2583+					2584+					2585+					2586+					2587+					2588+					2589+					2590+					2591+					2592+					2593+					2594+					2595+					2596+					2597+					2598+					2599+					2600+					2601+					2602+					2603+					2604+					2605+					2606+					2607+					2608+					2609+					2610+					2611+					2612+					2613+					2614+					2615+					2616+					2617+					2618+					2619+					2620+					2621+					2622+					2623+					2624+					2625+					2626+					2627+					2628+					2629+					2630+					2631+					2632+					2633+					2634+					2635+					2636+					2637+					2638+					2639+					2640+					2641+					2642+					2643+					2644+					2645+					2646+					2647+					2648+					2649+					2650+					2651+					2652+					2653+					2654+					2655+					2656+					2657+					2658+					2659+					2660+					2661+					2662+					2663+					2664+					2665+					2666+					2667+					2668+					2669+					2670+					2671+					2672+					2673+					2674+					2675+					2676+					2677+					2678+					2679+					2680+					2681+					2682+					2683+					2684+					2685+					2686+					2687+					2688+					2689+					2690+					2691+					2692+					2693+					2694+					2695+					2696+					2697+					2698+					2699+					2700+					2701+					2702+					2703+					2704+					2705+					2706+					2707+					2708+					2709+					2710+					2711+					2712+					2713+					2714+					2715+					2716+					2717+					2718+					2719+					2720+					2721+					2722+					2723+					2724+					2725+					2726+					2727+					2728+					2729+					2730+					2731+					2732+					2733+					2734+					2735+					2736+					2737+					2738+					2739+					2740+					2741+					2742+					2743+					2744+					2745+					2746+					2747+					2748+					2749+					2750+					2751+					2752+					2753+					2754+					2755+					2756+					2757+					2758+					2759+					2760+					2761+					2762+					2763+					2764+					2765+					2766+					2767+					2768+					2769+					2770+					2771+					2772+					2773+					2774+					2775+					2776+					2777+					2778+					2779+					2780+					2781+					2782+					2783+					2784+					2785+					2786+					2787+					2788+					2789+					2790+					2791+					2792+					2793+					2794+					2795+					2796+					2797+					2798+					2799+					2800+					2801+					2802+					2803+					2804+					2805+					2806+					2807+					2808+					2809+					2810+					2811+					2812+					2813+					2814+					2815+					2816+					2817+					2818+					2819+					2820+					2821+					2822+					2823+					2824+					2825+					2826+					2827+					2828+					2829+					2830+					2831+					2832+					2833+					2834+					2835+					2836+					2837+					2838+					2839+					2840+					2841+					2842+					2843+					2844+					2845+					2846+					2847+					2848+					2849+					2850+					2851+					2852+					2853+					2854+					2855+					2856+					2857+					2858+					2859+					2860+					2861+					2862+					2863+					2864+					2865+					2866+					2867+					2868+					2869+					2870+					2871+					2872+					2873+					2874+					2875+					2876+					2877+					2878+					2879+					2880+					2881+					2882+					2883+					2884+					2885+					2886+					2887+					2888+					2889+					2890+					2891+					2892+					2893+					2894+					2895+					2896+					2897+					2898+					2899+					2900+					2901+					2902+					2903+					2904+					2905+					2906+					2907+					2908+					2909+					2910+					2911+					2912+					2913+					2914+					2915+					2916+					2917+					2918+					2919+					2920+					2921+					2922+					2923+					2924+					2925+					2926+					2927+					2928+					2929+					2930+					2931+					2932+					2933+					2934+					2935+					2936+					2937+					2938+					2939+					2940+					2941+					2942+					2943+					2944+					2945+					2946+					2947+					2948+					2949+					2950+					2951+					2952+					2953+					2954+					2955+					2956+					2957+					2958+					2959+					2960+					2961+					2962+					2963+					2964+					2965+					2966+					2967+					2968+					2969+					2970+					2971+					2972+					2973+					2974+					2975+					2976+					2977+					2978+					2979+					2980+					2981+					2982+					2983+					2984+					2985+					2986+					2987+					2988+					2989+					2990+					2991+					2992+					2993+					2994+					2995+					2996+					2997+					2998+					2999+					3000+					3001+					3002+					3003+					3004+					3005+					3006+					3007+					3008+					3009+					3010+					3011+					3012+					3013+					3014+					3015+					3016+					3017+					3018+					3019+					3020+					3021+					3022+					3023+					3024+					3025+					3026+					3027+					3028+					3029+					3030+					3031+					3032+					3033+					3034+					3035+					3036+					3037+					3038+					3039+					3040+					3041+					3042+					3043+					3044+					3045+					3046+					3047+					3048+					3049+					3050+					3051+					3052+					3053+					3054+					3055+					3056+					3057+					3058+					3059+					3060+					3061+					3062+					3063+					3064+					3065+					3066+					3067+					3068+					3069+					3070+					3071+					3072+					3073+					3074+					3075+					3076+					3077+					3078+					3079+					3080+					3081+					3082+					3083+					3084+					3085+					3086+					3087+					3088+					3089+					3090+					3091+					3092+					3093+					309				

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ixos Terms and Conditions

Table 14
 Q12: 507 ? In your opinion, do you think the current Labour government led by Andy Burnham is doing a good job or a bad job. If either, at all, reference to the following areas within the table level of use
 Base: All adults aged 18+ in Great Britain

28 Sep 2025

	GENDER		AGE							SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME							ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION								
	TOTAL	MEN	WOMAN	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£11,000 - £14,999	£15,000 - £19,999	£20,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE LABOUR	LIKELY TO VOTE CONSERVATIVE	LIKELY TO VOTE LIB DEM	LIKELY TO VOTE GREEN	LIKELY TO VOTE REFORM UK														
Unweighted Total Base	22481	11240	11241	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248	2248		
Weighted Total Base	22284	11117	11167	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	2228	
18+ View total	54	34	24	31	38	9	37	2	45	13	18	18	18	5	39	2	3	53	22	26	45	13	3	13	10	29	19	40	6	29	5	5	5	-	28	12	45	25	29	23	23	23	23	23	23	23	23	23	23	23					
18+ View total	3%	3%	2%	3%	3%	1%	3%	0%	4%	1%	2%	2%	2%	0%	3%	0%	0%	3%	1%	1%	2%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
18+ View total	555	281	272	155	173	227	325	29	300	254	134	155	123	74	41	45	469	176	179	317	218	80	130	143	151	71	477	83	385	47	28	30	31	242	136	268	146	367	168	97	68	68	68	68	68	68	68	68	68	68					
18+ View total	24%	25%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%			
18+ View total	44%	20%	23%	11%	11%	14%	14%	11%	23%	20%	20%	10%	11%	9%	37	21	21	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
18+ View total	555	302	252	103	109	253	513	42	299	256	132	157	141	70	54	40	500	137	418	348	207	82	112	141	168	35	513	151	71	19	147	18	13	137	293	47	243	63	69	300	100	100	100	100	100	100	100	100	100	100	100	100			
18+ View total	24%	27%	22%	10%	10%	24%	24%	1%	2%	2%	1%	1%	1%	0%	0%	0%	2%	1%	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
18+ View total	45%	20%	23%	11%	11%	14%	14%	11%	23%	20%	20%	10%	11%	9%	37	21	21	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Don't know	327	101	224	105	97	136	303	25	178	150	150	76	86	88	33	30	38	282	93	234	173	154	69	79	61	68	42	283	17	82	26	7	18	10	99	61	112	36	83	74	27	23	23	23	23	23	23	23	23	23	23	23	23		
Don't know	14%	9%	10%	17%	18%	14%	14%	17%	14%	15%	14%	14%	15%	17%	10%	17%	15%	14%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%

Prescriptions/Notes: Columns Total/1% risk level: a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p/q - r/s - t/u/v/w/x - y/z - A/B/C/D/E/F/G/H - I/J/K/L/M/N
 Overline formulae used: * small base

This work was carried out in accordance with the requirements of the international audit standard for market research, ISO 20252 and with the latest Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/a - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Table 29
Q12: Q07 Q1: 16-view version, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas: improve the benefits system

Note: All adults aged 16+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME						ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£11,000 - £19,999	£20,000 - £29,999	£30,000 - £39,999	£40,000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	REFORM UK																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
Unweighted Total Adult	23481	12286	11195	2206	2169	2169	2169	2169	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051	4051

Base: All adults aged 18+ in Great Britain

		GENDER										AGE										LOCAL RESIDE										REGION										EDUCATION										EMPLOYMENT STATUS										INCOME										ETHNICITY										GENERAL VOTING BEHAVIOUR										REFERENCING 2016 VOTE										LIKELY TO CONSUME VICTIMS AT THE NEXT MAJOR DISASTOR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
		MALE					WOMAN					18-34					35-54					55+					18-75					76+					ABCS					CDE					NORTH					MIDLANDS					SOUTH					LONDON					WALES					SCOTLAND					ENGLAND					GRADUATES					NON GRADUATES					WORKING					NOT WORKING					UP TO £19999					£20000 - £49999					£50000 - £149999					£150000+					ETHNIC MAJORITY GROUPS					WHITE ETHNIC GROUP					CONSERVATIVE					LABOUR					LIBERAL DEMOCRATS					REFORM UK					GREEN					OTHER					REMAIN					LEAVE					LIKELY TO VOTE					LIKELY TO VOTE CONSERVATIVE					LIKELY TO VOTE LIB DEM					LIKELY TO VOTE GREEN					LIKELY TO VOTE REFORM UK																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
UNEMPLOYED BASE	2008	2012	2016	2018	2020	2022	2024	2026	2028	2030	2032	2034	2036	2038	2040	2042	2044	2046	2048	2050	2052	2054	2056	2058	2060	2062	2064	2066	2068	2070	2072	2074	2076	2078	2080	2082	2084	2086	2088	2090	2092	2094	2096	2098	2100	2102	2104	2106	2108	2110	2112	2114	2116	2118	2120	2122	2124	2126	2128	2130	2132	2134	2136	2138	2140	2142	2144	2146	2148	2150	2152	2154	2156	2158	2160	2162	2164	2166	2168	2170	2172	2174	2176	2178	2180	2182	2184	2186	2188	2190	2192	2194	2196	2198	2200	2202	2204	2206	2208	2210	2212	2214	2216	2218	2220	2222	2224	2226	2228	2230	2232	2234	2236	2238	2240	2242	2244	2246	2248	2250	2252	2254	2256	2258	2260	2262	2264	2266	2268	2270	2272	2274	2276	2278	2280	2282	2284	2286	2288	2290	2292	2294	2296	2298	2300	2302	2304	2306	2308	2310	2312	2314	2316	2318	2320	2322	2324	2326	2328	2330	2332	2334	2336	2338	2340	2342	2344	2346	2348	2350	2352	2354	2356	2358	2360	2362	2364	2366	2368	2370	2372	2374	2376	2378	2380	2382	2384	2386	2388	2390	2392	2394	2396	2398	2400	2402	2404	2406	2408	2410	2412	2414	2416	2418	2420	2422	2424	2426	2428	2430	2432	2434	2436	2438	2440	2442	2444	2446	2448	2450	2452	2454	2456	2458	2460	2462	2464	2466	2468	2470	2472	2474	2476	2478	2480	2482	2484	2486	2488	2490	2492	2494	2496	2498	2500	2502	2504	2506	2508	2510	2512	2514	2516	2518	2520	2522	2524	2526	2528	2530	2532	2534	2536	2538	2540	2542	2544	2546	2548	2550	2552	2554	2556	2558	2560	2562	2564	2566	2568	2570	2572	2574	2576	2578	2580	2582	2584	2586	2588	2590	2592	2594	2596	2598	2600	2602	2604	2606	2608	2610	2612	2614	2616	2618	2620	2622	2624	2626	2628	2630	2632	2634	2636	2638	2640	2642	2644	2646	2648	2650	2652	2654	2656	2658	2660	2662	2664	2666	2668	2670	2672	2674	2676	2678	2680	2682	2684	2686	2688	2690	2692	2694	2696	2698	2700	2702	2704	2706	2708	2710	2712	2714	2716	2718	2720	2722	2724	2726	2728	2730	2732	2734	2736	2738	2740	2742	2744	2746	2748	2750	2752	2754	2756	2758	2760	2762	2764	2766	2768	2770	2772	2774	2776	2778	2780	2782	2784	2786	2788	2790	2792	2794	2796	2798	2800	2802	2804	2806	2808	2810	2812	2814	2816	2818	2820	2822	2824	2826	2828	2830	2832	2834	2836	2838	2840	2842	2844	2846	2848	2850	2852	2854	2856	2858	2860	2862	2864	2866	2868	2870	2872	2874	2876	2878	2880	2882	2884	2886	2888	2890	2892	2894	2896	2898	2900	2902	2904	2906	2908	2910	2912	2914	2916	2918	2920	2922	2924	2926	2928	2930	2932	2934	2936	2938	2940	2942	2944	2946	2948	2950	2952	2954	2956	2958	2960	2962	2964	2966	2968	2970	2972	2974	2976	2978	2980	2982	2984	2986	2988	2990	2992	2994	2996	2998	3000	3002	3004	3006	3008	3010	3012	3014	3016	3018	3020	3022	3024	3026	3028	3030	3032	3034	3036	3038	3040	3042	3044	3046	3048	3050	3052	3054	3056	3058	3060	3062	3064	3066	3068	3070	3072	3074	3076	3078	3080	3082	3084	3086	3088	3090	3092	3094	3096	3098	3100	3102	3104	3106	3108	3110	3112	3114	3116	3118	3120	3122	3124	3126	3128	3130	3132	3134	3136	3138	3140	3142	3144	3146	3148	3150	3152	3154	3156	3158	3160	3162	3164	3166	3168	3170	3172	3174	3176	3178	3180	3182	3184	3186	3188	3190	3192	3194	3196	3198	3200	3202	3204	3206	3208	3210	3212	3214	3216	3218	3220	3222	3224	3226	3228	3230	3232	3234	3236	3238	3240	3242	3244	3246	3248	3250	3252	3254	3256	3258	3260	3262	3264	3266	3268	3270	3272	3274	3276	3278	3280	3282	3284	3286	3288	3290	3292	3294	3296	3298	3300	3302	3304	3306	3308	3310	3312	3314	3316	3318	3320	3322	3324	3326	3328	3330	3332	3334	3336	3338	3340	3342	3344	3346	3348	3350	3352	3354	3356	3358	3360	3362	3364	3366	3368	3370	3372	3374	3376	3378	3380	3382	3384	3386	3388	3390	3392	3394	3396	3398	3400	3402	3404	3406	3408	3410	3412	3414	3416	3418	3420	3422	3424	3426	3428	3430	3432	3434	3436	3438	3440	3442	3444	3446	3448	3450	3452	3454	3456	3458	3460	3462	3464	3466	3468	3470	3472	3474	3476	3478	3480	3482	3484	3486	3488	3490	3492	3494	3496	3498	3500	3502	3504	3506	3508	3510	3512	3514	3516	3518	3520	3522	3524	3526	3528	3530	3532	3534	3536	3538	3540	3542	3544	3546	3548	3550	3552	3554	3556	3558	3560	3562	3564	3566	3568	3570	3572	3574	3576	3578	3580	3582	3584	3586	3588	3590	3592	3594	3596	3598	3600	3602	3604	3606	3608	3610	3612	3614	3616	3618	3620	3622	3624	3626	3628	3630	3632	3634	3636	3638	3640	3642	3644	3646	3648	3650	3652	3654	3656	3658	3660	3662	3664	3666	3668	3670	3672	3674	3676	3678	3680	3682	3684	3686	3688	3690	3692	3694	3696	3698	3700	3702	3704	3706	3708	3710	3712	3714	3716	3718	3720	3722	3724	3726	3728	3730	3732	3734	3736	3738	3740	3742	3744	3746	3748	3750	3752	3754	3756	3758	3760	3762	3764	3766	3768	3770	3772	3774	3776	3778	3780	3782	3784	3786	3788	3790	3792	3794	3796	3798	3800	3802	3804	3806	3808	3810	3812	3814	3816	3818	3820	3822	3824	3826	3828	3830	3832	3834	3836	3838	3840	3842	3844	3846	3848	3850	3852	3854	3856	3858	3860	3862	3864	3866	3868	3870	3872	3874	3876	3878	3880	3882	3884	3886	3888	3890	3892	3894	3896	3898	3900	3902	3904	3906	3908	3910	3912	3914	3916	3918	3920	3922	3924	3926	3928	3930	3932	3934	3936	3938	3940	3942	3944	3946	3948	3950	3952	3954	3956	3958	3960	3962	3964	3966	3968	3970	3972	3974	3976	3978	3980	3982	3984	3986	3988	3990	3992	3994	3996	3998	4000	4002	4004	4006	4008	4010	4012	4014	4016	4018	4020	4022	4024	4026	4028	4030	4032	4034	4036	4038	4040	4042	4044	4046	4048	4050	4052	4054	4056	4058	4060	4062	4064	4066	4068	4070	4072	4074	4076	4078	4080	4082	4084	4086	4088	4090	4092	4094	4096	4098	4100	4102	4104	4106	4108	4110	4112	4114	4116	4118	4120	4122	4124	4126	4128	4130	4132	4134	4136	4138	4140	4142	4144	4146	4148	4150	4152	4154	4156	4158	4160	4162	4164	4166	4168	4170	4172	4174	4176	4178	4180	4182	4184	4186	4188	4190	4192	4194	4196	4198	4200	4202	4204	4206	4208	4210	4212	4214	4216	4218	4220	4222	4224	4226	4228	4230	4232	4234	4236	4238	4240	4242	4244	4246	4248	4250	4252	4254	4256	4258	4260	4262	4264	4266	4268	4270	4272	4274	4276	4278	4280	4282	4284	4286	4288	4290	4292	4294	4296	4298	4300	4302	4304	4306	4308	4310	4312	4314	4316	4318	4320	4322	4324	4326	4328	4330	4332	4334	4336	4338	4340	4342	4344	4346	4348	4350	4352	4354	4356	4358	4360	4362	4364	4366	4368	4370	4372	4374	4376	4378	4380	4382	4384	4386	4388	4390	4392	4394	4396	4398	4400	4402	4404	4406	4408	4410	4412	4414	4416	4418	4420	4422	4424	4426	4428	4430	4432	4434	4436	4438	4440	4442	4444	4446	4448	4450	4452	4454	4456	4458	4460	4462	4464	4466	4468	4470	4472	4474	4476	4478	4480	4482	4484	4486	4488	4490	4492	4494	4496	4498	4500	4502	4504	4506	4508	4510	4512	4514	4516	4518	4520	4522	4524	4526	4528	4530	4532	4534	4536	4538	4540	4542	4544	4546	4548	4550	4552	4554	4556	4558	4560	4562	4564	4566	4568	4570	4572	4574	4576	4578	4580	4582	4584	4586	4588	4590	4592	4594	4596	4598	4600	4602	4604	4606	4608	4610	4612	4614	4

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ixos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ixos Terms and Conditions

25-061766-38 - POLITICAL PULSE - SEPTEMBER
18TH - 23RD SEPTEMBER 2026
PUBLIC
IPSOS

28 Sep 2026

Table 43

Q9_JUN - Which party, if any, do you trust most to deliver on each of the following issues?

Base: All adults aged 18+ in Great Britain

	Managing the economy	Reducing the cost of living	Improving the NHS	Managing immigration and asylum	Dealing with crime and antisocial behaviour	Strengthening Britain's defence and armed forces	Setting the right level of tax	Improving education	Dealing with climate change	Building more affordable housing	Improving public transport	Improving the benefits system	Boosting international trade and encouraging investment	Supporting British businesses	Supporting parents and families
UNWEIGHTED BASE	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284
WEIGHTED BASE	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284
The Conservative party	408 18%	287 13%	245 11%	198 9%	301 13%	391 17%	348 15%	289 13%	174 8%	179 8%	201 9%	226 10%	414 18%	403 18%	236 10%
The Labour party	472 21%	493 22%	600 26%	370 16%	411 18%	405 18%	419 18%	510 22%	265 12%	540 24%	597 26%	510 22%	443 19%	467 20%	592 26%
The Liberal Democrats	109 5%	104 5%	116 5%	66 3%	95 4%	83 4%	124 5%	145 6%	98 4%	116 5%	109 5%	115 5%	101 4%	99 4%	137 6%
Reform UK	279 12%	279 12%	240 11%	605 26%	411 18%	358 16%	299 13%	207 9%	173 8%	214 9%	195 9%	301 13%	271 12%	319 14%	224 10%
The Green party	105 5%	119 5%	117 5%	115 5%	96 4%	67 3%	126 6%	122 5%	579 25%	151 7%	172 8%	125 5%	90 4%	106 5%	120 5%
The Scottish National Party (SNP)	26 1%	30 1%	30 1%	31 1%	28 1%	15 1%	36 2%	36 2%	27 1%	30 1%	38 2%	29 1%	27 1%	21 1%	35 2%
Plaid Cymru	8 *	6 *	8 *	7 *	6 *	6 *	6 *	10 *	9 *	9 *	7 *	12 1%	5 *	4 *	9 *
Another party	54 2%	54 2%	43 2%	77 3%	72 3%	62 3%	57 2%	61 3%	60 3%	45 2%	44 2%	58 3%	59 3%	64 3%	47 2%
None of these	370 16%	474 21%	447 20%	430 19%	413 18%	386 17%	417 18%	367 16%	421 18%	468 20%	406 18%	429 19%	348 15%	324 14%	373 16%
Don't know	453 20%	439 19%	435 19%	385 17%	453 20%	510 22%	453 20%	539 24%	478 21%	532 23%	515 23%	479 21%	526 23%	477 21%	511 22%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ixos Terms and Conditions

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.



Table 48
Q3 2024 - Which party, if any, do you most want to deliver on each of the following issues? Overweight with crime and anti-social behaviour
Base: All adults aged 18+ in Great Britain

	GENDER			AGE							SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION									
	TOTAL	MEN	WOMEN	18-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£11,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE									
Conservative Party (UK)	344	165	179	60	101	106	105	101	101	106	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101			
Labour Party (UK)	272	131	141	61	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101			
The Conservative Party	324	154	170	59	100	105	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101			
The Labour Party	411	209	202	121	131	138	142	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141	141			
The Liberal Democrats	85	41	44	21	38	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41					
Reform UK	185	91	94	31	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51				
The Green Party	65	31	34	11	18	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21				
The Scottish National Party (SNP)	28	14	14	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7					
Fixed Centre	6	3	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
Another party	72	34	38	11	18	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21			
None of these	413	204	209	126	136	143	146	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145		
Don't know	453	222	231	147	158	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165	165

Presidents/Prime Ministers: Column Total/UK total: a/b - c/d/e/f/g/h - i/j - k/l - m/n/o/p/q - r/s - t/u/v/w/x - y/z - A/B/C/D/E/F/G/H - I/J/K/L/M/N
Overweight formula used: * small base

This work was carried out in accordance with the requirements of the international audit standard for market research, ISO 20252 and with the latest Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



16-09-1766-58 - POLITICAL PLOTS - SEPTEMBER
18TH - 21RD SEPTEMBER 2024
PUBLIC
IPSCS

26 Nov 2025

Table 12
Q9 Q38 Q- Which party, if any, do you most want to deliver on each of the following issues? (Continue with climate change)

Note: All adults aged 18+ in Great Britain

	GENDER		AGE								SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION									
	TOTAL	MEN	WOMAN	18-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £9999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE LABOUR	LIKELY TO VOTE CONSERVATIVE	LIKELY TO VOTE LIB DEM	LIKELY TO VOTE GREEN	LIKELY TO VOTE REFORM UK											
Conservative Party (UK)	2741	1265	1476	101	161	216	254	284	254	231	101	121	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101					
The Conservative Party	2741	1265	1476	101	161	216	254	284	254	231	101	121	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101					
The Labour Party	265	127	137	88	79	98	98	102	11	109	97	68	77	31	14	11	22	232	119	146	142	84	11	14	68	100	47	217	12	100	11	12	4	1	141	63	238	12	89	69	69	49	49	49	49	49	49	49	49	49			
The Liberal Democrats	88	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6		
Reform UK	173	105	67	49	51	74	102	11	74	97	48	47	38	26	4	11	158	41	132	111	62	11	41	45	45	45	18	152	22	16	99	4	2	12	103	25	55	18	24	105	105	105	105	105	105	105	105	105	105	105	105	105	
The Green Party	879	268	304	203	201	175	167	10	208	222	140	143	161	63	23	69	107	238	81	378	202	72	121	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	
The Scottish National Party (SNP)	27	17	10	5	8	14	24	3	17	10	-	-	-	-	-	-	27	-	10	17	20	7	3	6	11	5	1	26	-	5	5	-	22	20	4	9	5	8	10	2	2	2	2	2	2	2	2	2	2	2	2	2	
Fixed Centre	8	3	5	3	6	4	4	0	-	6	3	-	-	-	-	-	8	-	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	
Another party	68	29	31	23	24	14	16	4	23	37	14	16	14	11	3	1	55	12	68	42	18	16	8	14	14	14	11	40	7	5	1	14	1	8	11	27	7	16	8	6	25	25	25	25	25	25	25	25	25	25	25	25	
Nation of Wales	421	211	207	78	149	104	101	27	238	105	118	117	98	11	18	24	119	110	104	240	177	75	99	91	110	41	110	41	110	10	86	25	52	10	17	115	104	10	10	10	10	10	10	10	10	10	10	10	10	10	10		
Don't know	478	163	313	119	144	215	438	50	232	247	105	126	120	55	38	45	608	114	164	264	214	91	108	101	106	45	429	77	78	21	12	8	14	131	114	110	118	74	48	130	130	130	130	130	130	130	130	130	130	130	130	130	
	21%	15%	27%	19%	19%	28%	20%	10%	10%	18%	19%	21%	21%	21%	17%	20%	21%	21%	15%	16%	19%	25%	20%	16%	16%	16%	16%	21%	21%	12%	12%	10%	7%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%

Presort/Reform: Columns Total/UK risk level: a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/z/AA-BB/CC/DD/EE/FF/GG/HH/II/JJ/KK/LL/

Output format used: " " small base

This work was carried out in accordance with the requirements of the international audit standard for market research, ISO 20252 and with the latest Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the ISO 9001 Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the ISO 9001 Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions

Q158 - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/a - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the *Isaon Terms and Conditions*.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions

Table 13
Q18: Note: This table shows the next general election, which of the following outcomes do you think is most likely?

Base: All adults aged 18+ in Great Britain

	GENDER		AGE							SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION																																																																																																																																																																																																																																																																																																																																																																																																																										
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £1999	£2000-£2499	£2500-£2999	£3000-£3499	£3500+	ETHNIC GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE																																																																																																																																																																																																																																																																																																																																																																																																																	
	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote	Unlikely to vote


25-061766-38 - POLITICAL PULSE - SEPTEMBER
18TH - 23RD SEPTEMBER 2026
PUBLIC
IPSOS
28 Sep 2026
Table 64
PD1 - To what extent, if at all, do you think each of the following is a serious problem in UK politics?
Base: All adults aged 18+ in Great Britain

	Large donations to political parties from wealthy donors	Politicians taking second jobs	Politicians accepting gifts	Close relationships between politicians and lobbyists	Politicians breaking ethical rules	Politicians lacking business experience	Politicians not delivering on manifesto promises
UNWEIGHTED BASE	2284	2284	2284	2284	2284	2284	2284
WEIGHTED BASE	2284	2284	2284	2284	2284	2284	2284
(4) A very serious problem	992 43%	603 26%	935 41%	774 34%	1215 53%	737 32%	1268 56%
(3) A fairly serious problem	563 25%	685 30%	732 32%	780 34%	683 30%	797 35%	685 30%
(2) Not a very serious problem	296 13%	486 21%	300 13%	246 11%	159 7%	348 15%	135 6%
(1) Not a problem at all	184 8%	145 6%	69 3%	39 2%	41 2%	87 4%	33 1%
Mean	3.16	2.91	3.24	3.24	3.46	3.11	3.5
NET: Very/ fairly serious problem	1555 68%	1288 56%	1667 73%	1555 68%	1899 83%	1534 67%	1953 85%
NET: Not very serious/ not problem at all	480 21%	631 28%	369 16%	285 12%	200 9%	435 19%	168 7%
Don't know	249 11%	365 16%	248 11%	444 19%	185 8%	315 14%	163 7%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the latest Terms and Conditions

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the ISO 9001 Terms and Conditions.

Base: All adults aged 18+ in Great Britain

[illegible]

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the latest Terms and Conditions

Table 68
FIG. 4 - To what extent, if at all, do you think each of the following is a serious problem in UK politics? Close relationships between politicians and lobbyists
Base: All adults aged 16+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE												REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION												
	MAN	WOMAN	18-24	25-34	35+	45+	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£11,000 - £20,999	£21,000 - £30,999	£31,000 - £40,999	£41,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	LIKELY TO VOTE	REMAIN UK	LEAVE UK	REMAIN UK	LEAVE UK	REMAIN UK	LEAVE UK									
	TOTAL	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101			
Unsure/Not a problem	2244	1226	1100	626	719	815	815	205	205	6	6	6	6	6	6	6	6	133	133	37	37	2	2	2	2	2	10	10	81	22	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	
Very serious problem	2224	1117	1107	626	711	807	807	210	210	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
Not a serious problem	774	420	352	180	201	214	214	79	79	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
Not a serious problem	345	180	161	81	91	91	91	31	31	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143
Not a serious problem	792	420	352	180	201	214	214	79	79	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
Not a serious problem	345	180	161	81	91	91	91	31	31	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
Not a serious problem	246	133	112	55	62	69	69	24	24	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
Not a serious problem	1216	626	564	280	316	345	345	116	116	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
Not a serious problem	30	15	13	6	7	8	8	3	3	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
Not a serious problem	25	12	10	5	6	7	7	2	2	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
Mean	3.24	3.24	3.25	3.08	3.26	3.34	3.33	3.25	3.24	3.25	3.21	3.31	3.35	3.33	3.27	3.24	3.26	3.24	3.22	3.29	3.31	3.24	3.24	3.24	3.22	3.13	3.26	3.15	3.25	3.4	3.24	3.30	3.37	3.33	3.25	3.25	3.12	3.29	3.39	3.14	3.25	3.12	3.29	3.39	3.14	3.25	3.12	3.29	3.39	3.14	3.25	3.12	3.29	3.39	3.14	
Not a serious problem	1055	558	509	254	280	301	301	101	101	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372	372		
Not a serious problem	485	254	224	112	124	133	133	45	45	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	
Not a serious problem	285	151	133	66	74	81	81	28	28	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143
Not a serious problem	125	66	58	29	33	36	36	12	12	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143
Not a serious problem	444	234	204	102	112	122	122	44	44	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143
Not a serious problem	184	94	84	42	48	52	52	18	18	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143	143

Proportions/Means: Columns Totals (100 risk level) - a/b/c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/z - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z - 1/2/3/4/5/6/7/8/9/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100/101/102/103/104/105/106/107/108/109/110/111/112/113/114/115/116/117/118/119/120/121/122/123/124/125/126/127/128/129/130/131/132/133/134/135/136/137/138/139/140/141/142/143/144/145/146/147/148/149/150/151/152/153/154/155/156/157/158/159/160/161/162/163/164/165/166/167/168/169/170/171/172/173/174/175/176/177/178/179/180/181/182/183/184/185/186/187/188/189/190/191/192/193/194/195/196/197/198/199/200/201/202/203/204/205/206/207/208/209/210/211/212/213/214/215/216/217/218/219/220/221/222/223/224/225/226/227/228/229/230/231/232/233/234/235/236/237/238/239/240/241/242/243/244/245/246/247/248/249/250/251/252/253/254/255/256/257/258/259/260/261/262/263/264/265/266/267/268/269/270/271/272/273/274/275/276/277/278/279/280/281/282/283/284/285/286/287/288/289/290/291/292/293/294/295/296/297/298/299/300/301/302/303/304/305/306/307/308/309/310/311/312/313/314/315/316/317/318/319/320/321/322/323/324/325/326/327/328/329/330/331/332/333/334/335/336/337/338/339/340/341/342/343/344/345/346/347/348/349/350/351/352/353/354/355/356/357/358/359/360/361/362/363/364/365/366/367/368/369/370/371/372/373/374/375/376/377/378/379/380/381/382/383/384/385/386/387/388/389/390/391/392/393/394/395/396/397/398/399/400/401/402/403/404/405/406/407/408/409/410/411/412/413/414/415/416/417/418/419/420/421/422/423/424/425/426/427/428/429/430/431/432/433/434/435/436/437/438/439/440/441/442/443/444/445/446/447/448/449/450/451/452/453/454/455/456/457/458/459/460/461/462/463/464/465/466/467/468/469/470/471/472/473/474/475/476/477/478/479/480/481/482/483/484/485/486/487/488/489/490/491/492/493/494/495/496/497/498/499/500/501/502/503/504/505/506/507/508/509/510/511/512/513/514/515/516/517/518/519/520/521/522/523/524/525/526/527/528/529/530/531/532/533/534/535/536/537/538/539/540/541/542/543/544/545/546/547/548/549/550/551/552/553/554/555/556/557/558/559/560/561/562/563/564/565/566/567/568/569/570/571/572/573/574/575/576/577/578/579/580/581/582/583/584/585/586/587/588/589/590/591/592/593/594/595/596/597/598/599/600/601/602/603/604/605/606/607/608/609/610/611/612/613/614/615/616/617/618/619/620/621/622/623/624/625/626/627/628/629/630/631/632/633/634/635/636/637/638/639/640/641/642/643/644/645/646/647/648/649/650/651/652/653/654/655/656/657/658/659/660/661/662/663/664/665/666/667/668/669/670/671/672/673/674/675/676/677/678/679/680/681/682/683/684/685/686/687/688/689/690/691/692/693/694/695/696/697/698/699/700/701/702/703/704/705/706/707/708/709/710/711/712/713/714/715/716/717/718/719/720/721/722/723/724/725/726/727/728/729/730/731/732/733/734/735/736/737/738/739/740/741/742/743/744/745/746/747/748/749/750/751/752/753/754/755/756/757/758/759/760/761/762/763/764/765/766/767/768/769/770/771/772/773/774/775/776/777/778/779/780/781/782/783/784/785/786/787/788/789/790/791/792/793/794/795/796/797/798/799/800/801/802/803/804/805/806/807/808/809/810/811/812/813/814/815/816/817/818/819/820/821/822/823/824/825/826/827/828/829/830/831/832/833/834/835/836/837/838/839/840/841/842/843/844/845/846/847/848/849/850/851/852/853/854/855/856/857/858/859/860/861/862/863/864/865/866/867/868/869/870/871/872/873/874/875/876/877/878/879/880/881/882/883/884/885/886/887/888/889/890/891/892/893/894/895/

	ad										A									
	2.35	3.42	2.51	1.39	2.47	1.51	1.46	2.56	2.5	3.42	3.48	2.46	2.52	2.32	2.46	2.53	2.46	2.46	2.46	2.46
	e			e		e			e		e			e		e		e		e
NET View/ fairly serious problem	1896	920	971	476	625	708	1772	2138	1110	783	457	489	441	253	94	166	1640	643	1256	1175
	82%	82%	83%	78%	81%	82%	88%	88%	82%	79%	85%	82%	84%	85%	83%	87%	82%	82%	82%	82%
	e			e		e			e		e			e		e		e		e
NET Not very serious/not problem at all	200	117	80	78	59	63	102	8	95	104	64	43	41	49	7	17	176	64	135	136
	8%	11%	7%	12%	8%	7%	9%	5%	7%	10%	8%	7%	8%	15%	6%	9%	9%	10%	8%	10%
	e			e		e			e		e			e		e		e		e
Don't know	185	75	109	73	87	46	178	8	74	112	40	63	41	16	12	13	180	99	86	165
	8%	7%	9%	12%	9%	13%	8%	6%	6%	11%	7%	11%	8%	5%	4%	5%	10%	7%	10%	10%
	e			e		e			e		e			e		e		e		e

Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the latest Terms and Conditions

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

[illegible]

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - B/C/D/E/F/G - H/I - J/K/L/M/N
 Quoran formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ison Terms and Conditions.



**25-061766-38 - POLITICAL PULSE - SEPTEMBER
18TH - 23RD SEPTEMBER 2026
PUBLIC
IPSOS**

28 Sep 2026

Table 72

PD2 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following?

Base: All adults aged 18+ in Great Britain

	Non wealthy individuals living in the UK	Wealthy individuals living in the UK	Non wealthy British people living outside the UK	Wealthy British people living outside the UK	UK businesses	Trade unions
UNWEIGHTED BASE	2284	2284	2284	2284	2284	2284
WEIGHTED BASE	2284	2284	2284	2284	2284	2284
(4) Always acceptable	399 17%	365 16%	193 8%	211 9%	324 14%	241 11%
(3) Usually acceptable	768 34%	767 34%	387 17%	401 18%	734 32%	661 29%
(2) Rarely acceptable	292 13%	411 18%	496 22%	471 21%	462 20%	424 19%
(1) Never acceptable	430 19%	391 17%	804 35%	842 37%	380 17%	517 23%
Mean	2.6	2.57	1.98	1.99	2.53	2.34
NET: Always/ usually acceptable	1167 51%	1131 50%	580 25%	612 27%	1058 46%	903 40%
NET: Rarely/ never acceptable	722 32%	802 35%	1301 57%	1313 57%	842 37%	941 41%
Don't know	395 17%	351 15%	403 18%	359 16%	384 17%	440 19%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the ISO 9001 Terms and Conditions.

Table 75

PD2_3 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following? Non wealthy British people living outside the UK

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Column Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ixos Terms and Conditions.

PQ2_4 - To what extent, if at all, do you think it's acceptable or unacceptable for political parties to receive donations from each of the following? Wealthy British people living outside the UK

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/a - p/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the latest Terms and Conditions

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the latest Terms and Conditions.



**25-061766-38 - POLITICAL PULSE - SEPTEMBER
18TH - 23RD SEPTEMBER 2026
PUBLIC
IPSOS**

28 Sep 2026

Table 80

PD4 - Which, if either, do you think is the most likely reason the following would donate money to political parties?

Base: All adults aged 18+ in Great Britain

	Non wealthy individuals living in the UK	Wealthy individuals living in the UK	Non wealthy British people living outside the UK	Wealthy British people living outside the UK	UK businesses	Trade unions
UNWEIGHTED BASE	2284	2284	2284	2284	2284	2284
WEIGHTED BASE	2284	2284	2284	2284	2284	2284
They genuinely support that party and its policies	907	390	583	305	391	540
	40%	17%	26%	13%	17%	24%
They hope to receive personal benefits if that party gets elected	548	1077	763	1131	1036	806
	24%	47%	33%	50%	45%	35%
Both equally	289	356	307	316	400	404
	13%	16%	13%	14%	18%	18%
Neither	138	110	178	145	108	128
	6%	5%	8%	6%	5%	6%
Don't know	403	351	454	387	349	406
	18%	15%	20%	17%	15%	18%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

PD4 1 - Which, if either, do you think is the most likely reason the following would donate money to political parties? Non wealthy individuals living in the UK

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

PD4 3 - Which, if either, do you think is the most likely reason the following would donate money to political parties? Non wealthy British people living outside the UK

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Table 54
 PDI - 4 - Which, if either, do you think is the most likely reason the following would donate money to political parties? How likely British people living outside the UK
 Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME						ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE		LIKELY TO CONSIDER VOTING AT THE NEXT GENERAL ELECTION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
	MAN	WOMAN	18-24	25-34	35+	35-44	45-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £29999	£30000 - £39999	£40000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	LIKELY TO VOTE LABOUR	LIKELY TO VOTE CONSERVATIVE	LIKELY TO VOTE LIB DEM	LIKELY TO VOTE GREEN	LIKELY TO VOTE REFORM UK																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
TOTAL	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101

Proportions/Weights: Columns Totals (5% risk level) a/b- u/b/v/p/g- h/- j/N/m/u/p/- q/- r/- s/u/v/w/- u/A- R/C/U/V/P/- H/- j/N/u/N/N
 Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Column Tested [5% risk level] - a/b - c/d - e/f - g - h/i - j/k - l/m - n/o - p - q/r - s/t - u/v - w/x - y/A - B/C - D/E - F/G - H/I - J/K - L/N
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions

PD1 6 - Which, if either, do you think is the most likely reason the following would donate money to political parties? Trade unions

[illegible]

Proportions/Mean: Column Tested [5% risk level] - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I - J/K/L/M/N
Overlap formulas used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions