

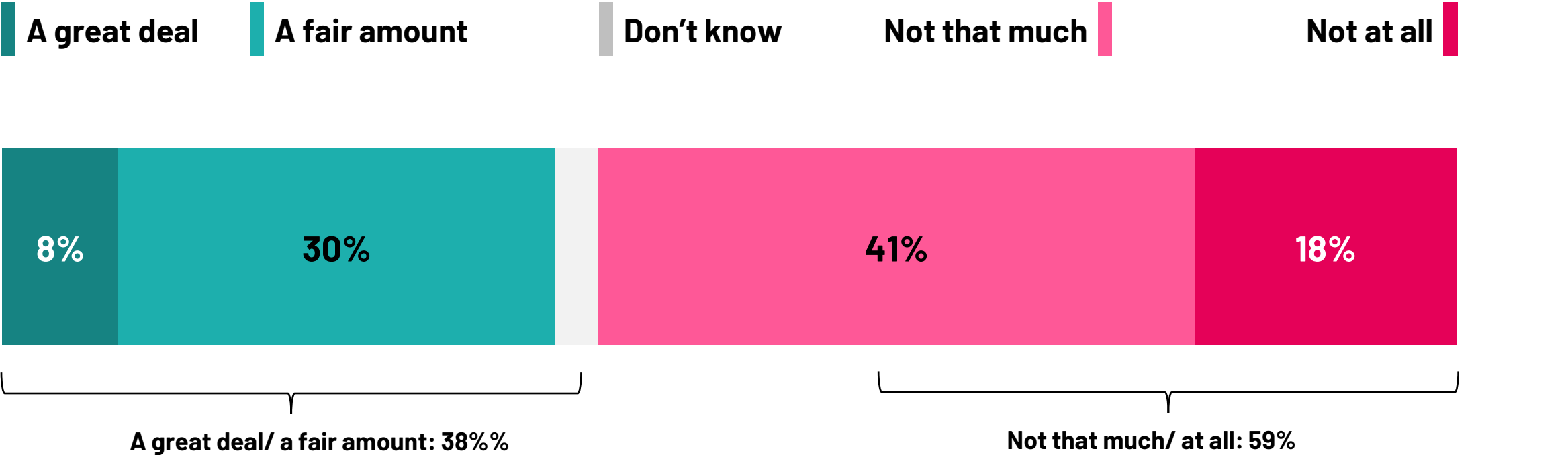
Political Polling

July 2026



Three in five Americans say they have not seen that much/ anything at all about Great Britain in news content they have consumed over the past year

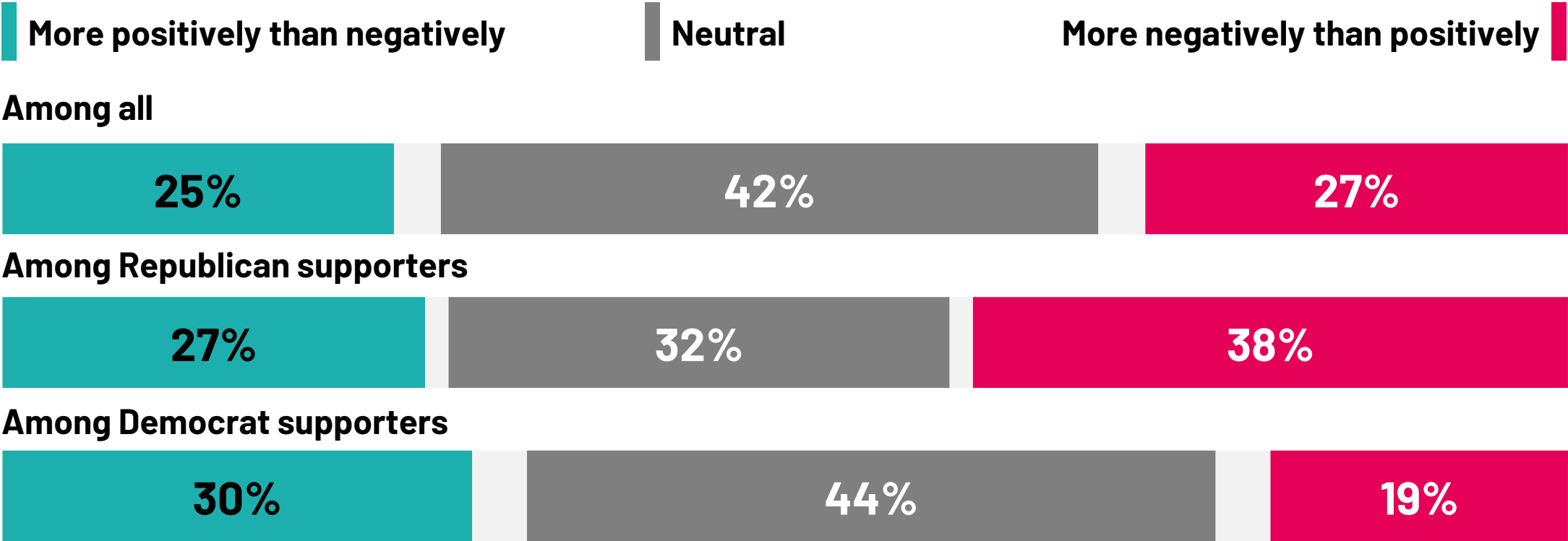
Thinking about the news content you have consumed over the past year, how much, if at all, would you say you have seen or heard about Great Britain? Please think about news you might see on TV, in newspapers / magazines, on social media, or elsewhere.



Base: 1,146 Online US adults aged 18+, 10-14 July 2026

Republicans are more likely than Democrats to think Great Britain has been portrayed negatively from the news they have seen in the past year

In general, when you have seen Great Britain in the news over the past year, do you think Great Britain has been presented more positively than negatively, more negatively than positively, or do you think it's presented neutrally?



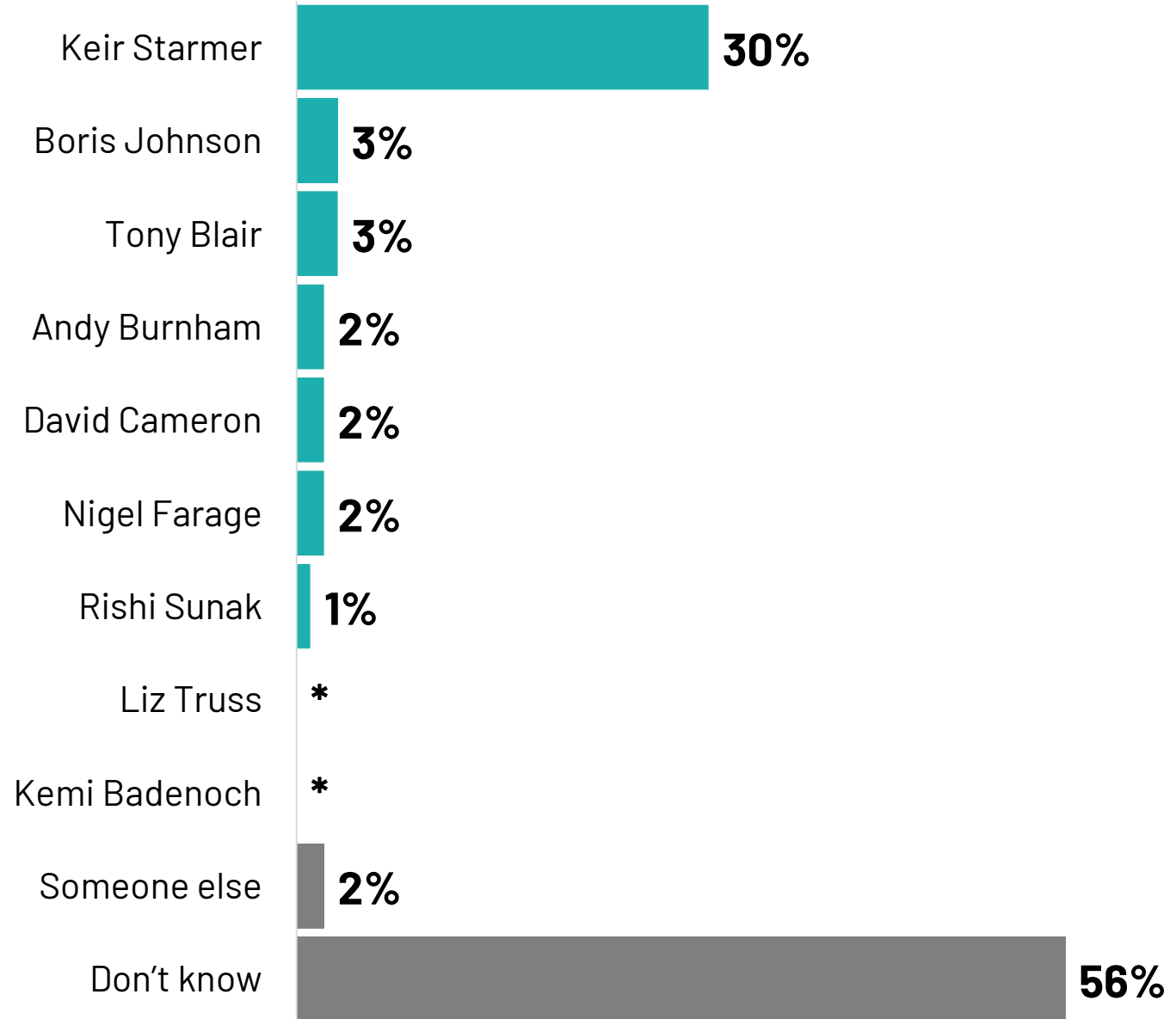
Base: 915 Online US adults aged 18+ who have seen or heard about Great Britain to some extent, including (254) Republican supporters and (295) Democrat supporters, 10-14 July 2026



Just three in ten US adults knew Keir Starmer was the current British Prime Minister – over half said they did not know

Which of the following individuals is the current British Prime Minister, or are you unsure?

Base: 1,146 Online US adults aged 18+, 10-14 July 2026



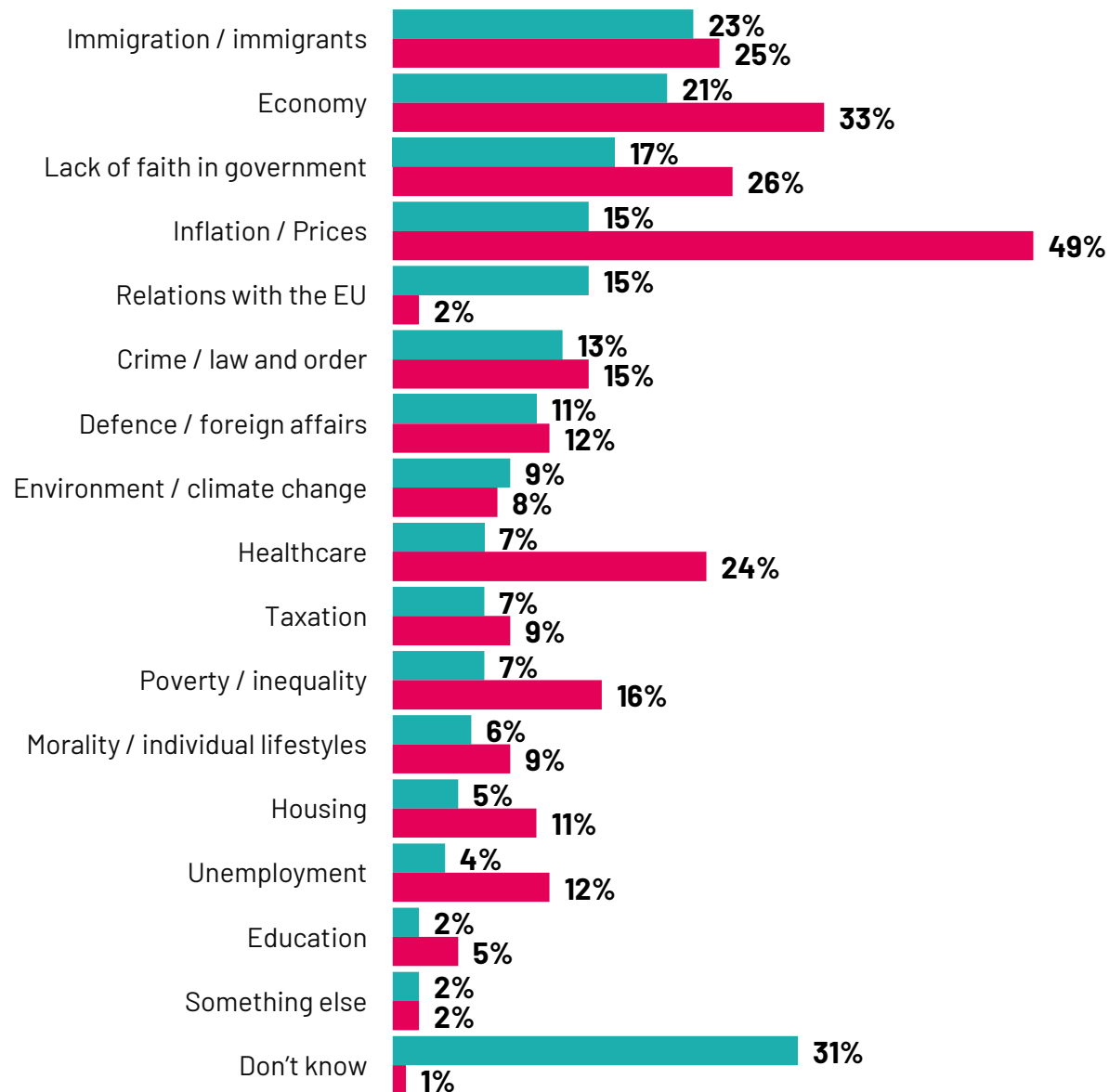
US adults think immigration is the top issue facing Britain, whilst they consider inflation/price the key issue in the US. Three in ten do not know what the most important issues facing Great Britain are

Which of the following do you think are the 2 or 3 most important issues facing...?

Great Britain

The United States of America

Base: 1,146 Online US adults aged 18+, 10-14 July 2026



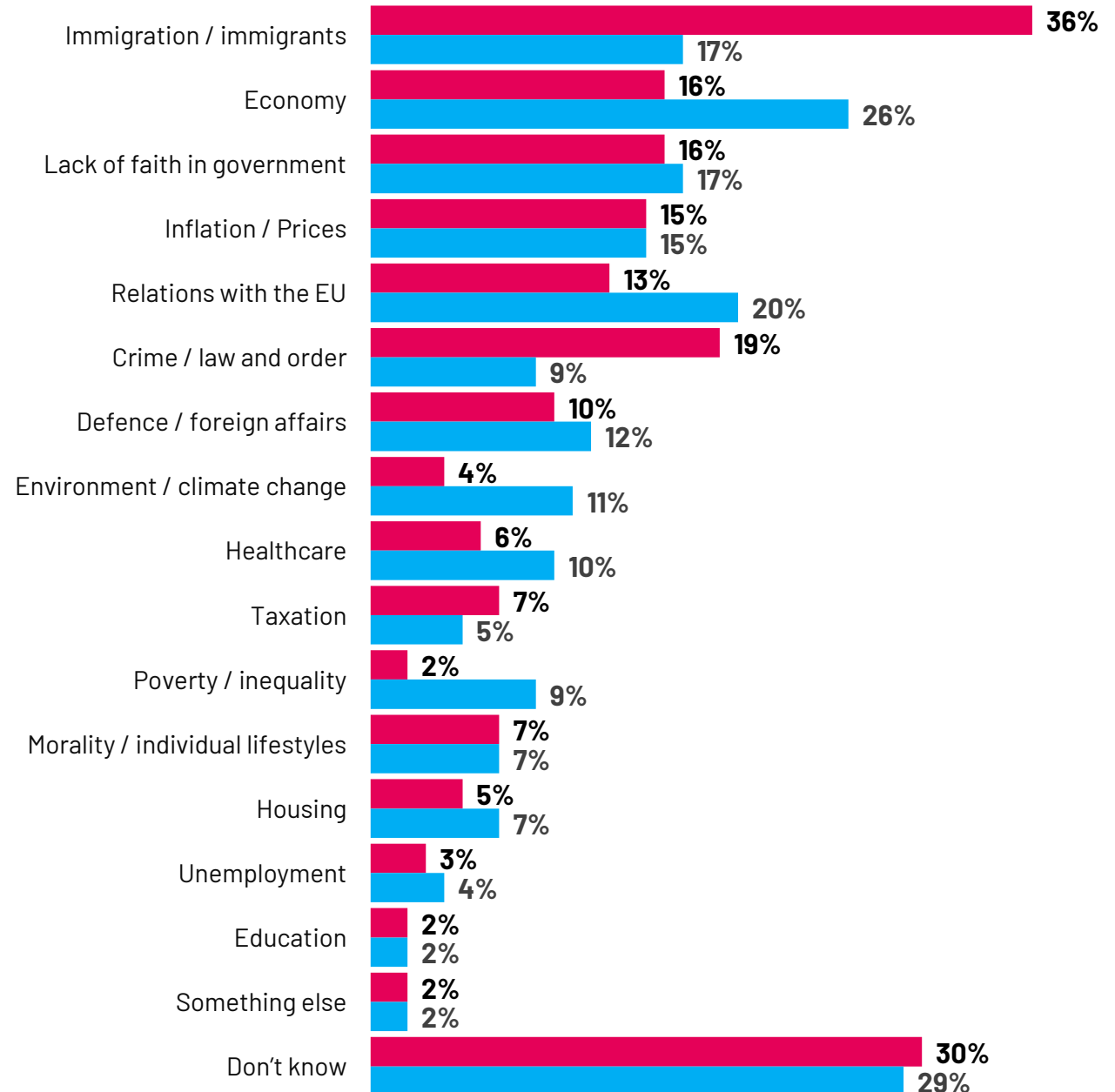
A third of Republicans think immigration is the most important issue facing Britain. A quarter of Democrats say the economy, followed by relations with the EU. However three in ten supporters of both parties say they don't know

Which of the following do you think are the 2 or 3 most important issues facing Great Britain?

Among Republican supporters

Among Democrat supporters

Base: 1,146 Online US adults aged 18+, including (325) Republican supporters and (361) Democrat supporters 10-14 July 2026



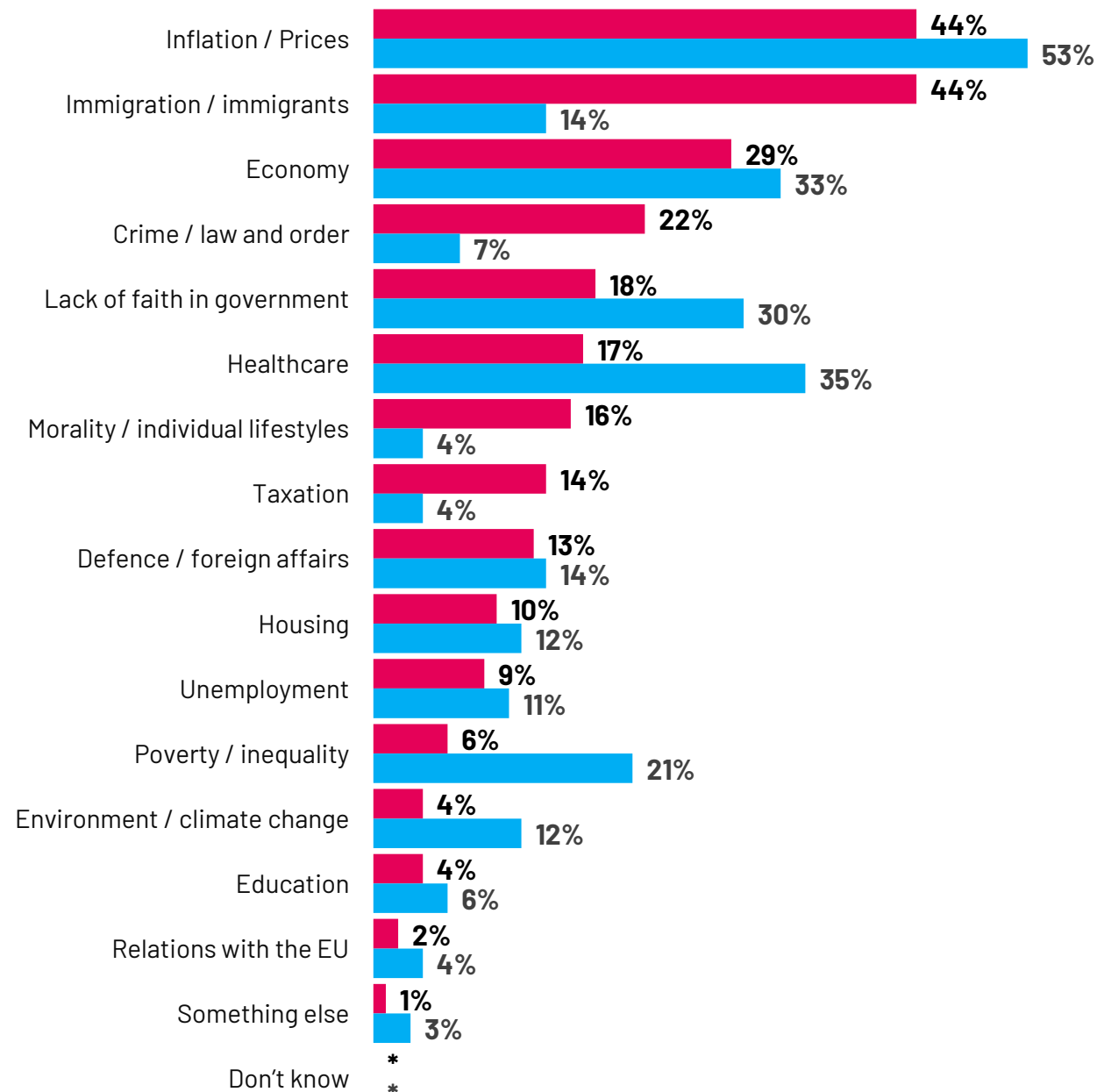
Democrats think that inflation is the most important issue facing the USA, whereas Republicans are split between inflation and immigration

Which of the following do you think are the 2 or 3 most important issues facing the United States of America?

Among Republican supporters

Among Democrat supporters

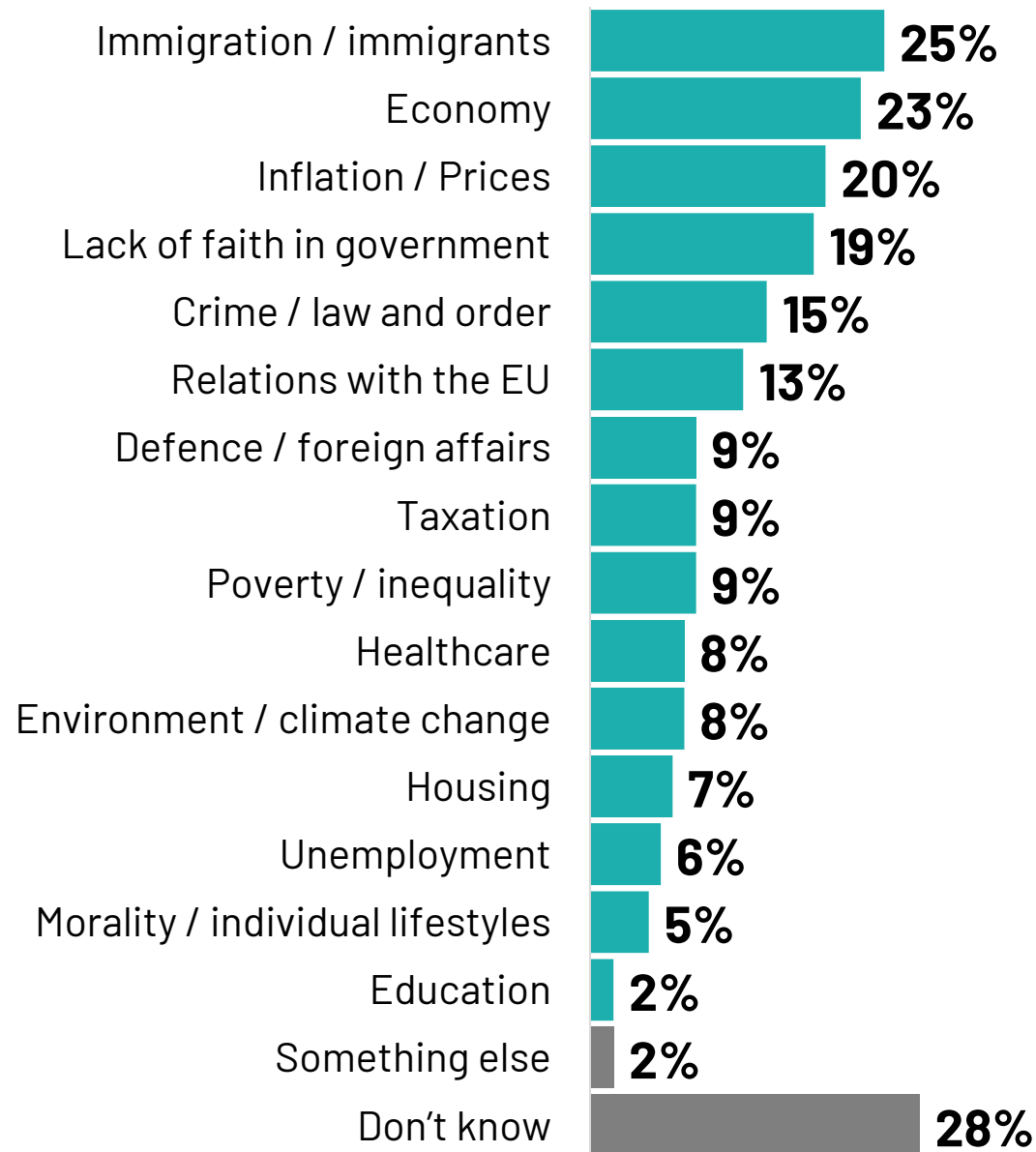
Base: 1,146 Online US adults aged 18+, including (325) Republican supporters and (361) Democrat supporters 10-14 July 2026



US adults thought the British public consider immigration and the economy as the top issues facing Great Britain

Which of the following do you think the British public think are the 2 or 3 most important issues facing Great Britain?

Base: 1,146 Online US adults aged 18+, 10-14 July 2026

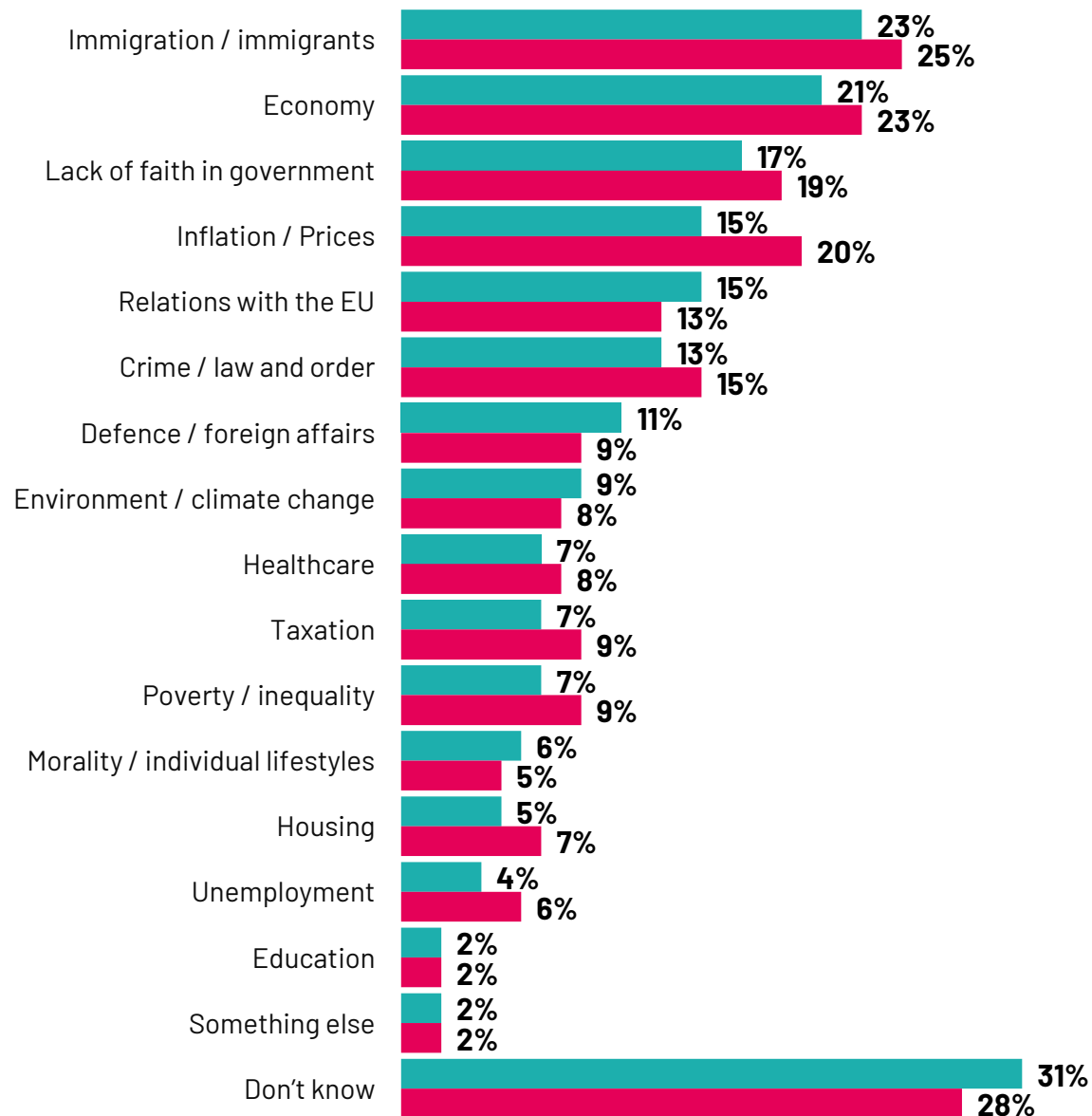


Which of the following do you think are the 2 or 3 most important issues facing Great Britain? /

Which of the following do you think the British public think are the 2 or 3 most important issues facing Great Britain?

What US adults think the most important issues facing Great Britain are

What US adults think the British public think are the most important issues facing Great Britain



Half of US adults thought the American public would think inflation/ prices is the most important issue facing the US

Which of the following do you think the American public think are the 2 or 3 most important issues facing the United States

Base: 1,146 Online US adults aged 18+, 10-14 July 2026

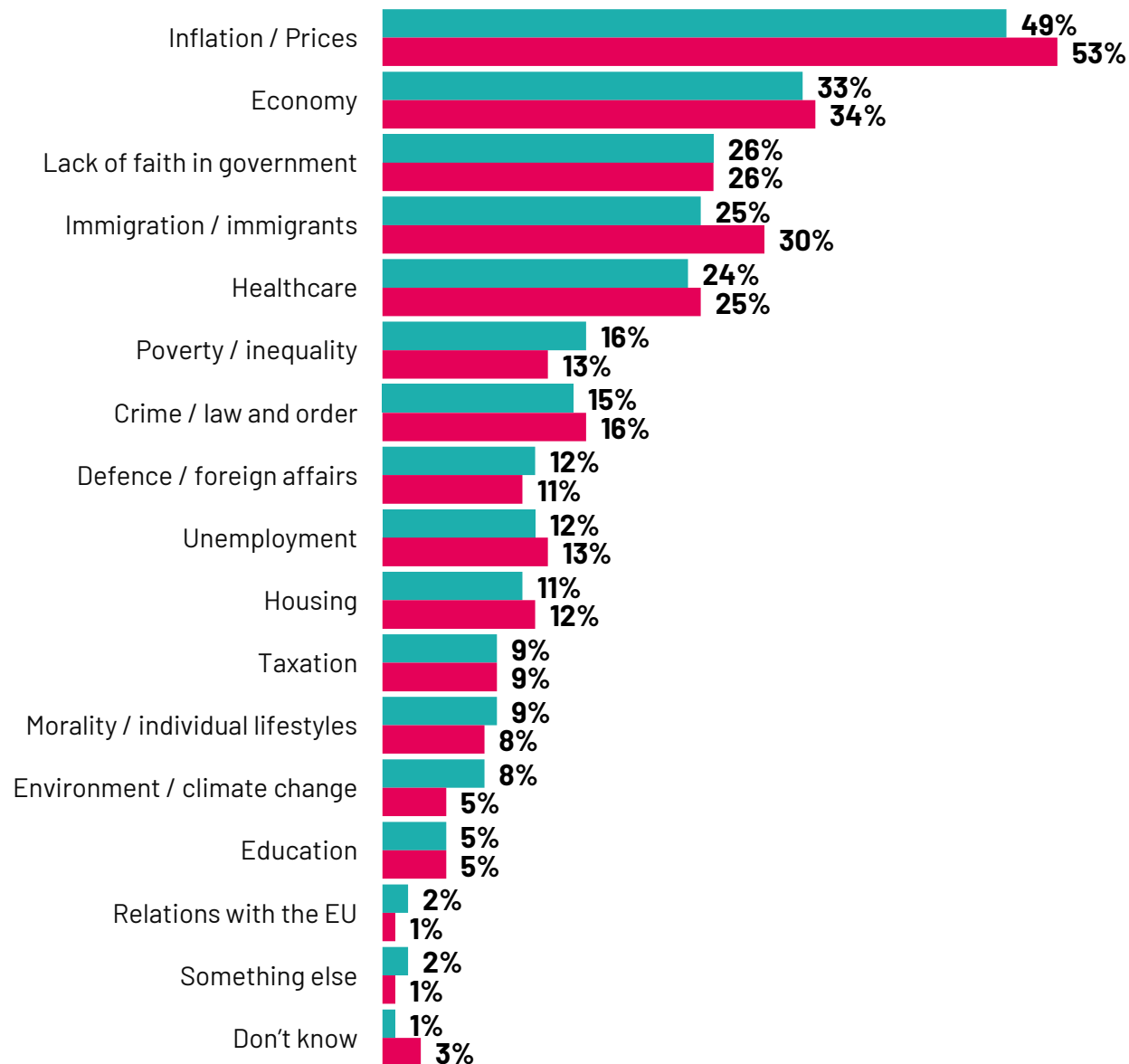


Which of the following do you think are the 2 or 3 most important issues facing the United States of America /

Which of the following do you think the American public think are the 2 or 3 most important issues facing the United States

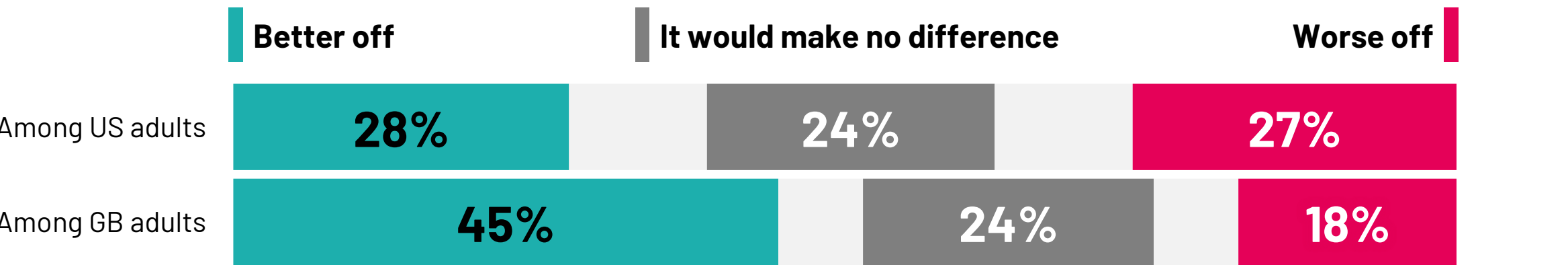
What US adults think the most important issues facing the US are

What US adults think the American public think are the most important issues facing the US

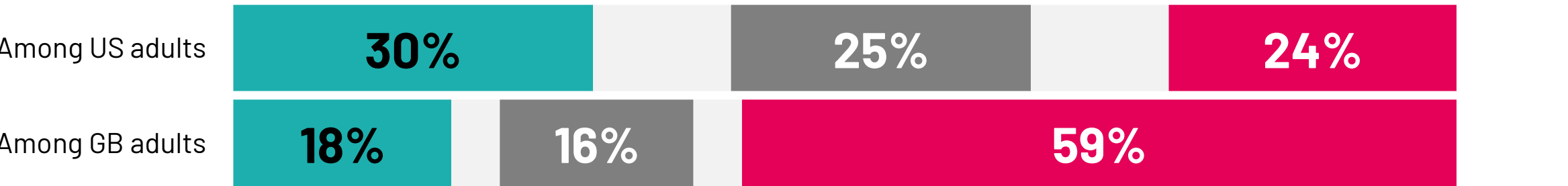


A majority of British adults think Great Britain would be worse off, if it was more like America

Do you think America would be better off or worse off if it was more like Great Britain, or would it make no difference?



Do you think Great Britain would be better off or worse off if it was more like America, or would it make no difference?

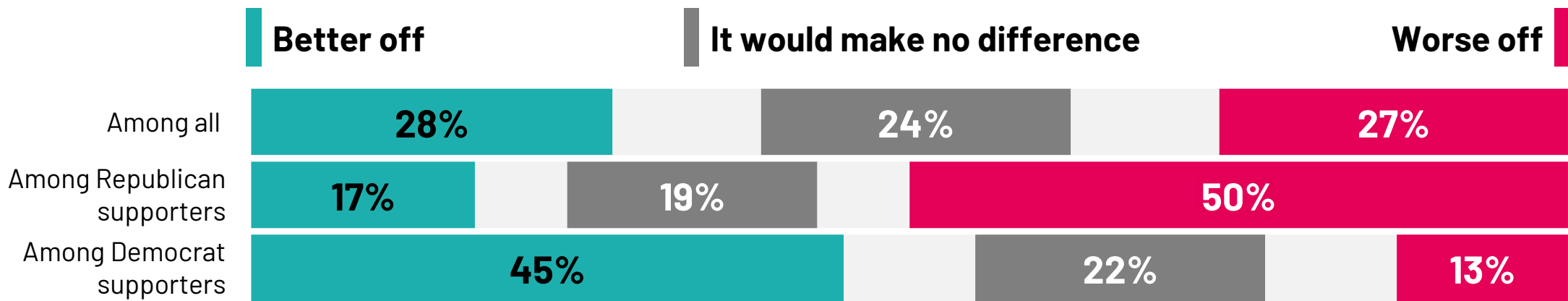


Base: 1,146 Online US adults aged 18+, 10-14 July 2026
Base: 1,138 Online British adults aged 18+, 10-13 July 2026

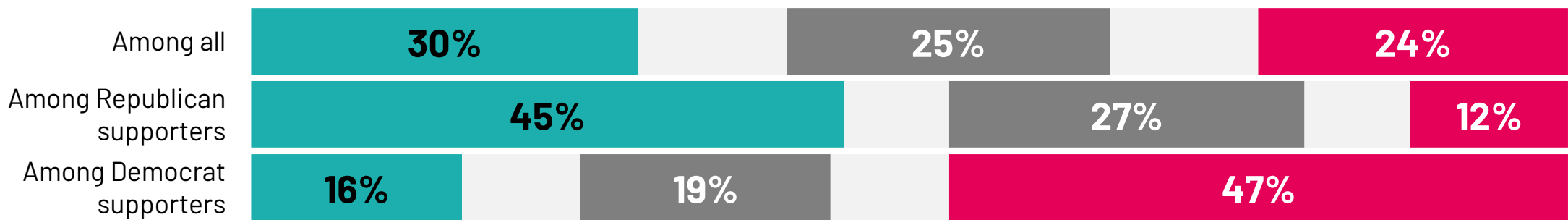


Democrats think America would be better off if it was more like Great Britain while half of Republicans think America would be worse off. Republicans tend to think Great Britain would be better of it was more like America, while Democrats think it would be worse off

Do you think America would be better off or worse off if it was more like Great Britain, or would it make no difference?



Do you think Great Britain would be better off or worse off if it was more like America, or would it make no difference?

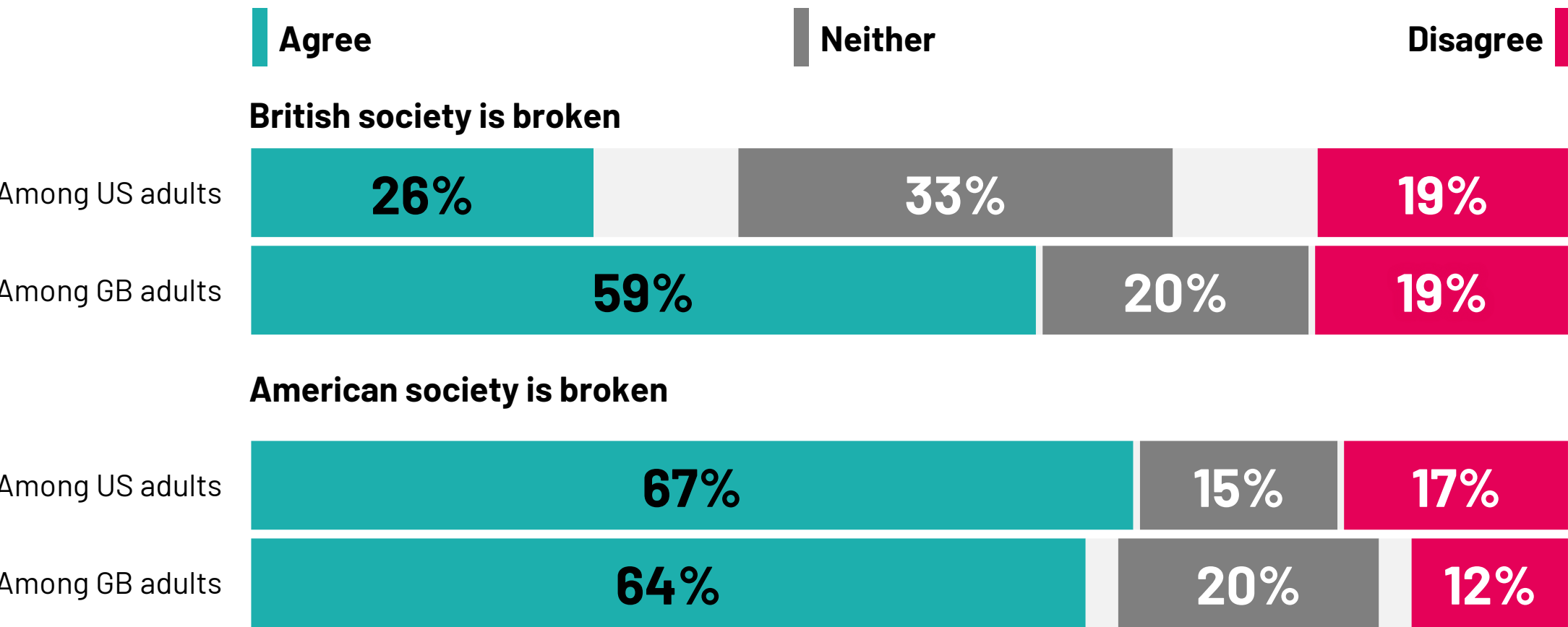


Base: 1,146 Online US adults aged 18+, including (325) Republican supporters and (361) Democrat supporters 10-14 July 2026



Around two-thirds of US and British adults think that American society is broken

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

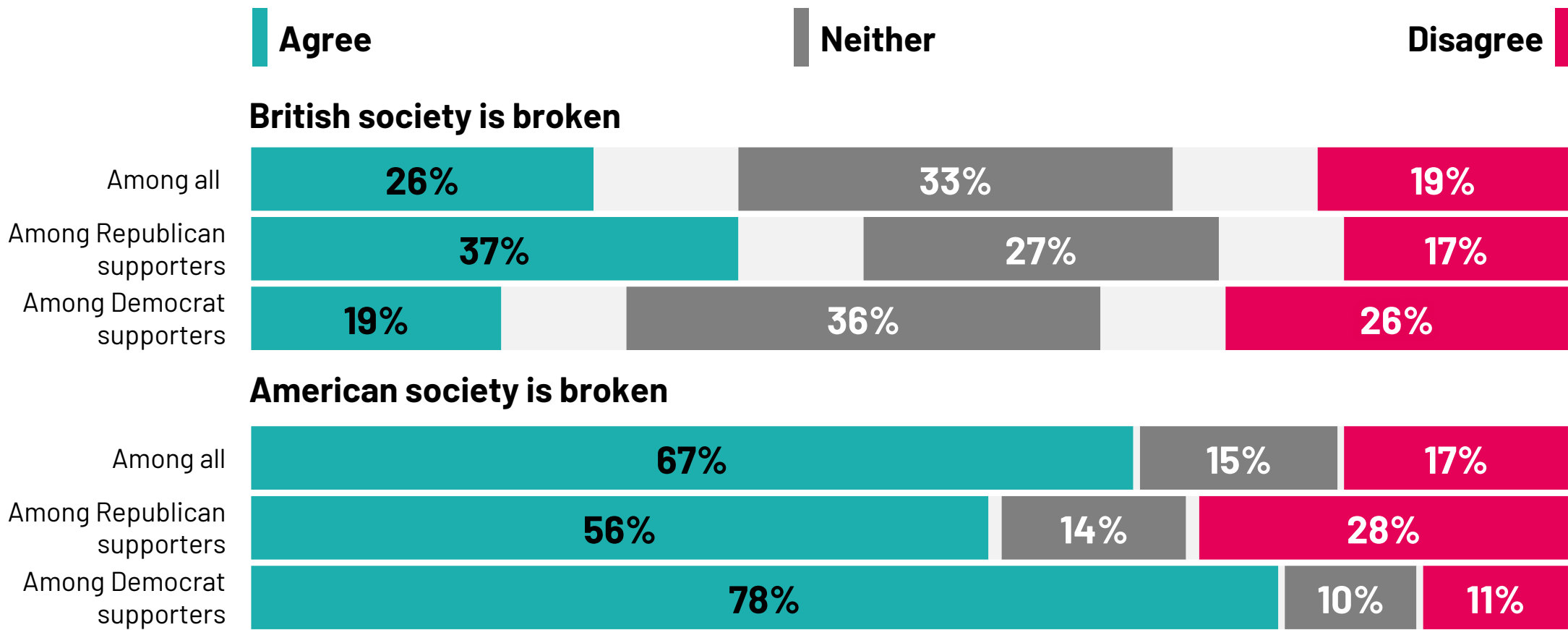


Base: 1,146 Online US adults aged 18+, 10-14 July 2026
Base: 1,138 Online British adults aged 18+, 10-13 July 2026



Republicans are more likely than Democrats to think British society is broken, whilst over three quarters of Democrats think American society is broken

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



Base: 1,146 Online US adults aged 18+, including (325) Republican supporters and (361) Democrat supporters 10-14 July 2026



July 2026 Political Polling

For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Senior Research Executive

ben.roff@ipsos.com