

Ipsos Political Monitor - October 2026

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

23 Oct 2026

Base : All

|                                | Total (W'td) | Likelihood to vote<br>(General Election) |                                                                |                                    |            |            |            |            |                | Gender     |            | Age        |            |            |            | Social grade |            |            |            |            |            | Ethnicity  |            | UnWgt<br>Total |                         |
|--------------------------------|--------------|------------------------------------------|----------------------------------------------------------------|------------------------------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|------------|----------------|-------------------------|
|                                |              | Always<br>usually<br>depends             | Always<br>usually<br>depends<br>AND<br>9/10<br>like-<br>lihood | (10)<br>Absol-<br>utely<br>certain | (6 to 10)  | (7 to 10)  | (8 to 10)  | (9 to 10)  | Would NOT vote | Men        | Women      |            |            |            |            |              | AB         | C1         | C2         | DE         | ABC1       | C2DE       | White      |                | Ethnic<br>minor-<br>ity |
|                                |              |                                          |                                                                |                                    |            |            |            |            |                |            |            |            |            |            |            |              |            |            |            |            |            |            |            |                |                         |
| Unweighted Total               | 1109         | 895                                      | 747                                                            | 686                                | 902        | 879        | 825        | 765        | 70             | 491        | 603        | 286        | 269        | 284        | 270        | 288          | 379        | 160        | 146        | 667        | 306        | 950        | 128        | 1109           |                         |
| Weighted Total                 | 1109         | 879                                      | 722                                                            | 663                                | 886        | 858        | 796        | 740        | 72             | 522        | 570        | 311        | 254        | 272        | 271        | 252          | 316        | 200        | 242        | 568        | 442        | 920        | 155        | 1109           |                         |
| <b>Total voting (sub-base)</b> | <b>891</b>   | <b>791</b>                               | <b>682</b>                                                     | <b>626</b>                         | <b>805</b> | <b>788</b> | <b>740</b> | <b>697</b> | <b>10</b>      | <b>439</b> | <b>436</b> | <b>244</b> | <b>187</b> | <b>225</b> | <b>235</b> | <b>221</b>   | <b>269</b> | <b>154</b> | <b>175</b> | <b>490</b> | <b>329</b> | <b>739</b> | <b>128</b> | <b>912</b>     |                         |
| Conservative                   | 208          | 192                                      | 165                                                            | 143                                | 190        | 187        | 176        | 166        | 1              | 95         | 112        | 23         | 32         | 60         | 92         | 48           | 61         | 44         | 41         | 109        | 84         | 190        | 18         | 206            |                         |
|                                | 23%          | 24%                                      | 24%                                                            | 23%                                | 24%        | 24%        | 24%        | 24%        | 13%            | 22%        | 26%        | 9%         | 17%        | 27%        | 39%        | 22%          | 23%        | 28%        | 23%        | 22%        | 26%        | 24%        | 14%        | 23%            |                         |
| Labour                         | 291          | 254                                      | 222                                                            | 193                                | 261        | 252        | 235        | 225        | 4              | 145        | 135        | 89         | 81         | 65         | 56         | 82           | 85         | 43         | 58         | 167        | 101        | 214        | 66         | 312            |                         |
|                                | 33%          | 32%                                      | 32%                                                            | 31%                                | 32%        | 32%        | 32%        | 32%        | 38%            | 33%        | 31%        | 36%        | 43%        | 29%        | 24%        | 37%          | 31%        | 28%        | 33%        | 34%        | 31%        | 29%        | 51%        | 34%            |                         |
| Reform UK                      | 179          | 157                                      | 135                                                            | 137                                | 161        | 160        | 150        | 141        | 1              | 110        | 68         | 41         | 27         | 60         | 51         | 30           | 47         | 51         | 37         | 77         | 87         | 168        | 5          | 172            |                         |
|                                | 20%          | 20%                                      | 20%                                                            | 22%                                | 20%        | 20%        | 20%        | 20%        | 14%            | 25%        | 16%        | 17%        | 14%        | 27%        | 22%        | 13%          | 17%        | 33%        | 21%        | 16%        | 26%        | 23%        | 4%         | 19%            |                         |
| Liberal Democrats (Lib Dem)    | 77           | 68                                       | 59                                                             | 52                                 | 70         | 67         | 64         | 59         | -              | 30         | 47         | 27         | 15         | 14         | 21         | 25           | 28         | 8          | 13         | 53         | 21         | 63         | 12         | 83             |                         |
|                                | 9%           | 9%                                       | 9%                                                             | 8%                                 | 9%         | 8%         | 9%         | 8%         | -8             | 7%         | 11%        | 11%        | 8%         | 6%         | 9%         | 11%          | 10%        | 5%         | 7%         | 11%        | 6%         | 8%         | 9%         | 9%             |                         |
| Scottish National Party (SNP)  | 22           | 22                                       | 20                                                             | 20                                 | 22         | 22         | 22         | 20         | -              | 16         | 6          | 10         | 2          | 4          | 6          | 6            | 10         | 1          | 2          | 16         | 3          | 22         | *          | 25             |                         |
|                                | 2%           | 3%                                       | 3%                                                             | 3%                                 | 3%         | 3%         | 3%         | 3%         | -8             | 4%         | 1%         | 4%         | 7%         | 2%         | 3%         | 3%           | 4%         | 1%         | 1%         | 3%         | 1%         | 3%         | *          | 3%             |                         |
| Plaid Cymru                    | 5            | 4                                        | 3                                                              | 2                                  | 5          | 5          | 5          | 3          | -              | 3          | 2          | 3          | *          | 1          | 1          | 1            | 3          | -          | 1          | 3          | 1          | 4          | 1          | 7              |                         |
|                                | 1%           | 1%                                       | *                                                              | *                                  | 1%         | 1%         | 1%         | *          | -8             | 1%         | *          | 1%         | *          | *          | *          | *            | 1%         | -          | 1%         | 1%         | *          | 1%         | 1%         | 1%             |                         |
| Green Party                    | 78           | 65                                       | 57                                                             | 57                                 | 69         | 69         | 65         | 62         | 1              | 25         | 49         | 46         | 21         | 9          | 2          | 25           | 27         | 5          | 9          | 52         | 13         | 50         | 24         | 75             |                         |
|                                | 9%           | 8%                                       | 8%                                                             | 9%                                 | 9%         | 9%         | 9%         | 9%         | 10%            | 6%         | 11%        | 19%        | 11%        | 4%         | 1%         | 11%          | 10%        | 3%         | 5%         | 11%        | 4%         | 7%         | 19%        | 8%             |                         |
| Alba Party                     | -            | -                                        | -                                                              | -                                  | -          | -          | -          | -          | -              | -          | -          | -          | -          | -          | -          | -            | -          | -          | -          | -          | -          | -          | -          | -              |                         |
|                                | -            | -                                        | -                                                              | -                                  | -          | -          | -          | -          | -8             | -          | -          | -          | -          | -          | -          | -            | -          | -          | -          | -          | -          | -          | -          | -              |                         |
| Independent candidate          | 1            | 1                                        | 1                                                              | 1                                  | 1          | 1          | 1          | 1          | -              | -          | 1          | -          | 1          | 1          | -          | -            | -          | 1          | 1          | -          | 1          | 1          | -          | 2              |                         |
|                                | *            | *                                        | *                                                              | *                                  | *          | *          | *          | *          | -8             | -          | *          | -          | *          | *          | *          | -            | -          | *          | *          | *          | *          | *          | -          | *              |                         |
| Restore Britain                | 29           | 25                                       | 20                                                             | 21                                 | 26         | 26         | 22         | 21         | 2              | 14         | 15         | 4          | 8          | 11         | 6          | 3            | 9          | 3          | 13         | 12         | 15         | 26         | 1          | 28             |                         |
|                                | 3%           | 3%                                       | 3%                                                             | 3%                                 | 3%         | 3%         | 3%         | 3%         | 25%            | 3%         | 4%         | 2%         | 4%         | 5%         | 3%         | 1%           | 3%         | 2%         | 7%         | 3%         | 5%         | 4%         | 1%         | 3%             |                         |
| Other                          | 2            | 2                                        | -                                                              | -                                  | -          | -          | -          | -          | -              | 1          | 1          | -          | 1          | -          | 1          | 1            | -          | -          | 1          | 1          | 1          | 1          | 1          | 2              |                         |
|                                | *            | *                                        | -                                                              | -                                  | -          | -          | -          | -          | -8             | *          | *          | -          | 1%         | -          | *          | 1%           | -          | -          | 1%         | *          | *          | *          | 1%         | *              |                         |
| Would not vote                 | 110          | 17                                       | 1                                                              | 4                                  | 5          | 5          | 5          | 4          | 60             | 38         | 72         | 43         | 34         | 23         | 10         | 10           | 27         | 21         | 36         | 37         | 57         | 93         | 11         | 100            |                         |
|                                | 10%          | 2%                                       | *                                                              | 1%                                 | 1%         | 1%         | 1%         | 1%         | 83%            | 7%         | 13%        | 14%        | 13%        | 8%         | 4%         | 4%           | 9%         | 11%        | 15%        | 7%         | 13%        | 10%        | 7%         | 9%             |                         |
| Undecided                      | 94           | 62                                       | 31                                                             | 25                                 | 67         | 57         | 43         | 31         | 1              | 38         | 56         | 22         | 24         | 23         | 25         | 21           | 19         | 19         | 26         | 40         | 45         | 78         | 12         | 81             |                         |
|                                | 9%           | 7%                                       | 4%                                                             | 8%                                 | 7%         | 5%         | 4%         | 4%         | 2%             | 7%         | 10%        | 7%         | 10%        | 9%         | 9%         | 8%           | 6%         | 9%         | 11%        | 7%         | 10%        | 8%         | 8%         | 7%             |                         |
| Prefer not to say              | 14           | 9                                        | 8                                                              | 8                                  | 8          | 8          | 8          | 8          | 1              | 7          | 6          | 2          | 9          | 1          | 1          | -            | 1          | 5          | 5          | 1          | 10         | 9          | 4          | 16             |                         |
|                                | 1%           | 1%                                       | 1%                                                             | 1%                                 | 1%         | 1%         | 1%         | 1%         | 1%             | 1%         | 1%         | 1%         | 4%         | *          | 1%         | -            | *          | 3%         | 2%         | *          | 2%         | 1%         | 3%         | 1%             |                         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All

| Total (Weighted) | Voting |              |                             |           |             | Working status |                            | Government |                | Work sector |         | Tenure    |                 |                |               |        |                       |                   | ONS Regions                    |                    |                 |          |      |       |     | Past vote (2024 General Election) |           |     |                  |                                       |         | Qualifications |         |      | UnW Tot. |
|------------------|--------|--------------|-----------------------------|-----------|-------------|----------------|----------------------------|------------|----------------|-------------|---------|-----------|-----------------|----------------|---------------|--------|-----------------------|-------------------|--------------------------------|--------------------|-----------------|----------|------|-------|-----|-----------------------------------|-----------|-----|------------------|---------------------------------------|---------|----------------|---------|------|----------|
|                  | Labour | Conservative | Liberal Democrats (Lib Dem) | Reform UK | Green Party | Full-time      | Not full-time/ Not working | Satis-fied | Dis-satis-fied | Public      | Private | Mort gage | Owned out-right | Private renter | Social renter | Renter | Total owner occup ier | North excl. Scot. | Mid-lands (incl. E of England) | South excl. London | Grea-ter London | Eng-land | Scot | Wales | Lab | Con                               | Reform UK | LD  | Oth incl. LD,Grn | Did not vote/ not eligible/ too young | No qual | Other qual     | Degree+ |      |          |
| 1109             | 312    | 206          | 83                          | 172       | 75          | 452            | 627                        | 277        | 691            | 265         | 655     | 373       | 426             | 122            | 142           | 264    | 799                   | 281               | 295                            | 256                | 118             | 950      | 94   | 65    | 245 | 177                               | 112       | 110 | 206              | 159                                   | 144     | 594            | 356     | 1109 |          |
| 1109             | 291    | 208          | 77                          | 179       | 78          | 503            | 595                        | 257        | 736            | 243         | 713     | 356       | 417             | 134            | 156           | 291    | 773                   | 265               | 296                            | 254                | 142             | 957      | 98   | 54    | 216 | 190                               | 117       | 99  | 194              | 171                                   | 178     | 590            | 324     | 1109 |          |
| 891              | 291    | 208          | 77                          | 179       | 78          | 411            | 475                        | 235        | 573            | 200         | 579     | 289       | 363             | 102            | 108           | 210    | 651                   | 213               | 224                            | 216                | 126             | 780      | 67   | 45    | 192 | 165                               | 107       | 96  | 181              | 93                                    | 120     | 478            | 280     | 912  |          |
| 208              | -      | 208          | -                           | -         | -           | 74             | 133                        | 15         | 179            | 39          | 137     | 55        | 122             | 14             | 13            | 27     | 176                   | 43                | 65                             | 55                 | 22              | 184      | 9    | 14    | 11  | 121                               | 17        | 16  | 16               | 23                                    | 39      | 117            | 50      | 206  |          |
| 23%              | -      | 100%         | -s                          | -         | -s          | 18%            | 28%                        | 6%         | 31%            | 20%         | 24%     | 19%       | 34%             | 13%            | 12%           | 13%    | 27%                   | 20%               | 29%                            | 25%                | 17%             | 24%      | 13%  | 32%   | 6%  | 73%                               | 16%       | 17% | 9%               | 25%                                   | 32%     | 24%            | 18%     | 23%  |          |
| 291              | 291    | -            | -                           | -         | -           | 144            | 146                        | 167        | 84             | 84          | 178     | 113       | 93              | 39             | 33            | 72     | 206                   | 84                | 72                             | 67                 | 43              | 266      | 16   | 8     | 135 | 12                                | 6         | 22  | 56               | 28                                    | 29      | 132            | 121     | 312  |          |
| 33%              | 100%   | -            | -s                          | -         | -s          | 35%            | 31%                        | 71%        | 15%            | 42%         | 31%     | 39%       | 26%             | 39%            | 31%           | 34%    | 32%                   | 40%               | 32%                            | 31%                | 34%             | 34%      | 24%  | 19%   | 71% | 7%                                | 5%        | 23% | 31%              | 30%                                   | 24%     | 28%            | 43%     | 34%  |          |
| 179              | -      | -            | -                           | -         | 179         | 81             | 96                         | 6          | 169            | 28          | 121     | 44        | 80              | 15             | 36            | 51     | 124                   | 47                | 47                             | 44                 | 17              | 156      | 11   | 12    | 10  | 31                                | 67        | 9   | 12               | 26                                    | 34      | 121            | 23      | 172  |          |
| 20%              | -      | -            | -s                          | 100%      | -s          | 20%            | 20%                        | 2%         | 29%            | 14%         | 21%     | 15%       | 22%             | 14%            | 34%           | 24%    | 19%                   | 22%               | 21%                            | 20%                | 14%             | 20%      | 17%  | 27%   | 5%  | 19%                               | 63%       | 9%  | 7%               | 28%                                   | 29%     | 25%            | 8%      | 19%  |          |
| 77               | -      | 77           | -                           | -         | -           | 34             | 43                         | 19         | 47             | 21          | 49      | 24        | 32              | 8              | 7             | 14     | 55                    | 12                | 21                             | 23                 | 18              | 74       | 1    | 2     | 15  | 1                                 | -         | 34  | 35               | 7                                     | 7       | 34             | 36      | 83   |          |
| 9%               | -      | 100%         | -                           | -         | -s          | 8%             | 9%                         | 8%         | 8%             | 10%         | 8%      | 8%        | 9%              | 7%             | 6%            | 7%     | 8%                    | 6%                | 9%                             | 11%                | 14%             | 9%       | 1%   | 4%    | 8%  | 1%                                | -         | 35% | 20%              | 7%                                    | 6%      | 7%             | 13%     | 9%   |          |
| 22               | -      | -            | -                           | -         | -           | 7              | 15                         | 8          | 10             | 7           | 13      | 13        | 6               | 2              | 2             | 3      | 18                    | -                 | -                              | -                  | -               | -        | 22   | -     | 3   | -                                 | 1         | -   | 10               | 1                                     | 4       | 13             | 5       | 25   |          |
| 2%               | -      | -            | -s                          | -         | -s          | 2%             | 3%                         | 3%         | 2%             | 3%          | 2%      | 4%        | 2%              | 2%             | 2%            | 2%     | 3%                    | -                 | -                              | -                  | -               | -        | 33%  | -s    | 1%  | -                                 | 1%        | -   | 6%               | 1%                                    | 3%      | 3%             | 2%      | 3%   |          |
| 5                | -      | -            | -                           | -         | -           | 2              | 3                          | 2          | 2              | 1           | 3       | 1         | 1               | 3              | -             | 3      | 2                     | -                 | -                              | -                  | -               | -        | -    | 5     | *   | -                                 | -         | -   | -                | 1                                     | 1       | -              | 3       | 2    | 7        |
| 1%               | -      | -            | -s                          | -         | -s          | *              | 1%                         | 1%         | *              | *           | 1%      | *         | *               | 3%             | -             | 1%     | *                     | -                 | -                              | -                  | -               | -        | -s   | 11%   | *   | -                                 | -         | -   | 1%               | 1%                                    | -       | 1%             | 1%      | 1%   |          |
| 78               | -      | -            | -                           | -         | 78          | 56             | 21                         | 17         | 56             | 18          | 51      | 29        | 22              | 19             | 7             | 26     | 51                    | 13                | 14                             | 20                 | 23              | 70       | 6    | 1     | 11  | *                                 | -         | 14  | 47               | 5                                     | 2       | 35             | 38      | 75   |          |
| 9%               | -      | -            | -s                          | -         | 100%        | 14%            | 4%                         | 7%         | 10%            | 9%          | 9%      | 10%       | 6%              | 18%            | 7%            | 12%    | 8%                    | 6%                | 6%                             | 9%                 | 19%             | 9%       | 9%   | 3%    | 6%  | *                                 | -         | 14% | 26%              | 5%                                    | 2%      | 7%             | 14%     | 8%   |          |
| -                | -      | -            | -                           | -         | -           | -              | -                          | -          | -              | -           | -       | -         | -               | -              | -             | -      | -                     | -                 | -                              | -                  | -               | -        | -    | -     | -   | -                                 | -         | -   | -                | -                                     | -       | -              | -       | -    |          |
| -                | -      | -            | -s                          | -         | -s          | -              | -                          | -          | -              | -           | -       | -         | -               | -              | -             | -      | -                     | -                 | -                              | -                  | -               | -        | -s   | -s    | -   | -                                 | -         | -   | -                | -                                     | -       | -              | -       | -    |          |
| 1                | -      | -            | -                           | -         | -           | -              | 1                          | -          | 1              | -           | 1       | 1         | -               | -              | 1             | 1      | 1                     | -                 | 1                              | 1                  | -               | 1        | -    | -     | 1   | -                                 | -         | -   | -                | -                                     | -       | 1              | -       | 2    |          |
| *                | -      | -            | -s                          | -         | -s          | *              | *                          | *          | *              | *           | *       | *         | *               | *              | *             | *      | *                     | -                 | *                              | *                  | *               | *        | *    | -s    | -s  | *                                 | -         | -   | -                | -                                     | -       | -              | -       | -    | *        |
| 29               | -      | -            | -                           | -         | -           | 14             | 15                         | 2          | 24             | 2           | 26      | 10        | 6               | 4              | 9             | 13     | 16                    | 13                | 4                              | 6                  | 3               | 26       | 2    | 1     | 6   | *                                 | 15        | 1   | 3                | 2                                     | 5       | 21             | 4       | 28   |          |
| 3%               | -      | -            | -s                          | -         | -s          | 3%             | 3%                         | 1%         | 4%             | 1%          | 5%      | 3%        | 2%              | 4%             | 9%            | 6%     | 2%                    | 6%                | 2%                             | 3%                 | 2%              | 3%       | 4%   | 3%    | 3%  | *                                 | 14%       | 1%  | 1%               | 3%                                    | 4%      | 4%             | 1%      | 3%   |          |
| 2                | -      | -            | -                           | -         | -           | -              | 2                          | -          | 1              | -           | -       | -         | 1               | -              | -             | -      | 1                     | 1                 | -                              | 1                  | -               | 2        | -    | -     | -   | -                                 | -         | -   | -                | -                                     | -       | 1              | 1       | 2    |          |
| *                | -      | -            | -s                          | -         | -s          | *              | *                          | -          | *              | -           | -       | -         | -               | -              | -             | -      | -                     | 1%                | -                              | -                  | 1%              | -        | -s   | -s    | -   | -                                 | -         | -   | -                | -                                     | -       | -              | *       | *    |          |
| 110              | -      | -            | -                           | -         | -           | 48             | 60                         | 11         | 88             | 20          | 70      | 25        | 25              | 19             | 33            | 52     | 49                    | 23                | 39                             | 18                 | 7               | 87       | 22   | 1     | 7   | 3                                 | 3         | 1   | 4                | 58                                    | 23      | 70             | 14      | 100  |          |
| 10%              | -      | -            | -s                          | -         | -s          | 10%            | 10%                        | 4%         | 12%            | 8%          | 10%     | 7%        | 6%              | 14%            | 21%           | 18%    | 6%                    | 9%                | 13%                            | 7%                 | 5%              | 9%       | 22%  | 2%    | 3%  | 2%                                | 2%        | 1%  | 2%               | 34%                                   | 13%     | 12%            | 4%      | 9%   |          |
| 94               | -      | -            | -                           | -         | -           | 39             | 54                         | 11         | 69             | 24          | 56      | 40        | 28              | 7              | 13            | 21     | 68                    | 23                | 29                             | 19                 | 9               | 81       | 6    | 7     | 13  | 22                                | 8         | 2   | 9                | 19                                    | 29      | 37             | 28      | 81   |          |
| 9%               | -      | -            | -s                          | -         | -s          | 8%             | 9%                         | 4%         | 9%             | 10%         | 8%      | 11%       | 7%              | 5%             | 8%            | 7%     | 9%                    | 9%                | 10%                            | 7%                 | 7%              | 8%       | 6%   | 14%   | 6%  | 11%                               | 6%        | 2%  | 5%               | 11%                                   | 16%     | 6%             | 9%      | 7%   |          |
| 14               | -      | -            | -                           | -         | -           | 4              | 6                          | *          | 7              | -           | 8       | 3         | 1               | 6              | 2             | 8      | 5                     | 5                 | 4                              | *                  | -               | 10       | 3    | 1     | 4   | 1                                 | -         | -   | *                | -                                     | 6       | 6              | 2       | 16   |          |
| 1%               | -      | -            | -s                          | -         | -s          | 1%             | 1%                         | *          | 1%             | -           | 1%      | 1%        | *               | 4%             | 1%            | 3%     | 1%                    | 2%                | 1%                             | *                  | -               | 1%       | 3%   | 1%    | 2%  | *                                 | -         | -   | -                | -                                     | 4%      | 1%             | 1%      | 1%   |          |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 3  
V1AB/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

23 Oct 2026

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

|                               | Total (W'td)           | Likelihood to vote<br>(General Election)    |                          |           |           |           |           |                |     | Gender |       | Age   |       |     |     | Social grade |     |     |      |      |       | Ethnicity        |       | UnWgt Total |
|-------------------------------|------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|-----|--------|-------|-------|-------|-----|-----|--------------|-----|-----|------|------|-------|------------------|-------|-------------|
|                               |                        |                                             |                          |           |           |           |           |                |     |        |       |       |       |     |     |              |     |     |      |      |       |                  |       |             |
|                               | Always usually depends | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men | Women  | 18-34 | 35-49 | 50-64 | 65+ | AB  | C1           | C2  | DE  | ABC1 | C2DE | White | Ethnic min-ority | Total |             |
| Unweighted Total              | 747                    | 747                                         | 747                      | 672       | 747       | 747       | 747       | 747            | -   | 357    | 379   | 141   | 170   | 208 | 228 | 223          | 281 | 102 | 78   | 504  | 180   | 667              | 63    | 747         |
| Weighted Total                | 722                    | 722                                         | 722                      | 647       | 722       | 722       | 722       | 722            | -   | 366    | 342   | 153   | 161   | 190 | 218 | 195          | 235 | 118 | 129  | 430  | 247   | 616              | 88    | 747         |
| Total voting (sub-base)       | 682                    | 682                                         | 682                      | 613       | 682       | 682       | 682       | 682            | -   | 348    | 320   | 148   | 145   | 182 | 207 | 187          | 222 | 115 | 117  | 408  | 232   | 586              | 82    | 709         |
| Conservative                  | 165                    | 165                                         | 165                      | 143       | 165       | 165       | 165       | 165            | -   | 78     | 87    | 13    | 26    | 46  | 80  | 44           | 51  | 34  | 25   | 95   | 60    | 152              | 14    | 168         |
| 24%                           | 24%                    | 24%                                         | 24%                      | 23%       | 24%       | 24%       | 24%       | 24%            | -s  | 22%    | 27%   | 9%    | 18%   | 25% | 39% | 24%          | 23% | 30% | 22%  | 23%  | 26%   | 26%              | 17%   | 24%         |
| Labour                        | 222                    | 222                                         | 222                      | 190       | 222       | 222       | 222       | 222            | -   | 111    | 102   | 59    | 58    | 54  | 51  | 68           | 72  | 26  | 44   | 140  | 70    | 174              | 37    | 240         |
| 32%                           | 32%                    | 32%                                         | 31%                      | 32%       | 32%       | 32%       | 32%       | 32%            | -s  | 32%    | 32%   | 40%   | 40%   | 30% | 25% | 36%          | 32% | 23% | 37%  | 34%  | 30%   | 30%              | 45%   | 34%         |
| Reform UK                     | 135                    | 135                                         | 135                      | 133       | 135       | 135       | 135       | 135            | -   | 86     | 49    | 20    | 20    | 52  | 44  | 23           | 35  | 40  | 27   | 58   | 68    | 132              | 2     | 135         |
| 20%                           | 20%                    | 20%                                         | 22%                      | 20%       | 20%       | 20%       | 20%       | 20%            | -s  | 25%    | 15%   | 13%   | 14%   | 29% | 21% | 12%          | 16% | 35% | 23%  | 14%  | 29%   | 23%              | 3%    | 19%         |
| Liberal Democrats (Lib Dem)   | 59                     | 59                                          | 59                       | 52        | 59        | 59        | 59        | 59             | -   | 25     | 34    | 14    | 13    | 12  | 20  | 19           | 24  | 7   | 8    | 43   | 15    | 46               | 11    | 66          |
| 9%                            | 9%                     | 9%                                          | 9%                       | 9%        | 9%        | 9%        | 9%        | 9%             | -s  | 7%     | 11%   | 10%   | 9%    | 6%  | 10% | 10%          | 11% | 6%  | 7%   | 11%  | 6%    | 8%               | 14%   | 9%          |
| Scottish National Party (SNP) | 20                     | 20                                          | 20                       | 20        | 20        | 20        | 20        | 20             | -   | 16     | 4     | 9     | 2     | 4   | 6   | 6            | 10  | 1   | 2    | 16   | 3     | 20               | *     | 23          |
| 3%                            | 3%                     | 3%                                          | 3%                       | 3%        | 3%        | 3%        | 3%        | 3%             | -s  | 5%     | 1%    | 6%    | 7%    | 2%  | 3%  | 3%           | 4%  | 1%  | 2%   | 4%   | 1%    | 3%               | *     | 3%          |
| Plaid Cymru                   | 3                      | 3                                           | 3                        | 2         | 3         | 3         | 3         | 3              | -   | *      | 2     | 1     | *     | 1   | 1   | 1            | 2   | -   | 2    | -    | -     | 3                | -     | 5           |
| *                             | *                      | *                                           | *                        | *         | *         | *         | *         | *              | -s  | *      | 1%    | 1%    | *     | *   | *   | *            | 1%  | -   | -s   | 1%   | -     | *                | -s    | 1%          |
| Green Party                   | 57                     | 57                                          | 57                       | 53        | 57        | 57        | 57        | 57             | -   | 20     | 33    | 30    | 18    | 7   | 2   | 23           | 21  | 3   | 4    | 44   | 7     | 42               | 16    | 53          |
| 8%                            | 8%                     | 8%                                          | 9%                       | 8%        | 8%        | 8%        | 8%        | 8%             | -s  | 6%     | 10%   | 20%   | 12%   | 4%  | 1%  | 12%          | 10% | 3%  | 4%   | 11%  | 3%    | 7%               | 19%   | 7%          |
| Alba Party                    | -                      | -                                           | -                        | -         | -         | -         | -         | -              | -   | -      | -     | -     | -     | -   | -   | -            | -   | -   | -    | -    | -     | -                | -     | -           |
| -                             | -                      | -                                           | -                        | -         | -         | -         | -         | -              | -s  | -      | -     | -     | -     | -   | -   | -            | -   | -   | -s   | -    | -     | -                | -s    | -           |
| Independent candidate         | 1                      | 1                                           | 1                        | 1         | 1         | 1         | 1         | 1              | -   | -      | 1     | -     | 1     | -   | -   | -            | -   | 1   | -    | -    | 1     | 1                | -     | 1           |
| *                             | *                      | *                                           | *                        | *         | *         | *         | *         | *              | -s  | -      | *     | -     | *     | -   | -   | -            | -   | *   | -    | -    | *     | *                | -s    | *           |
| Restore Britain               | 20                     | 20                                          | 20                       | 20        | 20        | 20        | 20        | 20             | -   | 11     | 9     | 3     | 6     | 7   | 4   | 3            | 8   | 3   | 6    | 10   | 9     | 17               | 1     | 18          |
| 3%                            | 3%                     | 3%                                          | 3%                       | 3%        | 3%        | 3%        | 3%        | 3%             | -s  | 3%     | 3%    | 2%    | 4%    | 4%  | 2%  | 1%           | 3%  | 2%  | 5%   | 3%   | 4%    | 3%               | 2%    | 3%          |
| Other                         | -                      | -                                           | -                        | -         | -         | -         | -         | -              | -   | -      | -     | -     | -     | -   | -   | -            | -   | -   | -    | -    | -     | -                | -     | -           |
| -                             | -                      | -                                           | -                        | -         | -         | -         | -         | -              | -s  | -      | -     | -     | -     | -   | -   | -            | -   | -   | -s   | -    | -     | -                | -s    | -           |
| Would not vote                | 1                      | 1                                           | 1                        | 1         | 1         | 1         | 1         | 1              | -   | *      | *     | 1     | -     | -   | -   | *            | -   | -   | *    | *    | *     | 1                | -     | 2           |
| *                             | *                      | *                                           | *                        | *         | *         | *         | *         | *              | -s  | *      | *     | *     | -     | -   | -   | *            | -   | -   | *    | *    | *     | *                | -s    | *           |
| Undecided                     | 31                     | 31                                          | 31                       | 25        | 31        | 31        | 31        | 31             | -   | 12     | 20    | 4     | 9     | 8   | 11  | 8            | 12  | -   | 8    | 21   | 8     | 24               | 3     | 29          |
| 4%                            | 4%                     | 4%                                          | 4%                       | 4%        | 4%        | 4%        | 4%        | 4%             | -s  | 3%     | 6%    | 2%    | 6%    | 4%  | 5%  | 4%           | 5%  | -   | 6%   | 5%   | 3%    | 4%               | 3%    | 4%          |
| Prefer not to say             | 8                      | 8                                           | 8                        | 8         | 8         | 8         | 8         | 8              | -   | 6      | 2     | -     | 7     | 1   | 1   | -            | 1   | 4   | 3    | 1    | 7     | 5                | 3     | 7           |
| 1%                            | 1%                     | 1%                                          | 1%                       | 1%        | 1%        | 1%        | 1%        | 1%             | -s  | 2%     | 1%    | -     | 4%    | *   | *   | -            | *   | 3%  | 2%   | *    | 3%    | 1%               | 3%    | 1%          |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

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

| Total<br>(Weighted) | Voting      |              |                                   |             |             | Working status |                                    | Government     |                    | Work sector |            | Tenure        |                        |                   |                  |           |                                 |                         | ONS Regions                           |                          |                        |              |           |           |            | Past vote<br>(2024 General Election) |           |           |                         |                                             |           | Qualifications |            |            | UnW<br>Tot. |          |
|---------------------|-------------|--------------|-----------------------------------|-------------|-------------|----------------|------------------------------------|----------------|--------------------|-------------|------------|---------------|------------------------|-------------------|------------------|-----------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|-----------|-----------|------------|--------------------------------------|-----------|-----------|-------------------------|---------------------------------------------|-----------|----------------|------------|------------|-------------|----------|
|                     | Labour      | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK   | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-satis-<br>fied | Public      | Private    | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter    | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot      | Wales     | Lab        | Con                                  | Reform UK | LD        | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual   | Other qual     | Degree+    |            |             |          |
| 747                 | 240         | 168          | 66                                | 135         | 53          | 315            | 422                                | 215            | 452                | 197         | 446        | 258           | 336                    | 76                | 55               | 131       | 594                             | 184                     | 186                                   | 183                      | 80                     | 633          | 67        | 47        | 208        | 145                                  | 93        | 88        | 162                     | 42                                          | 91        | 378            | 270        | 747        |             |          |
| 722                 | 222         | 165          | 59                                | 135         | 57          | 338            | 381                                | 205            | 455                | 174         | 469        | 250           | 313                    | 81                | 57               | 138       | 563                             | 173                     | 176                                   | 175                      | 98                     | 622          | 63        | 37        | 180        | 150                                  | 93        | 78        | 148                     | 41                                          | 102       | 357            | 252        | 747        |             |          |
| 682                 | 222         | 165          | 59                                | 135         | 57          | 321            | 360                                | 198            | 428                | 161         | 445        | 235           | 303                    | 75                | 51               | 126       | 538                             | 157                     | 168                                   | 170                      | 94                     | 589          | 57        | 37        | 169        | 143                                  | 91        | 77        | 146                     | 37                                          | 93        | 340            | 238        | 709        |             |          |
| 165<br>24%          | -           | 165<br>100%  | -s                                | -           | -s          | 57<br>18%      | 109<br>30%                         | 13<br>6%       | 143<br>33%         | 30<br>19%   | 111<br>25% | 46<br>19%     | 99<br>33%              | 9<br>12%          | 7<br>14%         | 16<br>13% | 145<br>27%                      | 34<br>21%               | 49<br>29%                             | 43<br>25%                | 18<br>19%              | 144<br>24%   | 9<br>15%  | 13<br>34% | 11<br>7%   | 105<br>74%                           | 93<br>15% | 88<br>14% | 162<br>14%              | 42<br>8%                                    | 91<br>33% | 378<br>29%     | 270<br>28% | 747<br>16% |             |          |
| 222<br>32%          | 222<br>100% | -            | -s                                | -           | -s          | 117<br>36%     | 104<br>29%                         | 147<br>74%     | 46<br>11%          | 72<br>45%   | 135<br>30% | 88<br>37%     | 82<br>27%              | 31<br>41%         | 12<br>24%        | 43<br>34% | 169<br>32%                      | 58<br>37%               | 55<br>33%                             | 59<br>35%                | 28<br>30%              | 201<br>34%   | 13<br>23% | 8<br>21%  | 121<br>71% | 9<br>7%                              | 3<br>3%   | 18<br>38% | 3<br>26%                | 9<br>25%                                    | 18<br>19% | 90<br>26%      | 107<br>45% | 240<br>34% |             |          |
| 135<br>20%          | -           | -            | -                                 | 135<br>100% | -s          | 59<br>18%      | 76<br>21%                          | -              | 133<br>31%         | 18<br>11%   | 93<br>21%  | 37<br>16%     | 68<br>22%              | 8<br>11%          | 21<br>41%        | 29<br>23% | 104<br>19%                      | 39<br>25%               | 38<br>23%                             | 28<br>17%                | 11<br>11%              | 116<br>20%   | 9<br>16%  | 11<br>30% | 9<br>5%    | 27<br>19%                            | 62<br>69% | 8<br>10%  | 11<br>7%                | 8<br>23%                                    | 31<br>33% | 86<br>25%      | 19<br>8%   | 135<br>19% |             |          |
| 59<br>9%            | -           | -            | 59<br>100%                        | -           | -s          | 26<br>8%       | 34<br>9%                           | 14<br>7%       | 37<br>9%           | 17<br>10%   | 36<br>8%   | 21<br>9%      | 25<br>8%               | 7<br>9%           | 4<br>7%          | 10<br>8%  | 46<br>9%                        | 10<br>7%                | 12<br>7%                              | 18<br>10%                | 17<br>18%              | 57<br>10%    | 1<br>4%   | 2<br>15%  | 1<br>9%    | -                                    | 27<br>35% | 28<br>19% | 4<br>10%                | 7<br>7%                                     | 26<br>8%  | 26<br>11%      | 66<br>9%   |            |             |          |
| 20<br>3%            | -           | -            | -s                                | -           | -s          | 6<br>2%        | 15<br>4%                           | 8<br>4%        | 8<br>2%            | 7<br>4%     | 11<br>3%   | 11<br>5%      | 6<br>2%                | 2<br>3%           | 2<br>3%          | 3<br>3%   | 17<br>3%                        | -                       | -                                     | -                        | -s                     | -            | 20<br>36% | -s        | 3<br>2%    | -                                    | -         | -         | -                       | 10<br>3%                                    | 1<br>4%   | 4<br>4%        | 13<br>4%   | 3<br>1%    | 23<br>3%    |          |
| 3<br>*              | -           | -            | -s                                | -           | -s          | 1<br>*         | 2<br>*                             | 1<br>*         | 1<br>*             | 1<br>*      | 1<br>*     | -             | 1<br>*                 | 2<br>*            | 2<br>*           | 1<br>*    | 3<br>*                          | -                       | -                                     | -                        | -s                     | -            | -         | 3<br>7%   | -          | -                                    | -         | -         | -                       | 1<br>-s                                     | -         | -              | 1<br>-s    | 1<br>*     | 5<br>1%     |          |
| 57<br>8%            | -           | -            | -s                                | -           | -s          | 45<br>14%      | 12<br>3%                           | 15<br>7%       | 38<br>9%           | 16<br>10%   | 38<br>9%   | 24<br>10%     | 18<br>6%               | 14<br>19%         | *                | 15<br>1%  | 43<br>12%                       | 11<br>8%                | 10<br>7%                              | 16<br>9%                 | 17<br>18%              | 54<br>9%     | 3<br>5%   | 1<br>3%   | 8<br>5%    | -                                    | 13<br>-s  | 44<br>30% | 2<br>5%                 | 2<br>5%                                     | 1<br>5%   | 4<br>3%        | 18<br>5%   | 34<br>14%  | 53<br>7%    |          |
| -                   | -           | -            | -                                 | -           | -s          | -              | -                                  | -              | -                  | -           | -          | -             | -                      | -s                | -s               | -         | -                               | -                       | -                                     | -                        | -s                     | -            | -s        | -s        | -          | -                                    | -         | -         | -                       | -                                           | -         | -              | -          | -          | -           |          |
| 1<br>*              | -           | -            | -s                                | -           | -s          | -              | 1<br>*                             | -              | 1<br>*             | -           | 1<br>*     | -             | -                      | -                 | 1<br>*           | 1<br>*    | -                               | -                       | -                                     | 1<br>*                   | -                      | 1<br>*       | -         | -s        | -s         | 1<br>*                               | -         | -         | -                       | -                                           | -         | -              | -          | 1<br>*     | -           | 1<br>*   |
| 20<br>3%            | -           | -            | -s                                | -           | -s          | 11<br>3%       | 9<br>2%                            | *              | 20<br>5%           | *           | 20<br>4%   | 9<br>4%       | 3<br>1%                | 3<br>4%           | 5<br>9%          | 8<br>6%   | 12<br>2%                        | 6<br>4%                 | 5<br>9%                               | 8<br>6%                  | 12<br>2%               | 4<br>4%      | 2<br>3%   | 5<br>3%   | 17<br>3%   | 2<br>4%                              | -         | 12<br>13% | 1<br>2%                 | 2<br>2%                                     | 1<br>1%   | 4<br>10%       | 6<br>6%    | 12<br>3%   | 3<br>1%     | 18<br>3% |
| -                   | -           | -            | -                                 | -           | -s          | -              | -                                  | -              | -                  | -           | -          | -             | -                      | -s                | -s               | -         | -                               | -                       | -                                     | -                        | -s                     | -            | -s        | -s        | -          | -                                    | -         | -         | -                       | -                                           | -         | -              | -          | -          | -           |          |
| 1<br>*              | -           | -            | -s                                | -           | -s          | -              | -                                  | -              | 1<br>*             | -           | -          | -             | -                      | -s                | 1<br>*           | -         | -                               | -                       | -                                     | -                        | -                      | -s           | -         | -s        | -s         | -                                    | -         | -         | -                       | 1<br>*                                      | -         | -              | -          | -          | -           | 2<br>*   |
| 31<br>4%            | -           | -            | -s                                | -           | -s          | 13<br>4%       | 18<br>5%                           | 7<br>4%        | 21<br>5%           | 12<br>7%    | 16<br>4%   | 13<br>5%      | 9<br>3%                | -s                | 6<br>10%         | 6<br>4%   | 22<br>4%                        | 13<br>7%                | 5<br>3%                               | 4<br>2%                  | 26<br>4%               | 5<br>8%      | -         | -         | 6<br>4%    | 7<br>5%                              | 2<br>2%   | 1<br>1%   | 2<br>1%                 | 4<br>10%                                    | 6<br>6%   | 12<br>3%       | 12<br>5%   | 29<br>4%   |             |          |
| 8<br>1%             | -           | -            | -s                                | -           | -s          | 4<br>1%        | 3<br>1%                            | -              | 5<br>1%            | -           | 7<br>2%    | 2<br>1%       | 1<br>*                 | 5<br>7%           | 1<br>1%          | 6<br>4%   | 2<br>*                          | 3<br>*                  | 3<br>2%                               | *                        | -                      | 6<br>1%      | 2<br>3%   | -         | -          | 4<br>2%                              | -         | -         | -                       | -                                           | -         | 3<br>3%        | 4<br>1%    | 1<br>1%    | 7<br>1%     |          |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

Base : All

|                               | Total (W'td)           | Likelihood to vote<br>(General Election)     |                           |           |           |           |           |                |       | Gender |       | Age   |       |     |     | Social grade |     |     |      |      |       | Ethnicity         |       | UnWgt Total |
|-------------------------------|------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|-------|--------|-------|-------|-------|-----|-----|--------------|-----|-----|------|------|-------|-------------------|-------|-------------|
|                               |                        |                                              |                           |           |           |           |           |                |       |        |       |       |       |     |     |              |     |     |      |      |       |                   |       |             |
|                               | Always usually depends | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men   | Women  | 18-34 | 35-49 | 50-64 | 65+ | AB  | C1           | C2  | DE  | ABC1 | C2DE | White | Ethnic min- ority | Total |             |
| Unweighted Total              | 1109                   | 895                                          | 747                       | 686       | 902       | 879       | 825       | 765            | 70    | 491    | 603   | 286   | 269   | 284 | 270 | 288          | 379 | 160 | 146  | 667  | 306   | 950               | 128   | 1109        |
| Weighted Total                | 1109                   | 879                                          | 722                       | 663       | 886       | 858       | 796       | 740            | 72    | 522    | 570   | 311   | 254   | 272 | 271 | 252          | 316 | 200 | 242  | 568  | 442   | 920               | 155   | 1109        |
| Conservative                  | 169                    | 164                                          | 149                       | 129       | 166       | 164       | 158       | 149            | -     | 77     | 91    | 16    | 27    | 47  | 80  | 41           | 47  | 37  | 31   | 88   | 68    | 152               | 17    | 168         |
|                               | 15%                    | 19%                                          | 21%                       | 20%       | 19%       | 19%       | 20%       | 20%            | -s    | 15%    | 16%   | 5%    | 10%   | 17% | 29% | 16%          | 15% | 19% | 13%  | 15%  | 15%   | 17%               | 11%   | 15%         |
| Labour                        | 254                    | 228                                          | 199                       | 175       | 230       | 224       | 210       | 202            | 2     | 129    | 114   | 82    | 69    | 55  | 48  | 75           | 71  | 33  | 52   | 146  | 85    | 187               | 56    | 275         |
|                               | 23%                    | 26%                                          | 28%                       | 26%       | 26%       | 26%       | 26%       | 27%            | 2%is  | 25%    | 20%   | 26%   | 27%   | 20% | 18% | 30%          | 22% | 17% | 21%  | 26%  | 19%   | 20%               | 36%   | 25%         |
| Liberal Democrats (Lib Dem)   | 59                     | 57                                           | 49                        | 43        | 58        | 55        | 53        | 49             | -     | 24     | 35    | 19    | 11    | 12  | 17  | 22           | 22  | 5   | 9    | 44   | 15    | 47                | 12    | 68          |
|                               | 5%                     | 6%                                           | 7%                        | 6%        | 7%        | 6%        | 7%        | 7%             | -s    | 5%     | 6%    | 6%    | 4%    | 4%  | 6%  | 9%           | 7%  | 3%  | 4%   | 8%   | 3%    | 5%                | 8%    | 6%          |
| Scottish National Party (SNP) | 20                     | 20                                           | 18                        | 18        | 20        | 20        | 20        | 18             | -     | 14     | 6     | 10    | 2     | 3   | 5   | 5            | 9   | 1   | 2    | 14   | 3     | 20                | *     | 23          |
|                               | 2%                     | 2%                                           | 3%                        | 3%        | 2%        | 2%        | 3%        | 2%             | -s    | 3%     | 1%    | 3%    | 1%    | 1%  | 2%  | 2%           | 3%  | *   | 1%   | 2%   | 1%    | 2%                | *     | 2%          |
| Plaid Cymru                   | 3                      | 2                                            | 2                         | 2         | 3         | 3         | 3         | 2              | -     | 1      | 1     | 2     | *     | -   | 1   | 1            | 2   | -   | -    | 3    | -     | 2                 | 1     | 5           |
|                               | *                      | *                                            | *                         | *         | *         | *         | *         | *              | -s    | *      | *     | 1%    | *     | -   | *   | *            | 1%  | -   | -    | *    | -     | *                 | 1%    | *           |
| Green Party                   | 59                     | 53                                           | 49                        | 52        | 56        | 56        | 55        | 52             | 1     | 19     | 36    | 33    | 16    | 8   | 2   | 21           | 24  | 4   | 3    | 45   | 6     | 40                | 16    | 56          |
|                               | 5%                     | 6%                                           | 7%                        | 8%        | 6%        | 6%        | 7%        | 7%             | 1%is  | 4%     | 6%    | 11%   | 6%    | 3%  | 1%  | 8%           | 8%  | 2%  | 1%   | 8%   | 1%    | 4%                | 10%   | 5%          |
| Reform UK                     | 161                    | 142                                          | 128                       | 130       | 148       | 147       | 143       | 134            | 1     | 100    | 61    | 36    | 26    | 57  | 43  | 28           | 41  | 49  | 29   | 69   | 78    | 152               | 4     | 157         |
|                               | 15%                    | 16%                                          | 18%                       | 20%       | 17%       | 17%       | 18%       | 18%            | 2%is  | 19%    | 11%   | 12%   | 10%   | 21% | 16% | 11%          | 13% | 24% | 12%  | 12%  | 18%   | 17%               | 3%    | 14%         |
| Alba Party                    | -                      | -                                            | -                         | -         | -         | -         | -         | -              | -     | -      | -     | -     | -     | -   | -   | -            | -   | -   | -    | -    | -     | -                 | -     | -           |
|                               | -                      | -                                            | -                         | -         | -         | -         | -         | -              | -s    | -      | -     | -     | -     | -   | -   | -            | -   | -   | -    | -    | -     | -                 | -     | -           |
| Independent candidate         | 1                      | 1                                            | 1                         | 1         | 1         | 1         | 1         | 1              | -     | -      | 1     | -     | 1     | -   | -   | -            | -   | 1   | -    | -    | 1     | 1                 | -     | 1           |
|                               | *                      | *                                            | *                         | *         | *         | *         | *         | *              | -s    | -      | *     | -     | *     | -   | -   | -            | -   | *   | -    | -    | *     | *                 | -     | *           |
| Restore Britain               | 23                     | 22                                           | 19                        | 19        | 20        | 20        | 20        | 19             | 2     | 12     | 10    | 4     | 7     | 6   | 6   | 3            | 8   | 2   | 9    | 11   | 11    | 21                | *     | 21          |
|                               | 2%                     | 3%                                           | 3%                        | 3%        | 2%        | 2%        | 2%        | 3%             | 3%is  | 2%     | 2%    | 1%    | 3%    | 2%  | 2%  | 1%           | 2%  | 1%  | 4%   | 2%   | 2%    | 2%                | *     | 2%          |
| Other                         | -                      | -                                            | -                         | -         | -         | -         | -         | -              | -     | -      | -     | -     | -     | -   | -   | -            | -   | -   | -    | -    | -     | -                 | -     | -           |
|                               | -                      | -                                            | -                         | -         | -         | -         | -         | -              | -s    | -      | -     | -     | -     | -   | -   | -            | -   | -   | -    | -    | -     | -                 | -     | -           |
| Undecided                     | 232                    | 161                                          | 96                        | 78        | 167       | 151       | 117       | 99             | 3     | 97     | 135   | 62    | 50    | 61  | 58  | 46           | 62  | 42  | 65   | 108  | 107   | 192               | 35    | 217         |
|                               | 21%                    | 18%                                          | 13%                       | 12%       | 19%       | 18%       | 15%       | 13%            | 5%is  | 19%    | 24%   | 20%   | 20%   | 23% | 22% | 18%          | 20% | 21% | 27%  | 19%  | 24%   | 21%               | 22%   | 20%         |
| Would not vote                | 110                    | 17                                           | 1                         | 4         | 5         | 5         | 5         | 4              | 60    | 38     | 72    | 43    | 34    | 23  | 10  | 10           | 27  | 21  | 36   | 37   | 57    | 93                | 11    | 100         |
|                               | 10%                    | 2%                                           | *                         | 1%        | 1%        | 1%        | 1%        | 1%             | 83%is | 7%     | 13%   | 14%   | 13%   | 8%  | 4%  | 4%           | 9%  | 11% | 15%  | 7%   | 13%   | 10%               | 7%    | 9%          |
| Prefer not to say             | 19                     | 13                                           | 12                        | 12        | 12        | 12        | 12        | 12             | 2     | 10     | 8     | 4     | 13    | 1   | 1   | -            | 4   | 5   | 6    | 4    | 11    | 14                | 4     | 18          |
|                               | 2%                     | 1%                                           | 2%                        | 2%        | 1%        | 1%        | 2%        | 2%             | 3%is  | 2%     | 1%    | 1%    | 5%    | *   | 1%  | -            | 1%  | 3%  | 2%   | 1%   | 3%    | 2%                | 2%    | 2%          |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All

| Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                 |                         | ONS Regions                           |                          |                        |              |          |          |     | Past vote<br>(2024 General Election) |           |     |                        |                                             |         | Qualifications |         |      | UnW<br>Tot. |
|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|----------|----------|-----|--------------------------------------|-----------|-----|------------------------|---------------------------------------------|---------|----------------|---------|------|-------------|
|                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot.    | Wales    | Lab | Con                                  | Reform UK | LD  | Oth<br>incl.<br>LD,Grn | Did not vote/<br>not eligible/<br>too young | No qual | Other qual     | Degree+ |      |             |
| 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94       | 65       | 245 | 177                                  | 112       | 110 | 206                    | 159                                         | 144     | 594            | 356     | 1109 |             |
| 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98       | 54       | 216 | 190                                  | 117       | 99  | 194                    | 171                                         | 178     | 590            | 324     | 1109 |             |
| 169                 | -      | 169          | -                                 | -         | -           | 58             | 110                                | 9              | 150                    | 28          | 117     | 45            | 104                    | 7                 | 10               | 17     | 148                             | 36                      | 50                                    | 42                       | 21                     | 148          | 8        | 12       | 9   | 105                                  | 13        | 9   | 9                      | 18                                          | 29      | 94             | 44      | 168  |             |
| 15%                 | -      | 81%          | -s                                | -         | -s          | 12%            | 19%                                | 3%             | 20%                    | 12%         | 16%     | 13%           | 25%                    | 5%                | 6%               | 6%     | 19%                             | 14%                     | 17%                                   | 17%                      | 14%                    | 16%          | 8%<br>s  | 23%<br>s | 4%  | 55%                                  | 11%       | 9%  | 5%                     | 10%                                         | 16%     | 16%            | 14%     | 15%  |             |
| 254                 | 254    | -            | -                                 | -         | -           | 124            | 129                                | 160            | 66                     | 76          | 150     | 98            | 79                     | 36                | 29               | 66     | 176                             | 68                      | 62                                    | 61                       | 42                     | 233          | 14       | 7        | 121 | 11                                   | 3         | 21  | 49                     | 22                                          | 21      | 117            | 107     | 275  |             |
| 23%                 | 87%    | -            | -s                                | -         | -s          | 25%            | 22%                                | 62%            | 9%                     | 31%         | 21%     | 27%           | 19%                    | 27%               | 19%              | 23%    | 23%                             | 26%                     | 21%                                   | 24%                      | 29%                    | 24%          | 14%<br>s | 13%<br>s | 56% | 6%                                   | 3%        | 21% | 25%                    | 13%                                         | 12%     | 20%            | 33%     | 25%  |             |
| 59                  | -      | -            | 59                                | -         | -           | 27             | 32                                 | 17             | 35                     | 20          | 34      | 20            | 24                     | 6                 | 7                | 12     | 44                              | 12                      | 15                                    | 14                       | 15                     | 57           | 1        | 2        | 14  | -                                    | -         | 27  | 28                     | 4                                           | 5       | 26             | 29      | 68   |             |
| 5%                  | -      | -            | 78%<br>s                          | -         | -s          | 5%             | 5%                                 | 6%             | 5%                     | 8%          | 5%      | 6%            | 6%                     | 4%                | 4%               | 4%     | 6%                              | 4%                      | 5%                                    | 6%                       | 11%                    | 6%           | 1%<br>s  | 4%<br>s  | 6%  | -                                    | -         | 28% | 14%                    | 2%                                          | 3%      | 4%             | 9%      | 6%   |             |
| 20                  | -      | -            | -                                 | -         | -           | 7              | 13                                 | 8              | 9                      | 6           | 12      | 12            | 5                      | 2                 | 2                | 3      | 17                              | -                       | -                                     | -                        | -                      | -            | 20       | -        | 3   | -                                    | 1         | -   | 8                      | 1                                           | 4       | 11             | 5       | 23   |             |
| 2%                  | -      | -            | -s                                | -         | -s          | 1%             | 2%                                 | 3%             | 1%                     | 3%          | 2%      | 3%            | 1%                     | 1%                | 1%               | 1%     | 2%                              | -                       | -                                     | -                        | -                      | -            | 20%<br>s | -s       | 1%  | -                                    | 1%        | -   | 4%                     | 1%                                          | 2%      | 2%             | 1%      | 2%   |             |
| 3                   | -      | -            | -                                 | -         | -           | 1              | 2                                  | 2              | 1                      | 1           | 2       | -             | 1                      | 2                 | -                | 2      | 1                               | -                       | -                                     | -                        | -                      | -            | -        | 3        | *   | -                                    | -         | -   | 1                      | 1                                           | -       | 1              | 2       | 5    |             |
| *                   | -      | -            | -s                                | -         | -s          | *              | *                                  | 1%             | *                      | *           | *       | -             | *                      | 1%                | -                | 1%     | *                               | -                       | -                                     | -                        | -                      | -            | -s       | 5%<br>s  | *   | -                                    | -         | -   | -                      | 1%                                          | *       | *              | *       | *    |             |
| 59                  | -      | -            | -                                 | -         | 59          | 43             | 14                                 | 13             | 44                     | 13          | 42      | 25            | 15                     | 12                | 7                | 19     | 39                              | 8                       | 11                                    | 17                       | 19                     | 55           | 3        | 1        | 9   | *                                    | -         | 13  | 39                     | 3                                           | 2       | 26             | 28      | 56   |             |
| 5%                  | -      | -            | -s                                | -         | 76%<br>s    | 9%             | 2%                                 | 5%             | 6%                     | 5%          | 6%      | 7%            | 4%                     | 9%                | 5%               | 7%     | 5%                              | 3%                      | 4%                                    | 7%                       | 14%                    | 6%           | 3%<br>s  | 2%<br>s  | 4%  | *                                    | -         | -   | 13%                    | 20%                                         | 2%      | 1%             | 4%      | 9%   | 5%          |
| 161                 | -      | -            | -                                 | 161       | -           | 76             | 85                                 | 6              | 151                    | 25          | 110     | 42            | 72                     | 14                | 30               | 44     | 114                             | 43                      | 40                                    | 40                       | 16                     | 140          | 10       | 12       | 9   | 29                                   | 64        | 5   | 9                      | 20                                          | 32      | 108            | 21      | 157  |             |
| 15%                 | -      | -            | -s                                | 90%       | -s          | 15%            | 14%                                | 2%             | 21%                    | 10%         | 15%     | 12%           | 17%                    | 10%               | 19%              | 15%    | 15%                             | 16%                     | 14%                                   | 16%                      | 11%                    | 15%          | 10%<br>s | 23%<br>s | 4%  | 15%                                  | 55%       | 5%  | 5%                     | 12%                                         | 18%     | 18%            | 6%      | 14%  |             |
| -                   | -      | -            | -                                 | -         | -           | -              | -                                  | -              | -                      | -           | -       | -             | -                      | -                 | -                | -      | -                               | -                       | -                                     | -                        | -                      | -            | -s       | -s       | -   | -                                    | -         | -   | -                      | -                                           | -       | -              | -       | -    |             |
| -                   | -      | -            | -s                                | -         | -s          | -              | -                                  | -              | -                      | -           | -       | -             | -                      | -                 | -                | -      | -                               | -                       | -                                     | -                        | -                      | -            | -s       | -s       | -   | -                                    | -         | -   | -                      | -                                           | -       | -              | -       | -    |             |
| 1                   | -      | -            | -                                 | -         | -           | -              | 1                                  | -              | 1                      | -           | 1       | -             | -                      | -                 | 1                | 1      | -                               | -                       | -                                     | 1                        | -                      | 1            | -        | -s       | -s  | 1                                    | -         | -   | -                      | -                                           | -       | 1              | -       | 1    |             |
| -                   | -      | -            | -s                                | -         | -s          | -              | *                                  | -              | *                      | -           | *       | -             | -                      | -                 | -                | *      | *                               | -                       | -                                     | -                        | -                      | -            | -s       | -s       | *   | -                                    | -         | -   | -                      | -                                           | -       | -              | *       | *    |             |
| 23                  | -      | -            | -                                 | -         | -           | 11             | 12                                 | *              | 22                     | 1           | 22      | 10            | 4                      | 4                 | 5                | 8      | 14                              | 7                       | 4                                     | 6                        | 3                      | 20           | 2        | *        | 2   | *                                    | 14        | 1   | 3                      | 1                                           | 4       | 15             | 4       | 21   |             |
| 2%                  | -      | -            | -s                                | -         | -s          | 2%             | 2%                                 | *              | 3%                     | *           | 3%      | 3%            | 1%                     | 3%                | 3%               | 3%     | 2%                              | 3%                      | 1%                                    | 2%                       | 2%                     | 2%           | 2%<br>s  | 1%<br>s  | 1%  | *                                    | 12%       | 1%  | 1%                     | 1%                                          | 2%      | 3%             | 1%      | 2%   |             |
| -                   | -      | -            | -                                 | -         | -           | -              | -                                  | -              | -                      | -           | -       | -             | -                      | -                 | -                | -      | -                               | -                       | -                                     | -                        | -                      | -            | -s       | -s       | -   | -                                    | -         | -   | -                      | -                                           | -       | -              | -       | -    |             |
| -                   | -      | -            | -s                                | -         | -s          | -              | -                                  | -              | -                      | -           | -       | -             | -                      | -                 | -                | -      | -                               | -                       | -                                     | -                        | -                      | -            | -s       | -s       | -   | -                                    | -         | -   | -                      | -                                           | -       | -              | -       | -    |             |
| 232                 | 37     | 37           | 17                                | 17        | 19          | 99             | 131                                | 28             | 161                    | 49          | 147     | 73            | 87                     | 26                | 32               | 58     | 161                             | 58                      | 70                                    | 54                       | 19                     | 202          | 16       | 14       | 37  | 41                                   | 18        | 21  | 45                     | 43                                          | 50      | 113            | 66      | 217  |             |
| 21%                 | 13%    | 18%          | 22%<br>s                          | 10%       | 24%<br>s    | 20%            | 22%                                | 11%            | 22%                    | 20%         | 21%     | 21%           | 21%                    | 19%               | 20%              | 20%    | 21%                             | 22%                     | 24%                                   | 21%                      | 14%                    | 21%          | 16%<br>s | 27%<br>s | 17% | 22%                                  | 15%       | 21% | 23%                    | 25%                                         | 28%     | 19%            | 20%     | 20%  |             |
| 110                 | -      | -            | -                                 | -         | -           | 48             | 60                                 | 11             | 88                     | 20          | 70      | 25            | 25                     | 19                | 33               | 52     | 49                              | 23                      | 39                                    | 18                       | 7                      | 87           | 22       | 1        | 7   | 3                                    | 3         | 1   | 4                      | 58                                          | 23      | 70             | 14      | 100  |             |
| 10%                 | -      | -            | -s                                | -         | -s          | 10%            | 10%                                | 4%             | 12%                    | 8%          | 10%     | 7%            | 6%                     | 14%               | 21%              | 18%    | 6%                              | 9%                      | 13%                                   | 7%                       | 5%                     | 9%           | 22%<br>s | 2%<br>s  | 3%  | 2%                                   | 2%        | 1%  | 2%                     | 34%                                         | 13%     | 12%            | 4%      | 9%   |             |
| 19                  | -      | 1            | -                                 | -         | -           | 8              | 7                                  | 4              | 9                      | 5           | 8       | 7             | 2                      | 7                 | 2                | 9      | 9                               | 9                       | 4                                     | 2                        | -                      | 15           | 3        | 1        | 4   | 1                                    | 1         | -   | *                      | -                                           | 6       | 8              | 5       | 18   |             |
| 2%                  | -      | 1%           | -s                                | -         | -s          | 2%             | 1%                                 | 1%             | 1%                     | 2%          | 1%      | 2%            | *                      | 5%                | 1%               | 3%     | 1%                              | 3%                      | 1%                                    | 1%                       | -                      | 2%           | 3%<br>s  | 1%<br>s  | 2%  | *                                    | 1         | -   | *                      | -                                           | 4%      | 1%             | 2%      | 2%   |             |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 7  
V2. Which party are you most inclined to support? (General Election tomorrow)

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

|                               | Total (W'td) | Likelihood to vote<br>(General Election) |                                             |                          |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                  | UnWgt Total |
|-------------------------------|--------------|------------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|------------------|-------------|
|                               |              |                                          |                                             |                          |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                  |             |
|                               |              | Always usually depends                   | Always usually depends AND 9/10 like-lihood | (10) Absolut-ely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min-ority |             |
| Unweighted Total              | 235          | 166                                      | 111                                         | 91                       | 166       | 155       | 133       | 115       | 6              | 89     | 145   | 62    | 58    | 65    | 50  | 54           | 73  | 36  | 41  | 127  | 77   | 197       | 30               | 235         |
| Weighted Total                | 251          | 174                                      | 108                                         | 89                       | 179       | 164       | 130       | 110       | 5              | 107    | 143   | 66    | 62    | 62    | 60  | 46           | 66  | 47  | 71  | 112  | 118  | 206       | 38               | 235         |
| Conservative                  | 39           | 29                                       | 17                                          | 14                       | 24        | 24        | 18        | 17        | 1              | 18     | 21    | 7     | 6     | 14    | 12  | 8            | 14  | 6   | 10  | 22   | 16   | 37        | 1                | 38          |
|                               | 15%          | 17%                                      | 15%                                         | 16%                      | 15%       | 14%       | 14%       | 15%       | 24%            | 16%    | 15%   | 11%   | 9%    | 22%   | 20% | 17%          | 21% | 14% | 14% | 19%  | 14%  | 18%       | 3%               | 16%         |
| Labour                        | 37           | 26                                       | 23                                          | 18                       | 31        | 29        | 25        | 23        | 2              | 16     | 21    | 7     | 12    | 10    | 8   | 7            | 14  | 10  | 7   | 21   | 16   | 27        | 10               | 37          |
|                               | 15%          | 15%                                      | 21%                                         | 20%                      | 17%       | 17%       | 19%       | 21%       | 37%            | 15%    | 14%   | 10%   | 19%   | 17%   | 13% | 15%          | 21% | 21% | 9%  | 19%  | 14%  | 13%       | 26%              | 16%         |
| Liberal Democrats (Lib Dem)   | 17           | 11                                       | 10                                          | 9                        | 13        | 11        | 11        | 10        | -              | 5      | 12    | 8     | 4     | 2     | 3   | 3            | 6   | 3   | 3   | 9    | 7    | 16        | -                | 15          |
|                               | 7%           | 6%                                       | 9%                                          | 10%                      | 7%        | 7%        | 9%        | 9%        | -              | 5%     | 8%    | 11%   | 6%    | 4%    | 6%  | 6%           | 9%  | 7%  | 5%  | 8%   | 6%   | 8%        | -                | 6%          |
| Scottish National Party (SNP) | 2            | 2                                        | 2                                           | 2                        | 2         | 2         | 2         | 2         | -              | 2      | -     | -     | -     | 1     | 1   | 1            | 1   | -   | -   | 2    | -    | 2         | -                | 2           |
|                               | 1%           | 1%                                       | 2%                                          | 2%                       | 1%        | 1%        | 1%        | 2%        | -              | 2%     | -     | -     | -     | 2%    | 1%  | 2%           | 2%  | -   | -   | 2%   | -    | 1%        | -                | 1%          |
| Plaid Cymru                   | 2            | 2                                        | 1                                           | -                        | 2         | 2         | 2         | 1         | -              | 1      | 1     | 1     | -     | 1     | -   | -            | 1   | -   | 1   | 1    | 1    | 2         | -                | 2           |
|                               | 1%           | 1%                                       | 1%                                          | -                        | 1%        | 1%        | 2%        | 1%        | -              | 1%     | 1%    | 2%    | -     | 1%    | -   | -            | 1%  | -   | 2%  | 1%   | 1%   | 1%        | -                | 1%          |
| Green Party                   | 19           | 12                                       | 9                                           | 5                        | 13        | 13        | 10        | 10        | -              | 6      | 13    | 13    | 4     | 1     | -   | 4            | 3   | 1   | 6   | 7    | 7    | 11        | 8                | 19          |
|                               | 7%           | 7%                                       | 8%                                          | 6%                       | 7%        | 8%        | 8%        | 9%        | -              | 6%     | 9%    | 20%   | 7%    | 2%    | -   | 9%           | 4%  | 2%  | 9%  | 6%   | 6%   | 5%        | 21%              | 8%          |
| Reform UK                     | 17           | 15                                       | 7                                           | 7                        | 14        | 13        | 7         | 7         | -              | 10     | 7     | 5     | 1     | 3     | 8   | 2            | 6   | 2   | 8   | 8    | 9    | 16        | 1                | 15          |
|                               | 7%           | 9%                                       | 7%                                          | 8%                       | 8%        | 8%        | 6%        | 7%        | -              | 9%     | 5%    | 8%    | 1%    | 5%    | 14% | 4%           | 9%  | 3%  | 11% | 7%   | 8%   | 8%        | 3%               | 6%          |
| Alba Party                    | -            | -                                        | -                                           | -                        | -         | -         | -         | -         | -              | -      | -     | -     | -     | -     | -   | -            | -   | -   | -   | -    | -    | -         | -                | -           |
|                               | -            | -                                        | -                                           | -                        | -         | -         | -         | -         | -              | -      | -     | -     | -     | -     | -   | -            | -   | -   | -   | -    | -    | -         | -                | -           |
| Independent candidate         | 1            | 1                                        | -                                           | -                        | -         | -         | -         | -         | -              | -      | 1     | -     | -     | 1     | -   | -            | -   | -   | 1   | -    | 1    | 1         | -                | 1           |
|                               | *            | *                                        | -                                           | -                        | -         | -         | -         | -         | -              | -      | *     | -     | -     | 1%    | -   | -            | -   | -   | 1%  | -    | 1%   | *         | -                | *           |
| Restore Britain               | 7            | 3                                        | 1                                           | 1                        | 5         | 5         | 2         | 2         | -              | 2      | 5     | 1     | 1     | 5     | -   | -            | 1   | 1   | 3   | 1    | 5    | 6         | 1                | 7           |
|                               | 3%           | 2%                                       | 1%                                          | 1%                       | 3%        | 3%        | 2%        | 1%        | -              | 2%     | 4%    | 1%    | 2%    | 8%    | -   | -            | 2%  | 2%  | 5%  | 1%   | 4%   | 3%        | 3%               | 3%          |
| Other                         | 2            | 2                                        | -                                           | -                        | -         | -         | -         | -         | -              | 1      | 1     | -     | 1     | -     | 1   | 1            | -   | -   | 1   | 1    | 1    | 1         | 1                | 2           |
|                               | 1%           | 1%                                       | -                                           | -                        | -         | -         | -         | -         | -              | 1%     | 1%    | -     | 2%    | -     | 2%  | 2%           | -   | -   | 2%  | 1%   | 1%   | 1%        | 3%               | 1%          |
| Undecided                     | 94           | 62                                       | 31                                          | 25                       | 67        | 57        | 43        | 31        | 1              | 38     | 56    | 22    | 24    | 23    | 25  | 21           | 19  | 19  | 26  | 40   | 45   | 78        | 12               | 81          |
|                               | 38%          | 35%                                      | 29%                                         | 28%                      | 37%       | 35%       | 33%       | 28%       | 26%            | 36%    | 39%   | 33%   | 39%   | 37%   | 41% | 45%          | 29% | 40% | 36% | 35%  | 38%  | 38%       | 32%              | 34%         |
| Would not vote                | -            | -                                        | -                                           | -                        | -         | -         | -         | -         | -              | -      | -     | -     | -     | -     | -   | -            | -   | -   | -   | -    | -    | -         | -                | -           |
|                               | -            | -                                        | -                                           | -                        | -         | -         | -         | -         | -              | -      | -     | -     | -     | -     | -   | -            | -   | -   | -   | -    | -    | -         | -                | -           |
| Prefer not to say             | 14           | 9                                        | 8                                           | 8                        | 8         | 8         | 8         | 8         | 1              | 7      | 6     | 2     | 9     | 1     | 1   | -            | 1   | 5   | 5   | 1    | 10   | 9         | 4                | 16          |
|                               | 5%           | 5%                                       | 8%                                          | 9%                       | 5%        | 5%        | 6%        | 8%        | 13%            | 6%     | 4%    | 3%    | 15%   | 2%    | 2%  | -            | 1%  | 11% | 7%  | 1%   | 9%   | 4%        | 10%              | 7%          |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

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

23 Oct 2026

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

|                               | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure       |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      |       | Past vote<br>(2024 General Election) |     |           |     |                        |                                             | Qualifications |            |         | UnW<br>Tot. |
|-------------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|--------------------------------------|-----|-----------|-----|------------------------|---------------------------------------------|----------------|------------|---------|-------------|
|                               |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab                                  | Con | Reform UK | LD  | Oth<br>incl.<br>LD,Grn | Did not vote/<br>not eligible/<br>too young | No qual        | Other qual | Degree+ |             |
| Unweighted Total              | 235                 | 37     | 38           | 15                                | 15        | 19          | 93             | 130                                | 29             | 154                    | 48          | 132     | 80           | 81                     | 28                | 31               | 59     | 161                             | 66                      | 73                                    | 50                       | 16                     | 205          | 17   | 13    | 44                                   | 33  | 16        | 21  | 42                     | 38                                          | 38             | 119        | 73      | 235         |
| Weighted Total                | 251                 | 37     | 39           | 17                                | 17        | 19          | 108            | 139                                | 32             | 170                    | 54          | 155     | 80           | 89                     | 33                | 34               | 67     | 169                             | 68                      | 74                                    | 56                       | 19                     | 217          | 19   | 15    | 41                                   | 42  | 18        | 21  | 45                     | 43                                          | 57             | 121        | 71      | 235         |
| Conservative                  | 39                  | -      | 39           | -                                 | -         | -           | 16             | 23                                 | 6              | 29                     | 11          | 20      | 10           | 18                     | 7                 | 4                | 10     | 28                              | 7                       | 15                                    | 13                       | 1                      | 36           | 1    | 2     | 2                                    | 16  | 3         | 7   | 7                      | 5                                           | 10             | 23         | 6       | 38          |
|                               | 15%                 | -s     | 100%         | -s                                | -s        | -s          | 15%            | 16%                                | 18%            | 17%                    | 20%         | 13%     | 13%          | 20%                    | 20%               | 10%              | 15%    | 16%                             | 10%                     | 20%                                   | 23%                      | 6%                     | 17%          | 3%   | 13%   | 6%                                   | 38% | 18%       | 34% | 16%                    | 13%                                         | 17%            | 19%        | 8%      | 16%         |
| Labour                        | 37                  | 37     | -            | -                                 | -         | -           | 20             | 17                                 | 7              | 18                     | 8           | 28      | 15           | 14                     | 3                 | 4                | 7      | 29                              | 16                      | 10                                    | 6                        | 1                      | 33           | 2    | 1     | 14                                   | 1   | 3         | 1   | 7                      | 6                                           | 7              | 15         | 14      | 37          |
|                               | 15%                 | 100%   | -s           | -s                                | -s        | -s          | 19%            | 12%                                | 22%            | 11%                    | 14%         | 18%     | 19%          | 16%                    | 10%               | 11%              | 10%    | 17%                             | 24%                     | 13%                                   | 11%                      | 7%                     | 15%          | 11%  | 10%   | 35%                                  | 2%  | 14%       | 6%  | 16%                    | 13%                                         | 13%            | 12%        | 20%     | 16%         |
| Liberal Democrats (Lib Dem)   | 17                  | -      | -            | 17                                | -         | -           | 6              | 11                                 | 2              | 12                     | 1           | 15      | 3            | 8                      | 2                 | -                | 2      | 11                              | *                       | 6                                     | 9                        | 2                      | 17           | -    | -     | 1                                    | 1   | -         | 7   | 7                      | 3                                           | 2              | 8          | 7       | 15          |
|                               | 7%                  | -s     | -s           | 100%                              | -s        | -s          | 6%             | 8%                                 | 6%             | 7%                     | 2%          | 9%      | 4%           | 9%                     | 5%                | -s               | 3%     | 7%                              | *s                      | 8%                                    | 16%                      | 11%                    | 8%           | -s   | -s    | 1%                                   | 2%  | -s        | 32% | 16%                    | 6%                                          | 3%             | 7%         | 10%     | 6%          |
| Scottish National Party (SNP) | 2                   | -      | -            | -                                 | -         | -           | -              | 2                                  | -              | 1                      | 1           | 1       | 1            | 1                      | -                 | -                | -      | 2                               | -                       | -                                     | -                        | -                      | -            | -    | -     | -                                    | -   | -         | -   | 2                      | -                                           | -              | 2          | -       | 2           |
|                               | 1%                  | -s     | -s           | -s                                | -s        | -s          | -s             | 1%                                 | -s             | *                      | 1%          | 1%      | 1%           | 1%                     | -s                | -s               | -s     | 1%                              | -s                      | -s                                    | -s                       | -s                     | -s           | -s   | 9%    | -s                                   | -s  | -s        | -s  | 4%                     | -s                                          | -s             | 1%         | -s      | 1%          |
| Plaid Cymru                   | 2                   | -      | -            | -                                 | -         | -           | 1              | 1                                  | -              | 1                      | -           | 1       | 1            | -                      | 1                 | -                | 1      | 1                               | -                       | -                                     | -                        | -                      | -            | -    | 2     | -                                    | -   | -         | -   | 1                      | -                                           | -              | 1          | 1       | 2           |
|                               | 1%                  | -s     | -s           | -s                                | -s        | -s          | 1%             | 1%                                 | -s             | 1%                     | -s          | 1%      | 2%           | -s                     | 2%                | -s               | 1%     | 1%                              | -s                      | -s                                    | -s                       | -s                     | -s           | -s   | 15%   | -s                                   | -s  | -s        | -s  | 2%                     | -s                                          | -s             | 1%         | 1%      | 1%          |
| Green Party                   | 19                  | -      | -            | -                                 | -         | 19          | 12             | 7                                  | 5              | 12                     | 5           | 9       | 4            | 8                      | 6                 | -                | 6      | 12                              | 5                       | 3                                     | 3                        | 4                      | 15           | 4    | -     | 2                                    | -   | -         | *   | 8                      | 2                                           | -              | 9          | 10      | 19          |
|                               | 7%                  | -s     | -s           | -s                                | -s        | 100%        | 11%            | 5%                                 | 14%            | 7%                     | 9%          | 6%      | 5%           | 9%                     | 19%               | -s               | 10%    | 7%                              | 7%                      | 5%                                    | 6%                       | 22%                    | 7%           | 19%  | -s    | 5%                                   | -s  | -s        | 2%  | 18%                    | 6%                                          | -s             | 7%         | 14%     | 8%          |
| Reform UK                     | 17                  | -      | -            | -                                 | 17        | -           | 6              | 12                                 | -              | 17                     | 3           | 12      | 1            | 9                      | 1                 | 6                | 7      | 10                              | 4                       | 6                                     | 4                        | 1                      | 16           | 2    | -     | 1                                    | 2   | 3         | 3   | 3                      | 6                                           | 2              | 13         | 2       | 15          |
|                               | 7%                  | -s     | -s           | -s                                | 100%      | -s          | 5%             | 8%                                 | -s             | 10%                    | 6%          | 8%      | 2%           | 10%                    | 3%                | 19%              | 11%    | 6%                              | 6%                      | 9%                                    | 8%                       | 5%                     | 7%           | 8%   | -s    | 3%                                   | 5%  | 18%       | 15% | 7%                     | 14%                                         | 3%             | 11%        | 3%      | 6%          |
| Alba Party                    | -                   | -      | -            | -                                 | -         | -           | -              | -                                  | -              | -                      | -           | -       | -            | -                      | -                 | -                | -      | -                               | -                       | -                                     | -                        | -                      | -            | -    | -     | -                                    | -   | -         | -   | -                      | -                                           | -              | -          | -       | -           |
|                               | -                   | -s     | -s           | -s                                | -s        | -s          | -s             | -                                  | -s             | -                      | -s          | -       | -s           | -s                     | -s                | -s               | -s     | -                               | -s                      | -s                                    | -s                       | -s                     | -s           | -s   | -s    | -s                                   | -s  | -s        | -s  | -s                     | -s                                          | -s             | -s         | -s      | -           |
| Independent candidate         | 1                   | -      | -            | -                                 | -         | -           | -              | 1                                  | -              | 1                      | -           | -       | 1            | -                      | -                 | -                | -      | 1                               | -                       | 1                                     | -                        | -                      | 1            | -    | -     | -                                    | -   | -         | -   | -                      | -                                           | -              | 1          | -       | 1           |
|                               | *                   | -s     | -s           | -s                                | -s        | -s          | -s             | *                                  | -s             | *                      | -s          | -       | 1%           | -s                     | -s                | -s               | -s     | *                               | -s                      | 1%                                    | -s                       | -s                     | *            | -s   | -s    | -s                                   | -s  | -s        | -s  | -s                     | -s                                          | -s             | 1%         | -s      | *           |
| Restore Britain               | 7                   | -      | -            | -                                 | -         | -           | 3              | 3                                  | 1              | 2                      | 1           | 5       | -            | 2                      | -                 | 5                | 5      | 2                               | 5                       | *                                     | -                        | -                      | 6            | -    | 1     | 3                                    | -   | 2         | -   | -                      | 1                                           | 1              | 6          | -       | 7           |
|                               | 3%                  | -s     | -s           | -s                                | -s        | -s          | 3%             | 3%                                 | 4%             | 1%                     | 3%          | 3%      | -s           | 2%                     | -s                | 14%              | 7%     | 1%                              | 8%                      | *s                                    | -s                       | -s                     | 3%           | -s   | 8%    | 8%                                   | -s  | 9%        | -s  | -s                     | 3%                                          | 2%             | 5%         | -s      | 3%          |
| Other                         | 2                   | -      | -            | -                                 | -         | -           | -              | 2                                  | -              | 1                      | -           | -       | -            | 1                      | -                 | -                | -      | 1                               | 1                       | -                                     | 1                        | -                      | 2            | -    | -     | -                                    | -   | -         | -   | -                      | -                                           | -              | 1          | 1       | 2           |
|                               | 1%                  | -s     | -s           | -s                                | -s        | -s          | -s             | 2%                                 | -s             | 1%                     | -s          | -       | -s           | 1%                     | -s                | -s               | -s     | 1                               | 2%                      | -s                                    | 2%                       | -s                     | 7%           | -s   | -s    | -s                                   | -s  | -s        | -s  | -s                     | -s                                          | -s             | 1%         | 2%      | 1%          |
| Undecided                     | 94                  | -      | -            | -                                 | -         | -           | 39             | 54                                 | 11             | 69                     | 24          | 56      | 40           | 28                     | 7                 | 13               | 21     | 68                              | 23                      | 29                                    | 19                       | 9                      | 81           | 6    | 7     | 13                                   | 22  | 8         | 2   | 9                      | 19                                          | 29             | 37         | 28      | 81          |
|                               | 38%                 | -s     | -s           | -s                                | -s        | -s          | 36%            | 39%                                | 34%            | 40%                    | 44%         | 36%     | 49%          | 32%                    | 22%               | 38%              | 31%    | 40%                             | 35%                     | 39%                                   | 34%                      | 48%                    | 37%          | 31%  | 50%   | 32%                                  | 51% | 41%       | 11% | 21%                    | 45%                                         | 51%            | 30%        | 40%     | 34%         |
| Would not vote                | -                   | -      | -            | -                                 | -         | -           | -              | -                                  | -              | -                      | -           | -       | -            | -                      | -                 | -                | -      | -                               | -                       | -                                     | -                        | -                      | -            | -    | -     | -                                    | -   | -         | -   | -                      | -                                           | -              | -          | -       | -           |
|                               | -                   | -s     | -s           | -s                                | -s        | -s          | -s             | -                                  | -s             | -                      | -s          | -       | -s           | -s                     | -s                | -s               | -s     | -                               | -s                      | -s                                    | -s                       | -s                     | -s           | -s   | -s    | -s                                   | -s  | -s        | -s  | -s                     | -s                                          | -s             | -s         | -s      | -           |
| Prefer not to say             | 14                  | -      | -            | -                                 | -         | -           | 4              | 6                                  | *              | 7                      | -           | 8       | 3            | 1                      | 6                 | 2                | 8      | 5                               | 5                       | 4                                     | *                        | -                      | 10           | 3    | 1     | 4                                    | 1   | -         | -   | *                      | -                                           | 6              | 6          | 2       | 16          |
|                               | 5%                  | -s     | -s           | -s                                | -s        | -s          | 4%             | 4%                                 | 1%             | 4%                     | -s          | 5%      | 4%           | 1%                     | 18%               | 7%               | 13%    | 3%                              | 8%                      | 6%                                    | 1%                       | -s                     | 4%           | 18%  | 4%    | 11%                                  | 2%  | -s        | -s  | *                      | -s                                          | 11%            | 5%         | 2%      | 7%          |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

Base : All

|                                    | Total (W'td) | Likelihood to vote<br>(General Election) |                                             |                          |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                  | UnWgt Total |
|------------------------------------|--------------|------------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|------------------|-------------|
|                                    |              | Always usually depends                   | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min-ority |             |
|                                    |              |                                          |                                             |                          |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                  |             |
| Unweighted Total                   | 1109         | 895                                      | 747                                         | 686                      | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128              | 1109        |
| Weighted Total                     | 1109         | 879                                      | 722                                         | 663                      | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155              | 1109        |
| 1 - Absolutely certain not to vote | 72           | 14                                       | -                                           | -                        | -         | -         | -         | -         | 72             | 22     | 50    | 21    | 22    | 17    | 13  | 5            | 17  | 18  | 23  | 22   | 41   | 61        | 6                | 70          |
|                                    | 6%           | 2%                                       | -                                           | -                        | -         | -         | -         | -         | 100%           | 4%     | 9%    | 7%    | 8%    | 6%    | 5%  | 2%           | 5%  | 9%  | 9%  | 4%   | 9%   | 7%        | 4%               | 6%          |
| 2                                  | 17           | 4                                        | -                                           | -                        | -         | -         | -         | -         | -              | 4      | 14    | 8     | 5     | 2     | 2   | 1            | 2   | 2   | 10  | 3    | 12   | 15        | 2                | 12          |
|                                    | 2%           | *                                        | -                                           | -                        | -         | -         | -         | -         | -s             | 1%     | 2%    | 3%    | 2%    | 1%    | 1%  | *            | *   | 1%  | 4%  | *    | 3%   | 2%        | 1%               | 1%          |
| 3                                  | 22           | 3                                        | -                                           | -                        | -         | -         | -         | -         | -              | 11     | 10    | 7     | 8     | 4     | 2   | 2            | 8   | 3   | 7   | 10   | 11   | 21        | *                | 19          |
|                                    | 2%           | *                                        | -                                           | -                        | -         | -         | -         | -         | -s             | 2%     | 2%    | 2%    | 3%    | 2%    | 1%  | 1%           | 3%  | 2%  | 3%  | 2%   | 2%   | 2%        | *                | 2%          |
| 4                                  | 27           | 2                                        | -                                           | -                        | -         | -         | -         | -         | -              | 12     | 15    | 16    | 6     | 3     | 1   | 1            | 2   | 2   | 17  | 3    | 19   | 20        | 5                | 20          |
|                                    | 2%           | *                                        | -                                           | -                        | -         | -         | -         | -         | -s             | 2%     | 3%    | 5%    | 2%    | 1%    | *   | *            | 1%  | 1%  | 7%  | 1%   | 4%   | 2%        | 3%               | 2%          |
| 5                                  | 60           | 30                                       | -                                           | -                        | -         | -         | -         | -         | -              | 28     | 31    | 26    | 14    | 11    | 9   | 14           | 15  | 19  | 6   | 29   | 24   | 44        | 15               | 57          |
|                                    | 5%           | 3%                                       | -                                           | -                        | -         | -         | -         | -         | -s             | 5%     | 6%    | 8%    | 5%    | 4%    | 3%  | 6%           | 5%  | 9%  | 2%  | 5%   | 5%   | 5%        | 10%              | 5%          |
| 6                                  | 28           | 11                                       | -                                           | -                        | 28        | -         | -         | -         | -              | 11     | 17    | 15    | 6     | 5     | 2   | 6            | 4   | 13  | 1   | 11   | 15   | 17        | 10               | 23          |
|                                    | 2%           | 1%                                       | -                                           | -                        | 3%        | -         | -         | -         | -s             | 2%     | 3%    | 5%    | 2%    | 2%    | 1%  | 3%           | 1%  | 7%  | 1%  | 2%   | 3%   | 2%        | 7%               | 2%          |
| 7                                  | 62           | 43                                       | -                                           | -                        | 62        | 62        | -         | -         | -              | 21     | 39    | 28    | 7     | 17    | 9   | 14           | 9   | 10  | 21  | 23   | 31   | 53        | 9                | 54          |
|                                    | 6%           | 5%                                       | -                                           | -                        | 7%        | 7%        | -         | -         | -s             | 4%     | 7%    | 9%    | 3%    | 6%    | 3%  | 6%           | 3%  | 5%  | 9%  | 4%   | 7%   | 6%        | 6%               | 5%          |
| 8                                  | 56           | 45                                       | -                                           | -                        | 56        | 56        | -         | -         | -              | 30     | 26    | 20    | 11    | 14    | 11  | 9            | 15  | 12  | 13  | 24   | 25   | 45        | 11               | 60          |
|                                    | 5%           | 5%                                       | -                                           | -                        | 6%        | 7%        | 7%        | -         | -s             | 6%     | 5%    | 6%    | 4%    | 5%    | 4%  | 4%           | 5%  | 6%  | 5%  | 4%   | 6%   | 5%        | 7%               | 5%          |
| 9                                  | 77           | 75                                       | 75                                          | -                        | 77        | 77        | 77        | 77        | -              | 31     | 43    | 12    | 26    | 18    | 21  | 17           | 24  | 15  | 16  | 41   | 31   | 59        | 12               | 79          |
|                                    | 7%           | 9%                                       | 10%                                         | -                        | 9%        | 9%        | 10%       | 10%       | -s             | 6%     | 8%    | 4%    | 10%   | 7%    | 8%  | 7%           | 8%  | 8%  | 7%  | 7%   | 7%   | 6%        | 8%               | 7%          |
| 10 - Absolutely certain to vote    | 663          | 647                                      | 647                                         | 663                      | 663       | 663       | 663       | 663       | -s             | 342    | 309   | 152   | 140   | 173   | 198 | 181          | 213 | 103 | 117 | 395  | 220  | 561       | 83               | 686         |
|                                    | 60%          | 74%                                      | 90%                                         | 100%                     | 75%       | 77%       | 83%       | 90%       | -s             | 66%    | 54%   | 49%   | 55%   | 63%   | 73% | 72%          | 67% | 52% | 49% | 70%  | 50%  | 61%       | 53%              | 62%         |
| Don't know                         | 22           | 5                                        | -                                           | -                        | -         | -         | -         | -         | -              | 9      | 13    | 3     | 9     | 8     | 2   | 1            | 6   | 1   | 9   | 8    | 10   | 20        | 1                | 23          |
|                                    | 2%           | 1%                                       | -                                           | -                        | -         | -         | -         | -         | -s             | 2%     | 2%    | 1%    | 4%    | 3%    | 1%  | 1%           | 2%  | 1%  | 4%  | 1%   | 2%   | 2%        | 1%               | 2%          |
| Prefer not to say                  | 4            | -                                        | -                                           | -                        | -         | -         | -         | -         | -              | *      | 3     | 2     | 1     | *     | -   | -            | *   | 2   | 1   | *    | 3    | 3         | *                | 6           |
|                                    | *            | -                                        | -                                           | -                        | -         | -         | -         | -         | -s             | *      | 1%    | 1%    | 1%    | *     | -   | -            | *   | 1%  | *   | *    | 1%   | *         | *                | 1%          |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

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

23 Oct 2026

Base : All

|                                       | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                      | ONS Regions             |                                       |                          |                        |              |      |       |     | Past vote<br>(2024 General Election) |           |     |                        |                                             |          | Qualifications |         |      | UnW<br>Tot. |
|---------------------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|--------------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|-----|--------------------------------------|-----------|-----|------------------------|---------------------------------------------|----------|----------------|---------|------|-------------|
|                                       |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occu-<br>p-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab | Con                                  | Reform UK | LD  | Oth<br>incl.<br>LD,Grn | Did not vote/<br>not eligible/<br>too young | No qual' | Other qual'    | Degree+ |      |             |
| Unweighted Total                      | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                                  | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65    | 245 | 177                                  | 112       | 110 | 206                    | 159                                         | 144      | 594            | 356     | 1109 |             |
| Weighted Total                        | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                                  | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54    | 216 | 190                                  | 117       | 99  | 194                    | 171                                         | 178      | 590            | 324     | 1109 |             |
| 1 - Absolutely certain<br>not to vote | 72                  | 4      | 1            | -                                 | 1         | 1           | 23             | 48                                 | 7              | 57                     | 8           | 51      | 11            | 15                     | 16                | 23               | 38     | 26                                   | 22                      | 23                                    | 14                       | 2                      | 61           | 11   | 1     | 3   | 2                                    | 4         | 1   | 4                      | 34                                          | 19       | 47             | 6       | 70   |             |
|                                       | 6%                  | 1%     | 1%           | -s                                | 1%        | 1%          | 5%             | 8%                                 | 3%             | 8%                     | 3%          | 7%      | 3%            | 4%                     | 12%               | 15%              | 13%    | 3%                                   | 8%                      | 8%                                    | 6%                       | 1%                     | 6%           | 11%  | 1%    | 1%  | 1%                                   | 3%        | 2%  | 2%                     | 20%                                         | 10%      | 8%             | 2%      | 6%   |             |
| 2                                     | 17                  | -      | 2            | 3                                 | 3         | -           | 2              | 15                                 | 1              | 13                     | 5           | 11      | *             | 5                      | 6                 | 2                | 9      | 5                                    | *                       | 7                                     | 8                        | -                      | 16           | 1    | *     | -   | 1                                    | -         | 2   | 4                      | 7                                           | 1        | 10             | 6       | 12   |             |
|                                       | 2%                  | -      | 1%           | 5%                                | 2%        | -s          | *              | 3%                                 | *              | 2%                     | 2%          | 2%      | *             | 1%                     | 5%                | 1%               | 3%     | 1%                                   | *                       | 2%                                    | 3%                       | -                      | 2%           | 1%   | 1%    | -   | 1%                                   | -         | 2%  | 2%                     | 4%                                          | 1%       | 2%             | 2%      | 1%   |             |
| 3                                     | 22                  | 1      | 1            | -                                 | -         | -           | 16             | 5                                  | 2              | 19                     | 7           | 14      | 9             | 11                     | 1                 | 1                | 1      | 20                                   | 3                       | 9                                     | 2                        | 2                      | 15           | 6    | 1     | -   | -                                    | -         | 1   | 1                      | 18                                          | 2        | 15             | 5       | 19   |             |
|                                       | 2%                  | *      | *            | -s                                | -         | 1%          | 3%             | 1%                                 | 1%             | 3%                     | 3%          | 2%      | 3%            | 3%                     | *                 | 1%               | *      | 3%                                   | 1%                      | 3%                                    | 1%                       | 1%                     | 2%           | 6%   | 1%    | -   | -                                    | -         | 1%  | *                      | 10%                                         | 1%       | 2%             | 2%      | 2%   |             |
| 4                                     | 27                  | 9      | 2            | 1                                 | 3         | 5           | 3              | 23                                 | 2              | 25                     | 1           | 13      | 4             | 6                      | 4                 | 12               | 16     | 10                                   | 7                       | 8                                     | 2                        | 1                      | 18           | 8    | -     | 2   | -                                    | -         | -   | 1                      | 5                                           | 13       | 2              | 24      | 1    | 20          |
|                                       | 2%                  | 3%     | 1%           | 1%                                | 2%        | 7%          | 1%             | 4%                                 | 1%             | 3%                     | 1%          | 2%      | 1%            | 2%                     | 3%                | 7%               | 5%     | 1%                                   | 3%                      | 3%                                    | 1%                       | 1%                     | 2%           | 8%   | -s    | 1%  | -                                    | -         | -   | 1%                     | 3%                                          | 8%       | 1%             | 4%      | *    | 2%          |
| 5                                     | 60                  | 15     | 8            | 2                                 | 9         | 1           | 31             | 28                                 | 12             | 37                     | 12          | 36      | 16            | 17                     | 11                | 12               | 23     | 34                                   | 13                      | 17                                    | 13                       | 14                     | 55           | 2    | 2     | 6   | 3                                    | 3         | 3   | 12                     | 19                                          | 12       | 36             | 9       | 57   |             |
|                                       | 5%                  | 5%     | 4%           | 3%                                | 5%        | 1%          | 6%             | 5%                                 | 5%             | 5%                     | 5%          | 5%      | 5%            | 4%                     | 9%                | 8%               | 8%     | 4%                                   | 5%                      | 6%                                    | 5%                       | 10%                    | 6%           | 2%   | 4%    | 3%  | 2%                                   | 3%        | 3%  | 6%                     | 11%                                         | 7%       | 6%             | 3%      | 5%   |             |
| 6                                     | 28                  | 9      | 3            | 4                                 | 1         | 1           | 17             | 10                                 | 4              | 20                     | 4           | 20      | 14            | 2                      | 1                 | 6                | 7      | 17                                   | 5                       | 7                                     | 9                        | 3                      | 24           | 1    | 3     | 2   | 5                                    | -         | 3   | 4                      | 8                                           | 5        | 15             | 8       | 23   |             |
|                                       | 2%                  | 3%     | 1%           | 5%                                | *         | 1%          | 3%             | 2%                                 | 1%             | 3%                     | 2%          | 3%      | 4%            | 1%                     | 1%                | 4%               | 3%     | 2%                                   | 2%                      | 2%                                    | 4%                       | 2%                     | 3%           | 1%   | 5%    | 5%  | 1%                                   | 3%        | -   | 4%                     | 2%                                          | 5%       | 3%             | 3%      | 2%   | 2%          |
| 7                                     | 62                  | 17     | 11           | 3                                 | 10        | 4           | 29             | 32                                 | 8              | 45                     | 15          | 40      | 19            | 17                     | 5                 | 20               | 26     | 36                                   | 25                      | 20                                    | 11                       | 4                      | 59           | 1    | 2     | 10  | 13                                   | 8         | 5   | 7                      | 15                                          | 12       | 34             | 15      | 54   |             |
|                                       | 6%                  | 6%     | 5%           | 4%                                | 6%        | 5%          | 6%             | 5%                                 | 3%             | 6%                     | 6%          | 6%      | 5%            | 4%                     | 4%                | 13%              | 9%     | 5%                                   | 9%                      | 7%                                    | 4%                       | 3%                     | 6%           | 1%   | 3%    | 3%  | 5%                                   | 7%        | 7%  | 5%                     | 4%                                          | 9%       | 7%             | 6%      | 5%   | 5%          |
| 8                                     | 56                  | 10     | 11           | 5                                 | 9         | 3           | 28             | 27                                 | 10             | 44                     | 11          | 38      | 17            | 23                     | 3                 | 13               | 16     | 39                                   | 9                       | 19                                    | 12                       | 9                      | 49           | 4    | 3     | 8   | 14                                   | 3         | 4   | 9                      | 12                                          | 11       | 33             | 12      | 60   |             |
|                                       | 5%                  | 3%     | 5%           | 6%                                | 5%        | 4%          | 6%             | 5%                                 | 4%             | 6%                     | 5%          | 5%      | 5%            | 5%                     | 2%                | 8%               | 5%     | 5%                                   | 3%                      | 6%                                    | 5%                       | 7%                     | 5%           | 4%   | 6%    | 4%  | 7%                                   | 3%        | 4%  | 5%                     | 7%                                          | 6%       | 6%             | 4%      | 5%   |             |
| 9                                     | 77                  | 32     | 22           | 7                                 | 4         | 5           | 40             | 37                                 | 23             | 44                     | 18          | 55      | 27            | 31                     | 11                | 6                | 17     | 57                                   | 14                      | 30                                    | 18                       | 5                      | 67           | 2    | 8     | 17  | 15                                   | 4         | 2   | 13                     | 12                                          | 8        | 43             | 21      | 79   |             |
|                                       | 7%                  | 11%    | 11%          | 9%                                | 2%        | 6%          | 8%             | 6%                                 | 9%             | 6%                     | 7%          | 8%      | 8%            | 7%                     | 8%                | 4%               | 6%     | 7%                                   | 5%                      | 10%                                   | 7%                       | 4%                     | 7%           | 2%   | 15%   | 8%  | 8%                                   | 3%        | 2%  | 7%                     | 7%                                          | 4%       | 7%             | 6%      | 7%   |             |
| 10 - Absolutely certain<br>to vote    | 663                 | 193    | 143          | 52                                | 137       | 57          | 305            | 354                                | 188            | 422                    | 158         | 424     | 229           | 285                    | 71                | 58               | 129    | 514                                  | 160                     | 149                                   | 163                      | 100                    | 571          | 61   | 30    | 164 | 135                                  | 91        | 76  | 136                    | 30                                          | 95       | 326            | 236     | 686  |             |
|                                       | 60%                 | 66%    | 69%          | 68%                               | 77%       | 73%         | 61%            | 59%                                | 73%            | 57%                    | 65%         | 59%     | 64%           | 68%                    | 53%               | 37%              | 44%    | 66%                                  | 61%                     | 50%                                   | 64%                      | 70%                    | 60%          | 62%  | 56%   | 76% | 71%                                  | 78%       | 76% | 70%                    | 17%                                         | 53%      | 55%            | 73%     | 62%  |             |
| Don't know                            | 22                  | 2      | 3            | -                                 | 2         | -           | 7              | 13                                 | *              | 10                     | 4           | 10      | 9             | 5                      | 5                 | 2                | 7      | 14                                   | 6                       | 7                                     | 3                        | 2                      | 18           | -    | 4     | 4   | 1                                    | 4         | -   | -                      | 4                                           | 9        | 7              | 4       | 23   |             |
|                                       | 2%                  | 1%     | 2%           | -s                                | 1%        | -s          | 1%             | 2%                                 | *              | 1%                     | 2%          | 1%      | 3%            | 1%                     | 4%                | 1%               | 2%     | 2%                                   | 2%                      | 2%                                    | 1%                       | 1%                     | 2%           | -s   | 8%    | 2%  | *                                    | 3%        | -   | -                      | 3%                                          | 5%       | 1%             | 1%      | 2%   |             |
| Prefer not to say                     | 4                   | -      | -            | -                                 | -         | -           | -              | 1                                  | *              | 1                      | -           | -       | 2             | -                      | -                 | 1                | 1      | 2                                    | 2                       | *                                     | -                        | -                      | 2            | 1    | -     | -   | *                                    | -         | -   | *                      | -                                           | 3        | 1              | *       | 6    |             |
|                                       | *                   | -      | -            | -s                                | -         | -s          | -              | *                                  | *              | *                      | -           | -       | *             | -                      | -                 | 1%               | *      | *                                    | 1%                      | *                                     | -                        | -                      | *            | 1%   | -s    | -   | -                                    | *         | -   | -                      | *                                           | 1%       | *              | *       | 1%   |             |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All

|                  | Total (W*td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                   | Gender |       | Age   |       |       |      | Social grade |      |      |      |      |      | Ethnicity |                   | UnWgt Total |
|------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|-------------------|--------|-------|-------|-------|-------|------|--------------|------|------|------|------|------|-----------|-------------------|-------------|
|                  |              |                                          |                                              |                           |           |           |           |           |                   |        |       |       |       |       |      |              |      |      |      |      |      |           |                   |             |
|                  |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol -utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote    | Men    | Women | 18-34 | 35-49 | 50-64 | 65+  | AB           | C1   | C2   | DE   | ABC1 | C2DE | White     | Ethnic min- ority | Total       |
| Unweighted Total | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70                | 491    | 603   | 286   | 269   | 284   | 270  | 288          | 379  | 160  | 146  | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total   | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72                | 522    | 570   | 311   | 254   | 272   | 271  | 252          | 316  | 200  | 242  | 568  | 442  | 920       | 155               | 1109        |
| Satisfied        | 257          | 231                                      | 205                                          | 188                       | 233       | 229       | 221       | 211       | 7                 | 138    | 111   | 82    | 72    | 50    | 53   | 83           | 82   | 26   | 50   | 165  | 76   | 203       | 41                | 277         |
|                  | 23%          | 26%                                      | 28%                                          | 28%                       | 26%       | 27%       | 28%       | 29%       | 9% <sup>s</sup>   | 26%    | 19%   | 26%   | 28%   | 18%   | 19%  | 33%          | 26%  | 13%  | 21%  | 29%  | 17%  | 22%       | 26%               | 25%         |
| Dissatisfied     | 736          | 571                                      | 455                                          | 422                       | 574       | 554       | 509       | 465       | 57                | 347    | 382   | 194   | 153   | 193   | 197  | 144          | 198  | 153  | 171  | 342  | 324  | 623       | 92                | 691         |
|                  | 66%          | 65%                                      | 63%                                          | 64%                       | 65%       | 65%       | 64%       | 63%       | 80% <sup>s</sup>  | 66%    | 67%   | 62%   | 60%   | 71%   | 73%  | 57%          | 63%  | 77%  | 71%  | 60%  | 73%  | 68%       | 60%               | 62%         |
| Don't know       | 116          | 77                                       | 63                                           | 53                        | 79        | 75        | 66        | 64        | 8                 | 38     | 77    | 36    | 29    | 30    | 22   | 24           | 36   | 20   | 21   | 61   | 42   | 93        | 22                | 141         |
|                  | 10%          | 9%                                       | 9%                                           | 8%                        | 9%        | 9%        | 8%        | 9%        | 11% <sup>s</sup>  | 7%     | 13%   | 12%   | 11%   | 11%   | 8%   | 10%          | 12%  | 10%  | 9%   | 11%  | 9%   | 10%       | 14%               | 13%         |
| Net satisfied    | -480         | -340                                     | -249                                         | -234                      | -341      | -324      | -288      | -254      | -51               | -209   | -272  | -112  | -81   | -143  | -144 | -62          | -115 | -127 | -121 | -177 | -248 | -420      | -51               | -414        |
|                  | -43%         | -39%                                     | -35%                                         | -35%                      | -39%      | -38%      | -36%      | -34%      | -71% <sup>s</sup> | -40%   | -46%  | -36%  | -32%  | -52%  | -53% | -24%         | -37% | -64% | -50% | -31% | -56% | -46%      | -33%              | -37%        |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*<sup>s</sup>=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All

|                  | Total<br>(Weighted) | Voting |              |                                   |           |                   | Working status |                                   | Government     |                        | Work sector |         | Tenure       |                        |                   |                  |        |                                 | ONS Regions            |                                       |                          |                        |              |                   |                   | Past vote<br>(2024 General Election) |      |           |      |                        |                                             | Qualifications       |                         |         | UnW<br>Tot. |
|------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------------|----------------|-----------------------------------|----------------|------------------------|-------------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|------------------------|---------------------------------------|--------------------------|------------------------|--------------|-------------------|-------------------|--------------------------------------|------|-----------|------|------------------------|---------------------------------------------|----------------------|-------------------------|---------|-------------|
|                  |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party       | Full-time      | Not full-time/<br>Not work<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot              | Wales             | Lab                                  | Con  | Reform UK | LD   | Oth<br>incl.<br>LD,Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+ |             |
| Unweighted Total | 1109                | 312    | 206          | 83                                | 172       | 75                | 452            | 627                               | 277            | 691                    | 265         | 655     | 373          | 426                    | 122               | 142              | 264    | 799                             | 281                    | 295                                   | 256                      | 118                    | 950          | 94                | 65                | 245                                  | 177  | 112       | 110  | 206                    | 159                                         | 144                  | 594                     | 356     | 1109        |
| Weighted Total   | 1109                | 291    | 208          | 77                                | 179       | 78                | 503            | 595                               | 257            | 736                    | 243         | 713     | 356          | 417                    | 134               | 156              | 291    | 773                             | 265                    | 296                                   | 254                      | 142                    | 957          | 98                | 54                | 216                                  | 190  | 117       | 99   | 194                    | 171                                         | 178                  | 590                     | 324     | 1109        |
| Satisfied        | 257                 | 167    | 15           | 19                                | 6         | 17                | 138            | 117                               | 257            | -                      | 85          | 143     | 102          | 79                     | 38                | 29               | 67     | 181                             | 66                     | 56                                    | 71                       | 34                     | 227          | 20                | 10                | 108                                  | 17   | 2         | 28   | 52                     | 27                                          | 17                   | 115                     | 118     | 277         |
|                  | 23%                 | 57%    | 7%           | 24% <sup>s</sup>                  | 3%        | 22% <sup>s</sup>  | 27%            | 20%                               | 100%           | -                      | 35%         | 20%     | 29%          | 19%                    | 28%               | 19%              | 23%    | 23%                             | 25%                    | 19%                                   | 28%                      | 24%                    | 24%          | 20% <sup>s</sup>  | 18% <sup>s</sup>  | 50%                                  | 9%   | 2%        | 28%  | 27%                    | 16%                                         | 9%                   | 20%                     | 36%     | 25%         |
| Dissatisfied     | 736                 | 84     | 179          | 47                                | 169       | 56                | 328            | 403                               | -              | 736                    | 134         | 499     | 215          | 293                    | 84                | 111              | 196    | 508                             | 176                    | 204                                   | 165                      | 93                     | 638          | 64                | 34                | 77                                   | 155  | 112       | 63   | 121                    | 133                                         | 137                  | 412                     | 178     | 691         |
|                  | 66%                 | 29%    | 86%          | 62% <sup>s</sup>                  | 94%       | 71% <sup>s</sup>  | 65%            | 68%                               | -              | 100%                   | 55%         | 70%     | 60%          | 70%                    | 62%               | 71%              | 67%    | 66%                             | 66%                    | 69%                                   | 65%                      | 66%                    | 67%          | 65% <sup>s</sup>  | 63% <sup>s</sup>  | 36%                                  | 81%  | 96%       | 64%  | 62%                    | 78%                                         | 77%                  | 70%                     | 55%     | 62%         |
| Don't know       | 116                 | 40     | 14           | 11                                | 5         | 5                 | 37             | 75                                | -              | -                      | 25          | 72      | 39           | 44                     | 12                | 16               | 28     | 84                              | 23                     | 36                                    | 17                       | 15                     | 92           | 14                | 10                | 31                                   | 18   | 3         | 7    | 21                     | 11                                          | 24                   | 63                      | 29      | 141         |
|                  | 10%                 | 14%    | 7%           | 14% <sup>s</sup>                  | 3%        | 6% <sup>s</sup>   | 7%             | 13%                               | -              | -                      | 10%         | 10%     | 11%          | 11%                    | 9%                | 10%              | 10%    | 11%                             | 9%                     | 12%                                   | 7%                       | 11%                    | 10%          | 14% <sup>s</sup>  | 19% <sup>s</sup>  | 14%                                  | 9%   | 2%        | 8%   | 11%                    | 6%                                          | 13%                  | 11%                     | 9%      | 13%         |
| Net satisfied    | -480                | 83     | -164         | -29                               | -163      | -39               | -190           | -286                              | 257            | -736                   | -50         | -356    | -113         | -214                   | -46               | -82              | -128   | -327                            | -110                   | -148                                  | -94                      | -60                    | -411         | -45               | -24               | 31                                   | -137 | -110      | -35  | -69                    | -106                                        | -121                 | -297                    | -60     | -414        |
|                  | -43%                | 29%    | -79%         | -37% <sup>s</sup>                 | -91%      | -49% <sup>s</sup> | -38%           | -48%                              | 100%           | -100%                  | -20%        | -50%    | -32%         | -51%                   | -34%              | -53%             | -44%   | -42%                            | -42%                   | -50%                                  | -37%                     | -42%                   | -43%         | -45% <sup>s</sup> | -46% <sup>s</sup> | 14%                                  | -72% | -94%      | -36% | -36%                   | -62%                                        | -68%                 | -50%                    | -19%    | -37%        |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*<sup>s</sup>=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

Base : All (July/August 2026 onwards)

23 Oct 2026

|                  | Total (W*td) | Likelihood to vote (General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |      | Social grade |     |      |      |      |      | Ethnicity |                   | UnWgt Total |
|------------------|--------------|---------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|------|--------------|-----|------|------|------|------|-----------|-------------------|-------------|
|                  |              | Always usually depends                | Always usually depends AND 9/10 like- lihood | (10) Absol -utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+  | AB           | C1  | C2   | DE   | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total | 1109         | 895                                   | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270  | 288          | 379 | 160  | 146  | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total   | 1109         | 879                                   | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271  | 252          | 316 | 200  | 242  | 568  | 442  | 920       | 155               | 1109        |
| Satisfied        | 390          | 340                                   | 298                                          | 268                       | 353       | 343       | 323       | 305       | 12             | 191    | 190   | 119   | 103   | 88    | 80   | 102          | 126 | 53   | 76   | 228  | 129  | 314       | 60                | 424         |
|                  | 35%          | 39%                                   | 41%                                          | 40%                       | 40%       | 40%       | 41%       | 41%       | 16% <b>sa</b>  | 37%    | 33%   | 38%   | 41%   | 32%   | 29%  | 40%          | 40% | 27%  | 31%  | 40%  | 29%  | 34%       | 39%               | 38%         |
| Dissatisfied     | 500          | 399                                   | 330                                          | 316                       | 403       | 392       | 366       | 339       | 40             | 243    | 253   | 119   | 98    | 141   | 143  | 101          | 129 | 101  | 119  | 230  | 220  | 415       | 69                | 462         |
|                  | 45%          | 45%                                   | 46%                                          | 48%                       | 45%       | 46%       | 46%       | 46%       | 56% <b>sa</b>  | 47%    | 44%   | 38%   | 38%   | 52%   | 53%  | 40%          | 41% | 50%  | 49%  | 41%  | 50%  | 45%       | 45%               | 42%         |
| Don't know       | 219          | 141                                   | 94                                           | 79                        | 130       | 123       | 107       | 97        | 20             | 88     | 127   | 74    | 53    | 43    | 49   | 49           | 61  | 46   | 47   | 110  | 93   | 191       | 26                | 223         |
|                  | 20%          | 16%                                   | 13%                                          | 12%                       | 15%       | 14%       | 13%       | 13%       | 28% <b>sa</b>  | 17%    | 22%   | 24%   | 21%   | 16%   | 18%  | 19%          | 19% | 23%  | 19%  | 19%  | 21%  | 21%       | 17%               | 20%         |
| Net satisfied    | -110         | -59                                   | -33                                          | -48                       | -50       | -49       | -42       | -34       | -29            | -52    | -63   | *     | 5     | -52   | -63  | 1            | -3  | -48  | -43  | -2   | -91  | -101      | -10               | -38         |
|                  | -10%         | -7%                                   | -5%                                          | -7%                       | -6%       | -6%       | -5%       | -5%       | -40% <b>sa</b> | -10%   | -11%  | *     | 2%    | -19%  | -23% | *            | -1% | -24% | -18% | *    | -21% | -11%      | -6%               | -9%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All (July/August 2026 onwards)

|                  | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      |       | Past vote<br>(2024 General Election) |      |           |     |                         |                                             | Qualifications       |                         |         | UnW<br>Tot. |
|------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|--------------------------------------|------|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|---------|-------------|
|                  |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab                                  | Con  | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+ |             |
|                  |                     |        |              |                                   |           |             |                |                                    |                |                        |             |         |               |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |       |                                      |      |           |     |                         |                                             |                      |                         |         |             |
| Unweighted Total | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65    | 245                                  | 177  | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356     | 1109        |
| Weighted Total   | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54    | 216                                  | 190  | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324     | 1109        |
| Satisfied        | 390                 | 217    | 29           | 35                                | 27        | 24          | 192            | 195                                | 239            | 102                    | 119         | 224     | 150           | 129                    | 51                | 49               | 100    | 279                             | 109                     | 98                                    | 86                       | 49                     | 341          | 32   | 17    | 149                                  | 34   | 10        | 47  | 81                      | 37                                          | 35                   | 188                     | 157     | 424         |
|                  | 35%                 | 75%    | 14%          | 45%                               | 15%       | 31%         | 38%            | 33%                                | 93%            | 14%                    | 49%         | 31%     | 42%           | 31%                    | 38%               | 31%              | 34%    | 36%                             | 41%                     | 33%                                   | 34%                      | 34%                    | 36%          | 33%  | 31%   | 69%                                  | 18%  | 9%        | 48% | 42%                     | 22%                                         | 20%                  | 32%                     | 48%     | 38%         |
| Dissatisfied     | 500                 | 36     | 146          | 20                                | 136       | 35          | 220            | 276                                | 8              | 486                    | 67          | 368     | 135           | 200                    | 59                | 84               | 143    | 335                             | 118                     | 131                                   | 112                      | 75                     | 437          | 40   | 23    | 41                                   | 131  | 86        | 33  | 73                      | 90                                          | 110                  | 261                     | 106     | 462         |
|                  | 45%                 | 13%    | 70%          | 26%                               | 76%       | 45%         | 44%            | 46%                                | 3%             | 66%                    | 28%         | 52%     | 38%           | 48%                    | 44%               | 54%              | 49%    | 43%                             | 45%                     | 44%                                   | 44%                      | 53%                    | 46%          | 41%  | 43%   | 19%                                  | 69%  | 74%       | 33% | 38%                     | 52%                                         | 62%                  | 48%                     | 33%     | 42%         |
| Don't know       | 219                 | 37     | 32           | 22                                | 16        | 19          | 91             | 124                                | 9              | 148                    | 57          | 121     | 71            | 87                     | 24                | 23               | 47     | 159                             | 38                      | 67                                    | 56                       | 19                     | 179          | 26   | 14    | 26                                   | 25   | 21        | 19  | 40                      | 44                                          | 33                   | 121                     | 61      | 223         |
|                  | 20%                 | 13%    | 15%          | 29%                               | 9%        | 24%         | 18%            | 21%                                | 4%             | 20%                    | 23%         | 17%     | 20%           | 21%                    | 18%               | 15%              | 16%    | 21%                             | 14%                     | 23%                                   | 22%                      | 13%                    | 19%          | 27%  | 26%   | 12%                                  | 13%  | 18%       | 19% | 21%                     | 26%                                         | 18%                  | 21%                     | 19%     | 20%         |
| Net satisfied    | -110                | 181    | -117         | 15                                | -110      | -11         | -28            | -81                                | 231            | -383                   | 52          | -144    | 15            | -71                    | -8                | -35              | -43    | -56                             | -9                      | -34                                   | -26                      | -26                    | -96          | -8   | -6    | 109                                  | -97  | -76       | 15  | 8                       | -52                                         | -76                  | -94                     | 50      | -38         |
|                  | -10%                | 62%    | -56%         | 19%                               | -61%      | -14%        | -5%            | -14%                               | 90%            | -52%                   | 21%         | -20%    | 4%            | -17%                   | -6%               | -22%             | -15%   | -7%                             | -4%                     | -11%                                  | -10%                     | -18%                   | -10%         | -8%  | -11%  | 50%                                  | -51% | -65%      | 15% | 4%                      | -30%                                        | -43%                 | -16%                    | 16%     | -3%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=<0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All

|                  | Total (W*td) | Likelihood to vote (General Election) |                                             |                          |           |           |           |           |                    | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                  | UnWgt Total |
|------------------|--------------|---------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|--------------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|------------------|-------------|
|                  |              | Always usually depends                | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote     | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min-ority |             |
| Unweighted Total | 1109         | 895                                   | 747                                         | 686                      | 902       | 879       | 825       | 765       | 70                 | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128              | 1109        |
| Weighted Total   | 1109         | 879                                   | 722                                         | 663                      | 886       | 858       | 796       | 740       | 72                 | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155              | 1109        |
| Satisfied        | 393          | 357                                   | 310                                         | 285                      | 357       | 352       | 340       | 317       | 8                  | 196    | 191   | 75    | 63    | 106   | 149 | 101          | 110 | 70  | 85  | 211  | 154  | 355       | 28               | 386         |
|                  | 35%          | 41%                                   | 43%                                         | 43%                      | 40%       | 41%       | 43%       | 43%       | 12% <sup>sa</sup>  | 37%    | 33%   | 24%   | 25%   | 39%   | 55% | 40%          | 35% | 35% | 35% | 37%  | 35%  | 39%       | 18%              | 35%         |
| Dissatisfied     | 437          | 353                                   | 283                                         | 267                      | 351       | 340       | 313       | 292       | 38                 | 206    | 221   | 138   | 123   | 92    | 83  | 106          | 117 | 77  | 84  | 223  | 161  | 326       | 88               | 447         |
|                  | 39%          | 40%                                   | 39%                                         | 40%                      | 40%       | 40%       | 39%       | 39%       | 53% <sup>sa</sup>  | 39%    | 39%   | 44%   | 49%   | 34%   | 31% | 42%          | 37% | 39% | 35% | 39%  | 36%  | 35%       | 57%              | 40%         |
| Don't know       | 279          | 169                                   | 130                                         | 111                      | 178       | 165       | 144       | 131       | 25                 | 121    | 158   | 98    | 67    | 74    | 40  | 45           | 89  | 53  | 73  | 134  | 126  | 239       | 38               | 276         |
|                  | 25%          | 19%                                   | 18%                                         | 17%                      | 20%       | 19%       | 18%       | 18%       | 35% <sup>sa</sup>  | 23%    | 28%   | 32%   | 27%   | 27%   | 15% | 18%          | 28% | 27% | 30% | 24%  | 29%  | 26%       | 25%              | 25%         |
| Net satisfied    | -44          | 4                                     | 26                                          | 18                       | 7         | 12        | 27        | 25        | -30                | -10    | -30   | -64   | -60   | 14    | 66  | -5           | -7  | -8  | 1   | -11  | -7   | 29        | -60              | -61         |
|                  | -4%          | *                                     | 4%                                          | 3%                       | 1%        | 1%        | 3%        | 3%        | -41% <sup>sa</sup> | -2%    | -5%   | -21%  | -24%  | 5%    | 24% | -2%          | -2% | -4% | *   | -2%  | -2%  | 3%        | -39%             | -6%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=<0.5%  
sa=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All

|  | Total<br>(Weighted) | Voting |  |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure |  |  |  |  |  | ONS Regions |  |  |  |  |  |  | Past vote<br>(2024 General Election) |  |  |  |  |  | Qualifications |  |  | UnW<br>Tot. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |                     |        |  | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party |                | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private |        |  |  |  |  |  |             |  |  |  |  |  |  |                                      |  |  |  |  |  |                |  |  |             |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All

|                  | Total (W*td) | Likelihood to vote<br>(General Election) |                                             |                          |           |           |           |           |                | Gender |       | Age   |       |       |      | Social grade |      |      |      |      |      | Ethnicity |                 | UnWgt Total |
|------------------|--------------|------------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|------|--------------|------|------|------|------|------|-----------|-----------------|-------------|
|                  |              |                                          |                                             |                          |           |           |           |           |                |        |       |       |       |       |      |              |      |      |      |      |      |           |                 |             |
|                  |              | Always usually depends                   | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+  | AB           | C1   | C2   | DE   | ABC1 | C2DE | White     | Ethnic minority | Total       |
| Unweighted Total | 1109         | 895                                      | 747                                         | 686                      | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270  | 288          | 379  | 160  | 146  | 667  | 306  | 950       | 128             | 1109        |
| Weighted Total   | 1109         | 879                                      | 722                                         | 663                      | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271  | 252          | 316  | 200  | 242  | 568  | 442  | 920       | 155             | 1109        |
| Satisfied        | 227          | 211                                      | 188                                         | 171                      | 212       | 207       | 200       | 192       | 5              | 109    | 116   | 55    | 58    | 46    | 69   | 62           | 74   | 29   | 45   | 136  | 74   | 177       | 40              | 227         |
|                  | 20%          | 24%                                      | 26%                                         | 26%                      | 24%       | 24%       | 25%       | 26%       | 6%             | 21%    | 20%   | 18%   | 23%   | 17%   | 25%  | 25%          | 23%  | 15%  | 19%  | 24%  | 17%  | 19%       | 26%             | 20%         |
| Dissatisfied     | 463          | 385                                      | 309                                         | 300                      | 375       | 372       | 339       | 318       | 39             | 249    | 205   | 131   | 92    | 115   | 125  | 106          | 126  | 87   | 97   | 233  | 184  | 387       | 60              | 471         |
|                  | 42%          | 44%                                      | 43%                                         | 45%                      | 42%       | 43%       | 43%       | 43%       | 54%            | 48%    | 36%   | 42%   | 36%   | 42%   | 46%  | 42%          | 40%  | 44%  | 40%  | 41%  | 42%  | 42%       | 39%             | 42%         |
| Don't know       | 419          | 283                                      | 225                                         | 192                      | 299       | 280       | 257       | 230       | 28             | 164    | 249   | 126   | 104   | 111   | 78   | 83           | 115  | 83   | 100  | 198  | 183  | 356       | 54              | 411         |
|                  | 38%          | 32%                                      | 31%                                         | 29%                      | 34%       | 33%       | 32%       | 31%       | 40%            | 31%    | 44%   | 40%   | 41%   | 41%   | 29%  | 33%          | 37%  | 42%  | 41%  | 35%  | 42%  | 39%       | 35%             | 37%         |
| Net satisfied    | -236         | -173                                     | -121                                        | -130                     | -163      | -165      | -138      | -125      | -34            | -140   | -89   | -76   | -35   | -70   | -56  | -44          | -52  | -58  | -52  | -96  | -110 | -210      | -20             | -244        |
|                  | -21%         | -20%                                     | -17%                                        | -20%                     | -18%      | -19%      | -17%      | -17%      | -48%           | -27%   | -16%  | -24%  | -14%  | -26%  | -21% | -18%         | -17% | -29% | -21% | -17% | -25% | -23%      | -13%            | -22%        |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All

|  | Total<br>(Weighted) | Voting |  |                                   |           |             | Working status |                                    | Government     | Work sector            |        | Tenure  |  |  |  |  |  |  | ONS Regions |  |  |  |  |  |  | Past vote<br>(2024 General Election) |  |  |  |  | Qualifications |  |  | UnW<br>Tot. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |                     |        |  | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party |                | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public | Private |  |  |  |  |  |  |             |  |  |  |  |  |  |                                      |  |  |  |  |                |  |  |             |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*<sup>s</sup>=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

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

23 Oct 2026

Base : All

|                  | Total (W*td) | Likelihood to vote<br>(General Election) |                                             |                          |           |           |           |           |                   | Gender |       | Age   |       |       |      | Social grade |      |      |      |      |      | Ethnicity |                 | UnWgt Total |
|------------------|--------------|------------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|-------------------|--------|-------|-------|-------|-------|------|--------------|------|------|------|------|------|-----------|-----------------|-------------|
|                  |              | Always usually depends                   | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote    | Men    | Women | 18-34 | 35-49 | 50-64 | 65+  | AB           | C1   | C2   | DE   | ABC1 | C2DE | White     | Ethnic minority | Total       |
|                  |              |                                          |                                             |                          |           |           |           |           |                   |        |       |       |       |       |      |              |      |      |      |      |      |           |                 |             |
| Unweighted Total | 1109         | 895                                      | 747                                         | 686                      | 902       | 879       | 825       | 765       | 70                | 491    | 603   | 286   | 269   | 284   | 270  | 288          | 379  | 160  | 146  | 667  | 306  | 950       | 128             | 1109        |
| Weighted Total   | 1109         | 879                                      | 722                                         | 663                      | 886       | 858       | 796       | 740       | 72                | 522    | 570   | 311   | 254   | 272   | 271  | 252          | 316  | 200  | 242  | 568  | 442  | 920       | 155             | 1109        |
| Satisfied        | 246          | 199                                      | 168                                         | 164                      | 206       | 203       | 188       | 174       | 8                 | 137    | 108   | 65    | 32    | 80    | 68   | 41           | 60   | 63   | 57   | 101  | 120  | 225       | 13              | 234         |
|                  | 22%          | 23%                                      | 23%                                         | 25%                      | 23%       | 24%       | 24%       | 24%       | 11% <sup>s</sup>  | 26%    | 19%   | 21%   | 13%   | 29%   | 25%  | 16%          | 19%  | 32%  | 23%  | 18%  | 27%  | 25%       | 8%              | 21%         |
| Dissatisfied     | 707          | 590                                      | 486                                         | 435                      | 588       | 572       | 536       | 497       | 46                | 332    | 359   | 206   | 181   | 147   | 173  | 189          | 211  | 103  | 142  | 400  | 245  | 560       | 122             | 710         |
|                  | 64%          | 67%                                      | 67%                                         | 66%                      | 66%       | 67%       | 67%       | 67%       | 64% <sup>s</sup>  | 64%    | 63%   | 66%   | 71%   | 54%   | 64%  | 75%          | 67%  | 51%  | 59%  | 70%  | 55%  | 61%       | 79%             | 64%         |
| Don't know       | 156          | 91                                       | 68                                          | 63                       | 92        | 83        | 72        | 68        | 18                | 52     | 103   | 40    | 41    | 45    | 30   | 21           | 45   | 34   | 43   | 66   | 77   | 135       | 20              | 165         |
|                  | 14%          | 10%                                      | 9%                                          | 10%                      | 10%       | 10%       | 9%        | 9%        | 25% <sup>s</sup>  | 10%    | 18%   | 13%   | 16%   | 16%   | 11%  | 8%           | 14%  | 17%  | 18%  | 12%  | 17%  | 15%       | 13%             | 15%         |
| Net satisfied    | -461         | -391                                     | -318                                        | -271                     | -383      | -369      | -347      | -323      | -38               | -195   | -251  | -140  | -149  | -67   | -104 | -148         | -151 | -39  | -85  | -299 | -124 | -334      | -110            | -476        |
|                  | -42%         | -44%                                     | -44%                                        | -41%                     | -43%      | -43%      | -44%      | -44%      | -53% <sup>s</sup> | -37%   | -44%  | -45%  | -58%  | -25%  | -38% | -59%         | -48% | -20% | -35% | -53% | -28% | -36%      | -71%            | -43%        |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=<0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 20

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

23 Oct 2026

Base : All

|                  | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      |       | Past vote<br>(2024 General Election) |      |           |      |                         |                                             | Qualifications       |                         |         | UnW<br>Tot. |
|------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|--------------------------------------|------|-----------|------|-------------------------|---------------------------------------------|----------------------|-------------------------|---------|-------------|
|                  |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab                                  | Con  | Reform UK | LD   | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+ |             |
| Unweighted Total | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65    | 245                                  | 177  | 112       | 110  | 206                     | 159                                         | 144                  | 594                     | 356     | 1109        |
| Weighted Total   | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54    | 216                                  | 190  | 117       | 99   | 194                     | 171                                         | 178                  | 590                     | 324     | 1109        |
| Satisfied        | 246                 | 17     | 45           | 1                                 | 154       | 2           | 107            | 138                                | 21             | 220                    | 38          | 166     | 58            | 114                    | 20                | 47               | 67     | 173                             | 64                      | 66                                    | 54                       | 33                     | 217          | 16   | 14    | 19                                   | 56   | 68        | 10   | 19                      | 41                                          | 53                   | 162                     | 31      | 234         |
|                  | 22%                 | 6%     | 22%          | 1%                                | 86%       | 3%          | 21%            | 23%                                | 8%             | 30%                    | 15%         | 23%     | 16%           | 27%                    | 15%               | 30%              | 23%    | 22%                             | 24%                     | 22%                                   | 21%                      | 23%                    | 23%          | 16%  | 26%   | 9%                                   | 30%  | 58%       | 10%  | 10%                     | 24%                                         | 30%                  | 27%                     | 9%      | 21%         |
| Dissatisfied     | 707                 | 254    | 141          | 70                                | 13        | 66          | 345            | 357                                | 220            | 418                    | 168         | 460     | 237           | 249                    | 100               | 87               | 187    | 486                             | 166                     | 183                                   | 168                      | 97                     | 614          | 61   | 32    | 173                                  | 106  | 36        | 80   | 157                     | 98                                          | 91                   | 347                     | 256     | 710         |
|                  | 64%                 | 87%    | 68%          | 91%                               | 8%        | 85%         | 69%            | 60%                                | 86%            | 57%                    | 69%         | 64%     | 67%           | 60%                    | 75%               | 56%              | 64%    | 63%                             | 63%                     | 62%                                   | 66%                      | 68%                    | 64%          | 62%  | 60%   | 80%                                  | 55%  | 30%       | 81%  | 81%                     | 57%                                         | 51%                  | 59%                     | 79%     | 64%         |
| Don't know       | 156                 | 20     | 22           | 6                                 | 12        | 10          | 51             | 100                                | 15             | 98                     | 38          | 87      | 61            | 53                     | 14                | 23               | 37     | 114                             | 34                      | 47                                    | 32                       | 13                     | 126          | 22   | 8     | 25                                   | 28   | 13        | 8    | 18                      | 32                                          | 34                   | 81                      | 37      | 165         |
|                  | 14%                 | 7%     | 11%          | 8%                                | 7%        | 13%         | 10%            | 17%                                | 6%             | 13%                    | 16%         | 12%     | 17%           | 13%                    | 10%               | 14%              | 13%    | 15%                             | 13%                     | 16%                                   | 13%                      | 9%                     | 13%          | 22%  | 14%   | 11%                                  | 15%  | 11%       | 8%   | 9%                      | 19%                                         | 14%                  | 12%                     | 15%     |             |
| Net satisfied    | -461                | -237   | -96          | -69                               | 140       | -64         | -238           | -220                               | -199           | -198                   | -130        | -294    | -179          | -134                   | -80               | -40              | -120   | -313                            | -103                    | -116                                  | -114                     | -64                    | -397         | -46  | -18   | -154                                 | -49  | 33        | -70  | -138                    | -57                                         | -39                  | -185                    | -225    | -476        |
|                  | -42%                | -81%   | -46%         | -90%                              | 78%       | -82%        | -47%           | -37%                               | -78%           | -27%                   | -53%        | -41%    | -50%          | -32%                   | -59%              | -25%             | -41%   | -40%                            | -39%                    | -39%                                  | -45%                     | -45%                   | -41%         | -46% | -34%  | -71%                                 | -26% | 28%       | -71% | -71%                    | -33%                                        | -22%                 | -31%                    | -70%    | -43%        |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*<sup>s</sup>=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All (Oct/Nov 2025 onwards)

|                             | Total (W*td) | Likelihood to vote<br>(General Election) |                                             |                          |           |           |           |           |                    | Gender |       | Age   |       |       |      | Social grade |      |      |      |      |      | Ethnicity |                 | UnWgt Total |
|-----------------------------|--------------|------------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|--------------------|--------|-------|-------|-------|-------|------|--------------|------|------|------|------|------|-----------|-----------------|-------------|
|                             |              | Always usually depends                   | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote     | Men    | Women | 18-34 | 35-49 | 50-64 | 65+  | AB           | C1   | C2   | DE   | ABC1 | C2DE | White     | Ethnic minority | Total       |
|                             |              |                                          |                                             |                          |           |           |           |           |                    |        |       |       |       |       |      |              |      |      |      |      |      |           |                 |             |
| Unweighted Total            | 1109         | 895                                      | 747                                         | 686                      | 902       | 879       | 825       | 765       | 70                 | 491    | 603   | 286   | 269   | 284   | 270  | 288          | 379  | 160  | 146  | 667  | 306  | 950       | 128             | 1109        |
| Weighted Total              | 1109         | 879                                      | 722                                         | 663                      | 886       | 858       | 796       | 740       | 72                 | 522    | 570   | 311   | 254   | 272   | 271  | 252          | 316  | 200  | 242  | 568  | 442  | 920       | 155             | 1109        |
| Satisfied                   | 192          | 155                                      | 121                                         | 112                      | 158       | 149       | 139       | 129       | 10                 | 78     | 106   | 87    | 56    | 31    | 18   | 38           | 56   | 24   | 42   | 94   | 66   | 119       | 53              | 182         |
|                             | 17%          | 18%                                      | 17%                                         | 17%                      | 18%       | 17%       | 17%       | 17%       | 14% <sup>sa</sup>  | 15%    | 19%   | 28%   | 22%   | 11%   | 7%   | 15%          | 18%  | 12%  | 17%  | 17%  | 15%  | 13%       | 34%             | 16%         |
| Dissatisfied                | 624          | 547                                      | 466                                         | 436                      | 539       | 533       | 503       | 471       | 34                 | 337    | 280   | 134   | 126   | 147   | 217  | 156          | 198  | 107  | 126  | 354  | 233  | 549       | 63              | 644         |
|                             | 56%          | 62%                                      | 65%                                         | 66%                      | 61%       | 62%       | 63%       | 64%       | 48% <sup>sa</sup>  | 65%    | 49%   | 43%   | 50%   | 54%   | 80%  | 62%          | 63%  | 54%  | 52%  | 62%  | 53%  | 60%       | 41%             | 58%         |
| Don't know                  | 293          | 177                                      | 135                                         | 115                      | 189       | 176       | 154       | 139       | 27                 | 107    | 183   | 91    | 72    | 94    | 36   | 58           | 62   | 69   | 74   | 120  | 143  | 251       | 38              | 283         |
|                             | 26%          | 20%                                      | 19%                                         | 17%                      | 21%       | 21%       | 19%       | 19%       | 38% <sup>sa</sup>  | 20%    | 32%   | 29%   | 28%   | 35%   | 13%  | 23%          | 20%  | 34%  | 31%  | 21%  | 32%  | 27%       | 25%             | 26%         |
| Net satisfied- dissatisfied | -432         | -392                                     | -345                                        | -323                     | -381      | -383      | -365      | -342      | -24                | -259   | -174  | -47   | -70   | -116  | -199 | -117         | -142 | -83  | -84  | -260 | -167 | -430      | -10             | -462        |
|                             | -39%         | -45%                                     | -48%                                        | -49%                     | -43%      | -45%      | -46%      | -46%      | -34% <sup>sa</sup> | -50%   | -31%  | -15%  | -28%  | -42%  | -73% | -47%         | -45% | -41% | -35% | -46% | -38% | -47%      | -6%             | -42%        |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=<0.5%  
sa=Where unweighted base sizes smaller than 100, please note results are indicative only

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

23 Oct 2026

Base : All (Oct/Nov 2025 onwards)

|  | Total<br>(Weighted) | Voting |  |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure |  |  |  |  |  | ONS Regions |  |  |  |  |  |  | Past vote<br>(2024 General Election) |  |  |  |  |  | Qualifications |  |  | UnW<br>Tot. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |                     |        |  | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party |                | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private |        |  |  |  |  |  |             |  |  |  |  |  |  |                                      |  |  |  |  |  |                |  |  |             |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*<sup>s</sup>=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 23

John Healey. Are you satisfied or dissatisfied with the way John Healey is doing his job as Chancellor of the Exchequer?

23 Oct 2026

Base : All (asked from October 2026)

|                  | Total (W*td) | Likelihood to vote<br>(General Election) |                                              |                           |              |              |              |              |                | Gender       |              | Age         |             |             |             | Social grade |             |             |             |              |             | Ethnicity    |                 | UnWgt Total  |
|------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|--------------|--------------|--------------|--------------|----------------|--------------|--------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|--------------|-------------|--------------|-----------------|--------------|
|                  |              |                                          |                                              |                           |              |              |              |              |                |              |              |             |             |             |             |              |             |             |             |              |             |              |                 |              |
|                  |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol -utely certain | (6 to 10)    | (7 to 10)    | (8 to 10)    | (9 to 10)    | Would NOT vote | Men          | Women        | 18-34       | 35-49       | 50-64       | 65+         | AB           | C1          | C2          | DE          | ABC1         | C2DE        | White        | Ethnic minority | Total        |
| Unweighted Total | 1109         | 895                                      | 747                                          | 686                       | 902          | 879          | 825          | 765          | 70             | 491          | 603          | 286         | 269         | 284         | 270         | 288          | 379         | 160         | 146         | 667          | 306         | 950          | 128             | 1109         |
| Weighted Total   | 1109         | 879                                      | 722                                          | 663                       | 886          | 858          | 796          | 740          | 72             | 522          | 570          | 311         | 254         | 272         | 271         | 252          | 316         | 200         | 242         | 568          | 442         | 920          | 155             | 1109         |
| Satisfied        | 170<br>15%   | 149<br>17%                               | 125<br>17%                                   | 119<br>18%                | 149<br>17%   | 149<br>17%   | 141<br>18%   | 129<br>17%   | 4<br>5%        | 84<br>16%    | 80<br>14%    | 46<br>15%   | 35<br>14%   | 40<br>15%   | 48<br>18%   | 46<br>18%    | 43<br>13%   | 20<br>10%   | 45<br>19%   | 88<br>16%    | 65<br>15%   | 140<br>15%   | 23<br>15%       | 183<br>17%   |
| Dissatisfied     | 399<br>36%   | 315<br>36%                               | 257<br>36%                                   | 243<br>37%                | 320<br>36%   | 314<br>37%   | 286<br>36%   | 266<br>36%   | 33<br>46%      | 201<br>38%   | 195<br>34%   | 106<br>34%  | 95<br>37%   | 106<br>39%  | 91<br>34%   | 83<br>33%    | 112<br>35%  | 77<br>39%   | 81<br>34%   | 195<br>34%   | 159<br>36%  | 322<br>35%   | 60<br>38%       | 376<br>34%   |
| Don't know       | 541<br>49%   | 414<br>47%                               | 340<br>47%                                   | 300<br>45%                | 417<br>47%   | 395<br>46%   | 369<br>46%   | 345<br>47%   | 35<br>49%      | 237<br>45%   | 294<br>52%   | 159<br>51%  | 124<br>49%  | 126<br>46%  | 132<br>49%  | 123<br>49%   | 162<br>51%  | 102<br>51%  | 116<br>48%  | 285<br>50%   | 218<br>49%  | 457<br>50%   | 73<br>47%       | 550<br>50%   |
| Net satisfied    | -229<br>-21% | -166<br>-19%                             | -132<br>-18%                                 | -124<br>-19%              | -172<br>-19% | -166<br>-19% | -145<br>-18% | -137<br>-19% | -29<br>-41%    | -116<br>-22% | -115<br>-20% | -61<br>-19% | -60<br>-24% | -66<br>-24% | -43<br>-16% | -37<br>-15%  | -69<br>-22% | -57<br>-29% | -36<br>-15% | -106<br>-19% | -93<br>-21% | -182<br>-20% | -37<br>-24%     | -193<br>-17% |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 24

John Healey. Are you satisfied or dissatisfied with the way John Healey is doing his job as Chancellor of the Exchequer?

23 Oct 2026

Base : All (asked from October 2026)

|                  | Total<br>(Weighted) | Voting       |      |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                 |                         | ONS Regions                           |                          |                        |              |      |       |     | Past vote<br>(2024 General Election) |           |     |                         |                                             | Qualifications       |                         |         | UnW<br>Tot. |
|------------------|---------------------|--------------|------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|-----|--------------------------------------|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|---------|-------------|
|                  |                     |              |      | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab | Con                                  | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+ |             |
|                  | Labour              | Conservative |      |                                   |           |             |                |                                    |                |                        |             |         |               |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |       |     |                                      |           |     |                         |                                             |                      |                         |         |             |
| Unweighted Total | 1109                | 312          | 206  | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65    | 245 | 177                                  | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356     | 1109        |
| Weighted Total   | 1109                | 291          | 208  | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54    | 216 | 190                                  | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324     | 1109        |
| Satisfied        | 170                 | 90           | 23   | 10                                | 19        | 8           | 79             | 89                                 | 118            | 47                     | 46          | 90      | 56            | 70                     | 19                | 18               | 37     | 126                             | 44                      | 45                                    | 40                       | 26                     | 154          | 8    | 8     | 66  | 19                                   | 6         | 19  | 33                      | 17                                          | 23                   | 72                      | 70      | 183         |
|                  | 15%                 | 31%          | 11%  | 13%                               | 11%       | 10%         | 16%            | 15%                                | 46%            | 6%                     | 19%         | 13%     | 16%           | 17%                    | 14%               | 11%              | 13%    | 16%                             | 17%                     | 15%                                   | 16%                      | 18%                    | 16%          | 8%   | 15%   | 31% | 10%                                  | 5%        | 19% | 17%                     | 10%                                         | 13%                  | 12%                     | 22%     | 17%         |
| Dissatisfied     | 399                 | 41           | 108  | 17                                | 99        | 31          | 189            | 207                                | 20             | 369                    | 68          | 291     | 123           | 148                    | 51                | 61               | 112    | 270                             | 97                      | 105                                   | 101                      | 50                     | 353          | 26   | 20    | 42  | 93                                   | 75        | 25  | 57                      | 69                                          | 63                   | 237                     | 94      | 376         |
|                  | 36%                 | 14%          | 52%  | 22%                               | 55%       | 40%         | 38%            | 35%                                | 8%             | 50%                    | 28%         | 41%     | 34%           | 35%                    | 38%               | 39%              | 38%    | 35%                             | 37%                     | 35%                                   | 40%                      | 35%                    | 37%          | 26%  | 37%   | 19% | 49%                                  | 64%       | 25% | 29%                     | 40%                                         | 36%                  | 40%                     | 29%     | 34%         |
| Don't know       | 541                 | 159          | 76   | 49                                | 61        | 38          | 235            | 300                                | 118            | 320                    | 130         | 332     | 178           | 199                    | 64                | 78               | 142    | 377                             | 123                     | 147                                   | 114                      | 66                     | 450          | 65   | 26    | 108 | 79                                   | 36        | 55  | 104                     | 85                                          | 91                   | 282                     | 159     | 550         |
|                  | 49%                 | 55%          | 37%  | 64%                               | 34%       | 49%         | 47%            | 50%                                | 46%            | 43%                    | 53%         | 47%     | 50%           | 48%                    | 48%               | 50%              | 49%    | 49%                             | 46%                     | 50%                                   | 45%                      | 47%                    | 47%          | 66%  | 48%   | 50% | 41%                                  | 31%       | 56% | 54%                     | 50%                                         | 51%                  | 48%                     | 49%     | 50%         |
| Net satisfied    | -229                | 48           | -85  | -7                                | -80       | -23         | -110           | -117                               | 98             | -322                   | -22         | -201    | -67           | -77                    | -32               | -43              | -75    | -144                            | -53                     | -60                                   | -61                      | -25                    | -199         | -18  | -12   | 25  | -74                                  | -69       | -6  | -24                     | -51                                         | -40                  | -164                    | -24     | -193        |
|                  | -21%                | 17%          | -41% | -9%                               | -45%      | -30%        | -22%           | -20%                               | 38%            | -44%                   | -9%         | -28%    | -19%          | -19%                   | -24%              | -27%             | -26%   | -19%                            | -20%                    | -20%                                  | -24%                     | -17%                   | -21%         | -18% | -22%  | 11% | -39%                                 | -59%      | -6% | -12%                    | -30%                                        | -23%                 | -28%                    | -7%     | -17%        |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*<sup>s</sup>=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 27  
Q15\_econ. Which party do you think has the best policies ...? Managing the economy

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 222          | 192                                      | 168                                          | 159                       | 196       | 191       | 182       | 172       | 3              | 123    | 94    | 68    | 59    | 49    | 46  | 66           | 58  | 29  | 51  | 124  | 81   | 176       | 43                | 232         |
|                         | 20%          | 22%                                      | 23%                                          | 24%                       | 22%       | 22%       | 23%       | 23%       | 5%             | 24%    | 16%   | 22%   | 23%   | 18%   | 17% | 26%          | 18% | 15% | 21% | 22%  | 18%  | 19%       | 28%               | 21%         |
| Conservatives           | 199          | 186                                      | 152                                          | 131                       | 180       | 177       | 169       | 153       | 2              | 108    | 89    | 34    | 30    | 62    | 72  | 65           | 53  | 34  | 33  | 117  | 67   | 176       | 20                | 199         |
|                         | 18%          | 21%                                      | 21%                                          | 20%                       | 20%       | 21%       | 21%       | 21%       | 3%             | 21%    | 16%   | 11%   | 12%   | 23%   | 27% | 26%          | 17% | 17% | 14% | 21%  | 15%  | 19%       | 13%               | 18%         |
| Liberal Democrats       | 43           | 38                                       | 35                                           | 30                        | 39        | 38        | 36        | 35        | 2              | 19     | 24    | 19    | 11    | 6     | 8   | 14           | 17  | 4   | 2   | 31   | 6    | 28        | 12                | 48          |
|                         | 4%           | 4%                                       | 5%                                           | 4%                        | 4%        | 4%        | 5%        | 5%        | 2%             | 4%     | 4%    | 6%    | 4%    | 2%    | 3%  | 6%           | 5%  | 2%  | 1%  | 5%   | 1%   | 3%        | 8%                | 4%          |
| Scottish National Party | 9            | 9                                        | 9                                            | 9                         | 9         | 9         | 9         | 9         | -              | 9      | *     | 6     | 1     | 1     | 1   | 2            | 6   | 1   | -   | 8    | 1    | 9         | -                 | 9           |
|                         | 1%           | 1%                                       | 1%                                           | 1%                        | 1%        | 1%        | 1%        | 1%        | -s             | 2%     | *     | 2%    | *     | *     | 1%  | 1%           | 2%  | *   | -   | 1%   | *    | 1%        | -                 | 1%          |
| Plaid Cymru             | 1            | *                                        | *                                            | *                         | 1         | 1         | 1         | *         | -s             | 1      | *     | 1     | *     | -     | -   | -            | 1   | -   | -   | 1    | -    | *         | 1                 | 2           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | *              | *      | *     | *     | *     | *     | *   | *            | *   | *   | *   | *    | *    | *         | *                 | *           |
| Reform UK               | 107          | 91                                       | 80                                           | 83                        | 100       | 100       | 91        | 86        | 1              | 59     | 47    | 21    | 17    | 39    | 30  | 13           | 27  | 31  | 26  | 40   | 57   | 96        | 6                 | 101         |
|                         | 10%          | 10%                                      | 11%                                          | 13%                       | 11%       | 12%       | 11%       | 12%       | 1%             | 11%    | 8%    | 7%    | 7%    | 14%   | 11% | 5%           | 9%  | 15% | 11% | 7%   | 13%  | 10%       | 4%                | 9%          |
| Green Party             | 40           | 29                                       | 26                                           | 29                        | 34        | 32        | 31        | 29        | 4              | 13     | 25    | 23    | 12    | 4     | 1   | 12           | 14  | 1   | 1   | 26   | 2    | 23        | 9                 | 38          |
|                         | 4%           | 3%                                       | 4%                                           | 4%                        | 4%        | 4%        | 4%        | 4%        | 6%             | 2%     | 4%    | 7%    | 5%    | 1%    | *   | 5%           | 4%  | 1%  | *   | 5%   | 1%   | 2%        | 6%                | 3%          |
| Other                   | 39           | 34                                       | 27                                           | 26                        | 30        | 30        | 29        | 28        | 5              | 25     | 13    | 8     | 7     | 15    | 8   | 9            | 8   | 6   | 13  | 17   | 19   | 33        | 4                 | 32          |
|                         | 3%           | 4%                                       | 4%                                           | 4%                        | 3%        | 3%        | 4%        | 4%        | 7%             | 5%     | 2%    | 3%    | 3%    | 6%    | 3%  | 4%           | 2%  | 3%  | 5%  | 3%   | 4%   | 4%        | 2%                | 3%          |
| None                    | 189          | 119                                      | 86                                           | 78                        | 114       | 106       | 91        | 88        | 34             | 86     | 103   | 57    | 51    | 40    | 41  | 29           | 53  | 50  | 40  | 82   | 90   | 156       | 28                | 177         |
|                         | 17%          | 14%                                      | 12%                                          | 12%                       | 13%       | 12%       | 11%       | 12%       | 47%            | 16%    | 18%   | 18%   | 20%   | 15%   | 15% | 12%          | 17% | 25% | 17% | 14%  | 20%  | 17%       | 18%               | 16%         |
| Don't know              | 260          | 182                                      | 140                                          | 118                       | 184       | 175       | 158       | 141       | 21             | 80     | 175   | 73    | 65    | 58    | 64  | 40           | 80  | 44  | 75  | 120  | 119  | 221       | 34                | 271         |
|                         | 23%          | 21%                                      | 19%                                          | 18%                       | 21%       | 20%       | 20%       | 19%       | 29%            | 15%    | 31%   | 24%   | 26%   | 21%   | 24% | 16%          | 25% | 22% | 31% | 21%  | 27%  | 24%       | 22%               | 24%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 28  
Q15\_econ. Which party do you think has the best policies ...? Managing the economy

23 Oct 2026

Base : All (Oct/Nov 2025 & October 2026)

|                         | Total<br>(Weighted) | Voting       |                                   |           |             |           | Working status                     |                | Government             |        | Work sector |               | Tenure                 |                   |                  |        |                                 |                         | ONS Regions                           |                          |                        |              |      |       |     |     | Past vote<br>(2024 General Election) |     |                         |                                             |                      |                         | Qualifications |     |      | UnW<br>Tot. |
|-------------------------|---------------------|--------------|-----------------------------------|-----------|-------------|-----------|------------------------------------|----------------|------------------------|--------|-------------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|-----|-----|--------------------------------------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|----------------|-----|------|-------------|
|                         | Labour              | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public | Private     | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab | Con | Reform UK                            | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+        |     |      |             |
|                         |                     |              |                                   |           |             |           |                                    |                |                        |        |             |               |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |       |     |     |                                      |     |                         |                                             |                      |                         |                |     |      |             |
| Unweighted Total        | 1109                | 312          | 206                               | 83        | 172         | 75        | 452                                | 627            | 277                    | 691    | 265         | 655           | 373                    | 426               | 122              | 142    | 264                             | 799                     | 281                                   | 295                      | 256                    | 118          | 950  | 94    | 65  | 245 | 177                                  | 112 | 110                     | 206                                         | 159                  | 144                     | 594            | 356 | 1109 |             |
| Weighted Total          | 1109                | 291          | 208                               | 77        | 179         | 78        | 503                                | 595            | 257                    | 736    | 243         | 713           | 356                    | 417               | 134              | 156    | 291                             | 773                     | 265                                   | 296                      | 254                    | 142          | 957  | 98    | 54  | 216 | 190                                  | 117 | 99                      | 194                                         | 171                  | 178                     | 590            | 324 | 1109 |             |
| Labour                  | 222                 | 178          | 3                                 | 10        | 2           | 12        | 112                                | 109            | 147                    | 55     | 73          | 131           | 87                     | 72                | 37               | 22     | 59                              | 158                     | 61                                    | 61                       | 50                     | 34           | 206  | 13    | 4   | 108 | 6                                    | 1   | 19                      | 51                                          | 22                   | 16                      | 102            | 104 | 232  |             |
|                         | 20%                 | 61%          | 1%                                | 12%       | 1%          | 15%       | 22%                                | 18%            | 57%                    | 8%     | 30%         | 18%           | 24%                    | 17%               | 27%              | 14%    | 20%                             | 20%                     | 23%                                   | 21%                      | 20%                    | 24%          | 22%  | 13%   | 7%  | 50% | 3%                                   | 1%  | 20%                     | 26%                                         | 13%                  | 9%                      | 17%            | 32% | 21%  |             |
| Conservatives           | 199                 | 14           | 149                               | 4         | 24          | 2         | 84                                 | 114            | 22                     | 170    | 37          | 142           | 59                     | 107               | 17               | 12     | 28                              | 166                     | 39                                    | 54                       | 56                     | 32           | 180  | 9     | 9   | 13  | 99                                   | 19  | 15                      | 18                                          | 32                   | 27                      | 113            | 58  | 199  |             |
|                         | 18%                 | 5%           | 72%                               | 5%        | 13%         | 2%        | 17%                                | 19%            | 9%                     | 23%    | 15%         | 20%           | 16%                    | 26%               | 12%              | 8%     | 10%                             | 21%                     | 15%                                   | 18%                      | 22%                    | 23%          | 19%  | 10%   | 17% | 6%  | 52%                                  | 16% | 16%                     | 9%                                          | 19%                  | 15%                     | 19%            | 18% | 18%  |             |
| Liberal Democrats       | 43                  | 7            | 1                                 | 30        | 3           | 1         | 25                                 | 17             | 11                     | 28     | 16          | 25            | 18                     | 12                | 5                | 5      | 10                              | 30                      | 6                                     | 7                        | 11                     | 13           | 38   | 3     | 3   | 10  | -                                    | *   | 14                      | 16                                          | 3                    | 3                       | 15             | 22  | 48   |             |
|                         | 4%                  | 2%           | 1%                                | 39%       | 2%          | 1%        | 5%                                 | 3%             | 4%                     | 4%     | 7%          | 3%            | 5%                     | 3%                | 4%               | 3%     | 4%                              | 4%                      | 2%                                    | 2%                       | 4%                     | 9%           | 4%   | 3%    | 5%  | 5%  | 5%                                   | -   | *                       | 14%                                         | 8%                   | 2%                      | 2%             | 3%  | 7%   | 4%          |
| Scottish National Party | 9                   | -            | -                                 | -         | -           | -         | 1                                  | 8              | 7                      | 1      | 1           | 7             | 6                      | 2                 | -                | 1      | 1                               | 8                       | -                                     | -                        | -                      | -            | -    | 9     | -   | -   | -                                    | -   | -                       | -                                           | 2                    | 1                       | 2              | 7   | 1    | 9           |
|                         | 1%                  | -            | -                                 | -s        | -           | -s        | *                                  | 1%             | 3%                     | *      | *           | 1%            | 2%                     | *                 | -                | 1%     | *                               | 1%                      | -                                     | -                        | -                      | -            | -    | 9%    | -s  | -s  | -                                    | -   | -                       | -                                           | 1%                   | *                       | 1%             | 1%  | *    | 1%          |
| Plaid Cymru             | 1                   | -            | -                                 | -         | -           | -         | 1                                  | -              | 1                      | -      | -           | 1             | -                      | -                 | 1                | -      | 1                               | -                       | -                                     | -                        | -                      | -            | -    | -     | 1   | *   | *                                    | -   | -                       | -                                           | -                    | 1                       | -              | *   | 1    | 2           |
|                         | *                   | -            | -                                 | -s        | -           | -s        | *                                  | -              | *                      | -      | -           | *             | -                      | -                 | 1%               | -      | *                               | -                       | -                                     | -                        | -                      | -            | -    | -s    | 2%  | -s  | *                                    | -   | -                       | -                                           | -                    | -                       | -              | *   | *    | *           |
| Reform UK               | 107                 | 3            | 1                                 | -         | 92          | -         | 43                                 | 64             | 5                      | 97     | 13          | 77            | 17                     | 50                | 5                | 31     | 36                              | 67                      | 34                                    | 34                       | 24                     | 3            | 94   | 6     | 8   | 10  | 11                                   | 43  | 4                       | 9                                           | 11                   | 22                      | 75             | 10  | 101  |             |
|                         | 10%                 | 1%           | *                                 | -s        | 51%         | -s        | 9%                                 | 11%            | 2%                     | 13%    | 5%          | 11%           | 5%                     | 12%               | 4%               | 20%    | 12%                             | 9%                      | 13%                                   | 11%                      | 9%                     | 2%           | 10%  | 6%    | 14% | 4%  | 6%                                   | 37% | 4%                      | 5%                                          | 6%                   | 12%                     | 13%            | 3%  | 9%   |             |
| Green Party             | 40                  | 5            | -                                 | 1         | -           | 30        | 27                                 | 12             | 9                      | 31     | 10          | 27            | 13                     | 8                 | 9                | 6      | 15                              | 21                      | 8                                     | 9                        | 9                      | 13           | 40   | *     | -   | 7   | *                                    | -   | 9                       | 18                                          | 4                    | 4                       | 18             | 15  | 38   |             |
|                         | 4%                  | 2%           | -                                 | 1%        | -           | 39%       | 5%                                 | 2%             | 3%                     | 4%     | 4%          | 4%            | 4%                     | 2%                | 7%               | 4%     | 5%                              | 3%                      | 3%                                    | 3%                       | 4%                     | 9%           | 4%   | *     | -s  | 3%  | *                                    | -   | 9%                      | 9%                                          | 2%                   | 2%                      | 3%             | 5%  | 3%   |             |
| Other                   | 39                  | 1            | 1                                 | 2         | 9           | 2         | 21                                 | 17             | 1                      | 36     | 1           | 35            | 18                     | 6                 | 5                | 7      | 12                              | 24                      | 8                                     | 5                        | 9                      | 11           | 33   | 3     | 2   | 1   | 7                                    | 15  | 2                       | 4                                           | 2                    | 5                       | 22             | 12  | 32   |             |
|                         | 3%                  | 1%           | *                                 | 2%        | 5%          | 3%        | 4%                                 | 3%             | 1%                     | 5%     | *           | 5%            | 5%                     | 1%                | 4%               | 5%     | 4%                              | 3%                      | 3%                                    | 2%                       | 3%                     | 8%           | 3%   | 3%    | 5%  | 1%  | 4%                                   | 13% | 3%                      | 2%                                          | 1%                   | 3%                      | 4%             | 4%  | 3%   |             |
| None                    | 189                 | 31           | 23                                | 15        | 21          | 6         | 87                                 | 100            | 14                     | 153    | 39          | 120           | 52                     | 63                | 31               | 31     | 62                              | 116                     | 50                                    | 49                       | 46                     | 15           | 160  | 23    | 5   | 25  | 25                                   | 15  | 15                      | 30                                          | 52                   | 34                      | 111            | 41  | 177  |             |
|                         | 17%                 | 11%          | 11%                               | 19%       | 11%         | 8%        | 17%                                | 17%            | 6%                     | 21%    | 16%         | 17%           | 15%                    | 15%               | 23%              | 20%    | 21%                             | 15%                     | 19%                                   | 17%                      | 18%                    | 11%          | 17%  | 24%   | 10% | 11% | 13%                                  | 13% | 15%                     | 16%                                         | 30%                  | 19%                     | 19%            | 13% | 16%  |             |
| Don't know              | 260                 | 51           | 30                                | 16        | 28          | 25        | 101                                | 154            | 39                     | 166    | 54          | 149           | 86                     | 98                | 23               | 42     | 65                              | 184                     | 59                                    | 78                       | 50                     | 21           | 207  | 31    | 21  | 43  | 41                                   | 25  | 20                      | 45                                          | 44                   | 66                      | 128            | 61  | 271  |             |
|                         | 23%                 | 17%          | 14%                               | 21%       | 16%         | 32%       | 20%                                | 26%            | 15%                    | 23%    | 22%         | 21%           | 24%                    | 24%               | 17%              | 27%    | 22%                             | 24%                     | 22%                                   | 26%                      | 20%                    | 15%          | 22%  | 32%   | 40% | 20% | 22%                                  | 21% | 20%                     | 23%                                         | 25%                  | 37%                     | 22%            | 19% | 24%  |             |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 29  
Q15\_Taxation. Which party do you think has the best policies ...? Taxation

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 163          | 142                                      | 124                                          | 116                       | 142       | 140       | 132       | 124       | 5              | 78     | 80    | 47    | 49    | 36    | 31  | 41           | 48  | 24  | 41  | 89   | 65   | 130       | 30                | 177         |
|                         | 15%          | 16%                                      | 17%                                          | 18%                       | 16%       | 16%       | 17%       | 17%       | 6%             | 15%    | 14%   | 15%   | 19%   | 13%   | 11% | 16%          | 15% | 12% | 17% | 16%  | 15%  | 14%       | 19%               | 16%         |
| Conservatives           | 212          | 195                                      | 173                                          | 152                       | 200       | 195       | 188       | 175       | 2              | 131    | 80    | 33    | 34    | 62    | 82  | 74           | 54  | 32  | 41  | 128  | 73   | 189       | 21                | 211         |
|                         | 19%          | 22%                                      | 24%                                          | 23%                       | 23%       | 23%       | 24%       | 24%       | 3%             | 25%    | 14%   | 11%   | 14%   | 23%   | 30% | 29%          | 17% | 16% | 17% | 22%  | 16%  | 21%       | 14%               | 19%         |
| Liberal Democrats       | 43           | 38                                       | 28                                           | 25                        | 35        | 34        | 32        | 28        | 1              | 23     | 20    | 20    | 10    | 4     | 10  | 23           | 13  | 1   | 4   | 36   | 5    | 33        | 10                | 44          |
|                         | 4%           | 4%                                       | 4%                                           | 4%                        | 4%        | 4%        | 4%        | 4%        | 2%             | 4%     | 4%    | 6%    | 4%    | 2%    | 4%  | 9%           | 4%  | *   | 2%  | 6%   | 1%   | 4%        | 7%                | 4%          |
| Scottish National Party | 15           | 15                                       | 15                                           | 15                        | 15        | 15        | 15        | 15        | -              | 12     | 4     | 9     | 1     | 1     | 4   | 4            | 8   | 1   | 2   | 12   | 3    | 15        | -                 | 15          |
|                         | 1%           | 2%                                       | 2%                                           | 2%                        | 2%        | 2%        | 2%        | 2%        | -s             | 2%     | 1%    | 3%    | *     | *     | 2%  | 2%           | 2%  | *   | 1%  | 2%   | 1%   | 2%        | -                 | 1%          |
| Plaid Cymru             | 1            | -                                        | -                                            | -                         | 1         | 1         | 1         | -         | -              | 1      | -     | 1     | -     | -     | -   | -            | 1   | -   | -   | 1    | -    | -         | 1                 | 1           |
|                         | *            | -                                        | -                                            | -                         | *         | *         | *         | -         | -s             | *      | -     | *     | -     | -     | -   | -            | *   | -   | -   | *    | -    | -         | 1%                | *           |
| Reform UK               | 118          | 102                                      | 91                                           | 97                        | 110       | 110       | 108       | 100       | 1              | 66     | 50    | 25    | 20    | 37    | 35  | 16           | 31  | 32  | 27  | 47   | 58   | 100       | 12                | 115         |
|                         | 11%          | 12%                                      | 13%                                          | 15%                       | 12%       | 13%       | 14%       | 13%       | 1%             | 13%    | 9%    | 8%    | 8%    | 13%   | 13% | 6%           | 10% | 16% | 11% | 8%   | 13%  | 11%       | 8%                | 10%         |
| Green Party             | 77           | 64                                       | 58                                           | 56                        | 69        | 65        | 63        | 62        | 5              | 31     | 42    | 38    | 23    | 11    | 5   | 23           | 22  | 9   | 3   | 45   | 11   | 48        | 18                | 71          |
|                         | 7%           | 7%                                       | 8%                                           | 8%                        | 8%        | 8%        | 8%        | 8%        | 7%             | 6%     | 7%    | 12%   | 9%    | 4%    | 2%  | 9%           | 7%  | 4%  | 1%  | 8%   | 3%   | 5%        | 12%               | 6%          |
| Other                   | 30           | 27                                       | 20                                           | 21                        | 23        | 23        | 22        | 21        | 5              | 17     | 13    | 11    | 7     | 6     | 6   | 4            | 7   | 6   | 8   | 11   | 14   | 24        | 4                 | 27          |
|                         | 3%           | 3%                                       | 3%                                           | 3%                        | 3%        | 3%        | 3%        | 3%        | 7%             | 3%     | 2%    | 4%    | 3%    | 2%    | 2%  | 1%           | 2%  | 3%  | 3%  | 2%   | 3%   | 3%        | 3%                | 2%          |
| None                    | 160          | 99                                       | 71                                           | 63                        | 93        | 87        | 72        | 71        | 27             | 81     | 78    | 50    | 36    | 43    | 31  | 23           | 47  | 41  | 39  | 70   | 80   | 136       | 18                | 149         |
|                         | 14%          | 11%                                      | 10%                                          | 10%                       | 10%       | 10%       | 9%        | 10%       | 37%            | 16%    | 14%   | 16%   | 14%   | 16%   | 11% | 9%           | 15% | 20% | 16% | 12%  | 18%  | 15%       | 12%               | 13%         |
| Don't know              | 291          | 195                                      | 142                                          | 117                       | 199       | 188       | 164       | 144       | 27             | 82     | 203   | 76    | 75    | 71    | 68  | 45           | 85  | 55  | 76  | 130  | 132  | 244       | 40                | 299         |
|                         | 26%          | 22%                                      | 20%                                          | 18%                       | 22%       | 22%       | 21%       | 19%       | 37%            | 16%    | 36%   | 24%   | 30%   | 26%   | 25% | 18%          | 27% | 28% | 31% | 23%  | 30%  | 27%       | 26%               | 27%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\* =Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 30  
Q15\_Taxation. Which party do you think has the best policies ...? Taxation

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting       |                                   |           |             |           | Working status                     |                | Government             |        | Work sector |               | Tenure                 |                   |                  |        |                                 |                         | ONS Regions                           |                          |                        |              |      |       |     |     | Past vote<br>(2024 General Election) |     |                         |                                             |                      |                         | Qualifications |     |      | UnW<br>Tot. |
|-------------------------|---------------------|--------------|-----------------------------------|-----------|-------------|-----------|------------------------------------|----------------|------------------------|--------|-------------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|-----|-----|--------------------------------------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|----------------|-----|------|-------------|
|                         | Labour              | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public | Private     | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab | Con | Reform UK                            | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+        |     |      |             |
|                         |                     |              |                                   |           |             |           |                                    |                |                        |        |             |               |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |       |     |     |                                      |     |                         |                                             |                      |                         |                |     |      |             |
| Unweighted Total        | 1109                | 312          | 206                               | 83        | 172         | 75        | 452                                | 627            | 277                    | 691    | 265         | 655           | 373                    | 426               | 122              | 142    | 264                             | 799                     | 281                                   | 295                      | 256                    | 118          | 950  | 94    | 65  | 245 | 177                                  | 112 | 110                     | 206                                         | 159                  | 144                     | 594            | 356 | 1109 |             |
| Weighted Total          | 1109                | 291          | 208                               | 77        | 179         | 78        | 503                                | 595            | 257                    | 736    | 243         | 713           | 356                    | 417               | 134              | 156    | 291                             | 773                     | 265                                   | 296                      | 254                    | 142          | 957  | 98    | 54  | 216 | 190                                  | 117 | 99                      | 194                                         | 171                  | 178                     | 590            | 324 | 1109 |             |
| Labour                  | 163                 | 138          | 6                                 | 6         | 1           | 1         | 85                                 | 77             | 111                    | 38     | 52          | 97            | 63                     | 47                | 30               | 18     | 48                              | 111                     | 51                                    | 47                       | 35                     | 18           | 152  | 10    | 1   | 82  | 7                                    | 2   | 16                      | 37                                          | 13                   | 13                      | 76             | 74  | 177  |             |
|                         | 15%                 | 48%          | 3%                                | 8%        | 1%          | 2%        | 17%                                | 13%            | 43%                    | 5%     | 21%         | 14%           | 18%                    | 11%               | 23%              | 11%    | 17%                             | 14%                     | 19%                                   | 16%                      | 14%                    | 13%          | 16%  | 10%   | 3%  | 38% | 4%                                   | 2%  | 16%                     | 19%                                         | 8%                   | 7%                      | 13%            | 23% | 16%  |             |
| Conservatives           | 212                 | 26           | 135                               | 9         | 23          | 1         | 90                                 | 121            | 27                     | 174    | 41          | 149           | 63                     | 111               | 13               | 20     | 32                              | 174                     | 45                                    | 54                       | 51                     | 41           | 191  | 10    | 11  | 23  | 99                                   | 17  | 17                      | 21                                          | 27                   | 26                      | 112            | 74  | 211  |             |
|                         | 19%                 | 9%           | 65%                               | 12%       | 13%         | 2%        | 18%                                | 20%            | 10%                    | 24%    | 17%         | 21%           | 18%                    | 27%               | 9%               | 13%    | 11%                             | 22%                     | 17%                                   | 18%                      | 20%                    | 29%          | 20%  | 10%   | 20% | 10% | 52%                                  | 15% | 18%                     | 11%                                         | 16%                  | 14%                     | 19%            | 23% | 19%  |             |
| Liberal Democrats       | 43                  | 9            | 4                                 | 22        | 4           | 4         | 23                                 | 21             | 15                     | 25     | 7           | 34            | 15                     | 17                | 7                | 3      | 10                              | 32                      | 6                                     | 6                        | 15                     | 14           | 41   | *     | 2   | 13  | 2                                    | -   | 10                      | 17                                          | 6                    | 1                       | 22             | 21  | 44   |             |
|                         | 4%                  | 3%           | 2%                                | 29%       | 2%          | 5%        | 5%                                 | 3%             | 6%                     | 3%     | 3%          | 5%            | 4%                     | 4%                | 5%               | 2%     | 4%                              | 4%                      | 2%                                    | 2%                       | 6%                     | 10%          | 4%   | *s    | 3%  | 6%  | 1%                                   | -   | 11%                     | 9%                                          | 4%                   | 1%                      | 4%             | 6%  | 4%   |             |
| Scottish National Party | 15                  | 1            | -                                 | -         | -           | -         | 4                                  | 11             | 8                      | 4      | 5           | 9             | 8                      | 5                 | 1                | 1      | 2                               | 13                      | -                                     | -                        | -                      | -            | -    | 15    | -   | 4   | -                                    | -   | -                       | 4                                           | 1                    | 4                       | 8              | 3   | 15   |             |
|                         | 1%                  | *            | -                                 | -s        | -           | -s        | 1%                                 | 2%             | 3%                     | 1%     | 2%          | 1%            | 2%                     | 1%                | 1%               | 1%     | 2%                              | -                       | -                                     | -                        | -                      | -            | 15%  | -s    | 2%  | -   | -                                    | -   | -                       | 2%                                          | *                    | 2%                      | 1%             | 1%  | 1%   |             |
| Plaid Cymru             | 1                   | -            | -                                 | -s        | -           | -s        | 1                                  | -              | 1                      | -      | -           | 1             | -                      | -                 | 1                | -      | 1                               | -                       | -                                     | -                        | -                      | -            | -    | -     | 1   | -   | -                                    | -   | -                       | -                                           | 1                    | -                       | -              | 1   | 1    |             |
|                         | *                   | -            | -                                 | -s        | -           | -s        | *                                  | -              | *                      | -      | -           | *             | -                      | -                 | 1%               | -      | *                               | -                       | -                                     | -                        | -                      | -            | -    | -s    | 2%  | -   | -                                    | -   | -                       | -                                           | 1%                   | -                       | -              | *   | *    |             |
| Reform UK               | 118                 | 3            | 9                                 | -         | 101         | *         | 45                                 | 72             | 5                      | 110    | 16          | 84            | 24                     | 58                | 9                | 24     | 33                              | 82                      | 33                                    | 28                       | 32                     | 10           | 103  | 6     | 9   | 8   | 24                                   | 45  | 5                       | 7                                           | 9                    | 29                      | 70             | 18  | 115  |             |
|                         | 11%                 | 1%           | 4%                                | -s        | 57%         | *s        | 9%                                 | 12%            | 2%                     | 15%    | 6%          | 12%           | 7%                     | 14%               | 7%               | 15%    | 11%                             | 11%                     | 13%                                   | 10%                      | 12%                    | 7%           | 11%  | 6%    | 16% | 4%  | 12%                                  | 38% | 5%                      | 4%                                          | 5%                   | 16%                     | 12%            | 6%  | 10%  |             |
| Green Party             | 77                  | 23           | -                                 | 3         | -           | 45        | 54                                 | 21             | 25                     | 50     | 24          | 49            | 32                     | 17                | 13               | 12     | 24                              | 49                      | 14                                    | 15                       | 19                     | 24           | 72   | 4     | 1   | 14  | *                                    | -   | 12                      | 35                                          | 7                    | 6                       | 29             | 37  | 71   |             |
|                         | 7%                  | 8%           | -                                 | 3%        | -           | 57%       | 11%                                | 4%             | 10%                    | 7%     | 10%         | 7%            | 9%                     | 4%                | 9%               | 7%     | 8%                              | 6%                      | 5%                                    | 5%                       | 7%                     | 17%          | 8%   | 5%    | 1%  | 6%  | *                                    | -   | 12%                     | 18%                                         | 4%                   | 3%                      | 5%             | 11% | 6%   |             |
| Other                   | 30                  | -            | 1                                 | -         | 5           | 4         | 12                                 | 17             | 1                      | 28     | *           | 26            | 11                     | 4                 | 3                | 9      | 13                              | 15                      | 7                                     | 6                        | 9                      | 2            | 24   | 3     | 3   | 1   | 1                                    | 12  | 2                       | 6                                           | 1                    | 5                       | 19             | 6   | 27   |             |
|                         | 3%                  | -            | *                                 | -s        | 3%          | 5%        | 2%                                 | 3%             | *                      | 4%     | *           | 4%            | 3%                     | 1%                | 2%               | 6%     | 4%                              | 2%                      | 3%                                    | 2%                       | 3%                     | 1%           | 3%   | 3%    | 5%  | 1%  | *                                    | 10% | 3%                      | 3%                                          | 1%                   | 3%                      | 3%             | 2%  | 2%   |             |
| None                    | 160                 | 31           | 21                                | 10        | 13          | 3         | 71                                 | 85             | 17                     | 126    | 30          | 107           | 43                     | 54                | 30               | 25     | 54                              | 98                      | 45                                    | 46                       | 36                     | 10           | 137  | 17    | 6   | 19  | 19                                   | 13  | 16                      | 26                                          | 54                   | 30                      | 99             | 29  | 149  |             |
|                         | 14%                 | 11%          | 10%                               | 13%       | 8%          | 3%        | 14%                                | 14%            | 6%                     | 17%    | 12%         | 15%           | 12%                    | 13%               | 22%              | 16%    | 19%                             | 13%                     | 17%                                   | 15%                      | 14%                    | 7%           | 14%  | 17%   | 11% | 9%  | 10%                                  | 11% | 16%                     | 13%                                         | 32%                  | 17%                     | 17%            | 9%  | 13%  |             |
| Don't know              | 291                 | 61           | 32                                | 27        | 31          | 20        | 117                                | 169            | 46                     | 182    | 67          | 159           | 97                     | 104               | 28               | 45     | 73                              | 201                     | 63                                    | 94                       | 58                     | 22           | 237  | 32    | 21  | 53  | 39                                   | 28  | 20                      | 42                                          | 52                   | 65                      | 155            | 62  | 299  |             |
|                         | 26%                 | 21%          | 15%                               | 35%       | 17%         | 26%       | 23%                                | 28%            | 18%                    | 25%    | 28%         | 22%           | 27%                    | 25%               | 21%              | 29%    | 25%                             | 26%                     | 24%                                   | 32%                      | 23%                    | 15%          | 25%  | 33%   | 39% | 24% | 20%                                  | 24% | 20%                     | 22%                                         | 30%                  | 36%                     | 26%            | 19% | 27%  |             |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 31  
**Q15\_PubSpend. Which party do you think has the best policies ...? The level of public spending**  
Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 209          | 180                                      | 150                                          | 140                       | 176       | 170       | 161       | 151       | 3              | 114    | 90    | 73    | 50    | 46    | 40  | 57           | 55  | 28  | 53  | 112  | 81   | 164       | 40                | 216         |
|                         | 19%          | 21%                                      | 21%                                          | 21%                       | 20%       | 20%       | 20%       | 20%       | 5%             | 22%    | 16%   | 23%   | 20%   | 17%   | 15% | 23%          | 17% | 14% | 22% | 20%  | 18%  | 18%       | 26%               | 19%         |
| Conservatives           | 189          | 177                                      | 154                                          | 130                       | 176       | 173       | 166       | 154       | 3              | 101    | 87    | 31    | 33    | 55    | 70  | 56           | 48  | 40  | 31  | 104  | 71   | 168       | 21                | 184         |
|                         | 17%          | 20%                                      | 21%                                          | 20%                       | 20%       | 20%       | 21%       | 21%       | 5%             | 19%    | 15%   | 10%   | 13%   | 20%   | 26% | 22%          | 15% | 20% | 13% | 18%  | 16%  | 18%       | 13%               | 17%         |
| Liberal Democrats       | 40           | 36                                       | 32                                           | 26                        | 37        | 36        | 35        | 32        | -              | 22     | 17    | 14    | 9     | 7     | 11  | 15           | 14  | 1   | 1   | 29   | 3    | 27        | 9                 | 43          |
|                         | 4%           | 4%                                       | 4%                                           | 4%                        | 4%        | 4%        | 4%        | 4%        | -s             | 4%     | 3%    | 4%    | 3%    | 2%    | 4%  | 6%           | 4%  | 1%  | 1%  | 5%   | 1%   | 3%        | 6%                | 4%          |
| Scottish National Party | 15           | 15                                       | 14                                           | 14                        | 15        | 15        | 15        | 14        | -              | 11     | 4     | 9     | 1     | 2     | 4   | 4            | 6   | 1   | 2   | 11   | 3    | 15        | -                 | 14          |
|                         | 1%           | 2%                                       | 2%                                           | 2%                        | 2%        | 2%        | 2%        | 2%        | -s             | 2%     | 1%    | 3%    | *     | 1%    | 2%  | 2%           | 2%  | *   | 1%  | 2%   | 1%   | 2%        | -                 | 1%          |
| Plaid Cymru             | 1            | *                                        | *                                            | *                         | 1         | 1         | 1         | *         | -              | 1      | *     | 1     | *     | -     | -   | -            | 1   | -   | -   | 1    | -    | *         | 1                 | 2           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | -s             | *      | *     | *     | *     | -     | -   | -            | *   | -   | -   | *    | -    | *         | 1%                | *           |
| Reform UK               | 112          | 92                                       | 85                                           | 90                        | 104       | 104       | 100       | 93        | 1              | 68     | 42    | 28    | 18    | 31    | 35  | 16           | 30  | 29  | 28  | 46   | 57   | 99        | 8                 | 115         |
|                         | 10%          | 10%                                      | 12%                                          | 14%                       | 12%       | 12%       | 13%       | 13%       | 1%             | 13%    | 7%    | 9%    | 7%    | 11%   | 13% | 6%           | 10% | 15% | 11% | 8%   | 13%  | 11%       | 5%                | 10%         |
| Green Party             | 52           | 39                                       | 33                                           | 35                        | 42        | 41        | 37        | 37        | 5              | 19     | 28    | 27    | 16    | 7     | 1   | 15           | 13  | 3   | 4   | 28   | 7    | 29        | 15                | 47          |
|                         | 5%           | 4%                                       | 5%                                           | 5%                        | 5%        | 5%        | 5%        | 5%        | 7%             | 4%     | 5%    | 9%    | 6%    | 3%    | *   | 6%           | 4%  | 2%  | 2%  | 5%   | 2%   | 3%        | 10%               | 4%          |
| Other                   | 36           | 32                                       | 25                                           | 25                        | 28        | 27        | 26        | 25        | 5              | 23     | 13    | 7     | 8     | 15    | 6   | 9            | 7   | 6   | 11  | 16   | 17   | 31        | 4                 | 31          |
|                         | 3%           | 4%                                       | 3%                                           | 4%                        | 3%        | 3%        | 3%        | 3%        | 7%             | 4%     | 2%    | 2%    | 3%    | 6%    | 2%  | 4%           | 2%  | 3%  | 5%  | 3%   | 4%   | 3%        | 3%                | 3%          |
| None                    | 162          | 102                                      | 71                                           | 65                        | 98        | 87        | 73        | 72        | 30             | 79     | 84    | 44    | 46    | 39    | 35  | 27           | 45  | 44  | 35  | 73   | 79   | 138       | 19                | 157         |
|                         | 15%          | 12%                                      | 10%                                          | 10%                       | 11%       | 10%       | 9%        | 10%       | 41%            | 15%    | 15%   | 14%   | 16%   | 14%   | 13% | 11%          | 14% | 22% | 15% | 13%  | 18%  | 15%       | 13%               | 14%         |
| Don't know              | 292          | 205                                      | 159                                          | 138                       | 209       | 203       | 181       | 161       | 24             | 84     | 203   | 79    | 74    | 70    | 69  | 53           | 95  | 47  | 76  | 148  | 123  | 248       | 36                | 300         |
|                         | 26%          | 23%                                      | 22%                                          | 21%                       | 24%       | 24%       | 23%       | 22%       | 34%            | 16%    | 36%   | 25%   | 29%   | 26%   | 26% | 21%          | 30% | 23% | 31% | 26%  | 28%  | 27%       | 24%               | 27%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 32  
Q15\_PubSpend. Which party do you think has the best policies ...? The level of public spending

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure       |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      | Past vote<br>(2024 General Election) |     |     |           |     |                         | Qualifications                              |                      |                         | UnW<br>Tot.         |      |
|-------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|--------------------------------------|-----|-----|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|---------------------|------|
|                         |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales                                | Lab | Con | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree <sup>+</sup> |      |
| Unweighted Total        | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373          | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65                                   | 245 | 177 | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356                 | 1109 |
| Weighted Total          | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356          | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54                                   | 216 | 190 | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324                 | 1109 |
| Labour                  | 209                 | 158    | 9            | 9                                 | 9         | 9           | 112            | 96                                 | 132            | 61                     | 66          | 125     | 76           | 63                     | 40                | 23               | 63     | 138                             | 60                      | 61                                    | 43                       | 34                     | 198          | 10   | 2                                    | 93  | 11  | 1         | 18  | 47                      | 27                                          | 16                   | 103                     | 90                  | 216  |
|                         | 19%                 | 55%    | 4%           | 12%                               | 5%        | 12%         | 22%            | 16%                                | 52%            | 8%                     | 27%         | 18%     | 21%          | 15%                    | 30%               | 15%              | 22%    | 18%                             | 23%                     | 21%                                   | 17%                      | 24%                    | 21%          | 10%  | 4%                                   | 43% | 6%  | 1%        | 18% | 24%                     | 16%                                         | 9%                   | 17%                     | 28%                 | 19%  |
| Conservatives           | 189                 | 21     | 133          | 9                                 | 16        | *           | 83             | 106                                | 22             | 157                    | 35          | 132     | 56           | 102                    | 11                | 16               | 27     | 157                             | 43                      | 52                                    | 52                       | 25                     | 171          | 9    | 8                                    | 19  | 87  | 14        | 16  | 19                      | 25                                          | 29                   | 100                     | 59                  | 184  |
|                         | 17%                 | 7%     | 64%          | 12%                               | 9%        | 1%          | 16%            | 18%                                | 9%             | 21%                    | 15%         | 18%     | 16%          | 24%                    | 8%                | 10%              | 9%     | 20%                             | 16%                     | 17%                                   | 20%                      | 17%                    | 18%          | 10%  | 15%                                  | 9%  | 46% | 12%       | 16% | 10%                     | 15%                                         | 16%                  | 17%                     | 18%                 | 17%  |
| Liberal Democrats       | 40                  | 8      | 3            | 21                                | 3         | 2           | 20             | 19                                 | 15             | 21                     | 16          | 23      | 15           | 14                     | 4                 | 7                | 11     | 29                              | 7                       | 9                                     | 11                       | 8                      | 36           | 2    | 3                                    | 10  | 1   | -         | 12  | 14                      | 5                                           | 1                    | 19                      | 17                  | 43   |
|                         | 4%                  | 3%     | 1%           | 28%                               | 2%        | 2%          | 4%             | 3%                                 | 6%             | 3%                     | 6%          | 3%      | 4%           | 3%                     | 3%                | 4%               | 4%     | 4%                              | 2%                      | 3%                                    | 5%                       | 6%                     | 4%           | 2%   | 5%                                   | 5%  | *   | -         | 13% | 7%                      | 3%                                          | *                    | 3%                      | 5%                  | 4%   |
| Scottish National Party | 15                  | -      | -            | -                                 | -         | -           | 4              | 11                                 | 8              | 4                      | 5           | 10      | 10           | 4                      | -                 | 1                | 1      | 14                              | -                       | -                                     | -                        | -                      | -            | 15   | -                                    | 2   | -   | 1         | -   | 5                       | 1                                           | 4                    | 8                       | 3                   | 14   |
|                         | 1%                  | -      | -            | -s                                | -         | -s          | 1%             | 2%                                 | 3%             | 1%                     | 2%          | 1%      | 3%           | 1%                     | -                 | 1%               | *      | 2%                              | -                       | -                                     | -                        | -                      | -            | 15%  | -s                                   | 1%  | -   | 1%        | -   | 3%                      | *                                           | 2%                   | 1%                      | 1%                  | 1%   |
| Plaid Cymru             | 1                   | -      | -            | -                                 | -         | -           | 1              | -                                  | 1              | -                      | -           | 1       | -            | -                      | 1                 | -                | 1      | -                               | -                       | -                                     | -                        | -                      | -            | -    | 1                                    | *   | -   | -         | -   | -                       | 1                                           | -                    | *                       | 1                   | 2    |
|                         | *                   | -      | -            | -s                                | -         | -s          | *              | -                                  | *              | -                      | -           | *       | -            | -                      | 1%                | -                | *      | -                               | -                       | -                                     | -                        | -                      | -            | -s   | 2%                                   | *   | -   | -         | -   | -                       | -                                           | -                    | *                       | *                   | *    |
| Reform UK               | 112                 | 5      | 4            | 4                                 | 91        | *           | 38             | 74                                 | 5              | 106                    | 13          | 80      | 23           | 47                     | 7                 | 27               | 34     | 70                              | 31                      | 29                                    | 25                       | 9                      | 94           | 10   | 8                                    | 8   | 19  | 37        | 4   | 9                       | 13                                          | 26                   | 67                      | 19                  | 115  |
|                         | 10%                 | 2%     | 2%           | 5%                                | 51%       | *s          | 8%             | 12%                                | 2%             | 14%                    | 5%          | 11%     | 6%           | 11%                    | 5%                | 17%              | 12%    | 9%                              | 12%                     | 10%                                   | 10%                      | 6%                     | 10%          | 10%  | 15%                                  | 4%  | 10% | 32%       | 4%  | 5%                      | 7%                                          | 15%                  | 11%                     | 6%                  | 10%  |
| Green Party             | 52                  | 10     | -            | 1                                 | 1         | 34          | 30             | 21                                 | 15             | 33                     | 10          | 36      | 18           | 7                      | 15                | 8                | 23     | 25                              | 12                      | 9                                     | 10                       | 18                     | 49           | 2    | 1                                    | 10  | *   | -         | 9   | 22                      | 2                                           | 7                    | 22                      | 20                  | 47   |
|                         | 5%                  | 3%     | -            | 2%                                | 1%        | 44%         | 6%             | 3%                                 | 6%             | 4%                     | 4%          | 5%      | 5%           | 2%                     | 11%               | 5%               | 8%     | 3%                              | 5%                      | 3%                                    | 4%                       | 12%                    | 5%           | 2%   | 2%                                   | 5%  | *   | -         | 9%  | 11%                     | 1%                                          | 4%                   | 4%                      | 6%                  | 4%   |
| Other                   | 36                  | 2      | 1            | -                                 | 9         | 3           | 22             | 14                                 | 1              | 33                     | 2           | 31      | 18           | 4                      | 4                 | 7                | 11     | 23                              | 8                       | 4                                     | 9                        | 10                     | 30           | 2    | 4                                    | 2   | 7   | 14        | 2   | 5                       | 1                                           | 5                    | 19                      | 12                  | 31   |
|                         | 3%                  | 1%     | *            | -s                                | 5%        | 4%          | 4%             | 2%                                 | *              | 4%                     | 1%          | 4%      | 5%           | 1%                     | 3%                | 5%               | 4%     | 3%                              | 3%                      | 1%                                    | 4%                       | 7%                     | 3%           | 2%   | 7%                                   | 1%  | 4%  | 12%       | 3%  | 3%                      | 1%                                          | 3%                   | 3%                      | 4%                  | 3%   |
| None                    | 162                 | 28     | 20           | 12                                | 12        | 4           | 75             | 84                                 | 13             | 128                    | 32          | 101     | 44           | 57                     | 27                | 24               | 52     | 102                             | 42                      | 45                                    | 37                       | 13                     | 136          | 18   | 8                                    | 20  | 22  | 16        | 13  | 25                      | 49                                          | 28                   | 98                      | 36                  | 157  |
|                         | 15%                 | 10%    | 10%          | 15%                               | 7%        | 5%          | 15%            | 14%                                | 5%             | 17%                    | 13%         | 14%     | 12%          | 14%                    | 20%               | 16%              | 18%    | 13%                             | 16%                     | 15%                                   | 15%                      | 9%                     | 14%          | 18%  | 15%                                  | 9%  | 12% | 14%       | 13% | 13%                     | 29%                                         | 16%                  | 17%                     | 11%                 | 14%  |
| Don't know              | 292                 | 59     | 38           | 20                                | 37        | 25          | 118            | 170                                | 44             | 193                    | 65          | 174     | 98           | 118                    | 25                | 43               | 68     | 215                             | 63                      | 87                                    | 67                       | 25                     | 242          | 31   | 19                                   | 51  | 42  | 33        | 24  | 48                      | 47                                          | 63                   | 154                     | 67                  | 300  |
|                         | 26%                 | 20%    | 18%          | 27%                               | 21%       | 32%         | 23%            | 29%                                | 17%            | 26%                    | 27%         | 24%     | 27%          | 28%                    | 19%               | 28%              | 24%    | 28%                             | 24%                     | 29%                                   | 26%                      | 18%                    | 25%          | 32%  | 35%                                  | 24% | 22% | 28%       | 24% | 25%                     | 27%                                         | 35%                  | 26%                     | 21%                 | 27%  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 33  
Q15 Reducing the cost of living. Which party do you think has the best policies ...? Reducing the cost of living

Base : All (Oct/Nov 2025 & October 2026)

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                  | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|------------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                  |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote   | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70               | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72               | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 233          | 207                                      | 179                                          | 162                       | 207       | 199       | 189       | 182       | 4                | 120    | 106   | 77    | 58    | 55    | 43  | 78           | 60  | 30  | 54  | 138  | 84   | 174       | 52                | 239         |
|                         | 21%          | 24%                                      | 25%                                          | 25%                       | 23%       | 23%       | 24%       | 25%       | 5% <sup>s</sup>  | 23%    | 19%   | 25%   | 23%   | 20%   | 16% | 31%          | 19% | 15% | 22% | 24%  | 19%  | 19%       | 34%               | 22%         |
| Conservatives           | 144          | 135                                      | 113                                          | 103                       | 135       | 132       | 125       | 113       | 1                | 74     | 70    | 24    | 24    | 39    | 58  | 42           | 36  | 26  | 31  | 78   | 57   | 131       | 12                | 139         |
|                         | 13%          | 15%                                      | 16%                                          | 16%                       | 15%       | 15%       | 16%       | 15%       | 1% <sup>s</sup>  | 14%    | 12%   | 8%    | 10%   | 14%   | 21% | 17%          | 11% | 13% | 13% | 14%  | 13%  | 14%       | 8%                | 13%         |
| Liberal Democrats       | 37           | 33                                       | 27                                           | 23                        | 33        | 32        | 30        | 27        | *                | 14     | 22    | 12    | 12    | 5     | 8   | 10           | 15  | 4   | -   | 25   | 4    | 25        | 7                 | 45          |
|                         | 3%           | 4%                                       | 4%                                           | 4%                        | 4%        | 4%        | 4%        | 4%        | *s               | 3%     | 4%    | 4%    | 5%    | 2%    | 3%  | 4%           | 5%  | 2%  | -   | 4%   | 1%   | 3%        | 4%                | 4%          |
| Scottish National Party | 12           | 12                                       | 11                                           | 11                        | 12        | 12        | 12        | 11        | -                | 10     | 3     | 10    | 1     | 1     | 1   | 2            | 7   | 1   | -   | 10   | 1    | 12        | -                 | 12          |
|                         | 1%           | 1%                                       | 2%                                           | 2%                        | 1%        | 1%        | 2%        | 1%        | -s               | 2%     | *     | 3%    | *     | *     | 1%  | 1%           | 2%  | *   | -   | 2%   | *    | 1%        | -                 | 1%          |
| Plaid Cymru             | 2            | 1                                        | 1                                            | 1                         | 2         | 2         | 2         | 1         | -                | 1      | *     | 2     | *     | -     | -   | -            | 2   | -   | -   | 2    | -    | 1         | 1                 | 3           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | -s               | *      | *     | 1%    | *     | -     | -   | -            | 1%  | -   | -   | *    | -    | *         | 1%                | *           |
| Reform UK               | 125          | 109                                      | 94                                           | 97                        | 113       | 113       | 106       | 99        | 5                | 73     | 51    | 25    | 21    | 41    | 38  | 18           | 32  | 38  | 25  | 50   | 63   | 112       | 8                 | 123         |
|                         | 11%          | 12%                                      | 13%                                          | 15%                       | 13%       | 13%       | 13%       | 13%       | 7% <sup>s</sup>  | 14%    | 9%    | 8%    | 8%    | 15%   | 14% | 7%           | 10% | 19% | 10% | 9%   | 14%  | 12%       | 5%                | 11%         |
| Green Party             | 58           | 45                                       | 42                                           | 42                        | 50        | 49        | 46        | 46        | 5                | 21     | 32    | 31    | 18    | 7     | 3   | 17           | 16  | 4   | 5   | 33   | 10   | 33        | 17                | 55          |
|                         | 5%           | 5%                                       | 6%                                           | 6%                        | 6%        | 6%        | 6%        | 6%        | 7% <sup>s</sup>  | 4%     | 6%    | 10%   | 7%    | 2%    | 1%  | 7%           | 5%  | 2%  | 2%  | 6%   | 2%   | 4%        | 11%               | 5%          |
| Other                   | 28           | 24                                       | 22                                           | 23                        | 26        | 23        | 23        | 23        | -                | 21     | 7     | 5     | 9     | 11    | 3   | 9            | 10  | 2   | 6   | 19   | 7    | 21        | 5                 | 22          |
|                         | 3%           | 3%                                       | 3%                                           | 3%                        | 3%        | 3%        | 3%        | 3%        | -s               | 4%     | 1%    | 1%    | 4%    | 4%    | 1%  | 3%           | 3%  | 1%  | 2%  | 3%   | 2%   | 2%        | 3%                | 2%          |
| None                    | 212          | 140                                      | 101                                          | 87                        | 129       | 124       | 110       | 105       | 33               | 103    | 109   | 61    | 45    | 52    | 54  | 34           | 60  | 48  | 49  | 93   | 97   | 185       | 22                | 207         |
|                         | 19%          | 16%                                      | 14%                                          | 13%                       | 15%       | 14%       | 14%       | 14%       | 46% <sup>s</sup> | 20%    | 19%   | 20%   | 18%   | 19%   | 20% | 13%          | 19% | 24% | 20% | 16%  | 22%  | 20%       | 14%               | 19%         |
| Don't know              | 258          | 174                                      | 132                                          | 113                       | 179       | 172       | 152       | 134       | 25               | 86     | 171   | 67    | 66    | 61    | 63  | 43           | 77  | 47  | 72  | 121  | 119  | 224       | 30                | 264         |
|                         | 23%          | 20%                                      | 18%                                          | 17%                       | 20%       | 20%       | 19%       | 18%       | 34% <sup>s</sup> | 16%    | 30%   | 22%   | 26%   | 22%   | 23% | 17%          | 24% | 24% | 30% | 21%  | 27%  | 24%       | 20%               | 24%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 34

Q15\_Reducing\_the\_cost\_of\_living. Which party do you think has the best policies ...? Reducing the cost of living

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure       |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      | Past vote<br>(2024 General Election) |     |     |           |     |                         | Qualifications                              |                      |                         | UnW<br>Tot. |      |
|-------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|--------------------------------------|-----|-----|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|-------------|------|
|                         |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales                                | Lab | Con | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+     |      |
| Unweighted Total        | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373          | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65                                   | 245 | 177 | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356         | 1109 |
| Weighted Total          | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356          | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54                                   | 216 | 190 | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324         | 1109 |
| Labour                  | 233                 | 180    | 6            | 16                                | 10        | 7           | 125            | 107                                | 147            | 62                     | 69          | 144     | 89           | 73                     | 38                | 24               | 62     | 162                             | 61                      | 60                                    | 49                       | 42                     | 213          | 15   | 5                                    | 106 | 11  | 2         | 22  | 49                      | 24                                          | 17                   | 104                     | 108         | 239  |
|                         | 21%                 | 62%    | 3%           | 21%                               | 6%        | 9%          | 25%            | 18%                                | 57%            | 8%                     | 29%         | 20%     | 25%          | 18%                    | 28%               | 16%              | 21%    | 21%                             | 23%                     | 20%                                   | 19%                      | 30%                    | 22%          | 15%  | 10%                                  | 49% | 6%  | 2%        | 23% | 25%                     | 14%                                         | 10%                  | 18%                     | 33%         | 22%  |
| Conservatives           | 144                 | 4      | 118          | 5                                 | 8         | 1           | 59             | 86                                 | 10             | 129                    | 29          | 100     | 44           | 78                     | 9                 | 10               | 19     | 122                             | 27                      | 41                                    | 38                       | 23                     | 129          | 7    | 9                                    | 8   | 74  | 14        | 12  | 12                      | 19                                          | 20                   | 81                      | 42          | 139  |
|                         | 13%                 | 2%     | 57%          | 6%                                | 4%        | 2%          | 12%            | 14%                                | 4%             | 18%                    | 12%         | 14%     | 12%          | 19%                    | 7%                | 6%               | 7%     | 16%                             | 10%                     | 14%                                   | 15%                      | 16%                    | 13%          | 7%   | 16%                                  | 4%  | 39% | 12%       | 12% | 6%                      | 11%                                         | 11%                  | 14%                     | 13%         | 13%  |
| Liberal Democrats       | 37                  | 8      | 2            | 22                                | 1         | 2           | 18             | 19                                 | 13             | 20                     | 12          | 24      | 16           | 12                     | 5                 | 2                | 7      | 28                              | 9                       | 7                                     | 11                       | 7                      | 33           | *    | 3                                    | 9   | -   | -         | 16  | 17                      | 2                                           | 1                    | 12                      | 20          | 45   |
|                         | 3%                  | 3%     | 1%           | 29%                               | 1%        | 3%          | 4%             | 3%                                 | 5%             | 3%                     | 5%          | 3%      | 4%           | 3%                     | 3%                | 1%               | 2%     | 4%                              | 3%                      | 2%                                    | 4%                       | 5%                     | 3%           | *s   | 5%                                   | 4%  | -   | -         | 16% | 9%                      | 1%                                          | *                    | 2%                      | 6%          | 4%   |
| Scottish National Party | 12                  | *      | -            | -                                 | -         | -           | 3              | 9                                  | 7              | 5                      | 1           | 11      | 8            | 1                      | 2                 | 1                | 3      | 9                               | -                       | -                                     | -                        | -                      | -            | 12   | -                                    | 2   | -   | 1         | -   | 3                       | 1                                           | 2                    | 7                       | 4           | 12   |
|                         | 1%                  | *      | -            | -s                                | -         | -s          | 1%             | 2%                                 | 3%             | 1%                     | *           | 2%      | 2%           | *                      | 1%                | 1%               | 1%     | 1%                              | -                       | -                                     | -                        | -                      | -            | 13%  | -s                                   | 1%  | -   | 1%        | -   | 1%                      | *                                           | 1%                   | 1%                      | 1%          | 1%   |
| Plaid Cymru             | 2                   | -      | -            | -                                 | -         | -           | 1              | 1                                  | 1              | 1                      | -           | 2       | -            | -                      | 2                 | -                | 2      | -                               | -                       | -                                     | -                        | -                      | -            | -    | 2                                    | *   | *   | -         | -   | 1                       | 1                                           | -                    | 1                       | 1           | 3    |
|                         | *                   | -      | -            | -s                                | -         | -s          | *              | *                                  | *              | *                      | -           | *       | -            | -                      | 1%                | -                | 1%     | -                               | -                       | -                                     | -                        | -                      | -            | -s   | 4%                                   | *   | *   | -         | -   | -                       | *                                           | -                    | *                       | *           |      |
| Reform UK               | 125                 | 4      | 4            | -                                 | 107       | 1           | 48             | 77                                 | 6              | 114                    | 15          | 89      | 21           | 54                     | 8                 | 36               | 45     | 75                              | 36                      | 32                                    | 32                       | 10                     | 111          | 5    | 9                                    | 7   | 21  | 48        | 5   | 9                       | 15                                          | 28                   | 85                      | 12          | 123  |
|                         | 11%                 | 1%     | 2%           | -s                                | 60%       | 1%          | 10%            | 13%                                | 2%             | 16%                    | 6%          | 13%     | 6%           | 13%                    | 6%                | 23%              | 15%    | 10%                             | 14%                     | 11%                                   | 13%                      | 7%                     | 12%          | 5%   | 17%                                  | 3%  | 11% | 41%       | 5%  | 5%                      | 9%                                          | 16%                  | 14%                     | 4%          | 11%  |
| Green Party             | 58                  | 10     | -            | 2                                 | 2         | 38          | 40             | 18                                 | 17             | 38                     | 15          | 38      | 22           | 10                     | 14                | 9                | 23     | 31                              | 11                      | 11                                    | 14                       | 21                     | 56           | 1    | 1                                    | 9   | -   | 1         | 9   | 27                      | 6                                           | 6                    | 23                      | 26          | 55   |
|                         | 5%                  | 3%     | -            | 2%                                | 1%        | 49%         | 8%             | 3%                                 | 7%             | 5%                     | 6%          | 5%      | 6%           | 2%                     | 11%               | 6%               | 8%     | 4%                              | 4%                      | 4%                                    | 5%                       | 15%                    | 6%           | 1%   | 2%                                   | 4%  | -   | 1%        | 9%  | 14%                     | 3%                                          | 4%                   | 4%                      | 8%          | 5%   |
| Other                   | 28                  | 5      | 1            | -                                 | 9         | 1           | 17             | 10                                 | -              | 25                     | 3           | 22      | 18           | 2                      | 3                 | 5                | 7      | 20                              | 6                       | 4                                     | 7                        | 8                      | 24           | 1    | 2                                    | 2   | 7   | 9         | 2   | 3                       | 1                                           | 3                    | 12                      | 13          | 22   |
|                         | 3%                  | 2%     | *            | -s                                | 5%        | 1%          | 3%             | 2%                                 | -              | 3%                     | 1%          | 3%      | 5%           | *                      | 2%                | 3%               | 3%     | 3%                              | 2%                      | 1%                                    | 3%                       | 5%                     | 3%           | 1%   | 5%                                   | 1%  | 4%  | 8%        | 3%  | 1%                      | *                                           | 2%                   | 2%                      | 4%          | 2%   |
| None                    | 212                 | 36     | 37           | 15                                | 13        | 6           | 90             | 118                                | 19             | 169                    | 44          | 135     | 52           | 86                     | 35                | 26               | 60     | 138                             | 60                      | 63                                    | 46                       | 12                     | 181          | 24   | 7                                    | 26  | 35  | 14        | 15  | 32                      | 60                                          | 40                   | 128                     | 40          | 207  |
|                         | 19%                 | 12%    | 18%          | 20%                               | 8%        | 8%          | 18%            | 20%                                | 8%             | 23%                    | 18%         | 19%     | 15%          | 21%                    | 26%               | 16%              | 21%    | 18%                             | 23%                     | 21%                                   | 18%                      | 9%                     | 19%          | 24%  | 13%                                  | 12% | 19% | 12%       | 16% | 16%                     | 35%                                         | 23%                  | 22%                     | 12%         | 19%  |
| Don't know              | 258                 | 44     | 40           | 16                                | 28        | 22          | 102            | 151                                | 36             | 174                    | 56          | 148     | 87           | 100                    | 18                | 44               | 62     | 188                             | 54                      | 79                                    | 57                       | 20                     | 209          | 33   | 15                                   | 47  | 41  | 26        | 17  | 42                      | 43                                          | 60                   | 138                     | 56          | 264  |
|                         | 23%                 | 15%    | 19%          | 21%                               | 15%       | 28%         | 20%            | 25%                                | 14%            | 24%                    | 23%         | 21%     | 25%          | 24%                    | 14%               | 28%              | 21%    | 24%                             | 21%                     | 27%                                   | 22%                      | 14%                    | 22%          | 34%  | 28%                                  | 22% | 21% | 22%       | 17% | 21%                     | 25%                                         | 34%                  | 23%                     | 17%         | 24%  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 35  
**Q15\_Asyllum\_and\_immigration. Which party do you think has the best policies ...? Asylum and immigration**  
Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 152          | 135                                      | 120                                          | 114                       | 137       | 137       | 130       | 123       | 1              | 76     | 74    | 45    | 44    | 38    | 25  | 45           | 50  | 21  | 27  | 95   | 48   | 115       | 32                | 172         |
|                         | 14%          | 15%                                      | 17%                                          | 17%                       | 15%       | 16%       | 16%       | 17%       | 1%             | 14%    | 13%   | 15%   | 17%   | 14%   | 9%  | 18%          | 16% | 10% | 11% | 17%  | 11%  | 12%       | 21%               | 16%         |
| Conservatives           | 99           | 93                                       | 71                                           | 61                        | 88        | 87        | 83        | 71        | 1              | 52     | 46    | 25    | 12    | 29    | 33  | 30           | 26  | 12  | 25  | 55   | 37   | 88        | 10                | 95          |
|                         | 9%           | 11%                                      | 10%                                          | 9%                        | 10%       | 10%       | 10%       | 10%       | 1%             | 10%    | 8%    | 8%    | 5%    | 11%   | 12% | 12%          | 8%  | 6%  | 10% | 10%  | 8%   | 10%       | 7%                | 9%          |
| Liberal Democrats       | 39           | 35                                       | 34                                           | 32                        | 37        | 35        | 34        | 34        | 1              | 19     | 20    | 12    | 5     | 10    | 13  | 18           | 10  | 6   | 3   | 28   | 9    | 29        | 9                 | 42          |
|                         | 4%           | 4%                                       | 5%                                           | 5%                        | 4%        | 4%        | 4%        | 5%        | 1%             | 4%     | 3%    | 4%    | 2%    | 4%    | 5%  | 7%           | 3%  | 3%  | 1%  | 5%   | 2%   | 3%        | 6%                | 4%          |
| Scottish National Party | 8            | 8                                        | 8                                            | 8                         | 8         | 8         | 8         | 8         | -              | 7      | 1     | 5     | 1     | *     | 2   | 1            | 6   | 1   | -   | 7    | 1    | 8         | -                 | 8           |
|                         | 1%           | 1%                                       | 1%                                           | 1%                        | 1%        | 1%        | 1%        | 1%        | -s             | 1%     | *     | 2%    | *     | *     | 1%  | *            | 2%  | *   | -   | 1%   | *    | 1%        | -                 | 1%          |
| Plaid Cymru             | 3            | 2                                        | 1                                            | 1                         | 2         | 2         | 2         | 1         | -              | 2      | *     | 2     | 1     | -     | -   | -            | 3   | -   | -   | 3    | -    | 2         | 1                 | 4           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | -s             | *      | *     | 1%    | 1%    | -     | -   | -            | 1%  | -   | -   | 1%   | -    | *         | 1%                | *           |
| Reform UK               | 314          | 252                                      | 214                                          | 205                       | 269       | 265       | 242       | 222       | 11             | 176    | 136   | 73    | 50    | 95    | 96  | 57           | 88  | 71  | 73  | 146  | 144  | 292       | 16                | 301         |
|                         | 28%          | 29%                                      | 30%                                          | 31%                       | 30%       | 31%       | 30%       | 30%       | 16%            | 34%    | 24%   | 24%   | 20%   | 35%   | 35% | 23%          | 28% | 36% | 30% | 26%  | 33%  | 32%       | 10%               | 27%         |
| Green Party             | 76           | 64                                       | 59                                           | 59                        | 69        | 67        | 67        | 64        | 5              | 24     | 43    | 38    | 24    | 8     | 7   | 25           | 20  | 2   | 10  | 45   | 13   | 46        | 22                | 71          |
|                         | 7%           | 7%                                       | 8%                                           | 9%                        | 8%        | 8%        | 8%        | 9%        | 7%             | 5%     | 8%    | 12%   | 9%    | 3%    | 2%  | 10%          | 6%  | 1%  | 4%  | 8%   | 3%   | 5%        | 14%               | 6%          |
| Other                   | 34           | 30                                       | 21                                           | 22                        | 23        | 23        | 22        | 22        | 5              | 20     | 14    | 9     | 7     | 9     | 8   | 4            | 8   | 6   | 12  | 12   | 18   | 27        | 5                 | 33          |
|                         | 3%           | 3%                                       | 3%                                           | 3%                        | 3%        | 3%        | 3%        | 3%        | 7%             | 4%     | 2%    | 3%    | 3%    | 3%    | 3%  | 2%           | 3%  | 3%  | 5%  | 2%   | 4%   | 3%        | 4%                | 3%          |
| None                    | 192          | 133                                      | 101                                          | 82                        | 124       | 115       | 102       | 101       | 28             | 85     | 108   | 53    | 46    | 42    | 51  | 35           | 45  | 50  | 43  | 80   | 93   | 159       | 27                | 180         |
|                         | 17%          | 15%                                      | 14%                                          | 12%                       | 14%       | 13%       | 13%       | 14%       | 39%            | 16%    | 19%   | 17%   | 18%   | 15%   | 19% | 14%          | 14% | 25% | 18% | 14%  | 21%  | 17%       | 17%               | 16%         |
| Don't know              | 192          | 127                                      | 94                                           | 79                        | 129       | 120       | 105       | 95        | 20             | 62     | 127   | 49    | 64    | 42    | 37  | 38           | 58  | 30  | 49  | 96   | 79   | 152       | 32                | 203         |
|                         | 17%          | 14%                                      | 13%                                          | 12%                       | 15%       | 14%       | 13%       | 13%       | 28%            | 12%    | 22%   | 16%   | 25%   | 15%   | 14% | 15%          | 18% | 15% | 20% | 17%  | 18%  | 17%       | 21%               | 18%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 36  
Q15\_Asyum\_and\_immigration. Which party do you think has the best policies ...? Asylum and immigration

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|  | Total<br>(Weighted) | Voting |  |                                   |  |  | Working status |                                    | Government     |                        | Work sector |  | Tenure |  |  |  |  |  | ONS Regions |  |  |  |  |  |  |  | Past vote<br>(2024 General Election) |  |  |  |  |  | Qualifications |  |  | UnW<br>Tot. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |                     |        |  | Liberal<br>Democrats (Lib<br>Dem) |  |  |                | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied |             |  |        |  |  |  |  |  |             |  |  |  |  |  |  |  |                                      |  |  |  |  |  |                |  |  |             |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 37  
Q15\_Education. Which party do you think has the best policies ...? Education

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 251          | 219                                      | 192                                          | 173                       | 222       | 218       | 207       | 196       | 4              | 137    | 107   | 85    | 69    | 58    | 39  | 76           | 71  | 34  | 51  | 147  | 85   | 185       | 58                | 255         |
|                         | 23%          | 25%                                      | 27%                                          | 26%                       | 25%       | 25%       | 26%       | 27%       | 6%             | 26%    | 19%   | 27%   | 27%   | 21%   | 14% | 30%          | 22% | 17% | 21% | 26%  | 19%  | 20%       | 37%               | 23%         |
| Conservatives           | 159          | 142                                      | 120                                          | 112                       | 146       | 141       | 133       | 121       | 2              | 80     | 79    | 28    | 28    | 42    | 61  | 44           | 42  | 33  | 33  | 86   | 66   | 142       | 17                | 156         |
|                         | 14%          | 16%                                      | 17%                                          | 17%                       | 16%       | 16%       | 17%       | 16%       | 3%             | 15%    | 14%   | 9%    | 11%   | 15%   | 22% | 18%          | 13% | 16% | 14% | 15%  | 15%  | 15%       | 17%               | 14%         |
| Liberal Democrats       | 44           | 42                                       | 35                                           | 32                        | 40        | 38        | 36        | 35        | -              | 23     | 21    | 12    | 10    | 12    | 11  | 21           | 15  | 4   | 1   | 36   | 5    | 33        | 12                | 54          |
|                         | 4%           | 5%                                       | 5%                                           | 5%                        | 5%        | 4%        | 5%        | 5%        | -s             | 4%     | 4%    | 4%    | 4%    | 4%    | 4%  | 8%           | 5%  | 2%  | *   | 6%   | 1%   | 4%        | 8%                | 5%          |
| Scottish National Party | 14           | 14                                       | 13                                           | 13                        | 14        | 14        | 14        | 13        | -              | 9      | 4     | 7     | -     | 2     | 4   | 3            | 7   | 1   | 2   | 10   | 3    | 13        | *                 | 16          |
|                         | 1%           | 2%                                       | 2%                                           | 2%                        | 2%        | 2%        | 2%        | 2%        | -s             | 2%     | 1%    | 2%    | -     | 1%    | 2%  | 1%           | 2%  | *   | 1%  | 2%   | 1%   | 1%        | *                 | 1%          |
| Plaid Cymru             | 3            | 2                                        | *                                            | *                         | 3         | 3         | 3         | *         | -              | 2      | *     | 2     | *     | -     | -   | -            | 1   | -   | 1   | 1    | 1    | 2         | 1                 | 3           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | -s             | *      | *     | 1%    | *     | -     | -   | -            | *   | -   | 1%  | *    | *    | *         | 1%                | *           |
| Reform UK               | 84           | 74                                       | 67                                           | 72                        | 77        | 77        | 75        | 73        | 1              | 50     | 33    | 14    | 15    | 27    | 27  | 21           | 19  | 16  | 20  | 40   | 37   | 76        | 3                 | 79          |
|                         | 8%           | 8%                                       | 9%                                           | 11%                       | 9%        | 9%        | 9%        | 10%       | 1%             | 10%    | 6%    | 5%    | 6%    | 10%   | 10% | 8%           | 6%  | 8%  | 8%  | 7%   | 8%   | 8%        | 2%                | 7%          |
| Green Party             | 56           | 45                                       | 39                                           | 39                        | 48        | 47        | 44        | 43        | 6              | 17     | 35    | 27    | 20    | 8     | 1   | 17           | 12  | 1   | 6   | 29   | 7    | 29        | 17                | 48          |
|                         | 5%           | 5%                                       | 5%                                           | 6%                        | 5%        | 5%        | 6%        | 6%        | 8%             | 3%     | 6%    | 9%    | 8%    | 3%    | *   | 7%           | 4%  | 1%  | 2%  | 5%   | 2%   | 3%        | 11%               | 4%          |
| Other                   | 27           | 24                                       | 16                                           | 16                        | 18        | 17        | 16        | 16        | 5              | 15     | 13    | 6     | 7     | 6     | 8   | 2            | 9   | 6   | 8   | 11   | 14   | 22        | 4                 | 26          |
|                         | 2%           | 3%                                       | 2%                                           | 2%                        | 2%        | 2%        | 2%        | 2%        | 7%             | 3%     | 2%    | 2%    | 3%    | 2%    | 3%  | 1%           | 3%  | 3%  | 3%  | 2%   | 3%   | 2%        | 3%                | 2%          |
| None                    | 143          | 90                                       | 60                                           | 54                        | 84        | 77        | 66        | 61        | 29             | 72     | 70    | 39    | 40    | 35    | 30  | 23           | 41  | 37  | 25  | 64   | 62   | 120       | 17                | 142         |
|                         | 13%          | 10%                                      | 8%                                           | 8%                        | 10%       | 9%        | 8%        | 8%        | 40%            | 14%    | 12%   | 12%   | 16%   | 13%   | 11% | 9%           | 13% | 19% | 10% | 11%  | 14%  | 13%       | 11%               | 13%         |
| Don't know              | 329          | 229                                      | 179                                          | 151                       | 234       | 226       | 201       | 181       | 25             | 118    | 208   | 90    | 65    | 84    | 90  | 45           | 98  | 68  | 94  | 143  | 162  | 299       | 27                | 330         |
|                         | 30%          | 26%                                      | 25%                                          | 23%                       | 26%       | 26%       | 25%       | 25%       | 35%            | 23%    | 36%   | 29%   | 26%   | 31%   | 33% | 18%          | 31% | 34% | 39% | 25%  | 37%  | 33%       | 18%               | 30%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 38  
Q15\_Education. Which party do you think has the best policies ...? Education

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting       |                                   |           |             |           | Working status                     |                | Government             |        | Work sector |               | Tenure                 |                   |                  |        |                                 |                         | ONS Regions                           |                          |                        |              |      |       |     | Past vote<br>(2024 General Election) |           |     |                         |                                             |                      | Qualifications          |         |     | UnW<br>Tot. |    |
|-------------------------|---------------------|--------------|-----------------------------------|-----------|-------------|-----------|------------------------------------|----------------|------------------------|--------|-------------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|-----|--------------------------------------|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|---------|-----|-------------|----|
|                         | Labour              | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public | Private     | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab | Con                                  | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+ |     |             |    |
|                         |                     |              |                                   |           |             |           |                                    |                |                        |        |             |               |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |       |     |                                      |           |     |                         |                                             |                      |                         |         |     |             |    |
| Unweighted Total        | 1109                | 312          | 206                               | 83        | 172         | 75        | 452                                | 627            | 277                    | 691    | 265         | 655           | 373                    | 426               | 122              | 142    | 264                             | 799                     | 281                                   | 295                      | 256                    | 118          | 950  | 94    | 65  | 245                                  | 177       | 112 | 110                     | 206                                         | 159                  | 144                     | 594     | 356 | 1109        |    |
| Weighted Total          | 1109                | 291          | 208                               | 77        | 179         | 78        | 503                                | 595            | 257                    | 736    | 243         | 713           | 356                    | 417               | 134              | 156    | 291                             | 773                     | 265                                   | 296                      | 254                    | 142          | 957  | 98    | 54  | 216                                  | 190       | 117 | 99                      | 194                                         | 171                  | 178                     | 590     | 324 | 1109        |    |
| Labour                  | 251                 | 193          | 11                                | 8         | 13          | 5         | 142                                | 109            | 154                    | 76     | 75          | 158           | 100                    | 73                | 40               | 31     | 71                              | 173                     | 64                                    | 72                       | 57                     | 39           | 232  | 11    | 8   | 110                                  | 17        | 1   | 16                      | 46                                          | 29                   | 11                      | 124     | 112 | 255         |    |
|                         | 23%                 | 67%          | 5%                                | 11%       | 7%          | 7%        | 28%                                | 18%            | 60%                    | 10%    | 31%         | 22%           | 28%                    | 17%               | 30%              | 20%    | 24%                             | 22%                     | 24%                                   | 24%                      | 23%                    | 27%          | 24%  | 11%   | 15% | 51%                                  | 9%        | 1%  | 17%                     | 24%                                         | 17%                  | 6%                      | 21%     | 34% | 23%         |    |
| Conservatives           | 159                 | 7            | 115                               | 5         | 23          | -         | 64                                 | 95             | 7                      | 145    | 30          | 112           | 46                     | 77                | 14               | 15     | 29                              | 123                     | 35                                    | 40                       | 38                     | 28           | 141  | 11    | 7   | 10                                   | 69        | 19  | 15                      | 17                                          | 23                   | 20                      | 90      | 48  | 156         |    |
|                         | 14%                 | 3%           | 56%                               | 7%        | 13%         | -s        | 13%                                | 16%            | 3%                     | 20%    | 13%         | 16%           | 13%                    | 19%               | 10%              | 10%    | 10%                             | 16%                     | 13%                                   | 13%                      | 15%                    | 19%          | 15%  | 11%   | 14% | 4%                                   | 36%       | 16% | 16%                     | 9%                                          | 13%                  | 11%                     | 15%     | 15% | 14%         |    |
| Liberal Democrats       | 44                  | 7            | 5                                 | 29        | 2           | 1         | 23                                 | 21             | 14                     | 26     | 10          | 31            | 18                     | 18                | 4                | 4      | 8                               | 36                      | 7                                     | 12                       | 13                     | 10           | 42   | *     | 2   | 8                                    | 5         | *   | 17                      | 20                                          | 3                    | 2                       | 13      | 29  | 54          |    |
|                         | 4%                  | 2%           | 2%                                | 38%       | 1%          | 2%        | 5%                                 | 3%             | 5%                     | 4%     | 4%          | 4%            | 5%                     | 4%                | 3%               | 3%     | 3%                              | 5%                      | 3%                                    | 4%                       | 5%                     | 7%           | 4%   | *s    | 4%  | 4%                                   | 2%        | *   | 18%                     | 10%                                         | 2%                   | 1%                      | 2%      | 9%  | 5%          |    |
| Scottish National Party | 14                  | *            | -                                 | -         | -           | -         | 1                                  | 12             | 8                      | 3      | 4           | 8             | 7                      | 5                 | 1                | 1      | 2                               | 12                      | -                                     | -                        | -                      | -            | -    | 14    | -   | 3                                    | -         | -   | -                       | 4                                           | 1                    | 4                       | 7       | 3   | 16          |    |
|                         | 1%                  | *            | -                                 | -s        | -           | -s        | *                                  | 2%             | 3%                     | *      | 1%          | 1%            | 2%                     | 1%                | *                | 1%     | 1%                              | 2%                      | -                                     | -                        | -                      | -            | -    | 14%   | -s  | 1%                                   | -         | -   | -                       | 2%                                          | *                    | 2%                      | 1%      | 1%  | 1%          |    |
| Plaid Cymru             | 3                   | -            | -                                 | -         | -           | -         | 1                                  | 1              | 1                      | 1      | -           | 3             | 1                      | -                 | 1                | -      | 1                               | 1                       | -                                     | -                        | -                      | -            | -    | -     | 3   | *                                    | *         | -   | -                       | -                                           | 1                    | -                       | 2       | 1   | 3           |    |
|                         | *                   | -            | -                                 | -s        | -           | -s        | *                                  | *              | *                      | *      | -           | *             | *                      | -                 | 1%               | -      | *                               | *                       | -                                     | -                        | -                      | -            | -    | -     | -s  | 5%                                   | *         | -   | -                       | -                                           | -                    | 1%                      | -       | *   | *           |    |
| Reform UK               | 84                  | 1            | 6                                 | -         | 75          | *         | 33                                 | 51             | 6                      | 78     | 7           | 61            | 17                     | 40                | 7                | 16     | 23                              | 57                      | 22                                    | 21                       | 20                     | 12           | 75   | 3     | 6   | 7                                    | 13        | 37  | 2                       | 5                                           | 10                   | 16                      | 52      | 16  | 79          |    |
|                         | 8%                  | *            | 3%                                | -s        | 42%         | *s        | 7%                                 | 8%             | 2%                     | 11%    | 3%          | 8%            | 5%                     | 10%               | 5%               | 10%    | 8%                              | 7%                      | 8%                                    | 7%                       | 8%                     | 8%           | 8%   | 3%    | 11% | 3%                                   | 7%        | 31% | 3%                      | 2%                                          | 6%                   | 9%                      | 9%      | 5%  | 7%          |    |
| Green Party             | 56                  | 10           | 1                                 | -         | -           | 41        | 37                                 | 18             | 10                     | 43     | 15          | 35            | 20                     | 11                | 14               | 8      | 22                              | 30                      | 11                                    | 7                        | 17                     | 20           | 55   | -     | 1   | 7                                    | *         | -   | 9                       | 28                                          | 3                    | 9                       | 19      | 23  | 48          |    |
|                         | 5%                  | 3%           | 1%                                | -s        | -           | 52%       | 7%                                 | 3%             | 4%                     | 6%     | 6%          | 5%            | 6%                     | 3%                | 10%              | 5%     | 7%                              | 4%                      | 4%                                    | 2%                       | 7%                     | 14%          | 6%   | -s    | 2%  | 3%                                   | *         | -   | 9%                      | 14%                                         | 2%                   | 5%                      | 3%      | 7%  | 4%          |    |
| Other                   | 27                  | 1            | 3                                 | -         | 2           | 2         | 12                                 | 15             | 1                      | 24     | 1           | 23            | 8                      | 6                 | 4                | 7      | 11                              | 14                      | 7                                     | 5                        | 8                      | 1            | 21   | 3     | 3   | 2                                    | 2         | 12  | 2                       | 4                                           | 1                    | 5                       | 17      | 5   | 26          |    |
|                         | 2%                  | *            | 1%                                | -s        | 1%          | 3%        | 2%                                 | 3%             | *                      | 3%     | *           | 3%            | 2%                     | 1%                | 3%               | 4%     | 4%                              | 2%                      | 3%                                    | 2%                       | 3%                     | *            | 2%   | 3%    | 3%  | 5%                                   | 1%        | 1%  | 10%                     | 3%                                          | 2%                   | 1%                      | 3%      | 3%  | 2%          | 2% |
| None                    | 143                 | 23           | 14                                | 7         | 15          | 1         | 63                                 | 77             | 15                     | 111    | 28          | 96            | 41                     | 54                | 24               | 16     | 40                              | 95                      | 35                                    | 50                       | 30                     | 11           | 126  | 13    | 4   | 16                                   | 21        | 18  | 7                       | 13                                          | 40                   | 26                      | 80      | 35  | 142         |    |
|                         | 13%                 | 8%           | 7%                                | 9%        | 8%          | 1%        | 13%                                | 13%            | 6%                     | 15%    | 12%         | 13%           | 11%                    | 13%               | 18%              | 10%    | 14%                             | 12%                     | 13%                                   | 17%                      | 12%                    | 8%           | 13%  | 13%   | 8%  | 7%                                   | 11%       | 15% | 7%                      | 7%                                          | 23%                  | 15%                     | 14%     | 11% | 13%         |    |
| Don't know              | 329                 | 48           | 53                                | 27        | 49          | 27        | 127                                | 197            | 40                     | 229    | 73          | 186           | 98                     | 133               | 26               | 57     | 84                              | 232                     | 83                                    | 90                       | 70                     | 23           | 265  | 44    | 19  | 53                                   | 62        | 30  | 29                      | 57                                          | 60                   | 85                      | 186     | 53  | 330         |    |
|                         | 30%                 | 16%          | 25%                               | 36%       | 28%         | 35%       | 25%                                | 33%            | 16%                    | 31%    | 30%         | 26%           | 28%                    | 32%               | 20%              | 37%    | 29%                             | 30%                     | 31%                                   | 30%                      | 27%                    | 16%          | 28%  | 45%   | 36% | 25%                                  | 33%       | 25% | 29%                     | 29%                                         | 35%                  | 48%                     | 32%     | 16% | 30%         |    |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 39  
Q15\_ Healthcare. Which party do you think has the best policies ...? Healthcare

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 294          | 258                                      | 223                                          | 207                       | 263       | 257       | 246       | 228       | 6              | 167    | 117   | 92    | 75    | 67    | 60  | 84           | 83  | 47  | 61  | 166  | 108  | 226       | 60                | 307         |
|                         | 27%          | 29%                                      | 31%                                          | 31%                       | 30%       | 30%       | 31%       | 31%       | 9%             | 32%    | 21%   | 29%   | 30%   | 25%   | 22% | 33%          | 26% | 24% | 25% | 29%  | 24%  | 25%       | 39%               | 28%         |
| Conservatives           | 118          | 107                                      | 88                                           | 86                        | 110       | 106       | 101       | 88        | 2              | 51     | 67    | 18    | 11    | 45    | 44  | 34           | 28  | 18  | 33  | 61   | 51   | 107       | 10                | 106         |
|                         | 11%          | 12%                                      | 12%                                          | 13%                       | 12%       | 12%       | 13%       | 12%       | 3%             | 10%    | 12%   | 6%    | 4%    | 16%   | 16% | 13%          | 9%  | 9%  | 14% | 11%  | 12%  | 12%       | 7%                | 10%         |
| Liberal Democrats       | 53           | 46                                       | 37                                           | 29                        | 47        | 45        | 41        | 37        | -              | 26     | 27    | 20    | 12    | 6     | 15  | 19           | 13  | 3   | 8   | 32   | 11   | 40        | 10                | 51          |
|                         | 5%           | 5%                                       | 5%                                           | 4%                        | 5%        | 5%        | 5%        | 5%        | -s             | 5%     | 5%    | 6%    | 5%    | 2%    | 6%  | 8%           | 4%  | 1%  | 3%  | 6%   | 2%   | 4%        | 6%                | 5%          |
| Scottish National Party | 18           | 18                                       | 16                                           | 16                        | 18        | 18        | 18        | 16        | -              | 13     | 5     | 11    | 1     | 1     | 5   | 4            | 9   | 1   | 2   | 13   | 3    | 17        | *                 | 17          |
|                         | 2%           | 2%                                       | 2%                                           | 2%                        | 2%        | 2%        | 2%        | 2%        | -s             | 2%     | 1%    | 3%    | *     | *     | 2%  | 2%           | 3%  | *   | 1%  | 2%   | 1%   | 2%        | *                 | 2%          |
| Plaid Cymru             | 1            | *                                        | *                                            | *                         | 1         | 1         | 1         | *         | -s             | 1      | *     | 1     | *     | -     | -   | -            | 1   | -   | -   | 1    | -    | *         | 1                 | 2           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | -s             | *      | *     | *     | *     | -     | -   | -            | *   | -   | -   | *    | -    | *         | 1%                | *           |
| Reform UK               | 97           | 85                                       | 71                                           | 74                        | 84        | 84        | 80        | 77        | 3              | 58     | 38    | 22    | 19    | 28    | 29  | 18           | 27  | 26  | 20  | 45   | 46   | 87        | 6                 | 98          |
|                         | 9%           | 10%                                      | 10%                                          | 11%                       | 10%       | 10%       | 10%       | 10%       | 4%             | 11%    | 7%    | 7%    | 7%    | 10%   | 11% | 7%           | 8%  | 13% | 8%  | 8%   | 10%  | 10%       | 4%                | 9%          |
| Green Party             | 62           | 49                                       | 45                                           | 46                        | 51        | 50        | 49        | 48        | 8              | 19     | 40    | 31    | 18    | 9     | 4   | 21           | 17  | 3   | 4   | 38   | 7    | 34        | 17                | 57          |
|                         | 6%           | 6%                                       | 6%                                           | 7%                        | 6%        | 6%        | 6%        | 7%        | 11%            | 4%     | 7%    | 10%   | 7%    | 3%    | 1%  | 8%           | 5%  | 2%  | 2%  | 7%   | 2%   | 4%        | 11%               | 5%          |
| Other                   | 27           | 25                                       | 19                                           | 20                        | 21        | 21        | 20        | 20        | 2              | 20     | 7     | 5     | 8     | 9     | 5   | 2            | 8   | 5   | 10  | 9    | 15   | 23        | 2                 | 26          |
|                         | 2%           | 3%                                       | 3%                                           | 3%                        | 2%        | 2%        | 3%        | 3%        | 3%             | 4%     | 1%    | 2%    | 3%    | 3%    | 2%  | 1%           | 2%  | 2%  | 4%  | 2%   | 3%   | 3%        | 2%                | 2%          |
| None                    | 168          | 110                                      | 81                                           | 66                        | 102       | 95        | 82        | 81        | 26             | 73     | 95    | 41    | 40    | 38    | 49  | 23           | 43  | 47  | 39  | 66   | 86   | 150       | 14                | 160         |
|                         | 15%          | 12%                                      | 11%                                          | 10%                       | 12%       | 11%       | 10%       | 11%       | 36%            | 14%    | 17%   | 13%   | 16%   | 14%   | 18% | 9%           | 14% | 24% | 16% | 12%  | 20%  | 16%       | 9%                | 14%         |
| Don't know              | 271          | 180                                      | 143                                          | 118                       | 188       | 181       | 159       | 145       | 24             | 95     | 173   | 71    | 70    | 70    | 60  | 47           | 88  | 49  | 65  | 135  | 115  | 234       | 34                | 285         |
|                         | 24%          | 20%                                      | 20%                                          | 18%                       | 21%       | 21%       | 20%       | 20%       | 33%            | 18%    | 30%   | 23%   | 27%   | 26%   | 22% | 19%          | 28% | 25% | 27% | 24%  | 26%  | 25%       | 22%               | 26%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 40  
Q15\_ Healthcare. Which party do you think has the best policies ...? Healthcare

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                               | Government     |                        | Work sector |         | Tenure       |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      | Past vote<br>(2024 General Election) |     |     |           |     |                         | Qualifications                              |                      |                         | UnW<br>Tot. |      |
|-------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|-------------------------------|----------------|------------------------|-------------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|--------------------------------------|-----|-----|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|-------------|------|
|                         |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not working | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales                                | Lab | Con | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+     |      |
| Unweighted Total        | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                           | 277            | 691                    | 265         | 655     | 373          | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65                                   | 245 | 177 | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356         | 1109 |
| Weighted Total          | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                           | 257            | 736                    | 243         | 713     | 356          | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54                                   | 216 | 190 | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324         | 1109 |
| Labour                  | 294                 | 213    | 27           | 13                                | 11        | 12          | 151            | 143                           | 168            | 104                    | 87          | 180     | 113          | 95                     | 46                | 31               | 76     | 208                             | 80                      | 69                                    | 77                       | 50                     | 275          | 13   | 6                                    | 132 | 21  | 4         | 31  | 63                      | 31                                          | 20                   | 140                     | 129         | 307  |
|                         | 27%                 | 73%    | 13%          | 17%                               | 6%        | 16%         | 30%            | 24%                           | 65%            | 14%                    | 36%         | 25%     | 32%          | 23%                    | 34%               | 20%              | 26%    | 27%                             | 30%                     | 23%                                   | 30%                      | 35%                    | 29%          | 13%  | 12%                                  | 61% | 11% | 3%        | 31% | 33%                     | 18%                                         | 11%                  | 24%                     | 40%         | 28%  |
| Conservatives           | 118                 | 1      | 84           | 2                                 | 20        | -           | 53             | 65                            | 3              | 113                    | 19          | 87      | 35           | 63                     | 5                 | 10               | 15     | 97                              | 27                      | 33                                    | 26                       | 17                     | 103          | 8    | 7                                    | 7   | 74  | 9         | 6   | 6                       | 14                                          | 22                   | 58                      | 37          | 106  |
|                         | 11%                 | *      | 41%          | 2%                                | 11%       | -s          | 10%            | 11%                           | 1%             | 15%                    | 8%          | 12%     | 10%          | 15%                    | 4%                | 6%               | 5%     | 13%                             | 10%                     | 11%                                   | 10%                      | 12%                    | 11%          | 8%   | 14%                                  | 3%  | 39% | 8%        | 6%  | 3%                      | 8%                                          | 13%                  | 10%                     | 12%         | 10%  |
| Liberal Democrats       | 53                  | 10     | 5            | 30                                | 5         | 1           | 24             | 29                            | 14             | 35                     | 15          | 32      | 20           | 15                     | 5                 | 10               | 15     | 34                              | 12                      | 14                                    | 13                       | 11                     | 50           | 1    | 2                                    | 8   | 2   | 3         | 17  | 19                      | 8                                           | 5                    | 19                      | 26          | 51   |
|                         | 5%                  | 4%     | 2%           | 39%                               | 3%        | 1%          | 5%             | 5%                            | 6%             | 5%                     | 6%          | 4%      | 6%           | 3%                     | 4%                | 7%               | 5%     | 4%                              | 5%                      | 5%                                    | 5%                       | 8%                     | 5%           | 1%   | 1%                                   | 4%  | 1%  | 2%        | 17% | 10%                     | 5%                                          | 3%                   | 3%                      | 8%          | 5%   |
| Scottish National Party | 18                  | 2      | -            | -                                 | -         | -           | 5              | 12                            | 8              | 6                      | 5           | 12      | 10           | 6                      | 1                 | 1                | 2      | 15                              | -                       | -                                     | -                        | -                      | -            | 18   | -                                    | 5   | -   | 1         | -   | 4                       | 1                                           | 4                    | 9                       | 4           | 17   |
|                         | 2%                  | 1%     | -            | -s                                | -         | -s          | 1%             | 2%                            | 3%             | 1%                     | 2%          | 2%      | 3%           | 1%                     | 1%                | 1%               | 1%     | 2%                              | -                       | -                                     | -                        | -                      | -            | 18%  | -s                                   | 2%  | -   | 1%        | -   | 2%                      | *                                           | 2%                   | 2%                      | 1%          | 2%   |
| Plaid Cymru             | 1                   | -      | -            | -                                 | -         | -           | 1              | -                             | 1              | -                      | -           | 1       | -            | -                      | 1                 | -                | 1      | -                               | -                       | -                                     | -                        | -                      | -            | -    | 1                                    | *   | -   | -         | -   | -                       | 1                                           | -                    | *                       | 1           | 2    |
|                         | *                   | -      | -            | -s                                | -         | -s          | *              | -                             | *              | -                      | -           | *       | -            | -                      | 1%                | -                | *      | -                               | -                       | -                                     | -                        | -                      | -            | -s   | 2%                                   | *   | -   | -         | -   | -                       | 1%                                          | -                    | *                       | *           | *    |
| Reform UK               | 97                  | 2      | 3            | -                                 | 86        | *           | 39             | 58                            | 6              | 90                     | 12          | 73      | 15           | 46                     | 11                | 23               | 34     | 60                              | 26                      | 23                                    | 24                       | 8                      | 81           | 7    | 9                                    | 6   | 11  | 39        | 4   | 8                       | 13                                          | 13                   | 71                      | 12          | 98   |
|                         | 9%                  | 1%     | 2%           | -s                                | 48%       | *s          | 8%             | 10%                           | 2%             | 12%                    | 5%          | 10%     | 4%           | 11%                    | 8%                | 15%              | 12%    | 8%                              | 10%                     | 8%                                    | 10%                      | 6%                     | 8%           | 7%   | 17%                                  | 3%  | 6%  | 34%       | 4%  | 4%                      | 8%                                          | 8%                   | 12%                     | 4%          | 9%   |
| Green Party             | 62                  | 7      | 3            | 3                                 | 1         | 39          | 37             | 23                            | 13             | 45                     | 14          | 42      | 19           | 14                     | 13                | 8                | 21     | 34                              | 14                      | 12                                    | 13                       | 19                     | 57           | 3    | 1                                    | 6   | 2   | -         | 11  | 32                      | 3                                           | 8                    | 23                      | 27          | 57   |
|                         | 6%                  | 2%     | 1%           | 3%                                | 1%        | 50%         | 7%             | 4%                            | 5%             | 6%                     | 6%          | 6%      | 5%           | 3%                     | 10%               | 5%               | 7%     | 4%                              | 5%                      | 4%                                    | 5%                       | 13%                    | 6%           | 3%   | 2%                                   | 3%  | 1%  | -         | 11% | 17%                     | 2%                                          | 5%                   | 4%                      | 8%          | 5%   |
| Other                   | 27                  | -      | 2            | -                                 | 3         | 2           | 14             | 13                            | -              | 26                     | 1           | 24      | 12           | 3                      | 3                 | 7                | 10     | 15                              | 5                       | 5                                     | 8                        | 3                      | 20           | 3    | 4                                    | 1   | 1   | 13        | 2   | 4                       | 1                                           | 5                    | 18                      | 4           | 26   |
|                         | 2%                  | -      | 1%           | -s                                | 2%        | 3%          | 3%             | 2%                            | -              | 4%                     | 1%          | 3%      | 3%           | 1%                     | 2%                | 4%               | 3%     | 2%                              | 2%                      | 2%                                    | 3%                       | 2%                     | 2%           | 3%   | 7%                                   | 1%  | *   | 11%       | 3%  | 2%                      | 1%                                          | 3%                   | 3%                      | 1%          | 2%   |
| None                    | 168                 | 18     | 31           | 13                                | 15        | 3           | 67             | 99                            | 12             | 138                    | 32          | 109     | 43           | 64                     | 24                | 26               | 50     | 107                             | 38                      | 56                                    | 37                       | 12                     | 144          | 18   | 6                                    | 13  | 32  | 16        | 9   | 18                      | 51                                          | 36                   | 104                     | 27          | 160  |
|                         | 15%                 | 6%     | 15%          | 17%                               | 8%        | 3%          | 13%            | 17%                           | 5%             | 19%                    | 13%         | 15%     | 12%          | 15%                    | 18%               | 17%              | 17%    | 14%                             | 14%                     | 19%                                   | 15%                      | 9%                     | 15%          | 18%  | 12%                                  | 6%  | 17% | 14%       | 9%  | 9%                      | 30%                                         | 20%                  | 18%                     | 8%          | 14%  |
| Don't know              | 271                 | 39     | 52           | 16                                | 38        | 21          | 112            | 153                           | 30             | 179                    | 59          | 154     | 90           | 112                    | 25                | 40               | 65     | 202                             | 64                      | 86                                    | 56                       | 21                     | 227          | 27   | 16                                   | 38  | 48  | 32        | 18  | 38                      | 48                                          | 64                   | 148                     | 57          | 285  |
|                         | 24%                 | 13%    | 25%          | 21%                               | 27%       | 22%         | 22%            | 26%                           | 12%            | 24%                    | 24%         | 22%     | 25%          | 27%                    | 18%               | 26%              | 22%    | 26%                             | 24%                     | 29%                                   | 22%                      | 15%                    | 24%          | 28%  | 31%                                  | 18% | 25% | 27%       | 19% | 20%                     | 28%                                         | 36%                  | 25%                     | 17%         | 26%  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 41  
Q15\_future\_relationsEU. Which party do you think has the best policies ...? Handling Britain's future relationship with the European Union

Base : All (Oct/Nov 2025 & October 2026)

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                            |                         |            |            |            |            |                | Gender     |            | Age        |           |           |           | Social grade |            |           |           |            |            | Ethnicity  |                 | UnWgt Total |
|-------------------------|--------------|------------------------------------------|--------------------------------------------|-------------------------|------------|------------|------------|------------|----------------|------------|------------|------------|-----------|-----------|-----------|--------------|------------|-----------|-----------|------------|------------|------------|-----------------|-------------|
|                         |              |                                          |                                            |                         |            |            |            |            |                |            |            |            |           |           |           |              |            |           |           |            |            |            |                 |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- hood | (10) Absolutely certain | (6 to 10)  | (7 to 10)  | (8 to 10)  | (9 to 10)  | Would NOT vote | Men        | Women      | 18-34      | 35-49     | 50-64     | 65+       | AB           | C1         | C2        | DE        | ABC1       | C2DE       | White      | Ethnic minority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                        | 686                     | 902        | 879        | 825        | 765        | 70             | 491        | 603        | 286        | 269       | 284       | 270       | 288          | 379        | 160       | 146       | 667        | 306        | 950        | 128             | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                        | 663                     | 886        | 858        | 796        | 740        | 72             | 522        | 570        | 311        | 254       | 272       | 271       | 252          | 316        | 200       | 242       | 568        | 442        | 920        | 155             | 1109        |
| Labour                  | 335<br>30%   | 290<br>33%                               | 252<br>35%                                 | 231<br>35%              | 288<br>33% | 284<br>33% | 268<br>34% | 258<br>35% | 6<br>8%        | 178<br>34% | 146<br>26% | 101<br>32% | 86<br>34% | 77<br>28% | 71<br>26% | 104<br>41%   | 100<br>32% | 40<br>20% | 67<br>28% | 204<br>36% | 107<br>24% | 257<br>28% | 69<br>44%       | 349<br>31%  |
| Conservatives           | 110<br>10%   | 103<br>12%                               | 89<br>12%                                  | 80<br>12%               | 107<br>12% | 103<br>12% | 98<br>12%  | 89<br>12%  | 2<br>3%        | 45<br>9%   | 66<br>12%  | 16<br>5%   | 13<br>5%  | 34<br>13% | 47<br>17% | 24<br>9%     | 34<br>11%  | 26<br>13% | 19<br>8%  | 58<br>10%  | 45<br>10%  | 103<br>11% | 8<br>5%         | 112<br>10%  |
| Liberal Democrats       | 73<br>7%     | 69<br>8%                                 | 58<br>8%                                   | 43<br>7%                | 68<br>8%   | 68<br>8%   | 60<br>8%   | 58<br>8%   | 1<br>1%        | 43<br>8%   | 30<br>5%   | 29<br>9%   | 17<br>7%  | 13<br>5%  | 15<br>5%  | 28<br>11%    | 26<br>8%   | 9<br>5%   | 4<br>2%   | 54<br>10%  | 13<br>3%   | 57<br>6%   | 13<br>8%        | 70<br>6%    |
| Scottish National Party | 14<br>1%     | 14<br>2%                                 | 12<br>2%                                   | 12<br>2%                | 14<br>2%   | 14<br>2%   | 14<br>2%   | 12<br>2%   | -<br>s         | 11<br>2%   | 3<br>s     | 7<br>2%    | 1<br>s    | 3<br>1%   | 3<br>1%   | 2<br>1%      | 9<br>3%    | 2<br>1%   | -<br>s    | 11<br>2%   | 2<br>s     | 14<br>2%   | -<br>s          | 14<br>1%    |
| Plaid Cymru             | -            | -                                        | -                                          | -                       | -          | -          | -          | -          | -<br>s         | -          | -          | -          | -         | -         | -         | -            | -          | -         | -         | -          | -          | -          | -               | -           |
| Reform UK               | 164<br>15%   | 140<br>16%                               | 121<br>17%                                 | 122<br>18%              | 148<br>17% | 148<br>17% | 135<br>17% | 127<br>17% | 2<br>3%        | 95<br>16%  | 68<br>12%  | 25<br>8%   | 21<br>8%  | 58<br>21% | 61<br>22% | 31<br>12%    | 33<br>11%  | 40<br>20% | 51<br>21% | 64<br>11%  | 91<br>21%  | 153<br>17% | 7<br>4%         | 152<br>14%  |
| Green Party             | 44<br>4%     | 31<br>4%                                 | 29<br>4%                                   | 32<br>5%                | 35<br>4%   | 33<br>4%   | 33<br>4%   | 33<br>4%   | 5<br>8%        | 13<br>2%   | 30<br>5%   | 28<br>9%   | 13<br>5%  | 2<br>1%   | 1<br>s    | 12<br>5%     | 12<br>4%   | 5<br>2%   | 3<br>1%   | 24<br>4%   | 7<br>2%    | 26<br>3%   | 10<br>6%        | 44<br>4%    |
| Other                   | 31<br>3%     | 26<br>3%                                 | 19<br>3%                                   | 19<br>3%                | 22<br>3%   | 22<br>3%   | 21<br>3%   | 19<br>3%   | 6<br>8%        | 18<br>3%   | 13<br>2%   | 9<br>3%    | 10<br>4%  | 6<br>2%   | 6<br>2%   | 4<br>1%      | 9<br>3%    | 8<br>4%   | 8<br>3%   | 12<br>2%   | 16<br>4%   | 26<br>3%   | 4<br>3%         | 31<br>3%    |
| None                    | 109<br>10%   | 56<br>6%                                 | 42<br>6%                                   | 38<br>6%                | 56<br>6%   | 48<br>6%   | 45<br>6%   | 42<br>6%   | 25<br>35%      | 57<br>11%  | 52<br>9%   | 33<br>11%  | 31<br>12% | 27<br>10% | 19<br>7%  | 16<br>6%     | 29<br>9%   | 35<br>18% | 18<br>7%  | 45<br>8%   | 53<br>12%  | 90<br>10%  | 14<br>9%        | 110<br>10%  |
| Don't know              | 228<br>21%   | 151<br>17%                               | 99<br>14%                                  | 84<br>13%               | 147<br>17% | 138<br>16% | 122<br>15% | 101<br>14% | 25<br>34%      | 62<br>12%  | 162<br>29% | 65<br>21%  | 63<br>25% | 51<br>19% | 49<br>18% | 31<br>12%    | 65<br>20%  | 34<br>17% | 73<br>30% | 96<br>17%  | 107<br>24% | 195<br>21% | 31<br>20%       | 227<br>20%  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
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Ipsos Political Monitor - October 2026

Table 42  
Q15\_future\_relationsEU. Which party do you think has the best policies ...? Handling Britain's future relationship with the European Union

Base : All (Oct/Nov 2025 & October 2026)

|  | Total<br>(Weighted) | Voting |  |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure |  |  |  |  |  | ONS Regions |  |  |  |  |  | Past vote<br>(2024 General Election) |  |  |  |  |  | Qualifications |  |  | UnW<br>Tot. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |                     |        |  | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party |                | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private |        |  |  |  |  |  |             |  |  |  |  |  |                                      |  |  |  |  |  |                |  |  |             |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 43  
**Q15\_The\_environment. Which party do you think has the best policies ...? The environment**  
Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                             |                          |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
|                         |              |                                          |                                             |                          |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
| Unweighted Total        | 1109         | 895                                      | 747                                         | 686                      | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                         | 663                      | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 149          | 127                                      | 110                                         | 95                       | 129       | 124       | 114       | 111       | 1              | 82     | 66    | 49    | 47    | 28    | 26  | 32           | 48  | 28  | 31  | 79   | 60   | 104       | 38                | 139         |
|                         | 13%          | 14%                                      | 15%                                         | 14%                      | 15%       | 14%       | 14%       | 15%       | 1%             | 16%    | 12%   | 16%   | 19%   | 10%   | 9%  | 13%          | 15% | 14% | 13% | 14%  | 13%  | 11%       | 25%               | 13%         |
| Conservatives           | 82           | 75                                       | 67                                          | 64                       | 81        | 78        | 73        | 67        | 2              | 35     | 47    | 15    | 8     | 31    | 29  | 30           | 18  | 18  | 16  | 48   | 34   | 78        | 4                 | 72          |
|                         | 7%           | 9%                                       | 9%                                          | 10%                      | 9%        | 9%        | 9%        | 9%        | 2%             | 7%     | 8%    | 5%    | 3%    | 11%   | 11% | 12%          | 6%  | 9%  | 7%  | 8%   | 8%   | 8%        | 3%                | 6%          |
| Liberal Democrats       | 44           | 40                                       | 37                                          | 35                       | 41        | 41        | 39        | 37        | -              | 20     | 23    | 8     | 6     | 12    | 18  | 20           | 12  | 3   | 5   | 32   | 8    | 35        | 9                 | 50          |
|                         | 4%           | 4%                                       | 5%                                          | 5%                       | 5%        | 5%        | 5%        | 5%        | -s             | 4%     | 4%    | 3%    | 2%    | 4%    | 7%  | 8%           | 4%  | 2%  | 2%  | 6%   | 2%   | 4%        | 5%                | 5%          |
| Scottish National Party | 10           | 10                                       | 10                                          | 10                       | 10        | 10        | 10        | 10        | -              | 10     | *     | 5     | 1     | 1     | 3   | 1            | 8   | 1   | -   | 9    | 1    | 10        | -                 | 10          |
|                         | 1%           | 1%                                       | 1%                                          | 2%                       | 1%        | 1%        | 1%        | 1%        | -s             | 2%     | *     | 2%    | *     | *     | 1%  | 1%           | 2%  | *   | -   | 2%   | *    | 1%        | -                 | 1%          |
| Plaid Cymru             | 2            | 1                                        | 1                                           | 1                        | 2         | 2         | 2         | 1         | -              | 1      | 1     | 1     | -     | -     | 1   | -            | 2   | -   | -   | 2    | -    | 1         | 1                 | 2           |
|                         | -            | -                                        | -                                           | -                        | -         | -         | -         | -         | -s             | -      | -     | -     | -     | -     | -   | -            | 1%  | -   | -   | -    | -    | -         | 1%                | -           |
| Reform UK               | 75           | 64                                       | 54                                          | 59                       | 65        | 65        | 64        | 60        | 1              | 45     | 29    | 19    | 13    | 21    | 23  | 14           | 18  | 17  | 18  | 32   | 36   | 66        | 4                 | 71          |
|                         | 7%           | 7%                                       | 7%                                          | 9%                       | 7%        | 8%        | 8%        | 8%        | 1%             | 9%     | 5%    | 6%    | 5%    | 8%    | 8%  | 6%           | 6%  | 9%  | 8%  | 6%   | 8%   | 7%        | 3%                | 6%          |
| Green Party             | 314          | 269                                      | 225                                         | 208                      | 274       | 270       | 255       | 235       | 11             | 146    | 159   | 121   | 70    | 75    | 47  | 88           | 93  | 37  | 54  | 182  | 90   | 247       | 55                | 346         |
|                         | 28%          | 31%                                      | 31%                                         | 31%                      | 31%       | 32%       | 32%       | 32%       | 15%            | 28%    | 28%   | 39%   | 28%   | 28%   | 17% | 35%          | 30% | 16% | 22% | 32%  | 20%  | 27%       | 35%               | 31%         |
| Other                   | 26           | 24                                       | 16                                          | 16                       | 18        | 18        | 17        | 16        | 5              | 15     | 11    | 5     | 7     | 6     | 7   | 2            | 8   | 5   | 8   | 10   | 13   | 22        | 2                 | 25          |
|                         | 2%           | 3%                                       | 2%                                          | 2%                       | 2%        | 2%        | 2%        | 2%        | 7%             | 3%     | 2%    | 2%    | 3%    | 2%    | 3%  | 1%           | 3%  | 2%  | 3%  | 2%   | 3%   | 2%        | 1%                | 2%          |
| None                    | 139          | 89                                       | 65                                          | 57                       | 84        | 75        | 67        | 65        | 30             | 71     | 67    | 34    | 41    | 31    | 32  | 22           | 37  | 42  | 23  | 60   | 65   | 121       | 15                | 130         |
|                         | 13%          | 10%                                      | 9%                                          | 9%                       | 9%        | 9%        | 8%        | 9%        | 41%            | 14%    | 12%   | 11%   | 16%   | 11%   | 12% | 9%           | 12% | 21% | 10% | 10%  | 15%  | 13%       | 10%               | 12%         |
| Don't know              | 269          | 181                                      | 138                                         | 117                      | 183       | 176       | 156       | 139       | 23             | 99     | 166   | 54    | 60    | 67    | 87  | 42           | 71  | 49  | 86  | 113  | 136  | 235       | 27                | 264         |
|                         | 24%          | 21%                                      | 19%                                         | 18%                      | 21%       | 20%       | 20%       | 19%       | 32%            | 19%    | 29%   | 17%   | 24%   | 25%   | 32% | 17%          | 23% | 25% | 36% | 20%  | 31%  | 26%       | 17%               | 24%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 44  
Q15\_The\_environment. Which party do you think has the best policies ...? The environment

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting       |     |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      | Past vote<br>(2024 General Election) |     |     |           |     |                         | Qualifications                              |                      |                         | UnW<br>Tot.         |      |
|-------------------------|---------------------|--------------|-----|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|--------------------------------------|-----|-----|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|---------------------|------|
|                         |                     |              |     | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party |                | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales                                | Lab | Con | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree <sup>+</sup> |      |
|                         | Labour              | Conservative |     |                                   |           |             |                |                                    |                |                        |             |         |               |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |                                      |     |     |           |     |                         |                                             |                      |                         |                     |      |
| Unweighted Total        | 1109                | 312          | 206 | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65                                   | 245 | 177 | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356                 | 1109 |
| Weighted Total          | 1109                | 291          | 208 | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54                                   | 216 | 190 | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324                 | 1109 |
| Labour                  | 149                 | 112          | 16  | 9                                 | 5         | -           | 86             | 63                                 | 78             | 58                     | 38          | 96      | 62            | 41                     | 21                | 16               | 37     | 104                             | 41                      | 39                                    | 37                       | 27                     | 144          | 4    | 2                                    | 62  | 12  | 2         | 13  | 28                      | 21                                          | 14                   | 75                      | 56                  | 139  |
|                         | 13%                 | 39%          | 8%  | 11%                               | 3%        | -s          | 17%            | 11%                                | 30%            | 8%                     | 16%         | 13%     | 18%           | 10%                    | 16%               | 11%              | 13%    | 13%                             | 15%                     | 13%                                   | 15%                      | 19%                    | 15%          | 4%   | 3%                                   | 28% | 6%  | 1%        | 13% | 14%                     | 12%                                         | 8%                   | 13%                     | 17%                 | 13%  |
| Conservatives           | 82                  | 2            | 61  | -                                 | 15        | -           | 38             | 44                                 | 4              | 76                     | 12          | 63      | 25            | 43                     | 6                 | 9                | 15     | 67                              | 20                      | 20                                    | 17                       | 15                     | 72           | 6    | 5                                    | 3   | 49  | 8         | 3   | 3                       | 13                                          | 7                    | 47                      | 28                  | 72   |
|                         | 7%                  | 1%           | 30% | -s                                | 8%        | -s          | 8%             | 7%                                 | 2%             | 10%                    | 5%          | 9%      | 7%            | 10%                    | 4%                | 6%               | 5%     | 9%                              | 8%                      | 7%                                    | 7%                       | 10%                    | 7%           | 6%   | 8%                                   | 2%  | 26% | 7%        | 4%  | 2%                      | 8%                                          | 4%                   | 8%                      | 9%                  | 6%   |
| Liberal Democrats       | 44                  | 5            | 14  | 22                                | 1         | 1           | 15             | 29                                 | 13             | 29                     | 11          | 29      | 14            | 24                     | 3                 | 2                | 5      | 38                              | 6                       | 13                                    | 13                       | 10                     | 42           | 1    | *                                    | 6   | 8   | 4         | 14  | 16                      | 1                                           | 4                    | 19                      | 20                  | 50   |
|                         | 4%                  | 2%           | 7%  | 28%                               | *         | 2%          | 3%             | 5%                                 | 5%             | 4%                     | 4%          | 4%      | 4%            | 6%                     | 2%                | 1%               | 2%     | 5%                              | 2%                      | 4%                                    | 5%                       | 7%                     | 4%           | 1%   | 1%                                   | 3%  | 4%  | 3%        | 14% | 8%                      | 1%                                          | 2%                   | 3%                      | 6%                  | 5%   |
| Scottish National Party | 10                  | 1            | -   | -                                 | -         | -           | 1              | 9                                  | 8              | 2                      | 1           | 9       | 6             | 3                      | -                 | 1                | 1      | 9                               | -                       | -                                     | -                        | -                      | -            | 10   | -                                    | 1   | -   | -         | -   | 3                       | 1                                           | 2                    | 8                       | 1                   | 10   |
|                         | 1%                  | *            | -   | -s                                | -         | -s          | *              | 1%                                 | 3%             | *                      | *           | 1%      | 2%            | 1%                     | -                 | 1%               | *      | 1%                              | -                       | -                                     | -                        | -                      | -            | 10%  | -s                                   | 1%  | -   | -         | -   | 1%                      | *                                           | 1%                   | 1%                      | *                   | 1%   |
| Plaid Cymru             | 2                   | 1            | -   | -                                 | -         | -           | 1              | 1                                  | 2              | -                      | 1           | 1       | -             | 1                      | 1                 | -                | 1      | 1                               | -                       | -                                     | -                        | -                      | -            | -    | 2                                    | 1   | -   | -         | -   | -                       | 1                                           | -                    | -                       | 2                   | 2    |
|                         | *                   | *            | -   | -s                                | -         | -s          | *              | *                                  | 1%             | -                      | *           | *       | -             | *                      | 1%                | -                | *      | *                               | -                       | -                                     | -                        | -                      | -            | -    | -s                                   | 3%  | *   | -         | -   | -                       | -                                           | -                    | -                       | -                   | 1%   |
| Reform UK               | 75                  | 1            | 4   | -                                 | 67        | -           | 28             | 47                                 | 5              | 68                     | 13          | 49      | 10            | 38                     | 9                 | 16               | 25     | 48                              | 19                      | 17                                    | 19                       | 7                      | 63           | 6    | 6                                    | 4   | 9   | 33        | 4   | 5                       | 9                                           | 16                   | 50                      | 9                   | 71   |
|                         | 7%                  | *            | 2%  | -s                                | 38%       | -s          | 6%             | 8%                                 | 2%             | 9%                     | 5%          | 7%      | 3%            | 9%                     | 6%                | 10%              | 8%     | 6%                              | 7%                      | 6%                                    | 8%                       | 5%                     | 7%           | 6%   | 11%                                  | 2%  | 5%  | 28%       | 4%  | 2%                      | 5%                                          | 9%                   | 8%                      | 3%                  | 6%   |
| Green Party             | 314                 | 113          | 31  | 29                                | 37        | 67          | 176            | 136                                | 99             | 181                    | 84          | 208     | 115           | 97                     | 53                | 31               | 85     | 211                             | 76                      | 87                                    | 68                       | 52                     | 283          | 18   | 13                                   | 83  | 29  | 13        | 37  | 93                      | 25                                          | 33                   | 142                     | 136                 | 346  |
|                         | 28%                 | 39%          | 15% | 39%                               | 21%       | 86%         | 35%            | 23%                                | 39%            | 25%                    | 35%         | 29%     | 32%           | 23%                    | 40%               | 20%              | 29%    | 27%                             | 29%                     | 29%                                   | 27%                      | 37%                    | 30%          | 18%  | 24%                                  | 38% | 15% | 11%       | 38% | 48%                     | 15%                                         | 18%                  | 24%                     | 42%                 | 31%  |
| Other                   | 26                  | 1            | 2   | -                                 | 2         | 2           | 11             | 14                                 | 1              | 24                     | 1           | 23      | 9             | 5                      | 3                 | 6                | 9      | 14                              | 8                       | 3                                     | 8                        | -                      | 19           | 3    | 3                                    | 1   | 2   | 12        | 3   | 4                       | 1                                           | 5                    | 17                      | 4                   | 25   |
|                         | 2%                  | *            | 1%  | -s                                | 1%        | 3%          | 2%             | 2%                                 | *              | 3%                     | *           | 3%      | 3%            | 1%                     | 2%                | 4%               | 3%     | 2%                              | 3%                      | 1%                                    | 3%                       | -                      | 2%           | 3%   | 6%                                   | 1%  | 1%  | 10%       | 3%  | 2%                      | 1%                                          | 3%                   | 3%                      | 1%                  | 2%   |
| None                    | 139                 | 15           | 28  | 7                                 | 12        | 1           | 63             | 73                                 | 14             | 113                    | 26          | 91      | 46            | 51                     | 20                | 18               | 38     | 97                              | 32                      | 44                                    | 36                       | 11                     | 123          | 12   | 3                                    | 11  | 25  | 14        | 12  | 19                      | 43                                          | 21                   | 87                      | 29                  | 130  |
|                         | 13%                 | 5%           | 13% | 9%                                | 7%        | 1%          | 12%            | 12%                                | 5%             | 15%                    | 11%         | 13%     | 13%           | 12%                    | 15%               | 11%              | 13%    | 13%                             | 12%                     | 15%                                   | 14%                      | 8%                     | 13%          | 12%  | 6%                                   | 5%  | 13% | 12%       | 13% | 10%                     | 25%                                         | 12%                  | 15%                     | 9%                  | 12%  |
| Don't know              | 269                 | 40           | 51  | 10                                | 40        | 7           | 85             | 180                                | 33             | 187                    | 58          | 146     | 70            | 115                    | 18                | 56               | 74     | 185                             | 63                      | 73                                    | 56                       | 19                     | 211          | 38   | 20                                   | 44  | 57  | 32        | 12  | 23                      | 54                                          | 76                   | 145                     | 40                  | 264  |
|                         | 24%                 | 14%          | 25% | 13%                               | 23%       | 9%          | 17%            | 30%                                | 13%            | 25%                    | 24%         | 20%     | 20%           | 28%                    | 14%               | 36%              | 26%    | 24%                             | 24%                     | 25%                                   | 22%                      | 14%                    | 22%          | 38%  | 37%                                  | 20% | 30% | 28%       | 12% | 12%                     | 32%                                         | 43%                  | 25%                     | 12%                 | 24%  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 45  
**Q15\_Defence. Which party do you think has the best policies ...? Defence**  
Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                             |                          |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                             |                          |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                         | 686                      | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                         | 663                      | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 197          | 174                                      | 155                                         | 144                      | 173       | 171       | 163       | 157       | 3              | 106    | 85    | 52    | 55    | 43    | 47  | 51           | 53  | 27  | 52  | 104  | 78   | 151       | 39                | 204         |
|                         | 18%          | 20%                                      | 21%                                         | 22%                      | 20%       | 20%       | 20%       | 21%       | 5%             | 20%    | 15%   | 17%   | 22%   | 16%   | 17% | 20%          | 17% | 13% | 21% | 18%  | 18%  | 16%       | 25%               | 18%         |
| Conservatives           | 206          | 189                                      | 162                                         | 146                      | 186       | 182       | 175       | 162       | 3              | 120    | 86    | 41    | 27    | 63    | 75  | 63           | 62  | 32  | 39  | 125  | 71   | 188       | 17                | 208         |
|                         | 19%          | 22%                                      | 22%                                         | 22%                      | 21%       | 21%       | 22%       | 22%       | 4%             | 23%    | 15%   | 13%   | 11%   | 23%   | 28% | 25%          | 20% | 16% | 16% | 22%  | 16%  | 20%       | 11%               | 19%         |
| Liberal Democrats       | 27           | 24                                       | 19                                          | 18                       | 21        | 21        | 20        | 19        | 1              | 11     | 14    | 17    | 3     | 1     | 5   | 9            | 10  | 4   | -   | 20   | 4    | 14        | 11                | 25          |
|                         | 2%           | 3%                                       | 3%                                          | 3%                       | 2%        | 2%        | 3%        | 3%        | 1%             | 2%     | 2%    | 5%    | 1%    | 1%    | 2%  | 4%           | 3%  | 2%  | -   | 3%   | 1%   | 2%        | 7%                | 2%          |
| Scottish National Party | 7            | 7                                        | 7                                           | 7                        | 7         | 7         | 7         | 7         | -              | 6      | 1     | 6     | -     | 1     | 1   | 1            | 6   | -   | -   | 7    | -    | 7         | -                 | 6           |
|                         | 1%           | 1%                                       | 1%                                          | 1%                       | 1%        | 1%        | 1%        | 1%        | -s             | 1%     | 1%    | 2%    | -     | 1%    | 1%  | 1%           | 2%  | -   | -   | 1%   | -    | 1%        | -                 | 1%          |
| Plaid Cymru             | 1            | -                                        | -                                           | -                        | 1         | 1         | 1         | -         | -              | 1      | -     | 1     | -     | -     | -   | -            | 1   | -   | -   | 1    | -    | -         | 1                 | 1           |
|                         | 1%           | -                                        | -                                           | -                        | 1%        | 1%        | 1%        | -         | -s             | 1%     | -     | 1%    | -     | -     | -   | -            | 1%  | -   | -   | 1%   | -    | -         | 1%                | 1%          |
| Reform UK               | 114          | 89                                       | 79                                          | 85                       | 103       | 103       | 96        | 87        | 4              | 67     | 46    | 26    | 24    | 33    | 32  | 17           | 27  | 28  | 26  | 44   | 55   | 103       | 7                 | 114         |
|                         | 10%          | 10%                                      | 11%                                         | 13%                      | 12%       | 12%       | 12%       | 12%       | 6%             | 13%    | 8%    | 8%    | 10%   | 12%   | 12% | 7%           | 9%  | 14% | 11% | 8%   | 12%  | 11%       | 5%                | 10%         |
| Green Party             | 40           | 28                                       | 27                                          | 29                       | 33        | 31        | 31        | 30        | 4              | 14     | 23    | 28    | 8     | 4     | 1   | 14           | 11  | 2   | 1   | 25   | 3    | 23        | 9                 | 44          |
|                         | 4%           | 3%                                       | 4%                                          | 4%                       | 4%        | 4%        | 4%        | 4%        | 6%             | 3%     | 4%    | 9%    | 3%    | 2%    | *   | 5%           | 3%  | 1%  | 1%  | 4%   | 1%   | 2%        | 6%                | 4%          |
| Other                   | 33           | 28                                       | 20                                          | 20                       | 24        | 24        | 21        | 20        | 6              | 19     | 14    | 10    | 6     | 9     | 7   | 4            | 7   | 8   | 12  | 11   | 20   | 27        | 4                 | 27          |
|                         | 3%           | 3%                                       | 3%                                          | 3%                       | 3%        | 3%        | 3%        | 3%        | 8%             | 4%     | 2%    | 3%    | 3%    | 3%    | 3%  | 1%           | 2%  | 4%  | 5%  | 2%   | 5%   | 3%        | 3%                | 2%          |
| None                    | 164          | 109                                      | 75                                          | 67                       | 103       | 94        | 81        | 76        | 26             | 81     | 83    | 48    | 39    | 40    | 37  | 30           | 41  | 41  | 37  | 71   | 79   | 140       | 20                | 149         |
|                         | 15%          | 12%                                      | 10%                                         | 10%                      | 12%       | 11%       | 10%       | 10%       | 36%            | 16%    | 15%   | 16%   | 15%   | 15%   | 13% | 12%          | 13% | 21% | 15% | 12%  | 18%  | 15%       | 13%               | 13%         |
| Don't know              | 320          | 230                                      | 179                                         | 145                      | 235       | 224       | 202       | 181       | 24             | 97     | 217   | 84    | 92    | 78    | 67  | 62           | 98  | 58  | 74  | 160  | 132  | 268       | 45                | 331         |
|                         | 29%          | 26%                                      | 25%                                         | 22%                      | 27%       | 26%       | 25%       | 24%       | 33%            | 19%    | 38%   | 27%   | 36%   | 29%   | 25% | 24%          | 31% | 29% | 30% | 28%  | 30%  | 29%       | 29%               | 30%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=<0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 46  
Q15\_Defence. Which party do you think has the best policies ...? Defence

23 Oct 2026

Base : All (Oct/Nov 2025 & October 2026)

|                         | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure       |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      |       |     | Past vote<br>(2024 General Election) |           |     |                         |                                             |                      | Qualifications          |         |      | UnW<br>Tot. |
|-------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|-----|--------------------------------------|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|---------|------|-------------|
|                         |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occu-<br>pier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab | Con                                  | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+ |      |             |
|                         |                     |        |              |                                   |           |             |                |                                    |                |                        |             |         |              |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |       |     |                                      |           |     |                         |                                             |                      |                         |         |      |             |
| Unweighted Total        | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373          | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65    | 245 | 177                                  | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356     | 1109 |             |
| Weighted Total          | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356          | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54    | 216 | 190                                  | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324     | 1109 |             |
| Labour                  | 197                 | 147    | 9            | 11                                | 9         | 8           | 96             | 99                                 | 117            | 62                     | 58          | 118     | 77           | 62                     | 33                | 21               | 53     | 139                             | 53                      | 48                                    | 50                       | 28                     | 179          | 14   | 3     | 85  | 9                                    | 2         | 18  | 43                      | 21                                          | 19                   | 95                      | 79      | 204  |             |
|                         | 18%                 | 50%    | 4%           | 15%                               | 5%        | 10%         | 19%            | 17%                                | 46%            | 8%                     | 24%         | 17%     | 21%          | 15%                    | 24%               | 13%              | 18%    | 18%                             | 20%                     | 16%                                   | 20%                      | 20%                    | 19%          | 14%  | 6%    | 39% | 5%                                   | 2%        | 18% | 22%                     | 12%                                         | 11%                  | 16%                     | 24%     | 18%  |             |
| Conservatives           | 206                 | 24     | 133          | 8                                 | 28        | 1           | 91             | 115                                | 31             | 164                    | 42          | 143     | 62           | 104                    | 23                | 12               | 35     | 166                             | 47                      | 51                                    | 50                       | 39                     | 186          | 9    | 11    | 21  | 94                                   | 17        | 18  | 22                      | 28                                          | 32                   | 105                     | 68      | 208  |             |
|                         | 19%                 | 8%     | 64%          | 10%                               | 16%       | 2%          | 18%            | 19%                                | 12%            | 22%                    | 17%         | 20%     | 17%          | 25%                    | 17%               | 7%               | 12%    | 22%                             | 18%                     | 17%                                   | 20%                      | 27%                    | 19%          | 9%   | 20%   | 10% | 50%                                  | 14%       | 18% | 11%                     | 16%                                         | 18%                  | 21%                     | 19%     |      |             |
| Liberal Democrats       | 27                  | 5      | 1            | 15                                | -         | 4           | 13             | 14                                 | 9              | 15                     | 6           | 19      | 8            | 8                      | 3                 | 4                | 7      | 17                              | 5                       | 3                                     | 7                        | 11                     | 26           | *    | *     | 9   | -                                    | -         | 7   | 12                      | 2                                           | 1                    | 13                      | 13      | 25   |             |
|                         | 2%                  | 2%     | 1%           | 19%                               | -         | 5%          | 3%             | 2%                                 | 4%             | 2%                     | 2%          | 3%      | 2%           | 2%                     | 2%                | 3%               | 2%     | 2%                              | 2%                      | 1%                                    | 3%                       | 8%                     | 3%           | *    | 1%    | 4%  | -                                    | -         | -   | 8%                      | 6%                                          | 1%                   | 1%                      | 2%      | 4%   | 2%          |
| Scottish National Party | 7                   | 1      | -            | -                                 | -         | -           | 1              | 7                                  | 6              | 1                      | 1           | 6       | 5            | 1                      | -                 | 1                | 1      | 6                               | -                       | -                                     | -                        | -                      | -            | 7    | -     | -   | -                                    | -         | -   | -                       | 1                                           | 1                    | 1                       | 6       | 1    | 6           |
|                         | 1%                  | *      | -            | -s                                | -         | -s          | *              | 1%                                 | 2%             | *                      | 1%          | 1%      | 1%           | *                      | -                 | 1%               | *      | 1%                              | -                       | -                                     | -                        | -                      | -            | 7%   | -s    | -s  | -                                    | -         | -   | -                       | -                                           | *                    | *                       | 1%      | *    | 1%          |
| Plaid Cymru             | 1                   | -      | -            | -                                 | -         | -           | 1              | -                                  | 1              | -                      | -           | 1       | -            | -                      | 1                 | -                | 1      | -                               | -                       | -                                     | -                        | -                      | -            | -    | 1     | -   | -                                    | -         | -   | -                       | -                                           | 1                    | -                       | -       | 1    | 1           |
|                         | *                   | -      | -            | -s                                | -         | -s          | *              | -                                  | *              | -                      | -           | *       | -            | -                      | 1%                | -                | *      | -                               | -                       | -                                     | -                        | -                      | -            | -s   | 2%    | -   | -                                    | -         | -   | -                       | -                                           | -                    | -                       | -       | *    |             |
| Reform UK               | 114                 | 1      | 5            | 1                                 | 93        | *           | 38             | 75                                 | 4              | 105                    | 16          | 77      | 19           | 53                     | 7                 | 31               | 38     | 72                              | 30                      | 32                                    | 32                       | 6                      | 99           | 7    | 8     | 10  | 16                                   | 44        | 3   | 7                       | 14                                          | 22                   | 74                      | 18      | 114  |             |
|                         | 10%                 | *      | 2%           | 1%                                | 52%       | *s          | 7%             | 13%                                | 2%             | 14%                    | 7%          | 11%     | 5%           | 13%                    | 5%                | 20%              | 13%    | 9%                              | 11%                     | 11%                                   | 13%                      | 4%                     | 10%          | 7%   | 15%   | 5%  | 8%                                   | 37%       | 3%  | 4%                      | 8%                                          | 13%                  | 13%                     | 5%      | 10%  |             |
| Green Party             | 40                  | 4      | -            | 2                                 | -         | 27          | 25             | 14                                 | 8              | 30                     | 7           | 29      | 14           | 8                      | 7                 | 7                | 14     | 22                              | 8                       | 7                                     | 10                       | 13                     | 38           | *    | 1     | 8   | *                                    | -         | 8   | 16                      | 3                                           | 4                    | 17                      | 16      | 44   |             |
|                         | 4%                  | 1%     | -            | 3%                                | -         | 35%         | 5%             | 2%                                 | 3%             | 4%                     | 3%          | 4%      | 4%           | 2%                     | 5%                | 5%               | 5%     | 3%                              | 3%                      | 2%                                    | 4%                       | 9%                     | 4%           | *    | 2%    | 4%  | *                                    | -         | 8%  | 8%                      | 1%                                          | 2%                   | 3%                      | 5%      | 4%   |             |
| Other                   | 33                  | 2      | 2            | -                                 | 2         | 4           | 16             | 17                                 | 1              | 31                     | 1           | 30      | 13           | 6                      | 5                 | 6                | 11     | 20                              | 9                       | 4                                     | 8                        | 5                      | 26           | 3    | 4     | 1   | 3                                    | 16        | 2   | 6                       | 2                                           | 5                    | 22                      | 6       | 27   |             |
|                         | 3%                  | 1%     | 1%           | -s                                | 1%        | 5%          | 3%             | 3%                                 | *              | 4%                     | *           | 4%      | 4%           | 1%                     | 4%                | 4%               | 4%     | 3%                              | 4%                      | 1%                                    | 3%                       | 3%                     | 3%           | 3%   | 7%    | 1%  | 1%                                   | 14%       | 3%  | 3%                      | 1%                                          | 3%                   | 4%                      | 2%      | 2%   |             |
| None                    | 164                 | 30     | 18           | 14                                | 16        | 4           | 77             | 86                                 | 15             | 132                    | 34          | 108     | 46           | 62                     | 24                | 23               | 47     | 108                             | 48                      | 40                                    | 39                       | 12                     | 139          | 22   | 3     | 20  | 22                                   | 16        | 13  | 25                      | 41                                          | 30                   | 94                      | 39      | 149  |             |
|                         | 15%                 | 10%    | 9%           | 18%                               | 9%        | 5%          | 15%            | 14%                                | 6%             | 18%                    | 14%         | 15%     | 13%          | 15%                    | 18%               | 15%              | 16%    | 14%                             | 18%                     | 14%                                   | 15%                      | 8%                     | 15%          | 22%  | 6%    | 9%  | 12%                                  | 14%       | 13% | 13%                     | 24%                                         | 17%                  | 16%                     | 12%     | 13%  |             |
| Don't know              | 320                 | 76     | 39           | 26                                | 31        | 29          | 146            | 169                                | 64             | 197                    | 79          | 182     | 112          | 111                    | 33                | 51               | 84     | 223                             | 64                      | 111                                   | 59                       | 29                     | 263          | 35   | 22    | 62  | 45                                   | 22        | 29  | 62                      | 59                                          | 63                   | 164                     | 84      | 331  |             |
|                         | 29%                 | 26%    | 19%          | 34%                               | 17%       | 37%         | 29%            | 28%                                | 25%            | 27%                    | 32%         | 26%     | 31%          | 27%                    | 24%               | 33%              | 29%    | 29%                             | 24%                     | 37%                                   | 23%                      | 21%                    | 28%          | 35%  | 41%   | 29% | 24%                                  | 19%       | 30% | 32%                     | 34%                                         | 35%                  | 28%                     | 26%     | 30%  |             |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 47  
Q15\_Housing. Which party do you think has the best policies ...? Housing

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 275          | 242                                      | 199                                          | 179                       | 236       | 233       | 217       | 204       | 8              | 138    | 132   | 91    | 62    | 59    | 63  | 79           | 76  | 37  | 60  | 155  | 97   | 213       | 55                | 284         |
|                         | 25%          | 28%                                      | 28%                                          | 27%                       | 27%       | 27%       | 27%       | 28%       | 11%            | 27%    | 23%   | 29%   | 25%   | 22%   | 23% | 31%          | 24% | 19% | 25% | 27%  | 22%  | 23%       | 35%               | 26%         |
| Conservatives           | 99           | 89                                       | 76                                           | 71                        | 93        | 89        | 85        | 77        | 2              | 53     | 46    | 22    | 13    | 30    | 34  | 34           | 25  | 18  | 15  | 60   | 33   | 83        | 16                | 92          |
|                         | 9%           | 10%                                      | 11%                                          | 11%                       | 11%       | 10%       | 11%       | 10%       | 3%             | 10%    | 8%    | 7%    | 5%    | 11%   | 12% | 14%          | 8%  | 9%  | 6%  | 10%  | 7%   | 9%        | 10%               | 8%          |
| Liberal Democrats       | 46           | 42                                       | 35                                           | 34                        | 39        | 39        | 37        | 35        | -              | 27     | 19    | 16    | 7     | 10    | 12  | 23           | 13  | 2   | 5   | 36   | 7    | 34        | 12                | 41          |
|                         | 4%           | 5%                                       | 5%                                           | 5%                        | 4%        | 5%        | 5%        | 5%        | -s             | 5%     | 3%    | 5%    | 3%    | 4%    | 4%  | 9%           | 4%  | 1%  | 2%  | 6%   | 2%   | 4%        | 8%                | 4%          |
| Scottish National Party | 9            | 9                                        | 9                                            | 9                         | 9         | 9         | 9         | 9         | -              | 9      | *     | 6     | 1     | 2     | 1   | 3            | 6   | 1   | -   | 8    | 1    | 9         | -                 | 9           |
|                         | 1%           | 1%                                       | 1%                                           | 1%                        | 1%        | 1%        | 1%        | 1%        | -s             | 2%     | *     | 2%    | *     | 1%    | 1%  | 1%           | 2%  | *   | -   | 1%   | *    | 1%        | -                 | 1%          |
| Plaid Cymru             | 1            | *                                        | *                                            | *                         | 1         | 1         | 1         | *         | -s             | 1      | *     | 1     | *     | -     | -   | -            | 1   | -   | -   | 1    | -    | *         | 1                 | 2           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | -s             | *      | *     | *     | *     | -     | -   | -            | *   | -   | -   | *    | -    | *         | 1%                | *           |
| Reform UK               | 125          | 104                                      | 92                                           | 96                        | 114       | 114       | 103       | 97        | 1              | 70     | 54    | 26    | 22    | 44    | 34  | 15           | 28  | 27  | 44  | 43   | 71   | 115       | 5                 | 119         |
|                         | 11%          | 12%                                      | 13%                                          | 14%                       | 13%       | 13%       | 13%       | 13%       | 1%             | 13%    | 9%    | 8%    | 9%    | 16%   | 12% | 6%           | 9%  | 14% | 18% | 8%   | 16%  | 12%       | 3%                | 11%         |
| Green Party             | 56           | 43                                       | 40                                           | 40                        | 49        | 46        | 45        | 43        | 6              | 22     | 29    | 25    | 20    | 7     | 5   | 16           | 17  | 1   | 7   | 34   | 9    | 33        | 14                | 57          |
|                         | 5%           | 5%                                       | 5%                                           | 6%                        | 6%        | 5%        | 6%        | 6%        | 8%             | 4%     | 5%    | 8%    | 8%    | 2%    | 2%  | 6%           | 5%  | 1%  | 3%  | 6%   | 2%   | 4%        | 9%                | 5%          |
| Other                   | 31           | 26                                       | 18                                           | 18                        | 21        | 20        | 19        | 18        | 6              | 19     | 12    | 8     | 6     | 9     | 8   | 2            | 7   | 7   | 12  | 8    | 20   | 26        | 3                 | 26          |
|                         | 3%           | 3%                                       | 2%                                           | 3%                        | 2%        | 2%        | 2%        | 2%        | 8%             | 4%     | 2%    | 3%    | 3%    | 3%    | 3%  | 1%           | 2%  | 4%  | 5%  | 1%   | 4%   | 3%        | 2%                | 2%          |
| None                    | 163          | 109                                      | 86                                           | 80                        | 107       | 98        | 90        | 87        | 25             | 85     | 78    | 38    | 44    | 37    | 43  | 25           | 44  | 45  | 29  | 70   | 74   | 142       | 16                | 163         |
|                         | 15%          | 12%                                      | 12%                                          | 12%                       | 12%       | 11%       | 11%       | 12%       | 35%            | 16%    | 14%   | 12%   | 18%   | 14%   | 16% | 10%          | 14% | 23% | 12% | 12%  | 17%  | 15%       | 10%               | 15%         |
| Don't know              | 303          | 214                                      | 167                                          | 135                       | 216       | 209       | 190       | 169       | 25             | 97     | 200   | 79    | 77    | 75    | 72  | 53           | 99  | 60  | 69  | 153  | 130  | 264       | 33                | 316         |
|                         | 27%          | 24%                                      | 23%                                          | 20%                       | 24%       | 24%       | 24%       | 23%       | 35%            | 18%    | 35%   | 25%   | 30%   | 28%   | 26% | 21%          | 31% | 30% | 29% | 27%  | 29%  | 29%       | 21%               | 28%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 48  
Q15\_Housing. Which party do you think has the best policies ...? Housing

23 Oct 2026

Base : All (Oct/Nov 2025 & October 2026)

|                         | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      | Past vote<br>(2024 General Election) |     |     |           |     |                         | Qualifications                              |                      |                         | UnW<br>Tot. |      |    |
|-------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|--------------------------------------|-----|-----|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|-------------|------|----|
|                         |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales                                | Lab | Con | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+     |      |    |
| Unweighted Total        | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65                                   | 245 | 177 | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356         | 1109 |    |
| Weighted Total          | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54                                   | 216 | 190 | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324         | 1109 |    |
| Labour                  | 275                 | 193    | 23           | 15                                | 5         | 13          | 130            | 145                                | 159            | 87                     | 82          | 167     | 103           | 98                     | 39                | 26               | 65     | 201                             | 67                      | 72                                    | 76                       | 43                     | 258          | 12   | 5                                    | 108 | 19  | 3         | 31  | 66                      | 24                                          | 20                   | 130                     | 122         | 284  |    |
|                         | 25%                 | 66%    | 11%          | 20%                               | 3%        | 17%         | 26%            | 24%                                | 62%            | 12%                    | 34%         | 23%     | 29%           | 23%                    | 29%               | 17%              | 22%    | 26%                             | 25%                     | 24%                                   | 30%                      | 30%                    | 27%          | 12%  | 10%                                  | 50% | 10% | 3%        | 31% | 34%                     | 14%                                         | 11%                  | 22%                     | 38%         | 26%  |    |
| Conservatives           | 99                  | 4      | 68           | 4                                 | 18        | 1           | 47             | 52                                 | 5              | 88                     | 15          | 77      | 28            | 50                     | 10                | 7                | 18     | 78                              | 16                      | 21                                    | 24                       | 25                     | 86           | 7    | 5                                    | 6   | 57  | 8         | 2   | 3                       | 15                                          | 14                   | 49                      | 37          | 92   |    |
|                         | 9%                  | 1%     | 33%          | 5%                                | 10%       | 2%          | 9%             | 9%                                 | 2%             | 12%                    | 6%          | 11%     | 8%            | 12%                    | 8%                | 5%               | 6%     | 10%                             | 6%                      | 7%                                    | 9%                       | 18%                    | 9%           | 7%   | 10%                                  | 3%  | 30% | 7%        | 2%  | 1%                      | 9%                                          | 8%                   | 8%                      | 11%         | 8%   |    |
| Liberal Democrats       | 46                  | 4      | 9            | 23                                | 5         | 1           | 24             | 22                                 | 10             | 30                     | 9           | 35      | 15            | 18                     | 7                 | 5                | 12     | 33                              | 7                       | 7                                     | 10                       | 16                     | 40           | 3    | 2                                    | 14  | 7   | -         | 12  | 15                      | 5                                           | 4                    | 21                      | 21          | 41   |    |
|                         | 4%                  | 2%     | 4%           | 30%                               | 3%        | 2%          | 5%             | 4%                                 | 4%             | 4%                     | 4%          | 5%      | 4%            | 4%                     | 5%                | 3%               | 4%     | 4%                              | 3%                      | 2%                                    | 4%                       | 11%                    | 4%           | 4%   | 4%                                   | 7%  | 4%  | -         | 12% | 8%                      | 3%                                          | 2%                   | 3%                      | 7%          | 4%   |    |
| Scottish National Party | 9                   | -      | -            | -                                 | -         | -           | 1              | 8                                  | 8              | 1                      | 1           | 8       | 7             | 1                      | -                 | 1                | 1      | 8                               | -                       | -                                     | -                        | -                      | -            | 9    | -                                    | -   | -   | -         | -   | -                       | 3                                           | 1                    | 2                       | 6           | 1    | 9  |
|                         | 1%                  | -      | -            | -                                 | -         | -           | *              | 1%                                 | 3%             | *                      | *           | 1%      | 2%            | *                      | -                 | 1%               | *      | 1%                              | -                       | -                                     | -                        | -                      | -            | 10%  | -                                    | -   | -   | -         | -   | -                       | 1%                                          | *                    | 1%                      | 1%          | *    | 1% |
| Plaid Cymru             | 1                   | -      | -            | -                                 | -         | -           | 1              | -                                  | 1              | -                      | -           | 1       | -             | -                      | 1                 | -                | 1      | -                               | -                       | -                                     | -                        | -                      | -            | -    | 1                                    | *   | -   | -         | -   | -                       | -                                           | 1                    | -                       | *           | 1    | 2  |
|                         | *                   | -      | -            | -                                 | -         | -           | *              | -                                  | *              | -                      | -           | 1       | -             | -                      | 1%                | -                | *      | -                               | -                       | -                                     | -                        | -                      | -            | -    | -                                    | 2%  | *   | -         | -   | -                       | -                                           | -                    | -                       | *           | *    |    |
| Reform UK               | 125                 | 1      | 11           | 1                                 | 100       | *           | 52             | 73                                 | 5              | 117                    | 17          | 86      | 21            | 56                     | 3                 | 38               | 41     | 77                              | 40                      | 34                                    | 31                       | 7                      | 112          | 7    | 7                                    | 14  | 19  | 45        | 5   | 8                       | 18                                          | 25                   | 86                      | 15          | 119  |    |
|                         | 11%                 | *      | 5%           | 2%                                | 56%       | *s          | 10%            | 12%                                | 2%             | 16%                    | 7%          | 12%     | 6%            | 13%                    | 2%                | 24%              | 14%    | 10%                             | 15%                     | 12%                                   | 12%                      | 5%                     | 12%          | 7%   | 13%                                  | 6%  | 10% | 39%       | 5%  | 4%                      | 11%                                         | 14%                  | 15%                     | 5%          | 11%  |    |
| Green Party             | 56                  | 12     | 2            | 4                                 | *         | 32          | 35             | 20                                 | 13             | 43                     | 15          | 38      | 16            | 11                     | 18                | 7                | 25     | 27                              | 12                      | 12                                    | 13                       | 17                     | 54           | 1    | 1                                    | 13  | 2   | -         | 8   | 21                      | 4                                           | 7                    | 19                      | 28          | 57   |    |
|                         | 5%                  | 4%     | 1%           | 6%                                | *         | 41%         | 7%             | 3%                                 | 5%             | 6%                     | 6%          | 5%      | 5%            | 3%                     | 13%               | 5%               | 9%     | 4%                              | 5%                      | 4%                                    | 5%                       | 12%                    | 6%           | 1%   | 1%                                   | 6%  | 1%  | -         | 8%  | 11%                     | 2%                                          | 4%                   | 3%                      | 9%          | 5%   |    |
| Other                   | 31                  | -      | 1            | 2                                 | 2         | 2           | 15             | 15                                 | 1              | 29                     | *           | 27      | 13            | 4                      | 3                 | 8                | 11     | 17                              | 8                       | 4                                     | 10                       | 3                      | 25           | 3    | 2                                    | 1   | 1   | 14        | 2   | 4                       | 3                                           | 6                    | 19                      | 5           | 26   |    |
|                         | 3%                  | -      | *            | 2%                                | 1%        | 3%          | 3%             | 3%                                 | *              | 4%                     | *           | 4%      | 4%            | 1%                     | 2%                | 5%               | 4%     | 2%                              | 3%                      | 2%                                    | 4%                       | 2%                     | 3%           | 3%   | 5%                                   | 1%  | 1%  | 12%       | 3%  | 2%                      | 2%                                          | 4%                   | 3%                      | 2%          | 2%   |    |
| None                    | 163                 | 21     | 29           | 13                                | 17        | 3           | 69             | 92                                 | 14             | 133                    | 32          | 103     | 41            | 63                     | 28                | 23               | 52     | 103                             | 41                      | 50                                    | 36                       | 12                     | 139          | 18   | 6                                    | 14  | 30  | 20        | 13  | 21                      | 42                                          | 38                   | 91                      | 32          | 163  |    |
|                         | 15%                 | 7%     | 14%          | 17%                               | 9%        | 4%          | 14%            | 15%                                | 6%             | 18%                    | 13%         | 14%     | 11%           | 15%                    | 21%               | 15%              | 18%    | 13%                             | 15%                     | 17%                                   | 14%                      | 9%                     | 15%          | 18%  | 12%                                  | 7%  | 16% | 17%       | 13% | 11%                     | 25%                                         | 21%                  | 15%                     | 10%         | 15%  |    |
| Don't know              | 303                 | 55     | 66           | 15                                | 32        | 25          | 129            | 168                                | 40             | 209                    | 73          | 172     | 113           | 115                    | 24                | 41               | 65     | 228                             | 73                      | 96                                    | 53                       | 19                     | 242          | 38   | 23                                   | 46  | 55  | 27        | 24  | 53                      | 57                                          | 63                   | 169                     | 62          | 316  |    |
|                         | 27%                 | 19%    | 32%          | 20%                               | 18%       | 32%         | 26%            | 28%                                | 16%            | 28%                    | 30%         | 24%     | 32%           | 28%                    | 18%               | 26%              | 22%    | 29%                             | 28%                     | 33%                                   | 21%                      | 13%                    | 25%          | 39%  | 43%                                  | 21% | 29% | 23%       | 25% | 27%                     | 33%                                         | 35%                  | 29%                     | 19%         | 28%  |    |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 49  
Q15\_Crime\_and\_anti\_social\_behaviour. Which party do you think has the best policies ...? Crime and anti-social behaviour

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W*td) | Likelihood to vote<br>(General Election) |                                                               |                                    |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                         | UnWgt<br>Total |
|-------------------------|--------------|------------------------------------------|---------------------------------------------------------------|------------------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------------|----------------|
|                         |              |                                          |                                                               |                                    |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                         |                |
|                         |              | Always<br>usually<br>depends             | Always<br>usually<br>depends<br>AND<br>9/10<br>like<br>lihood | (10)<br>Absol-<br>utely<br>certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic<br>min-<br>ority |                |
| Unweighted Total        | 1109         | 895                                      | 747                                                           | 686                                | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128                     | 1109           |
| Weighted Total          | 1109         | 879                                      | 722                                                           | 663                                | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155                     | 1109           |
| Labour                  | 198          | 169                                      | 150                                                           | 143                                | 173       | 168       | 159       | 151       | 5              | 103    | 89    | 60    | 58    | 42    | 38  | 54           | 54  | 29  | 48  | 108  | 77   | 148       | 46                      | 195            |
|                         | 18%          | 19%                                      | 21%                                                           | 22%                                | 20%       | 20%       | 20%       | 20%       | 7%             | 20%    | 16%   | 19%   | 23%   | 16%   | 14% | 21%          | 17% | 14% | 20% | 19%  | 17%  | 16%       | 30%                     | 18%            |
| Conservatives           | 170          | 156                                      | 123                                                           | 111                                | 155       | 152       | 145       | 126       | 2              | 86     | 84    | 40    | 17    | 48    | 64  | 51           | 40  | 25  | 38  | 92   | 63   | 153       | 15                      | 163            |
|                         | 15%          | 18%                                      | 17%                                                           | 17%                                | 17%       | 18%       | 18%       | 17%       | 3%             | 17%    | 15%   | 13%   | 7%    | 18%   | 24% | 20%          | 13% | 13% | 16% | 16%  | 14%  | 17%       | 10%                     | 15%            |
| Liberal Democrats       | 28           | 24                                       | 21                                                            | 17                                 | 27        | 26        | 24        | 21        | -              | 15     | 13    | 11    | 7     | 4     | 6   | 11           | 11  | -   | -   | 22   | -    | 13        | 12                      | 29             |
|                         | 3%           | 3%                                       | 3%                                                            | 3%                                 | 3%        | 3%        | 3%        | 3%        | -s             | 3%     | 2%    | 4%    | 3%    | 1%    | 2%  | 4%           | 4%  | -   | -   | 4%   | -    | 1%        | 7%                      | 3%             |
| Scottish National Party | 11           | 11                                       | 11                                                            | 11                                 | 11        | 11        | 11        | 11        | -              | 8      | 3     | 7     | -     | 2     | 3   | 2            | 7   | -   | 2   | 9    | 2    | 11        | -                       | 9              |
|                         | 1%           | 1%                                       | 2%                                                            | 2%                                 | 1%        | 1%        | 1%        | 1%        | -s             | 2%     | 1%    | 2%    | -     | 1%    | 1%  | 1%           | 2%  | -   | 1%  | 2%   | 1%   | 1%        | -                       | 1%             |
| Plaid Cymru             | *            | *                                        | *                                                             | *                                  | *         | *         | *         | *         | -              | -      | *     | -     | *     | -     | -   | -            | *   | -   | -   | *    | -    | *         | -                       | 1              |
|                         | *            | *                                        | *                                                             | *                                  | *         | *         | *         | *         | -s             | -      | *     | -     | *     | -     | -   | -            | *   | -   | -   | *    | -    | *         | -                       | *              |
| Reform UK               | 190          | 159                                      | 136                                                           | 136                                | 162       | 162       | 154       | 144       | 6              | 113    | 76    | 42    | 31    | 63    | 55  | 32           | 47  | 45  | 53  | 79   | 97   | 169       | 16                      | 183            |
|                         | 17%          | 18%                                      | 19%                                                           | 21%                                | 18%       | 19%       | 19%       | 20%       | 8%             | 22%    | 13%   | 13%   | 12%   | 23%   | 20% | 13%          | 15% | 22% | 22% | 14%  | 22%  | 18%       | 10%                     | 17%            |
| Green Party             | 44           | 34                                       | 31                                                            | 33                                 | 38        | 36        | 35        | 34        | 4              | 18     | 25    | 25    | 14    | 5     | 1   | 15           | 14  | 1   | 1   | 29   | 2    | 27        | 10                      | 44             |
|                         | 4%           | 4%                                       | 4%                                                            | 5%                                 | 4%        | 4%        | 4%        | 5%        | 6%             | 3%     | 4%    | 8%    | 6%    | 2%    | *   | 6%           | 4%  | 1%  | *   | 5%   | 1%   | 3%        | 6%                      | 4%             |
| Other                   | 32           | 29                                       | 19                                                            | 20                                 | 21        | 21        | 20        | 20        | 6              | 20     | 13    | 7     | 8     | 9     | 8   | 2            | 8   | 7   | 13  | 10   | 20   | 26        | 4                       | 29             |
|                         | 3%           | 3%                                       | 3%                                                            | 3%                                 | 2%        | 2%        | 3%        | 3%        | 8%             | 4%     | 2%    | 2%    | 3%    | 3%    | 3%  | 1%           | 3%  | 3%  | 5%  | 2%   | 4%   | 3%        | 3%                      | 3%             |
| None                    | 151          | 100                                      | 77                                                            | 65                                 | 97        | 87        | 79        | 78        | 25             | 77     | 73    | 36    | 40    | 34    | 42  | 25           | 46  | 41  | 27  | 72   | 69   | 131       | 16                      | 151            |
|                         | 14%          | 11%                                      | 11%                                                           | 10%                                | 11%       | 10%       | 10%       | 10%       | 34%            | 15%    | 13%   | 11%   | 16%   | 12%   | 16% | 10%          | 15% | 21% | 11% | 13%  | 16%  | 14%       | 10%                     | 14%            |
| Don't know              | 284          | 196                                      | 154                                                           | 126                                | 202       | 195       | 169       | 155       | 24             | 83     | 195   | 84    | 78    | 67    | 54  | 59           | 87  | 52  | 59  | 146  | 111  | 240       | 36                      | 305            |
|                         | 26%          | 22%                                      | 21%                                                           | 19%                                | 23%       | 23%       | 21%       | 21%       | 34%            | 16%    | 34%   | 27%   | 31%   | 24%   | 20% | 23%          | 28% | 26% | 25% | 26%  | 25%  | 26%       | 24%                     | 28%            |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 50  
Q15\_Crime\_and\_anti\_social\_behaviour. Which party do you think has the best policies ...? Crime and anti-social behaviour

23 Oct 2026

Base : All (Oct/Nov 2025 & October 2026)

|                         | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure       |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      | Past vote<br>(2024 General Election) |     |     |           |     |                         | Qualifications                              |                      |                         | UnW<br>Tot. |         |    |
|-------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|--------------------------------------|-----|-----|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|-------------|---------|----|
|                         |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occu-<br>pier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales                                | Lab | Con | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> |             | Degree+ |    |
|                         |                     |        |              |                                   |           |             |                |                                    |                |                        |             |         |              |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |                                      |     |     |           |     |                         |                                             |                      |                         |             |         |    |
| Unweighted Total        | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373          | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65                                   | 245 | 177 | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356         | 1109    |    |
| Weighted Total          | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356          | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54                                   | 216 | 190 | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324         | 1109    |    |
| Labour                  | 198                 | 158    | 6            | 7                                 | 2         | 10          | 106            | 91                                 | 129            | 54                     | 64          | 118     | 83           | 55                     | 33                | 22               | 55     | 138                             | 56                      | 50                                    | 40                       | 38                     | 184          | 10   | 4                                    | 89  | 6   | *         | 19  | 51                      | 22                                          | 14                   | 92                      | 92          | 195     |    |
|                         | 78%                 | 54%    | 3%           | 9%                                | 1%        | 13%         | 21%            | 15%                                | 50%            | 7%                     | 26%         | 17%     | 23%          | 13%                    | 25%               | 14%              | 19%    | 18%                             | 21%                     | 17%                                   | 16%                      | 27%                    | 19%          | 10%  | 7%                                   | 41% | 3%  | *         | 19% | 26%                     | 13%                                         | 8%                   | 16%                     | 28%         | 18%     |    |
| Conservatives           | 170                 | 19     | 118          | 8                                 | 9         | 1           | 68             | 102                                | 25             | 136                    | 33          | 117     | 46           | 89                     | 16                | 14               | 30     | 136                             | 34                      | 47                                    | 49                       | 26                     | 157          | 7    | 6                                    | 21  | 87  | 8         | 9   | 12                      | 21                                          | 25                   | 91                      | 53          | 163     |    |
|                         | 75%                 | 7%     | 57%          | 11%                               | 5%        | 2%          | 14%            | 17%                                | 10%            | 18%                    | 14%         | 16%     | 13%          | 21%                    | 12%               | 9%               | 10%    | 18%                             | 13%                     | 16%                                   | 19%                      | 19%                    | 16%          | 7%   | 11%                                  | 10% | 45% | 7%        | 9%  | 6%                      | 12%                                         | 14%                  | 15%                     | 16%         | 15%     |    |
| Liberal Democrats       | 28                  | 5      | 1            | 19                                | 1         | 1           | 14             | 13                                 | 10             | 16                     | 7           | 20      | 15           | 7                      | 2                 | 4                | 6      | 21                              | 5                       | 3                                     | 9                        | 8                      | 24           | 1    | 3                                    | 5   | 1   | -         | 10  | 11                      | 2                                           | -                    | 11                      | 13          | 29      |    |
|                         | 3%                  | 2%     | *            | 25%                               | *         | 1%          | 3%             | 2%                                 | 4%             | 2%                     | 3%          | 3%      | 4%           | 2%                     | 2%                | 3%               | 2%     | 3%                              | 2%                      | 2%                                    | 1%                       | 3%                     | 5%           | 3%   | 1%                                   | 5%  | 2%  | *         | -   | 10%                     | 6%                                          | 1%                   | -                       | 2%          | 4%      | 3% |
| Scottish National Party | 11                  | -      | -            | -                                 | -         | -           | 2              | 9                                  | 6              | 2                      | 3           | 8       | 6            | 3                      | 1                 | 1                | 2      | 9                               | -                       | -                                     | -                        | -                      | -            | 11   | -                                    | 4   | -   | -         | -   | 2                       | 1                                           | 3                    | 6                       | 2           | 9       |    |
|                         | 1%                  | -      | -            | -s                                | -         | -s          | *              | 2%                                 | 2%             | *                      | 1%          | 1%      | 2%           | 1%                     | 1%                | 1%               | 1%     | 1%                              | -                       | -                                     | -                        | -                      | -            | 11%  | -s                                   | 2%  | -   | -         | -   | 1%                      | *                                           | 2%                   | 1%                      | 1%          | 1%      |    |
| Plaid Cymru             | *                   | -      | -            | -                                 | -         | -           | *              | -                                  | *              | -                      | -           | *       | -            | -                      | *                 | -                | *      | -                               | -                       | -                                     | -                        | -                      | -            | -    | -s                                   | *   | *   | -         | -   | -                       | -                                           | -                    | *                       | -           | 1       |    |
|                         | *                   | -      | -            | -s                                | -         | -s          | *              | -                                  | *              | -                      | -           | *       | -            | -                      | *                 | -                | *      | -                               | -                       | -                                     | -                        | -                      | -            | -s   | 1%                                   | *   | *   | -         | -   | -                       | -                                           | -                    | *                       | -           | *       |    |
| Reform UK               | 190                 | 11     | 20           | 6                                 | 135       | *           | 81             | 109                                | 10             | 177                    | 26          | 136     | 37           | 86                     | 16                | 39               | 55     | 123                             | 53                      | 53                                    | 45                       | 19                     | 170          | 9    | 11                                   | 16  | 36  | 60        | 10  | 15                      | 28                                          | 40                   | 112                     | 38          | 183     |    |
|                         | 17%                 | 4%     | 10%          | 8%                                | 76%       | *s          | 16%            | 18%                                | 4%             | 24%                    | 11%         | 19%     | 10%          | 21%                    | 12%               | 25%              | 19%    | 16%                             | 20%                     | 18%                                   | 18%                      | 13%                    | 18%          | 10%  | 21%                                  | 7%  | 19% | 52%       | 10% | 8%                      | 16%                                         | 22%                  | 19%                     | 12%         | 17%     |    |
| Green Party             | 44                  | 7      | 1            | 1                                 | -         | 31          | 29             | 14                                 | 9              | 35                     | 10          | 31      | 16           | 10                     | 9                 | 5                | 14     | 26                              | 9                       | 9                                     | 11                       | 13                     | 43           | 1    | *                                    | 8   | *   | -         | 11  | 21                      | 4                                           | 6                    | 16                      | 20          | 44      |    |
|                         | 4%                  | 2%     | *            | 2%                                | -         | 40%         | 6%             | 2%                                 | 4%             | 5%                     | 4%          | 4%      | 5%           | 2%                     | 7%                | 3%               | 5%     | 3%                              | 4%                      | 3%                                    | 4%                       | 9%                     | 4%           | 1%   | *s                                   | 4%  | *   | -         | 11% | 11%                     | 2%                                          | 3%                   | 3%                      | 6%          | 4%      |    |
| Other                   | 32                  | 1      | 3            | -                                 | 2         | 2           | 14             | 18                                 | 2              | 28                     | 2           | 28      | 11           | 8                      | 3                 | 8                | 11     | 19                              | 8                       | 5                                     | 9                        | 4                      | 25           | 3    | 4                                    | 1   | 2   | 16        | 2   | 4                       | 2                                           | 6                    | 22                      | 4           | 29      |    |
|                         | 3%                  | *      | 1%           | -s                                | 1%        | 3%          | 3%             | 3%                                 | 1%             | 4%                     | 1%          | 4%      | 3%           | 2%                     | 2%                | 5%               | 4%     | 2%                              | 3%                      | 2%                                    | 3%                       | 3%                     | 3%           | 3%   | 7%                                   | 1%  | 1%  | 14%       | 3%  | 2%                      | 1%                                          | 3%                   | 4%                      | 1%          | 3%      |    |
| None                    | 151                 | 29     | 18           | 9                                 | 7         | 2           | 60             | 88                                 | 21             | 110                    | 35          | 90      | 39           | 59                     | 25                | 19               | 45     | 98                              | 41                      | 39                                    | 35                       | 10                     | 125          | 20   | 6                                    | 16  | 24  | 16        | 10  | 20                      | 39                                          | 28                   | 86                      | 35          | 151     |    |
|                         | 14%                 | 10%    | 9%           | 12%                               | 4%        | 3%          | 12%            | 15%                                | 8%             | 15%                    | 14%         | 13%     | 11%          | 14%                    | 19%               | 12%              | 15%    | 13%                             | 15%                     | 13%                                   | 14%                      | 7%                     | 13%          | 20%  | 12%                                  | 7%  | 13% | 13%       | 10% | 10%                     | 23%                                         | 16%                  | 15%                     | 11%         | 14%     |    |
| Don't know              | 284                 | 59     | 42           | 26                                | 23        | 30          | 127            | 152                                | 44             | 178                    | 63          | 166     | 103          | 100                    | 28                | 44               | 72     | 203                             | 60                      | 89                                    | 57                       | 24                     | 229          | 35   | 20                                   | 56  | 34  | 17        | 28  | 57                      | 53                                          | 56                   | 153                     | 67          | 305     |    |
|                         | 26%                 | 20%    | 20%          | 34%                               | 13%       | 39%         | 25%            | 25%                                | 17%            | 24%                    | 26%         | 23%     | 29%          | 24%                    | 21%               | 28%              | 25%    | 26%                             | 23%                     | 30%                                   | 22%                      | 17%                    | 24%          | 35%  | 37%                                  | 26% | 18% | 15%       | 29% | 29%                     | 31%                                         | 32%                  | 26%                     | 21%         | 28%     |    |

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Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 51  
**Q15\_Transport. Which party do you think has the best policies ...? Transport**  
Base : All (Oct/Nov 2025 & October 2026)

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 279          | 250                                      | 217                                          | 192                       | 253       | 244       | 229       | 220       | 3              | 156    | 115   | 93    | 67    | 57    | 62  | 87           | 82  | 34  | 58  | 169  | 92   | 212       | 57                | 281         |
|                         | 25%          | 28%                                      | 30%                                          | 29%                       | 29%       | 28%       | 29%       | 30%       | 4%             | 30%    | 20%   | 30%   | 27%   | 21%   | 23% | 34%          | 26% | 17% | 24% | 30%  | 21%  | 23%       | 37%               | 25%         |
| Conservatives           | 98           | 82                                       | 63                                           | 62                        | 87        | 82        | 75        | 66        | 3              | 49     | 49    | 27    | 13    | 26    | 31  | 23           | 26  | 18  | 22  | 49   | 40   | 83        | 13                | 94          |
|                         | 9%           | 9%                                       | 9%                                           | 9%                        | 10%       | 10%       | 9%        | 9%        | 4%             | 9%     | 9%    | 9%    | 5%    | 9%    | 11% | 9%           | 8%  | 9%  | 9%  | 9%   | 9%   | 9%        | 9%                | 8%          |
| Liberal Democrats       | 32           | 30                                       | 28                                           | 27                        | 30        | 30        | 29        | 28        | 1              | 12     | 20    | 6     | 8     | 6     | 12  | 14           | 11  | 1   | 4   | 26   | 5    | 25        | 7                 | 32          |
|                         | 3%           | 3%                                       | 4%                                           | 4%                        | 3%        | 3%        | 4%        | 4%        | 1%             | 2%     | 4%    | 2%    | 3%    | 2%    | 4%  | 6%           | 4%  | *   | 2%  | 5%   | 1%   | 3%        | 4%                | 3%          |
| Scottish National Party | 14           | 14                                       | 14                                           | 13                        | 14        | 14        | 14        | 14        | -              | 14     | 1     | 9     | 1     | 2     | 3   | 5            | 7   | 2   | -   | 12   | 2    | 14        | -                 | 14          |
|                         | 1%           | 2%                                       | 2%                                           | 2%                        | 2%        | 2%        | 2%        | 2%        | -s             | 3%     | *     | 3%    | *     | 1%    | 1%  | 2%           | 2%  | 1%  | -   | 2%   | 1%   | 2%        | -                 | 1%          |
| Plaid Cymru             | 3            | 2                                        | 1                                            | 1                         | 3         | 3         | 3         | 1         | -              | 3      | *     | 3     | *     | -     | -   | 1            | 1   | -   | 1   | 2    | 1    | 2         | 1                 | 4           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | -s             | 1%     | *     | 1%    | *     | -     | -   | *            | *   | -   | 1%  | *    | *    | *         | 1%                | *           |
| Reform UK               | 76           | 62                                       | 53                                           | 57                        | 66        | 66        | 63        | 59        | 3              | 42     | 32    | 19    | 15    | 21    | 21  | 7            | 19  | 22  | 21  | 27   | 43   | 68        | 3                 | 78          |
|                         | 7%           | 7%                                       | 7%                                           | 9%                        | 7%        | 8%        | 8%        | 8%        | 4%             | 8%     | 6%    | 6%    | 6%    | 8%    | 8%  | 3%           | 6%  | 11% | 9%  | 5%   | 10%  | 7%        | 2%                | 7%          |
| Green Party             | 77           | 61                                       | 52                                           | 49                        | 61        | 60        | 58        | 56        | 5              | 33     | 40    | 34    | 21    | 19    | 4   | 23           | 22  | 4   | 11  | 44   | 16   | 50        | 17                | 79          |
|                         | 7%           | 7%                                       | 7%                                           | 7%                        | 7%        | 7%        | 7%        | 8%        | 7%             | 6%     | 7%    | 11%   | 8%    | 7%    | 1%  | 9%           | 7%  | 2%  | 5%  | 8%   | 4%   | 5%        | 11%               | 7%          |
| Other                   | 25           | 22                                       | 15                                           | 16                        | 19        | 19        | 16        | 16        | 2              | 14     | 11    | 6     | 7     | 8     | 4   | 3            | 5   | 6   | 7   | 7    | 13   | 18        | 5                 | 26          |
|                         | 2%           | 2%                                       | 2%                                           | 2%                        | 2%        | 2%        | 2%        | 2%        | 3%             | 3%     | 2%    | 2%    | 3%    | 3%    | 1%  | 1%           | 1%  | 3%  | 3%  | 1%   | 3%   | 2%        | 3%                | 2%          |
| None                    | 143          | 86                                       | 65                                           | 61                        | 81        | 77        | 68        | 66        | 27             | 75     | 67    | 43    | 38    | 30    | 31  | 23           | 34  | 38  | 32  | 57   | 70   | 125       | 15                | 132         |
|                         | 13%          | 10%                                      | 9%                                           | 9%                        | 9%        | 9%        | 9%        | 9%        | 38%            | 14%    | 12%   | 14%   | 15%   | 11%   | 12% | 9%           | 11% | 19% | 13% | 10%  | 16%  | 14%       | 10%               | 12%         |
| Don't know              | 362          | 269                                      | 213                                          | 185                       | 272       | 264       | 239       | 214       | 28             | 124    | 235   | 71    | 83    | 103   | 104 | 66           | 108 | 74  | 86  | 174  | 160  | 321       | 36                | 369         |
|                         | 33%          | 31%                                      | 29%                                          | 28%                       | 31%       | 31%       | 30%       | 29%       | 38%            | 24%    | 41%   | 23%   | 33%   | 38%   | 38% | 26%          | 34% | 37% | 36% | 31%  | 36%  | 35%       | 24%               | 33%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 52  
Q15\_Transport. Which party do you think has the best policies ...? Transport

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                               | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      | Past vote<br>(2024 General Election) |     |     |           |     |                         | Qualifications                              |          |             | UnW<br>Tot. |      |
|-------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|-------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|--------------------------------------|-----|-----|-----------|-----|-------------------------|---------------------------------------------|----------|-------------|-------------|------|
|                         |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not working | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales                                | Lab | Con | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual' | Other qual' | Degree+     |      |
| Unweighted Total        | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                           | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65                                   | 245 | 177 | 112       | 110 | 206                     | 159                                         | 144      | 594         | 356         | 1109 |
| Weighted Total          | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                           | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54                                   | 216 | 190 | 117       | 99  | 194                     | 171                                         | 178      | 590         | 324         | 1109 |
| Labour                  | 279                 | 191    | 29           | 13                                | 19        | 9           | 150            | 128                           | 157            | 91                     | 84          | 170     | 105           | 86                     | 41                | 36               | 77     | 191                             | 82                      | 76                                    | 57                       | 47                     | 262          | 10   | 7                                    | 108 | 29  | 3         | 27  | 59                      | 31                                          | 25       | 140         | 108         | 281  |
|                         | 25%                 | 66%    | 14%          | 17%                               | 11%       | 11%         | 30%            | 21%                           | 61%            | 12%                    | 35%         | 24%     | 30%           | 21%                    | 30%               | 23%              | 26%    | 25%                             | 31%                     | 26%                                   | 22%                      | 33%                    | 27%          | 10%  | 13%                                  | 50% | 15% | 3%        | 27% | 31%                     | 18%                                         | 14%      | 24%         | 33%         | 25%  |
| Conservatives           | 98                  | 5      | 70           | 4                                 | 7         | 2           | 46             | 52                            | 6              | 88                     | 18          | 71      | 29            | 41                     | 12                | 10               | 23     | 71                              | 20                      | 25                                    | 25                       | 19                     | 89           | 6    | 2                                    | 7   | 47  | 8         | 6   | 8                       | 16                                          | 6        | 58          | 33          | 94   |
|                         | 9%                  | 2%     | 34%          | 5%                                | 4%        | 2%          | 9%             | 9%                            | 2%             | 12%                    | 8%          | 10%     | 8%            | 10%                    | 9%                | 7%               | 8%     | 9%                              | 7%                      | 9%                                    | 10%                      | 13%                    | 9%           | 6%   | 4%                                   | 3%  | 25% | 6%        | 6%  | 4%                      | 9%                                          | 3%       | 10%         | 10%         | 8%   |
| Liberal Democrats       | 32                  | 3      | 5            | 17                                | 2         | 2           | 15             | 17                            | 12             | 20                     | 8           | 22      | 11            | 15                     | 3                 | 3                | 6      | 26                              | 8                       | 1                                     | 14                       | 6                      | 30           | *    | 2                                    | 8   | 4   | 2         | 12  | 13                      | 1                                           | 2        | 10          | 20          | 32   |
|                         | 3%                  | 1%     | 3%           | 23%                               | 1%        | 3%          | 3%             | 3%                            | 4%             | 3%                     | 3%          | 3%      | 3%            | 4%                     | 3%                | 2%               | 2%     | 3%                              | 3%                      | *                                     | 6%                       | 5%                     | 3%           | *    | 4%                                   | 4%  | 2%  | 2%        | 13% | 7%                      | 1%                                          | 1%       | 2%          | 6%          | 3%   |
| Scottish National Party | 14                  | 2      | -            | -                                 | -         | -           | 5              | 9                             | 9              | 5                      | 3           | 12      | 9             | 3                      | 1                 | 1                | 2      | 12                              | -                       | -                                     | -                        | -                      | -            | 14   | -                                    | 1   | -   | 1         | -   | 5                       | 1                                           | 2        | 9           | 4           | 14   |
|                         | 1%                  | 1%     | -            | -s                                | -         | -s          | 1%             | 2%                            | 4%             | 1%                     | 1%          | 2%      | 2%            | 1%                     | 1%                | 1%               | 1%     | 2%                              | -                       | -                                     | -                        | -                      | -            | 15%  | -s                                   | 1%  | -   | 1%        | -   | 3%                      | *                                           | 1%       | 1%          | 1%          | 1%   |
| Plaid Cymru             | 3                   | 1      | -            | -                                 | -         | -           | 2              | 1                             | 1              | 2                      | -           | 3       | 2             | -                      | 1                 | -                | 1      | 2                               | -                       | -                                     | -                        | -                      | -            | -    | 3                                    | 1   | -   | -         | -   | -                       | 1                                           | -        | 2           | 2           | 4    |
|                         | *                   | *      | -            | -s                                | -         | -s          | *              | *                             | *              | *                      | -           | *       | 1%            | -                      | 1%                | -                | *      | *                               | -                       | -                                     | -                        | -                      | -            | -s   | 6%                                   | *   | -   | -         | -   | -                       | -                                           | -        | -           | *           | *    |
| Reform UK               | 76                  | 2      | 3            | 3                                 | 63        | *           | 28             | 47                            | 5              | 71                     | 9           | 53      | 12            | 39                     | 3                 | 14               | 17     | 51                              | 24                      | 23                                    | 16                       | 1                      | 65           | 4    | 7                                    | 6   | 9   | 30        | 3   | 5                       | 7                                           | 13       | 55          | 8           | 78   |
|                         | 7%                  | 1%     | 1%           | 5%                                | 35%       | *s          | 6%             | 8%                            | 2%             | 10%                    | 4%          | 7%      | 3%            | 9%                     | 2%                | 9%               | 6%     | 7%                              | 9%                      | 8%                                    | 6%                       | 1%                     | 7%           | 4%   | 12%                                  | 3%  | 5%  | 26%       | 3%  | 3%                      | 4%                                          | 7%       | 9%          | 2%          | 7%   |
| Green Party             | 77                  | 14     | 1            | 5                                 | 6         | 39          | 49             | 27                            | 18             | 54                     | 17          | 53      | 22            | 23                     | 14                | 13               | 27     | 45                              | 19                      | 11                                    | 22                       | 19                     | 71           | 5    | 2                                    | 13  | 2   | 1         | 11  | 34                      | 9                                           | 13       | 27          | 35          | 79   |
|                         | 7%                  | 5%     | *            | 7%                                | 3%        | 50%         | 10%            | 5%                            | 7%             | 7%                     | 7%          | 7%      | 6%            | 6%                     | 10%               | 8%               | 9%     | 6%                              | 7%                      | 4%                                    | 9%                       | 13%                    | 7%           | 5%   | 4%                                   | 6%  | 1%  | 1%        | 11% | 17%                     | 5%                                          | 7%       | 5%          | 11%         | 7%   |
| Other                   | 25                  | 4      | 2            | -                                 | 2         | 2           | 12             | 12                            | 2              | 20                     | 1           | 19      | 9             | 2                      | 1                 | 10               | 11     | 11                              | 4                       | 3                                     | 9                        | 3                      | 19           | 3    | 3                                    | 1   | 2   | 8         | 3   | 4                       | 1                                           | 8        | 13          | 5           | 26   |
|                         | 2%                  | 1%     | 1%           | -s                                | 1%        | 3%          | 2%             | 2%                            | 1%             | 3%                     | *           | 3%      | 3%            | *                      | 1%                | 6%               | 4%     | 1%                              | 2%                      | 1%                                    | 3%                       | 2%                     | 2%           | 3%   | 5%                                   | *   | 1%  | 7%        | 3%  | 2%                      | 1%                                          | 4%       | 2%          | 1%          | 2%   |
| None                    | 143                 | 19     | 16           | 5                                 | 19        | 2           | 59             | 82                            | 11             | 119                    | 27          | 90      | 36            | 54                     | 29                | 21               | 49     | 90                              | 35                      | 44                                    | 31                       | 12                     | 122          | 15   | 6                                    | 12  | 22  | 20        | 7   | 15                      | 47                                          | 26       | 91          | 26          | 132  |
|                         | 13%                 | 6%     | 8%           | 7%                                | 11%       | 3%          | 12%            | 14%                           | 4%             | 16%                    | 11%         | 13%     | 10%           | 13%                    | 21%               | 13%              | 17%    | 12%                             | 13%                     | 15%                                   | 12%                      | 8%                     | 13%          | 15%  | 12%                                  | 6%  | 11% | 17%       | 7%  | 8%                      | 27%                                         | 14%      | 15%         | 8%          | 12%  |
| Don't know              | 362                 | 51     | 81           | 28                                | 60        | 22          | 137            | 220                           | 37             | 268                    | 77          | 221     | 121           | 154                    | 28                | 49               | 77     | 275                             | 72                      | 112                                   | 80                       | 35                     | 300          | 40   | 22                                   | 59  | 76  | 43        | 31  | 51                      | 57                                          | 84       | 186         | 86          | 369  |
|                         | 33%                 | 17%    | 39%          | 37%                               | 34%       | 28%         | 27%            | 37%                           | 14%            | 36%                    | 32%         | 31%     | 34%           | 37%                    | 21%               | 31%              | 26%    | 36%                             | 27%                     | 38%                                   | 32%                      | 25%                    | 31%          | 41%  | 40%                                  | 27% | 40% | 37%       | 31% | 26%                     | 33%                                         | 47%      | 32%         | 27%         | 33%  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 53  
**Q15\_Unemployment. Which party do you think has the best policies ...? Unemployment**  
Base : All (Oct/Nov 2025 & October 2026)

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                             |                          |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                             |                          |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                         | 686                      | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                         | 663                      | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 240          | 208                                      | 181                                         | 175                      | 210       | 203       | 195       | 186       | 5              | 121    | 112   | 78    | 58    | 61    | 43  | 68           | 64  | 35  | 51  | 131  | 86   | 185       | 51                | 253         |
|                         | 22%          | 24%                                      | 25%                                         | 26%                      | 24%       | 24%       | 24%       | 25%       | 8%             | 23%    | 20%   | 25%   | 23%   | 22%   | 16% | 27%          | 20% | 18% | 21% | 23%  | 20%  | 20%       | 33%               | 23%         |
| Conservatives           | 166          | 153                                      | 131                                         | 120                      | 153       | 150       | 143       | 131       | 1              | 97     | 70    | 34    | 21    | 54    | 58  | 61           | 47  | 21  | 28  | 107  | 50   | 152       | 15                | 160         |
|                         | 15%          | 17%                                      | 18%                                         | 18%                      | 17%       | 18%       | 18%       | 18%       | 2%             | 19%    | 12%   | 11%   | 8%    | 20%   | 21% | 24%          | 15% | 11% | 12% | 19%  | 11%  | 17%       | 9%                | 14%         |
| Liberal Democrats       | 36           | 33                                       | 29                                          | 21                       | 33        | 32        | 30        | 29        | -              | 16     | 19    | 13    | 14    | 2     | 8   | 7            | 15  | -   | 5   | 22   | 5    | 21        | 12                | 35          |
|                         | 3%           | 4%                                       | 4%                                          | 3%                       | 4%        | 4%        | 4%        | 4%        | -s             | 3%     | 3%    | 4%    | 5%    | 1%    | 3%  | 3%           | 5%  | -   | 2%  | 4%   | 1%   | 2%        | 8%                | 3%          |
| Scottish National Party | 10           | 8                                        | 8                                           | 8                        | 8         | 8         | 8         | 8         | -              | 8      | 2     | 7     | 1     | 1     | 2   | 1            | 6   | 1   | -   | 7    | 1    | 10        | -                 | 9           |
|                         | 1%           | 1%                                       | 1%                                          | 1%                       | 1%        | 1%        | 1%        | 1%        | -s             | 2%     | *     | 2%    | *     | *     | 1%  | 1%           | 2%  | *   | -   | 1%   | *    | 1%        | -                 | 1%          |
| Plaid Cymru             | 1            | *                                        | *                                           | *                        | 1         | 1         | 1         | *         | -              | 1      | *     | 1     | *     | -     | -   | -            | 1   | -   | -   | 1    | -    | *         | 1                 | 2           |
|                         | *            | *                                        | *                                           | *                        | *         | *         | *         | *         | -s             | *      | *     | *     | *     | -     | -   | -            | *   | -   | -   | *    | -    | *         | 1%                | *           |
| Reform UK               | 122          | 105                                      | 97                                          | 98                       | 111       | 111       | 109       | 103       | 2              | 74     | 46    | 22    | 24    | 33    | 42  | 18           | 33  | 31  | 32  | 51   | 63   | 110       | 6                 | 118         |
|                         | 11%          | 12%                                      | 13%                                         | 15%                      | 13%       | 13%       | 14%       | 14%       | 3%             | 14%    | 8%    | 7%    | 10%   | 12%   | 15% | 7%           | 11% | 16% | 13% | 9%   | 14%  | 12%       | 4%                | 11%         |
| Green Party             | 51           | 38                                       | 32                                          | 33                       | 40        | 37        | 37        | 36        | 4              | 23     | 25    | 30    | 14    | 6     | 1   | 21           | 14  | 2   | 2   | 35   | 4    | 34        | 9                 | 51          |
|                         | 5%           | 4%                                       | 4%                                          | 5%                       | 4%        | 4%        | 5%        | 5%        | 6%             | 4%     | 4%    | 10%   | 6%    | 2%    | *   | 8%           | 4%  | 1%  | 1%  | 6%   | 1%   | 4%        | 6%                | 5%          |
| Other                   | 33           | 29                                       | 17                                          | 16                       | 24        | 23        | 18        | 17        | 5              | 19     | 15    | 12    | 6     | 6     | 9   | 2            | 7   | 7   | 15  | 9    | 22   | 29        | 2                 | 30          |
|                         | 3%           | 3%                                       | 2%                                          | 2%                       | 3%        | 3%        | 2%        | 2%        | 7%             | 4%     | 3%    | 4%    | 2%    | 2%    | 3%  | 1%           | 2%  | 4%  | 6%  | 2%   | 5%   | 3%        | 2%                | 3%          |
| None                    | 178          | 125                                      | 92                                          | 80                       | 119       | 110       | 97        | 93        | 29             | 86     | 92    | 41    | 41    | 37    | 58  | 25           | 47  | 56  | 38  | 72   | 94   | 150       | 23                | 170         |
|                         | 16%          | 14%                                      | 13%                                         | 12%                      | 13%       | 13%       | 12%       | 13%       | 40%            | 16%    | 16%   | 13%   | 16%   | 14%   | 21% | 10%          | 15% | 28% | 16% | 13%  | 21%  | 16%       | 15%               | 15%         |
| Don't know              | 272          | 177                                      | 134                                         | 112                      | 186       | 182       | 157       | 136       | 25             | 77     | 189   | 75    | 75    | 72    | 51  | 48           | 82  | 46  | 71  | 131  | 116  | 229       | 35                | 281         |
|                         | 25%          | 20%                                      | 19%                                         | 17%                      | 21%       | 21%       | 20%       | 18%       | 35%            | 15%    | 33%   | 24%   | 29%   | 26%   | 19% | 19%          | 26% | 23% | 29% | 23%  | 26%  | 25%       | 23%               | 25%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 54  
Q15\_Unemployment. Which party do you think has the best policies ...? Unemployment

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      | Past vote<br>(2024 General Election) |     |     |           |     |                         | Qualifications                              |                      |                         | UnW<br>Tot. |      |    |
|-------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|--------------------------------------|-----|-----|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|-------------|------|----|
|                         |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales                                | Lab | Con | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+     |      |    |
| Unweighted Total        | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65                                   | 245 | 177 | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356         | 1109 |    |
| Weighted Total          | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54                                   | 216 | 190 | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324         | 1109 |    |
| Labour                  | 240                 | 178    | 12           | 16                                | 7         | 12          | 120            | 119                                | 147            | 76                     | 72          | 149     | 93            | 76                     | 38                | 26               | 64     | 169                             | 65                      | 63                                    | 57                       | 41                     | 226          | 11   | 3                                    | 103 | 14  | 1         | 23  | 54                      | 21                                          | 18                   | 107                     | 114         | 253  |    |
|                         | 22%                 | 61%    | 6%           | 21%                               | 4%        | 15%         | 24%            | 20%                                | 57%            | 10%                    | 29%         | 21%     | 26%           | 18%                    | 28%               | 17%              | 22%    | 22%                             | 25%                     | 21%                                   | 22%                      | 29%                    | 24%          | 11%  | 5%                                   | 48% | 7%  | 1%        | 23% | 28%                     | 12%                                         | 10%                  | 18%                     | 35%         | 23%  |    |
| Conservatives           | 166                 | 11     | 118          | 7                                 | 22        | *           | 82             | 84                                 | 16             | 143                    | 29          | 118     | 55            | 88                     | 10                | 11               | 21     | 142                             | 35                      | 40                                    | 48                       | 32                     | 154          | 7    | 6                                    | 14  | 84  | 16        | 17  | 18                      | 19                                          | 21                   | 87                      | 57          | 160  |    |
|                         | 15%                 | 4%     | 57%          | 9%                                | 12%       | 1%          | 16%            | 14%                                | 6%             | 19%                    | 12%         | 17%     | 15%           | 21%                    | 8%                | 7%               | 7%     | 18%                             | 13%                     | 13%                                   | 19%                      | 23%                    | 16%          | 7%   | 11%                                  | 6%  | 44% | 14%       | 18% | 9%                      | 11%                                         | 12%                  | 15%                     | 18%         | 14%  |    |
| Liberal Democrats       | 36                  | 10     | 1            | 17                                | 3         | 1           | 21             | 15                                 | 12             | 23                     | 14          | 22      | 15            | 9                      | 6                 | 6                | 12     | 24                              | 4                       | 9                                     | 11                       | 7                      | 31           | 1    | 4                                    | 9   | -   | -         | 9   | 10                      | 8                                           | -                    | 16                      | 17          | 35   |    |
|                         | 3%                  | 4%     | 1%           | 23%                               | 1%        | 1%          | 4%             | 3%                                 | 5%             | 3%                     | 6%          | 3%      | 4%            | 2%                     | 4%                | 4%               | 4%     | 3%                              | 2%                      | 3%                                    | 4%                       | 5%                     | 3%           | 1%   | 8%                                   | 4%  | -   | -         | -   | 9%                      | 5%                                          | 5%                   | -                       | 3%          | 5%   | 3% |
| Scottish National Party | 10                  | *      | -            | -                                 | 1         | -           | 1              | 9                                  | 7              | 1                      | 2           | 8       | 6             | 2                      | 1                 | 1                | 2      | 8                               | -                       | -                                     | -                        | -                      | -            | 10   | -                                    | -   | -   | -         | -   | 3                       | 1                                           | 2                    | 8                       | 1           | 9    |    |
|                         | 1%                  | *      | -            | -                                 | 1%        | -           | *s             | 2%                                 | 3%             | *                      | 1%          | 1%      | 2%            | *                      | 1%                | 1%               | 1%     | 1%                              | -                       | -                                     | -                        | -                      | -            | 10%  | -                                    | -   | -   | -         | -   | 1%                      | *                                           | 1%                   | 1%                      | *           | 1%   |    |
| Plaid Cymru             | 1                   | -      | -            | -                                 | -         | -           | 1              | -                                  | 1              | -                      | -           | 1       | -             | -                      | 1                 | -                | 1      | -                               | -                       | -                                     | -                        | -                      | -            | -    | 1                                    | *   | -   | -         | -   | -                       | 1                                           | -                    | *                       | 1           | 2    |    |
|                         | *                   | -      | -            | -                                 | -         | -           | *              | -                                  | *              | -                      | -           | *       | -             | -                      | 1%                | -                | *      | -                               | -                       | -                                     | -                        | -                      | -            | -    | 2%                                   | *   | -   | -         | -   | -                       | 1%                                          | -                    | *                       | *           | *    |    |
| Reform UK               | 122                 | 4      | 11           | 2                                 | 96        | *           | 47             | 75                                 | 7              | 115                    | 16          | 86      | 21            | 55                     | 10                | 27               | 38     | 77                              | 33                      | 32                                    | 30                       | 8                      | 103          | 11   | 8                                    | 10  | 19  | 46        | 7   | 12                      | 16                                          | 26                   | 78                      | 17          | 118  |    |
|                         | 11%                 | 1%     | 5%           | 3%                                | 54%       | *s          | 9%             | 13%                                | 3%             | 16%                    | 6%          | 12%     | 6%            | 13%                    | 8%                | 17%              | 13%    | 10%                             | 12%                     | 11%                                   | 12%                      | 6%                     | 11%          | 11%  | 15%                                  | 5%  | 10% | 40%       | 7%  | 6%                      | 9%                                          | 15%                  | 13%                     | 5%          | 11%  |    |
| Green Party             | 51                  | 6      | 1            | 1                                 | 4         | 33          | 33             | 16                                 | 10             | 40                     | 10          | 37      | 13            | 11                     | 17                | 6                | 23     | 24                              | 11                      | 7                                     | 13                       | 18                     | 48           | 2    | 1                                    | 8   | 1   | -         | 9   | 22                      | 7                                           | 6                    | 26                      | 17          | 51   |    |
|                         | 5%                  | 2%     | *            | 1%                                | 2%        | 42%         | 7%             | 3%                                 | 4%             | 5%                     | 4%          | 5%      | 4%            | 3%                     | 12%               | 4%               | 8%     | 3%                              | 4%                      | 2%                                    | 5%                       | 12%                    | 5%           | 2%   | 2%                                   | 4%  | 1%  | -         | 9%  | 11%                     | 4%                                          | 3%                   | 4%                      | 5%          | 5%   |    |
| Other                   | 33                  | *      | 2            | 3                                 | 6         | 2           | 16             | 17                                 | 1              | 31                     | 1           | 30      | 10            | 6                      | 4                 | 11               | 14     | 17                              | 10                      | 5                                     | 10                       | *                      | 26           | 3    | 4                                    | -   | 1   | 13        | 2   | 4                       | 6                                           | 6                    | 22                      | 6           | 30   |    |
|                         | 3%                  | *      | 1%           | 4%                                | 3%        | 3%          | 3%             | 3%                                 | *              | 4%                     | *           | 4%      | 3%            | 1%                     | 3%                | 7%               | 5%     | 2%                              | 4%                      | 2%                                    | 4%                       | *                      | 3%           | 3%   | 8%                                   | -   | 1%  | 11%       | 3%  | 2%                      | 4%                                          | 3%                   | 4%                      | 2%          | 3%   |    |
| None                    | 178                 | 33     | 23           | 13                                | 16        | 2           | 64             | 112                                | 21             | 133                    | 42          | 108     | 46            | 73                     | 21                | 24               | 45     | 119                             | 47                      | 53                                    | 38                       | 14                     | 152          | 18   | 8                                    | 26  | 35  | 13        | 12  | 28                      | 38                                          | 40                   | 101                     | 36          | 170  |    |
|                         | 16%                 | 11%    | 11%          | 17%                               | 9%        | 3%          | 13%            | 19%                                | 8%             | 18%                    | 17%         | 15%     | 13%           | 18%                    | 16%               | 16%              | 16%    | 15%                             | 18%                     | 18%                                   | 15%                      | 10%                    | 16%          | 18%  | 15%                                  | 12% | 18% | 11%       | 13% | 14%                     | 22%                                         | 22%                  | 17%                     | 11%         | 15%  |    |
| Don't know              | 272                 | 48     | 39           | 16                                | 23        | 27          | 118            | 148                                | 34             | 175                    | 58          | 155     | 98            | 97                     | 26                | 44               | 69     | 194                             | 59                      | 88                                    | 49                       | 21                     | 217          | 36   | 18                                   | 46  | 37  | 27        | 18  | 44                      | 53                                          | 60                   | 146                     | 58          | 281  |    |
|                         | 25%                 | 17%    | 19%          | 21%                               | 13%       | 35%         | 23%            | 25%                                | 13%            | 24%                    | 24%         | 22%     | 27%           | 23%                    | 19%               | 28%              | 24%    | 25%                             | 22%                     | 30%                                   | 19%                      | 15%                    | 23%          | 37%  | 34%                                  | 21% | 19% | 23%       | 18% | 22%                     | 31%                                         | 34%                  | 25%                     | 18%         | 25%  |    |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 55  
Q15\_Pensions. Which party do you think has the best policies ...? Pensions

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 226          | 203                                      | 177                                          | 159                       | 202       | 196       | 188       | 179       | 3              | 117    | 99    | 74    | 55    | 57    | 40  | 70           | 62  | 27  | 43  | 132  | 71   | 171       | 45                | 223         |
|                         | 20%          | 23%                                      | 25%                                          | 24%                       | 23%       | 23%       | 24%       | 24%       | 4%             | 22%    | 17%   | 24%   | 22%   | 21%   | 15% | 28%          | 20% | 14% | 18% | 23%  | 16%  | 19%       | 29%               | 20%         |
| Conservatives           | 172          | 156                                      | 129                                          | 119                       | 157       | 154       | 146       | 129       | 3              | 103    | 68    | 25    | 23    | 49    | 74  | 46           | 45  | 37  | 31  | 91   | 68   | 158       | 13                | 181         |
|                         | 15%          | 18%                                      | 18%                                          | 18%                       | 18%       | 18%       | 18%       | 17%       | 4%             | 20%    | 12%   | 8%    | 9%    | 18%   | 27% | 18%          | 14% | 18% | 13% | 16%  | 15%  | 17%       | 8%                | 16%         |
| Liberal Democrats       | 37           | 34                                       | 23                                           | 19                        | 30        | 27        | 25        | 23        | 1              | 14     | 23    | 13    | 10    | 6     | 9   | 14           | 12  | 5   | 2   | 27   | 8    | 22        | 15                | 42          |
|                         | 3%           | 4%                                       | 3%                                           | 3%                        | 3%        | 3%        | 3%        | 3%        | 1%             | 3%     | 4%    | 4%    | 4%    | 2%    | 3%  | 6%           | 4%  | 3%  | 1%  | 5%   | 2%   | 2%        | 10%               | 4%          |
| Scottish National Party | 8            | 8                                        | 8                                            | 8                         | 8         | 8         | 8         | 8         | -              | 8      | *     | 6     | -     | 1     | 1   | 1            | 6   | 1   | -   | 7    | 1    | 8         | -                 | 6           |
|                         | 1%           | 1%                                       | 1%                                           | 1%                        | 1%        | 1%        | 1%        | 1%        | -s             | 2%     | *     | 2%    | -     | *     | 1%  | 1%           | 2%  | *   | -   | 1%   | *    | 1%        | -                 | 1%          |
| Plaid Cymru             | 1            | *                                        | *                                            | *                         | 1         | 1         | 1         | *         | -s             | 1      | *     | 1     | *     | -     | -   | -            | 1   | -   | -   | 1    | -    | *         | 1                 | 2           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | -s             | *      | *     | *     | *     | -     | -   | -            | *   | -   | -   | *    | -    | *         | 1%                | *           |
| Reform UK               | 83           | 70                                       | 64                                           | 67                        | 76        | 76        | 72        | 69        | 1              | 45     | 37    | 19    | 17    | 25    | 23  | 8            | 24  | 22  | 22  | 32   | 44   | 75        | 4                 | 87          |
|                         | 8%           | 8%                                       | 9%                                           | 10%                       | 9%        | 9%        | 9%        | 9%        | 2%             | 9%     | 6%    | 6%    | 7%    | 9%    | 8%  | 3%           | 8%  | 11% | 9%  | 6%   | 10%  | 8%        | 2%                | 8%          |
| Green Party             | 42           | 26                                       | 25                                           | 27                        | 30        | 29        | 29        | 28        | 6              | 18     | 23    | 27    | 11    | 4     | 1   | 13           | 9   | 2   | 8   | 23   | 10   | 23        | 11                | 38          |
|                         | 4%           | 3%                                       | 3%                                           | 4%                        | 3%        | 3%        | 4%        | 4%        | 8%             | 3%     | 4%    | 9%    | 4%    | 1%    | *   | 5%           | 3%  | 1%  | 3%  | 4%   | 2%   | 3%        | 7%                | 3%          |
| Other                   | 31           | 29                                       | 22                                           | 23                        | 24        | 24        | 23        | 23        | 5              | 20     | 10    | 5     | 7     | 12    | 6   | 8            | 7   | 5   | 8   | 15   | 13   | 26        | 2                 | 26          |
|                         | 3%           | 3%                                       | 3%                                           | 3%                        | 3%        | 3%        | 3%        | 3%        | 7%             | 4%     | 2%    | 2%    | 3%    | 5%    | 2%  | 3%           | 2%  | 2%  | 3%  | 3%   | 3%   | 3%        | 2%                | 2%          |
| None                    | 179          | 121                                      | 93                                           | 84                        | 116       | 107       | 95        | 93        | 30             | 92     | 86    | 48    | 47    | 39    | 45  | 31           | 46  | 39  | 46  | 78   | 85   | 149       | 25                | 159         |
|                         | 16%          | 14%                                      | 13%                                          | 13%                       | 13%       | 12%       | 12%       | 13%       | 41%            | 18%    | 15%   | 15%   | 19%   | 14%   | 16% | 12%          | 15% | 20% | 19% | 14%  | 19%  | 16%       | 16%               | 14%         |
| Don't know              | 330          | 231                                      | 182                                          | 156                       | 241       | 235       | 209       | 187       | 24             | 105    | 223   | 94    | 84    | 80    | 73  | 58           | 104 | 61  | 81  | 162  | 142  | 287       | 38                | 345         |
|                         | 30%          | 26%                                      | 25%                                          | 24%                       | 27%       | 27%       | 26%       | 25%       | 33%            | 20%    | 39%   | 30%   | 33%   | 29%   | 27% | 23%          | 33% | 31% | 33% | 28%  | 32%  | 31%       | 25%               | 31%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 56  
Q15\_Pensions. Which party do you think has the best policies ...? Pensions

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting       |                                   |           |             |           | Working status                     |                | Government             |        | Work sector |              | Tenure                 |                   |                  |        |                                 |                         | ONS Regions                           |                          |                        |              |      |       |     |     | Past vote<br>(2024 General Election) |     |                         |                                             |                      |                         | Qualifications |     |      | UnW<br>Tot. |
|-------------------------|---------------------|--------------|-----------------------------------|-----------|-------------|-----------|------------------------------------|----------------|------------------------|--------|-------------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|-----|-----|--------------------------------------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|----------------|-----|------|-------------|
|                         | Labour              | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public | Private     | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab | Con | Reform UK                            | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+        |     |      |             |
|                         |                     |              |                                   |           |             |           |                                    |                |                        |        |             |              |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |       |     |     |                                      |     |                         |                                             |                      |                         |                |     |      |             |
| Unweighted Total        | 1109                | 312          | 206                               | 83        | 172         | 75        | 452                                | 627            | 277                    | 691    | 265         | 655          | 373                    | 426               | 122              | 142    | 264                             | 799                     | 281                                   | 295                      | 256                    | 118          | 950  | 94    | 65  | 245 | 177                                  | 112 | 110                     | 206                                         | 159                  | 144                     | 594            | 356 | 1109 |             |
| Weighted Total          | 1109                | 291          | 208                               | 77        | 179         | 78        | 503                                | 595            | 257                    | 736    | 243         | 713          | 356                    | 417               | 134              | 156    | 291                             | 773                     | 265                                   | 296                      | 254                    | 142          | 957  | 98    | 54  | 216 | 190                                  | 117 | 99                      | 194                                         | 171                  | 178                     | 590            | 324 | 1109 |             |
| Labour                  | 226                 | 162          | 16                                | 17        | 10          | 13        | 126                                | 98             | 135                    | 76     | 66          | 143          | 83                     | 67                | 38               | 26     | 64                              | 151                     | 62                                    | 52                       | 57                     | 40           | 210  | 11    | 5   | 96  | 21                                   | 1   | 19                      | 49                                          | 21                   | 17                      | 92             | 111 | 223  |             |
|                         | 20%                 | 56%          | 8%                                | 22%       | 6%          | 16%       | 25%                                | 16%            | 53%                    | 10%    | 27%         | 20%          | 23%                    | 16%               | 28%              | 17%    | 22%                             | 19%                     | 23%                                   | 17%                      | 22%                    | 28%          | 22%  | 11%   | 9%  | 44% | 11%                                  | 1%  | 20%                     | 25%                                         | 12%                  | 9%                      | 16%            | 34% | 20%  |             |
| Conservatives           | 172                 | 17           | 109                               | 4         | 27          | *         | 61                                 | 109            | 17                     | 149    | 32          | 116          | 44                     | 96                | 9                | 19     | 28                              | 140                     | 40                                    | 47                       | 43                     | 27           | 157  | 8     | 7   | 12  | 81                                   | 19  | 15                      | 18                                          | 24                   | 29                      | 105            | 37  | 181  |             |
|                         | 15%                 | 6%           | 52%                               | 6%        | 15%         | 1%        | 12%                                | 18%            | 7%                     | 20%    | 13%         | 16%          | 12%                    | 23%               | 7%               | 12%    | 10%                             | 18%                     | 15%                                   | 16%                      | 17%                    | 19%          | 16%  | 8%    | 12% | 6%  | 43%                                  | 16% | 15%                     | 9%                                          | 14%                  | 16%                     | 18%            | 12% | 16%  |             |
| Liberal Democrats       | 37                  | 11           | 1                                 | 19        | 1           | 2         | 20                                 | 17             | 16                     | 15     | 9           | 28           | 12                     | 15                | 6                | 5      | 11                              | 27                      | 4                                     | 10                       | 12                     | 8            | 35   | 1     | 2   | 10  | *                                    | *   | 12                      | 15                                          | 6                    | 1                       | 16             | 21  | 42   |             |
|                         | 3%                  | 4%           | *                                 | 25%       | 1%          | 2%        | 4%                                 | 3%             | 6%                     | 2%     | 4%          | 4%           | 3%                     | 3%                | 4%               | 3%     | 4%                              | 3%                      | 2%                                    | 3%                       | 5%                     | 6%           | 4%   | 1%    | 3%  | 4%  | *                                    | *   | 12%                     | 8%                                          | 4%                   | *                       | 3%             | 6%  | 4%   |             |
| Scottish National Party | 8                   | -            | -                                 | -         | -           | -         | -                                  | 8              | 7                      | 1      | 1           | 7            | 6                      | 1                 | -                | 1      | 1                               | 7                       | -                                     | -                        | -                      | -            | -    | 8     | -   | -   | -                                    | -   | -                       | -                                           | 2                    | 1                       | 2              | 6   | *    | 6           |
|                         | 1%                  | -            | -                                 | -s        | -           | -s        | -                                  | 1%             | 3%                     | *      | *           | 1%           | 2%                     | *                 | -                | 1%     | *                               | 1%                      | -                                     | -                        | -                      | -            | -    | 8%    | -s  | -   | -                                    | -   | -                       | 1%                                          | *                    | 1%                      | 1%             | *   | 1%   |             |
| Plaid Cymru             | 1                   | -            | -                                 | -         | -           | -         | 1                                  | -              | 1                      | -      | -           | 1            | -                      | -                 | 1                | -      | 1                               | -                       | -                                     | -                        | -                      | -            | -    | -     | 1   | *   | *                                    | -   | -                       | -                                           | 1                    | -                       | *              | 1   | 2    |             |
|                         | *                   | -            | -                                 | -s        | -           | -s        | *                                  | -              | *                      | -      | -           | *            | -                      | -                 | 1%               | -      | *                               | -                       | -                                     | -                        | -                      | -            | -    | -s    | 2%  | *   | *                                    | -   | -                       | -                                           | 1%                   | -                       | *              | *   | *    |             |
| Reform UK               | 83                  | 3            | 4                                 | -         | 72          | *         | 36                                 | 47             | 6                      | 76     | 14          | 56           | 16                     | 36                | 7                | 21     | 28                              | 53                      | 20                                    | 24                       | 18                     | 3            | 65   | 9     | 8   | 6   | 12                                   | 31  | 5                       | 6                                           | 10                   | 18                      | 54             | 11  | 87   |             |
|                         | 8%                  | 1%           | 2%                                | -s        | 40%         | *s        | 7%                                 | 8%             | 2%                     | 10%    | 6%          | 8%           | 5%                     | 9%                | 5%               | 13%    | 10%                             | 7%                      | 8%                                    | 8%                       | 7%                     | 2%           | 7%   | 10%   | 15% | 3%  | 7%                                   | 26% | 5%                      | 3%                                          | 6%                   | 10%                     | 9%             | 3%  | 8%   |             |
| Green Party             | 42                  | 6            | 1                                 | 2         | -           | 28        | 24                                 | 18             | 8                      | 34     | 9           | 30           | 10                     | 7                 | 15               | 7      | 21                              | 17                      | 13                                    | 5                        | 13                     | 12           | 42   | *     | -   | 5   | -                                    | -   | 9                       | 18                                          | 5                    | 6                       | 23             | 10  | 38   |             |
|                         | 4%                  | 2%           | 1%                                | 3%        | -           | 36%       | 5%                                 | 3%             | 3%                     | 5%     | 4%          | 4%           | 3%                     | 2%                | 11%              | 4%     | 7%                              | 2%                      | 5%                                    | 2%                       | 5%                     | 8%           | 4%   | *     | -s  | 2%  | -                                    | -   | 10%                     | 9%                                          | 3%                   | 3%                      | 4%             | 3%  | 3%   |             |
| Other                   | 31                  | 1            | 1                                 | -         | 9           | 2         | 18                                 | 12             | 1                      | 29     | 1           | 28           | 15                     | 4                 | 3                | 6      | 9                               | 19                      | 8                                     | 3                        | 8                      | 6            | 26   | 3     | 2   | 2   | 7                                    | 10  | 2                       | 5                                           | 1                    | 4                       | 15             | 11  | 26   |             |
|                         | 3%                  | *            | *                                 | -s        | 5%          | 3%        | 4%                                 | 2%             | *                      | 4%     | *           | 4%           | 4%                     | 1%                | 2%               | 4%     | 3%                              | 2%                      | 3%                                    | 1%                       | 3%                     | 5%           | 3%   | 3%    | 5%  | 1%  | 4%                                   | 9%  | 3%                      | 2%                                          | 1%                   | 2%                      | 3%             | 3%  | 2%   |             |
| None                    | 179                 | 32           | 21                                | 9         | 22          | 3         | 78                                 | 98             | 17                     | 143    | 37          | 109          | 53                     | 66                | 25               | 27     | 52                              | 118                     | 45                                    | 48                       | 41                     | 17           | 152  | 19    | 8   | 22  | 23                                   | 16  | 11                      | 27                                          | 50                   | 29                      | 107            | 42  | 159  |             |
|                         | 16%                 | 11%          | 10%                               | 12%       | 12%         | 3%        | 16%                                | 16%            | 7%                     | 19%    | 15%         | 15%          | 15%                    | 16%               | 19%              | 17%    | 18%                             | 15%                     | 17%                                   | 16%                      | 16%                    | 12%          | 16%  | 19%   | 15% | 10% | 12%                                  | 13% | 11%                     | 14%                                         | 29%                  | 16%                     | 18%            | 13% | 14%  |             |
| Don't know              | 330                 | 58           | 55                                | 26        | 37          | 30        | 137                                | 189            | 48                     | 213    | 77          | 196          | 118                    | 124               | 31               | 45     | 76                              | 242                     | 72                                    | 106                      | 62                     | 29           | 269  | 40    | 21  | 63  | 46                                   | 39  | 25                      | 55                                          | 52                   | 74                      | 172            | 79  | 345  |             |
|                         | 30%                 | 20%          | 27%                               | 34%       | 21%         | 38%       | 27%                                | 32%            | 19%                    | 29%    | 32%         | 27%          | 33%                    | 30%               | 23%              | 29%    | 26%                             | 31%                     | 27%                                   | 36%                      | 25%                    | 20%          | 28%  | 41%   | 38% | 29% | 24%                                  | 34% | 25%                     | 28%                                         | 30%                  | 42%                     | 29%            | 25% | 31%  |             |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 57  
Q15\_Benefits. Which party do you think has the best policies ...? Benefits

Base : All (Oct/Nov 2025 & October 2026)

|                         | Total (W'td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |     | Social grade |     |     |     |      |      | Ethnicity |                   | UnWgt Total |
|-------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|------|------|-----------|-------------------|-------------|
|                         |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |     |              |     |     |     |      |      |           |                   |             |
|                         |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB           | C1  | C2  | DE  | ABC1 | C2DE | White     | Ethnic min- ority |             |
| Unweighted Total        | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288          | 379 | 160 | 146 | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total          | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252          | 316 | 200 | 242 | 568  | 442  | 920       | 155               | 1109        |
| Labour                  | 220          | 189                                      | 161                                          | 143                       | 189       | 183       | 173       | 163       | 2              | 110    | 104   | 68    | 58    | 47    | 47  | 58           | 55  | 33  | 59  | 113  | 92   | 161       | 52                | 229         |
|                         | 20%          | 22%                                      | 22%                                          | 22%                       | 21%       | 21%       | 22%       | 22%       | 3%             | 21%    | 18%   | 22%   | 23%   | 17%   | 17% | 23%          | 17% | 16% | 24% | 20%  | 21%  | 18%       | 34%               | 21%         |
| Conservatives           | 179          | 166                                      | 138                                          | 121                       | 165       | 162       | 148       | 138       | 4              | 108    | 71    | 45    | 24    | 51    | 59  | 67           | 49  | 25  | 26  | 116  | 50   | 165       | 13                | 172         |
|                         | 16%          | 19%                                      | 19%                                          | 18%                       | 19%       | 19%       | 19%       | 19%       | 6%             | 21%    | 12%   | 14%   | 9%    | 19%   | 22% | 27%          | 15% | 12% | 11% | 20%  | 11%  | 18%       | 8%                | 16%         |
| Liberal Democrats       | 38           | 33                                       | 29                                           | 23                        | 35        | 33        | 30        | 29        | -              | 12     | 25    | 14    | 12    | 4     | 8   | 15           | 13  | 1   | 3   | 27   | 4    | 24        | 10                | 41          |
|                         | 3%           | 4%                                       | 4%                                           | 3%                        | 4%        | 4%        | 4%        | 4%        | -s             | 2%     | 4%    | 4%    | 5%    | 1%    | 3%  | 6%           | 4%  | *   | 1%  | 5%   | 1%   | 3%        | 6%                | 4%          |
| Scottish National Party | 12           | 12                                       | 12                                           | 12                        | 12        | 12        | 12        | 12        | -              | 9      | 2     | 7     | 1     | 1     | 2   | 3            | 7   | 1   | -   | 10   | 1    | 12        | -                 | 15          |
|                         | 1%           | 1%                                       | 2%                                           | 2%                        | 1%        | 1%        | 1%        | 2%        | -s             | 2%     | *     | 2%    | *     | 1%    | 1%  | 1%           | 2%  | *   | -   | 2%   | *    | 1%        | -                 | 1%          |
| Plaid Cymru             | 1            | *                                        | *                                            | *                         | 1         | 1         | 1         | *         | -s             | 1      | *     | 1     | *     | -     | -   | -            | 1   | -   | -   | 1    | -    | *         | 1                 | 2           |
|                         | *            | *                                        | *                                            | *                         | *         | *         | *         | *         | -s             | *      | *     | *     | *     | -     | -   | -            | *   | -   | -   | *    | -    | *         | 1%                | *           |
| Reform UK               | 155          | 133                                      | 117                                          | 119                       | 140       | 140       | 133       | 124       | 1              | 89     | 65    | 28    | 25    | 53    | 49  | 25           | 53  | 41  | 30  | 79   | 72   | 145       | 5                 | 151         |
|                         | 14%          | 15%                                      | 16%                                          | 18%                       | 16%       | 16%       | 17%       | 17%       | 1%             | 17%    | 11%   | 9%    | 10%   | 20%   | 18% | 10%          | 17% | 21% | 13% | 14%  | 16%  | 16%       | 3%                | 14%         |
| Green Party             | 56           | 43                                       | 37                                           | 39                        | 47        | 43        | 41        | 41        | 6              | 20     | 31    | 28    | 21    | 7     | 1   | 16           | 17  | 5   | 4   | 33   | 9    | 34        | 14                | 55          |
|                         | 5%           | 5%                                       | 5%                                           | 6%                        | 5%        | 5%        | 5%        | 5%        | 9%             | 4%     | 5%    | 9%    | 8%    | 2%    | *   | 7%           | 5%  | 2%  | 2%  | 6%   | 2%   | 4%        | 9%                | 5%          |
| Other                   | 28           | 26                                       | 19                                           | 20                        | 21        | 21        | 20        | 20        | 5              | 17     | 11    | 6     | 7     | 9     | 6   | 2            | 8   | 5   | 11  | 10   | 16   | 24        | 2                 | 25          |
|                         | 3%           | 3%                                       | 3%                                           | 3%                        | 2%        | 2%        | 3%        | 3%        | 7%             | 3%     | 2%    | 2%    | 3%    | 3%    | 2%  | 1%           | 3%  | 2%  | 5%  | 2%   | 4%   | 3%        | 2%                | 2%          |
| None                    | 157          | 97                                       | 71                                           | 66                        | 91        | 83        | 76        | 74        | 30             | 75     | 81    | 44    | 37    | 37    | 39  | 21           | 37  | 43  | 38  | 58   | 81   | 134       | 19                | 149         |
|                         | 14%          | 11%                                      | 10%                                          | 10%                       | 10%       | 10%       | 9%        | 10%       | 42%            | 14%    | 14%   | 14%   | 15%   | 14%   | 14% | 8%           | 12% | 22% | 16% | 10%  | 18%  | 15%       | 12%               | 13%         |
| Don't know              | 263          | 180                                      | 138                                          | 121                       | 185       | 180       | 161       | 140       | 23             | 80     | 179   | 71    | 69    | 62    | 60  | 44           | 76  | 46  | 71  | 120  | 117  | 220       | 38                | 270         |
|                         | 24%          | 20%                                      | 19%                                          | 18%                       | 21%       | 21%       | 20%       | 19%       | 33%            | 15%    | 31%   | 23%   | 27%   | 23%   | 22% | 18%          | 24% | 23% | 29% | 21%  | 26%  | 24%       | 24%               | 24%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - October 2026

Table 58  
Q15\_Benefits. Which party do you think has the best policies ...? Benefits

Base : All (Oct/Nov 2025 & October 2026)

23 Oct 2026

|                         | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                    | Government     |                        | Work sector |         | Tenure       |                        |                   |                  |        |                                 |                         | ONS Regions                           |                          |                        |              |      |       |     | Past vote<br>(2024 General Election) |           |     |                         |                                             |                      | Qualifications          |         |      | UnW<br>Tot. |
|-------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|------------------------------------|----------------|------------------------|-------------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|-----|--------------------------------------|-----------|-----|-------------------------|---------------------------------------------|----------------------|-------------------------|---------|------|-------------|
|                         |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab | Con                                  | Reform UK | LD  | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual <sup>1</sup> | Other qual <sup>1</sup> | Degree+ |      |             |
| Unweighted Total        | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                                | 277            | 691                    | 265         | 655     | 373          | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65    | 245 | 177                                  | 112       | 110 | 206                     | 159                                         | 144                  | 594                     | 356     | 1109 |             |
| Weighted Total          | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                                | 257            | 736                    | 243         | 713     | 356          | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54    | 216 | 190                                  | 117       | 99  | 194                     | 171                                         | 178                  | 590                     | 324     | 1109 |             |
| Labour                  | 220                 | 169    | 10           | 6                                 | 10        | 14          | 103            | 117                                | 125            | 76                     | 61          | 136     | 80           | 69                     | 30                | 33               | 63     | 149                             | 52                      | 61                                    | 51                       | 37                     | 201          | 12   | 7     | 91  | 12                                   | 3         | 17  | 45                      | 26                                          | 23                   | 95                      | 98      | 229  |             |
|                         | 20%                 | 58%    | 5%           | 8%                                | 6%        | 18%         | 20%            | 20%                                | 49%            | 10%                    | 25%         | 19%     | 23%          | 17%                    | 22%               | 21%              | 22%    | 19%                             | 20%                     | 21%                                   | 20%                      | 26%                    | 21%          | 13%  | 12%   | 42% | 6%                                   | 3%        | 17% | 23%                     | 15%                                         | 13%                  | 16%                     | 30%     | 21%  |             |
| Conservatives           | 179                 | 18     | 124          | 9                                 | 18        | *           | 93             | 86                                 | 21             | 149                    | 31          | 130     | 61           | 86                     | 18                | 8                | 25     | 147                             | 40                      | 41                                    | 51                       | 33                     | 165          | 8    | 6     | 22  | 79                                   | 18        | 18  | 19                      | 21                                          | 20                   | 91                      | 68      | 172  |             |
|                         | 16%                 | 6%     | 60%          | 12%                               | 10%       | 1%          | 18%            | 15%                                | 8%             | 20%                    | 13%         | 18%     | 17%          | 21%                    | 13%               | 5%               | 9%     | 19%                             | 15%                     | 14%                                   | 20%                      | 23%                    | 17%          | 8%   | 10%   | 10% | 41%                                  | 16%       | 19% | 10%                     | 12%                                         | 11%                  | 15%                     | 21%     | 16%  |             |
| Liberal Democrats       | 38                  | 9      | -            | 24                                | *         | 2           | 24             | 14                                 | 11             | 23                     | 14          | 22      | 17           | 11                     | 6                 | 3                | 9      | 28                              | 6                       | 8                                     | 14                       | 7                      | 35           | 1    | 1     | 7   | -                                    | *         | 15  | 16                      | 6                                           | 2                    | 13                      | 20      | 41   |             |
|                         | 3%                  | 3%     | -            | 32%                               | *         | 3%          | 5%             | 2%                                 | 4%             | 3%                     | 6%          | 3%      | 5%           | 3%                     | 4%                | 2%               | 3%     | 4%                              | 2%                      | 3%                                    | 5%                       | 5%                     | 4%           | 1%   | 2%    | 3%  | -                                    | *         | 15% | 8%                      | 3%                                          | 1%                   | 2%                      | 6%      | 4%   |             |
| Scottish National Party | 12                  | 2      | -            | *                                 | -         | -           | 2              | 10                                 | 9              | 2                      | 2           | 8       | 7            | 3                      | -                 | 2                | 2      | 10                              | -                       | -                                     | -                        | -                      | -            | 12   | -     | 1   | -                                    | -         | -   | 3                       | 1                                           | 2                    | 8                       | 2       | 15   |             |
|                         | 1%                  | 1%     | -            | *s                                | -         | -s          | *              | 2%                                 | 3%             | *                      | 1%          | 1%      | 2%           | 1%                     | -                 | 1%               | 1%     | 1%                              | -                       | -                                     | -                        | -                      | -            | 12%  | -s    | 1%  | -                                    | -         | -   | 2%                      | *                                           | 1%                   | 1%                      | 1%      | 1%   |             |
| Plaid Cymru             | 1                   | -      | -            | -                                 | -         | -           | 1              | -                                  | 1              | -                      | -           | 1       | -            | -                      | 1                 | -                | 1      | -                               | -                       | -                                     | -                        | -                      | -            | -    | 1     | *   | *                                    | -         | -   | -                       | 1                                           | -                    | *                       | 1       | 2    |             |
|                         | *                   | -      | -            | -s                                | -         | -s          | *              | -                                  | *              | -                      | -           | *       | -            | -                      | 1%                | -                | *      | -                               | -                       | -                                     | -                        | -                      | -            | -s   | 2%    | *   | *                                    | -         | -   | -                       | -                                           | -                    | *                       | *       | *    |             |
| Reform UK               | 155                 | 6      | 14           | 3                                 | 118       | *           | 68             | 86                                 | 8              | 144                    | 33          | 104     | 30           | 83                     | 12                | 27               | 39     | 113                             | 37                      | 45                                    | 42                       | 8                      | 131          | 15   | 9     | 14  | 31                                   | 57        | 8   | 12                      | 22                                          | 30                   | 101                     | 22      | 151  |             |
|                         | 14%                 | 2%     | 7%           | 5%                                | 66%       | *s          | 14%            | 14%                                | 3%             | 20%                    | 14%         | 15%     | 8%           | 20%                    | 9%                | 17%              | 13%    | 15%                             | 14%                     | 15%                                   | 16%                      | 6%                     | 14%          | 15%  | 16%   | 6%  | 16%                                  | 48%       | 8%  | 6%                      | 13%                                         | 17%                  | 17%                     | 7%      | 14%  |             |
| Green Party             | 56                  | 13     | 1            | 3                                 | *         | 31          | 32             | 22                                 | 18             | 32                     | 13          | 37      | 18           | 10                     | 14                | 10               | 24     | 28                              | 17                      | 9                                     | 10                       | 17                     | 53           | 1    | 2     | 9   | *                                    | *         | 8   | 23                      | 6                                           | 8                    | 23                      | 23      | 55   |             |
|                         | 5%                  | 5%     | *            | 3%                                | *         | 40%         | 6%             | 4%                                 | 7%             | 4%                     | 5%          | 5%      | 5%           | 2%                     | 10%               | 6%               | 8%     | 4%                              | 7%                      | 3%                                    | 4%                       | 12%                    | 6%           | 1%   | 4%    | 4%  | *                                    | *         | 8%  | 12%                     | 3%                                          | 4%                   | 4%                      | 7%      | 5%   |             |
| Other                   | 28                  | 1      | 1            | -                                 | 2         | 2           | 14             | 13                                 | 1              | 26                     | 1           | 25      | 11           | 5                      | 3                 | 6                | 9      | 16                              | 8                       | 3                                     | 8                        | 3                      | 22           | 3    | 2     | 2   | 1                                    | 14        | 2   | 4                       | 1                                           | 4                    | 20                      | 4       | 25   |             |
|                         | 3%                  | *      | *            | -s                                | 1%        | 3%          | 3%             | 2%                                 | *              | 4%                     | *           | 4%      | 3%           | 1%                     | 3%                | 4%               | 3%     | 2%                              | 3%                      | 1%                                    | 3%                       | 2%                     | 2%           | 3%   | 5%    | 1%  | *                                    | 12%       | 3%  | 2%                      | 1%                                          | 2%                   | 3%                      | 1%      | 2%   |             |
| None                    | 157                 | 25     | 18           | 10                                | 15        | 1           | 61             | 94                                 | 17             | 124                    | 33          | 97      | 43           | 51                     | 23                | 28               | 51     | 94                              | 41                      | 44                                    | 32                       | 13                     | 131          | 18   | 8     | 23  | 26                                   | 5         | 10  | 22                      | 42                                          | 29                   | 101                     | 26      | 149  |             |
|                         | 14%                 | 9%     | 8%           | 14%                               | 8%        | 1%          | 12%            | 16%                                | 7%             | 17%                    | 14%         | 14%     | 12%          | 12%                    | 17%               | 18%              | 18%    | 12%                             | 15%                     | 15%                                   | 13%                      | 9%                     | 14%          | 18%  | 15%   | 10% | 14%                                  | 4%        | 10% | 11%                     | 24%                                         | 16%                  | 17%                     | 8%      | 13%  |             |
| Don't know              | 263                 | 47     | 41           | 20                                | 15        | 26          | 106            | 152                                | 45             | 161                    | 54          | 153     | 88           | 99                     | 28                | 40               | 68     | 187                             | 63                      | 85                                    | 47                       | 24                     | 218          | 27   | 18    | 49  | 42                                   | 19        | 21  | 50                      | 46                                          | 60                   | 138                     | 61      | 270  |             |
|                         | 24%                 | 16%    | 20%          | 26%                               | 8%        | 34%         | 21%            | 26%                                | 17%            | 22%                    | 22%         | 21%     | 25%          | 24%                    | 21%               | 26%              | 24%    | 24%                             | 24%                     | 29%                                   | 18%                      | 17%                    | 23%          | 28%  | 33%   | 23% | 22%                                  | 16%       | 21% | 26%                     | 27%                                         | 34%                  | 23%                     | 19%     | 24%  |             |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 59  
Q15. Which party do you think has the best policies ...?

- Summary table -

Base : All (October 2026)

|                         | Managing the economy | Taxation | The level of public spending | Reducing the cost of living | Asylum and immigration | Education | Healthcare | Handling Britain's future relationship with the European Union | The environment | Defence | Housing | Crime and anti-social behaviour | Transport | Unemployment | Pensions | Benefits |
|-------------------------|----------------------|----------|------------------------------|-----------------------------|------------------------|-----------|------------|----------------------------------------------------------------|-----------------|---------|---------|---------------------------------|-----------|--------------|----------|----------|
| Unweighted Total        | 1109                 | 1109     | 1109                         | 1109                        | 1109                   | 1109      | 1109       | 1109                                                           | 1109            | 1109    | 1109    | 1109                            | 1109      | 1109         | 1109     | 1109     |
| Weighted Total          | 1109                 | 1109     | 1109                         | 1109                        | 1109                   | 1109      | 1109       | 1109                                                           | 1109            | 1109    | 1109    | 1109                            | 1109      | 1109         | 1109     | 1109     |
| Labour                  | 222                  | 163      | 209                          | 233                         | 152                    | 251       | 294        | 335                                                            | 149             | 197     | 275     | 198                             | 279       | 240          | 226      | 220      |
|                         | 20%                  | 15%      | 19%                          | 21%                         | 14%                    | 23%       | 27%        | 30%                                                            | 13%             | 18%     | 25%     | 18%                             | 25%       | 22%          | 20%      | 20%      |
| Conservatives           | 199                  | 212      | 189                          | 144                         | 99                     | 159       | 118        | 110                                                            | 82              | 206     | 99      | 170                             | 98        | 166          | 172      | 179      |
|                         | 18%                  | 19%      | 17%                          | 13%                         | 9%                     | 14%       | 11%        | 10%                                                            | 7%              | 19%     | 9%      | 15%                             | 9%        | 15%          | 15%      | 16%      |
| Liberal Democrats       | 43                   | 43       | 40                           | 37                          | 39                     | 44        | 53         | 73                                                             | 44              | 27      | 46      | 28                              | 32        | 36           | 37       | 38       |
|                         | 4%                   | 4%       | 4%                           | 3%                          | 4%                     | 4%        | 5%         | 7%                                                             | 4%              | 2%      | 4%      | 3%                              | 3%        | 3%           | 3%       | 3%       |
| Scottish National Party | 9                    | 15       | 15                           | 12                          | 8                      | 14        | 18         | 14                                                             | 10              | 7       | 9       | 11                              | 14        | 10           | 8        | 12       |
|                         | 1%                   | 1%       | 1%                           | 1%                          | 1%                     | 1%        | 2%         | 1%                                                             | 1%              | 1%      | 1%      | 1%                              | 1%        | 1%           | 1%       | 1%       |
| Plaid Cymru             | 1                    | 1        | 1                            | 2                           | 3                      | 3         | 1          | -                                                              | 2               | 1       | 1       | *                               | 3         | 1            | 1        | 1        |
|                         | *                    | *        | *                            | *                           | *                      | *         | *          | -                                                              | *               | *       | *       | *                               | *         | *            | *        | *        |
| Reform UK               | 107                  | 118      | 112                          | 125                         | 314                    | 84        | 97         | 164                                                            | 75              | 114     | 125     | 190                             | 76        | 122          | 83       | 155      |
|                         | 10%                  | 11%      | 10%                          | 11%                         | 28%                    | 8%        | 9%         | 15%                                                            | 7%              | 10%     | 11%     | 17%                             | 7%        | 11%          | 8%       | 14%      |
| Green Party             | 40                   | 77       | 52                           | 58                          | 76                     | 56        | 62         | 44                                                             | 314             | 40      | 56      | 44                              | 77        | 51           | 42       | 56       |
|                         | 4%                   | 7%       | 5%                           | 5%                          | 7%                     | 5%        | 6%         | 4%                                                             | 28%             | 4%      | 5%      | 4%                              | 7%        | 5%           | 4%       | 5%       |
| Other                   | 39                   | 30       | 36                           | 28                          | 34                     | 27        | 27         | 31                                                             | 26              | 33      | 31      | 32                              | 25        | 33           | 31       | 28       |
|                         | 3%                   | 3%       | 3%                           | 3%                          | 3%                     | 2%        | 2%         | 3%                                                             | 2%              | 3%      | 3%      | 3%                              | 2%        | 3%           | 3%       | 3%       |
| None                    | 189                  | 160      | 162                          | 212                         | 192                    | 143       | 168        | 109                                                            | 139             | 164     | 163     | 151                             | 143       | 178          | 179      | 157      |
|                         | 17%                  | 14%      | 15%                          | 19%                         | 17%                    | 13%       | 15%        | 10%                                                            | 13%             | 15%     | 15%     | 14%                             | 13%       | 16%          | 16%      | 14%      |
| Don't know              | 260                  | 291      | 292                          | 258                         | 192                    | 329       | 271        | 228                                                            | 269             | 320     | 303     | 284                             | 362       | 272          | 330      | 263      |
|                         | 23%                  | 26%      | 26%                          | 23%                         | 17%                    | 30%       | 24%        | 21%                                                            | 24%             | 29%     | 27%     | 26%                             | 33%       | 25%          | 30%      | 24%      |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 60  
Q11\_Lab. To what extent, if at all, do you agree or disagree with the following statements? The Labour Government deserves to be re-elected

Base : All

|                            |              | Likelihood to vote<br>(General Election) |                                           |                          |           |           |           |           |                | Gender |       | Age   |       |       |      | Social grade |      |      |      |      |      | Ethnicity |                   | UnWgt Total |
|----------------------------|--------------|------------------------------------------|-------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|------|--------------|------|------|------|------|------|-----------|-------------------|-------------|
|                            | Total (W*td) |                                          | Always usually depends AND 9/10 like-hood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+  | AB           | C1   | C2   | DE   | ABC1 | C2DE | White     | Ethnic min- ority | Total       |
| Unweighted Total           | 1109         | 895                                      | 747                                       | 686                      | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270  | 288          | 379  | 160  | 146  | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total             | 1109         | 879                                      | 722                                       | 663                      | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271  | 252          | 316  | 200  | 242  | 568  | 442  | 920       | 155               | 1109        |
| Strongly agree             | 124          | 115                                      | 110                                       | 106                      | 116       | 115       | 115       | 114       | 2              | 63     | 58    | 33    | 38    | 32    | 21   | 26           | 41   | 13   | 35   | 67   | 48   | 96        | 23                | 132         |
|                            | 11%          | 13%                                      | 15%                                       | 16%                      | 13%       | 13%       | 14%       | 15%       | 3%             | 12%    | 10%   | 11%   | 15%   | 12%   | 8%   | 10%          | 13%  | 6%   | 15%  | 12%  | 11%  | 10%       | 15%               | 12%         |
| Tend to agree              | 210          | 172                                      | 140                                       | 120                      | 180       | 173       | 160       | 143       | 5              | 105    | 99    | 80    | 50    | 31    | 50   | 78           | 61   | 21   | 37   | 139  | 58   | 169       | 31                | 238         |
|                            | 19%          | 20%                                      | 19%                                       | 18%                      | 20%       | 20%       | 20%       | 19%       | 8%             | 20%    | 17%   | 26%   | 20%   | 11%   | 18%  | 31%          | 19%  | 11%  | 15%  | 24%  | 13%  | 18%       | 20%               | 21%         |
| Neither agree nor disagree | 184          | 131                                      | 96                                        | 82                       | 126       | 121       | 108       | 97        | 14             | 77     | 106   | 51    | 47    | 51    | 36   | 26           | 44   | 42   | 48   | 71   | 90   | 138       | 41                | 178         |
|                            | 17%          | 15%                                      | 13%                                       | 12%                      | 14%       | 14%       | 14%       | 13%       | 19%            | 15%    | 19%   | 16%   | 19%   | 19%   | 13%  | 10%          | 14%  | 21%  | 20%  | 12%  | 20%  | 15%       | 27%               | 16%         |
| Tend to disagree           | 164          | 138                                      | 103                                       | 88                       | 136       | 132       | 118       | 104       | 10             | 57     | 102   | 48    | 37    | 38    | 41   | 30           | 59   | 35   | 28   | 89   | 63   | 136       | 26                | 162         |
|                            | 15%          | 16%                                      | 14%                                       | 13%                      | 15%       | 15%       | 15%       | 14%       | 13%            | 11%    | 18%   | 15%   | 15%   | 14%   | 15%  | 12%          | 19%  | 17%  | 11%  | 16%  | 14%  | 15%       | 16%               | 15%         |
| Strongly disagree          | 352          | 303                                      | 258                                       | 254                      | 306       | 298       | 279       | 267       | 20             | 202    | 150   | 76    | 51    | 107   | 118  | 79           | 90   | 77   | 74   | 169  | 151  | 315       | 28                | 308         |
|                            | 32%          | 34%                                      | 36%                                       | 38%                      | 35%       | 35%       | 35%       | 36%       | 28%            | 39%    | 26%   | 24%   | 20%   | 39%   | 44%  | 31%          | 28%  | 38%  | 31%  | 30%  | 34%  | 34%       | 18%               | 28%         |
| Don't know                 | 75           | 21                                       | 15                                        | 13                       | 21        | 18        | 17        | 16        | 21             | 18     | 56    | 24    | 32    | 14    | 5    | 12           | 21   | 13   | 19   | 33   | 32   | 66        | 6                 | 91          |
|                            | 7%           | 2%                                       | 2%                                        | 2%                       | 2%        | 2%        | 2%        | 2%        | 29%            | 3%     | 10%   | 8%    | 12%   | 5%    | 2%   | 5%           | 7%   | 7%   | 8%   | 6%   | 7%   | 7%        | 4%                | 8%          |
| Agree                      | 334          | 287                                      | 250                                       | 226                      | 296       | 289       | 275       | 257       | 8              | 168    | 156   | 113   | 88    | 63    | 71   | 104          | 102  | 34   | 72   | 206  | 106  | 265       | 54                | 370         |
|                            | 30%          | 33%                                      | 35%                                       | 34%                      | 33%       | 34%       | 35%       | 35%       | 11%            | 32%    | 27%   | 36%   | 34%   | 23%   | 26%  | 41%          | 32%  | 17%  | 30%  | 36%  | 24%  | 29%       | 35%               | 33%         |
| Disagree                   | 516          | 441                                      | 361                                       | 342                      | 442       | 430       | 397       | 371       | 30             | 259    | 252   | 124   | 88    | 145   | 159  | 109          | 149  | 111  | 102  | 258  | 213  | 450       | 54                | 470         |
|                            | 47%          | 50%                                      | 50%                                       | 52%                      | 50%       | 50%       | 50%       | 50%       | 42%            | 50%    | 44%   | 40%   | 35%   | 53%   | 59%  | 43%          | 47%  | 56%  | 42%  | 45%  | 48%  | 49%       | 35%               | 42%         |
| Net agree                  | -181         | -154                                     | -111                                      | -116                     | -146      | -142      | -122      | -114      | -22            | -91    | -95   | -11   | *     | -82   | -88  | -5           | -47  | -78  | -29  | -52  | -107 | -185      | *                 | -100        |
|                            | -16%         | -18%                                     | -15%                                      | -17%                     | -16%      | -16%      | -15%      | -15%      | -31%           | -17%   | -17%  | -3%   | *     | -30%  | -32% | -2%          | -15% | -39% | -12% | -9%  | -24% | -20%      | *                 | -9%         |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 61  
Q11\_Lab. To what extent, if at all, do you agree or disagree with the following statements? The Labour Government deserves to be re-elected

23 Oct 2026

Base : All

|                            | Total<br>(Weighted) | Voting |              |                                   |      |      | Working status |                                    | Government     |                        | Work sector |         | Tenure        |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      | Past vote<br>(2024 General Election) |     |      |           |     | Qualifications         |                                             |          | UnW<br>Tot. |         |      |
|----------------------------|---------------------|--------|--------------|-----------------------------------|------|------|----------------|------------------------------------|----------------|------------------------|-------------|---------|---------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|--------------------------------------|-----|------|-----------|-----|------------------------|---------------------------------------------|----------|-------------|---------|------|
|                            |                     |        |              | Liberal<br>Democrats (Lib<br>Dem) |      |      |                | Not full-time/<br>Not work-<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort-<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales                                | Lab | Con  | Reform UK | LD  | Oth<br>incl.<br>LD,Grn | Did not vote/<br>not eligible/<br>too young | No qual' | Other qual' | Degree+ |      |
|                            |                     | Labour | Conservative |                                   |      |      |                |                                    |                |                        |             |         |               |                        |                   |                  |        |                                 |                         |                                       |                          |                        |              |      |                                      |     |      |           |     |                        |                                             |          |             |         |      |
| Unweighted Total           | 1109                | 312    | 206          | 83                                | 172  | 75   | 452            | 627                                | 277            | 691                    | 265         | 655     | 373           | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65                                   | 245 | 177  | 112       | 110 | 206                    | 159                                         | 144      | 594         | 356     | 1109 |
| Weighted Total             | 1109                | 291    | 208          | 77                                | 179  | 78   | 503            | 595                                | 257            | 736                    | 243         | 713     | 356           | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54                                   | 216 | 190  | 117       | 99  | 194                    | 171                                         | 178      | 590         | 324     | 1109 |
| Strongly agree             | 124                 | 107    | 1            | 2                                 | 4    | 2    | 64             | 60                                 | 98             | 16                     | 41          | 68      | 45            | 37                     | 22                | 16               | 37     | 82                              | 32                      | 33                                    | 32                       | 16                     | 113          | 8    | 3                                    | 77  | 1    | -         | 8   | 13                     | 9                                           | 8        | 56          | 60      | 132  |
|                            | 11%                 | 37%    | *            | 3%                                | 2%   | 2%   | 13%            | 10%                                | 38%            | 2%                     | 17%         | 10%     | 13%           | 9%                     | 16%               | 10%              | 13%    | 11%                             | 12%                     | 11%                                   | 13%                      | 11%                    | 12%          | 8%   | 6%                                   | 36% | 1%   | -         | 8%  | 7%                     | 5%                                          | 5%       | 9%          | 18%     | 12%  |
| Tend to agree              | 210                 | 111    | 13           | 28                                | 12   | 18   | 103            | 106                                | 106            | 79                     | 57          | 135     | 79            | 72                     | 29                | 17               | 47     | 151                             | 53                      | 51                                    | 54                       | 30                     | 188          | 13   | 9                                    | 56  | 26   | 4         | 32  | 55                     | 27                                          | 18       | 98          | 84      | 238  |
|                            | 19%                 | 38%    | 6%           | 36%                               | 7%   | 23%  | 20%            | 18%                                | 41%            | 11%                    | 23%         | 19%     | 22%           | 17%                    | 22%               | 11%              | 16%    | 20%                             | 20%                     | 17%                                   | 21%                      | 21%                    | 20%          | 13%  | 17%                                  | 26% | 14%  | 4%        | 32% | 28%                    | 16%                                         | 10%      | 17%         | 26%     | 21%  |
| Neither agree nor disagree | 184                 | 48     | 29           | 21                                | 9    | 24   | 76             | 107                                | 28             | 112                    | 45          | 111     | 62            | 58                     | 26                | 27               | 53     | 120                             | 56                      | 46                                    | 34                       | 19                     | 154          | 22   | 8                                    | 43  | 19   | 5         | 16  | 52                     | 26                                          | 41       | 93          | 50      | 178  |
|                            | 17%                 | 17%    | 14%          | 28%                               | 5%   | 31%  | 15%            | 18%                                | 11%            | 15%                    | 18%         | 16%     | 17%           | 14%                    | 19%               | 17%              | 18%    | 16%                             | 21%                     | 15%                                   | 13%                      | 13%                    | 16%          | 22%  | 15%                                  | 20% | 10%  | 4%        | 16% | 27%                    | 15%                                         | 23%      | 16%         | 16%     | 16%  |
| Tend to disagree           | 164                 | 14     | 48           | 15                                | 24   | 15   | 76             | 88                                 | 9              | 142                    | 44          | 104     | 50            | 64                     | 20                | 23               | 43     | 114                             | 24                      | 61                                    | 30                       | 25                     | 140          | 16   | 8                                    | 15  | 33   | 15        | 20  | 38                     | 34                                          | 26       | 93          | 45      | 162  |
|                            | 15%                 | 5%     | 23%          | 19%                               | 14%  | 20%  | 15%            | 15%                                | 4%             | 19%                    | 18%         | 15%     | 14%           | 15%                    | 15%               | 15%              | 15%    | 15%                             | 9%                      | 21%                                   | 12%                      | 17%                    | 15%          | 16%  | 14%                                  | 7%  | 17%  | 13%       | 20% | 19%                    | 20%                                         | 14%      | 16%         | 14%     | 15%  |
| Strongly disagree          | 352                 | 4      | 114          | 9                                 | 127  | 17   | 154            | 195                                | 9              | 341                    | 44          | 252     | 90            | 174                    | 28                | 51               | 79     | 264                             | 81                      | 85                                    | 89                       | 45                     | 300          | 29   | 23                                   | 17  | 108  | 86        | 20  | 31                     | 47                                          | 74       | 206         | 70      | 308  |
|                            | 32%                 | 2%     | 55%          | 12%                               | 71%  | 22%  | 31%            | 33%                                | 3%             | 46%                    | 18%         | 35%     | 25%           | 42%                    | 21%               | 33%              | 27%    | 34%                             | 30%                     | 29%                                   | 35%                      | 32%                    | 31%          | 29%  | 42%                                  | 8%  | 57%  | 74%       | 21% | 16%                    | 27%                                         | 41%      | 35%         | 22%     | 28%  |
| Don't know                 | 75                  | 5      | 3            | 2                                 | 2    | 2    | 30             | 40                                 | 6              | 48                     | 13          | 43      | 30            | 11                     | 9                 | 22               | 31     | 41                              | 19                      | 20                                    | 14                       | 7                      | 60           | 12   | 3                                    | 8   | 3    | 6         | 3   | 5                      | 29                                          | 12       | 44          | 14      | 91   |
|                            | 7%                  | 2%     | 1%           | 2%                                | 1%   | 2%   | 6%             | 7%                                 | 2%             | 6%                     | 5%          | 6%      | 8%            | 3%                     | 7%                | 14%              | 11%    | 5%                              | 7%                      | 7%                                    | 6%                       | 5%                     | 6%           | 12%  | 5%                                   | 4%  | 1%   | 5%        | 3%  | 3%                     | 17%                                         | 7%       | 8%          | 4%      | 8%   |
| Agree                      | 334                 | 218    | 14           | 29                                | 16   | 19   | 167            | 166                                | 205            | 95                     | 97          | 203     | 124           | 109                    | 51                | 33               | 84     | 233                             | 85                      | 84                                    | 87                       | 46                     | 302          | 20   | 13                                   | 133 | 28   | 4         | 40  | 68                     | 35                                          | 26       | 153         | 144     | 370  |
|                            | 30%                 | 75%    | 7%           | 39%                               | 9%   | 25%  | 33%            | 28%                                | 80%            | 13%                    | 40%         | 28%     | 35%           | 26%                    | 38%               | 21%              | 29%    | 30%                             | 32%                     | 28%                                   | 34%                      | 33%                    | 32%          | 20%  | 24%                                  | 62% | 15%  | 4%        | 40% | 35%                    | 21%                                         | 15%      | 26%         | 44%     | 33%  |
| Disagree                   | 516                 | 18     | 162          | 24                                | 152  | 33   | 230            | 283                                | 18             | 482                    | 88          | 357     | 140           | 238                    | 48                | 74               | 122    | 378                             | 105                     | 146                                   | 119                      | 70                     | 441          | 45   | 31                                   | 32  | 141  | 102       | 40  | 69                     | 81                                          | 99       | 300         | 115     | 470  |
|                            | 47%                 | 6%     | 78%          | 31%                               | 85%  | 42%  | 46%            | 48%                                | 7%             | 65%                    | 36%         | 50%     | 39%           | 57%                    | 36%               | 47%              | 42%    | 49%                             | 40%                     | 49%                                   | 47%                      | 49%                    | 46%          | 45%  | 57%                                  | 15% | 74%  | 87%       | 41% | 35%                    | 47%                                         | 56%      | 51%         | 36%     | 42%  |
| Net agree                  | -181                | 200    | -148         | 5                                 | -136 | -13  | -63            | -117                               | 187            | -388                   | 9           | -154    | -16           | -129                   | 3                 | -41              | -38    | -145                            | -20                     | -62                                   | -33                      | -24                    | -139         | -24  | -18                                  | 101 | -114 | -97       | -1  | -1                     | -45                                         | -74      | -146        | 29      | -100 |
|                            | -16%                | 69%    | -71%         | 7%                                | -76% | -17% | -13%           | -20%                               | 73%            | -53%                   | 4%          | -22%    | -4%           | -31%                   | 2%                | -26%             | -13%   | -19%                            | -8%                     | -21%                                  | -13%                     | -17%                   | -15%         | -25% | -33%                                 | 47% | -60% | -83%      | -1% | *                      | -26%                                        | -41%     | -25%        | 8%      | -9%  |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 62  
Q11\_Con. To what extent, if at all, do you agree or disagree with the following statements? The Conservative Party is ready to form the next government

Base : All

|                            | Total (W*td) | Likelihood to vote<br>(General Election) |                                             |                          |           |           |           |           |                | Gender |       | Age   |       |       |     |      | Social grade |      |      |      |      |       | Ethnicity         |       | UnWgt Total |
|----------------------------|--------------|------------------------------------------|---------------------------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|-----|------|--------------|------|------|------|------|-------|-------------------|-------|-------------|
|                            |              | Always usually depends                   | Always usually depends AND 9/10 like-lihood | (10) Absol-utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+ | AB   | C1           | C2   | DE   | ABC1 | C2DE | White | Ethnic min- ority |       |             |
|                            |              |                                          |                                             |                          |           |           |           |           |                |        |       |       |       |       |     |      |              |      |      |      |      |       |                   | Total |             |
| Unweighted Total           | 1109         | 895                                      | 747                                         | 686                      | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270 | 288  | 379          | 160  | 146  | 667  | 306  | 950   | 128               | 1109  |             |
| Weighted Total             | 1109         | 879                                      | 722                                         | 663                      | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271 | 252  | 316          | 200  | 242  | 568  | 442  | 920   | 155               | 1109  |             |
| Strongly agree             | 70           | 58                                       | 57                                          | 59                       | 66        | 64        | 63        | 62        | 1              | 39     | 32    | 11    | 14    | 24    | 22  | 24   | 12           | 17   | 14   | 36   | 31   | 58    | 9                 | 60    |             |
|                            | 6%           | 7%                                       | 8%                                          | 9%                       | 7%        | 7%        | 8%        | 8%        | 2%             | 7%     | 6%    | 3%    | 6%    | 9%    | 8%  | 9%   | 4%           | 9%   | 6%   | 6%   | 7%   | 6%    | 6%                | 5%    |             |
| Tend to agree              | 191          | 174                                      | 146                                         | 129                      | 176       | 174       | 165       | 147       | 2              | 80     | 111   | 37    | 34    | 54    | 67  | 39   | 51           | 38   | 43   | 90   | 81   | 175   | 13                | 188   |             |
|                            | 17%          | 20%                                      | 20%                                         | 19%                      | 20%       | 20%       | 21%       | 20%       | 3%             | 15%    | 19%   | 12%   | 13%   | 20%   | 25% | 15%  | 16%          | 19%  | 18%  | 16%  | 18%  | 19%   | 8%                | 17%   |             |
| Neither agree nor disagree | 204          | 154                                      | 108                                         | 86                       | 150       | 142       | 119       | 110       | 12             | 94     | 107   | 54    | 49    | 39    | 62  | 39   | 51           | 40   | 50   | 90   | 90   | 157   | 36                | 203   |             |
|                            | 18%          | 17%                                      | 15%                                         | 13%                      | 17%       | 17%       | 15%       | 15%       | 17%            | 18%    | 19%   | 17%   | 19%   | 14%   | 23% | 16%  | 16%          | 20%  | 21%  | 16%  | 20%  | 17%   | 23%               | 18%   |             |
| Tend to disagree           | 256          | 201                                      | 160                                         | 143                      | 211       | 204       | 186       | 163       | 11             | 134    | 119   | 80    | 53    | 65    | 58  | 59   | 87           | 40   | 55   | 146  | 94   | 213   | 42                | 269   |             |
|                            | 23%          | 23%                                      | 22%                                         | 22%                      | 24%       | 24%       | 23%       | 22%       | 16%            | 26%    | 21%   | 26%   | 21%   | 24%   | 21% | 24%  | 28%          | 20%  | 23%  | 26%  | 21%  | 23%   | 27%               | 24%   |             |
| Strongly disagree          | 295          | 259                                      | 226                                         | 224                      | 252       | 247       | 238       | 233       | 22             | 150    | 136   | 98    | 73    | 69    | 54  | 76   | 89           | 47   | 55   | 165  | 102  | 235   | 48                | 287   |             |
|                            | 27%          | 30%                                      | 31%                                         | 34%                      | 28%       | 29%       | 30%       | 31%       | 31%            | 29%    | 24%   | 32%   | 29%   | 25%   | 20% | 30%  | 28%          | 24%  | 23%  | 29%  | 23%  | 26%   | 31%               | 26%   |             |
| Don't know                 | 92           | 32                                       | 25                                          | 23                       | 31        | 28        | 26        | 25        | 23             | 26     | 65    | 31    | 31    | 21    | 9   | 15   | 26           | 17   | 25   | 41   | 42   | 82    | 8                 | 102   |             |
|                            | 8%           | 4%                                       | 3%                                          | 3%                       | 3%        | 3%        | 3%        | 3%        | 32%            | 5%     | 11%   | 10%   | 12%   | 8%    | 3%  | 6%   | 8%           | 9%   | 10%  | 7%   | 10%  | 9%    | 5%                | 9%    |             |
| Agree                      | 262          | 232                                      | 204                                         | 187                      | 242       | 237       | 227       | 209       | 3              | 118    | 143   | 48    | 48    | 78    | 88  | 63   | 63           | 55   | 57   | 125  | 112  | 233   | 21                | 248   |             |
|                            | 24%          | 26%                                      | 28%                                         | 28%                      | 27%       | 28%       | 29%       | 28%       | 4%             | 23%    | 25%   | 15%   | 19%   | 29%   | 32% | 25%  | 20%          | 28%  | 24%  | 22%  | 25%  | 25%   | 14%               | 22%   |             |
| Disagree                   | 551          | 461                                      | 386                                         | 366                      | 463       | 451       | 423       | 396       | 34             | 284    | 255   | 178   | 126   | 134   | 112 | 135  | 176          | 87   | 110  | 312  | 197  | 448   | 90                | 556   |             |
|                            | 50%          | 52%                                      | 53%                                         | 55%                      | 52%       | 53%       | 53%       | 53%       | 47%            | 54%    | 45%   | 57%   | 50%   | 49%   | 41% | 54%  | 56%          | 43%  | 46%  | 55%  | 45%  | 49%   | 58%               | 50%   |             |
| Net agree                  | -289         | -228                                     | -182                                        | -179                     | -221      | -214      | -196      | -187      | -31            | -166   | -112  | -130  | -78   | -56   | -24 | -72  | -114         | -31  | -53  | -186 | -84  | -215  | -68               | -308  |             |
|                            | -26%         | -26%                                     | -25%                                        | -27%                     | -25%      | -25%      | -25%      | -25%      | -42%           | -32%   | -20%  | -42%  | -31%  | -21%  | -9% | -29% | -36%         | -16% | -22% | -33% | -19% | -23%  | -44%              | -28%  |             |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 63  
Q11\_Con. To what extent, if at all, do you agree or disagree with the following statements? The Conservative Party is ready to form the next government

Base : All

|                               | Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                   | Government     | Work sector            |        | Tenure  |              |                        |                   |                  |        |                                 | ONS Regions             |                                       |                          |                        |              |      |       | Past vote<br>(2024 General Election) |     |           |      |                        | Qualifications                              |         |            | UnW<br>Tot. |      |
|-------------------------------|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|-----------------------------------|----------------|------------------------|--------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|--------------------------------------|-----|-----------|------|------------------------|---------------------------------------------|---------|------------|-------------|------|
|                               |                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab                                  | Con | Reform UK | LD   | Oth<br>incl.<br>LD,Grn | Did not vote/<br>not eligible/<br>too young | No qual | Other qual | Degree+     |      |
| Unweighted Total              | 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                               | 277            | 691                    | 265    | 655     | 373          | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65    | 245                                  | 177 | 112       | 110  | 206                    | 159                                         | 144     | 594        | 356         | 1109 |
| Weighted Total                | 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                               | 257            | 736                    | 243    | 713     | 356          | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54    | 216                                  | 190 | 117       | 99   | 194                    | 171                                         | 178     | 590        | 324         | 1109 |
| Strongly agree                | 70                  | 2      | 49           | -                                 | 15        | 1           | 35             | 35                                | 9              | 54                     | 9      | 52      | 22           | 30                     | 9                 | 8                | 17     | 53                              | 14                      | 18                                    | 15                       | 13                     | 60           | 7    | 4     | 7                                    | 38  | 4         | 1    | 2                      | 11                                          | 9       | 38         | 24          | 60   |
|                               | 6%                  | 1%     | 23%          | -s                                | 8%        | 1%          | 7%             | 6%                                | 4%             | 7%                     | 4%     | 7%      | 6%           | 7%                     | 7%                | 5%               | 6%     | 7%                              | 5%                      | 6%                                    | 6%                       | 9%                     | 6%           | 7%   | 7%    | 3%                                   | 20% | 4%        | 1%   | 1%                     | 6%                                          | 5%      | 6%         | 7%          | 5%   |
| Tend to agree                 | 191                 | 25     | 102          | 5                                 | 37        | 2           | 76             | 114                               | 27             | 154                    | 40     | 130     | 54           | 97                     | 14                | 21               | 35     | 151                             | 48                      | 59                                    | 45                       | 21                     | 174          | 6    | 12    | 25                                   | 83  | 19        | 13   | 17                     | 19                                          | 36      | 111        | 42          | 188  |
|                               | 17%                 | 9%     | 49%          | 6%                                | 21%       | 3%          | 15%            | 19%                               | 10%            | 21%                    | 16%    | 18%     | 15%          | 23%                    | 11%               | 13%              | 12%    | 20%                             | 18%                     | 20%                                   | 18%                      | 15%                    | 18%          | 6%   | 22%   | 12%                                  | 44% | 16%       | 13%  | 9%                     | 11%                                         | 20%     | 19%        | 13%         | 17%  |
| Neither agree nor<br>disagree | 204                 | 58     | 24           | 17                                | 34        | 5           | 76             | 127                               | 36             | 131                    | 45     | 123     | 64           | 79                     | 21                | 27               | 48     | 143                             | 53                      | 54                                    | 51                       | 21                     | 179          | 10   | 14    | 33                                   | 27  | 35        | 20   | 39                     | 25                                          | 56      | 93         | 52          | 203  |
|                               | 18%                 | 20%    | 11%          | 22%                               | 19%       | 6%          | 15%            | 21%                               | 14%            | 18%                    | 18%    | 17%     | 18%          | 19%                    | 16%               | 17%              | 17%    | 19%                             | 20%                     | 18%                                   | 20%                      | 15%                    | 19%          | 11%  | 27%   | 15%                                  | 14% | 30%       | 20%  | 20%                    | 15%                                         | 32%     | 16%        | 16%         | 18%  |
| Tend to disagree              | 256                 | 87     | 25           | 26                                | 38        | 15          | 118            | 136                               | 75             | 155                    | 62     | 169     | 87           | 101                    | 30                | 30               | 61     | 188                             | 74                      | 58                                    | 60                       | 31                     | 222          | 28   | 6     | 46                                   | 30  | 27        | 28   | 53                     | 43                                          | 22      | 155        | 79          | 269  |
|                               | 23%                 | 30%    | 12%          | 34%                               | 21%       | 20%         | 24%            | 23%                               | 29%            | 21%                    | 25%    | 24%     | 24%          | 24%                    | 23%               | 19%              | 21%    | 24%                             | 28%                     | 20%                                   | 23%                      | 21%                    | 23%          | 28%  | 11%   | 21%                                  | 16% | 23%       | 29%  | 28%                    | 25%                                         | 13%     | 26%        | 24%         | 24%  |
| Strongly disagree             | 295                 | 114    | 2            | 28                                | 49        | 51          | 160            | 131                               | 103            | 177                    | 75     | 187     | 94           | 94                     | 44                | 46               | 89     | 188                             | 62                      | 76                                    | 67                       | 47                     | 252          | 27   | 16    | 93                                   | 7   | 23        | 34   | 75                     | 39                                          | 33      | 145        | 109         | 287  |
|                               | 27%                 | 39%    | 1%           | 37%                               | 28%       | 66%         | 32%            | 22%                               | 40%            | 24%                    | 31%    | 26%     | 26%          | 23%                    | 33%               | 29%              | 31%    | 24%                             | 23%                     | 26%                                   | 26%                      | 33%                    | 26%          | 27%  | 29%   | 43%                                  | 4%  | 19%       | 34%  | 39%                    | 23%                                         | 19%     | 25%        | 34%         | 26%  |
| Don't know                    | 92                  | 5      | 7            | 1                                 | 6         | 3           | 36             | 52                                | 6              | 65                     | 13     | 52      | 34           | 15                     | 16                | 25               | 41     | 50                              | 15                      | 30                                    | 16                       | 9                      | 69           | 21   | 2     | 12                                   | 6   | 9         | 2    | 7                      | 34                                          | 21      | 48         | 19          | 102  |
|                               | 8%                  | 2%     | 4%           | 1%                                | 3%        | 4%          | 7%             | 9%                                | 2%             | 9%                     | 6%     | 7%      | 10%          | 4%                     | 12%               | 16%              | 14%    | 6%                              | 6%                      | 10%                                   | 6%                       | 6%                     | 7%           | 21%  | 4%    | 6%                                   | 3%  | 7%        | 2%   | 3%                     | 20%                                         | 12%     | 8%         | 6%          | 9%   |
| Agree                         | 262                 | 27     | 150          | 5                                 | 51        | 3           | 111            | 149                               | 36             | 209                    | 49     | 182     | 77           | 127                    | 23                | 28               | 51     | 204                             | 62                      | 78                                    | 60                       | 34                     | 234          | 12   | 16    | 33                                   | 121 | 23        | 15   | 19                     | 30                                          | 45      | 149        | 65          | 248  |
|                               | 24%                 | 9%     | 72%          | 6%                                | 29%       | 4%          | 22%            | 25%                               | 14%            | 28%                    | 20%    | 26%     | 21%          | 31%                    | 17%               | 18%              | 18%    | 26%                             | 23%                     | 26%                                   | 24%                      | 24%                    | 13%          | 29%  | 15%   | 64%                                  | 20% | 15%       | 10%  | 17%                    | 25%                                         | 25%     | 20%        | 22%         |      |
| Disagree                      | 551                 | 201    | 26           | 54                                | 88        | 67          | 279            | 268                               | 178            | 332                    | 136    | 357     | 181          | 195                    | 74                | 76               | 150    | 376                             | 136                     | 135                                   | 127                      | 78                     | 475          | 55   | 21    | 139                                  | 37  | 50        | 62   | 129                    | 82                                          | 56      | 300        | 188         | 556  |
|                               | 50%                 | 69%    | 13%          | 71%                               | 49%       | 85%         | 55%            | 45%                               | 70%            | 45%                    | 56%    | 50%     | 51%          | 47%                    | 55%               | 49%              | 52%    | 49%                             | 51%                     | 45%                                   | 50%                      | 55%                    | 50%          | 56%  | 40%   | 64%                                  | 19% | 43%       | 63%  | 66%                    | 48%                                         | 31%     | 51%        | 58%         | 50%  |
| Net agree                     | -289                | -174   | 124          | -50                               | -36       | -63         | -167           | -119                              | -143           | -123                   | -88    | -175    | -105         | -68                    | -51               | -48              | -99    | -172                            | -74                     | -57                                   | -66                      | -44                    | -241         | -42  | -6    | -106                                 | 84  | -26       | -47  | -109                   | -52                                         | -10     | -151       | -123        | -308 |
|                               | -26%                | -60%   | 60%          | -65%                              | -20%      | -82%        | -33%           | -20%                              | -56%           | -17%                   | -36%   | -25%    | -29%         | -16%                   | -38%              | -31%             | -34%   | -22%                            | -28%                    | -19%                                  | -26%                     | -31%                   | -25%         | -43% | -11%  | -49%                                 | 44% | -23%      | -48% | -56%                   | -30%                                        | -6%     | -26%       | -38%        | -28% |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Table 64  
Q11\_Reform. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next government

Base : All

23 Oct 2026

|                            | Total (W*td) | Likelihood to vote<br>(General Election) |                                              |                           |           |           |           |           |                | Gender |       | Age   |       |       |      | Social grade |      |      |      |      |      | Ethnicity |                   | UnWgt Total |
|----------------------------|--------------|------------------------------------------|----------------------------------------------|---------------------------|-----------|-----------|-----------|-----------|----------------|--------|-------|-------|-------|-------|------|--------------|------|------|------|------|------|-----------|-------------------|-------------|
|                            |              | Always usually depends                   | Always usually depends AND 9/10 like- lihood | (10) Absol- utely certain | (6 to 10) | (7 to 10) | (8 to 10) | (9 to 10) | Would NOT vote | Men    | Women | 18-34 | 35-49 | 50-64 | 65+  | AB           | C1   | C2   | DE   | ABC1 | C2DE | White     | Ethnic min- ority |             |
|                            |              |                                          |                                              |                           |           |           |           |           |                |        |       |       |       |       |      |              |      |      |      |      |      |           |                   |             |
| Unweighted Total           | 1109         | 895                                      | 747                                          | 686                       | 902       | 879       | 825       | 765       | 70             | 491    | 603   | 286   | 269   | 284   | 270  | 288          | 379  | 160  | 146  | 667  | 306  | 950       | 128               | 1109        |
| Weighted Total             | 1109         | 879                                      | 722                                          | 663                       | 886       | 858       | 796       | 740       | 72             | 522    | 570   | 311   | 254   | 272   | 271  | 252          | 316  | 200  | 242  | 568  | 442  | 920       | 155               | 1109        |
| Strongly agree             | 74           | 61                                       | 56                                           | 61                        | 62        | 62        | 62        | 61        | 2              | 39     | 35    | 14    | 16    | 21    | 23   | 11           | 12   | 26   | 21   | 24   | 47   | 65        | 4                 | 72          |
|                            | 7%           | 7%                                       | 8%                                           | 9%                        | 7%        | 7%        | 8%        | 8%        | 2%             | 8%     | 6%    | 4%    | 6%    | 8%    | 8%   | 4%           | 4%   | 13%  | 9%   | 4%   | 11%  | 7%        | 2%                | 6%          |
| Tend to agree              | 135          | 100                                      | 80                                           | 77                        | 104       | 103       | 90        | 81        | 5              | 73     | 61    | 40    | 20    | 48    | 27   | 19           | 34   | 35   | 32   | 53   | 67   | 122       | 11                | 118         |
|                            | 12%          | 11%                                      | 11%                                          | 12%                       | 12%       | 12%       | 11%       | 11%       | 7%             | 14%    | 11%   | 13%   | 8%    | 18%   | 10%  | 8%           | 11%  | 18%  | 13%  | 9%   | 15%  | 13%       | 7%                | 11%         |
| Neither agree nor disagree | 146          | 97                                       | 67                                           | 57                        | 94        | 85        | 75        | 67        | 10             | 71     | 73    | 43    | 38    | 31    | 34   | 20           | 35   | 23   | 46   | 55   | 69   | 110       | 29                | 139         |
|                            | 13%          | 11%                                      | 9%                                           | 9%                        | 11%       | 10%       | 9%        | 9%        | 14%            | 14%    | 13%   | 14%   | 15%   | 11%   | 12%  | 8%           | 11%  | 11%  | 19%  | 10%  | 16%  | 12%       | 19%               | 13%         |
| Tend to disagree           | 132          | 112                                      | 75                                           | 69                        | 113       | 111       | 94        | 77        | 7              | 70     | 62    | 33    | 19    | 30    | 50   | 33           | 29   | 12   | 48   | 62   | 59   | 119       | 12                | 128         |
|                            | 12%          | 13%                                      | 10%                                          | 10%                       | 13%       | 13%       | 12%       | 10%       | 10%            | 13%    | 11%   | 11%   | 8%    | 11%   | 19%  | 13%          | 9%   | 6%   | 20%  | 11%  | 13%  | 13%       | 8%                | 12%         |
| Strongly disagree          | 551          | 489                                      | 429                                          | 385                       | 490       | 479       | 459       | 437       | 31             | 253    | 285   | 162   | 134   | 124   | 131  | 156          | 185  | 92   | 77   | 341  | 168  | 439       | 93                | 569         |
|                            | 50%          | 56%                                      | 59%                                          | 58%                       | 55%       | 56%       | 58%       | 59%       | 43%            | 48%    | 50%   | 52%   | 53%   | 46%   | 48%  | 62%          | 59%  | 46%  | 32%  | 60%  | 38%  | 48%       | 60%               | 51%         |
| Don't know                 | 71           | 21                                       | 15                                           | 14                        | 23        | 18        | 17        | 16        | 17             | 16     | 54    | 20    | 27    | 18    | 6    | 12           | 21   | 13   | 18   | 32   | 31   | 65        | 5                 | 83          |
|                            | 6%           | 2%                                       | 2%                                           | 2%                        | 3%        | 2%        | 2%        | 2%        | 24%            | 3%     | 9%    | 6%    | 11%   | 7%    | 2%   | 5%           | 7%   | 6%   | 7%   | 6%   | 7%   | 7%        | 3%                | 7%          |
| Agree                      | 209          | 161                                      | 137                                          | 138                       | 166       | 165       | 151       | 143       | 7              | 112    | 96    | 53    | 36    | 69    | 50   | 30           | 46   | 61   | 53   | 77   | 114  | 187       | 15                | 190         |
|                            | 19%          | 18%                                      | 19%                                          | 21%                       | 19%       | 19%       | 19%       | 19%       | 9%             | 21%    | 17%   | 17%   | 14%   | 25%   | 19%  | 12%          | 15%  | 30%  | 22%  | 13%  | 26%  | 20%       | 10%               | 17%         |
| Disagree                   | 683          | 601                                      | 504                                          | 454                       | 603       | 589       | 552       | 514       | 38             | 323    | 347   | 194   | 153   | 154   | 182  | 189          | 214  | 103  | 124  | 404  | 228  | 559       | 105               | 697         |
|                            | 62%          | 68%                                      | 70%                                          | 68%                       | 68%       | 69%       | 69%       | 70%       | 52%            | 62%    | 61%   | 62%   | 60%   | 57%   | 67%  | 75%          | 68%  | 52%  | 51%  | 71%  | 52%  | 61%       | 68%               | 63%         |
| Net agree                  | -474         | -440                                     | -367                                         | -316                      | -437      | -424      | -401      | -372      | -31            | -211   | -251  | -141  | -117  | -85   | -131 | -159         | -168 | -43  | -71  | -327 | -114 | -372      | -91               | -507        |
|                            | -43%         | -50%                                     | -51%                                         | -48%                      | -49%      | -49%      | -50%      | -50%      | -43%           | -40%   | -44%  | -45%  | -46%  | -31%  | -48% | -63%         | -53% | -21% | -29% | -58% | -26% | -40%      | -58%              | -46%        |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=<0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 65  
Q11\_Reform. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next government

Base : All

23 Oct 2026

| Total<br>(Weighted) | Voting |              |                                   |           |             | Working status |                                   | Government     |                        | Work sector |         | Tenure       |                        |                   |                  |        |                                 |                         | ONS Regions                           |                          |                        |              |      |       |      | Past vote<br>(2024 General Election) |           |      |                         |                                             |         | Qualifications |         |      | UnW<br>Tot. |
|---------------------|--------|--------------|-----------------------------------|-----------|-------------|----------------|-----------------------------------|----------------|------------------------|-------------|---------|--------------|------------------------|-------------------|------------------|--------|---------------------------------|-------------------------|---------------------------------------|--------------------------|------------------------|--------------|------|-------|------|--------------------------------------|-----------|------|-------------------------|---------------------------------------------|---------|----------------|---------|------|-------------|
|                     | Labour | Conservative | Liberal<br>Democrats (Lib<br>Dem) | Reform UK | Green Party | Full-time      | Not full-time/<br>Not work<br>ing | Satis-<br>fied | Dis-<br>satis-<br>fied | Public      | Private | Mort<br>gage | Owned<br>out-<br>right | Private<br>renter | Social<br>renter | Renter | Total<br>owner<br>occup-<br>ier | North<br>excl.<br>Scot. | Mid-<br>lands (incl. E<br>of England) | South<br>excl.<br>London | Grea-<br>ter<br>London | Eng-<br>land | Scot | Wales | Lab  | Con                                  | Reform UK | LD   | Oth<br>incl.<br>LD, Grn | Did not vote/<br>not eligible/<br>too young | No qual | Other qual     | Degree+ |      |             |
| 1109                | 312    | 206          | 83                                | 172       | 75          | 452            | 627                               | 277            | 691                    | 265         | 655     | 376          | 426                    | 122               | 142              | 264    | 799                             | 281                     | 295                                   | 256                      | 118                    | 950          | 94   | 65    | 245  | 177                                  | 112       | 110  | 206                     | 159                                         | 144     | 594            | 356     | 1109 |             |
| 1109                | 291    | 208          | 77                                | 179       | 78          | 503            | 595                               | 257            | 736                    | 243         | 713     | 353          | 417                    | 134               | 156              | 291    | 773                             | 265                     | 296                                   | 254                      | 142                    | 957          | 98   | 54    | 216  | 190                                  | 117       | 99   | 194                     | 171                                         | 178     | 590            | 324     | 1109 |             |
| 74                  | 3      | 5            | 3                                 | 60        | -           | 25             | 48                                | 9              | 63                     | 4           | 54      | 14           | 33                     | 3                 | 17               | 19     | 48                              | 19                      | 22                                    | 18                       | 3                      | 62           | 4    | 8     | 8    | 15                                   | 24        | 2    | 4                       | 10                                          | 21      | 45             | 8       | 72   |             |
| 7%                  | 1%     | 3%           | 5%                                | 33%       | -s          | 5%             | 8%                                | 4%             | 9%                     | 2%          | 8%      | 4%           | 8%                     | 2%                | 11%              | 7%     | 6%                              | 7%                      | 7%                                    | 7%                       | 2%                     | 6%           | 4%   | 15%   | 4%   | 8%                                   | 21%       | 2%   | 2%                      | 6%                                          | 12%     | 8%             | 2%      | 6%   |             |
| 135                 | 7      | 18           | -                                 | 74        | 4           | 60             | 75                                | 4              | 124                    | 28          | 92      | 34           | 57                     | 14                | 27               | 42     | 91                              | 41                      | 28                                    | 26                       | 20                     | 115          | 15   | 5     | 9    | 20                                   | 33        | 8    | 12                      | 25                                          | 22      | 95             | 19      | 118  |             |
| 12%                 | 2%     | 9%           | -s                                | 42%       | 5%          | 12%            | 13%                               | 2%             | 17%                    | 11%         | 13%     | 9%           | 14%                    | 11%               | 17%              | 14%    | 12%                             | 16%                     | 9%                                    | 10%                      | 14%                    | 12%          | 15%  | 9%    | 4%   | 10%                                  | 28%       | 8%   | 6%                      | 15%                                         | 12%     | 16%            | 6%      | 11%  |             |
| 146                 | 20     | 37           | 4                                 | 23        | 3           | 54             | 88                                | 8              | 115                    | 19          | 102     | 37           | 44                     | 26                | 28               | 54     | 81                              | 31                      | 51                                    | 24                       | 23                     | 129          | 7    | 10    | 17   | 41                                   | 18        | 2    | 13                      | 31                                          | 45      | 77             | 22      | 139  |             |
| 13%                 | 7%     | 18%          | 5%                                | 13%       | 4%          | 11%            | 15%                               | 3%             | 16%                    | 8%          | 14%     | 10%          | 11%                    | 19%               | 18%              | 19%    | 10%                             | 12%                     | 17%                                   | 9%                       | 16%                    | 13%          | 7%   | 18%   | 8%   | 21%                                  | 15%       | 2%   | 7%                      | 18%                                         | 26%     | 13%            | 7%      | 13%  |             |
| 132                 | 23     | 52           | 6                                 | 11        | 1           | 48             | 84                                | 16             | 110                    | 23          | 84      | 30           | 75                     | 11                | 14               | 25     | 105                             | 29                      | 40                                    | 31                       | 11                     | 110          | 14   | 8     | 20   | 40                                   | 23        | 4    | 8                       | 24                                          | 26      | 66             | 40      | 128  |             |
| 12%                 | 8%     | 25%          | 8%                                | 6%        | 1%          | 10%            | 14%                               | 6%             | 15%                    | 9%          | 12%     | 8%           | 18%                    | 8%                | 9%               | 8%     | 14%                             | 11%                     | 13%                                   | 12%                      | 8%                     | 12%          | 14%  | 15%   | 9%   | 21%                                  | 20%       | 4%   | 4%                      | 14%                                         | 15%     | 11%            | 12%     | 12%  |             |
| 551                 | 233    | 92           | 62                                | 6         | 68          | 288            | 261                               | 213            | 278                    | 159         | 340     | 214          | 195                    | 73                | 49               | 122    | 409                             | 129                     | 134                                   | 141                      | 78                     | 482          | 48   | 21    | 152  | 71                                   | 11        | 80   | 153                     | 56                                          | 47      | 270            | 221     | 569  |             |
| 50%                 | 80%    | 44%          | 81%                               | 4%        | 88%         | 57%            | 44%                               | 83%            | 38%                    | 65%         | 48%     | 60%          | 47%                    | 54%               | 32%              | 42%    | 53%                             | 49%                     | 45%                                   | 55%                      | 55%                    | 50%          | 49%  | 39%   | 70%  | 37%                                  | 9%        | 81%  | 79%                     | 33%                                         | 27%     | 46%            | 68%     | 51%  |             |
| 71                  | 4      | 4            | 2                                 | 4         | 1           | 28             | 39                                | 7              | 46                     | 11          | 41      | 28           | 12                     | 8                 | 21               | 29     | 40                              | 15                      | 22                                    | 14                       | 7                      | 58           | 10   | 2     | 9    | 3                                    | 8         | 3    | 4                       | 25                                          | 17      | 37             | 14      | 83   |             |
| 6%                  | 2%     | 2%           | 2%                                | 2%        | 1%          | 6%             | 7%                                | 3%             | 6%                     | 5%          | 6%      | 8%           | 3%                     | 6%                | 13%              | 10%    | 5%                              | 6%                      | 7%                                    | 6%                       | 5%                     | 6%           | 11%  | 4%    | 4%   | 2%                                   | 7%        | 3%   | 2%                      | 14%                                         | 9%      | 6%             | 4%      | 7%   |             |
| 209                 | 10     | 24           | 3                                 | 134       | 4           | 85             | 123                               | 13             | 187                    | 31          | 147     | 48           | 91                     | 17                | 44               | 61     | 138                             | 61                      | 50                                    | 44                       | 23                     | 177          | 19   | 13    | 17   | 35                                   | 57        | 10   | 16                      | 35                                          | 42      | 140            | 26      | 190  |             |
| 19%                 | 3%     | 11%          | 5%                                | 75%       | 5%          | 17%            | 21%                               | 5%             | 25%                    | 13%         | 21%     | 13%          | 22%                    | 13%               | 28%              | 21%    | 18%                             | 23%                     | 17%                                   | 17%                      | 16%                    | 19%          | 19%  | 24%   | 8%   | 19%                                  | 49%       | 10%  | 8%                      | 20%                                         | 24%     | 24%            | 8%      | 17%  |             |
| 683                 | 256    | 144          | 68                                | 18        | 69          | 335            | 345                               | 229            | 388                    | 182         | 424     | 244          | 270                    | 83                | 63               | 147    | 514                             | 158                     | 173                                   | 172                      | 89                     | 592          | 62   | 29    | 172  | 111                                  | 34        | 84   | 161                     | 80                                          | 73      | 336            | 261     | 697  |             |
| 62%                 | 88%    | 69%          | 89%                               | 10%       | 89%         | 67%            | 58%                               | 89%            | 53%                    | 75%         | 59%     | 68%          | 65%                    | 62%               | 40%              | 50%    | 66%                             | 60%                     | 59%                                   | 68%                      | 63%                    | 62%          | 63%  | 53%   | 80%  | 58%                                  | 29%       | 85%  | 83%                     | 47%                                         | 41%     | 57%            | 81%     | 63%  |             |
| -474                | -246   | -120         | -65                               | 117       | -65         | -250           | -221                              | -216           | -202                   | -150        | -277    | -196         | -179                   | -66               | -19              | -86    | -375                            | -97                     | -124                                  | -128                     | -66                    | -415         | -43  | -16   | -155 | -76                                  | 23        | -74  | -145                    | -45                                         | -31     | -196           | -235    | -507 |             |
| -43%                | -85%   | -58%         | -84%                              | 65%       | -84%        | -50%           | -37%                              | -84%           | -27%                   | -62%        | -39%    | -55%         | -43%                   | -49%              | -12%             | -30%   | -49%                            | -37%                    | -42%                                  | -50%                     | -47%                   | -43%         | -44% | -29%  | -71% | -40%                                 | 20%       | -75% | -75%                    | -27%                                        | -17%    | -33%           | -72%    | -46% |             |

Fieldwork dates - Thursday 15th to Thursday 22nd (am) October 2026 (Base total= 1,109).  
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel  
Source : Ipsos J26-001401-01  
\*=Less than 0.5%  
s=Where unweighted base sizes smaller than 100, please note results are indicative only