

YouGov Survey Results

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age			
Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives																				
0 - Would never consider voting for them	36	0	52	35	20	62	39	2	51	33	23	55	43	24	36	36	38	39	36	27
1	7	0	12	10	5	10	6	1	11	10	5	11	9	5	7	7	9	8	7	5
2	7	0	11	12	7	10	6	2	9	12	7	9	9	5	7	7	11	8	6	5
3	6	1	10	9	7	6	8	2	8	8	8	6	7	6	7	6	8	7	6	5
4	4	1	3	7	6	4	6	2	3	6	7	3	3	4	4	3	5	4	4	3
5	8	3	6	9	14	4	10	7	6	9	15	6	6	11	8	9	6	8	9	9
6	5	3	2	5	10	1	11	8	3	6	8	3	3	7	5	5	4	4	6	6
7	6	9	2	5	13	1	6	12	3	4	11	2	4	9	7	5	4	5	6	7
8	5	15	1	3	8	1	5	14	2	3	6	1	3	8	5	5	2	4	5	8
9	2	11	0	2	3	0	0	9	0	2	2	0	2	4	3	2	1	2	2	4
10 - Would definitely consider voting for them	10	56	1	3	6	0	1	39	2	4	5	2	9	15	9	10	3	6	10	20
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	28	94	6	18	40	3	23	82	10	19	32	8	21	43	29	27	14	21	29	45
Prefer not to answer	1	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	1	1	0	0
Don't know	3	0	1	1	1	1	1	1	1	1	2	1	2	2	2	5	6	5	2	1
Labour																				
0 - Would never consider voting for them	38	56	0	17	78	14	85	63	10	21	77	19	19	61	39	37	18	31	43	53
1	6	7	0	6	7	6	2	7	3	5	8	8	5	6	7	5	5	6	6	6
2	6	7	1	6	5	9	7	6	4	8	5	11	6	6	7	5	8	6	5	5
3	5	6	0	7	3	9	2	5	4	7	3	9	6	4	5	5	6	6	4	4
4	5	6	1	9	2	10	1	5	4	9	3	9	6	3	5	5	8	6	4	4
5	9	7	3	14	2	17	0	5	10	14	1	16	10	5	8	9	13	10	8	6
6	6	3	6	12	1	12	0	3	9	11	1	9	8	3	6	6	10	6	5	3
7	6	3	10	10	1	10	0	2	10	8	0	8	8	2	6	5	9	7	5	3
8	5	2	15	7	0	7	0	1	11	5	0	4	8	2	4	5	5	6	4	3
9	2	0	10	3	0	1	0	0	5	3	0	1	3	1	2	2	2	2	2	2
10 - Would definitely consider voting for them	10	1	52	9	0	5	0	1	29	8	0	5	19	4	10	10	9	9	12	10
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	29	9	93	41	2	35	0	7	64	35	1	27	46	12	28	28	35	30	28	21
Prefer not to answer	1	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	1	1	0	0
Don't know	3	1	0	0	1	1	0	1	1	1	1	1	2	2	1	5	5	5	2	1
Liberal Democrats																				
0 - Would never consider voting for them	30	33	11	0	62	13	76	42	15	2	63	16	15	47	34	26	15	27	34	38
1	5	6	3	0	9	5	6	6	4	1	8	6	4	7	6	5	5	6	5	6
2	6	10	4	0	9	7	4	9	5	2	7	8	6	7	7	6	5	6	7	7
3	7	10	6	1	6	10	4	9	7	4	7	10	7	7	7	7	6	7	6	6
4	6	9	7	1	4	9	3	8	8	4	3	10	7	5	6	7	7	7	6	5
5	12	14	17	6	4	20	4	11	16	11	4	17	15	8	12	12	14	12	12	11
6	7	7	15	8	2	12	1	5	12	9	1	10	10	4	7	7	11	8	7	6
7	7	5	13	14	1	10	1	3	12	15	1	9	10	4	6	7	9	7	6	6
8	5	3	10	17	1	6	0	3	8	13	0	6	8	3	5	5	7	5	5	4
9	2	1	3	12	0	2	0	1	3	7	0	2	3	1	2	2	3	2	2	2
10 - Would definitely consider voting for them	6	1	7	41	0	4	0	1	8	32	0	3	10	3	6	7	8	5	6	8
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	27	17	48	92	4	34	2	13	43	76	2	30	41	15	26	28	38	27	26	26
Prefer not to answer	1	0	0	0	0	0	0	0	0	1	1	0	1	1	1	1	1	1	0	0
Don't know	5	2	2	1	2	3	1	2	3	1	3	3	3	3	2	8	9	7	3	2

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Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575	
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781	
	%	%	%	%	%	%	%	%	%	%	%	

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives											
0 - Would never consider voting for them	36	33	34	36	34	44	46	41	31	37	30
1	7	7	6	7	7	7	8	7	7	6	7
2	7	8	7	6	7	8	5	7	7	8	7
3	6	7	5	7	6	4	7	6	7	7	7
4	4	4	3	4	4	4	3	3	4	5	4
5	8	8	9	9	9	8	7	8	10	8	8
6	5	5	5	5	5	4	3	5	5	4	5
7	6	6	7	6	6	5	4	5	6	7	6
8	5	5	5	5	5	3	3	4	5	5	6
9	2	3	3	2	3	1	1	2	3	2	3
10 - Would definitely consider voting for them	10	11	11	9	10	8	8	7	11	8	12
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	28	30	31	27	29	21	19	23	30	26	32
Prefer not to answer	1	1	1	1	1	1	1	1	1	1	1
Don't know	3	2	4	4	3	2	3	3	3	3	4
Labour											
0 - Would never consider voting for them	38	28	43	48	38	36	35	39	42	25	40
1	6	5	5	6	6	6	7	5	5	6	6
2	6	6	5	6	6	7	7	6	5	6	6
3	5	5	5	5	5	7	5	4	5	5	5
4	5	6	4	4	5	4	6	4	5	6	5
5	9	10	9	7	9	7	10	8	9	10	8
6	6	7	5	4	5	7	7	6	5	7	5
7	6	7	4	4	6	4	6	5	5	9	5
8	5	7	4	3	5	5	4	5	4	6	4
9	2	3	2	2	2	2	2	2	2	3	2
10 - Would definitely consider voting for them	10	14	9	7	10	9	7	12	9	13	9
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	29	38	24	20	28	27	26	30	25	38	25
Prefer not to answer	1	1	1	1	1	2	1	1	1	0	1
Don't know	3	2	4	4	3	3	2	4	3	3	3
Liberal Democrats											
0 - Would never consider voting for them	30	23	33	38	30	34	29	33	32	24	29
1	5	5	6	6	5	6	7	6	6	5	4
2	6	6	6	6	6	7	7	7	7	5	6
3	7	7	6	7	7	6	6	7	7	7	6
4	6	7	7	6	6	7	8	6	6	7	6
5	12	13	11	11	12	15	12	11	11	15	11
6	7	9	7	5	7	6	8	7	7	9	7
7	7	9	6	5	7	5	6	6	6	9	7
8	5	7	5	3	5	3	5	5	5	6	6
9	2	3	2	2	2	2	2	2	2	3	2
10 - Would definitely consider voting for them	6	8	5	4	6	2	6	4	5	5	9
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	27	36	25	19	27	18	27	24	25	32	31
Prefer not to answer	1	1	1	1	1	2	1	1	1	1	1
Don't know	5	3	6	6	5	4	4	5	6	5	5

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Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives																	
0 - Would never consider voting for them	36	1	7	5	0	56	72	50	0	32	36	34	54	22	21	32	63
1	7	0	5	2	1	12	10	10	1	11	13	11	14	9	5	9	12
2	7	0	2	3	2	11	8	10	1	8	10	15	11	12	8	9	8
3	6	0	8	3	4	9	6	9	5	13	7	9	7	13	9	11	5
4	4	0	9	3	4	3	2	5	1	8	4	8	7	3	8	6	4
5	8	2	11	11	18	5	1	8	9	9	13	7	1	16	17	13	6
6	5	2	9	15	17	2	0	2	6	7	4	6	1	9	9	8	2
7	6	7	19	18	17	1	0	4	15	4	4	3	1	5	14	5	0
8	5	15	7	18	11	1	1	0	21	4	2	4	1	1	6	4	0
9	2	11	8	6	8	0	0	0	7	1	0	1	1	2	2	1	0
10 - Would definitely consider voting for them	10	63	15	16	10	0	0	1	36	4	2	2	1	1	2	2	0
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	28	98	58	73	63	4	1	7	85	20	12	16	5	18	33	20	2
Prefer not to answer	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Don't know	3	0	1	1	7	0	0	0	0	0	3	1	0	7	0	1	0
Labour																	
0 - Would never consider voting for them	38	60	31	85	38	0	8	8	20	52	9	17	12	20	81	87	16
1	6	7	5	6	7	0	3	2	4	9	4	4	5	7	7	2	9
2	6	7	8	4	10	1	5	4	11	8	6	6	18	4	4	7	11
3	5	6	6	2	11	0	8	5	9	7	5	8	7	8	2	3	11
4	5	6	6	1	8	0	9	6	9	5	8	11	10	12	2	0	12
5	9	5	9	1	9	2	16	17	17	8	21	13	17	23	1	0	18
6	6	3	5	0	9	5	16	11	10	6	13	14	10	7	1	0	10
7	6	3	12	0	1	10	14	14	6	3	13	9	9	4	0	0	7
8	5	1	9	0	1	15	10	12	4	2	6	6	6	2	0	0	4
9	2	0	5	0	1	8	2	4	2	0	2	3	1	1	0	0	0
10 - Would definitely consider voting for them	10	1	5	0	1	58	9	15	5	0	8	9	5	2	0	0	2
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	29	8	36	0	13	96	51	56	27	11	42	41	31	16	1	0	23
Prefer not to answer	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Don't know	3	0	0	0	5	0	1	0	2	0	4	0	0	8	1	1	1
Liberal Democrats																	
0 - Would never consider voting for them	30	36	10	67	21	11	10	0	21	50	13	0	2	1	67	83	15
1	5	6	4	8	6	3	4	0	6	11	5	0	0	3	9	5	6
2	6	10	7	9	10	4	6	0	13	10	7	0	0	7	7	4	9
3	7	10	9	6	12	6	11	1	11	9	7	0	6	5	7	4	12
4	6	10	5	3	9	7	9	2	7	6	9	1	7	5	4	0	9
5	12	13	15	3	17	17	23	6	16	6	22	3	15	21	3	3	18
6	7	6	8	1	6	15	13	12	7	3	9	5	13	14	1	0	11
7	7	4	10	0	3	15	12	15	5	3	11	15	19	20	1	0	8
8	5	3	11	0	3	11	5	17	2	0	5	15	13	12	0	0	6
9	2	0	9	0	1	3	3	10	3	0	1	11	3	0	0	0	1
10 - Would definitely consider voting for them	6	0	11	0	1	7	3	38	4	2	3	49	21	3	0	0	2
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	27	13	49	1	14	51	36	92	21	8	29	95	69	49	2	0	28
Prefer not to answer	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Don't know	5	1	1	2	11	1	1	0	4	2	8	0	0	10	1	1	3

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	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																				
0 - Would never consider voting for them	54	37	86	80	0	91	18	28	78	76	5	84	77	27	51	57	71	58	51	44
1	3	5	2	3	0	2	3	4	3	4	1	3	3	3	3	3	3	3	3	3
2	3	6	2	4	0	1	7	4	2	3	2	2	2	3	3	3	3	3	3	3
3	3	6	3	2	0	2	9	4	2	2	1	2	2	3	3	3	2	3	2	3
4	2	6	1	2	0	1	9	5	1	2	2	1	1	3	2	2	2	2	3	3
5	4	9	2	3	2	1	17	7	3	2	6	2	3	6	5	4	4	4	4	5
6	3	7	1	2	2	0	9	6	2	2	5	1	2	5	4	3	2	3	3	4
7	3	8	0	1	5	1	11	7	1	2	6	1	2	5	4	3	3	3	3	4
8	4	6	1	1	11	0	8	7	2	2	8	1	1	7	4	3	1	3	5	5
9	3	4	0	1	11	0	2	6	1	1	9	1	1	6	4	2	1	3	3	4
10 - Would definitely consider voting for them	13	5	1	1	67	0	6	21	4	4	54	1	4	28	16	11	2	9	17	21
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	26	30	3	6	96	1	36	47	10	11	82	5	10	51	32	22	9	21	31	38
Prefer not to answer	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	1	0	0
Don't know	3	1	1	0	0	1	1	1	1	1	1	2	2	2	2	5	5	5	2	2
Green Party																				
0 - Would never consider voting for them	39	60	16	21	76	0	90	65	21	22	76	5	24	61	45	34	17	32	45	56
1	5	8	4	6	5	0	3	6	5	7	5	1	5	6	6	4	5	5	5	6
2	5	8	6	8	4	0	1	7	5	5	3	2	6	5	5	5	4	5	5	6
3	5	7	7	7	4	0	1	6	6	5	3	1	6	5	4	5	3	5	5	5
4	4	4	7	7	3	1	1	4	6	7	2	3	5	4	4	5	5	4	5	4
5	8	5	15	15	3	2	1	5	12	12	3	6	11	6	7	8	6	9	9	6
6	5	3	11	9	2	3	1	2	8	8	2	4	7	3	4	5	6	5	5	4
7	5	2	11	9	1	9	1	1	9	8	1	9	8	2	5	6	8	6	5	3
8	5	1	8	6	1	12	0	1	8	6	0	10	7	2	4	5	6	5	4	2
9	3	0	3	4	0	10	0	0	4	4	1	6	3	1	2	3	7	2	2	2
10 - Would definitely consider voting for them	11	1	8	7	0	63	0	1	16	14	0	51	17	3	10	12	26	14	8	4
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	29	7	41	35	4	97	2	5	45	40	4	80	42	11	25	31	53	32	24	15
Prefer not to answer	1	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	1	1	0	0
Don't know	4	1	1	1	1	0	0	2	2	2	2	1	2	3	2	6	6	6	3	2
Restore Britain																				
0 - Would never consider voting for them	54	53	78	71	21	78	0	46	70	68	18	69	72	38	56	52	61	52	52	56
1	4	6	3	5	3	2	0	5	3	5	3	4	3	5	4	4	5	4	4	5
2	4	6	2	3	4	2	0	6	3	2	4	2	2	4	4	3	3	3	4	4
3	3	4	2	2	4	1	0	4	2	2	3	1	2	3	3	2	2	2	3	3
4	2	4	1	1	4	1	1	4	1	1	4	1	1	3	2	2	1	2	2	3
5	5	5	2	3	13	1	0	7	3	3	9	3	2	8	5	4	3	4	5	6
6	2	3	1	1	7	1	1	3	1	1	5	1	1	4	3	1	2	2	2	2
7	2	2	1	0	7	1	4	2	1	1	7	1	1	4	3	2	1	2	2	2
8	2	2	0	0	7	0	4	3	1	1	6	1	1	4	3	1	1	2	3	2
9	1	1	0	0	5	0	5	2	1	1	4	0	0	3	2	1	1	1	2	2
10 - Would definitely consider voting for them	7	4	1	1	17	0	85	7	3	2	26	1	3	12	9	6	5	8	8	6
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	14	12	3	2	43	2	99	17	7	6	48	4	6	27	20	11	10	15	17	14
Prefer not to answer	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0
Don't know	14	10	9	12	8	13	0	11	11	12	9	16	11	12	8	20	15	17	13	9

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Fieldwork: 15th - 24th June 2026

		Socio-economic classification (NS-SEC)				Country			Region in England			
		Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample		10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
		%	%	%	%	%	%	%	%	%	%	%
Reform UK												
0 - Would never consider voting for them		54	61	51	44	53	55	63	52	50	65	52
1	3	3	3	3	3	3	4	3	4	3	2	3
2	3	3	3	3	3	3	3	2	3	3	3	3
3	3	3	2	3	3	3	3	3	3	2	3	2
4	2	2	2	3	2	2	2	2	3	2	2	3
5	4	4	5	5	5	3	4	4	4	6	4	5
6	3	3	3	3	3	1	3	3	4	4	2	4
7	3	3	4	4	3	4	3	3	4	4	2	3
8	4	3	5	4	4	2	2	4	4	4	2	4
9	3	2	3	4	3	3	1	3	2	3	3	4
10 - Would definitely consider voting for them	13	10	15	19	14	14	10	15	15	14	9	14
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)		26	21	30	34	27	24	19	28	28	18	29
Prefer not to answer		1	1	1	1	1	2	1	1	1	1	1
Don't know		3	2	4	4	3	3	2	3	4	2	4
Green Party												
0 - Would never consider voting for them		39	34	44	46	39	40	42	41	40	30	40
1	5	5	5	6	5	5	5	5	5	6	4	6
2	5	5	5	5	5	4	6	5	5	5	6	5
3	5	6	5	4	5	5	4	5	6	5	5	5
4	4	5	5	4	4	4	5	4	4	4	5	4
5	8	9	7	7	8	9	8	7	9	9	9	7
6	5	6	5	4	5	7	5	4	4	5	5	5
7	5	7	4	4	5	5	5	5	5	8	5	5
8	5	6	4	4	5	3	6	5	4	5	4	4
9	3	3	2	2	3	3	1	3	3	4	2	2
10 - Would definitely consider voting for them	11	12	9	9	12	10	9	12	9	16	11	11
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)		29	34	24	23	30	28	26	29	25	38	27
Prefer not to answer		1	1	1	1	1	2	1	1	1	1	1
Don't know		4	3	4	5	4	3	3	5	5	3	4
Restore Britain												
0 - Would never consider voting for them		54	61	51	46	53	53	59	54	50	62	51
1	4	4	4	4	4	4	4	3	4	4	4	4
2	4	3	4	4	4	3	3	3	3	4	4	3
3	3	2	3	3	3	3	2	2	2	2	3	3
4	2	2	2	3	2	1	2	2	2	2	1	3
5	5	3	5	6	5	4	3	3	3	5	4	6
6	2	2	3	2	2	1	1	3	2	2	1	2
7	2	2	2	3	2	2	3	2	3	2	2	2
8	2	2	2	3	2	2	1	2	2	2	2	2
9	1	1	1	2	1	2	1	1	2	2	1	1
10 - Would definitely consider voting for them	7	5	8	9	7	7	6	8	8	8	4	8
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)		14	12	16	19	14	14	12	16	17	10	15
Prefer not to answer		1	1	1	1	1	2	1	1	1	1	1
Don't know		14	12	15	14	14	14	13	13	14	13	15

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab, LD, Grm	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grm	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grm	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grm / 26Grm
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reform UK																	
0 - Would never consider voting for them	54	36	60	0	30	89	95	84	52	0	65	84	91	59	0	10	91
1	3	5	5	0	7	2	2	4	7	0	5	2	4	11	0	1	2
2	3	6	8	0	5	2	1	3	6	0	4	3	0	6	0	6	1
3	3	6	5	0	5	2	1	2	5	1	3	1	1	3	0	7	1
4	2	7	1	0	5	1	0	2	4	2	4	2	0	3	0	8	0
5	4	9	6	1	15	1	0	3	8	4	7	2	1	4	2	18	1
6	3	7	3	3	10	1	0	1	5	4	3	3	0	2	2	13	0
7	3	8	2	4	7	0	0	0	5	11	2	1	1	1	3	11	0
8	4	6	3	10	4	1	0	1	1	13	1	0	0	5	8	11	0
9	3	4	4	13	3	0	0	0	3	13	0	0	0	1	10	4	0
10 - Would definitely consider voting for them	13	5	3	69	2	1	0	0	3	52	1	1	2	0	75	9	0
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	26	30	15	99	26	3	0	2	17	93	7	5	3	9	98	48	0
Prefer not to answer	1	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0
Don't know	3	1	0	0	7	0	0	0	1	0	3	0	0	5	0	2	2
Green Party																	
0 - Would never consider voting for them	39	63	33	86	39	17	0	17	46	61	23	20	0	22	80	92	0
1	5	7	10	5	5	4	1	5	10	8	8	7	1	15	5	4	0
2	5	8	8	2	13	6	0	11	9	4	6	7	0	2	3	3	1
3	5	7	9	3	9	7	0	6	3	9	7	6	0	8	3	1	0
4	4	5	2	2	8	7	0	6	5	3	10	8	1	7	3	0	1
5	8	4	11	1	11	15	2	17	12	6	16	12	4	13	3	0	1
6	5	3	7	0	5	11	3	8	5	5	8	10	2	10	1	0	2
7	5	1	2	1	1	12	8	12	3	3	8	10	6	5	1	0	8
8	5	1	6	0	1	9	13	7	1	1	4	6	9	5	0	0	10
9	3	0	4	0	0	3	12	5	3	1	1	4	13	1	0	0	6
10 - Would definitely consider voting for them	11	0	6	0	2	8	60	7	4	0	4	9	64	3	0	0	71
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	29	5	25	1	9	43	96	39	16	10	25	39	94	24	2	0	97
Prefer not to answer	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	4	1	2	1	7	1	0	0	1	0	5	1	0	8	1	1	0
Restore Britain																	
0 - Would never consider voting for them	54	55	54	31	42	81	85	73	50	18	52	74	80	55	18	0	76
1	4	6	5	4	7	3	2	5	10	2	4	6	2	9	3	0	2
2	4	6	8	3	6	2	1	2	8	10	7	3	1	2	5	0	3
3	3	4	4	6	4	1	1	3	3	2	3	1	1	4	4	1	0
4	2	5	1	4	5	1	0	1	4	3	3	1	0	1	4	0	0
5	5	5	2	15	4	3	1	2	5	13	4	3	0	0	11	0	1
6	2	2	1	7	2	1	0	1	4	5	1	1	1	1	7	1	1
7	2	2	1	4	3	1	0	0	0	6	1	0	2	1	8	3	1
8	2	2	1	5	2	0	0	0	3	7	0	0	0	3	7	3	0
9	1	1	2	3	0	0	0	0	0	6	0	0	0	0	6	1	0
10 - Would definitely consider voting for them	7	3	1	12	0	1	0	0	3	17	1	1	2	1	21	91	0
TOTAL WOULD CONSIDER VOTING FOR THEM (6-10)	14	10	6	31	7	3	0	1	10	41	3	2	5	6	49	99	2
Prefer not to answer	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Don't know	14	10	21	7	24	7	9	12	10	10	24	10	11	23	7	0	15

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time?
Please tick up to three.

The cost of living	47	36	50	47	38	55	37	35	52	47	38	46	47	40	44	50	56	58	41	30
Immigration and asylum	42	54	20	21	86	9	90	63	25	21	85	18	24	68	44	40	21	35	49	57
NHS	31	27	38	39	20	35	10	27	39	35	18	37	35	27	23	38	30	30	31	33
The economy in general	28	38	31	36	21	22	18	34	29	32	21	23	32	26	30	27	28	28	29	28
Defence and security	22	40	17	22	34	6	22	42	16	22	30	9	19	33	24	19	7	13	25	40
Crime and policing	15	17	9	8	25	7	33	17	11	9	25	7	10	20	15	15	11	14	18	16
The environment and climate change	13	5	20	21	2	34	2	5	18	22	3	37	20	6	14	13	18	15	11	10
Poverty and inequality	13	3	23	16	2	34	8	2	21	17	3	27	19	6	13	14	23	15	12	8
Welfare benefits	12	21	6	9	23	4	16	22	7	9	21	6	9	18	13	11	4	9	16	16
Racism and discrimination	11	5	15	11	3	25	3	5	14	13	3	20	14	5	9	12	20	11	9	7
Taxation	9	13	4	7	13	6	14	12	5	8	14	5	7	10	11	7	7	10	8	9
Housing	9	4	11	9	5	14	6	3	11	9	5	13	8	6	9	9	17	10	7	6
Britain's relationship with the EU	9	6	17	18	2	14	1	4	14	17	2	11	15	3	11	7	9	8	9	9
Education	5	4	7	8	1	7	1	3	6	6	1	7	7	2	3	6	9	6	4	2
Political reform	4	2	3	5	4	6	12	2	3	5	7	6	4	3	5	3	6	4	3	3
Pensions	3	4	3	3	5	1	2	4	3	4	4	1	2	5	3	3	0	2	3	7
Family life and childcare	2	1	2	2	1	3	3	1	2	2	2	3	2	2	1	3	2	4	1	1
Transport	1	1	1	1	0	2	0	1	1	1	1	2	1	1	1	1	2	1	1	0
Whether or not Scotland becomes independent	1	0	0	0	0	0	1	0	0	0	0	0	2	0	1	1	1	1	1	1
Whether or not Wales becomes independent	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
International affairs	3	3	6	5	1	3	0	3	4	5	1	3	4	2	3	3	4	3	2	3
Something else [See Tab 1]	2	2	2	2	1	2	4	2	2	3	2	2	2	2	2	2	1	2	2	2
None of these	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Don't know	2	1	1	1	1	1	1	1	1	2	1	2	1	1	2	2	4	2	2	1

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing the country at this time?

Please tick up to three.

The cost of living	47	45	43	50	47	48	48	48	46	50	45
Immigration and asylum	42	35	47	51	43	37	40	46	46	30	43
NHS	31	32	31	30	30	44	35	31	30	26	30
The economy in general	28	32	29	25	28	30	30	27	26	31	29
Defence and security	22	24	23	22	23	17	16	21	22	16	26
Crime and policing	15	13	17	17	15	13	12	16	16	18	14
The environment and climate change	13	16	14	9	13	14	11	12	12	18	14
Poverty and inequality	13	14	11	11	13	14	15	14	12	17	12
Welfare benefits	12	14	12	12	12	8	13	12	13	9	13
Racism and discrimination	11	11	10	8	10	13	12	10	11	12	9
Taxation	9	9	9	9	9	7	8	10	9	10	8
Housing	9	7	7	10	9	8	8	7	7	17	9
Britain's relationship with the EU	9	11	8	7	9	10	10	8	9	9	9
Education	5	6	5	3	5	5	6	4	5	3	5
Political reform	4	4	4	4	4	2	2	4	5	4	4
Pensions	3	3	4	4	3	3	4	4	3	2	3
Family life and childcare	2	3	2	2	2	5	1	2	2	1	3
Transport	1	1	1	1	1	1	0	1	1	2	1
Whether or not Scotland becomes independent	1	1	1	1	0	0	10	0	0	0	0
Whether or not Wales becomes independent	0	0	0	0	0	1	0	0	0	0	0
International affairs	3	4	3	3	3	3	3	2	3	4	3
Something else [See Tab 1]	2	2	2	2	2	1	2	2	2	2	2
None of these	0	0	0	0	0	1	0	0	1	0	0
Don't know	2	1	2	2	2	2	1	2	2	1	2

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Gm	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Gm	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Gm	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Gm / 26Gm
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following do you think are the most important issues facing the country at this time?																	
The cost of living	47	34	41	30	42	49	57	50	53	51	55	46	52	47	37	32	49
Immigration and asylum	42	55	42	86	54	19	8	17	47	79	35	17	6	17	88	97	8
NHS	31	26	38	21	40	40	39	43	39	27	40	38	36	35	18	7	37
The economy in general	28	39	34	23	37	31	21	37	36	21	34	36	21	34	21	16	20
Defence and security	22	46	27	43	34	17	6	22	23	29	20	23	9	33	36	15	6
Crime and policing	15	17	17	23	6	10	6	9	19	19	15	7	6	10	26	33	5
Environment and climate change	13	5	17	1	11	20	33	16	4	4	12	24	31	16	2	3	44
Poverty and inequality	13	2	6	1	4	24	35	18	6	3	13	17	38	12	2	11	35
Welfare benefits	12	21	16	28	13	5	4	11	13	19	9	8	1	8	23	15	4
Racism and discrimination	11	6	5	2	9	16	23	14	6	1	9	11	32	12	3	3	23
Taxation	9	13	7	13	7	4	7	7	8	7	3	6	7	7	14	17	6
Housing	9	3	5	4	3	11	14	9	8	8	12	9	14	13	4	6	14
Britain's relationship with the EU	9	5	13	2	3	16	17	18	8	3	9	20	14	13	1	1	12
Education	5	4	4	1	3	7	9	6	4	0	8	7	10	4	1	1	5
Political reform	4	1	2	3	3	3	5	2	5	1	2	6	5	1	5	18	6
Pensions	3	4	6	4	2	3	1	4	3	6	2	3	2	3	4	2	0
Family life and childcare	2	1	2	1	2	2	2	2	3	0	2	1	0	6	2	1	4
Transport	1	1	1	0	0	1	1	1	0	1	0	1	2	1	0	1	2
Whether or not Scotland becomes independent	1	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1
Whether or not Wales becomes independent	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
International affairs	3	3	5	1	4	5	3	5	1	2	3	5	1	6	0	0	3
Something else [See Tab 1]	2	2	4	2	2	2	1	2	1	1	2	2	5	3	2	3	2
None of these	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	1	1
Don't know	2	0	0	1	4	1	1	1	0	1	1	1	1	3	1	1	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age			
Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for the Conservatives at a future election. Which of the following reasons best describe what attracts you to the Conservatives? Please select up to three.

[Asked only to those who said they would vote Conservative if there was a general election held tomorrow; n=1403]

They are the party closest to my values	35	35	0	0	0	0	0	39	27	29	30	26	38	34	38	32	29	32	36	37
While I don't love the Conservatives, all the other parties are worse	32	32	0	0	0	0	0	30	37	36	24	43	38	28	29	35	32	32	28	35
Kemi Badenoch's leadership	31	31	0	0	0	0	0	31	26	22	38	31	29	34	29	32	32	22	29	37
I trust them to manage the economy and public finances	31	31	0	0	0	0	0	33	24	20	25	0	30	31	38	24	42	28	34	29
I have always voted for them and cannot imagine voting for anyone else	13	13	0	0	0	0	0	16	4	9	8	0	12	15	12	15	9	8	12	18
I like my local MP/candidate/councillor	12	12	0	0	0	0	0	12	12	14	17	20	10	13	11	12	14	9	13	12
They are the only party honest about the issues facing the country	12	12	0	0	0	0	0	13	5	7	8	13	11	12	12	11	15	7	11	14
They are best-placed to stop Labour	12	12	0	0	0	0	0	11	11	11	11	22	11	13	12	11	7	13	10	12
I think they did a good job in government	11	11	0	0	0	0	0	13	8	9	5	3	11	12	9	13	7	10	11	12
I like their policies on taxes	11	11	0	0	0	0	0	12	7	11	9	9	11	12	17	7	17	15	11	8
They are the only party to stand up for people like me	9	9	0	0	0	0	0	10	3	9	5	7	11	9	9	9	0	9	8	11
They are best-placed to stop Reform UK	8	8	0	0	0	0	0	6	19	24	8	32	9	7	8	8	14	10	8	6
I prefer another party but do not believe they could win in my constituency	4	4	0	0	0	0	0	2	8	10	5	0	3	3	4	3	5	4	4	3
Something else [See Tab 2]	1	1	0	0	0	0	0	1	3	0	4	0	1	1	1	1	0	2	1	1
Don't know	3	3	0	0	0	0	0	2	3	2	4	0	3	1	2	4	3	4	2	2

And which of the following best describe any reservations you have about the Conservatives? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Conservative if there was a general election held tomorrow; n=1403]

I'm not sure they've learned their lessons from the last election	29	29	0	0	0	0	0	28	29	27	38	44	30	31	28	31	23	26	31	32
I think they did a bad job and behaved poorly in government	18	18	0	0	0	0	0	17	20	33	15	39	23	16	24	13	15	18	17	19
I don't trust them to keep their promises	13	13	0	0	0	0	0	10	27	15	20	46	15	11	13	13	13	19	13	8
They are unlikely to win in my constituency and could let a party I do not like win	11	11	0	0	0	0	0	10	10	16	6	8	11	11	10	11	15	7	10	13
I don't trust them to manage immigration	11	11	0	0	0	0	0	10	7	11	20	11	9	12	11	11	9	8	12	13
While I like Kemi Badenoch, I don't like other figures in the party	8	8	0	0	0	0	0	8	13	9	12	5	9	9	8	8	0	6	9	10
I don't trust them to manage the NHS	8	8	0	0	0	0	0	7	13	12	9	15	8	7	7	8	0	10	8	7
I think Kemi Badenoch has been a poor leader	7	7	0	0	0	0	0	7	8	16	2	0	8	8	8	6	0	9	8	7
I don't like some of their policies	7	7	0	0	0	0	0	6	13	16	3	7	9	5	7	7	13	9	8	5
I'm not fully sure what they stand for	6	6	0	0	0	0	0	5	11	13	9	8	7	6	6	6	8	8	6	5
They are too left-wing/liberal at the moment	4	4	0	0	0	0	0	4	2	3	10	0	3	5	5	3	0	3	3	5
They don't typically stand up for people like me	3	3	0	0	0	0	0	2	6	6	1	8	4	2	2	3	3	4	3	2
They are too right-wing/conservative at the moment	3	3	0	0	0	0	0	2	6	7	1	0	4	1	3	2	5	4	2	2
Something else [See Tab 3]	3	3	0	0	0	0	0	3	1	1	2	0	2	3	4	2	3	4	1	3
N/A: I do not have any reservations	28	28	0	0	0	0	0	32	16	13	25	19	22	32	28	28	37	21	30	31
Don't know	5	5	0	0	0	0	0	5	4	1	6	0	5	4	3	7	7	7	5	4

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for the Conservatives at a future election. Which of the following reasons best describe what attracts you to the Conservatives? Please select up to three.

[Asked only to those who said they would vote Conservative if there was a general election held tomorrow; n=1403]

They are the party closest to my values	35	39	32	33	35	35	35	33	35	34	36
While I don't love the Conservatives, all the other parties are worse	32	35	33	29	32	21	37	30	29	33	34
Kemi Badenoch's leadership	31	30	33	30	31	37	27	29	29	34	31
I trust them to manage the economy and public finances	31	33	29	27	30	36	38	24	32	31	31
I have always voted for them and cannot imagine voting for anyone else	13	10	12	20	13	19	8	16	12	7	15
I like my local MP/candidate/councillor	12	9	14	12	12	12	5	14	13	11	11
They are the only party honest about the issues facing the country	12	11	12	10	11	13	13	10	8	12	13
They are best-placed to stop Labour	12	13	12	11	12	14	8	14	12	8	12
I think they did a good job in government	11	11	13	12	11	6	12	12	13	3	13
I like their policies on taxes	11	14	10	10	11	13	20	10	12	13	10
They are the only party to stand up for people like me	9	12	6	7	9	16	11	8	7	12	8
They are best-placed to stop Reform UK	8	9	9	4	8	5	6	9	8	12	7
I prefer another party but do not believe they could win in my constituency	4	4	3	3	4	0	3	2	3	6	4
Something else [See Tab 2]	1	1	1	1	1	0	5	2	2	0	0
Don't know	3	1	2	5	3	3	2	2	4	1	3

And which of the following best describe any reservations you have about the Conservatives? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Conservative if there was a general election held tomorrow; n=1403]

I'm not sure they've learned their lessons from the last election	29	31	31	26	30	17	23	32	26	31	31
I think they did a bad job and behaved poorly in government	18	22	17	12	18	21	15	15	16	21	19
I don't trust them to keep their promises	13	14	12	10	13	12	11	13	16	14	12
They are unlikely to win in my constituency and could let a party I do not like win	11	12	11	8	9	18	26	15	7	11	7
I don't trust them to manage immigration	11	12	12	10	11	5	13	10	11	10	12
While I like Kemi Badenoch, I don't like other figures in the party	8	10	8	6	8	7	10	7	6	5	10
I don't trust them to manage the NHS	8	8	9	8	8	13	4	8	6	10	8
I think Kemi Badenoch has been a poor leader	7	8	6	8	8	1	6	8	9	7	7
I don't like some of their policies	7	7	8	6	7	3	8	3	7	4	10
I'm not fully sure what they stand for	6	9	4	4	6	5	4	8	4	10	6
They are too left-wing/liberal at the moment	4	6	3	2	4	3	7	4	5	6	2
They don't typically stand up for people like me	3	3	2	2	3	0	1	5	1	3	3
They are too right-wing/conservative at the moment	3	4	2	0	3	9	0	2	2	6	2
Something else [See Tab 3]	3	2	2	3	3	1	5	1	2	1	4
N/A: I do not have any reservations	28	23	29	35	28	25	27	29	33	25	27
Don't know	5	3	5	9	5	12	5	3	5	1	7

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab.LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for the Conservatives at a future election. Which of the following reasons best describe what attracts you to the Conservatives? Please select up to three.

[Asked only to those who said they would vote Conservative if there was a general election held tomorrow; n=1403]

They are the party closest to my values	35	39	0	0	0	0	0	0	27	0	0	0	0	0	0	0	0
While I don't love the Conservatives, all the other parties are worse	32	30	0	0	0	0	0	0	37	0	0	0	0	0	0	0	0
Kemi Badenoch's leadership	31	31	0	0	0	0	0	0	26	0	0	0	0	0	0	0	0
I trust them to manage the economy and public finances	31	33	0	0	0	0	0	0	24	0	0	0	0	0	0	0	0
I have always voted for them and cannot imagine voting for anyone else	13	16	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0
I like my local MP/candidate/councillor	12	12	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0
They are the only party honest about the issues facing the country	12	13	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0
They are best-placed to stop Labour	12	11	0	0	0	0	0	0	11	0	0	0	0	0	0	0	0
I think they did a good job in government	11	13	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0
I like their policies on taxes	11	12	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0
They are the only party to stand up for people like me	9	10	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0
They are best-placed to stop Reform UK	8	6	0	0	0	0	0	0	19	0	0	0	0	0	0	0	0
I prefer another party but do not believe they could win in my constituency	4	2	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0
Something else [See Tab 2]	1	1	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0
Don't know	3	2	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0

And which of the following best describe any reservations you have about the Conservatives? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Conservative if there was a general election held tomorrow; n=1403]

I'm not sure they've learned their lessons from the last election	29	28	0	0	0	0	0	0	29	0	0	0	0	0	0	0	0
I think they did a bad job and behaved poorly in government	18	17	0	0	0	0	0	0	20	0	0	0	0	0	0	0	0
I don't trust them to keep their promises	13	10	0	0	0	0	0	0	27	0	0	0	0	0	0	0	0
They are unlikely to win in my constituency and could let a party I do not like win	11	10	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0
I don't trust them to manage immigration	11	10	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0
While I like Kemi Badenoch, I don't like other figures in the party	8	8	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0
I don't trust them to manage the NHS	8	7	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0
I think Kemi Badenoch has been a poor leader	7	7	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0
I don't like some of their policies	7	6	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0
I'm not fully sure what they stand for	6	5	0	0	0	0	0	0	11	0	0	0	0	0	0	0	0
They are too left-wing/liberal at the moment	4	4	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
They don't typically stand up for people like me	3	2	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0
They are too right-wing/conservative at the moment	3	2	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0
Something else [See Tab 3]	3	3	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
N/A: I do not have any reservations	28	32	0	0	0	0	0	0	16	0	0	0	0	0	0	0	0
Don't know	5	5	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for Labour at a future election. Which of the following reasons best describe what attracts you to Labour? Please select up to three.

[Asked only to those who said they would vote Labour if there was a general election held tomorrow; n=1576]

They are the party closest to my values	37	0	37	0	0	0	0	8	40	31	17	22	41	29	37	36	39	31	40	43
While I expected more from the government, they just need more time to deliver	34	0	34	0	0	0	0	28	37	29	62	16	39	30	32	36	25	29	38	43
They are best-placed to stop Reform UK or the Conservatives	28	0	28	0	0	0	0	9	28	27	9	46	30	19	31	25	34	30	27	24
I trust them to manage the NHS and other public services	27	0	27	0	0	0	0	17	28	25	0	30	30	21	29	25	26	24	28	33
While I don't love Labour, all the other parties are worse	26	0	26	0	0	0	0	33	26	37	53	22	24	29	26	26	32	30	23	20
I like my local MP/candidate/councillor	15	0	15	0	0	0	0	33	14	21	24	21	15	19	11	19	16	14	14	18
I think they are doing a good job in government	14	0	14	0	0	0	0	16	14	14	0	11	15	11	16	12	12	17	14	12
I have always voted for them and cannot imagine voting for anyone else	11	0	11	0	0	0	0	0	12	7	23	2	11	12	10	11	12	8	13	13
Keir Starmer's leadership	8	0	8	0	0	0	0	16	7	14	24	5	7	11	8	8	7	6	9	11
I prefer another party but do not believe they could win in my constituency	8	0	8	0	0	0	0	11	7	20	7	10	7	8	7	9	15	9	7	4
They are the only party honest about the issues facing the country	7	0	7	0	0	0	0	7	8	1	12	8	8	7	7	7	4	6	8	12
They are the only party to stand up for people like me	6	0	6	0	0	0	0	17	7	1	0	7	6	8	7	6	4	4	8	10
Something else [See Tab 4]	2	0	2	0	0	0	0	2	2	3	8	5	2	1	3	2	3	3	1	2
Don't know	2	0	2	0	0	0	0	0	2	0	0	6	2	2	2	3	1	4	2	1

And which of the following best describe any reservations you have about Labour? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Labour if there was a general election held tomorrow; n=1576]

They're not delivering on their promises	19	0	19	0	0	0	0	24	19	19	34	15	18	20	18	19	20	18	19	19
I think Keir Starmer has been a poor prime minister	18	0	18	0	0	0	0	7	18	12	15	21	17	22	21	15	23	14	21	20
I'm not fully sure what they stand for	17	0	17	0	0	0	0	13	15	33	28	12	16	13	17	16	21	20	14	10
They are too right-wing/conservative at the moment	17	0	17	0	0	0	0	2	18	16	0	31	20	8	19	14	19	17	15	17
I don't like some of their policies	15	0	15	0	0	0	0	4	15	19	16	9	14	14	16	14	22	14	15	15
I don't like their tax policies	10	0	10	0	0	0	0	22	9	10	17	10	9	15	11	8	4	10	10	12
While I like Keir Starmer, I don't like other figures in the party	7	0	7	0	0	0	0	10	7	14	8	9	6	6	7	7	7	6	6	8
I don't trust them to manage immigration	7	0	7	0	0	0	0	21	6	7	24	3	4	17	8	6	8	6	7	9
They are unlikely to win in my constituency and could let a party I do not like win	6	0	6	0	0	0	0	0	7	8	17	8	7	7	7	6	6	6	8	5
I think they are doing a bad job in government	6	0	6	0	0	0	0	21	5	8	26	1	5	10	7	6	10	7	6	4
I don't trust them to manage the economy and public finances	5	0	5	0	0	0	0	26	4	12	7	5	4	10	3	7	6	7	4	3
They don't typically stand up for people like me	4	0	4	0	0	0	0	17	4	8	0	5	3	7	5	4	4	5	5	2
They are too left-wing/liberal at the moment	3	0	3	0	0	0	0	10	3	3	8	8	3	5	3	3	4	2	4	3
Something else [See Tab 5]	7	0	7	0	0	0	0	4	8	4	0	4	9	4	7	7	3	6	9	7
N/A: I do not have any reservations	21	0	21	0	0	0	0	14	22	15	16	23	24	20	20	23	11	19	24	28
Don't know	6	0	6	0	0	0	0	2	5	4	0	11	5	5	4	7	9	6	4	5

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for Labour at a future election. Which of the following reasons best describe what attracts you to Labour? Please select up to three.

[Asked only to those who said they would vote Labour if there was a general election held tomorrow; n=1576]

They are the party closest to my values	37	42	36	33	36	39	42	36	36	37	37
While I expected more from the government, they just need more time to deliver	34	38	36	28	34	32	28	36	34	32	35
They are best-placed to stop Reform UK or the Conservatives	28	29	29	28	29	30	24	31	27	25	30
I trust them to manage the NHS and other public services	27	27	27	30	27	24	25	30	23	26	29
While I don't love Labour, all the other parties are worse	26	26	24	26	26	19	37	26	29	24	25
I like my local MP/candidate/councillor	15	16	15	13	15	17	10	16	12	15	17
I think they are doing a good job in government	14	15	17	12	15	13	10	14	15	11	19
I have always voted for them and cannot imagine voting for anyone else	11	9	9	12	10	13	12	10	9	14	9
Keir Starmer's leadership	8	6	11	8	8	2	9	6	7	7	12
I prefer another party but do not believe they could win in my constituency	8	8	7	8	8	6	12	8	9	9	7
They are the only party honest about the issues facing the country	7	7	9	6	7	8	7	7	10	7	7
They are the only party to stand up for people like me	6	5	9	10	6	7	6	6	7	6	6
Something else [See Tab 4]	2	2	3	1	2	2	3	1	2	5	1
Don't know	2	2	3	1	2	3	1	3	2	4	1

And which of the following best describe any reservations you have about Labour? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Labour if there was a general election held tomorrow; n=1576]

They're not delivering on their promises	19	17	19	20	18	16	22	19	19	19	17
I think Keir Starmer has been a poor prime minister	18	18	16	19	18	13	18	23	18	14	15
I'm not fully sure what they stand for	17	19	14	13	16	12	24	16	13	21	15
They are too right-wing/conservative at the moment	17	18	17	13	17	11	13	17	22	15	17
I don't like some of their policies	15	16	13	16	15	17	10	15	16	13	17
I don't like their tax policies	10	11	8	11	10	3	10	10	10	12	8
While I like Keir Starmer, I don't like other figures in the party	7	6	10	5	7	5	3	8	6	7	7
I don't trust them to manage immigration	7	5	7	10	7	1	15	7	8	5	7
They are unlikely to win in my constituency and could let a party I do not like win	6	6	8	5	6	8	6	5	8	3	9
I think they are doing a bad job in government	6	6	8	5	6	4	7	6	8	8	5
I don't trust them to manage the economy and public finances	5	7	2	4	5	2	6	5	4	5	6
They don't typically stand up for people like me	4	4	5	3	4	4	6	3	8	3	4
They are too left-wing/liberal at the moment	3	3	4	3	3	1	8	2	5	3	3
Something else [See Tab 5]	7	9	5	5	7	3	7	7	5	8	7
N/A: I do not have any reservations	21	20	25	26	21	28	25	21	19	20	23
Don't know	6	4	5	8	6	6	6	5	6	9	4

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab, LD, Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for Labour at a future election. Which of the following reasons best describe what attracts you to Labour? Please select up to three.

[Asked only to those who said they would vote Labour if there was a general election held tomorrow; n=1576]

They are the party closest to my values	37	0	8	0	0	40	0	0	0	0	0	0	0	0	0	0	0
While I expected more from the government, they just need more time to deliver	34	0	28	0	0	37	0	0	0	0	0	0	0	0	0	0	0
They are best-placed to stop Reform UK or the Conservatives	28	0	9	0	0	28	0	0	0	0	0	0	0	0	0	0	0
I trust them to manage the NHS and other public services	27	0	17	0	0	28	0	0	0	0	0	0	0	0	0	0	0
While I don't love Labour, all the other parties are worse	26	0	33	0	0	26	0	0	0	0	0	0	0	0	0	0	0
I like my local MP/candidate/councillor	15	0	33	0	0	14	0	0	0	0	0	0	0	0	0	0	0
I think they are doing a good job in government	14	0	16	0	0	14	0	0	0	0	0	0	0	0	0	0	0
I have always voted for them and cannot imagine voting for anyone else	11	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0
Keir Starmer's leadership	8	0	16	0	0	7	0	0	0	0	0	0	0	0	0	0	0
I prefer another party but do not believe they could win in my constituency	8	0	11	0	0	7	0	0	0	0	0	0	0	0	0	0	0
They are the only party honest about the issues facing the country	7	0	7	0	0	8	0	0	0	0	0	0	0	0	0	0	0
They are the only party to stand up for people like me	6	0	17	0	0	7	0	0	0	0	0	0	0	0	0	0	0
Something else [See Tab 4]	2	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0

And which of the following best describe any reservations you have about Labour? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Labour if there was a general election held tomorrow; n=1576]

They're not delivering on their promises	19	0	24	0	0	19	0	0	0	0	0	0	0	0	0	0	0
I think Keir Starmer has been a poor prime minister	18	0	7	0	0	18	0	0	0	0	0	0	0	0	0	0	0
I'm not fully sure what they stand for	17	0	13	0	0	15	0	0	0	0	0	0	0	0	0	0	0
They are too right-wing/conservative at the moment	17	0	2	0	0	18	0	0	0	0	0	0	0	0	0	0	0
I don't like some of their policies	15	0	4	0	0	15	0	0	0	0	0	0	0	0	0	0	0
I don't like their tax policies	10	0	22	0	0	9	0	0	0	0	0	0	0	0	0	0	0
While I like Keir Starmer, I don't like other figures in the party	7	0	10	0	0	7	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to manage immigration	7	0	21	0	0	6	0	0	0	0	0	0	0	0	0	0	0
They are unlikely to win in my constituency and could let a party I do not like win	6	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0
I think they are doing a bad job in government	6	0	21	0	0	5	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to manage the economy and public finances	5	0	26	0	0	4	0	0	0	0	0	0	0	0	0	0	0
They don't typically stand up for people like me	4	0	17	0	0	4	0	0	0	0	0	0	0	0	0	0	0
They are too left-wing/liberal at the moment	3	0	10	0	0	3	0	0	0	0	0	0	0	0	0	0	0
Something else [See Tab 5]	7	0	4	0	0	8	0	0	0	0	0	0	0	0	0	0	0
N/A: I do not have any reservations	21	0	14	0	0	22	0	0	0	0	0	0	0	0	0	0	0
Don't know	6	0	2	0	0	5	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for the Liberal Democrats at a future election. Which of the following reasons best describe what attracts you to the Liberal Democrats? Please select up to three.

[Asked only to those who said they would vote Liberal Democrat if there was a general election held tomorrow; n=1127]

They are the party closest to my values	32	0	0	32	0	0	0	11	32	35	11	24	33	21	35	30	47	30	32	28
While I don't love the Lib Dems, all the other parties are worse	30	0	0	30	0	0	0	38	33	24	29	45	29	29	30	30	34	31	28	29
I like my local MP/candidate/councillor	24	0	0	24	0	0	0	31	18	29	23	11	26	26	22	26	22	21	27	26
I like their stance on the EU	21	0	0	21	0	0	0	5	21	26	8	17	28	5	31	12	21	24	18	20
I prefer another party but do not believe they could win in my constituency	15	0	0	15	0	0	0	18	18	17	0	7	19	13	14	17	14	14	14	19
I think they would do a good job in government	15	0	0	15	0	0	0	19	12	13	38	28	12	16	16	14	18	17	12	14
They are best-placed to stop Reform UK or the Conservatives	14	0	0	14	0	0	0	5	15	16	0	0	14	9	15	12	18	16	13	8
They are the only party honest about the issues facing the country	11	0	0	11	0	0	0	6	13	11	7	15	11	13	11	12	7	10	9	17
I like their policies on the environment and climate change	11	0	0	11	0	0	0	8	10	12	12	37	13	10	11	11	10	9	11	14
Ed Davey's leadership	10	0	0	10	0	0	0	12	11	9	14	10	7	13	9	10	14	6	8	13
I like their policies on social care	9	0	0	9	0	0	0	3	9	11	0	16	9	9	8	11	10	7	11	10
They are the only party to stand up for people like me	8	0	0	8	0	0	0	9	7	8	15	3	5	11	8	8	8	7	9	9
I have always voted for them and cannot imagine voting for anyone else	3	0	0	3	0	0	0	0	1	5	15	3	4	4	3	4	2	2	4	6
Something else [See Tab 6]	4	0	0	4	0	0	0	2	6	3	0	2	4	3	5	3	4	3	3	5
Don't know	3	0	0	3	0	0	0	3	3	2	13	3	2	5	3	3	2	4	2	3

And which of the following best describe any reservations you have about the Liberal Democrats? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Liberal Democrat if there was a general election held tomorrow; n=1127]

They lack experience and aren't ready for government	25	0	0	25	0	0	0	35	24	25	32	13	25	25	24	25	29	20	24	29
Their role in the 2010-15 coalition government	23	0	0	23	0	0	0	8	26	26	15	29	29	12	25	21	19	25	20	24
They are too timid or quiet	22	0	0	22	0	0	0	19	24	19	44	37	21	19	26	19	29	24	21	17
They are unlikely to win in my constituency and could let a party I do not like win	18	0	0	18	0	0	0	24	26	13	18	22	17	20	18	18	22	18	18	16
I'm not fully sure what they stand for	17	0	0	17	0	0	0	23	18	14	7	23	16	17	15	18	21	19	14	14
I don't like some of their policies	10	0	0	10	0	0	0	12	9	9	8	4	9	9	10	9	15	7	8	11
I don't trust them to keep their promises	8	0	0	8	0	0	0	4	9	7	19	25	9	6	7	9	8	11	7	6
I think Ed Davey has been a poor leader	6	0	0	6	0	0	0	18	6	6	9	5	7	8	6	6	3	4	8	10
They are too left-wing/liberal at the moment	3	0	0	3	0	0	0	4	2	2	10	8	2	5	4	2	6	3	3	3
While I like Ed Davey, I don't like other figures in the party	2	0	0	2	0	0	0	2	1	2	11	0	2	3	2	2	0	2	3	2
They don't typically stand up for people like me	2	0	0	2	0	0	0	0	2	2	0	0	1	4	2	2	3	2	1	2
They are too right-wing/conservative at the moment	1	0	0	1	0	0	0	0	2	1	0	0	1	1	1	1	3	0	1	1
Something else [See Tab 7]	2	0	0	2	0	0	0	2	3	2	0	4	3	1	4	1	4	2	2	2
N/A: I do not have any reservations	21	0	0	21	0	0	0	17	17	24	17	19	21	24	19	23	13	19	23	25
Don't know	6	0	0	6	0	0	0	7	7	5	16	3	5	8	6	6	8	7	6	4

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for the Liberal Democrats at a future election. Which of the following reasons best describe what attracts you to the Liberal Democrats? Please select up to three.

[Asked only to those who said they would vote Liberal Democrat if there was a general election held tomorrow; n=1127]

They are the party closest to my values	32	34	29	30	32	29	36	36	35	34	29
While I don't love the Lib Dems, all the other parties are worse	30	29	30	32	30	43	32	36	35	32	26
I like my local MP/candidate/councillor	24	24	22	27	24	7	25	21	14	26	28
I like their stance on the EU	21	25	15	16	22	18	12	13	21	26	23
I prefer another party but do not believe they could win in my constituency	15	17	15	13	16	4	11	8	8	13	21
I think they would do a good job in government	15	13	13	21	15	22	19	14	18	12	15
They are best-placed to stop Reform UK or the Conservatives	14	13	12	12	14	16	3	8	9	17	17
They are the only party honest about the issues facing the country	11	12	11	14	11	11	14	13	17	12	9
I like their policies on the environment and climate change	11	10	11	13	12	7	7	13	12	13	11
Ed Davey's leadership	10	8	12	12	10	20	8	10	11	9	9
I like their policies on social care	9	8	11	9	10	3	10	10	11	8	9
They are the only party to stand up for people like me	8	7	8	11	9	5	3	13	12	9	6
I have always voted for them and cannot imagine voting for anyone else	3	2	6	6	3	3	6	6	4	2	3
Something else [See Tab 6]	4	4	4	3	4	14	3	6	7	3	3
Don't know	3	2	5	2	3	0	6	0	4	4	3

And which of the following best describe any reservations you have about the Liberal Democrats? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Liberal Democrat if there was a general election held tomorrow; n=1127]

They lack experience and aren't ready for government	25	26	23	25	25	34	16	26	20	29	25
Their role in the 2010-15 coalition government	23	25	22	20	23	9	21	22	14	25	26
They are too timid or quiet	22	26	14	19	23	23	18	25	22	26	21
They are unlikely to win in my constituency and could let a party I do not like win	18	17	19	16	18	36	11	27	34	18	12
I'm not fully sure what they stand for	17	17	16	16	17	4	16	16	13	20	18
I don't like some of their policies	10	10	8	11	10	16	6	6	10	9	11
I don't trust them to keep their promises	8	7	9	11	9	4	6	5	9	13	9
I think Ed Davey has been a poor leader	6	8	4	5	6	4	7	4	7	11	6
They are too left-wing/liberal at the moment	3	3	3	6	3	9	2	4	3	3	3
While I like Ed Davey, I don't like other figures in the party	2	2	3	3	2	4	1	4	2	2	2
They don't typically stand up for people like me	2	1	1	4	2	0	1	4	1	2	2
They are too right-wing/conservative at the moment	1	1	1	0	1	0	0	1	1	1	1
Something else [See Tab 7]	2	3	2	1	2	3	5	4	2	3	2
N/A: I do not have any reservations	21	18	20	29	20	11	30	17	22	13	22
Don't know	6	5	9	6	6	7	7	4	5	3	7

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for the Liberal Democrats at a future election. Which of the following reasons best describe what attracts you to the Liberal Democrats? Please select up to three.

[Asked only to those who said they would vote Liberal Democrat if there was a general election held tomorrow; n=1127]

They are the party closest to my values	32	0	11	0	0	0	0	32	0	0	0	35	0	0	0	0	0
While I don't love the Lib Dems, all the other parties are worse	30	0	38	0	0	0	0	33	0	0	0	24	0	0	0	0	0
I like my local MP/candidate/councillor	24	0	31	0	0	0	0	18	0	0	0	29	0	0	0	0	0
I like their stance on the EU	21	0	5	0	0	0	0	21	0	0	0	26	0	0	0	0	0
I prefer another party but do not believe they could win in my constituency	15	0	18	0	0	0	0	18	0	0	0	17	0	0	0	0	0
I think they would do a good job in government	15	0	19	0	0	0	0	12	0	0	0	13	0	0	0	0	0
They are best-placed to stop Reform UK or the Conservatives	14	0	5	0	0	0	0	15	0	0	0	16	0	0	0	0	0
They are the only party honest about the issues facing the country	11	0	6	0	0	0	0	13	0	0	0	11	0	0	0	0	0
I like their policies on the environment and climate change	11	0	8	0	0	0	0	10	0	0	0	12	0	0	0	0	0
Ed Davey's leadership	10	0	12	0	0	0	0	11	0	0	0	9	0	0	0	0	0
I like their policies on social care	9	0	3	0	0	0	0	9	0	0	0	11	0	0	0	0	0
They are the only party to stand up for people like me	8	0	9	0	0	0	0	7	0	0	0	8	0	0	0	0	0
I have always voted for them and cannot imagine voting for anyone else	3	0	0	0	0	0	0	1	0	0	0	5	0	0	0	0	0
Something else [See Tab 6]	4	0	2	0	0	0	0	6	0	0	0	3	0	0	0	0	0
Don't know	3	0	3	0	0	0	0	3	0	0	0	2	0	0	0	0	0

And which of the following best describe any reservations you have about the Liberal Democrats? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Liberal Democrat if there was a general election held tomorrow; n=1127]

They lack experience and aren't ready for government	25	0	35	0	0	0	0	24	0	0	0	25	0	0	0	0	0
Their role in the 2010-15 coalition government	23	0	8	0	0	0	0	26	0	0	0	26	0	0	0	0	0
They are too timid or quiet	22	0	19	0	0	0	0	24	0	0	0	19	0	0	0	0	0
They are unlikely to win in my constituency and could let a party I do not like win	18	0	24	0	0	0	0	26	0	0	0	13	0	0	0	0	0
I'm not fully sure what they stand for	17	0	23	0	0	0	0	18	0	0	0	14	0	0	0	0	0
I don't like some of their policies	10	0	12	0	0	0	0	9	0	0	0	9	0	0	0	0	0
I don't trust them to keep their promises	8	0	4	0	0	0	0	9	0	0	0	7	0	0	0	0	0
I think Ed Davey has been a poor leader	6	0	18	0	0	0	0	6	0	0	0	6	0	0	0	0	0
They are too left-wing/liberal at the moment	3	0	4	0	0	0	0	2	0	0	0	2	0	0	0	0	0
While I like Ed Davey, I don't like other figures in the party	2	0	2	0	0	0	0	1	0	0	0	2	0	0	0	0	0
They don't typically stand up for people like me	2	0	0	0	0	0	0	2	0	0	0	2	0	0	0	0	0
They are too right-wing/conservative at the moment	1	0	0	0	0	0	0	2	0	0	0	1	0	0	0	0	0
Something else [See Tab 7]	2	0	2	0	0	0	0	3	0	0	0	2	0	0	0	0	0
N/A: I do not have any reservations	21	0	17	0	0	0	0	17	0	0	0	24	0	0	0	0	0
Don't know	6	0	7	0	0	0	0	7	0	0	0	5	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for Reform UK at a future election. Which of the following reasons best describe what attracts you to Reform UK? Please select up to three.

[Asked only to those who said they would vote Reform UK if there was a general election held tomorrow; n=1821]

I trust them to manage immigration	54	0	0	0	54	0	0	56	52	50	56	56	42	56	54	55	42	55	54	56
They are the only party honest about the issues facing the country	39	0	0	0	39	0	0	41	36	30	41	30	39	40	38	42	43	37	38	42
I think it's time for a change and they offer a fresh perspective	35	0	0	0	35	0	0	34	39	49	34	45	38	34	34	35	40	34	36	33
They are the only party to stand up for people like me	25	0	0	0	25	0	0	24	21	18	28	13	16	27	24	26	6	24	26	25
They are the party closest to my values	23	0	0	0	23	0	0	24	14	19	26	12	19	25	25	20	11	23	22	24
While I don't love Reform UK, all the other parties are worse	22	0	0	0	22	0	0	21	31	44	19	59	33	20	20	24	27	18	26	21
Nigel Farage's leadership	14	0	0	0	14	0	0	12	10	8	17	6	8	15	15	12	5	15	10	18
They are best-placed to stop Labour	12	0	0	0	12	0	0	15	10	15	12	8	16	12	13	12	28	11	13	12
I think they would do a good job in government	11	0	0	0	11	0	0	10	11	6	11	0	5	11	11	11	13	14	7	12
I like their stance on the environment and Net Zero	11	0	0	0	11	0	0	14	8	2	12	0	10	12	13	8	10	7	13	13
I like their policies on taxes and public spending	7	0	0	0	7	0	0	9	7	3	8	5	11	6	8	6	11	8	6	7
I prefer another party but do not believe they could win in my constituency	3	0	0	0	3	0	0	5	5	0	2	3	5	3	3	3	6	3	2	3
I like my local MP/candidate/councillor	1	0	0	0	1	0	0	2	1	0	1	0	0	1	1	1	3	1	1	1
Something else [See Tab 8]	1	0	0	0	1	0	0	0	4	4	1	8	2	1	1	1	2	2	2	1
Don't know	1	0	0	0	1	0	0	0	0	8	1	0	1	1	1	1	6	1	1	1

And which of the following best describe any reservations you have about Reform UK? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Reform UK if there was a general election held tomorrow; n=1821]

They lack experience and aren't ready for government	17	0	0	0	17	0	0	23	21	6	14	24	21	18	19	14	14	12	17	21
There are too many former Conservative MPs in the party	14	0	0	0	14	0	0	8	19	20	16	0	17	13	16	12	29	18	13	11
I don't trust them to keep their promises	9	0	0	0	9	0	0	6	11	19	8	13	11	7	9	9	33	12	7	5
I feel Nigel Farage is too close to Donald Trump	9	0	0	0	9	0	0	10	11	13	9	9	14	9	8	10	0	4	11	13
They are unlikely to win in my constituency and could let a party I do not like win	8	0	0	0	8	0	0	13	5	20	6	20	9	8	8	8	10	8	6	10
Potential racism or extremism within the party or its policies	8	0	0	0	8	0	0	10	17	19	6	19	12	7	8	8	17	9	7	8
I don't trust them to manage the NHS	7	0	0	0	7	0	0	6	13	5	6	23	10	6	6	8	7	8	7	6
I don't like some of their policies	6	0	0	0	6	0	0	6	10	6	5	11	10	6	6	7	7	6	7	5
While I like Nigel Farage, I don't like other figures in the party	5	0	0	0	5	0	0	6	6	5	4	0	8	4	5	4	7	4	4	6
I'm not fully sure what they stand for	4	0	0	0	4	0	0	5	5	4	3	0	6	4	3	4	2	2	4	5
I think Nigel Farage has been a poor leader	2	0	0	0	2	0	0	2	3	5	1	12	2	2	2	3	2	2	3	2
I don't trust them to manage immigration	2	0	0	0	2	0	0	1	1	4	1	0	1	1	2	1	7	1	2	2
They don't typically stand up for people like me	1	0	0	0	1	0	0	0	1	7	1	0	1	1	1	1	3	1	0	0
Something else [See Tab 9]	3	0	0	0	3	0	0	2	3	6	3	0	1	3	3	2	3	3	3	2
N/A: I do not have any reservations	43	0	0	0	43	0	0	39	31	27	50	22	27	47	43	43	31	41	43	46
Don't know	5	0	0	0	5	0	0	5	4	0	4	5	7	4	3	7	2	5	5	4

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for Reform UK at a future election. Which of the following reasons best describe what attracts you to Reform UK? Please select up to three.

[Asked only to those who said they would vote Reform UK if there was a general election held tomorrow; n=1821]

I trust them to manage immigration	54	55	54	55	55	48	57	57	53	65	52
They are the only party honest about the issues facing the country	39	42	43	35	39	35	48	35	39	43	42
I think it's time for a change and they offer a fresh perspective	35	35	32	37	33	50	40	35	33	28	33
They are the only party to stand up for people like me	25	20	30	24	24	34	18	23	25	19	26
They are the party closest to my values	23	22	21	24	23	17	15	23	23	17	25
While I don't love Reform UK, all the other parties are worse	22	25	18	22	22	21	24	21	20	27	22
Nigel Farage's leadership	14	13	12	16	14	9	14	15	14	17	13
They are best-placed to stop Labour	12	12	15	11	13	11	6	13	11	9	15
I think they would do a good job in government	11	7	10	14	11	17	11	11	10	16	10
I like their stance on the environment and Net Zero	11	13	12	8	11	8	13	10	12	11	11
I like their policies on taxes and public spending	7	12	6	6	7	6	8	7	8	6	7
I prefer another party but do not believe they could win in my constituency	3	3	3	2	3	7	2	2	3	1	3
I like my local MP/candidate/councillor	1	1	1	1	1	0	2	1	1	3	1
Something else [See Tab 8]	1	1	1	2	1	0	3	2	1	2	1
Don't know	1	1	0	2	1	0	0	1	1	1	1

And which of the following best describe any reservations you have about Reform UK? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Reform UK if there was a general election held tomorrow; n=1821]

They lack experience and aren't ready for government	17	23	16	14	17	13	14	17	18	20	17
There are too many former Conservative MPs in the party	14	15	10	15	13	25	17	13	18	13	11
I don't trust them to keep their promises	9	11	9	7	9	10	8	7	8	16	8
I feel Nigel Farage is too close to Donald Trump	9	11	8	9	9	14	7	9	9	8	10
They are unlikely to win in my constituency and could let a party I do not like win	8	10	9	6	8	8	14	4	6	20	9
Potential racism or extremism within the party or its policies	8	10	9	7	8	12	10	7	7	9	9
I don't trust them to manage the NHS	7	7	7	7	7	8	8	9	7	3	5
I don't like some of their policies	6	9	5	4	6	9	9	5	5	6	7
While I like Nigel Farage, I don't like other figures in the party	5	4	5	5	4	4	10	5	5	5	3
I'm not fully sure what they stand for	4	4	5	3	4	6	3	3	4	2	4
I think Nigel Farage has been a poor leader	2	4	2	2	3	2	2	3	1	2	3
I don't trust them to manage immigration	2	2	2	1	2	3	3	2	1	4	1
They don't typically stand up for people like me	1	0	1	0	1	1	1	1	1	1	0
Something else [See Tab 9]	3	4	1	2	3	2	1	3	1	1	3
N/A: I do not have any reservations	43	37	46	45	44	37	39	46	43	39	43
Don't know	5	2	4	6	5	4	2	5	6	6	4

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for Reform UK at a future election. Which of the following reasons best describe what attracts you to Reform UK? Please select up to three.

[Asked only to those who said they would vote Reform UK if there was a general election held tomorrow; n=1821]

I trust them to manage immigration	54	0	0	56	0	0	0	0	0	52	0	0	0	0	56	0	0
They are the only party honest about the issues facing the country	39	0	0	41	0	0	0	0	0	36	0	0	0	0	41	0	0
I think it's time for a change and they offer a fresh perspective	35	0	0	34	0	0	0	0	0	39	0	0	0	0	34	0	0
They are the only party to stand up for people like me	25	0	0	24	0	0	0	0	0	21	0	0	0	0	28	0	0
They are the party closest to my values	23	0	0	24	0	0	0	0	0	14	0	0	0	0	26	0	0
While I don't love Reform UK, all the other parties are worse	22	0	0	21	0	0	0	0	0	31	0	0	0	0	19	0	0
Nigel Farage's leadership	14	0	0	12	0	0	0	0	0	10	0	0	0	0	17	0	0
They are best-placed to stop Labour	12	0	0	15	0	0	0	0	0	10	0	0	0	0	12	0	0
I think they would do a good job in government	11	0	0	10	0	0	0	0	0	11	0	0	0	0	11	0	0
I like their stance on the environment and Net Zero	11	0	0	14	0	0	0	0	0	8	0	0	0	0	12	0	0
I like their policies on taxes and public spending	7	0	0	9	0	0	0	0	0	7	0	0	0	0	8	0	0
I prefer another party but do not believe they could win in my constituency	3	0	0	5	0	0	0	0	0	5	0	0	0	0	2	0	0
I like my local MP/candidate/councillor	1	0	0	2	0	0	0	0	0	1	0	0	0	0	1	0	0
Something else [See Tab 8]	1	0	0	0	0	0	0	0	0	4	0	0	0	0	1	0	0
Don't know	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

And which of the following best describe any reservations you have about Reform UK? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Reform UK if there was a general election held tomorrow; n=1821]

They lack experience and aren't ready for government	17	0	0	23	0	0	0	0	0	21	0	0	0	0	14	0	0
There are too many former Conservative MPs in the party	14	0	0	8	0	0	0	0	0	19	0	0	0	0	16	0	0
I don't trust them to keep their promises	9	0	0	6	0	0	0	0	0	11	0	0	0	0	8	0	0
I feel Nigel Farage is too close to Donald Trump	9	0	0	10	0	0	0	0	0	11	0	0	0	0	9	0	0
They are unlikely to win in my constituency and could let a party I do not like win	8	0	0	13	0	0	0	0	0	5	0	0	0	0	6	0	0
Potential racism or extremism within the party or its policies	8	0	0	10	0	0	0	0	0	17	0	0	0	0	6	0	0
I don't trust them to manage the NHS	7	0	0	6	0	0	0	0	0	13	0	0	0	0	6	0	0
I don't like some of their policies	6	0	0	6	0	0	0	0	0	10	0	0	0	0	5	0	0
While I like Nigel Farage, I don't like other figures in the party	5	0	0	6	0	0	0	0	0	6	0	0	0	0	4	0	0
I'm not fully sure what they stand for	4	0	0	5	0	0	0	0	0	5	0	0	0	0	3	0	0
I think Nigel Farage has been a poor leader	2	0	0	2	0	0	0	0	0	3	0	0	0	0	1	0	0
I don't trust them to manage immigration	2	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
They don't typically stand up for people like me	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Something else [See Tab 9]	3	0	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0
N/A: I do not have any reservations	43	0	0	39	0	0	0	0	0	31	0	0	0	0	50	0	0
Don't know	5	0	0	5	0	0	0	0	0	4	0	0	0	0	4	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for the Green party at a future election. Which of the following reasons best describe what attracts you to the Greens? Please select up to three.

[Asked only to those who said they would vote Green if there was a general election held tomorrow; n=1263]

They are the party closest to my values	46	0	0	0	0	46	0	16	46	49	10	52	48	41	43	48	52	44	45	38
I trust them to manage the environment and climate change	33	0	0	0	0	33	0	36	30	34	25	39	35	32	32	34	28	35	34	34
I think it's time for a change and they offer a fresh perspective	32	0	0	0	0	32	0	52	34	33	44	27	32	40	27	36	28	34	31	25
I like their left-wing economic stance	25	0	0	0	0	25	0	5	26	18	0	29	27	10	30	20	31	23	21	24
I like their stances on international issues, such as the conflict in Gaza	22	0	0	0	0	22	0	20	24	21	0	21	22	13	23	21	28	18	23	28
They are the only party honest about the issues facing the country	20	0	0	0	0	20	0	8	23	22	23	21	21	17	24	16	17	23	17	17
While I don't love the Greens, all the other parties are worse	19	0	0	0	0	19	0	43	17	17	23	16	16	31	21	17	18	18	20	22
They are the only party to stand up for people like me	14	0	0	0	0	14	0	5	12	9	16	14	10	11	14	14	20	13	9	5
Zack Polanski's leadership	12	0	0	0	0	12	0	0	16	11	14	12	12	9	13	11	11	12	13	11
They are best-placed to stop Reform UK or the Conservatives	11	0	0	0	0	11	0	17	15	13	0	5	9	14	11	11	14	8	12	15
I think they would do a good job in government	10	0	0	0	0	10	0	14	10	8	14	10	9	8	8	11	9	11	8	5
I like my local MP/candidate/councillor	3	0	0	0	0	3	0	5	3	3	0	3	3	5	3	3	4	3	3	4
I prefer another party but do not believe they could win in my constituency	2	0	0	0	0	2	0	15	1	5	0	2	2	5	2	2	1	1	4	3
Something else [See Tab 10]	2	0	0	0	0	2	0	0	2	3	0	1	2	2	2	1	1	2	1	2
Don't know	2	0	0	0	0	2	0	0	1	6	0	2	2	1	2	3	2	3	2	1

And which of the following best describe any reservations you have about the Greens? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Green if there was a general election held tomorrow; n=1263]

They are unlikely to win in my constituency and could let a party I do not like win	30	0	0	0	0	30	0	20	40	28	28	23	29	25	26	34	37	30	23	23
They lack experience and aren't ready for government	24	0	0	0	0	24	0	31	28	29	23	22	27	25	25	23	22	22	28	36
I worry their policies are unrealistic and would not be affordable	18	0	0	0	0	18	0	9	18	16	15	16	16	17	14	22	27	14	17	23
I don't like some of their policies	9	0	0	0	0	9	0	4	9	12	0	8	7	15	13	6	11	7	10	14
I don't trust them on defence	7	0	0	0	0	7	0	11	7	10	0	5	6	4	9	5	11	4	7	6
I'm not fully sure what they stand for	5	0	0	0	0	5	0	5	4	5	0	4	4	7	5	6	6	5	5	7
I don't trust them to manage immigration	5	0	0	0	0	5	0	5	4	5	31	4	3	10	6	4	5	5	5	4
I think Zack Polanski has been a poor leader	4	0	0	0	0	4	0	0	3	5	0	4	5	5	4	3	2	3	6	13
I don't trust them to keep their promises	4	0	0	0	0	4	0	5	4	2	15	5	5	2	4	5	4	5	4	2
Potential anti-Semitism or extremism within the party or its policies	4	0	0	0	0	4	0	15	4	4	0	5	4	3	4	4	4	4	4	4
They are too left-wing/liberal at the moment	3	0	0	0	0	3	0	7	2	5	0	2	3	4	4	2	3	3	2	2
While I like Zack Polanski, I don't like other figures in the party	2	0	0	0	0	2	0	0	1	1	0	1	1	0	2	1	4	1	1	0
They don't typically stand up for people like me	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	1	0
Something else [See Tab 11]	4	0	0	0	0	4	0	0	4	5	0	2	3	2	6	2	5	4	2	4
N/A: I do not have any reservations	26	0	0	0	0	26	0	23	22	26	22	33	28	24	27	25	19	27	30	30
Don't know	6	0	0	0	0	6	0	16	4	7	10	6	6	8	4	8	5	8	7	3

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for the Green party at a future election. Which of the following reasons best describe what attracts you to the Greens? Please select up to three.

[Asked only to those who said they would vote Green if there was a general election held tomorrow; n=1263]

They are the party closest to my values	46	48	48	39	46	46	48	52	44	39	47
I trust them to manage the environment and climate change	33	37	31	31	32	40	41	31	35	31	33
I think it's time for a change and they offer a fresh perspective	32	34	29	35	32	39	22	34	31	28	33
I like their left-wing economic stance	25	24	29	21	24	23	33	27	28	25	21
I like their stances on international issues, such as the conflict in Gaza	22	21	22	19	22	19	26	24	18	24	20
They are the only party honest about the issues facing the country	20	21	17	21	20	22	14	23	16	18	22
While I don't love the Greens, all the other parties are worse	19	19	21	18	20	3	11	17	22	23	18
They are the only party to stand up for people like me	14	8	18	13	14	23	7	13	17	14	13
Zack Polanski's leadership	12	12	14	11	11	10	21	13	9	12	11
They are best-placed to stop Reform UK or the Conservatives	11	9	12	8	11	11	6	8	14	11	12
I think they would do a good job in government	10	9	8	11	9	11	15	10	8	8	10
I like my local MP/candidate/councillor	3	3	2	6	3	2	2	3	4	3	4
I prefer another party but do not believe they could win in my constituency	2	2	2	1	2	2	4	1	2	2	2
Something else [See Tab 10]	2	3	1	1	2	0	1	1	2	2	2
Don't know	2	2	1	4	3	0	0	1	1	6	3

And which of the following best describe any reservations you have about the Greens? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Green if there was a general election held tomorrow; n=1263]

They are unlikely to win in my constituency and could let a party I do not like win	30	31	29	30	30	26	28	36	35	24	28
They lack experience and aren't ready for government	24	31	19	23	25	9	19	26	21	26	24
I worry their policies are unrealistic and would not be affordable	18	18	15	18	18	7	23	18	18	20	18
I don't like some of their policies	9	7	8	8	9	1	7	6	9	13	9
I don't trust them on defence	7	6	6	5	7	2	3	5	8	5	8
I'm not fully sure what they stand for	5	5	5	5	6	3	3	5	7	4	6
I don't trust them to manage immigration	5	5	4	7	5	2	4	6	3	5	5
I think Zack Polanski has been a poor leader	4	5	2	4	4	2	3	4	3	5	3
I don't trust them to keep their promises	4	4	3	5	5	0	0	3	5	9	4
Potential anti-Semitism or extremism within the party or its policies	4	5	3	4	4	0	4	3	6	5	3
They are too left-wing/liberal at the moment	3	4	2	2	3	2	0	2	4	3	3
While I like Zack Polanski, I don't like other figures in the party	2	1	1	1	2	2	0	3	2	0	2
They don't typically stand up for people like me	0	0	0	1	0	0	1	0	0	1	0
Something else [See Tab 11]	4	3	2	5	4	1	5	6	2	3	4
N/A: I do not have any reservations	26	22	33	26	25	50	19	23	23	24	29
Don't know	6	5	6	8	6	8	14	5	7	7	6

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for the Green party at a future election. Which of the following reasons best describe what attracts you to the Greens? Please select up to three.

[Asked only to those who said they would vote Green if there was a general election held tomorrow; n=1263]

They are the party closest to my values	46	0	16	0	0	0	46	0	0	0	0	0	49	0	0	0	52
I trust them to manage the environment and climate change	33	0	36	0	0	0	30	0	0	0	0	0	34	0	0	0	39
I think it's time for a change and they offer a fresh perspective	32	0	52	0	0	0	34	0	0	0	0	0	33	0	0	0	27
I like their left-wing economic stance	25	0	5	0	0	0	26	0	0	0	0	0	18	0	0	0	29
I like their stances on international issues, such as the conflict in Gaza	22	0	20	0	0	0	24	0	0	0	0	0	21	0	0	0	21
They are the only party honest about the issues facing the country	20	0	8	0	0	0	23	0	0	0	0	0	22	0	0	0	21
While I don't love the Greens, all the other parties are worse	19	0	43	0	0	0	17	0	0	0	0	0	17	0	0	0	16
They are the only party to stand up for people like me	14	0	5	0	0	0	12	0	0	0	0	0	9	0	0	0	14
Zack Polanski's leadership	12	0	0	0	0	0	16	0	0	0	0	0	11	0	0	0	12
They are best-placed to stop Reform UK or the Conservatives	11	0	17	0	0	0	15	0	0	0	0	0	13	0	0	0	5
I think they would do a good job in government	10	0	14	0	0	0	10	0	0	0	0	0	8	0	0	0	10
I like my local MP/candidate/councillor	3	0	5	0	0	0	3	0	0	0	0	0	3	0	0	0	3
I prefer another party but do not believe they could win in my constituency	2	0	15	0	0	0	1	0	0	0	0	0	5	0	0	0	2
Something else [See Tab 10]	2	0	0	0	0	0	2	0	0	0	0	0	3	0	0	0	1
Don't know	2	0	0	0	0	0	1	0	0	0	0	0	6	0	0	0	2

And which of the following best describe any reservations you have about the Greens? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Green if there was a general election held tomorrow; n=1263]

They are unlikely to win in my constituency and could let a party I do not like win	30	0	20	0	0	0	40	0	0	0	0	0	28	0	0	0	23
They lack experience and aren't ready for government	24	0	31	0	0	0	28	0	0	0	0	0	29	0	0	0	22
I worry their policies are unrealistic and would not be affordable	18	0	9	0	0	0	18	0	0	0	0	0	16	0	0	0	16
I don't like some of their policies	9	0	4	0	0	0	9	0	0	0	0	0	12	0	0	0	8
I don't trust them on defence	7	0	11	0	0	0	7	0	0	0	0	0	10	0	0	0	5
I'm not fully sure what they stand for	5	0	5	0	0	0	4	0	0	0	0	0	5	0	0	0	4
I don't trust them to manage immigration	5	0	5	0	0	0	4	0	0	0	0	0	5	0	0	0	4
I think Zack Polanski has been a poor leader	4	0	0	0	0	0	3	0	0	0	0	0	5	0	0	0	4
I don't trust them to keep their promises	4	0	5	0	0	0	4	0	0	0	0	0	2	0	0	0	5
Potential anti-Semitism or extremism within the party or its policies	4	0	15	0	0	0	4	0	0	0	0	0	4	0	0	0	5
They are too left-wing/liberal at the moment	3	0	7	0	0	0	2	0	0	0	0	0	5	0	0	0	2
While I like Zack Polanski, I don't like other figures in the party	2	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1
They don't typically stand up for people like me	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Something else [See Tab 11]	4	0	0	0	0	0	4	0	0	0	0	0	5	0	0	0	2
N/A: I do not have any reservations	26	0	23	0	0	0	22	0	0	0	0	0	26	0	0	0	33
Don't know	6	0	16	0	0	0	4	0	0	0	0	0	7	0	0	0	6

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for Restore Britain at a future election. Which of the following reasons best describe what attracts you to Restore Britain? Please select up to three.

[Asked only to those who said they would vote Restore Britain if there was a general election held tomorrow; n=299]

They are the only party honest about the issues facing the country	57	0	0	0	0	0	57	85	55	55	53	0	71	58	55	61	38	56	65	61
I trust them to manage immigration	48	0	0	0	0	0	48	55	52	19	51	0	49	48	50	45	69	42	51	51
Rupert Lowe's leadership	37	0	0	0	0	0	37	45	53	7	37	100	41	36	39	34	34	33	43	43
They are the party closest to my values	28	0	0	0	0	0	28	21	13	19	33	100	23	30	27	29	15	30	26	30
They are the only party to stand up for people like me	28	0	0	0	0	0	28	15	17	26	39	0	27	27	28	29	28	30	25	27
I think it's time for a change and they offer a fresh perspective	23	0	0	0	0	0	23	22	39	0	16	100	17	20	22	25	21	29	21	12
Their support for traditional social values	23	0	0	0	0	0	23	21	19	82	26	0	11	23	20	27	37	19	28	19
I think they would do a good job in government	14	0	0	0	0	0	14	10	16	35	14	0	18	11	13	15	21	14	7	18
While I don't love Restore Britain, all the other parties are worse	11	0	0	0	0	0	11	7	23	20	7	0	21	10	12	9	5	12	10	10
I like my local MP/candidate/councillor	1	0	0	0	0	0	1	4	0	0	0	0	0	1	0	2	0	0	1	4
They are best-placed to stop Labour	1	0	0	0	0	0	1	0	2	0	0	0	0	2	0	2	0	1	0	2
I prefer another party but do not believe they could win in my constituency	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	1	0	1	0	0
Something else [See Tab 12]	1	0	0	0	0	0	1	0	0	0	3	0	0	2	2	0	0	2	1	0
Don't know	2	0	0	0	0	0	2	0	0	0	2	0	0	1	3	0	8	2	0	0

And which of the following best describe any reservations you have about Restore Britain? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Restore Britain if there was a general election held tomorrow; n=299]

They are unlikely to win in my constituency and could let a party I do not like win	18	0	0	0	0	0	18	25	17	20	18	100	17	15	22	11	30	15	19	16
They lack experience and aren't ready for government	11	0	0	0	0	0	11	16	17	0	13	0	9	12	11	11	10	8	13	18
I feel they should be co-operating with Reform UK not competing against them	6	0	0	0	0	0	6	4	11	12	8	0	6	7	7	5	4	3	7	17
Potential racism or extremism within the party or its policies	5	0	0	0	0	0	5	5	7	0	3	0	7	4	4	7	0	7	4	3
I'm not fully sure what they stand for	4	0	0	0	0	0	4	4	4	0	5	0	3	4	3	5	0	5	1	8
I don't like some of their policies	4	0	0	0	0	0	4	2	16	0	2	0	7	2	4	6	7	4	4	5
I don't trust them to manage the NHS	4	0	0	0	0	0	4	0	14	0	3	0	6	1	5	2	5	5	1	2
I don't trust them to keep their promises	3	0	0	0	0	0	3	2	8	0	2	0	2	2	3	3	0	5	0	1
While I like Rupert Lowe, I don't like other figures in the party	2	0	0	0	0	0	2	2	2	0	3	0	0	2	2	2	9	0	1	3
I think Rupert Lowe has been a poor leader	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
They don't typically stand up for people like me	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to manage immigration	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Something else [See Tab 13]	4	0	0	0	0	0	4	5	3	0	3	0	3	5	5	3	4	6	5	0
N/A: I do not have any reservations	61	0	0	0	0	0	61	48	45	80	66	0	60	67	59	63	43	65	58	63
Don't know	2	0	0	0	0	0	2	2	0	0	0	0	3	1	2	1	8	1	3	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for Restore Britain at a future election. Which of the following reasons best describe what attracts you to Restore Britain? Please select up to three.

[Asked only to those who said they would vote Restore Britain if there was a general election held tomorrow; n=299]

They are the only party honest about the issues facing the country	57	59	57	55	58	48	57	50	63	84	58
I trust them to manage immigration	48	50	44	47	47	28	76	56	37	70	42
Rupert Lowe's leadership	37	36	43	34	37	22	50	43	28	72	33
They are the party closest to my values	28	33	25	28	31	10	2	25	42	12	33
They are the only party to stand up for people like me	28	25	28	31	26	39	48	26	34	0	24
I think it's time for a change and they offer a fresh perspective	23	27	22	24	22	55	17	18	26	10	25
Their support for traditional social values	23	26	21	22	23	21	25	20	24	30	23
I think they would do a good job in government	14	14	13	12	14	32	9	11	6	7	20
While I don't love Restore Britain, all the other parties are worse	11	12	8	11	11	9	6	14	11	10	10
I like my local MP/candidate/councillor	1	2	1	0	1	0	0	0	0	0	2
They are best-placed to stop Labour	1	1	1	1	1	0	0	3	0	0	0
I prefer another party but do not believe they could win in my constituency	0	1	0	0	0	0	0	0	2	0	0
Something else [See Tab 12]	1	0	2	2	2	0	0	4	0	0	0
Don't know	2	0	3	2	2	0	0	3	0	0	2

And which of the following best describe any reservations you have about Restore Britain? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Restore Britain if there was a general election held tomorrow; n=299]

They are unlikely to win in my constituency and could let a party I do not like win	18	20	12	20	18	9	23	13	17	48	19
They lack experience and aren't ready for government	11	7	7	18	11	0	18	9	12	10	12
I feel they should be co-operating with Reform UK not competing against them	6	11	8	4	7	6	3	6	5	10	8
Potential racism or extremism within the party or its policies	5	7	5	4	5	9	3	5	3	0	6
I'm not fully sure what they stand for	4	6	2	4	4	9	0	4	5	16	2
I don't like some of their policies	4	4	1	6	4	17	8	7	2	7	2
I don't trust them to manage the NHS	4	4	0	4	3	11	6	1	6	0	3
I don't trust them to keep their promises	3	4	1	4	3	14	0	4	0	0	3
While I like Rupert Lowe, I don't like other figures in the party	2	3	0	2	1	0	7	1	0	0	3
I think Rupert Lowe has been a poor leader	0	0	0	0	0	0	0	0	0	0	1
They don't typically stand up for people like me	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to manage immigration	0	0	0	0	0	0	0	0	0	0	0
Something else [See Tab 13]	4	1	4	5	4	13	0	9	4	0	1
N/A: I do not have any reservations	61	56	71	59	61	52	67	56	62	43	65
Don't know	2	2	5	1	2	0	3	6	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you intend to vote for Restore Britain at a future election. Which of the following reasons best describe what attracts you to Restore Britain? Please select up to three.

[Asked only to those who said they would vote Restore Britain if there was a general election held tomorrow; n=299]

They are the only party honest about the issues facing the country	57	0	0	0	0	0	0	0	0	0	0	0	0	0	0	53	0
I trust them to manage immigration	48	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51	0
Rupert Lowe's leadership	37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	37	0
They are the party closest to my values	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0
They are the only party to stand up for people like me	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	39	0
I think it's time for a change and they offer a fresh perspective	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0
Their support for traditional social values	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	26	0
I think they would do a good job in government	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	0
While I don't love Restore Britain, all the other parties are worse	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0
I like my local MP/candidate/councillor	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
They are best-placed to stop Labour	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I prefer another party but do not believe they could win in my constituency	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Something else [See Tab 12]	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
Don't know	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0

And which of the following best describe any reservations you have about Restore Britain? Please select up to three. If you do not have any reservations, please select "N/A".

[Asked only to those who said they would vote Restore Britain if there was a general election held tomorrow; n=299]

They are unlikely to win in my constituency and could let a party I do not like win	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0
They lack experience and aren't ready for government	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	0
I feel they should be co-operating with Reform UK not competing against them	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0
Potential racism or extremism within the party or its policies	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
I'm not fully sure what they stand for	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0
I don't like some of their policies	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
I don't trust them to manage the NHS	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
I don't trust them to keep their promises	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
While I like Rupert Lowe, I don't like other figures in the party	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
I think Rupert Lowe has been a poor leader	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
They don't typically stand up for people like me	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to manage immigration	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Something else [See Tab 13]	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
N/A: I do not have any reservations	61	0	0	0	0	0	0	0	0	0	0	0	0	0	0	66	0
Don't know	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Labour at the last general election. Which of the following reasons best describe why you no longer intend to vote Labour? Please select up to three.

[Asked to those who voted Labour in the 2024 general election, but no longer intended to vote Labour; n=1579]

The cost of living has not improved enough	31	40	0	30	19	29	19	0	31	0	0	0	29	33	31	31	28	36	27	23
I think Keir Starmer has been a poor prime minister	26	36	0	22	42	21	50	0	26	0	0	0	20	35	28	24	26	20	29	37
They've not delivered on their promises	26	29	0	23	35	25	29	0	27	0	0	0	22	32	23	29	19	26	28	29
They lack any sense of direction	26	27	0	28	14	23	26	0	26	0	0	0	28	25	27	24	28	25	28	24
Public services, such as the NHS, have not improved enough	20	17	0	18	18	21	14	0	21	0	0	0	22	19	14	26	14	21	23	20
They've been too right-wing/conservative	19	3	0	17	0	44	2	0	19	0	0	0	24	7	22	17	40	21	14	10
Immigration is still too high	18	18	0	11	62	3	57	0	17	0	0	0	10	33	21	15	12	13	23	28
Their stance on the conflict in Gaza	11	4	0	10	2	23	0	0	11	0	0	0	14	4	12	10	13	12	10	7
They've raised taxes	10	19	0	12	13	9	2	0	10	0	0	0	9	12	11	9	6	11	10	11
There have been too many scandals	9	12	0	11	11	7	23	0	9	0	0	0	8	9	10	9	13	9	8	8
Changes to welfare benefits	7	13	0	8	9	6	10	0	7	0	0	0	6	7	6	7	4	6	8	7
Their stance on transgender rights	7	4	0	3	1	17	0	0	8	0	0	0	9	2	7	8	17	9	3	3
Their rhetoric on immigration has been too strong	6	3	0	7	4	11	0	0	6	0	0	0	8	3	7	5	9	6	6	5
Changes to the winter fuel payment	5	4	0	6	8	3	4	0	5	0	0	0	5	7	5	5	0	3	3	16
They've been too left-wing/liberal	4	8	0	2	14	0	27	0	4	0	0	0	2	7	6	2	3	4	5	3
They've focussed too much on climate change	2	7	0	0	6	0	11	0	2	0	0	0	2	4	3	2	2	1	4	4
Something else [See Tab 16]	11	6	0	18	5	11	14	0	12	0	0	0	14	11	12	11	7	11	11	17
Don't know	6	5	0	5	3	3	0	0	6	0	0	0	6	4	4	8	8	7	7	4

Overall, would you say you are pleased or disappointed with the performance of the Labour government so far?

[Asked only to those who voted Labour in 2024 and still intend to vote Labour; n=1253]

Very pleased	4	0	4	0	0	0	0	0	4	0	0	0	4	5	5	4	6	4	6	3
Fairly pleased	37	0	37	0	0	0	0	0	37	0	0	0	40	33	40	35	32	36	37	42
TOTAL PLEASSED	41	0	41	0	0	0	0	0	41	0	0	0	44	38	45	39	38	40	43	45
Neither pleased nor disappointed	31	0	31	0	0	0	0	0	31	0	0	0	31	31	28	35	25	34	30	30
Fairly disappointed	22	0	22	0	0	0	0	0	22	0	0	0	22	20	23	20	27	20	23	21
Very disappointed	4	0	4	0	0	0	0	0	4	0	0	0	3	8	5	4	9	4	4	4
TOTAL DISAPPOINTED	26	0	26	0	0	0	0	0	26	0	0	0	25	28	28	24	36	24	27	25
Don't know	1	0	1	0	0	0	0	0	1	0	0	0	0	3	1	1	1	2	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Labour at the last general election. Which of the following reasons best describe why you no longer intend to vote Labour? Please select up to three.

[Asked to those who voted Labour in the 2024 general election, but no longer intended to vote Labour; n=1579]

The cost of living has not improved enough	31	29	32	32	31	26	34	29	36	33	28
I think Keir Starmer has been a poor prime minister	26	21	21	36	26	19	29	31	26	20	23
They've not delivered on their promises	26	25	30	27	27	33	22	28	27	27	24
They lack any sense of direction	26	28	25	23	25	23	30	29	23	24	24
Public services, such as the NHS, have not improved enough	20	21	22	19	20	25	20	21	22	18	19
They've been too right-wing/conservative	19	18	17	19	21	16	7	22	22	20	19
Immigration is still too high	18	15	19	23	17	8	28	20	16	15	16
Their stance on the conflict in Gaza	11	11	10	9	11	9	8	10	11	15	11
They've raised taxes	10	12	9	12	10	12	13	9	11	14	8
There have been too many scandals	9	9	9	8	10	8	6	7	12	9	11
Changes to welfare benefits	7	7	5	7	6	7	8	7	4	6	8
Their stance on transgender rights	7	8	8	5	8	14	2	6	7	8	9
Their rhetoric on immigration has been too strong	6	7	6	5	6	6	4	7	5	4	8
Changes to the winter fuel payment	5	3	6	8	4	7	9	6	5	4	2
They've been too left-wing/liberal	4	4	4	3	4	4	5	4	3	3	3
They've focussed too much on climate change	2	2	2	2	2	0	5	1	1	3	3
Something else [See Tab 16]	11	13	12	8	12	10	9	7	12	15	15
Don't know	6	6	6	5	6	8	9	7	5	7	5

Overall, would you say you are pleased or disappointed with the performance of the Labour government so far?

[Asked only to those who voted Labour in 2024 and still intend to vote Labour; n=1253]

Very pleased	4	3	8	4	4	5	6	4	3	5	5
Fairly pleased	37	38	34	39	38	36	28	36	35	40	42
TOTAL PLEASSED	41	41	42	43	42	41	34	40	38	45	47
Neither pleased nor disappointed	31	32	33	32	31	38	26	33	29	28	32
Fairly disappointed	22	23	21	21	22	14	28	22	27	20	19
Very disappointed	4	4	4	4	4	7	12	4	5	5	2
TOTAL DISAPPOINTED	26	27	25	25	26	21	40	26	32	25	21
Don't know	1	1	1	0	1	0	2	1	1	2	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Gm	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Gm	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Gm	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Gm / 26Gm
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Labour at the last general election. Which of the following reasons best describe why you no longer intend to vote Labour? Please select up to three.

[Asked to those who voted Labour in the 2024 general election, but no longer intended to vote Labour; n=1579]

The cost of living has not improved enough	31	0	0	0	0	0	29	30	40	18	36	0	0	0	0	0	0
I think Keir Starmer has been a poor prime minister	26	0	0	0	0	0	21	22	36	43	20	0	0	0	0	0	0
They've not delivered on their promises	26	0	0	0	0	0	25	23	29	36	24	0	0	0	0	0	0
They lack any sense of direction	26	0	0	0	0	0	22	28	27	15	35	0	0	0	0	0	0
Public services, such as the NHS, have not improved enough	20	0	0	0	0	0	21	18	17	19	22	0	0	0	0	0	0
They've been too right-wing/conservative	19	0	0	0	0	0	44	17	3	0	7	0	0	0	0	0	0
Immigration is still too high	18	0	0	0	0	0	3	11	18	61	17	0	0	0	0	0	0
Their stance on the conflict in Gaza	11	0	0	0	0	0	23	10	4	2	3	0	0	0	0	0	0
They've raised taxes	10	0	0	0	0	0	9	12	19	13	9	0	0	0	0	0	0
There have been too many scandals	9	0	0	0	0	0	7	11	12	12	9	0	0	0	0	0	0
Changes to welfare benefits	7	0	0	0	0	0	6	8	13	8	5	0	0	0	0	0	0
Their stance on transgender rights	7	0	0	0	0	0	17	3	4	1	3	0	0	0	0	0	0
Their rhetoric on immigration has been too strong	6	0	0	0	0	0	11	7	3	5	2	0	0	0	0	0	0
Changes to the winter fuel payment	5	0	0	0	0	0	3	6	4	7	4	0	0	0	0	0	0
They've been too left-wing/liberal	4	0	0	0	0	0	0	2	8	13	2	0	0	0	0	0	0
They've focussed too much on climate change	2	0	0	0	0	0	0	0	7	7	3	0	0	0	0	0	0
Something else [See Tab 16]	11	0	0	0	0	0	11	18	6	5	13	0	0	0	0	0	0
Don't know	6	0	0	0	0	0	3	5	5	2	11	0	0	0	0	0	0

Overall, would you say you are pleased or disappointed with the performance of the Labour government so far?

[Asked only to those who voted Labour in 2024 and still intend to vote Labour; n=1253]

Very pleased	4	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0
Fairly pleased	37	0	0	0	0	37	0	0	0	0	0	0	0	0	0	0	0
TOTAL PLEASSED	41	0	0	0	0	41	0	0	0	0	0	0	0	0	0	0	0
Neither pleased nor disappointed	31	0	0	0	0	31	0	0	0	0	0	0	0	0	0	0	0
Fairly disappointed	22	0	0	0	0	22	0	0	0	0	0	0	0	0	0	0	0
Very disappointed	4	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0
TOTAL DISAPPOINTED	26	0	0	0	0	26	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Conservative at the last general election. Which of the following reasons best describe any reservations you have about the Conservatives? Please select up to three.

[Asked to those who voted Conservative in the 2024 general election but no longer intend to vote Conservative; n=779]

I'm not sure they've learned their lessons from the last election	36	0	44	40	38	18	31	36	0	0	0	0	35	37	38	33	35	29	35	40
I don't trust them to manage immigration	31	0	21	12	43	30	43	31	0	0	0	0	17	35	33	29	23	28	34	31
I think they did a bad job and behaved poorly in government	27	0	40	29	30	30	28	27	0	0	0	0	30	26	35	19	33	23	27	29
I don't trust them to keep their promises	24	0	35	17	23	24	36	24	0	0	0	0	25	25	25	23	33	24	30	20
They are unlikely to win in my constituency and could let a party I do not like win	16	0	13	18	17	13	16	16	0	0	0	0	14	17	16	16	7	11	14	21
While I like Kemi Badenoch, I don't like other figures in the party	13	0	7	15	16	0	10	13	0	0	0	0	12	14	11	15	0	7	13	18
I'm not fully sure what they stand for	11	0	12	13	7	24	19	11	0	0	0	0	16	10	10	13	31	15	8	10
They are too left-wing/liberal at the moment	9	0	12	0	13	0	20	9	0	0	0	0	5	10	10	8	0	12	11	6
I think Kemi Badenoch has been a poor leader	8	0	18	18	7	13	0	8	0	0	0	0	11	8	9	8	0	7	11	8
I don't trust them to manage the NHS	8	0	8	15	6	21	8	8	0	0	0	0	11	7	8	9	0	9	10	8
They don't typically stand up for people like me	7	0	4	7	7	0	7	7	0	0	0	0	7	7	6	8	0	7	6	7
I don't like some of their policies	5	0	0	15	4	17	0	5	0	0	0	0	10	4	4	6	15	7	4	5
They are too right-wing/conservative at the moment	2	0	2	4	0	9	0	2	0	0	0	0	6	1	2	2	0	4	1	2
Something else [See Tab 17]	4	0	9	3	3	0	2	4	0	0	0	0	5	4	5	3	0	3	3	5
Don't know	10	0	4	6	7	20	2	10	0	0	0	0	9	10	8	13	6	16	8	9

Based on answers you have previously given us, you voted Liberal Democrat at the last general election. Which of the following reasons best describe any reservations you have about the Liberal Democrats? Please select up to three.

[Asked only to those who voted Liberal Democrat in the 2024 general election but no longer intend to vote Liberal Democrat; n=462]

I'm not fully sure what they stand for	28	29	30	0	21	26	18	0	0	28	0	0	27	26	29	26	29	31	20	29
They are unlikely to win in my constituency and could let a party I do not like win	23	25	38	0	24	17	25	0	0	23	0	0	22	20	20	24	26	21	23	23
They are too timid or quiet	21	21	19	0	21	29	7	0	0	21	0	0	23	18	24	18	19	24	16	23
Their role in the 2010-15 coalition government	21	14	23	0	22	35	0	0	0	21	0	0	21	19	29	14	38	19	15	21
They lack experience and aren't ready for government	19	28	25	0	24	12	18	0	0	19	0	0	22	21	17	22	14	15	17	32
I don't like some of their policies	12	20	13	0	16	6	0	0	0	12	0	0	10	12	18	6	5	13	10	16
I don't trust them to keep their promises	11	8	8	0	14	12	56	0	0	11	0	0	9	14	13	9	5	11	12	12
I think Ed Davey has been a poor leader	9	15	12	0	19	10	12	0	0	9	0	0	10	10	11	8	4	5	14	13
They are too left-wing/liberal at the moment	8	13	4	0	20	1	35	0	0	8	0	0	6	7	10	5	7	9	9	4
They don't typically stand up for people like me	7	6	1	0	6	8	45	0	0	7	0	0	5	8	11	4	13	8	5	5
They are too right-wing/conservative at the moment	4	0	0	0	1	13	0	0	0	4	0	0	4	3	5	4	15	6	1	1
While I like Ed Davey, I don't like other figures in the party	3	4	1	0	6	1	10	0	0	3	0	0	3	5	4	2	0	2	3	4
Something else [See Tab 18]	4	3	5	0	6	2	0	0	0	4	0	0	6	3	7	2	3	1	7	7
Don't know	16	10	5	0	2	18	9	0	0	16	0	0	15	18	8	23	11	21	19	9

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Conservative at the last general election. Which of the following reasons best describe any reservations you have about the Conservatives? Please select up to three.

[Asked to those who voted Conservative in the 2024 general election but no longer intend to vote Conservative; n=779]

I'm not sure they've learned their lessons from the last election	36	38	32	34	36	35	33	36	35	31	37
I don't trust them to manage immigration	31	31	33	30	32	6	28	35	26	31	33
I think they did a bad job and behaved poorly in government	27	32	27	22	27	33	23	23	24	27	30
I don't trust them to keep their promises	24	28	24	20	24	32	24	23	26	29	23
They are unlikely to win in my constituency and could let a party I do not like win	16	13	17	18	15	28	25	21	14	13	13
While I like Kemi Badenoch, I don't like other figures in the party	13	15	13	12	13	23	4	14	14	10	13
I'm not fully sure what they stand for	11	10	11	12	11	9	7	15	12	13	10
They are too left-wing/liberal at the moment	9	10	11	6	9	2	16	12	6	11	8
I think Kemi Badenoch has been a poor leader	8	11	6	9	9	2	13	7	8	6	10
I don't trust them to manage the NHS	8	10	9	7	8	11	14	12	5	10	7
They don't typically stand up for people like me	7	6	11	5	7	6	2	9	6	15	5
I don't like some of their policies	5	6	5	5	6	3	0	9	3	12	4
They are too right-wing/conservative at the moment	2	3	1	1	2	0	0	2	1	3	2
Something else [See Tab 17]	4	4	4	4	4	6	4	3	5	0	4
Don't know	10	7	12	14	11	6	9	6	13	6	13

Based on answers you have previously given us, you voted Liberal Democrat at the last general election. Which of the following reasons best describe any reservations you have about the Liberal Democrats? Please select up to three.

[Asked only to those who voted Liberal Democrat in the 2024 general election but no longer intend to vote Liberal Democrat; n=462]

I'm not fully sure what they stand for	28	31	20	27	28	21	21	21	33	46	25
They are unlikely to win in my constituency and could let a party I do not like win	23	26	24	20	21	45	28	32	19	38	15
They are too timid or quiet	21	26	16	15	20	26	27	19	17	25	20
Their role in the 2010-15 coalition government	21	20	23	15	21	7	21	14	20	29	21
They lack experience and aren't ready for government	19	18	26	18	19	40	8	24	17	14	20
I don't like some of their policies	12	12	12	11	12	0	11	15	13	18	10
I don't trust them to keep their promises	11	9	15	12	11	16	12	8	14	12	10
I think Ed Davey has been a poor leader	9	13	9	5	9	6	11	11	14	8	8
They are too left-wing/liberal at the moment	8	6	11	10	8	3	8	7	7	19	6
They don't typically stand up for people like me	7	6	5	10	7	0	4	4	9	0	10
They are too right-wing/conservative at the moment	4	3	1	6	5	0	0	2	7	6	5
While I like Ed Davey, I don't like other figures in the party	3	3	2	4	3	11	0	2	0	2	3
Something else [See Tab 18]	4	5	6	5	4	0	17	5	1	0	5
Don't know	16	13	18	20	16	20	9	12	18	11	18

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Conservative at the last general election. Which of the following reasons best describe any reservations you have about the Conservatives? Please select up to three.

[Asked to those who voted Conservative in the 2024 general election but no longer intend to vote Conservative; n=779]

I'm not sure they've learned their lessons from the last election	36	0	38	38	31	0	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to manage immigration	31	0	17	43	11	0	0	0	0	0	0	0	0	0	0	0	0
I think they did a bad job and behaved poorly in government	27	0	33	29	20	0	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to keep their promises	24	0	23	23	24	0	0	0	0	0	0	0	0	0	0	0	0
They are unlikely to win in my constituency and could let a party I do not like win	16	0	16	17	14	0	0	0	0	0	0	0	0	0	0	0	0
While I like Kemi Badenoch, I don't like other figures in the party	13	0	10	16	10	0	0	0	0	0	0	0	0	0	0	0	0
I'm not fully sure what they stand for	11	0	14	7	18	0	0	0	0	0	0	0	0	0	0	0	0
They are too left-wing/liberal at the moment	9	0	4	13	3	0	0	0	0	0	0	0	0	0	0	0	0
I think Kemi Badenoch has been a poor leader	8	0	17	7	8	0	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to manage the NHS	8	0	14	6	12	0	0	0	0	0	0	0	0	0	0	0	0
They don't typically stand up for people like me	7	0	5	7	8	0	0	0	0	0	0	0	0	0	0	0	0
I don't like some of their policies	5	0	11	4	8	0	0	0	0	0	0	0	0	0	0	0	0
They are too right-wing/conservative at the moment	2	0	4	0	6	0	0	0	0	0	0	0	0	0	0	0	0
Something else [See Tab 17]	4	0	4	3	6	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	10	0	8	7	19	0	0	0	0	0	0	0	0	0	0	0	0

Based on answers you have previously given us, you voted Liberal Democrat at the last general election. Which of the following reasons best describe any reservations you have about the Liberal Democrats? Please select up to three.

[Asked only to those who voted Liberal Democrat in the 2024 general election but no longer intend to vote Liberal Democrat; n=462]

I'm not fully sure what they stand for	28	0	0	0	0	0	0	0	0	0	0	0	26	29	0	0	0
They are unlikely to win in my constituency and could let a party I do not like win	23	0	0	0	0	0	0	0	0	0	0	0	17	16	0	0	0
They are too timid or quiet	21	0	0	0	0	0	0	0	0	0	0	0	29	12	0	0	0
Their role in the 2010-15 coalition government	21	0	0	0	0	0	0	0	0	0	0	0	35	12	0	0	0
They lack experience and aren't ready for government	19	0	0	0	0	0	0	0	0	0	0	0	12	17	0	0	0
I don't like some of their policies	12	0	0	0	0	0	0	0	0	0	0	0	6	10	0	0	0
I don't trust them to keep their promises	11	0	0	0	0	0	0	0	0	0	0	0	11	5	0	0	0
I think Ed Davey has been a poor leader	9	0	0	0	0	0	0	0	0	0	0	0	9	2	0	0	0
They are too left-wing/liberal at the moment	8	0	0	0	0	0	0	0	0	0	0	0	1	6	0	0	0
They don't typically stand up for people like me	7	0	0	0	0	0	0	0	0	0	0	0	8	5	0	0	0
They are too right-wing/conservative at the moment	4	0	0	0	0	0	0	0	0	0	0	0	13	1	0	0	0
While I like Ed Davey, I don't like other figures in the party	3	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0
Something else [See Tab 18]	4	0	0	0	0	0	0	0	0	0	0	0	2	8	0	0	0
Don't know	16	0	0	0	0	0	0	0	0	0	0	0	18	29	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Reform UK at the last general election. Which of the following reasons best describe any reservations you have about Reform UK? Please select up to three.

[Asked to those who voted Reform UK in the 2024 general election but no longer intend to vote Reform UK; n=354]

I don't trust them to keep their promises	34	25	0	48	0	38	44	0	0	0	33	0	40	30	38	29	36	39	28	29
There are too many former Conservative MPs in the party	32	9	33	47	0	13	60	0	0	0	32	0	37	29	42	22	49	39	26	23
I don't trust them to manage immigration	21	4	0	16	0	0	43	0	0	0	21	0	19	20	26	15	52	23	15	16
They lack experience and aren't ready for government	18	39	31	30	0	0	3	0	0	0	18	0	21	19	16	20	0	13	15	36
I think Nigel Farage has been a poor leader	15	7	12	27	0	14	25	0	0	0	15	0	15	16	18	12	20	20	8	13
I don't like some of their policies	14	17	23	0	0	28	9	0	0	0	15	0	15	15	10	19	17	16	15	10
Potential racism or extremism within the party or its policies	14	15	57	25	0	39	3	0	0	0	14	0	5	15	12	16	23	12	11	19
I feel Nigel Farage is too close to Donald Trump	14	16	29	13	0	75	5	0	0	0	14	0	10	15	11	16	19	9	12	24
I don't trust them to manage the NHS	13	16	9	18	0	39	9	0	0	0	13	0	16	13	10	16	11	13	14	13
I'm not fully sure what they stand for	8	13	0	0	0	0	8	0	0	0	8	0	9	9	8	8	0	7	7	15
While I like Nigel Farage, I don't like other figures in the party	8	9	7	8	0	0	12	0	0	0	8	0	5	9	10	6	0	5	12	9
They are unlikely to win in my constituency and could let a party I do not like win	6	13	16	18	0	0	2	0	0	0	6	0	6	6	6	6	7	5	5	9
They don't typically stand up for people like me	2	2	7	11	0	16	1	0	0	0	2	0	5	2	2	2	6	1	4	4
Something else [See Tab 19]	5	3	25	0	0	0	5	0	0	0	5	0	3	5	6	4	0	5	5	6
Don't know	12	8	0	3	0	0	6	0	0	0	12	0	16	10	8	16	11	12	17	7

Based on answers you have previously given us, you voted Green at the last general election. Which of the following reasons best describe any reservations you have about the Greens? Please select up to three.

[Asked only to those who voted Green in the 2024 general election but no longer intend to vote Green; n=220]

They lack experience and aren't ready for government	27	34	43	21	13	0	0	0	0	0	0	27	29	32	28	27	24	26	33	23
I worry their policies are unrealistic and would not be affordable	25	15	27	37	18	0	100	0	0	0	0	25	29	19	22	27	41	21	22	28
They are unlikely to win in my constituency and could let a party I do not like win	22	26	31	21	3	0	0	0	0	0	0	22	22	15	13	28	14	23	26	16
I think Zack Polanski has been a poor leader	21	47	20	30	39	0	100	0	0	0	0	21	21	22	22	21	25	16	19	34
I don't trust them to manage immigration	14	22	0	22	61	0	0	0	0	0	0	14	15	21	20	10	11	15	14	17
I don't like some of their policies	13	4	10	23	19	0	100	0	0	0	0	13	11	14	16	10	22	5	17	17
Potential anti-Semitism or extremism within the party or its policies	13	8	12	27	27	0	0	0	0	0	0	13	16	18	12	14	0	11	15	20
They are too left-wing/liberal at the moment	12	19	10	22	31	0	0	0	0	0	0	12	13	14	19	7	13	14	6	17
I'm not fully sure what they stand for	11	13	18	6	5	0	0	0	0	0	0	11	9	8	8	14	20	11	12	6
I don't trust them on defence	8	8	11	8	19	0	0	0	0	0	0	8	7	14	12	6	11	5	6	18
I don't trust them to keep their promises	5	5	6	8	9	0	0	0	0	0	0	5	2	5	4	6	12	4	5	5
While I like Zack Polanski, I don't like other figures in the party	2	0	0	3	0	0	0	0	0	0	0	2	1	5	3	1	0	1	2	5
They don't typically stand up for people like me	2	0	0	3	7	0	0	0	0	0	0	2	2	4	4	1	0	1	2	5
Something else [See Tab 20]	6	0	2	4	0	0	0	0	0	0	0	6	8	6	9	4	6	6	8	2
Don't know	15	16	11	2	10	0	0	0	0	0	0	15	15	19	12	18	15	16	17	10

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi-ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Reform UK at the last general election. Which of the following reasons best describe any reservations you have about Reform UK? Please select up to three.

[Asked to those who voted Reform UK in the 2024 general election but no longer intend to vote Reform UK; n=354]

I don't trust them to keep their promises	34	38	27	34	34	34	27	33	41	29	31
There are too many former Conservative MPs in the party	32	29	26	38	32	35	35	38	31	28	29
I don't trust them to manage immigration	21	20	19	23	21	13	35	26	13	11	24
They lack experience and aren't ready for government	18	22	20	18	18	33	0	12	21	31	18
I think Nigel Farage has been a poor leader	15	17	21	13	15	9	23	6	19	18	19
I don't like some of their policies	14	16	15	14	15	21	0	23	20	5	8
Potential racism or extremism within the party or its policies	14	15	11	11	13	15	21	8	22	13	11
I feel Nigel Farage is too close to Donald Trump	14	18	14	10	14	16	0	11	16	17	15
I don't trust them to manage the NHS	13	12	13	11	13	15	4	12	18	9	12
I'm not fully sure what they stand for	8	6	7	9	9	3	4	6	9	0	12
While I like Nigel Farage, I don't like other figures in the party	8	9	8	6	7	9	16	12	1	4	9
They are unlikely to win in my constituency and could let a party I do not like win	6	6	8	5	5	14	4	6	3	16	4
They don't typically stand up for people like me	2	2	2	2	2	4	0	4	2	0	2
Something else [See Tab 19]	5	7	3	2	5	0	3	2	3	7	8
Don't know	12	9	12	15	13	0	17	15	8	19	13

Based on answers you have previously given us, you voted Green at the last general election. Which of the following reasons best describe any reservations you have about the Greens? Please select up to three.

[Asked only to those who voted Green in the 2024 general election but no longer intend to vote Green; n=220]

They lack experience and aren't ready for government	27	27	20	31	28	12	22	27	17	42	31
I worry their policies are unrealistic and would not be affordable	25	29	17	25	23	47	33	20	13	36	25
They are unlikely to win in my constituency and could let a party I do not like win	22	19	11	33	21	16	52	26	23	18	18
I think Zack Polanski has been a poor leader	21	20	32	10	23	6	0	23	14	27	27
I don't trust them to manage immigration	14	13	19	10	15	19	0	17	24	10	9
I don't like some of their policies	13	18	9	4	12	11	22	16	10	0	15
Potential anti-Semitism or extremism within the party or its policies	13	13	19	10	14	4	0	18	11	23	10
They are too left-wing/liberal at the moment	12	7	15	13	13	8	0	13	14	9	13
I'm not fully sure what they stand for	11	13	17	7	12	6	0	13	17	10	9
I don't trust them on defence	8	6	9	10	9	6	0	3	6	13	13
I don't trust them to keep their promises	5	2	1	11	5	4	22	6	4	0	6
While I like Zack Polanski, I don't like other figures in the party	2	3	0	3	2	0	0	0	0	9	3
They don't typically stand up for people like me	2	1	4	2	2	6	0	0	4	3	2
Something else [See Tab 20]	6	9	3	4	6	8	0	4	8	4	7
Don't know	15	9	24	14	16	9	15	13	21	19	13

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab.LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Based on answers you have previously given us, you voted Reform UK at the last general election. Which of the following reasons best describe any reservations you have about Reform UK? Please select up to three.

[Asked to those who voted Reform UK in the 2024 general election but no longer intend to vote Reform UK; n=354]

I don't trust them to keep their promises	34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44	0
There are too many former Conservative MPs in the party	32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60	0
I don't trust them to manage immigration	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44	0
They lack experience and aren't ready for government	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0
I think Nigel Farage has been a poor leader	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0
I don't like some of their policies	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0
Potential racism or extremism within the party or its policies	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
I feel Nigel Farage is too close to Donald Trump	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0
I don't trust them to manage the NHS	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0
I'm not fully sure what they stand for	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0
While I like Nigel Farage, I don't like other figures in the party	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0
They are unlikely to win in my constituency and could let a party I do not like win	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
They don't typically stand up for people like me	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Something else [See Tab 19]	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0
Don't know	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0

Based on answers you have previously given us, you voted Green at the last general election. Which of the following reasons best describe any reservations you have about the Greens? Please select up to three.

[Asked only to those who voted Green in the 2024 general election but no longer intend to vote Green; n=220]

They lack experience and aren't ready for government	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I worry their policies are unrealistic and would not be affordable	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
They are unlikely to win in my constituency and could let a party I do not like win	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I think Zack Polanski has been a poor leader	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to manage immigration	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I don't like some of their policies	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Potential anti-Semitism or extremism within the party or its policies	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
They are too left-wing/liberal at the moment	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I'm not fully sure what they stand for	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I don't trust them on defence	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I don't trust them to keep their promises	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
While I like Zack Polanski, I don't like other figures in the party	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
They don't typically stand up for people like me	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Something else [See Tab 20]	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of the Conservatives, more true of Reform UK, equally true of both, or not true about either? <i>[Asked to those who voted Conservative in the 2024 general election, and now intend to vote either Conservative or Reform UK; n=1345]</i>																				
Shares my values																				
More true of the Conservatives	52	74	0	0	5	0	0	51	0	0	0	0	70	42	49	54	73	52	50	51
More true of Reform UK	23	4	0	0	62	0	0	23	0	0	0	0	10	30	28	18	3	20	25	24
Equally true of both parties	15	11	0	0	24	0	0	15	0	0	0	0	7	19	14	16	14	14	16	15
Not true of either party	5	5	0	0	3	0	0	5	0	0	0	0	6	4	4	5	0	6	3	5
Don't know	6	6	0	0	6	0	0	6	0	0	0	0	7	5	5	7	10	7	6	5
Has the talent and experience to form an effective government																				
More true of the Conservatives	67	82	0	0	35	0	0	67	0	0	0	0	76	63	66	68	71	66	67	67
More true of Reform UK	7	1	0	0	20	0	0	7	0	0	0	0	3	9	9	6	5	10	5	7
Equally true of both parties	12	5	0	0	27	0	0	12	0	0	0	0	7	15	14	10	6	11	14	12
Not true of either party	6	5	0	0	7	0	0	6	0	0	0	0	7	6	6	6	0	7	5	6
Don't know	8	6	0	0	10	0	0	8	0	0	0	0	8	7	5	10	18	6	9	8
Has a good chance of winning in my constituency																				
More true of the Conservatives	38	51	0	0	11	0	0	38	0	0	0	0	46	34	37	38	63	36	35	39
More true of Reform UK	26	15	0	0	50	0	0	26	0	0	0	0	19	29	28	24	6	31	27	25
Equally true of both parties	14	12	0	0	18	0	0	14	0	0	0	0	11	16	13	14	3	13	17	13
Not true of either party	13	13	0	0	13	0	0	13	0	0	0	0	15	12	13	13	13	13	11	14
Don't know	9	10	0	0	8	0	0	9	0	0	0	0	9	9	8	11	14	8	10	10
Would effectively manage the economy and public finances																				
More true of the Conservatives	61	80	0	0	23	0	0	61	0	0	0	0	74	56	59	63	84	62	59	60
More true of Reform UK	12	1	0	0	33	0	0	12	0	0	0	0	5	14	14	10	3	14	12	11
Equally true of both parties	15	8	0	0	30	0	0	15	0	0	0	0	10	18	16	14	5	14	16	16
Not true of either party	4	4	0	0	6	0	0	4	0	0	0	0	5	4	5	4	0	4	5	4
Don't know	7	7	0	0	8	0	0	7	0	0	0	0	6	8	6	9	8	6	7	8
Would do a good job on immigration																				
More true of the Conservatives	21	32	0	0	1	0	0	21	0	0	0	0	26	17	18	25	50	21	19	22
More true of Reform UK	52	32	0	0	92	0	0	52	0	0	0	0	36	59	59	45	30	53	52	52
Equally true of both parties	11	14	0	0	4	0	0	11	0	0	0	0	11	11	10	12	7	9	14	10
Not true of either party	8	12	0	0	1	0	0	8	0	0	0	0	12	7	8	9	6	9	6	9
Don't know	7	10	0	0	2	0	0	7	0	0	0	0	14	5	5	10	7	7	8	7
Would do a good job on defence and international affairs																				
More true of the Conservatives	54	73	0	0	15	0	0	54	0	0	0	0	66	48	53	55	71	53	52	55
More true of Reform UK	18	4	0	0	45	0	0	18	0	0	0	0	10	21	22	13	3	21	17	17
Equally true of both parties	15	9	0	0	26	0	0	15	0	0	0	0	10	17	15	14	11	14	15	15
Not true of either party	3	4	0	0	2	0	0	3	0	0	0	0	4	3	3	3	0	3	3	4
Don't know	10	10	0	0	12	0	0	10	0	0	0	0	9	11	6	14	15	9	12	10

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of the Conservatives, more true of Reform UK, equally true of both, or not true about either?

[Asked to those who voted Conservative in the 2024 general election, and now intend to vote either Conservative or Reform UK; n=1345]

Shares my values

More true of the Conservatives	52	55	52	46	52	50	52	50	59	58	48
More true of Reform UK	23	19	26	26	23	17	26	24	19	15	26
Equally true of both parties	15	17	13	15	15	20	16	15	14	15	16
Not true of either party	5	5	4	5	5	4	5	7	4	5	3
Don't know	6	5	6	7	6	9	1	4	5	7	7

Has the talent and experience to form an effective government

More true of the Conservatives	67	70	66	65	68	59	59	67	74	67	65
More true of Reform UK	7	6	8	9	7	3	8	7	3	13	8
Equally true of both parties	12	11	12	14	12	24	14	13	8	6	14
Not true of either party	6	7	6	4	6	5	12	7	6	5	4
Don't know	8	7	8	8	8	9	7	5	8	10	8

Has a good chance of winning in my constituency

More true of the Conservatives	38	41	35	35	38	17	39	32	37	41	41
More true of Reform UK	26	24	29	28	26	52	9	36	32	8	23
Equally true of both parties	14	12	15	15	14	9	5	13	13	17	15
Not true of either party	13	15	11	12	12	18	37	13	6	28	10
Don't know	9	8	10	10	9	3	10	6	12	6	10

Would effectively manage the economy and public finances

More true of the Conservatives	61	66	59	56	61	50	63	58	65	63	61
More true of Reform UK	12	10	12	14	11	17	18	12	11	8	12
Equally true of both parties	15	15	16	15	15	16	12	16	11	13	17
Not true of either party	4	3	4	6	4	2	5	7	4	7	3
Don't know	7	6	9	8	8	15	1	7	9	8	7

Would do a good job on immigration

More true of the Conservatives	21	21	20	23	21	18	27	21	27	24	19
More true of Reform UK	52	51	53	52	52	63	45	53	44	42	56
Equally true of both parties	11	12	10	12	10	13	20	11	11	12	10
Not true of either party	8	9	10	6	9	5	2	9	10	12	7
Don't know	7	8	8	7	8	2	5	6	8	9	8

Would do a good job on defence and international affairs

More true of the Conservatives	54	58	52	49	54	45	60	48	60	58	53
More true of Reform UK	18	15	19	20	17	28	13	22	14	10	18
Equally true of both parties	15	16	14	15	15	14	17	16	10	19	15
Not true of either party	3	3	4	4	4	1	0	5	2	6	3
Don't know	10	9	11	12	10	12	10	9	13	6	11

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of the Conservatives, more true of Reform UK, equally true of both, or not true about either?																	
<i>[Asked to those who voted Conservative in the 2024 general election, and now intend to vote either Conservative or Reform UK; n=1345]</i>																	
Shares my values																	
More true of the Conservatives	52	74	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	23	4	0	62	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	15	11	0	24	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	5	5	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	6	6	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0
Has the talent and experience to form an effective government																	
More true of the Conservatives	67	82	0	35	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	7	1	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	12	5	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	6	5	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	8	7	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0
Has a good chance of winning in my constituency																	
More true of the Conservatives	38	51	0	11	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	26	15	0	50	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	14	12	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	13	13	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	9	10	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0
Would effectively manage the economy and public finances																	
More true of the Conservatives	61	80	0	22	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	12	1	0	33	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	15	8	0	30	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	4	4	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	7	7	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0
Would do a good job on immigration																	
More true of the Conservatives	21	32	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	52	32	0	92	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	11	14	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	8	12	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	7	10	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
Would do a good job on defence and international affairs																	
More true of the Conservatives	54	73	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	18	4	0	45	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	15	9	0	26	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	3	4	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	10	10	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of the Conservatives, more true of the Liberal Democrats, equally true of both, or not true about either?

[Asked only to those who voted Conservative in the 2024 general election and now intend to vote Liberal Democrat; n=62]

Shares my values

More true of the Conservatives	21	0	0	21	0	0	0	21	0	0	0	0	20	26	20	22	0	22	6	29
More true of the Liberal Democrats	37	0	0	37	0	0	0	37	0	0	0	0	40	33	35	39	0	34	50	36
Equally true of both parties	20	0	0	20	0	0	0	20	0	0	0	0	28	19	21	19	0	34	19	13
Not true of either party	9	0	0	9	0	0	0	9	0	0	0	0	4	12	11	8	0	9	7	11
Don't know	12	0	0	12	0	0	0	12	0	0	0	0	7	11	12	13	100	0	18	10

Has the talent and experience to form an effective government

More true of the Conservatives	47	0	0	47	0	0	0	47	0	0	0	0	54	38	40	55	100	56	35	43
More true of the Liberal Democrats	8	0	0	8	0	0	0	8	0	0	0	0	2	8	9	7	0	0	11	12
Equally true of both parties	18	0	0	18	0	0	0	18	0	0	0	0	21	19	17	18	0	22	19	16
Not true of either party	20	0	0	20	0	0	0	20	0	0	0	0	22	22	24	15	0	13	17	27
Don't know	7	0	0	7	0	0	0	7	0	0	0	0	0	13	9	5	0	8	17	3

Has a good chance of winning in my constituency

More true of the Conservatives	20	0	0	20	0	0	0	20	0	0	0	0	15	24	30	9	0	27	16	18
More true of the Liberal Democrats	54	0	0	54	0	0	0	54	0	0	0	0	60	56	45	64	0	55	67	53
Equally true of both parties	13	0	0	13	0	0	0	13	0	0	0	0	9	10	7	19	100	5	0	16
Not true of either party	9	0	0	9	0	0	0	9	0	0	0	0	13	4	14	4	0	12	17	5
Don't know	4	0	0	4	0	0	0	4	0	0	0	0	2	6	4	4	0	0	0	9

Would effectively manage the economy and public finances

More true of the Conservatives	31	0	0	31	0	0	0	31	0	0	0	0	35	25	25	37	100	35	20	27
More true of the Liberal Democrats	25	0	0	25	0	0	0	25	0	0	0	0	22	23	35	15	0	24	24	28
Equally true of both parties	13	0	0	13	0	0	0	13	0	0	0	0	13	14	6	20	0	23	10	8
Not true of either party	15	0	0	15	0	0	0	15	0	0	0	0	17	16	21	8	0	9	24	15
Don't know	17	0	0	17	0	0	0	17	0	0	0	0	12	23	13	20	0	8	22	21

Would do a good job on the environment

More true of the Conservatives	8	0	0	8	0	0	0	8	0	0	0	0	11	8	13	3	0	13	0	9
More true of the Liberal Democrats	55	0	0	55	0	0	0	55	0	0	0	0	51	52	64	46	100	64	65	41
Equally true of both parties	12	0	0	12	0	0	0	12	0	0	0	0	13	14	8	17	0	5	0	24
Not true of either party	11	0	0	11	0	0	0	11	0	0	0	0	16	7	5	16	0	6	17	11
Don't know	14	0	0	14	0	0	0	14	0	0	0	0	10	19	9	19	0	13	17	15

Would do a good job on defence and international affairs

More true of the Conservatives	42	0	0	42	0	0	0	42	0	0	0	0	51	37	42	42	0	70	19	38
More true of the Liberal Democrats	18	0	0	18	0	0	0	18	0	0	0	0	9	22	22	14	0	14	17	22
Equally true of both parties	17	0	0	17	0	0	0	17	0	0	0	0	18	12	8	26	100	0	21	18
Not true of either party	7	0	0	7	0	0	0	7	0	0	0	0	11	6	11	2	0	0	25	4
Don't know	16	0	0	16	0	0	0	16	0	0	0	0	10	23	16	16	0	16	17	17

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi-ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of the Conservatives, more true of the Liberal Democrats, equally true of both, or not true about either?
[Asked only to those who voted Conservative in the 2024 general election and now intend to vote Liberal Democrat; n=62]

Shares my values

More true of the Conservatives	21	26	15	9	22	0	0	20	0	26	28
More true of the Liberal Democrats	37	40	34	40	35	100	46	66	36	29	27
Equally true of both parties	20	19	45	0	21	0	0	13	29	30	18
Not true of either party	9	9	6	15	9	0	54	0	18	0	11
Don't know	12	7	0	35	13	0	0	0	17	14	16

Has the talent and experience to form an effective government

More true of the Conservatives	47	52	41	40	49	31	0	33	29	71	53
More true of the Liberal Democrats	8	4	0	32	6	27	54	15	0	14	3
Equally true of both parties	18	25	10	7	19	0	0	36	29	14	12
Not true of either party	20	17	38	7	19	42	46	15	18	0	26
Don't know	7	2	11	13	7	0	0	0	24	0	7

Has a good chance of winning in my constituency

More true of the Conservatives	20	24	22	7	18	73	0	12	79	0	8
More true of the Liberal Democrats	54	56	45	62	56	0	54	73	0	85	58
Equally true of both parties	13	4	23	31	13	0	0	8	13	0	20
Not true of either party	9	12	0	0	9	0	46	8	8	15	8
Don't know	4	4	10	0	3	27	0	0	0	0	7

Would effectively manage the economy and public finances

More true of the Conservatives	31	31	26	31	32	0	0	33	0	45	38
More true of the Liberal Democrats	25	20	44	26	26	0	0	27	36	43	18
Equally true of both parties	13	17	0	15	11	31	54	32	20	0	6
Not true of either party	15	18	9	7	13	42	46	0	27	11	14
Don't know	17	13	21	20	17	27	0	8	17	0	25

Would do a good job on the environment

More true of the Conservatives	8	11	0	0	8	0	0	12	0	15	8
More true of the Liberal Democrats	55	50	79	49	56	58	0	64	83	62	44
Equally true of both parties	12	17	0	15	12	0	54	0	0	11	19
Not true of either party	11	9	6	16	10	0	46	8	17	12	8
Don't know	14	13	15	20	14	42	0	16	0	0	21

Would do a good job on defence and international affairs

More true of the Conservatives	42	55	34	9	44	0	0	41	33	74	39
More true of the Liberal Democrats	18	18	10	26	18	27	0	43	26	14	9
Equally true of both parties	17	13	14	38	15	31	100	0	16	11	20
Not true of either party	7	5	15	0	7	0	0	0	9	0	11
Don't know	16	10	27	27	16	42	0	16	16	0	21

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Gm	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Gm	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Gm	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Gm / 26Gm
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of the Conservatives, more true of the Liberal Democrats, equally true of both, or not true about either?																	
[Asked only to those who voted Conservative in the 2024 general election and now intend to vote Liberal Democrat; n=62]																	
Shares my values																	
More true of the Conservatives	21	0	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	37	0	37	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	20	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	9	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	12	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Has the talent and experience to form an effective government																	
More true of the Conservatives	47	0	47	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	8	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	18	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	20	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	7	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Has a good chance of winning in my constituency																	
More true of the Conservatives	20	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	54	0	54	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	13	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	9	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	4	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Would effectively manage the economy and public finances																	
More true of the Conservatives	31	0	31	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	25	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	13	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	15	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	17	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Would do a good job on the environment																	
More true of the Conservatives	8	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	55	0	55	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	12	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	11	0	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	14	0	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Would do a good job on defence and international affairs																	
More true of the Conservatives	42	0	42	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	18	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	17	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not true of either party	7	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	16	0	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of Labour, more true of the Conservatives, equally true of both, or not true about either?																				
<i>[Asked only to those who voted Labour in the 2024 general election but now intend to vote Conservative; n=118]</i>																				
Shares my values																				
More true of Labour	10	10	0	0	0	0	0	0	10	0	0	0	17	1	8	12	0	11	15	3
More true of the Conservatives	54	54	0	0	0	0	0	0	54	0	0	0	47	69	61	46	14	62	45	57
Equally true of both parties	10	10	0	0	0	0	0	0	10	0	0	0	18	4	9	11	21	6	10	17
Not true of either party	17	17	0	0	0	0	0	0	17	0	0	0	13	15	14	20	49	12	23	11
Don't know	9	9	0	0	0	0	0	0	9	0	0	0	4	11	8	11	16	9	7	11
Has the talent and experience to form an effective government																				
More true of Labour	4	4	0	0	0	0	0	0	4	0	0	0	4	0	7	2	17	3	5	3
More true of the Conservatives	50	50	0	0	0	0	0	0	50	0	0	0	51	60	45	55	0	52	53	55
Equally true of both parties	15	15	0	0	0	0	0	0	15	0	0	0	11	12	17	13	35	14	13	12
Not true of either party	22	22	0	0	0	0	0	0	22	0	0	0	27	16	22	22	33	16	27	28
Don't know	9	9	0	0	0	0	0	0	9	0	0	0	6	12	10	8	16	14	2	3
Has a good chance of winning in my constituency																				
More true of Labour	15	15	0	0	0	0	0	0	15	0	0	0	16	15	20	9	46	11	14	18
More true of the Conservatives	54	54	0	0	0	0	0	0	54	0	0	0	49	53	50	59	37	56	51	61
Equally true of both parties	7	7	0	0	0	0	0	0	7	0	0	0	8	7	7	7	0	10	6	3
Not true of either party	14	14	0	0	0	0	0	0	14	0	0	0	12	17	11	17	0	15	18	10
Don't know	10	10	0	0	0	0	0	0	10	0	0	0	14	8	12	7	16	9	11	8
Would effectively run public services, such as the NHS																				
More true of Labour	21	21	0	0	0	0	0	0	21	0	0	0	18	17	31	9	33	30	9	6
More true of the Conservatives	35	35	0	0	0	0	0	0	35	0	0	0	37	39	28	43	35	29	37	49
Equally true of both parties	8	8	0	0	0	0	0	0	8	0	0	0	9	9	12	5	0	7	14	9
Not true of either party	26	26	0	0	0	0	0	0	26	0	0	0	25	27	19	35	17	28	36	11
Don't know	10	10	0	0	0	0	0	0	10	0	0	0	11	8	11	8	16	6	4	25
Would do a good job on the cost of living																				
More true of Labour	2	2	0	0	0	0	0	0	2	0	0	0	4	0	0	4	0	2	2	3
More true of the Conservatives	47	47	0	0	0	0	0	0	47	0	0	0	47	51	43	51	14	52	45	45
Equally true of both parties	9	9	0	0	0	0	0	0	9	0	0	0	15	5	11	6	0	7	13	13
Not true of either party	29	29	0	0	0	0	0	0	29	0	0	0	26	32	26	32	49	28	31	20
Don't know	14	14	0	0	0	0	0	0	14	0	0	0	8	12	19	8	37	12	10	19
Would effectively manage the economy and public finances																				
More true of Labour	5	5	0	0	0	0	0	0	5	0	0	0	3	0	5	4	17	3	5	3
More true of the Conservatives	64	64	0	0	0	0	0	0	64	0	0	0	71	63	74	52	46	72	53	62
Equally true of both parties	6	6	0	0	0	0	0	0	6	0	0	0	6	8	2	11	0	3	13	7
Not true of either party	18	18	0	0	0	0	0	0	18	0	0	0	19	16	9	28	0	17	24	17
Don't know	8	8	0	0	0	0	0	0	8	0	0	0	1	13	10	5	37	4	5	11

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermed ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of Labour, more true of the Conservatives, equally true of both, or not true about either?

[Asked only to those who voted Labour in the 2024 general election but now intend to vote Conservative; n=118]

Shares my values

More true of Labour	10	16	3	8	12	0	4	8	12	8	16
More true of the Conservatives	54	59	50	40	54	40	57	46	72	64	41
Equally true of both parties	10	7	18	5	11	0	9	7	5	6	19
Not true of either party	17	12	21	35	17	0	22	22	7	21	15
Don't know	9	6	10	12	7	60	8	17	3	0	10

Has the talent and experience to form an effective government

More true of Labour	4	8	0	0	5	0	4	7	0	8	4
More true of the Conservatives	50	45	61	45	53	0	45	61	28	60	56
Equally true of both parties	15	17	4	24	13	40	17	5	16	11	18
Not true of either party	22	21	30	19	22	0	29	20	46	21	10
Don't know	9	8	6	12	8	60	4	7	10	0	13

Has a good chance of winning in my constituency

More true of Labour	15	21	19	0	9	63	31	3	9	18	7
More true of the Conservatives	54	42	62	69	62	0	27	56	52	74	62
Equally true of both parties	7	12	4	0	8	0	3	18	5	4	7
Not true of either party	14	15	6	25	9	37	33	9	18	0	11
Don't know	10	10	9	6	11	0	6	14	15	3	13

Would effectively run public services, such as the NHS

More true of Labour	21	29	3	12	23	40	4	10	31	35	18
More true of the Conservatives	35	30	44	32	34	0	48	30	27	50	27
Equally true of both parties	8	9	16	0	8	23	7	7	5	7	11
Not true of either party	26	21	25	56	27	37	23	31	30	7	37
Don't know	10	10	12	0	8	0	17	23	7	0	8

Would do a good job on the cost of living

More true of Labour	2	3	0	0	2	0	0	0	0	4	4
More true of the Conservatives	47	42	54	44	47	23	51	38	38	71	38
Equally true of both parties	9	12	9	0	10	0	8	3	16	4	13
Not true of either party	29	28	21	48	27	77	26	42	28	13	29
Don't know	14	14	16	8	14	0	16	16	17	8	16

Would effectively manage the economy and public finances

More true of Labour	5	7	0	0	6	0	0	7	0	8	6
More true of the Conservatives	64	73	56	50	62	63	71	55	80	77	46
Equally true of both parties	6	3	16	6	7	0	4	12	9	4	5
Not true of either party	18	9	23	44	17	37	17	10	10	11	29
Don't know	8	8	5	0	8	0	8	17	0	0	14

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Gm	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Gm	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Gm	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Gm / 26Gm
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of Labour, more true of the Conservatives, equally true of both, or not true about either?																	
[Asked only to those who voted Labour in the 2024 general election but now intend to vote Conservative; n=118]																	
Shares my values																	
More true of Labour	10	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0
More true of the Conservatives	54	0	0	0	0	0	0	0	54	0	0	0	0	0	0	0	0
Equally true of both parties	10	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0
Not true of either party	17	0	0	0	0	0	0	0	17	0	0	0	0	0	0	0	0
Don't know	9	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0
Has the talent and experience to form an effective government																	
More true of Labour	4	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0
More true of the Conservatives	50	0	0	0	0	0	0	0	50	0	0	0	0	0	0	0	0
Equally true of both parties	15	0	0	0	0	0	0	0	15	0	0	0	0	0	0	0	0
Not true of either party	22	0	0	0	0	0	0	0	22	0	0	0	0	0	0	0	0
Don't know	9	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0
Has a good chance of winning in my constituency																	
More true of Labour	15	0	0	0	0	0	0	0	15	0	0	0	0	0	0	0	0
More true of the Conservatives	54	0	0	0	0	0	0	0	54	0	0	0	0	0	0	0	0
Equally true of both parties	7	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0
Not true of either party	14	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0
Don't know	10	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0
Would effectively run public services, such as the NHS																	
More true of Labour	21	0	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0
More true of the Conservatives	35	0	0	0	0	0	0	0	35	0	0	0	0	0	0	0	0
Equally true of both parties	8	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0
Not true of either party	26	0	0	0	0	0	0	0	26	0	0	0	0	0	0	0	0
Don't know	10	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0
Would do a good job on the cost of living																	
More true of Labour	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
More true of the Conservatives	47	0	0	0	0	0	0	0	47	0	0	0	0	0	0	0	0
Equally true of both parties	9	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0
Not true of either party	29	0	0	0	0	0	0	0	29	0	0	0	0	0	0	0	0
Don't know	14	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0
Would effectively manage the economy and public finances																	
More true of Labour	5	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0
More true of the Conservatives	64	0	0	0	0	0	0	0	64	0	0	0	0	0	0	0	0
Equally true of both parties	6	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0
Not true of either party	18	0	0	0	0	0	0	0	18	0	0	0	0	0	0	0	0
Don't know	8	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of Labour, more true of the Liberal Democrats, equally true of both, or not true about either?

[Asked to those who voted Labour in the 2024 general election but now intend to vote for the Liberal Democrats; n=269]

Shares my values

More true of Labour	11	0	0	11	0	0	0	0	11	0	0	0	14	9	11	12	5	6	13	19
More true of the Liberal Democrats	48	0	0	48	0	0	0	0	48	0	0	0	52	39	48	48	40	49	50	45
Equally true of both parties	19	0	0	19	0	0	0	0	19	0	0	0	18	20	17	20	20	20	19	14
Not true of either party	13	0	0	13	0	0	0	0	13	0	0	0	9	14	14	11	20	14	9	12
Don't know	10	0	0	10	0	0	0	0	10	0	0	0	6	17	11	10	15	10	9	10

Has the talent and experience to form an effective government

More true of Labour	35	0	0	35	0	0	0	0	35	0	0	0	40	35	32	37	10	30	48	37
More true of the Liberal Democrats	13	0	0	13	0	0	0	0	13	0	0	0	14	8	8	18	27	12	12	12
Equally true of both parties	21	0	0	21	0	0	0	0	21	0	0	0	21	22	29	14	21	23	19	20
Not true of either party	15	0	0	15	0	0	0	0	15	0	0	0	12	16	17	12	18	15	12	15
Don't know	16	0	0	16	0	0	0	0	16	0	0	0	13	18	14	18	24	20	9	16

Has a good chance of winning in my constituency

More true of Labour	21	0	0	21	0	0	0	0	21	0	0	0	21	13	27	15	26	26	21	11
More true of the Liberal Democrats	45	0	0	45	0	0	0	0	45	0	0	0	48	45	34	55	38	35	56	50
Equally true of both parties	7	0	0	7	0	0	0	0	7	0	0	0	5	15	7	7	7	9	4	8
Not true of either party	18	0	0	18	0	0	0	0	18	0	0	0	20	14	21	15	8	22	14	21
Don't know	9	0	0	9	0	0	0	0	9	0	0	0	6	13	11	7	22	9	6	10

Would effectively run public services, such as the NHS

More true of Labour	17	0	0	17	0	0	0	0	17	0	0	0	22	8	16	18	13	16	18	18
More true of the Liberal Democrats	31	0	0	31	0	0	0	0	31	0	0	0	28	29	29	33	46	31	28	29
Equally true of both parties	23	0	0	23	0	0	0	0	23	0	0	0	27	15	25	20	17	23	20	27
Not true of either party	10	0	0	10	0	0	0	0	10	0	0	0	9	15	9	10	0	9	13	11
Don't know	20	0	0	20	0	0	0	0	20	0	0	0	15	32	20	19	24	22	20	14

Would do a good job on the cost of living

More true of Labour	10	0	0	10	0	0	0	0	10	0	0	0	14	5	11	10	5	5	17	12
More true of the Liberal Democrats	35	0	0	35	0	0	0	0	35	0	0	0	35	32	32	38	48	39	32	30
Equally true of both parties	18	0	0	18	0	0	0	0	18	0	0	0	20	17	16	19	7	17	21	19
Not true of either party	16	0	0	16	0	0	0	0	16	0	0	0	15	15	20	13	12	17	15	17
Don't know	21	0	0	21	0	0	0	0	21	0	0	0	17	31	21	20	29	22	16	22

Would do a good job on the environment and climate change

More true of Labour	5	0	0	5	0	0	0	0	5	0	0	0	6	3	5	5	5	0	8	9
More true of the Liberal Democrats	43	0	0	43	0	0	0	0	43	0	0	0	44	39	43	42	46	45	36	46
Equally true of both parties	26	0	0	26	0	0	0	0	26	0	0	0	28	20	24	27	26	27	24	26
Not true of either party	9	0	0	9	0	0	0	0	9	0	0	0	6	12	13	4	0	13	8	6
Don't know	18	0	0	18	0	0	0	0	18	0	0	0	15	27	14	22	24	16	24	14

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of Labour, more true of the Liberal Democrats, equally true of both, or not true about either?

[Asked to those who voted Labour in the 2024 general election but now intend to vote for the Liberal Democrats; n=269]

Shares my values

More true of Labour	11	12	10	4	12	0	6	2	11	17	16
More true of the Liberal Democrats	48	47	63	41	45	43	75	59	54	14	41
Equally true of both parties	19	19	14	26	20	27	3	15	19	27	22
Not true of either party	13	14	6	14	13	0	10	14	3	33	12
Don't know	10	8	8	15	10	31	5	10	14	8	9

Has the talent and experience to form an effective government

More true of Labour	35	43	40	15	38	19	9	28	32	45	44
More true of the Liberal Democrats	13	9	13	14	13	0	19	19	9	13	12
Equally true of both parties	21	20	8	32	20	24	35	20	24	14	18
Not true of either party	15	15	19	14	15	27	5	18	16	21	13
Don't know	16	13	20	25	14	31	32	14	19	7	13

Has a good chance of winning in my constituency

More true of Labour	21	22	22	8	19	56	26	17	27	44	12
More true of the Liberal Democrats	45	47	51	40	47	0	32	35	36	34	60
Equally true of both parties	7	7	4	15	8	0	3	13	7	5	6
Not true of either party	18	18	17	27	16	13	34	20	19	12	15
Don't know	9	6	6	10	9	31	5	16	12	5	6

Would effectively run public services, such as the NHS

More true of Labour	17	22	14	10	18	0	14	8	20	34	18
More true of the Liberal Democrats	31	24	42	28	32	19	26	44	35	14	28
Equally true of both parties	23	28	16	21	23	37	17	21	22	30	23
Not true of either party	10	10	13	9	10	13	7	10	8	8	12
Don't know	20	15	15	32	18	31	36	18	15	14	19

Would do a good job on the cost of living

More true of Labour	10	13	11	6	11	0	4	5	8	20	13
More true of the Liberal Democrats	35	32	40	36	36	19	37	46	44	32	29
Equally true of both parties	18	21	12	11	18	27	11	20	14	19	18
Not true of either party	16	17	19	10	18	10	3	18	18	21	17
Don't know	21	17	18	37	17	44	46	11	16	8	23

Would do a good job on the environment and climate change

More true of Labour	5	6	7	2	6	0	0	1	4	16	6
More true of the Liberal Democrats	43	41	44	39	44	13	42	55	43	31	41
Equally true of both parties	26	29	27	18	25	24	29	13	35	18	29
Not true of either party	9	8	6	14	8	19	7	17	0	17	6
Don't know	18	16	16	27	17	44	21	14	19	18	18

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of Labour, more true of the Liberal Democrats, equally true of both, or not true about either?																	
[Asked to those who voted Labour in the 2024 general election but now intend to vote for the Liberal Democrats; n=269]																	
Shares my values																	
More true of Labour	11	0	0	0	0	0	0	11	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	48	0	0	0	0	0	0	48	0	0	0	0	0	0	0	0	0
Equally true of both parties	19	0	0	0	0	0	0	19	0	0	0	0	0	0	0	0	0
Not true of either party	13	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0
Don't know	10	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0
Has the talent and experience to form an effective government																	
More true of Labour	35	0	0	0	0	0	0	35	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	13	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0
Equally true of both parties	21	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0	0
Not true of either party	15	0	0	0	0	0	0	15	0	0	0	0	0	0	0	0	0
Don't know	16	0	0	0	0	0	0	16	0	0	0	0	0	0	0	0	0
Has a good chance of winning in my constituency																	
More true of Labour	21	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	45	0	0	0	0	0	0	45	0	0	0	0	0	0	0	0	0
Equally true of both parties	7	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0
Not true of either party	18	0	0	0	0	0	0	18	0	0	0	0	0	0	0	0	0
Don't know	9	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0
Would effectively run public services, such as the NHS																	
More true of Labour	17	0	0	0	0	0	0	17	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	31	0	0	0	0	0	0	31	0	0	0	0	0	0	0	0	0
Equally true of both parties	23	0	0	0	0	0	0	23	0	0	0	0	0	0	0	0	0
Not true of either party	10	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0
Don't know	20	0	0	0	0	0	0	20	0	0	0	0	0	0	0	0	0
Would do a good job on the cost of living																	
More true of Labour	10	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	35	0	0	0	0	0	0	35	0	0	0	0	0	0	0	0	0
Equally true of both parties	18	0	0	0	0	0	0	18	0	0	0	0	0	0	0	0	0
Not true of either party	16	0	0	0	0	0	0	16	0	0	0	0	0	0	0	0	0
Don't know	21	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0	0
Would do a good job on the environment and climate change																	
More true of Labour	5	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0
More true of the Liberal Democrats	43	0	0	0	0	0	0	43	0	0	0	0	0	0	0	0	0
Equally true of both parties	26	0	0	0	0	0	0	26	0	0	0	0	0	0	0	0	0
Not true of either party	9	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0
Don't know	18	0	0	0	0	0	0	18	0	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of Labour, more true of the Greens, equally true of both, or not true about either?

[Asked to those who voted Labour in the 2024 general election and now intend to vote for either Labour or the Greens; n=1711]

Shares my values

More true of Labour	40	0	56	0	0	2	0	0	40	0	0	0	42	49	43	36	20	32	50	57
More true of the Greens	32	0	11	0	0	80	0	0	31	0	0	0	30	15	29	34	59	38	20	13
Equally true of both parties	19	0	22	0	0	10	0	0	19	0	0	0	20	16	19	18	12	19	21	19
Not true of either party	4	0	4	0	0	4	0	0	4	0	0	0	4	6	5	3	2	4	4	4
Don't know	6	0	7	0	0	5	0	0	6	0	0	0	5	14	4	8	7	6	5	6

Has the talent and experience to form an effective government

More true of Labour	69	0	80	0	0	40	0	0	69	0	0	0	72	65	75	62	65	63	74	77
More true of the Greens	6	0	1	0	0	19	0	0	6	0	0	0	6	4	6	7	11	7	5	2
Equally true of both parties	10	0	6	0	0	18	0	0	10	0	0	0	10	11	9	11	9	12	8	7
Not true of either party	7	0	5	0	0	11	0	0	7	0	0	0	6	10	6	8	8	6	7	8
Don't know	8	0	7	0	0	12	0	0	8	0	0	0	7	11	5	12	7	11	6	6

Has a good chance of winning in my constituency

More true of Labour	60	0	69	0	0	38	0	0	60	0	0	0	60	60	64	56	64	59	58	62
More true of the Greens	9	0	4	0	0	22	0	0	9	0	0	0	9	6	9	10	13	11	8	6
Equally true of both parties	9	0	10	0	0	9	0	0	9	0	0	0	10	8	8	11	5	10	11	9
Not true of either party	15	0	11	0	0	24	0	0	15	0	0	0	16	16	14	15	15	13	17	14
Don't know	7	0	6	0	0	7	0	0	7	0	0	0	6	10	5	8	4	7	6	9

Would effectively run public services, such as the NHS

More true of Labour	51	0	69	0	0	9	0	0	51	0	0	0	54	58	57	46	36	44	62	66
More true of the Greens	19	0	5	0	0	51	0	0	18	0	0	0	16	5	17	20	43	22	11	6
Equally true of both parties	15	0	12	0	0	22	0	0	15	0	0	0	16	14	16	14	9	19	14	11
Not true of either party	6	0	6	0	0	6	0	0	6	0	0	0	5	8	5	6	3	6	5	7
Don't know	9	0	8	0	0	11	0	0	9	0	0	0	8	15	5	13	9	9	7	11

Would do a good job on the cost of living

More true of Labour	41	0	57	0	0	4	0	0	42	0	0	0	44	45	47	36	26	34	51	57
More true of the Greens	22	0	7	0	0	58	0	0	22	0	0	0	20	8	23	21	47	27	13	7
Equally true of both parties	16	0	16	0	0	16	0	0	16	0	0	0	17	15	13	19	12	16	19	13
Not true of either party	10	0	10	0	0	9	0	0	9	0	0	0	8	17	10	9	6	11	9	10
Don't know	11	0	11	0	0	12	0	0	11	0	0	0	11	15	7	16	10	12	9	13

Would do a good job on the environment and climate change

More true of Labour	16	0	22	0	0	1	0	0	16	0	0	0	16	19	18	13	11	13	18	21
More true of the Greens	63	0	51	0	0	92	0	0	63	0	0	0	63	48	60	65	83	69	58	42
Equally true of both parties	13	0	16	0	0	4	0	0	13	0	0	0	14	18	14	11	2	10	15	22
Not true of either party	3	0	4	0	0	1	0	0	3	0	0	0	3	4	3	3	2	2	3	7
Don't know	6	0	7	0	0	2	0	0	6	0	0	0	5	11	4	8	2	6	6	8

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of Labour, more true of the Greens, equally true of both, or not true about either?

[Asked to those who voted Labour in the 2024 general election and now intend to vote for either Labour or the Greens; n=1711]

Shares my values

More true of Labour	40	44	46	34	39	45	60	41	37	38	37
More true of the Greens	32	29	30	33	33	29	13	31	34	31	34
Equally true of both parties	19	20	14	21	19	17	7	18	19	17	22
Not true of either party	4	3	3	6	4	4	7	3	4	6	2
Don't know	6	5	6	6	6	5	13	6	6	7	5

Has the talent and experience to form an effective government

More true of Labour	69	73	69	64	69	59	74	67	69	68	71
More true of the Greens	6	4	9	7	7	5	2	7	6	5	7
Equally true of both parties	10	9	9	11	10	15	5	8	11	9	12
Not true of either party	7	5	6	11	7	6	8	9	5	8	5
Don't know	8	8	7	7	8	14	10	9	8	9	6

Has a good chance of winning in my constituency

More true of Labour	60	64	61	54	60	55	61	65	62	57	56
More true of the Greens	9	7	11	12	10	10	5	9	5	12	12
Equally true of both parties	9	11	7	10	10	11	4	9	5	15	10
Not true of either party	15	12	17	16	14	17	21	12	17	10	17
Don't know	7	5	4	9	6	7	10	6	10	6	5

Would effectively run public services, such as the NHS

More true of Labour	51	56	56	44	51	56	61	50	52	53	49
More true of the Greens	19	14	20	21	19	14	7	19	22	18	19
Equally true of both parties	15	17	12	17	15	12	13	15	13	14	18
Not true of either party	6	4	5	9	6	3	8	6	6	8	4
Don't know	9	9	7	9	9	15	11	10	7	7	10

Would do a good job on the cost of living

More true of Labour	41	45	46	34	41	45	56	38	40	44	42
More true of the Greens	22	17	26	26	23	19	7	23	27	19	22
Equally true of both parties	16	19	12	16	17	11	7	18	14	17	17
Not true of either party	10	8	7	15	9	8	14	10	9	10	9
Don't know	11	12	9	9	11	16	16	12	10	10	10

Would do a good job on the environment and climate change

More true of Labour	16	14	17	16	15	20	32	14	13	16	15
More true of the Greens	63	64	60	59	65	57	30	64	69	60	66
Equally true of both parties	13	14	12	13	12	18	14	13	11	14	12
Not true of either party	3	2	4	4	3	1	10	4	2	2	3
Don't know	6	5	6	7	5	4	14	5	5	8	4

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab, LD, Grm	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grm	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grm	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grm / 26Grm
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of Labour, more true of the Greens, equally true of both, or not true about either?																	
<i>[Asked to those who voted Labour in the 2024 general election and now intend to vote for either Labour or the Greens; n=1711]</i>																	
Shares my values																	
More true of Labour	40	0	0	0	0	55	2	0	0	0	0	0	0	0	0	0	0
More true of the Greens	32	0	0	0	0	11	80	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	19	0	0	0	0	22	9	0	0	0	0	0	0	0	0	0	0
Not true of either party	4	0	0	0	0	4	4	0	0	0	0	0	0	0	0	0	0
Don't know	6	0	0	0	0	7	5	0	0	0	0	0	0	0	0	0	0
Has the talent and experience to form an effective government																	
More true of Labour	69	0	0	0	0	81	40	0	0	0	0	0	0	0	0	0	0
More true of the Greens	6	0	0	0	0	1	18	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	10	0	0	0	0	6	19	0	0	0	0	0	0	0	0	0	0
Not true of either party	7	0	0	0	0	5	11	0	0	0	0	0	0	0	0	0	0
Don't know	8	0	0	0	0	7	12	0	0	0	0	0	0	0	0	0	0
Has a good chance of winning in my constituency																	
More true of Labour	60	0	0	0	0	69	37	0	0	0	0	0	0	0	0	0	0
More true of the Greens	9	0	0	0	0	4	22	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	9	0	0	0	0	10	9	0	0	0	0	0	0	0	0	0	0
Not true of either party	15	0	0	0	0	11	24	0	0	0	0	0	0	0	0	0	0
Don't know	7	0	0	0	0	7	7	0	0	0	0	0	0	0	0	0	0
Would effectively run public services, such as the NHS																	
More true of Labour	51	0	0	0	0	69	9	0	0	0	0	0	0	0	0	0	0
More true of the Greens	19	0	0	0	0	5	51	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	15	0	0	0	0	12	22	0	0	0	0	0	0	0	0	0	0
Not true of either party	6	0	0	0	0	6	6	0	0	0	0	0	0	0	0	0	0
Don't know	9	0	0	0	0	8	11	0	0	0	0	0	0	0	0	0	0
Would do a good job on the cost of living																	
More true of Labour	41	0	0	0	0	57	5	0	0	0	0	0	0	0	0	0	0
More true of the Greens	22	0	0	0	0	7	57	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	16	0	0	0	0	16	16	0	0	0	0	0	0	0	0	0	0
Not true of either party	10	0	0	0	0	9	9	0	0	0	0	0	0	0	0	0	0
Don't know	11	0	0	0	0	11	12	0	0	0	0	0	0	0	0	0	0
Would do a good job on the environment and climate change																	
More true of Labour	16	0	0	0	0	22	1	0	0	0	0	0	0	0	0	0	0
More true of the Greens	63	0	0	0	0	51	92	0	0	0	0	0	0	0	0	0	0
Equally true of both parties	13	0	0	0	0	16	4	0	0	0	0	0	0	0	0	0	0
Not true of either party	3	0	0	0	0	4	1	0	0	0	0	0	0	0	0	0	0
Don't know	6	0	0	0	0	7	2	0	0	0	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age			
Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of Labour, more true of Reform UK, equally true of both, or not true about either?

[Asked to those who voted Labour in the 2024 general election but now intend to vote for Reform UK; n=165]

Shares my values

More true of Labour	2	0	0	0	2	0	0	0	2	0	0	0	6	1	3	0	0	2	1	3
More true of Reform UK	69	0	0	0	69	0	0	0	69	0	0	0	58	71	72	65	100	69	66	70
Equally true of both parties	7	0	0	0	7	0	0	0	8	0	0	0	5	10	8	5	0	8	6	8
Not true of either party	13	0	0	0	13	0	0	0	14	0	0	0	17	13	13	14	0	12	16	13
Don't know	8	0	0	0	8	0	0	0	8	0	0	0	14	5	4	15	0	8	11	6

Has the talent and experience to form an effective government

More true of Labour	6	0	0	0	6	0	0	0	5	0	0	0	9	5	8	3	29	6	3	6
More true of Reform UK	40	0	0	0	40	0	0	0	39	0	0	0	34	41	41	38	71	39	39	38
Equally true of both parties	12	0	0	0	12	0	0	0	13	0	0	0	13	15	17	4	0	12	11	15
Not true of either party	28	0	0	0	28	0	0	0	29	0	0	0	40	25	28	27	0	32	31	21
Don't know	15	0	0	0	15	0	0	0	14	0	0	0	4	14	7	28	0	10	16	20

Has a good chance of winning in my constituency

More true of Labour	8	0	0	0	8	0	0	0	6	0	0	0	12	6	10	4	29	10	7	3
More true of Reform UK	54	0	0	0	54	0	0	0	55	0	0	0	52	54	52	58	43	59	56	45
Equally true of both parties	10	0	0	0	10	0	0	0	11	0	0	0	13	9	14	4	0	10	12	10
Not true of either party	13	0	0	0	13	0	0	0	14	0	0	0	14	14	12	15	28	10	9	21
Don't know	15	0	0	0	15	0	0	0	15	0	0	0	9	16	12	20	0	11	16	20

Would effectively run public services, such as the NHS

More true of Labour	4	0	0	0	4	0	0	0	4	0	0	0	0	6	4	4	0	2	3	8
More true of Reform UK	41	0	0	0	41	0	0	0	41	0	0	0	55	32	43	37	72	51	38	26
Equally true of both parties	10	0	0	0	10	0	0	0	10	0	0	0	6	13	12	7	0	14	7	10
Not true of either party	22	0	0	0	22	0	0	0	23	0	0	0	24	21	23	21	28	20	26	20
Don't know	23	0	0	0	23	0	0	0	22	0	0	0	15	27	18	31	0	13	25	37

Would do a good job on the cost of living

More true of Labour	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	55	0	0	0	55	0	0	0	54	0	0	0	58	51	58	48	100	57	45	57
Equally true of both parties	8	0	0	0	8	0	0	0	8	0	0	0	5	11	11	1	0	10	7	6
Not true of either party	17	0	0	0	17	0	0	0	18	0	0	0	25	16	18	16	0	19	23	11
Don't know	20	0	0	0	20	0	0	0	20	0	0	0	12	22	12	34	0	14	24	26

Would do a good job on immigration

More true of Labour	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	95	0	0	0	95	0	0	0	94	0	0	0	100	91	94	95	100	96	90	97
Equally true of both parties	1	0	0	0	1	0	0	0	1	0	0	0	0	1	0	2	0	1	0	2
Not true of either party	2	0	0	0	2	0	0	0	2	0	0	0	0	3	3	0	0	0	5	0
Don't know	3	0	0	0	3	0	0	0	3	0	0	0	0	4	3	3	0	3	4	1

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of Labour, more true of Reform UK, equally true of both, or not true about either?

[Asked to those who voted Labour in the 2024 general election but now intend to vote for Reform UK; n=165]

Shares my values

More true of Labour	2	3	0	3	1	0	5	0	3	0	3
More true of Reform UK	69	66	67	72	68	73	73	70	72	80	59
Equally true of both parties	7	3	11	10	7	27	3	8	0	7	10
Not true of either party	13	26	9	5	15	0	7	13	14	13	19
Don't know	8	2	13	10	8	0	12	8	11	0	9

Has the talent and experience to form an effective government

More true of Labour	6	12	7	1	6	18	2	3	0	11	13
More true of Reform UK	40	33	34	43	40	0	48	37	52	33	39
Equally true of both parties	12	11	9	16	13	20	7	12	17	6	15
Not true of either party	28	35	33	20	30	24	16	38	20	27	27
Don't know	15	9	18	19	11	37	27	10	10	24	7

Has a good chance of winning in my constituency

More true of Labour	8	15	4	4	7	0	10	9	0	30	1
More true of Reform UK	54	54	58	49	59	61	31	60	71	31	58
Equally true of both parties	10	9	5	14	10	12	9	12	0	13	12
Not true of either party	13	12	13	14	11	0	25	6	14	0	22
Don't know	15	10	20	19	12	27	24	13	15	25	5

Would effectively run public services, such as the NHS

More true of Labour	4	5	3	4	5	0	2	3	9	6	3
More true of Reform UK	41	40	26	44	40	29	45	26	69	40	45
Equally true of both parties	10	15	4	11	11	10	8	15	0	15	9
Not true of either party	22	28	28	16	24	24	12	31	8	13	28
Don't know	23	12	38	26	20	37	32	24	14	25	15

Would do a good job on the cost of living

More true of Labour	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	55	58	52	52	53	41	67	50	52	64	53
Equally true of both parties	8	3	13	9	8	10	5	6	13	18	4
Not true of either party	17	25	13	11	18	0	17	21	18	6	20
Don't know	20	14	23	28	21	49	11	23	18	12	23

Would do a good job on immigration

More true of Labour	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	95	96	92	93	94	73	100	91	97	93	98
Equally true of both parties	1	0	0	3	1	0	0	3	0	0	0
Not true of either party	2	3	3	0	2	0	0	3	0	7	0
Don't know	3	1	5	4	2	27	0	3	3	0	2

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Gm	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of Labour, more true of Reform UK, equally true of both, or not true about either?																	
[Asked to those who voted Labour in the 2024 general election but now intend to vote for Reform UK; n=165]																	
Shares my values																	
More true of Labour	2	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
More true of Reform UK	69	0	0	0	0	0	0	0	0	69	0	0	0	0	0	0	0
Equally true of both parties	7	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0
Not true of either party	13	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0
Don't know	8	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0
Has the talent and experience to form an effective government																	
More true of Labour	6	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0
More true of Reform UK	40	0	0	0	0	0	0	0	0	39	0	0	0	0	0	0	0
Equally true of both parties	12	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0
Not true of either party	28	0	0	0	0	0	0	0	0	29	0	0	0	0	0	0	0
Don't know	15	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0
Has a good chance of winning in my constituency																	
More true of Labour	8	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0
More true of Reform UK	54	0	0	0	0	0	0	0	0	55	0	0	0	0	0	0	0
Equally true of both parties	10	0	0	0	0	0	0	0	0	11	0	0	0	0	0	0	0
Not true of either party	13	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0
Don't know	15	0	0	0	0	0	0	0	0	15	0	0	0	0	0	0	0
Would effectively run public services, such as the NHS																	
More true of Labour	4	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0
More true of Reform UK	41	0	0	0	0	0	0	0	0	41	0	0	0	0	0	0	0
Equally true of both parties	10	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0
Not true of either party	22	0	0	0	0	0	0	0	0	23	0	0	0	0	0	0	0
Don't know	23	0	0	0	0	0	0	0	0	22	0	0	0	0	0	0	0
Would do a good job on the cost of living																	
More true of Labour	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	55	0	0	0	0	0	0	0	0	54	0	0	0	0	0	0	0
Equally true of both parties	8	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0
Not true of either party	17	0	0	0	0	0	0	0	0	18	0	0	0	0	0	0	0
Don't know	20	0	0	0	0	0	0	0	0	20	0	0	0	0	0	0	0
Would do a good job on immigration																	
More true of Labour	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More true of Reform UK	95	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0
Equally true of both parties	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Not true of either party	2	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
Don't know	3	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of the Liberal Democrats, more true of the Greens, equally true of both, or not true about either?

[Asked to those who voted Lib Dem in the 2024 general election but now intend to vote for the Greens; n=120]

Shares my values

More true of Labour	2	0	0	0	0	2	0	0	0	2	0	0	5	0	5	1	0	3	4	0
More true of the Greens	71	0	0	0	0	71	0	0	0	70	0	0	65	50	79	65	97	68	49	71
Equally true of both parties	12	0	0	0	0	12	0	0	0	12	0	0	12	26	5	17	3	14	19	8
Not true of either party	4	0	0	0	0	4	0	0	0	4	0	0	4	9	6	3	0	0	13	8
Don't know	11	0	0	0	0	11	0	0	0	11	0	0	14	15	5	14	0	15	15	12

Has the talent and experience to form an effective government

More true of Labour	31	0	0	0	0	31	0	0	0	31	0	0	35	32	33	30	26	32	33	42
More true of the Greens	25	0	0	0	0	25	0	0	0	25	0	0	25	10	32	20	29	23	25	12
Equally true of both parties	11	0	0	0	0	11	0	0	0	11	0	0	12	12	9	11	8	14	9	10
Not true of either party	14	0	0	0	0	14	0	0	0	14	0	0	9	21	15	13	15	5	22	20
Don't know	20	0	0	0	0	20	0	0	0	19	0	0	19	24	11	26	23	27	10	15

Has a good chance of winning in my constituency

More true of Labour	11	0	0	0	0	11	0	0	0	11	0	0	6	4	8	12	20	6	10	0
More true of the Greens	35	0	0	0	0	35	0	0	0	35	0	0	31	36	43	31	36	36	37	24
Equally true of both parties	13	0	0	0	0	13	0	0	0	13	0	0	8	18	18	9	18	11	12	0
Not true of either party	24	0	0	0	0	24	0	0	0	25	0	0	30	26	18	28	17	25	25	49
Don't know	17	0	0	0	0	17	0	0	0	17	0	0	25	15	14	19	8	23	15	27

Would effectively run public services, such as the NHS

More true of Labour	4	0	0	0	0	4	0	0	0	4	0	0	3	8	3	4	0	0	11	11
More true of the Greens	45	0	0	0	0	45	0	0	0	45	0	0	38	22	60	36	75	37	36	12
Equally true of both parties	28	0	0	0	0	28	0	0	0	28	0	0	34	25	28	28	18	34	26	42
Not true of either party	8	0	0	0	0	8	0	0	0	8	0	0	8	20	2	12	4	9	10	12
Don't know	15	0	0	0	0	15	0	0	0	15	0	0	17	25	6	20	3	20	17	23

Would do a good job on the cost of living

More true of Labour	3	0	0	0	0	3	0	0	0	4	0	0	6	3	6	2	0	5	4	8
More true of the Greens	50	0	0	0	0	50	0	0	0	50	0	0	42	26	69	38	81	41	39	30
Equally true of both parties	17	0	0	0	0	17	0	0	0	17	0	0	18	16	15	19	13	16	21	26
Not true of either party	10	0	0	0	0	10	0	0	0	10	0	0	9	23	2	15	3	10	13	20
Don't know	19	0	0	0	0	19	0	0	0	19	0	0	26	31	8	26	3	28	23	15

Would do a good job on the environment and climate change

More true of Labour	1	0	0	0	0	1	0	0	0	1	0	0	2	0	3	0	0	3	0	0
More true of the Greens	85	0	0	0	0	85	0	0	0	85	0	0	80	78	86	84	97	87	70	92
Equally true of both parties	5	0	0	0	0	5	0	0	0	5	0	0	4	7	2	6	3	0	13	0
Not true of either party	1	0	0	0	0	1	0	0	0	1	0	0	1	5	2	1	0	0	3	8
Don't know	8	0	0	0	0	8	0	0	0	8	0	0	13	10	7	8	0	9	15	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of the Liberal Democrats, more true of the Greens, equally true of both, or not true about either?

[Asked to those who voted Lib Dem in the 2024 general election but now intend to vote for the Greens; n=120]

Shares my values

More true of Labour	2	3	0	0	2	0	0	5	0	0	3
More true of the Greens	71	61	73	75	70	100	100	72	62	47	75
Equally true of both parties	12	19	13	8	12	0	0	5	31	17	10
Not true of either party	4	5	9	0	4	0	0	6	0	0	6
Don't know	11	11	5	17	11	0	0	12	7	36	6

Has the talent and experience to form an effective government

More true of Labour	31	43	17	8	30	44	100	21	49	37	28
More true of the Greens	25	13	50	38	25	0	0	35	28	19	24
Equally true of both parties	11	15	6	15	10	56	0	6	9	6	12
Not true of either party	14	16	6	12	14	0	0	34	0	19	11
Don't know	20	13	21	27	21	0	0	5	13	19	25

Has a good chance of winning in my constituency

More true of Labour	11	9	9	22	10	44	0	10	7	14	10
More true of the Greens	35	31	49	50	35	56	0	31	54	18	37
Equally true of both parties	13	12	7	0	13	0	0	12	17	14	12
Not true of either party	24	24	32	16	24	0	100	31	7	30	24
Don't know	17	24	3	12	18	0	0	17	15	24	17

Would effectively run public services, such as the NHS

More true of Labour	4	7	0	7	4	0	0	0	7	5	4
More true of the Greens	45	29	57	60	45	44	100	58	23	19	51
Equally true of both parties	28	44	15	9	28	56	0	25	34	35	26
Not true of either party	8	5	18	8	8	0	0	6	0	21	7
Don't know	15	16	9	17	15	0	0	11	35	19	12

Would do a good job on the cost of living

More true of Labour	3	5	3	0	4	0	0	0	0	0	5
More true of the Greens	50	42	64	59	49	100	100	52	24	27	57
Equally true of both parties	17	21	16	9	18	0	0	17	30	30	13
Not true of either party	10	9	9	11	10	0	0	16	6	13	9
Don't know	19	24	9	21	19	0	0	14	40	30	16

Would do a good job on the environment and climate change

More true of Labour	1	0	0	0	1	0	0	0	0	0	2
More true of the Greens	85	79	100	95	85	100	100	77	86	70	89
Equally true of both parties	5	7	0	5	5	0	0	16	0	0	4
Not true of either party	1	1	0	0	1	0	0	6	0	0	1
Don't know	8	12	0	0	8	0	0	0	14	30	4

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Gm	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Gm	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Gm	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Gm / 26Gm
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of the Liberal Democrats, more true of the Greens, equally true of both, or not true about either?																	
[Asked to those who voted Lib Dem in the 2024 general election but now intend to vote for the Greens; n=120]																	
Shares my values																	
More true of Labour	2	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0
More true of the Greens	71	0	0	0	0	0	0	0	0	0	0	0	70	0	0	0	0
Equally true of both parties	12	0	0	0	0	0	0	0	0	0	0	0	12	0	0	0	0
Not true of either party	4	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0
Don't know	11	0	0	0	0	0	0	0	0	0	0	0	11	0	0	0	0
Has the talent and experience to form an effective government																	
More true of Labour	31	0	0	0	0	0	0	0	0	0	0	0	31	0	0	0	0
More true of the Greens	25	0	0	0	0	0	0	0	0	0	0	0	25	0	0	0	0
Equally true of both parties	11	0	0	0	0	0	0	0	0	0	0	0	11	0	0	0	0
Not true of either party	14	0	0	0	0	0	0	0	0	0	0	0	14	0	0	0	0
Don't know	20	0	0	0	0	0	0	0	0	0	0	0	19	0	0	0	0
Has a good chance of winning in my constituency																	
More true of Labour	11	0	0	0	0	0	0	0	0	0	0	0	11	0	0	0	0
More true of the Greens	35	0	0	0	0	0	0	0	0	0	0	0	35	0	0	0	0
Equally true of both parties	13	0	0	0	0	0	0	0	0	0	0	0	13	0	0	0	0
Not true of either party	24	0	0	0	0	0	0	0	0	0	0	0	25	0	0	0	0
Don't know	17	0	0	0	0	0	0	0	0	0	0	0	17	0	0	0	0
Would effectively run public services, such as the NHS																	
More true of Labour	4	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0
More true of the Greens	45	0	0	0	0	0	0	0	0	0	0	0	45	0	0	0	0
Equally true of both parties	28	0	0	0	0	0	0	0	0	0	0	0	28	0	0	0	0
Not true of either party	8	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0
Don't know	15	0	0	0	0	0	0	0	0	0	0	0	15	0	0	0	0
Would do a good job on the cost of living																	
More true of Labour	3	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0
More true of the Greens	50	0	0	0	0	0	0	0	0	0	0	0	50	0	0	0	0
Equally true of both parties	17	0	0	0	0	0	0	0	0	0	0	0	17	0	0	0	0
Not true of either party	10	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0
Don't know	19	0	0	0	0	0	0	0	0	0	0	0	19	0	0	0	0
Would do a good job on the environment and climate change																	
More true of Labour	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
More true of the Greens	85	0	0	0	0	0	0	0	0	0	0	0	85	0	0	0	0
Equally true of both parties	5	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0
Not true of either party	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Don't know	8	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Westminster VI						Vote in 2024 GE					EU Ref 2016		Gender		Age			
Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of Reform UK, more true of Restore Britain, equally true of both, or not true about either?

[Asked to those who voted Reform UK in the 2024 general election, but now intend to vote for Restore Britain; n=122]

Shares my values

More true of Reform UK	3	0	0	0	0	0	3	0	0	0	3	0	19	1	1	6	0	4	2	0
More true of Restore Britain	88	0	0	0	0	0	88	0	0	0	87	0	77	86	89	85	100	89	82	86
Equally true of both parties	7	0	0	0	0	0	7	0	0	0	7	0	4	10	8	5	0	4	12	14
Not true of either party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	0	0	0	0	0	2	0	0	0	3	0	0	4	2	4	0	3	4	0

Has the talent and experience to form an effective government

More true of Reform UK	15	0	0	0	0	0	15	0	0	0	14	0	23	9	15	15	31	17	2	24
More true of Restore Britain	45	0	0	0	0	0	45	0	0	0	45	0	53	49	44	46	29	44	45	55
Equally true of both parties	20	0	0	0	0	0	20	0	0	0	21	0	16	22	18	24	0	22	32	5
Not true of either party	10	0	0	0	0	0	10	0	0	0	10	0	8	9	14	4	25	10	7	9
Don't know	10	0	0	0	0	0	10	0	0	0	10	0	0	10	9	11	14	8	14	7

Has a good chance of winning in my constituency

More true of Reform UK	15	0	0	0	0	0	15	0	0	0	16	0	41	12	15	17	0	19	17	3
More true of Restore Britain	25	0	0	0	0	0	25	0	0	0	25	0	30	30	25	24	0	23	26	39
Equally true of both parties	27	0	0	0	0	0	27	0	0	0	27	0	8	28	27	27	49	26	26	22
Not true of either party	18	0	0	0	0	0	18	0	0	0	18	0	16	14	16	21	37	13	22	23
Don't know	15	0	0	0	0	0	15	0	0	0	15	0	5	15	18	10	14	18	9	13

Would do a good job on immigration

More true of Reform UK	1	0	0	0	0	0	1	0	0	0	1	0	0	1	1	0	0	1	0	0
More true of Restore Britain	89	0	0	0	0	0	89	0	0	0	89	0	74	89	92	84	100	88	84	95
Equally true of both parties	7	0	0	0	0	0	7	0	0	0	7	0	7	8	5	9	0	4	16	5
Not true of either party	1	0	0	0	0	0	1	0	0	0	1	0	0	1	0	2	0	1	0	0
Don't know	3	0	0	0	0	0	3	0	0	0	3	0	19	1	2	6	0	6	0	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

	Socio-economic classification (NS-SEC)				Country			Region in England			
	Total	Higher	Intermedi ate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781
	%	%	%	%	%	%	%	%	%	%	%

Do you think the following are more true of Reform UK, more true of Restore Britain, equally true of both, or not true about either?

[Asked to those who voted Reform UK in the 2024 general election, but now intend to vote for Restore Britain; n=122]

Shares my values

More true of Reform UK	3	0	10	2	3	0	0	0	14	0	1
More true of Restore Britain	88	100	79	84	86	100	100	92	84	100	81
Equally true of both parties	7	0	9	11	8	0	0	8	3	0	11
Not true of either party	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	0	2	3	3	0	0	0	0	0	6

Has the talent and experience to form an effective government

More true of Reform UK	15	14	22	14	16	0	12	13	41	0	10
More true of Restore Britain	45	39	49	40	43	60	57	42	31	21	50
Equally true of both parties	20	23	14	21	22	29	0	32	8	32	20
Not true of either party	10	9	6	17	9	11	19	10	13	0	8
Don't know	10	15	8	8	10	0	12	3	7	46	12

Has a good chance of winning in my constituency

More true of Reform UK	15	13	27	11	18	0	0	14	39	14	12
More true of Restore Britain	25	25	27	21	24	23	35	25	6	41	29
Equally true of both parties	27	32	12	29	28	37	9	32	40	0	23
Not true of either party	18	13	23	19	15	26	49	11	0	19	23
Don't know	15	17	11	19	16	15	7	17	16	27	14

Would do a good job on immigration

More true of Reform UK	1	3	0	0	1	0	0	0	4	0	0
More true of Restore Britain	89	95	81	92	87	100	100	91	78	81	89
Equally true of both parties	7	3	9	5	8	0	0	9	4	19	7
Not true of either party	1	0	0	0	1	0	0	0	0	0	2
Don't know	3	0	10	3	4	0	0	0	14	0	2

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Grn	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Grn	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Grn	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Grn / 26Grn
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think the following are more true of Reform UK, more true of Restore Britain, equally true of both, or not true about either?																	
[Asked to those who voted Reform UK in the 2024 general election, but now intend to vote for Restore Britain; n=122]																	
Shares my values																	
More true of Reform UK	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
More true of Restore Britain	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	87	0
Equally true of both parties	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0
Not true of either party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
Has the talent and experience to form an effective government																	
More true of Reform UK	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	0
More true of Restore Britain	45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45	0
Equally true of both parties	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	21	0
Not true of either party	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0
Don't know	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0
Has a good chance of winning in my constituency																	
More true of Reform UK	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0
More true of Restore Britain	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0
Equally true of both parties	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27	0
Not true of either party	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0
Don't know	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15	0
Would do a good job on immigration																	
More true of Reform UK	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
More true of Restore Britain	89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	0
Equally true of both parties	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0
Not true of either party	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Don't know	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

Fieldwork: 15th - 24th June 2024

	Westminster VI							Vote in 2024 GE					EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Restore Britain	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	10421	1421	1455	1002	1824	1319	326	1877	2679	959	1126	604	3658	3720	5033	5388	1092	4294	2575	2460
Unweighted Sample	10421	1403	1576	1127	1821	1263	299	1706	2865	1065	1197	610	4160	3790	4585	5836	838	3556	3077	2950
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your finances, which of the following best reflects your position?																				
I am very comfortable financially	5	8	7	6	5	4	3	7	5	7	5	3	6	5	6	4	7	3	5	8
I am relatively comfortable financially	36	44	42	41	35	33	19	45	39	41	29	33	41	35	37	35	33	31	37	45
TOTAL COMFORTABLE	41	52	49	47	40	37	22	52	44	48	34	36	47	40	43	39	40	34	42	53
I do not often have money for luxuries, but can normally comfortably cover the essentials	38	35	36	35	38	38	43	35	38	33	41	39	37	38	36	39	32	42	36	35
I can only just afford my costs and often struggle to make ends meet	15	10	12	14	17	18	23	10	14	13	18	16	12	16	14	16	15	17	17	11
I cannot afford my costs, and often have to go without essentials like food and heating	3	1	2	3	4	3	7	1	2	2	5	4	2	3	3	3	3	4	4	1
TOTAL STRUGGLING	18	11	14	17	21	21	30	11	16	15	23	20	14	19	17	19	18	21	21	12
Not sure	3	1	1	1	2	4	4	2	2	3	3	5	2	2	3	3	9	3	2	1

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

		Socio-economic classification (NS-SEC)				Country			Region in England			
		Total	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	10421	3533	2335	3116	9014	500	907	2470	1709	1261	3575	
Unweighted Sample	10421	4153	2393	2421	8885	588	948	2470	1724	910	3781	
		%	%	%	%	%	%	%	%	%	%	%

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	5	7	5	3	5	6	5	5	5	5	5
I am relatively comfortable financially	36	46	36	30	36	34	37	34	36	33	38
TOTAL COMFORTABLE	41	53	41	33	41	40	42	39	41	38	43
I do not often have money for luxuries, but can normally comfortably cover the essentials	38	34	37	44	38	39	36	40	38	36	37
I can only just afford my costs and often struggle to make ends meet	15	10	16	17	15	16	17	15	15	19	14
I cannot afford my costs, and often have to go without essentials like food and heating	3	2	3	3	3	4	3	3	3	3	3
TOTAL STRUGGLING	18	12	19	20	18	20	20	18	18	22	17
Not sure	3	2	2	3	3	2	2	3	3	4	2

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 10421 GB Adults
Fieldwork: 15th - 24th June 2026

Fieldwork: 15th - 24th June 2026

		Voter Groups															
	Total	24Con / 26Con	24Con / 26Lab,LD,Gm	24Con / 26Ref	24Con / 26Don't know	24Lab / 26Lab	24Lab / 26Gm	24Lab / 26LD	24Lab / 26Con	24Lab / 26Ref	24Lab / 26Don't know	24LD / 26LD	24LD / 26Gm	24LD / 26Don't know	24Ref / 26Ref	24Ref / 26Restore	24Gm / 26Gm
Weighted Sample	10421	973	126	476	188	1105	460	233	112	162	334	501	112	109	773	121	394
Unweighted Sample	10421	912	114	426	167	1248	454	269	118	160	358	578	120	118	829	119	382
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your finances, which of the following best reflects your position?																	
I am very comfortable financially	5	9	6	6	6	7	3	4	7	3	2	7	5	8	5	4	4
I am relatively comfortable financially	36	45	47	48	40	44	33	39	40	29	37	43	38	41	30	14	31
TOTAL COMFORTABLE	41	54	53	54	46	51	36	43	47	32	39	50	43	49	35	18	35
I do not often have money for luxuries, but can normally comfortably cover the essentials	38	36	32	32	39	35	41	38	39	47	40	34	36	27	41	46	38
I can only just afford my costs and often struggle to make ends meet	15	7	13	12	10	12	18	15	13	17	14	11	14	17	19	21	18
I cannot afford my costs, and often have to go without essentials like food and heating	3	1	1	1	1	1	3	3	1	2	2	3	1	4	4	9	5
TOTAL STRUGGLING	18	8	14	13	11	13	21	18	14	19	16	14	15	21	23	30	23
Not sure	3	1	1	0	4	1	1	0	0	3	4	2	5	3	2	5	5

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.