

Polling Methodological Note – 3rd August 2026

A sample of 5,238 adults aged 16+ in Great Britain was interviewed between the afternoon of 10th July and the morning of 14th July 2026. Our sample was drawn from Verian's random sample panel Public Voice.

This panel is used extensively for social research commissioned by government, academic and third sector organisations, including those based in the US and Europe. Membership of this panel is restricted to those living in a controlled sample of UK addresses drawn from the Royal Mail's master database. This restrictive method of panel-building is relatively expensive but will ordinarily provide benefits in terms of sample and data quality when compared with a panel that any adult resident in the UK can join. Although the short-period fieldwork web-only protocol used for this poll is much more limited than is typical for a social research survey, the demographic and political composition of the sample is only modestly degraded compared to what could be obtained using the full social research data collection protocol (two to three weeks using both web and telephone interview modes).

We used this random sampling approach for our 2024 General Election polling and firmly believe that this enabled us to generate the most accurate voting intentions estimate [ahead of the election](#).

The data was weighted in multiple stages. First, design weighting was applied to account for variations in sampling probability (both for selection into the Public Voice panel and for selection into this specific poll). Second, non-response modelling was used to account for variations in response probability that are associated with the extensive profiling data held about all Public Voice panel members. Finally, the data was calibrated to match population totals for age, gender, 2024 General Election voting patterns, education, region, and likelihood to vote in the next General Election. Further information about the benchmarks used in the final weighting stage can be found on page 3.

The response rate for this poll was 24% (5,238 completes out of 21,725 Public Voice panellists invited to take part in the survey).

Uncertainty

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that it lies within 2 points.

Weighting benchmarks

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 16+. The sources for the population totals are provided above each table.

Gender* and age

Source: ONS Mid-Year-2024 Population Estimates:

	Unweighted count	Weighted count
Male 16-24	82	354
Male 25-34	280	425
Male 35-44	412	416
Male 45-54	453	385
Male 55-69	899	562
Male 70+	264	399
Female 16-24	137	336
Female 25-34	419	440
Female 35-44	586	444
Female 45-54	536	401
Female 55-69	924	590
Female 70+	246	489

*Those reporting an "other" gender have been randomly allocated to either male or female solely for the purpose of weighting.

Region

Source: ONS Mid-Year-2024 Population Estimates:

	Unweighted count	Weighted count
North East England	196	217
North West England	525	598
Yorkshire & Humber	428	440
East Midlands	362	394
West Midlands	425	474
East of England	509	507
London	913	702
South East England	784	746
South West England	441	466
Wales	252	251
Scotland	403	442

Education by age

Source: ONS Annual Population Survey (April 2025-June 2026)

	Unweighted count	Weighted count
Aged 16-24 with a degree	108	120
Aged 25-44 with a degree	1193	907
Aged 45-69 with a degree	1353	677
Other	108	120

Vote in the 2024 General Election*

Source: 2024 General Election & ONS Mid-Year-2024 Population Estimates

	Unweighted percentage	Weighted percentage
No vote	17%	48%
Labour	34%	18%
Conservative	16%	13%
Lib Dem	11%	7%
SNP	3%	1%
Reform UK	10%	8%
Green	7%	4%
Other	2%	2%

* An imputed response is given for those who preferred not to say who they voted for in the 2024 General Election.

Since the 2024 General Election, as panellists have been sampled for and taken part in surveys, we have collected information about if and how they voted in the 2024 General Election. It should be noted that not all of this information was collected contemporaneously and there is therefore a risk of measurement error due to incorrect recall, which may impact estimates.

Further details

Please contact Richard Crawshaw Richard.Crawshaw@VerianGroup.com for further details on the methodology used in this polling.

BRITAIN1 - Thinking about Britain today, do you think the country is heading in the right, or the wrong direction?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Right direction	323	203	120	60	43	43	41	54	81	135	28	26	6	91	121	99	86
	6%	8%	4%	9%	5%	5%	5%	6%	7%	16%	5%	8%	1%	4%	8%	5%	5%
		C								LMNO	N	N					
Wrong direction	3773	1797	1976	463	626	608	585	657	834	482	497	212	339	1717	1117	1372	1141
	72%	71%	73%	67%	72%	71%	74%	74%	72%	58%	83%	67%	89%	73%	73%	75%	69%
										KMO	K	K	K	K			
Neither	772	394	378	115	138	131	98	124	166	170	49	59	23	330	188	273	283
	15%	16%	14%	17%	16%	15%	12%	14%	14%	20%	8%	19%	6%	14%	12%	15%	17%
										LNO		LN		LN			P
Don't know	371	146	225	51	58	77	62	49	74	47	28	20	13	199	109	98	143
	7%	6%	8%	7%	7%	9%	8%	6%	6%	6%	5%	6%	3%	8%	7%	5%	9%
			R											LN			Q

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

BRITAIN2 - Compared with ten years ago, do you think opportunities for people in Britain to improve their lives are...

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Better	284	135	150	89	47	36	39	42	31	52	19	12	6	150	79	109	76
	5%	5%	6%	13%	5%	4%	5%	5%	3%	6%	3%	4%	2%	6%	5%	6%	5%
				FGHIJ						LN				LN			
About the same	879	421	458	124	166	137	102	136	215	179	89	41	16	432	257	318	282
	17%	17%	17%	18%	19%	16%	13%	15%	19%	21%	15%	13%	4%	18%	17%	17%	17%
					H					LMN	N	N		N			
Worse	3924	1938	1985	436	619	655	622	695	895	590	486	261	358	1658	1167	1363	1233
	75%	76%	74%	63%	72%	76%	79%	79%	77%	71%	81%	82%	94%	71%	76%	74%	75%
						D	DF	DF	D		KO	KO	KLMO				
Don't know	151	45	107	40	33	32	22	11	14	14	7	3	2	96	30	51	62
	3%	2%	4%	6%	4%	4%	3%	1%	1%	2%	1%	1%	0%	4%	2%	3%	4%
			R		IJ	IJ								KLMN			

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

BRITAIN3 - Thinking about the next ten years, how optimistic are you about Britain's future?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Very optimistic	87	68	20	31	6	7	24	13	6	14	4	3	0	60	8	20	54
	2%	3%	1%	5%	1%	1%	3%	1%	1%	2%	1%	1%	0%	3%	1%	1%	3%
		C		FGIJ			FGIJ			N				LN			PQ
Fairly optimistic	849	468	380	167	149	126	118	128	160	210	82	53	27	359	246	320	247
	16%	18%	14%	24%	17%	15%	15%	14%	14%	25%	14%	17%	7%	15%	16%	17%	15%
		C		GIJ						LMNO	N	N		N			
Not very optimistic	2959	1337	1622	357	512	467	434	509	679	459	338	217	203	1319	927	1049	881
	57%	53%	60%	52%	59%	54%	55%	58%	59%	55%	56%	69%	53%	56%	60%	57%	53%
			B									KLNO			R		
Not at all optimistic	1225	622	603	122	164	220	191	226	302	140	175	37	148	541	340	426	400
	23%	24%	22%	18%	19%	26%	24%	26%	26%	17%	29%	12%	39%	23%	22%	23%	24%
						F		F	F		KM		KLMO	KM			
Don't know	117	44	73	12	34	38	18	8	8	12	3	7	3	57	13	27	71
	2%	2%	3%	2%	4%	4%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	4%
					IJ	IJ								L			PQ

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table influence1
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

INFLUENCE1 - To what extent do you agree or disagree with the following statement? "People in local areas like mine are often overlooked when national decisions are made."

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Strongly agree	1196	600	595	115	161	217	137	248	317	157	143	57	154	508	360	383	393
	23%	24%	22%	17%	19%	25%	17%	28%	27%	19%	24%	18%	40%	22%	23%	21%	24%
						FH		DFH	DFH				KLMO				
Tend to agree	2103	975	1128	312	272	315	302	369	532	354	283	135	151	880	712	720	599
	40%	38%	42%	45%	31%	37%	39%	42%	46%	42%	47%	43%	40%	38%	46%	39%	36%
				F				F	FGH		O				QR		
Neither agree nor disagree	1243	583	660	129	270	216	225	181	223	204	121	75	44	604	333	489	380
	24%	23%	24%	19%	31%	25%	29%	20%	19%	24%	20%	24%	12%	26%	22%	27%	23%
					DIJ		DIJ			N	N	N		N			
Tend to disagree	475	252	224	90	101	72	79	60	73	94	48	43	28	219	103	186	157
	9%	10%	8%	13%	12%	8%	10%	7%	6%	11%	8%	14%	7%	9%	7%	10%	10%
					J							N					
Strongly disagree	70	45	25	10	20	11	16	7	5	16	2	7	2	29	10	20	39
	1%	2%	1%	1%	2%	1%	2%	1%	0%	2%	0%	2%	0%	1%	1%	1%	2%
										L							
Don't know	151	84	67	34	41	28	26	19	4	10	5	1	2	96	17	43	85
	3%	3%	2%	5%	5%	3%	3%	2%	0%	1%	1%	0%	1%	4%	1%	2%	5%
				J	IJ	J	J	J	J					KL MN			PQ
NET: Strongly/Tend to agree	3299	1576	1723	427	433	532	440	617	850	511	426	192	305	1388	1072	1103	992
	63%	62%	64%	62%	50%	62%	56%	70%	74%	61%	71%	61%	80%	59%	70%	60%	60%
				F		F		FGH	DFGH		KMO		KLMO		QR		
NET: Strongly/Tend to disagree	545	296	248	99	122	84	95	67	78	110	49	50	30	248	113	206	196
	10%	12%	9%	14%	14%	10%	12%	8%	7%	13%	8%	16%	8%	11%	7%	11%	12%
					IJ		J			LN		LN				P	P

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances). Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table influence2
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

INFLUENCE2 - To what extent do you agree or disagree with the following statement? "People in London have more influence over decisions that affect Britain than people in other parts of the country."

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female														
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Strongly agree	1362	764	598	160	191	217	177	221	395	258	157	71	151	512	430	474	390
	26%	30%	22%	23%	22%	25%	23%	25%	34%	31%	26%	22%	40%	22%	28%	26%	24%
		C						DFGHI	MO				KLMO				
Tend to agree	2187	1066	1121	321	346	357	306	346	510	364	265	155	165	961	702	732	672
	42%	42%	42%	47%	40%	42%	39%	39%	44%	44%	44%	49%	43%	41%	46%	40%	41%
														Q			
Neither agree nor disagree	998	409	589	126	193	174	174	181	151	126	99	49	43	510	239	382	338
	19%	16%	22%	18%	22%	20%	22%	20%	13%	15%	16%	16%	11%	22%	16%	21%	20%
			B		J	J	J	J	J					KN		P	
Tend to disagree	433	183	250	43	81	67	81	85	76	68	65	29	13	197	122	170	133
	8%	7%	9%	6%	9%	8%	10%	10%	7%	8%	11%	9%	3%	8%	8%	9%	8%
										N	N	N		N			
Strongly disagree	118	68	49	11	22	18	28	27	13	14	12	8	5	67	21	41	53
	2%	3%	2%	2%	2%	2%	4%	3%	1%	2%	2%	2%	1%	3%	1%	2%	3%
Don't know	140	48	93	29	32	26	19	24	9	6	5	5	5	89	18	43	68
	3%	2%	3%	4%	4%	3%	2%	3%	1%	1%	1%	2%	1%	4%	1%	2%	4%
			B		J	J		J	J					KLN			P
NET: Strongly/Tend to agree	3549	1831	1718	481	538	574	483	567	906	621	422	226	316	1473	1133	1206	1061
	68%	72%	64%	70%	62%	67%	62%	64%	78%	74%	70%	71%	83%	63%	74%	65%	64%
		C						FGHI	O			O	KLMO		QR		
NET: Strongly/Tend to disagree	550	251	299	53	102	85	109	112	89	81	77	36	17	263	143	211	186
	11%	10%	11%	8%	12%	10%	14%	13%	8%	10%	13%	11%	5%	11%	9%	11%	11%
							J	J		N	N	N		N			

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

INFLUENCE3 - How much influence do you feel people like you have over the future of the local area where you live?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
A great deal	58	43	15	30	7	7	8	5	2	12	3	2	0	34	5	28	23
	1%	2%	1%	4%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	2%	1%
		C		IJ						N				N		P	
A fair amount	750	345	405	157	148	139	106	104	96	163	56	69	16	352	195	301	227
	14%	14%	15%	23%	17%	16%	14%	12%	8%	20%	9%	22%	4%	15%	13%	16%	14%
				IJ	J	J	J			LN	N	LNO		LN			
Not very much	3343	1609	1734	401	521	519	495	561	847	539	446	209	255	1413	1058	1132	1025
	64%	63%	64%	58%	60%	60%	63%	63%	73%	65%	74%	66%	67%	60%	69%	61%	62%
								DFGHI			KO				QR		
None at all	973	493	479	83	162	173	150	200	204	105	96	35	109	475	262	344	320
	19%	19%	18%	12%	19%	20%	19%	23%	18%	13%	16%	11%	29%	20%	17%	19%	19%
								D					KLMO	KM			
Don't know	115	48	66	18	27	23	26	15	7	14	1	1	2	62	14	37	58
	2%	2%	2%	3%	3%	3%	3%	2%	1%	2%	0%	0%	0%	3%	1%	2%	4%
					J	J	J			LM				LMN			P

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

LOCALPOWER - Thinking about decisions that affect your local area, do you think they should be made...

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
A lot more by local government	1611	831	780	233	189	237	232	325	395	245	143	76	147	796	500	559	479
	31%	33%	29%							29%	24%	24%	39%	34%	33%	30%	29%
				F			F	FGH	FG				KLM	LM			
A bit more by local government	1376	642	734	171	263	241	209	203	289	238	193	109	77	558	419	506	402
	26%	25%	27%							28%	32%	34%	20%	24%	27%	27%	24%
					I					N	NO	NO					
Equally by local and national government	1685	795	890	184	302	264	258	288	390	286	213	113	119	694	501	618	500
	32%	31%	33%	27%	35%	31%	33%	33%	34%	34%	35%	36%	31%	30%	33%	34%	30%
A bit more by national government	210	131	80	58	50	37	22	15	28	27	24	9	16	101	36	65	105
	4%	5%	3%	8%	6%	4%	3%	2%	2%	3%	4%	3%	4%	4%	2%	4%	6%
		C		IJ	IJ	I											PQ
A lot more by national government	88	42	46	6	14	17	21	16	14	19	11	6	10	35	20	22	44
	2%	2%	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	3%	1%	1%	1%	3%
Don't know	267	98	169	37	48	63	45	36	38	20	17	4	12	152	59	73	123
	5%	4%	6%	5%	6%	7%	6%	4%	3%	2%	3%	1%	3%	7%	4%	4%	7%
			R			IJ								KLM			PQ
NET: More by local government	2987	1473	1514	404	452	478	440	529	684	482	337	185	224	1354	918	1065	881
	57%	58%	56%	59%	52%	56%	56%	60%	59%	58%	56%	58%	59%	58%	60%	58%	53%
															R		
NET: More by national government	299	173	126	64	64	55	42	32	43	46	35	15	26	135	56	86	149
	6%	7%	5%	9%	7%	6%	5%	4%	4%	6%	6%	5%	7%	6%	4%	5%	9%
					I												PQ

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

LOCALRESP - How much responsibility should local government have for improving the quality of life in their local area?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
A great deal	2399	1154	1245	291	326	355	371	457	598	387	281	132	208	1034	709	830	761
	46%	45%	46%	42%	38%	41%	47%	52%	52%	46%	47%	42%	55%	44%	46%	45%	46%
							F	FG	FG				KMO				
A fair amount	2461	1222	1239	361	461	404	357	376	501	402	293	172	149	1098	754	894	736
	47%	48%	46%	52%	53%	47%	45%	43%	43%	48%	49%	54%	39%	47%	49%	49%	45%
					IJ					N	N	N					
Not very much	239	116	123	24	52	63	31	29	39	34	21	9	16	127	48	60	104
	5%	5%	5%	4%	6%	7%	4%	3%	3%	4%	3%	3%	4%	5%	3%	3%	6%
						HIJ											PQ
None at all	44	20	23	1	4	9	8	13	9	5	4	1	7	21	11	24	8
	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	0%
Don't know	95	26	69	12	21	27	19	8	7	7	3	2	1	56	11	33	44
	2%	1%	3%	2%	2%	3%	2%	1%	1%	1%	1%	1%	0%	2%	1%	2%	3%
			B		J	IJ	J							LMN			

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table localtax
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

LOCALTAX - To what extent do you agree or disagree with the following statement? "Local councils should be able to raise local taxes to fund extra local services."

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Strongly agree	389	218	171	86	57	88	53	52	53	89	13	24	24	172	79	168	138
	7%	9%	6%	13%	7%	10%	7%	6%	5%	11%	2%	8%	6%	7%	5%	9%	8%
				IJ		IJ				LN		L	L	L		P	
Tend to agree	1307	656	652	138	217	207	201	235	310	266	154	109	85	506	421	464	362
	25%	26%	24%	20%	25%	24%	26%	27%	27%	32%	26%	34%	22%	22%	27%	25%	22%
										LNO		LNO					
Neither agree nor disagree	1209	572	637	131	186	204	220	218	251	170	145	75	93	544	358	410	401
	23%	23%	24%	19%	21%	24%	28%	25%	22%	20%	24%	24%	24%	23%	23%	22%	24%
Tend to disagree	1240	573	667	166	227	161	141	224	320	195	182	67	65	568	407	456	323
	24%	23%	25%	24%	26%	19%	18%	25%	28%	23%	30%	21%	17%	24%	27%	25%	20%
					GH			GH	GH		KMN			N	R	R	
Strongly disagree	930	494	436	142	140	164	155	141	188	95	103	31	100	477	230	308	351
	18%	19%	16%	21%	16%	19%	20%	16%	16%	11%	17%	10%	26%	20%	15%	17%	21%
										KM			KLM	KM			P
Don't know	163	26	137	25	38	35	16	15	33	20	5	11	14	70	39	36	78
	3%	1%	5%	4%	4%	4%	2%	2%	3%	2%	1%	3%	4%	3%	3%	2%	5%
			B										L	L			Q
NET: Strongly/Tend to agree	1696	874	822	225	273	295	254	286	363	354	167	133	110	678	499	632	500
	32%	34%	30%	33%	32%	34%	32%	32%	31%	42%	28%	42%	29%	29%	33%	34%	30%
										LNO		LNO					
NET: Strongly/Tend to disagree	2170	1067	1103	309	368	325	296	364	508	290	285	98	165	1045	637	764	674
	41%	42%	41%	45%	43%	38%	38%	41%	44%	35%	47%	31%	43%	45%	42%	41%	41%
										KM			KM	KM			

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table success
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

SUCCESS - Which of the following would do most to improve the local area where you live?
Multi-code – select up to three. Randomise answers.

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservati ve	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Better paid jobs	1167	600	567	218	263	237	186	148	115	160	77	43	51	641	222	462	438
	22%	24%	21%	32%	30%	28%	24%	17%	10%	19%	13%	13%	13%	27%	14%	25%	27%
				IJ	IJ	IJ	IJ	J		LM				KL MN		P	P
More affordable housing	1811	884	927	328	334	295	228	262	364	344	104	103	83	913	408	508	842
	35%	35%	34%	48%	39%	34%	29%	30%	32%	41%	17%	32%	22%	39%	27%	28%	51%
				GH IJ	HI					LMN		LN		LN			PQ
Better public transport	1082	500	582	204	169	121	143	202	243	191	138	83	111	393	382	380	261
	21%	20%	22%	30%	20%	14%	18%	23%	21%	23%	23%	26%	29%	17%	25%	21%	16%
				GH				G	G	O	O	O	O		R		
Better local roads and highways	1527	795	732	153	187	246	214	325	401	224	241	103	164	575	555	563	352
	29%	31%	27%	22%	22%	29%	27%	37%	35%	27%	40%	32%	43%	25%	36%	31%	21%
								DFGH	DFH		KO	O	KMO		QR	R	
Lower household bills	2020	956	1064	196	368	369	323	331	433	290	201	74	162	1017	520	690	735
	39%	38%	39%	28%	43%	43%	41%	37%	37%	35%	33%	23%	42%	44%	34%	37%	44%
					D	D	D			M	M		LM	KL M			PQ
Better access to healthcare	1517	625	892	116	222	241	228	269	440	225	198	95	109	661	505	517	424
	29%	25%	33%	17%	26%	28%	29%	30%	38%	27%	33%	30%	29%	28%	33%	28%	26%
			B			D	D	D	DFGHI						R		
Improved schools and education	904	425	479	105	211	196	140	126	126	159	103	65	30	405	199	373	287
	17%	17%	18%	15%	24%	23%	18%	14%	11%	19%	17%	21%	8%	17%	13%	20%	17%
				IJ	IJ	IJ	J			N	N	N		N		P	
More opportunities for young people	1859	892	967	359	217	264	281	289	449	325	229	138	124	810	608	723	464
	35%	35%	36%	52%	25%	31%	36%	33%	39%	39%	38%	44%	33%	35%	40%	39%	28%
				FGHIJ			F	F	FG			NO			R	R	

Investment in local businesses	1124	579	545	72	201	174	173	209	295	206	200	98	82	380	399	439	244
	21%	23%	20%	10%	23%	20%	22%	24%	26%	25%	33%	31%	22%	16%	26%	24%	15%
Lower levels of crime and anti-social behaviour					D	D	D	D	D	O	KNO	NO			R	R	
	1865	912	952	185	316	297	292	318	456	267	238	105	157	817	551	649	602
Other (specify)	36%	36%	35%	27%	37%	35%	37%	36%	39%	32%	39%	33%	41%	35%	36%	35%	36%
							D		D		K		K				
	129	72	58	6	13	23	28	32	27	28	9	8	18	36	33	48	43
	2%	3%	2%	1%	2%	3%	4%	4%	2%	3%	2%	3%	5%	2%	2%	3%	3%

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

PROSPERITY - Compared with twelve months ago, would you say your household is financially...

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Better off	500	294	206	99	111	106	81	60	42	105	42	58	20	222	92	255	139
	10%	12%	8%	14%	13%	12%	10%	7%	4%	13%	7%	18%	5%	9%	6%	14%	8%
		C		J	IJ	IJ	J			LN		KLNO				PR	
About the same	2474	1228	1246	284	409	349	321	416	693	433	324	157	171	1036	832	831	729
	47%	48%	46%	41%	47%	41%	41%	47%	60%	52%	54%	49%	45%	44%	54%	45%	44%
								DFGHI		O	NO				QR		
Worse off	2206	988	1218	266	341	400	378	404	417	295	236	100	188	1037	576	749	777
	42%	39%	45%	39%	39%	47%	48%	46%	36%	35%	39%	32%	49%	44%	38%	41%	47%
			B			J	FJ	J					KLM	KM		PQ	
Don't know	59	29	30	40	5	4	4	3	3	1	0	1	3	41	34	6	8
	1%	1%	1%	6%	1%	0%	1%	0%	0%	0%	0%	0%	1%	2%	2%	0%	1%
				FGHIJ									KLM	QR			

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table futureprosp
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

FUTUREPROSP - Ten years from now, do you expect people in your local area to be financially...

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Better off than today	443	229	214	126	93	72	43	61	48	102	36	32	10	200	75	198	155
	8%	9%	8%	18%	11%	8%	5%	7%	4%	12%	6%	10%	3%	9%	5%	11%	9%
				GHJ	HJ	J				LN		N		N		P	P
About the same	1545	815	730	211	274	218	238	233	372	300	192	117	74	664	481	551	431
	30%	32%	27%	31%	32%	25%	30%	26%	32%	36%	32%	37%	19%	28%	31%	30%	26%
		C							G	NO	N	NO		N			
Worse off than today	2869	1332	1537	288	422	522	454	521	663	387	349	141	263	1292	864	1005	914
	55%	52%	57%	42%	49%	61%	58%	59%	57%	46%	58%	45%	69%	55%	56%	55%	55%
						DF	DF	DF	DF		KM		KLMO	KM			
Don't know	381	162	218	64	76	48	51	69	72	46	26	27	35	180	114	88	153
	7%	6%	8%	9%	9%	6%	7%	8%	6%	6%	4%	9%	9%	8%	7%	5%	9%
												L	L	L			Q

Comparison Groups: BC/DFGHJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

AREAFUTURE - Ten years from now, do you expect your local area will be...

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
A better place to live	510	279	231	119	104	93	60	62	74	121	35	29	12	244	80	199	214
	10%	11%	9%	17%	12%	11%	8%	7%	6%	15%	6%	9%	3%	10%	5%	11%	13%
				HJ	J					LMNO		N		LN		P	P
About the same	2275	1129	1146	292	426	338	322	357	540	397	284	172	108	1014	718	808	646
	43%	44%	42%	42%	49%	39%	41%	40%	47%	48%	47%	54%	28%	43%	47%	44%	39%
					GHI					N	N	NO		N	R		
A worse place to live	2182	1034	1148	224	287	388	362	419	502	276	267	98	236	971	663	754	694
	42%	41%	43%	33%	33%	45%	46%	47%	43%	33%	44%	31%	62%	42%	43%	41%	42%
						DF	DF	DF	DF		KM		KLMO	KM			
Don't know	271	96	174	54	48	40	42	46	39	39	16	18	26	107	74	80	98
	5%	4%		8%	6%	5%	5%	5%	3%	5%	3%	6%	7%	5%	5%	4%	6%
			R										L				

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table housing1
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

HOUSING1 - To what extent do you agree or disagree with the following statement... The cost of housing in my local area is a serious problem

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Strongly agree	1516	746	771	217	263	256	241	248	292	291	109	96	87	702	357	430	665
	29%	29%	29%	31%	30%	30%	31%	28%	25%	35%	18%	30%	23%	30%	23%	23%	40%
Tend to agree	1819	884	935	215	308	273	228	309	487	288	200	112	124	826	592	636	537
	35%	35%	35%	31%	36%	32%	29%	35%	42%	34%	33%	35%	33%	35%	39%	35%	33%
Neither agree nor disagree	1128	549	579	125	163	189	212	219	220	136	156	69	85	510	329	443	296
	22%	22%	21%	18%	19%	22%	27%	25%	19%	16%	26%	22%	22%	22%	21%	24%	18%
Tend to disagree	461	218	243	62	84	92	68	65	90	85	99	30	43	147	129	235	73
	9%	9%	9%	9%	10%	11%	9%	7%	8%	10%	16%	9%	11%	6%	8%	13%	4%
Strongly disagree	84	43	41	-	14	16	18	14	23	O	KMO				R	PR	
	2%	2%	2%		2%	2%	2%	2%	2%	1%	4%	2%	5%	1%	2%	2%	1%
Don't know											KO		O			R	
	230	99	131	70	34	35	19	29	43	24	15	5	24	136	98	54	73
	4%	4%	5%	10%	4%	4%	2%	3%	4%	3%	2%	2%	6%	6%	6%	3%	4%
				FGHIJ									KLM	KLM	Q		
NET: Strongly/Tend to agree	3335	1630	1704	432	570	528	468	557	779	578	309	208	211	1528	949	1066	1202
	64%	64%	63%	63%	66%	61%	60%	63%	67%	69%	51%	66%	55%	65%	62%	58%	73%
									H	LN		LN		LN			PQ
NET: Strongly/Tend to disagree	545	261	284	62	97	108	87	79	113	96	122	35	60	162	158	279	82
	10%	10%	11%	9%	11%	13%	11%	9%	10%	12%	20%	11%	16%	7%	10%	15%	5%
										O	KMO		O		R	PR	

Comparison Groups: BC/DFGHJ/KLMNO/PQR

Independent T-Test for Means (unequal variances). Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table housing2
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

HOUSING2 - To what extent do you agree or disagree with the following statement... I would like to see more affordable housing in my local area

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female													Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Strongly agree	1734	841	893	330	334	306	245	230	288	338	95	84	78	880	339	481	837
	33%	33%	33%	48%	39%	36%	31%	26%	25%	40%	16%	26%	20%	38%	22%	26%	51%
				GHIJ	IJ	IJ				LMN		L		LMN			PQ
Tend to agree	1690	832	858	247	254	240	216	302	432	275	200	110	119	744	561	569	491
	32%	33%	32%	36%	29%	28%	28%	34%	37%	33%	33%	35%	31%	32%	37%	31%	30%
								HI	FGH						QR		
Neither agree nor disagree	961	438	523	47	149	157	191	165	253	127	143	74	82	394	348	362	219
	18%	17%	19%	7%	17%	18%	24%	19%	22%	15%	24%	23%	21%	17%	23%	20%	13%
					D	D	DFGI	D	D		KO	K			R	R	
Tend to disagree	448	218	230	16	49	86	68	103	126	64	96	28	45	153	160	230	48
	9%	9%	9%	2%	6%	10%	9%	12%	11%	8%	16%	9%	12%	7%	10%	13%	3%
						D	D	DF	DF		KMO				R	R	
Strongly disagree	332	181	151	26	66	55	57	77	51	22	64	21	56	122	103	176	32
	6%	7%	6%	4%	8%	6%	7%	9%	4%	3%	11%	7%	15%	5%	7%	10%	2%
								DJ			KO	K	KMO		R	R	
Don't know	73	29	44	24	13	16	8	7	5	8	4	1	1	44	23	23	26
	1%	1%	2%	3%	2%	2%	1%	1%	0%	1%	1%	0%	0%	2%	1%	1%	2%
NET: Strongly/Tend to agree	3424	1673	1751	576	588	546	461	532	720	613	295	193	197	1625	900	1050	1328
	65%	66%	65%	84%	68%	64%	59%	60%	62%	73%	49%	61%	52%	70%	59%	57%	80%
				FGHIJ	HI					LMN		L		LMN			PQ
NET: Strongly/Tend to disagree	780	399	381	42	115	140	126	180	177	87	161	49	101	274	263	406	80
	15%	16%	14%	6%	13%	16%	16%	20%	15%	10%	27%	15%	27%	12%	17%	22%	5%
					D	D	D	DF	D		KMO		KMO		R	PR	

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table housing3
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

HOUSING3 - To what extent do you agree or disagree with the following statement... More social housing needs to be built in my local area

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female												Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Strongly agree	1180	625	554	205	177	187	169	181	260	259	66	46	50	581	250	287	586
	23%	25%	21%	30%	20%	22%	22%	20%	23%	31%	11%	15%	13%	25%	16%	16%	35%
										LMNO				LMN			PQ
Tend to agree	1191	575	615	119	180	147	143	239	363	228	120	97	66	506	457	276	415
	23%	23%	23%	17%	21%	17%	18%	27%	31%	27%	20%	31%	17%	22%	30%	15%	25%
								DGH	DFGH	LNO		LNO			Q		Q
Neither agree nor disagree	1085	474	611	156	189	196	176	157	210	134	124	72	74	507	290	464	288
	21%	19%	23%	23%	22%	23%	22%	18%	18%	16%	21%	23%	19%	22%	19%	25%	17%
												K		K		PR	
Tend to disagree	912	453	459	135	135	152	131	175	184	132	174	56	79	351	287	408	198
	17%	18%	17%	20%	16%	18%	17%	20%	16%	16%	29%	18%	21%	15%	19%	22%	12%
											KMNO				R		R
Strongly disagree	738	381	358	44	155	145	153	114	128	64	113	38	106	319	214	374	106
	14%	15%	13%	6%	18%	17%	19%	13%	11%	8%	19%	12%	28%	14%	14%	20%	6%
					DJ	DJ	DIJ				KM		KLMO	K	R	PR	
Don't know	132	31	102	29	29	33	14	18	10	17	5	7	7	73	35	33	61
	3%	1%	4%	4%	3%	4%	2%	2%	1%	2%	1%	2%	2%	3%	2%	2%	4%
			B		J	J								I			
NET: Strongly/Tend to agree	2370	1201	1170	325	357	333	312	420	623	487	186	144	116	1087	707	563	1001
	45%	47%	43%	47%	41%	39%	40%	48%	54%	58%	31%	45%	30%	47%	46%	31%	61%
								GH	FGH	LMNO		LN		LN	Q		PQ
NET: Strongly/Tend to disagree	1650	834	816	179	290	297	284	289	311	197	287	94	185	669	501	782	304
	32%	33%	30%	26%	33%	35%	36%	33%	27%	24%	48%	30%	48%	29%	33%	42%	18%
						J	J				KMO		KMO		R	PR	

Comparison Groups: BC/DFGHJ/KLMNO/PQR

Independent T-Test for Means (unequal variances). Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

ESSENTIALS_Energy - How concerned are you about the cost of Energy?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Very concerned	2645	1291	1354	232	388	444	411	493	677	447	300	121	251	1134	796	818	922
	51%	51%	50%	34%	45%	52%	52%	56%	59%	54%	50%	38%	66%	49%	52%	44%	56%
						D	D	DF	DF	M	M		KLMO	M	Q		Q
Fairly concerned	2066	948	1118	341	353	343	300	331	397	312	246	162	97	947	587	807	604
	39%	37%	41%	49%	41%	40%	38%	37%	34%	37%	41%	51%	25%	41%	38%	44%	37%
				JJ						N	N	KLNO		N		R	
Not very concerned	431	261	170	75	107	56	64	52	77	69	53	32	30	194	134	167	104
	8%	10%	6%	11%	12%	6%	8%	6%	7%	8%	9%	10%	8%	8%	9%	9%	6%
		C			GIJ												
Not at all concerned	38	23	15	16	3	6	8	2	3	6	3	2	3	21	4	21	9
	1%	1%	1%	2%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%	1%
Don't know	57	16	42	25	14	10	3	5	-	1	0	1	1	41	13	29	15
	1%	1%	2%	4%	2%	1%	0%	1%		0%	0%	0%	0%	2%	1%	2%	1%
			B	HI										KLMN		P	

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

ESSENTIALS_Transport - How concerned are you about the cost of Transport?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Very concerned	1171	579	591	184	185	186	220	214	182	167	92	60	90	577	265	412	442
	22%	23%	22%	27%	21%	22%	28%	24%	16%	20%	15%	19%	24%	25%	17%	22%	27%
Fairly concerned	2404	1135	1268	347	413	393	325	397	528	379	277	143	156	1094	718	864	715
	46%	45%	47%	50%	48%	46%	41%	45%	46%	45%	46%	45%	41%	47%	47%	47%	43%
Not very concerned	1369	688	681	118	212	218	210	243	368	251	191	99	120	522	458	442	424
	26%	27%	25%	17%	25%	25%	27%	27%	32%	30%	32%	31%	31%	22%	30%	24%	26%
Not at all concerned	224	113	111	39	43	35	25	19	63	33	34	13	14	106	70	101	47
	4%	4%	4%	6%	5%	4%	3%	2%	5%	4%	6%	4%	4%	5%	5%	5%	3%
Don't know	70	23	47	-	12	28	5	11	14	5	9	1	2	37	23	23	25
	1%	1%	2%		1%	3%	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

ESSENTIALS_FoodGroceries - How concerned are you about the cost of Food and groceries?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Very concerned	2339	1060	1280	280	367	426	393	417	456	355	208	98	178	1136	618	773	865
	45%	42%	47%	41%	42%	50%	50%	47%	39%	43%	35%	31%	47%	49%	40%	42%	52%
			B			J	J	J		LM			LM	LM			PQ
Fairly concerned	2258	1120	1139	319	359	326	315	380	560	384	288	162	163	947	717	802	636
	43%	44%	42%	46%	42%	38%	40%	43%	49%	46%	48%	51%	43%	41%	47%	44%	39%
								GH			Q	Q			R		
Not very concerned	564	316	248	82	119	86	66	80	132	87	101	48	35	223	187	229	124
	11%	12%	9%	12%	14%	10%	8%	9%	11%	10%	17%	15%	9%	10%	12%	12%	8%
					H						KNO				R	R	
Not at all concerned	56	42	14	8	18	12	8	3	7	8	4	8	5	24	9	29	18
	1%	2%	1%	1%	2%	1%	1%	0%	1%	1%	1%	3%	1%	1%	1%	2%	1%
Don't know	20	2	18	-	2	10	4	4	-	1	0	-	-	6	2	9	9
	0%	0%	1%		0%	1%	0%	0%		0%	0%			0%	0%	0%	1%
			B														

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

YOUTH1 - How confident are you that young people growing up in your local area today will have good opportunities in life?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female													Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Very confident	55	31	24	27	12	7	3	1	4	11	2	2	0	28	9	31	14
	1%	1%	1%	4%	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%	1%	2%	1%
Fairly confident				HIJ						N				N		P	
	953	445	508	218	194	148	108	131	153	145	121	64	35	479	216	368	307
	18%	18%	19%	32%	22%	17%	14%	15%	13%	17%	20%	20%	9%	20%	14%	20%	19%
Not very confident				GHIJ	HIJ					N	N	N		N		P	
	2993	1460	1533	330	501	466	462	504	729	496	354	194	205	1317	939	1038	928
	57%	58%	57%	48%	58%	54%	59%	57%	63%	59%	59%	61%	54%	56%	61%	56%	56%
Not at all confident									DG								
	1040	494	546	82	121	201	187	217	233	153	112	48	131	419	305	353	335
	20%	19%	20%	12%	14%	23%	24%	25%	20%	18%	19%	15%	34%	18%	20%	19%	20%
Don't know						DF	DF	DF					KLMO				
	197	109	88	31	36	38	26	30	36	30	12	10	10	94	66	52	69
	4%	4%	3%	5%	4%	4%	3%	3%	3%	4%	2%	3%	3%	4%	4%	3%	4%

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table youth2
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

YOUTH2 - Which of the following would make the biggest difference to opportunities for young people in your local area?
Randomise answers.

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Access to apprenticeships and training	1304	625	679	87	125	123	214	259	496	194	231	107	133	466	533	414	317
	25%	25%	25%	13%	14%	14%	27%	29%	43%	23%	38%	34%	35%	20%	35%	22%	19%
Access to work experience opportunities							DFG	DFG	DFGHI		KO	KO	KO		QR		
	539	254	285	95	106	91	66	75	105	62	58	18	40	292	163	192	167
	10%	10%	11%	14%	12%	11%	8%	9%	9%	7%	10%	6%	10%	12%	11%	10%	10%
Better schools and colleges														KM			
	328	169	159	57	53	83	46	46	44	64	44	26	13	133	78	138	103
	6%	7%	6%	8%	6%	10%	6%	5%	4%	8%	7%	8%	3%	6%	5%	7%	6%
More local jobs						IJ				N							
	567	298	270	105	66	96	85	107	108	97	61	34	58	248	155	214	170
	11%	12%	10%	15%	8%	11%	11%	12%	9%	12%	10%	11%	15%	11%	10%	12%	10%
Better paid local jobs / jobs with better prospects	1157	643	514	166	227	187	164	190	224	220	97	51	88	529	333	416	364
	22%	25%	19%	24%	26%	22%	21%	21%	19%	26%	16%	16%	23%	23%	22%	23%	22%
Better transport links		C			J					LM				LM			
	132	61	71	7	34	20	14	28	30	21	30	14	7	32	50	46	32
	3%	2%	3%	1%	4%	2%	2%	3%	3%	2%	5%	4%	2%	1%	3%	2%	2%
More affordable housing											KNO						
	454	244	210	59	99	93	79	60	65	76	27	28	16	238	69	148	214
	9%	10%	8%	9%	11%	11%	10%	7%	6%	9%	5%	9%	4%	10%	4%	8%	13%
Better mental health support				J	IJ	J	J			LN				LN		P	PQ
	372	96	276	72	60	73	71	58	37	46	18	19	10	220	61	135	156
	7%	4%	10%	10%	7%	9%	9%	7%	3%	5%	3%	6%	3%	9%	4%	7%	9%
		B	J	J	J	J	J	J	J			LN		KLN		P	P

Better careers advice or guidance	232	85	147	28	66	55	26	31	26	31	23	10	12	125	44	98	74
	4%	3%	5%	4%	8%	6%	3%	4%	2%	4%	4%	3%	3%	5%	3%	5%	4%
			B		H I J	J										P	
Don't know	154	66	89	14	29	38	20	30	22	24	13	10	3	54	48	42	56
	3%	3%	3%	2%	3%	4%	3%	3%	2%	3%	2%	3%	1%	2%	3%	2%	3%

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Table youth3
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

YOUTH3 - Thinking about when young people leave school, which of the following comes closest to your view? 'Academic routes' refers to studying for academic qualifications. Examples include University degrees or higher qualifications. 'Vocational or technical routes' refers to

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Academic routes should be encouraged over vocational or technical routes	320	145	175	67	55	78	53	31	35	36	27	10	10	189	59	110	138
	6%	6%	6%							4%	5%	3%	3%	8%	4%	6%	8%
				IJ	J	IJ	IJ							KLMN		P	P
Academic routes and vocational or technical routes should be encouraged equally	3302	1506	1795	451	574	573	502	542	660	593	365	235	170	1449	966	1243	974
	63%	59%	67%	65%	66%	67%	64%	61%	57%	71%	61%	74%	44%	62%	63%	67%	59%
			B		J	J				LNO	N	LNO		N		R	
Vocational or technical routes should be encouraged over academic routes	1309	743	566	136	173	154	164	255	427	177	201	67	174	524	462	405	391
	25%	29%	21%	20%	20%	18%	21%	29%	37%	21%	33%	21%	46%	22%	30%	22%	24%
			C					DFGH	DFGHI		KMO		KLMO		QR		
Don't know	307	145	162	35	63	53	66	56	33	29	9	5	28	175	48	83	150
	6%	6%	6%	5%	7%	6%	8%	6%	3%	3%	2%	2%	7%	7%	3%	5%	9%
					J	J	J	J					KLM	KLM			PQ

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

YOUTH4 - Do you think young people today have more opportunities, fewer opportunities, or about the same opportunities as older generations?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
More opportunities	789	333	456	127	114	142	106	142	158	110	96	34	51	374	205	300	249
	15%	13%	17%	18%	13%	17%	13%	16%	14%	13%	16%	11%	13%	16%	13%	16%	15%
About the same opportunities	864	412	452	92	168	149	144	155	155	133	134	51	44	372	246	293	261
	16%	16%	17%	13%	19%	17%	18%	18%	13%	16%	22%	16%	12%	16%	16%	16%	16%
			B								KNO						
Fewer opportunities	3322	1673	1649	418	536	506	504	553	805	559	358	222	274	1456	1033	1151	1045
	63%	66%	61%	61%	62%	59%	64%	63%	70%	67%	59%	70%	72%	62%	67%	62%	63%
		C						GI		L		L	LO				
Don't know	264	121	142	52	47	61	31	35	37	32	14	10	12	134	50	98	98
	5%	5%	5%	8%	5%	7%	4%	4%	3%	4%	2%	3%	3%	6%	3%	5%	6%
						HJJ								L			P

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table ServiceDelivery_EducationPrimarySecondary
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

ServiceDelivery_EducationPrimarySecondary - Which level of government would you trust more to make decisions about Primary and secondary school education?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	2488	1157	1331	276	327	381	376	435	693	420	326	164	210	1035	794	828	749
	47%	46%	49%	40%	38%	44%	48%	49%	60%	50%	54%	52%	55%	44%	52%	45%	45%
							F	F	DFGHI		O		O		Q		
National government	2252	1160	1092	363	446	363	321	367	392	365	240	135	142	1043	628	859	687
	43%	46%	40%	53%	52%	42%	41%	42%	34%	44%	40%	43%	37%	45%	41%	47%	42%
		C		HJ	GHIJ	J		J									
Don't know	498	222	276	50	92	115	88	82	70	49	36	18	30	257	112	155	217
	10%	9%	10%	7%	11%	13%	11%	9%	6%	6%	6%	6%	8%	11%	7%	8%	13%
					J	IJ	J						KLM				PQ

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

ServiceDelivery_UniversityEducation - Which level of government would you trust more to make decisions about University education?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	870	418	452	113	137	143	151	136	190	127	105	32	62	434	224	313	294
	17%	16%	17%	16%	16%	17%	19%	15%	16%	15%	18%	10%	16%	19%	15%	17%	18%
National government										M	M			M			
	3655	1806	1848	516	590	579	515	619	836	625	444	258	254	1553	1151	1303	1064
	70%	71%	68%	75%	68%	67%	66%	70%	72%	75%	74%	81%	67%	66%	75%	71%	64%
Don't know									H	NO	Q	KLNO			R	R	
	713	315	398	60	138	138	119	129	130	82	53	27	65	349	159	226	294
	14%	12%	15%	9%	16%	16%	15%	15%	11%	10%	9%	9%	17%	15%	10%	12%	18%
					D	DJ	D						KLIM	KLIM			PQ

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

ServiceDelivery_HospitalServices - Which level of government would you trust more to make decisions about Hospital services?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	1803	809	994	167	257	275	292	329	483	297	214	101	178	756	522	654	546
	34%	32%	37%	24%	30%	32%	37%	37%	42%	36%	36%	32%	47%	32%	34%	35%	33%
			B				D	DF	DFG				KLMO				
National government	2961	1520	1441	465	514	477	429	468	607	490	348	200	179	1332	899	1032	918
	57%	60%	53%	68%	59%	56%	55%	53%	53%	59%	58%	63%	47%	57%	59%	56%	56%
		C		GHIJ						N	N	N		N			
Don't know	474	209	264	57	93	107	65	87	64	48	40	16	24	248	113	156	189
	9%	8%	10%	8%	11%	12%	8%	10%	6%	6%	7%	5%	6%	11%	7%	8%	11%
					J	HJ		J						KLM			P

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table ServiceDelivery_GPServices
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

ServiceDelivery_GPServices - Which level of government would you trust more to make decisions about GP services?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	2926	1423	1503	371	409	502	461	478	706	461	350	195	220	1294	883	1065	844
	56%	56%	56%	54%	47%	58%	59%	54%	61%	55%	58%	62%	58%	55%	58%	58%	51%
National government	1848	911	937	249	366	260	257	326	389	325	223	103	132	800	538	645	606
	35%	36%	35%	36%	42%	30%	33%	37%	34%	39%	37%	33%	35%	34%	35%	35%	37%
Don't know	464	205	260	69	90	97	68	80	60	49	29	18	29	242	113	131	203
	9%	8%	10%	10%	10%	11%	9%	9%	5%	6%	5%	6%	8%	10%	7%	7%	12%

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

ServiceDelivery_RoadsTraffic - Which level of government would you trust more to make decisions about Road quality, safety and traffic congestion?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	3568	1673	1894	436	504	573	537	661	856	571	450	245	291	1531	1117	1261	1055
	68%	66%	70%	63%	58%	67%	68%	75%	74%	68%	75%	77%	76%	66%	73%	68%	64%
						F	F	DFGH	FG		KO	KO	KO		R		
National government	1275	715	560	201	287	196	195	167	229	218	98	60	71	631	333	438	439
	24%	28%	21%	29%	33%	23%	25%	19%	20%	26%	16%	19%	18%	27%	22%	24%	27%
		G		I	GHIJ		I			LMN				LMN			
Don't know	395	151	244	51	74	90	54	55	70	45	54	12	20	174	83	143	159
	8%	6%	9%	7%	9%	10%	7%	6%	6%	5%	9%	4%	5%	7%	5%	8%	10%
			R			HIJ					KM			M			P

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table ServiceDelivery_PublicTransport
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

ServiceDelivery_PublicTransport - Which level of government would you trust more to make decisions about Public transport reliability and affordability?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	3397	1670	1727	370	492	527	496	595	916	571	432	207	279	1468	1111	1158	998
	65%	66%	64%	54%	57%	61%	63%	67%	79%	68%	72%	65%	73%	63%	72%	63%	60%
								DF	DFGHI		O		O		QR		
National government	1422	686	736	254	294	234	228	222	189	227	134	99	82	649	354	504	495
	27%	27%	27%	37%	34%	27%	29%	25%	16%	27%	22%	31%	21%	28%	23%	27%	30%
				IJ	IJ	J	J	J				LN					P
Don't know	419	184	236	65	79	97	62	67	50	37	35	11	20	220	69	180	140
	8%	7%	9%	9%	9%	11%	8%	8%	4%	4%	6%	3%	5%	9%	5%	10%	10%
					J	IJ	J						KLM		P	P	

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

ServiceDelivery_RubbishCollection - Which level of government would you trust more to make decisions about Rubbish collection?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	4559	2204	2355	552	698	726	681	799	1103	757	556	298	363	1973	1419	1611	1352
	87%	87%	87%	80%	81%	85%	87%	90%	96%	91%	92%	94%	95%	84%	93%	87%	82%
National government	401	224	178	94	101	71	63	40	32	54	35	12	9	210	79	134	167
	8%	9%	7%	14%	12%	8%	8%	4%	3%	6%	6%	4%	2%	9%	5%	7%	10%
				IJ	IJ	IJ	IJ			N				MN			P
Don't know	278	111	167	43	66	62	42	45	20	23	11	7	9	154	35	96	135
	5%	4%	6%	6%	8%	7%	5%	5%	2%	3%	2%	2%	2%	7%	2%	5%	8%
					J	J	J	J						KL MN		P	PQ

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table ServiceDelivery_LeisureFacilities
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

ServiceDelivery_LeisureFacilities - Which level of government would you trust more to make decisions about Leisure facilities such as sports ground and swimming pools?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	4424	2128	2296	575	682	683	675	777	1033	754	543	294	347	1886	1369	1588	1283
	84%	84%	85%	83%	79%	79%	86%	88%	89%	90%	90%	93%	91%	81%	89%	86%	78%
							FG	FG	FG	O	O	O	O		R	R	
National government	465	277	188	63	119	96	67	48	72	53	40	12	20	250	95	141	214
	9%	11%	7%	9%	14%	11%	9%	5%	6%	6%	7%	4%	5%	11%	6%	8%	13%
		C			HIJ	IJ								KL MN			PQ
Don't know	349	134	215	51	64	80	44	59	50	28	20	10	15	201	69	113	156
	7%	5%	8%	7%	7%	9%	6%	7%	4%	3%	3%	3%	4%	9%	5%	6%	9%
			R			HI							KL MN				PQ

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table ServiceDelivery_CrimePrevention
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

ServiceDelivery_CrimePrevention - Which level of government would you trust more to make decisions about Crime prevention?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	2562	1240	1322	323	408	428	384	460	559	430	270	160	197	1163	770	949	743
	49%	49%	49%	47%	47%	50%	49%	52%	48%	51%	45%	50%	52%	50%	50%	52%	45%
National government	2226	1115	1111	328	367	328	331	350	522	350	299	138	155	965	654	743	735
	43%	44%	41%	48%	42%	38%	42%	40%	45%	42%	50%	43%	41%	41%	43%	40%	44%
											KNO						
Don't know	450	184	266	38	90	104	71	73	74	55	33	20	29	208	109	150	175
	9%	7%	10%	5%	10%	12%	9%	8%	6%	7%	5%	6%	8%	9%	7%	8%	11%
						DJ											

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table ServiceDelivery_HousingAffordabilitySupply
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

ServiceDelivery_HousingAffordabilitySupply - Which level of government would you trust more to make decisions about Housing affordability and supply?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	2765	1362	1403	331	381	416	417	501	719	465	320	168	213	1236	874	961	827
	53%	54%	52%	48%	44%	48%	53%	57%	62%	56%	53%	53%	56%	53%	57%	52%	50%
							F	FG	DFGH						R		
National government	1914	950	964	308	377	307	278	288	356	310	223	126	134	822	530	695	606
	37%	37%	36%	45%	44%	36%	35%	33%	31%	37%	37%	40%	35%	35%	35%	38%	37%
				IJ	HIJ												
Don't know	558	226	332	49	107	136	90	95	80	59	59	23	35	279	129	185	220
	11%	9%	12%	7%	12%	16%	11%	11%	7%	7%	10%	7%	9%	12%	8%	10%	13%
			B		J	DIJ	J							KM			P

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table ServiceDelivery_EmploymentAvailability
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

ServiceDelivery_EmploymentAvailability - Which level of government would you trust more to make decisions about Employment availability?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Local government	2472	1123	1349	297	380	398	373	434	591	396	284	141	205	1127	715	849	806
	47%	44%	50%	43%	44%	46%	47%	49%	51%	47%	47%	44%	54%	48%	47%	46%	49%
National government	2130	1150	980	316	385	336	302	353	439	370	255	146	142	902	661	764	621
	41%	45%	36%	46%	44%	39%	38%	40%	38%	44%	42%	46%	37%	39%	43%	41%	38%
Don't know	636	266	370	76	100	126	111	98	125	69	63	30	35	308	159	229	226
	12%	10%	14%	11%	12%	15%	14%	11%	11%	8%	10%	9%	9%	13%	10%	12%	14%

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

LocalDecisions - When it comes to the public services, amenities and facilities that matter most to you, where should decisions mainly be made?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
Locally, so services can reflect local needs, even if they vary between areas	3632	1754	1878	459	551	592	562	615	853	564	456	232	285	1595	1139	1241	1095
	69%	69%	70%	67%	64%	69%	71%	70%	74%	68%	76%	73%	75%	68%	74%	67%	66%
							F		F		KO				QR		
Nationally, so people receive similar services wherever they live	1308	643	664	179	245	213	169	233	269	242	130	67	81	612	346	481	438
	25%	25%	25%	26%	28%	25%	22%	26%	23%	29%	22%	21%	21%	26%	23%	26%	27%
										LMN							
Neither	85	50	35	4	18	20	17	11	15	8	6	7	7	39	18	29	37
	2%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	2%
Don't know	214	92	122	47	52	34	38	25	17	21	10	11	8	90	30	91	83
	4%	4%	5%	7%	6%	4%	5%	3%	2%	3%	2%	3%	2%	4%	2%	5%	5%
				J	J		J								P	P	

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table whereprefer
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

WherePrefer - If practical considerations such as work and housing costs were not a barrier, which of the following would you prefer?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
To live in a different part of the UK	1630	802	828	260	352	245	220	287	266	269	150	73	145	733	422	571	553
	31%	32%	31%	38%	41%	28%	28%	32%	23%	32%	25%	23%	38%	31%	27%	31%	33%
				J	GHIJ			J		LM			LM	M			
To remain living in my current area	2958	1422	1536	310	405	496	494	499	754	501	387	218	203	1254	923	1047	892
	56%	56%	57%	45%	47%	58%	63%	56%	65%	60%	64%	69%	53%	54%	60%	57%	54%
						DE	DE	DE	DFGJ	Q	NO	KNO					
No preference	481	255	226	98	55	84	52	66	126	45	58	21	32	265	159	170	136
	9%	10%	8%	14%	6%	10%	7%	8%	11%	5%	10%	7%	9%	11%	10%	9%	8%
				FHI					FH		K			KM			
Don't know	169	60	110	21	53	35	19	31	10	20	7	4	2	84	30	54	73
	3%	2%	4%	3%	6%	4%	2%	4%	1%	2%	1%	1%	0%	4%	2%	3%	4%
			R		HJ	J		J						LN			P

Comparison Groups: BC/DFGHIJ/KLMNO/PQR

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

MoveForWork - Which of the following comes closest to your view?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
It is more important to live close to family and friends than to move elsewhere for better career opportunities	2960	1362	1598	337	463	531	484	521	625	483	332	161	229	1327	845	1039	933
	57%	54%	59%	49%	54%	62%	62%	59%	54%	58%	55%	51%	60%	57%	55%	56%	56%
			B			DFJ	DFJ										
It is more important to move elsewhere for better career opportunities than to live close to family and friends	1573	869	704	281	280	222	194	215	380	236	200	110	113	724	489	559	485
	30%	34%	26%	41%	32%	26%	25%	24%	33%	28%	33%	35%	30%	31%	32%	30%	29%
		C		GHI	HI				GHI								
Don't know	705	308	396	71	122	106	107	148	149	116	71	46	40	285	200	244	235
	13%	12%	15%	10%	14%	12%	14%	17%	13%	14%	12%	15%	10%	12%	13%	13%	14%

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

CareerOpportunities - Which of the following do you think is most important in shaping people's lives and outlook?

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservati ve	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
The place where they grow up	1172	636	536	169	217	192	164	201	229	168	114	78	83	574	365	377	372
	22%	25%	20%	25%	25%	22%	21%	23%	20%	20%	19%	25%	22%	25%	24%	20%	23%
		C															
Their social class	587	344	243	103	123	102	77	81	102	112	43	32	54	262	149	230	187
	11%	14%	9%	15%	14%	12%	10%	9%	9%	13%	7%	10%	14%	11%	10%	12%	11%
		C								L			L				
Both are equally important	3262	1459	1803	394	490	510	512	558	799	538	421	197	235	1408	968	1154	1013
	62%	57%	67%	57%	57%	59%	65%	63%	69%	65%	70%	62%	62%	60%	63%	63%	61%
			B				F		DFG		O						
Don't know	217	99	117	23	35	55	33	45	25	17	24	10	10	93	51	82	81
	4%	4%	4%	3%	4%	6%	4%	5%	2%	2%	4%	3%	3%	4%	3%	4%	5%
						J		J									

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Table Vote2024
Jul. 29, 2026

I111000328 Public Voice - July Poll
Fieldwork dates: 10th to 14th July 2026

Vote2024 - The last General Election was held on 4th July 2024. Did you manage to vote in that General Election?
Single coded.

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
No, did not vote	2336	1126	1210	509	429	425	355	326	292	-	-	-	-	2336	467	806	940
	45%	44%	45%	74%	50%	49%	45%	37%	25%					100%	30%	44%	57%
				FGHIJ	IJ	IJ	IJ	IJ	J							P	PQ
Yes, Labour	835	444	391	69	145	150	145	134	192	835	-	-	-	-	261	327	220
	16%	17%	14%	10%	17%	17%	18%	15%	17%	100%					17%	18%	13%
Yes, Conservative	602	269	333	6	30	63	70	137	297	-	602	-	-	-	317	181	89
	11%	11%	12%	1%	3%	7%	9%	15%	26%		100%				21%	10%	5%
						D	DF	DFGH	DFGHI						QR	R	
Yes, Liberal Democrat	317	146	171	24	43	41	54	58	98	-	-	317	-	-	132	125	52
	6%	6%	6%	3%	5%	5%	7%	7%	8%			100%			9%	7%	3%
															R	R	
Yes, SNP - Scottish National Party	61	29	31	2	6	11	13	13	16	-	-	-	-	-	19	24	14
	1%	1%	1%	0%	1%	1%	2%	1%	1%						1%	1%	1%
Yes, Plaid Cymru	34	14	20	-	11	2	4	7	9	-	-	-	-	-	10	16	7
	1%	1%	1%		1%	0%	1%	1%	1%						1%	1%	0%
Yes, Reform UK	381	239	142	19	38	32	50	98	144	-	-	-	381	-	150	113	112
	7%	9%	5%	3%	4%	4%	6%	11%	12%				100%		10%	6%	7%
		C						DFGH	DFGH						Q		
Yes, Green Party	160	78	82	23	53	28	17	22	17	-	-	-	-	-	34	61	61
	3%	3%	3%	3%	6%	3%	2%	3%	2%						2%	3%	4%
Other party or individual (Specify)	72	32	41	4	12	18	12	15	11	-	-	-	-	-	18	30	17
	1%	1%	2%	1%	1%	2%	2%	2%	1%						1%	2%	1%

Prefer not to answer	441	162	278	33	98	90	66	75	78	-	-	-	-	-	126	159	141
	8%	6%	10%	5%	11%	10%	8%	9%	7%						8%	9%	9%
			B														

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

Qual - Select which, if any, educational qualifications you have from the list
Multi coded.

	Total	Gender		Age band						Vote in 2024 General Election					Housing tenure		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Labour	Conservative	Lib Dems	Reform UK	No Vote	Own outright	Own with a mortgage / Shared ownership	Rent
	(A)	(B)	(C)	(D)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	5238	2390	2848	219	699	998	989	1174	1159	1619	774	502	472	762	1771	2060	1228
Base: All respondents	5238	2539	2699	689	865	859	786	884	1155	835	602	317	381	2336	1534	1842	1653
University degree	1951	978	973	120	475	432	345	249	330	433	222	175	81	673	497	808	586
	37%	39%	36%	17%	55%	50%	44%	28%	29%	52%	37%	55%	21%	29%	32%	44%	35%
Any other qualifications (e.g. A Levels, O Levels, GCSEs, BTEC, Diplomas, Trade Apprenticeships)	3265	1598	1667	592	462	453	418	614	726	INO	NO	INO				PR	
	62%	63%	62%	86%	53%	53%	53%	69%	63%	444	385	175	277	1546	1026	1120	966
				FGHIJ				FGH	FGH	53%	64%	55%	73%	66%	67%	61%	58%
No qualifications	338	151	187	1	31	29	68	59	151	25	33	2	35	195	108	47	175
	6%	6%	7%	0%	4%	3%	9%	7%	13%	3%	5%	1%	9%	8%	7%	3%	11%
					D	D	DFG	DFG	DFGHI	M	KM		KM	KLM	Q		PQ

Comparison Groups: BC/DFGHIJ/KLMNO/PQR
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.