Sample Size: 3035 GB adults either intending to vote for Reform UK,

or considering voting Reform UK (6+/10)

Fieldwork: 18th - 26th August 2025

				Reform Segmen	t					Westm	inster V	l	
	Total	Disgusted Disrupters	Left Behind Collectivists	Traditional Conservatives	Melancholy Middle	Civic Pragmatists	Reform UK	Con	Lab	Lib Dem	Green	TOTAL Non- Reform UK Party	Don't know/ Would not vote
Weighted Sample	3035	729	780	391	511	624	2276	257	88	47	13	438	320
Unweighted Sample	3035	754	783	436	491	571	2388	259	55	41	12	391	256
	%	%	%	%	0/2	%	%	%	0/0	%	%	0/2	0/2

vhole?													
arge business in general													
Very po	sitive 6	3	3	10	6	11	5	10	32	6	23	16	5
Fairly po	sitive 29	23	20	43	34	35	28	40	26	28	20	33	27
TOTAL POSI	ITIVE 35	26	23	53	40	46	33	50	58	34	43	49	32
Neither positive nor neg	ative 35	36	37	32	34	32	35	31	28	40	24	31	32
Fairly neg	gative 18	3 22	23	9	15	12	19	12	10	17	26	14	14
Very neg	ative 7	12	11	1	3	3	8	2	1	3	7	2	9
TOTAL NEGA	TIVE 25	34	34	10	18	15	27	14	11	20	33	16	23
Don't	know 5	4	6	4	8	6	5	5	2	6	0	4	12
Energy companies													
Very po	sitive 3	1	1	3	1	9	2	3	28	4	0	8	1
Fairly po	sitive 11	l 4	7	16	17	18	10	14	22	16	25	16	12
TOTAL POSI	ITIVE 14	. 5	8	19	18	27	12	17	50	20	25	24	13
Neither positive nor neg	ative 23	16	17	28	33	26	22	27	28	22	32	26	26
Fairly neg	gative 31	33	31	36	28	31	32	33	12	27	23	29	28
Very neg	gative 28	3 45	41	16	15	12	31	20	7	31	20	19	26
TOTAL NEGA	TIVE 59	78	72	52	43	43	63	53	19	58	43	48	54
Don't	know 3	1	3	2	6	4	3	3	4	2	0	2	7
Big banks													
Very po	sitive 4	2	1	5	3	9	3	6	23	4	0	8	1
Fairly po	sitive 19	11	12	27	26	27	17	30	36	22	29	29	19
TOTAL POSI	ITIVE 23	3 13	13	32	29	36	20	36	59	26	29	37	20
Neither positive nor neg	gative 33	30	31	37	36	32	33	38	24	32	25	32	33
Fairly neg	gative 26	30	29	24	23	19	27	18	8	26	39	21	23
Very neg	gative 14	24	21	5	6	6	16	4	8	8	7	5	11
TOTAL NEGA	TIVE 40	54	50	29	29	25	43	22	16	34	46	26	34
Don't	know 5	3	7	2	6	8	5	5	2	9	0	4	13
_arge supermarkets													
Very po	sitive 7	4	6	7	4	14	6	11	26	12	23	14	4
Fairly po	sitive 35	23	29	42	44	47	34	50	40	27	34	42	38
TOTAL POSI	ITIVE 42	2 27	35	49	48	61	40	61	66	39	57	56	42
Neither positive nor neg	gative 30	37	32	29	27	22	31	22	24	36	18	25	30
Fairly neg	gative 19	23	22	18	18	12	21	14	7	22	25	15	13
Very neg			9	3	3	2	7	2	1	2	0	2	7
									_			4=	00
TOTAL NEGA	TIVE 25	5 34	31	21	21	14	28	16	8	24	25	17	20

Sample Size: 3035 GB adults either intending to vote for Reform UK,

or considering voting Reform UK (6+/10) Fieldwork: 18th - 26th August 2025

[Vote i	n 2024 C	GE		Considering (6+/10)	Vote in 2	016 EU	Ge	nder		Age	(1)			Age	(2)	
	Total	Reform UK	Con	Lab	Lib Dem		TOTAL Non- Reform UK Party	Can't remember / Didn't vote	but not voting	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-34	35-49	50-64	65+
Weighted Sample	3035	1123	708	366	112	39	1305	607	759	468	2074	1700	1335	119	1004	911	1002	425	698	911	1002
Unweighted Sample	3035	1182	801	338	112	35	1374	479	647	463	2223	1561	1474	61	724	1052	1198	238	547	1052	1198
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

whole?																						
Large business in general										•												
	Very positive	6	3	8	10	7	8	8	8	11	7	5	8	5	15	9	5	4	15	6	5	4
	Fairly positive	29	28	36	27	31	24	32	25	30	33	28	30	28	36	28	29	29	30	28	29	29
	TOTAL POSITIVE	35	31	44	37	38	32	40	33	41	40	33	38	33	51	37	34	33	45	34	34	33
	Neither positive nor negative	35	34	34	33	30	32	34	38	32	33	37	33	37	25	32	34	38	27	34	34	38
	Fairly negative	18	19	14	21	21	19	17	15	14	18	18	18	17	5	19	18	17	15	20	18	17
	Very negative	7	10	4	4	6	17	5	6	5	5	7	8	6	13	5	8	8	6	5	8	8
	TOTAL NEGATIVE	25	29	18	25	27	36	22	21	19	23	25	26	23	18	24	26	25	21	25	26	25
	Don't know	5	5	3	5	4	0	4	8	7	4	6	4	8	5	7	5	4	7	7	5	4
Energy companies										-												
	Very positive	3	2	2	10	1	0	4	3	5	3	2	3	2	4	5	1	2	10	2	1	2
	Fairly positive		9	15		13	8	13	13	14	12	11	12	11	24	11	10	11	17	10	10	11
	TOTAL POSITIVE	14	11		21	14	8	17	16	19	15	13	15	13	28	16	11	13	27	12	11	13
	Neither positive nor negative	23	19	27	24	22	19	25	23	26	28	23	22	24	14	21	22	26	16	23	22	26
	Fairly negative	31	32	35	27	34	41	32	29	29	33	31	32	31	34	29	35	31	31	28	35	31
	Very negative	28	34	20	25	29	32	24	27	22	21	30	30	26	21	30	29	28	23	32	29	28
	TOTAL NEGATIVE	59	66	55	52	63	73	56	56	51	54	61	62	57	55	59	64	59	54	60	64	59
	Don't know	3	3	2	3	2	0	2	5	4	3	3	2	5	2	4	3	3	4	4	3	3
Big banks										-												
	Very positive	4	2	5	8	4	2	5	4	5	6	3	4	4	2	5	3	3	8	3	3	3
	Fairly positive		16	26	18	19	12	22	17	25	23	17	19	18	35	18	18	18	25	17	18	18
	TOTAL POSITIVE		18	31		23	14	27	21	30	29	20	23	22	37	23	21	21	33	20	21	21
	Neither positive nor negative	33	32	35	31	30	23	33	34	33	32	34	31	34	21	31	33	35	26	32	33	35
	Fairly negative		27	23	25	21	56	25	23	22	25	26	27	24	28	24	26	26	25	25	26	26
	Very negative		19	8	14	18	8	11	11	7	9	15	16	10	12	13	15	13	11	15	15	13
	TOTAL NEGATIVE		46	31	39	39	64	36	34	29	34	41	43	34	40	37	41	39	36	40	41	39
	Don't know	5	5	3	4	6	0	4	10	8	5	5	3	9	2	8	5	4	5	8	5	4
Large supermarkets										-												
	Very positive	7	5	8	13	10	8	9	7	10	7	6	8	6	9	10	5	5	16	6	5	5
	Fairly positive		30	44	34	38	43	40	35	41	38	34	35	36	51	34	35	35	44	31	35	35
	TOTAL POSITIVE	42	35	52	47	48	51	49	42	51	45	40	43	42	60	44	40	40	60	37	40	40
	Neither positive nor negative	30	34	28	26	24	18	26	31	27	31	31	30	30	21	27	32	32	18	32	32	32
	Fairly negative	19	21	15	19	21	29	18	18	14	17	20	20	18	10	19	20	19	14	21	20	19
	Very negative	6	9	5	4	4	2	4	5	4	3	7	6	6	8	5	6	7	3	6	6	7
	TOTAL NEGATIVE	25	30	20	23	25	31	22	23	18	20	27	26	24	18	24	26	26	17	27	26	26
	Don't know	2	2	1	4	4	0	2	3	4	3	2	2	4	1	4	1	2	6	3	1	2

Sample Size: 3035 GB adults either intending to vote for Reform UK,

or considering voting Reform UK (6+/10) Fieldwork: 18th - 26th August 2025

					Age and	Gender				Social	Grade	Ethn	icity		Country	,
	Total	Male 18- 34	Male 35- 49	Male 50- 64	Male 65+	Female 18- 34	Female 35 49	Female 50- 64	Female 65+	ABC1	C2DE	White	Non- White	England	Wales	Scotland
Weighted Sample	3035	273	425	486	516	152	273	425	486	1487	1548	2732	243	2701	152	182
Unweighted Sample	3035	117	275	546	623	121	272	506	575	1614	1421	2879	92	2666	161	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

MINOR.																	
Large business in general																	
	, ,	6	18	5	7	5	9	6	4	3	8	5	5	20	7	3	2
	Fairly positive	29	30	30	30	29	29	27	28	28	33	25	29	34	29	29	26
	TOTAL POSITIVE	35	48	35	37	34	38	33	32	31	41	30	34	54	36	32	28
	Neither positive nor negative	35	23	34	33	37	33	35	37	39	33	36	36	23	34	36	38
	Fairly negative	18	15	22	17	18	14	16	20	15	16	19	18	8	17	22	18
	Very negative	7	6	5	10	9	6	5	5	8	6	8	7	11	7	6	8
	TOTAL NEGATIVE	25	21	27	27	27	20	21	25	23	22	27	25	19	24	28	26
	Don't know	5	7	3	4	2	8	12	6	7	4	7	5	5	5	5	8
Energy companies													-	-			
	Very positive	3	8	3	2	3	12	2	1	1	3	3	3	9	3	3	2
	Fairly positive	11	16	11	9	11	19	7	12	11	15	8	11	18	12	10	11
	TOTAL POSITIVE	14	24	14	11	14	31	9	13	12	18	11	14	27	15	13	13
	Neither positive nor negative	23	16	23	21	23	16	24	22	28	22	23	23	16	23	21	2
	Fairly negative	31	31	27	36	31	30	31	33	30	32	31	32	23	32	31	28
	Very negative	28	27	35	28	30	16	28	30	25	25	32	28	31	28	31	3
	TOTAL NEGATIVE	59	58	62	64	61	46	59	63	55	57	63	60	54	60	62	6
	Don't know	3	2	1	2	1	6	9	3	5	3	4	3	2	3	4	4
Big banks													-	-			
	Very positive	4	6	3	3	4	12	4	3	2	5	3	3	7	4	3	1
	Fairly positive	19	22	19	19	19	29	15	17	18	22	15	18	31	19	14	17
	TOTAL POSITIVE	23	28	22	22	23	41	19	20	20	27	18	21	38	23	17	18
	Neither positive nor negative	33	27	31	32	34	24	34	35	37	32	33	34	19	32	35	37
	Fairly negative	26	30	26	25	26	16	22	26	27	24	27	26	21	26	31	20
	Very negative	14	14	17	18	16	6	11	11	11	13	15	14	13	14	12	18
	TOTAL NEGATIVE	40	44	43	43	42	22	33	37	38	37	42	40	34	40	43	3
	Don't know	5	1	4	3	2	12	14	8	6	4	7	5	9	5	4	8
Large supermarkets													-	-			
	Very positive	7	15	6	7	6	16	7	4	5	8	6	7	13	7	10	4
	Fairly positive	35	44	29	33	36	43	35	37	34	40	31	35	46	36	30	3
	TOTAL POSITIVE	42	59	35	40	42	59	42	41	39	48	37	42	59	43	40	39
	Neither positive nor negative	30	17	34	31	32	20	29	34	32	27	33	31	16	31	28	23
	Fairly negative	19	14	24	21	18	13	17	18	20	18	20	19	17	18	23	28
	Very negative	6	4	6	7	8	3	7	5	6	5	7	6	8	6	6	7
		25	18	30	28	26	16	24	23	26	23	27	25	25	24	29	3
	Don't know	2	6	1	1	1	5	5	2	3	3	2	3	0	2	4	3

Sample Size: 3035 GB adults either intending to vote for Reform UK,

or considering voting Reform UK (6+/10)

Fieldwork: 18th - 26th August 2025

			Region in I	England (1)				Region	in England	(2)			
	Total	North	Midlands	London	Rest of South	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	3035	759	577	273	1093	142	339	277	303	273	339	273	470	283
Unweighted Sample	3035	768	611	189	1098	144	350	274	304	307	339	189	463	296
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		_				_								
Very positive	6	9	5	9	6	9	8	9	5	6	6	9	8	3
Fairly positive	29	26	31	35	29	30	22	27	28	34	30	35	30	27
TOTAL POSITIVE	35	35	36	44	35	39	30	36	33	40	36	44	38	30
Neither positive nor negative	35	35	36	29	34	31	38	35	41	31	34	29	34	33
Fairly negative	18	18	17	14	18	22	20	14	13	21	18	14	17	22
Very negative	7	7	5	9	8	5	7	8	5	6	9	9	6	8
TOTAL NEGATIVE	25	25	22	23	26	27	27	22	18	27	27		23	30
Don't know	5	6	6	5	5	3	5	8	8	3	4	5	5	7
		_				_								
Very positive	3	5	2	4	2	1	4	8	1	3	2	4	3	2
7 1	11	10		19		15			9		11	19	10	10
TOTAL POSITIVE	14	15	14	23	12	16	11	20	10	17	13	23	13	12
Neither positive nor negative	23	19	23	23	25	21	18	20	24	23	25	23	25	24
Fairly negative	31	32	33	29	31	31	38	24	34	33	28	29	32	35
Very negative	28	32	27	22	27	31	31	33	28	26	32	22	25	25
TOTAL NEGATIVE	59	64	60	51	58	62	69	57	62	59	60	51	57	60
Don't know	3	3	3	2	4	1	2	4	4	2	2	2	4	4
Very positive	4	5	3	4	4	2	4	7	3	3	4	4	5	1
Fairly positive	19	18	20	28	18	24	15	18	17	24	18	28	20	14
TOTAL POSITIVE	23	23	23	32	22	26	19	25	20	27	22	32	25	15
Neither positive nor negative	33	29	34	32	34	22	28	33	35	32	33	32	34	34
	26	30	25	21	24	35	33	24	25	25	24	21	25	24
Very negative	14	14	13	11	14	14	15	14	12	13	17	11	10	18
TOTAL NEGATIVE	40	44			38	49				38	41		35	42
Don't know	5	4	6	5	6	4	5	4	7	4	5	5	6	8
		_				_								
Very positive	7	7	5	9	8	7	6	8	5	5	7	9	10	5
Fairly positive	35	33	37	42	35	37	33	31	34	39	34	42	37	35
TOTAL POSITIVE	42	40	42	51	43	44	39	39	39	44	41	51	47	40
Neither positive nor negative	30	31	30	31	31	29	32	30	36	24	30	31	30	32
Fairly negative	19	20	20	13	18	20	19	21	18	22	19	13	16	19
Very negative	6	7	6	4	6	5	7	7	4	8	8	4	4	7
TOTAL NEGATIVE	25	27	26	17	24	25	26	28	22	30	27	17	20	26
Don't know	2	3	2	1	2	3	3	4	3	1	1	1	3	3
	Neither positive nor negative Fairly negative Very negative TOTAL NEGATIVE Don't know Very positive Fairly positive Fairly positive TOTAL POSITIVE Neither positive nor negative Fairly negative Very negative TOTAL NEGATIVE Don't know Very positive Fairly positive Fairly negative Fairly negative Fairly negative Fairly negative Very negative Fairly negative Very negative TOTAL POSITIVE Neither positive nor negative Fairly negative Very negative TOTAL NEGATIVE Don't know Very positive Fairly positive Fairly positive Fairly negative Fairly negative Very negative Fairly negative Fairly negative Very negative Fairly negative Very negative Very negative	Fairly positive 29 TOTAL POSITIVE 35 Neither positive nor negative 54 Very negative 7 TOTAL NEGATIVE 25 Don't know 5 Very positive 11 TOTAL POSITIVE 14 Neither positive nor negative 23 Fairly negative 24 Very negative 31 Very negative 31 Very negative 32 Fairly negative 33 Very positive 4 Fairly positive 19 TOTAL POSITIVE 19 Neither positive nor negative 19 TOTAL POSITIVE 23 Neither positive nor negative 6 Very negative 14 TOTAL NEGATIVE 19 TOTAL NEGATIVE 10 Don't know 5 Very positive 7 Fairly positive 7 Fairly positive 35 TOTAL POSITIVE 42 Neither positive nor negative 35 TOTAL POSITIVE 42 Neither positive nor negative 35 TOTAL POSITIVE 42 Neither positive nor negative 36 Fairly negative 40 Very negative 19 Very negative 19 Very negative 6 TOTAL NEGATIVE 25	Fairly positive	Fairly positive	Fairly positive 29 26 31 35 TOTAL POSITIVE 35 35 36 44 44 Neither positive nor negative 35 35 36 29 Fairly negative 7 7 5 9 TOTAL NEGATIVE 25 25 22 23 Don't know 5 6 6 6 5 Very positive 3 5 2 4 Fairly positive 11 10 12 19 TOTAL POSITIVE 14 15 14 23 Neither positive nor negative 23 19 23 23 Fairly negative 31 32 33 29 Very negative 28 32 27 22 TOTAL NEGATIVE 59 64 60 51 Don't know 3 3 3 3 2 Very positive 4 5 3 4 Fairly positive 19 18 20 28 TOTAL POSITIVE 23 23 23 32 Neither positive nor negative 19 18 20 28 TOTAL POSITIVE 23 23 23 32 Neither positive nor negative 26 30 25 21 Very negative 27 29 Neither positive nor negative 31 32 33 32 Neither positive nor negative 31 32 33 32 Neither positive nor negative 34 14 13 11 TOTAL NEGATIVE 40 44 38 32 Don't know 5 4 6 5 Very positive 7 7 5 9 Fairly negative 19 20 20 13 Very negative 6 7 6 4 TOTAL NEGATIVE 25 27 26 17	Fairly positive 29 26 31 35 29 TOTAL POSITIVE 35 35 36 44 35 35 36 36 34 35 36 36 36 36 36 36 36	Fairly positive 29 26 31 35 29 30 TOTAL POSITIVE 35 35 36 44 35 39 Neither positive nor negative 35 35 36 29 34 31 Fairly negative 18 18 17 14 18 22 Very negative 7 7 5 9 8 5 TOTAL NEGATIVE 25 25 22 23 26 27 Don't know 5 6 6 6 5 5 5 3 S S S S S S S S S S S S S S S S	Fairly positive 29 26 31 35 29 30 22 TOTAL POSITIVE 35 35 36 44 35 39 30 Neither positive nor negative 35 35 36 29 34 31 38 Fairly negative 18 18 17 14 18 22 20 Very negative 7 7 5 9 8 5 7 TOTAL NEGATIVE 25 25 22 23 26 27 27 Don't know 5 6 6 6 5 5 5 3 5 Very positive 11 10 12 19 10 15 7 TOTAL POSITIVE 14 15 14 23 12 16 11 Neither positive nor negative 23 19 23 23 25 21 18 Fairly negative 31 32 33 29 31 31 38 Very negative 28 32 27 22 27 31 31 TOTAL NEGATIVE 59 64 60 51 58 62 69 Don't know 3 3 3 3 2 4 1 2 Very positive 4 5 3 4 4 2 4 1 2 Very positive 19 18 20 28 18 24 15 TOTAL POSITIVE 23 23 23 23 25 26 29 Neither positive nor negative 23 19 23 23 25 27 22 27 31 31 TOTAL POSITIVE 24 4 5 3 4 4 2 4 1 2 Very positive 4 5 3 4 4 2 4 1 2 Very positive 19 18 20 28 18 24 15 TOTAL POSITIVE 23 23 23 23 24 22 26 19 Neither positive nor negative 33 29 34 32 34 22 28 Fairly positive 14 14 13 11 14 14 15 TOTAL NEGATIVE 40 44 38 32 38 49 48 Don't know 5 4 6 5 6 4 5 Very positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 9 8 7 6 Fairly positive 7 7 5 5 9 8 7 6 Fairly positive 7 7 7 5 9 8 7 7 6 Fairly positive 8 7 7 5 9 8 7 7 6 Fairly positive 9 30 31 30 31 31 29 32 Fairly negative 9 30 31 30 31 31 29 32 Fairly negative 9 30 31 30 31 31 29 32 Fairly negative 9 90 20 13 18 20 19 Very negative 6 7 6 4 4 6 5 7 7 TOTAL NEGATIVE 25 27 26 17 24 25 26	Fairly positive 29	Fairly positive 29 26 31 35 29 30 22 27 28 TOTAL POSITIVE 35 35 36 44 35 39 30 36 33 35 41 41 41 41 41 41 41 4	Fairly positive 29	Fairty positive 29 26 31 35 29 30 22 27 28 34 30	Fairly positive 29 26 31 35 35 44 35 39 30 36 33 40 36 44 36 Neither positive nor negative 35 35 36 44 31 38 35 41 31 34 29 41 41 41 41 41 41 41 41 41 41 41 41 41	Fairly positive 29 26 31 35 29 30 22 27 28 34 30 35 30 TOTAL POSITIVE 35 35 36 44 35 39 30 36 33 40 36 44 38 Neither positive not negative 18 18 17 14 18 22 20 14 13 21 18 14 17 Very negative 7 7 5 9 8 5 7 8 5 6 9 9 6 TOTAL NEGATIVE 25 25 22 23 26 27 27 22 18 27 27 23 23 Don't know 5 6 6 5 5 5 3 5 8 8 3 4 5 5 Very positive 11 10 12 19 10 15 7 12 9 14 11 19 10 TOTAL POSITIVE 14 15 14 23 12 16 18 20 24 23 25 23 25 Fairly pegative 31 32 33 29 31 31 38 24 34 33 28 29 32 Very negative 28 32 27 22 27 31 31 38 24 34 33 28 29 32 Very positive 4 5 3 4 4 2 4 7 3 3 28 26 32 22 25 TOTAL NEGATIVE 25 33 24 1 2 4 4 4 2 2 2 2 4 Very positive not negative 3 3 3 2 4 4 4 5 4 4 4 4 4 4

Fieldwork: 18th - 26th August 2025													
			1	Reform Segmen	t					Westm	inster VI		
		Disgusted	Left Behind	Traditional	Melancholy	Civic						TOTAL Non-	Don't know/
	Total	Disrupters	Collectivists	Conservatives	Middle	Pragmatists	Reform UK	Con	Lab	Lib Dem	Green	Reform UK	Would not
Weighted Consule	2025		780	204	544	_	0070	057	00	47	40	Party	vote
Weighted Sample Unweighted Sample		729 754	780	391 436	511 491	624 571	2276 2388	257 259	88 55	47 41	13 12	438 391	320 256
Onweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%
Large business in general	/0	70	70	70	70	70	70	70	70	70	70	70	70
[Shown to those who said large businesses in general have had a													
negative impact; N=756]													
Rewarding bosses with bonuses even when the companies are failing	36	38	38	33	32	34	38	36	23	29	62	32	25
Avoiding paying their fair share of tax	35	38	36	34	27	32	35	42	0	31	0	31	35
Moving jobs overseas instead of investing in Britain	28	31	25	32	17	36	27	42	28	16	20	32	27
Increasing their prices too much		27	29	27	21	24	27	31	23	38	56	30	24
Influencing politicians for their own interests		32	24	17	24	24	27	11	23	8	24	14	29
Taking customers away from small and medium businesses		25	21	28	29	23	22	39	16	36	100	33	28
Paying workers unfairly for the work they do		11	16	12	13	15	14	12	12	29	0	15	7
Not providing job security to workers (e.g. zero-hours contracts)		10	20	10	8	15	14	20	9	8	38	16	10
Negatively impacting the environment		6	8	8	22	7	8	13	24	42	0	15	5
Negatively impacting people's physical or mental health	6	5	5	o	5	12	5	2	14	8	o	4	9
Other	2	5	1	2	1	0	2	0	0	0	0	1	0
Don't know		13	15	16	23	14	15	12	18	11	0	17	18
Energy companies													
[Shown to those who said energy companies have had a negative impact;													
N=1852]													
Increasing their prices too much		67	71	76	67	66	69	78	39	77	71	74	61
Rewarding bosses with bonuses even when the companies are failing	58	60	58	60	54	55	59	64	41	51	100	57	46
Influencing politicians for their own interests		29	29	26	22	21	27	18	30	46	13	22	25
Avoiding paying their fair share of tax	22	25	20	17	22	22	22	22	17	18	31	22	23
Moving jobs overseas instead of investing in Britain	15	15	13	18	13	16	15	14	0	22	0	13	18
Negatively impacting the environment	14	12	13	16	17	15	13	22	16	21	32	21	13
Negatively impacting people's physical or mental health	14	13	17	7	12	13	14	12	17	30	0	14	11
Taking customers away from small and medium businesses	5	6	3	2	8	7	4	4	19	5	0	5	9
Paying workers unfairly for the work they do	5	4	6	2	3	7	5	4	0	0	15	5	4
Not providing job security to workers (e.g. zero-hours contracts)	3	2	4	2	3	5	4	4	0	0	0	2	3
Other	2	3	1	2	1	3	2	1	0	0	0	1	2
Don't know	8	8	10	4	9	6	8	3	14	4	0	4	12
Big banks													
[Shown to those who said big banks have had a negative impact; N=1218]		0.4		50				70			40		50
Rewarding bosses with bonuses even when the companies are failing	57	64	54	52	57	54	58	72	54	56	46	57	50
Influencing politicians for their own interests		47	43	44	40	32	44	34	22	35	44	36	39
Moving jobs overseas instead of investing in Britain		29	31	32	20	25	28	35	6	35	0	27	34
Avoiding paying their fair share of tax		30	28	24	22	21	27	25	16	16	46	24	23
Increasing their prices too much		18	16	19	10	15	17	15	0	5	0	12	14
Negatively impacting people's physical or mental health		13	16	15	17	18	14	14	24	53	0	23	13
Taking customers away from small and medium businesses	7	6	7	5	9	5	6	5	21	5	13	6	13
Paying workers unfairly for the work they do	5	4	7	1	4	9	6	4	0	0	55	7	2
Not providing job security to workers (e.g. zero-hours contracts)	5	3	6	4	4	5	4	5	0	8	0	4	7
Negatively impacting the environment		1	4	0	4	5	3	2	0	18	0	3	2
Other		5	3	7 9	9 15	7 11	5 11	8	23	5 7	0	8	3
Don't know	17	10	12	Э	15	17	11	3	13	1	13	10	14

or considering voting Reform UK (6+/10)

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ieldwor	k: 18th -	- 26th	August	2025	

Fieldwork: 18th - 26th August 2025																					
					Vote	in 2024 (Considering (6+/10)	Vote in 2	016 EU	Ge	nder		Age	(1)			Age	: (2)	
		Reform					TOTAL Non-	Can't	but not voting										i	, !	1
	Total	UK	Con	Lab	Lib Dem	Green	Reform UK Party	remember / Didn't vote	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-34	35-49	50-64	65+
Weighted Sample	3035	1123	708	366	112	39	1305	607	759	468	2074	1700	1335	119	1004	911	1002	425	698	911	1002
Unweighted Sample		1182	801	338	112	35	1374	479	647	463	2223	1561	1474	61	724		1198	238	547		1198
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Large business in general																					
[Shown to those who said large businesses in general have had a																					
negative impact; N=756]									-												
Rewarding bosses with bonuses even when the companies are failing		36	45	31	31	28	38	34	28	27	39	37	36	10	25	41	45	17	27	41	45
Avoiding paying their fair share of tax		37	37	41	20	24	34	30	33	30	36	35	36	52	30	39	34	30	33	39	34
Moving jobs overseas instead of investing in Britain		30	37	25	15	25	29	21	29	29	27	29	26	67	21	25	33	38	18	25	33
Increasing their prices too much		25	27	31	23	36	28	26	27	25	27	26	27	0	31	29	22	30	28	29	22
Influencing politicians for their own interests		31	24	14	22	19	21	27	22	18	27	29	23	65	21	25	29	25	24	25	29
Taking customers away from small and medium businesses		26	23	19	17	37	21	24	31	35	21	23	25	36	29	22	18	35	27	22	18
Paying workers unfairly for the work they do		12	9	19	18	0	14	18	11	16	13	15	11	6	14	16	12	10	14	16	12
Not providing job security to workers (e.g. zero-hours contracts)		13	15	19	2	11	15	15	13	17	13	16	11	13	14	20	9	16	13	20	9
Negatively impacting the environment		7	7	15	7	30	11	8	10	10	8	9	9	6	11	10	6	15	9	10	6
Negatively impacting people's physical or mental health		6	4	8	2	5	5	5	6	9	5	6	4	0	8	7	2	7	8	7	2
Other		3	0	0	0	0	0	2	0	0	2	2	2	0	3	1	3	0	4	1	3
Don't know	15	14	12	12	41	17	16	18	18	11	17	15	15	12	20	10	17	16	20	10	17
Energy companies																					
[Shown to those who said energy companies have had a negative impact;																					
N=1852]																					
Increasing their prices too much	69	69	74	67	66	55	70	65	68	67	70	69	70	67	69	73	65	72	67	73	65
Rewarding bosses with bonuses even when the companies are failing		59	62	52	53	66	59	53	52	49	61	56	60	34	48	64	64	40	50	64	64
Influencing politicians for their own interests		27	26	23	28	22	24	31	23	22	26	31	20	62	25	23	28	34	26	23	28
Avoiding paying their fair share of tax		21	22	27	15	17	22	23	22	18	23	23	20	28	22	23	21	25	21	23	21
Moving jobs overseas instead of investing in Britain		17	16	15	13	0	14	11	15	17	15	14	16	27	10	16	16	19	8	16	16
Negatively impacting the environment	14	13	15	12	15	43	15	13	17	13	13	13	14	12	15	13	14	17	13	13	14
Negatively impacting people's physical or mental health	14	15	10	15	19	21	13	11	13	15	13	13	15	7	17	11	13	17	16	11	13
Taking customers away from small and medium businesses	5	5	4	4	4	0	4	7	7	9	4	5	4	8	6	3	5	6	7	3	5
Paying workers unfairly for the work they do	5	4	5	5	1	7	5	7	4	4	4	6	3	14	6	4	4	9	5	4	4
Not providing job security to workers (e.g. zero-hours contracts)	3	3	3	2	1	0	2	5	3	4	3	3	4	6	3	4	4	4	2	4	4
Other	2	3	1	1	1	3	1	1	1	3	2	2	2	0	2	2	2	3	2	2	2
Don't know	8	7	7	7	18	9	8	9	7	7	8	7	9	1	10	6	8	5	11	6	8
Big banks																					
[Shown to those who said big banks have had a negative impact; N=1218]					<u> </u>					l =-				0-	- ·	0-		40			00
Rewarding bosses with bonuses even when the companies are failing		56	59	58	51	53	59	58	53	52	60	57	58	25	51	65	60	43	52	65	60
Influencing politicians for their own interests		47	38	36	40	28	36	44	37	37	40	45	38	84	37	42	42	53	37	42	42
Moving jobs overseas instead of investing in Britain		31	32	18	31	21	27	25	30	24	29	28	30	41	21	34	29	31	19	34	29
Avoiding paying their fair share of tax		28	25	29	21	33	26	25	24	22	27	29	23	43	27	28	23	37	24	28	23
Increasing their prices too much		14	20	13	16	8	16	22	13	14	17	17	15	7	20	14	15	17	19	14	15
Negatively impacting people's physical or mental health		16	11	17	7	18	13	18	19	18	14	15	16 7	27	18	13	13	27	14	13	13
Taking customers away from small and medium businesses		8 5	7 5	6	4 2	6	6 6	6 5	9 5	8 6	6	7	6	12 7	6 6	5 5	8	6	8	5	8
Paying workers unfairly for the work they do		5 4	3	8 6	6	16 0	6 4	5 7	5 6	5	5 5	5 5	4	3	6 4	6	5 4	6 2	6 4	5 6	5 4
Not providing job security to workers (e.g. zero-hours contracts) Negatively impacting the environment		3	2	2	2	0 14	3	3	3	4	3	3	3	5	2	4	3	3	2	4	3
Negatively impacting the environment Other		3 6	4	9	9	14 5	6	3 2	3 5	7	3 5	5	6	0	7	4 5	5	3 5	7	4 5	5 5
Don't know		11	10	7	9 24	10	10	∠ 15	12	12	5 11	11	13	3	13	9	13	7	, 15	9	5 13
DOITENION	• • •		10	,	47	10	10	10	12	12	'''	'''	13	J	10	ð	13	,	13	9	13

or considering voting Reform UK (6+/10)

Montpolition Mont	Fieldwork: 18th - 26th August 2025		1														
Part March						Age and	Gender	1		1	Socia	Grade	Ethn	nicity		Country	
Main		Total				Male 65+					ABC1	C2DE	White		England	Wales	Scotland
Unweighted Sample 3035																	
Large business in general Shown to those who said large businesses in general have had a Insert the those who said large businesses in general have had a Insert the throughout the said large businesses in general have had a Insert throughout the said large businesses with bonuses	•											_					
Large business in general have had a	Unweighted Sample																
Shown to those who said large businesses in general have had a negative impact. W=150	Large hydiness in general	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Rewarding bosses with bonuses even when the companies are failing 36	•																
Rewarding bosses with bonuses even when the companies are failine, 36																	
Avoiding paying their fair share of tax Moring jobs oversaan instead of investing in Bilbrian 28 is 13 3 39 39 32 32 35 42 35 52 40 Moring jobs oversaan instead of investing in Bilbrian 28 is 13 28 35 15 28 21 33 39 9 39 32 86 42 35 30 29 44 34 Moring jobs oversaan instead of investing in Bilbrian 28 is 13 28 25 45 30 30 18 30 24 27 19 26 26 46 28 34 34 Moring jobs oversame instead for their own intreests 28 49 26 27 28 25 45 30 30 18 30 24 27 19 26 26 27 28 11 Moring jobs oversame instead for their own intreests 28 49 39 25 19 17 26 33 27 20 30 18 23 30 24 35 12 Moring job security to workers (e.g. zero-hours contracts) 14 22 14 11 6 11 18 77 10 13 6 13 11 5 10 14 12 14 Moring jobs oversame instead for their own intreests 28 18 19 27 3 30 11 33 10 8 8 24 8 10 17 18 18 18 19 10 18 18 19 10 14 19 10 18 19 15 14 15 10 14 12 14 Moring jobs oversame instead of investing in Bilbrian 29 20 20 20 20 20 20 20 20 20 20 20 20 20		36	14	25	46	48	23	30	36	42	35	38	38	10	37	29	35
Moving jobs overseas instead of Investing in Britain 28			31	30	44	31	26	39				32		42	35	22	
Influencing pollicians for their own interests 26			51	13	28	35	15	28	21	31					28		
Taking outsomers away from small and medium businesses 24	Increasing their prices too much	27	22	27	28	25	45	30	30	18	30	24	27	19	26	24	34
Paying workers unfairly for the work they do 4	Influencing politicians for their own interests	26	29	26	27	33	17	21	24	25	29	24	26	36	27	28	11
Not providing job security for workers (e.g. zero-hours contracts) 14 22 14 21 11 6 11 18 7 16 13 15 10 14 12 14 Negatively impacting people's physical or mental health 6 8 10 7 3 5 3 7 2 5 6 6 6 0 6 2 7 Negatively impacting people's physical or mental health 6 8 10 7 3 5 3 7 2 5 6 6 6 0 6 2 7 Negatively impacting people's physical or mental health 6 8 10 7 3 5 3 7 2 5 6 6 6 0 6 2 7 Negatively impacting people's physical or mental health 6 8 10 7 3 5 3 7 2 5 6 6 6 0 6 2 7 Negatively impacting people's physical or mental health 1 1 1 1 1 1 1 1 1	Taking customers away from small and medium businesses	24	39	25	19	17	26	33	27	20	30	19	23	30	24	35	12
Negatively impacting people's physical or mental health Negatively impacting people's physical or mental health Other Don't know 15 78 26 6 14 74 10 14 20 11 19 15 74 15 20 20 20 20 20 20 20 2	Paying workers unfairly for the work they do	14	11	13	18	17	10	17	13	6	13	14	14	10	13	7	24
Negatively impacting people's physical or mental health 6	Not providing job security to workers (e.g. zero-hours contracts)	14	22	14	21	11	6	11	18	7	16	13	15	10	14	12	14
Other 2 0 0 2 1 1 3 0 7 7 1 3 2 2 0 0 2 0 0 2 0 0 0 0 0 0 0 0 0 0 0	Negatively impacting the environment	9	3	11	9	8	37	3	11	3	10	8	8	24	8	8	14
Energy companies Energy companies have had a negative impact; Energy companies Energy companies have had a negative impact; Energy companies are failing Sa Sa Sa Sa Sa Sa Sa S	Negatively impacting people's physical or mental health	6	8	10	7	3	5	3	7	2	5	6	6	0	6		1
Energy companies Shown to those who said energy companies have had a negative impact; N=1852	Other	2	0	2	1	3	0	7	1	3	2	2	2	0	2	5	0
Shown to those who said energy companies have had a negative impact; N=1852 Increasing their prices too much Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have had a negative impact; N=1218 Shown to those who said big banks have had a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have had a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have had a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to	Don't know	15	18	26	6	14	14	10	14	20	11	19	15	14	15	20	20
Shown to those who said energy companies have had a negative impact; N=1852 Increasing their prices too much Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have had a negative impact; N=1218 Shown to those who said big banks have had a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have had a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have had a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to those who said big banks have nad a negative impact; N=1218 Rewarding bosses with bonuses even when the companies are failing Albanks Shown to	_																
N=1852 Rewarding bosses with bonuses even when the companies are failing S8 38 48 64 63 45 53 63 65 60 66 58 48 59 47 51 Rewarding bosses with bonuses even when the companies are failing S8 38 48 64 63 45 53 63 65 60 65 65 58 48 59 47 51 Avoiding paying their fair share of tax 22 4 21 26 22 26 21 19 20 23 21 22 27 22 15 23 Moving jobs overseas instead of investing in Britain 15 25 6 13 16 7 11 20 17 15 14 15 16 15 17 14 Negatively impacting the environment 14 11 12 14 16 30 16 11 13 16 12 14 12 14 10 15 Rewarding bosses with bonuses even when the companies are failing 38 48 44 47 7 5 3 5 6 4 5 6 5 7 3 Paying workers unfairly for the work they do 5 12 6 5 2 2 3 3 1 3 5 4 3 4 4 7 3 5 6 Not providing job security to workers (e.g. zero-hours contracts) 8 4 14 1 1 1 1 1 1 1																	
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Rewarding bosses with bonuses even when the companies are failing 16 Influencing politicians for their own interests 26 39 30 28 31 22 19 16 24 29 24 25 37 27 17 21 21 26 22 26 21 19 20 23 21 22 27 22 15 23 Moving jobs overseas instead of investing in Britain 15 25 6 6 13 16 7 11 20 17 15 14 15 16 15 16 15 17 14 Negatively impacting people's physical or mental health 14 17 14 10 12 17 18 13 14 12 15 14 15 16 15 17 14 15 14 15 16 15 17 14 15 16 15 16 15 17 14 15 16 16 15 17 14 16 16 16 16 16 16 16 16 16 16 16 16 16		60	71	60	76	60	72	70	71	62	l 72	66	71	56	60	60	70
Influencing politicians for their own interests																	
Avoiding paying their fair share of tax Moving jobs overseas instead of investing in Britain Megatively impacting people's physical or mental health 11 12 12 14 16 30 16 11 13 16 12 14 12 14 15 16 15 17 14 11 12 14 16 30 16 11 13 16 12 14 12 14 16 15 16 15 17 14 11 12 14 16 30 16 11 13 16 12 14 12 15 16 15 17 14 11 12 14 16 16 16 18 18 18 18 18 18 18 18 18 18 18 18 18																	
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Negatively impacting people's physical or mental health Taking customers away from small and medium businesses Paying workers unfairly for the work they do Source as instead of investing in Britain Amount of the Workers (e.g. zero-hours contracts) 14															-		
Taking customers away from small and medium businesses 5 5 5 8 4 4 7 7 5 3 5 6 6 4 5 6 5 7 3 8 Paying workers unfairly for the work they do 5 12 6 5 5 2 5 2 5 2 3 4 5 4 13 5 6 6 3 Not providing job security to workers (e.g. zero-hours contracts) 3 5 2 2 2 3 1 3 3 5 4 3 4 4 0 3 3 9 7 Other 2 4 1 1 1 1 0 0 2 3 3 2 2 2 2 2 3 3 2 5 2 Don't know 8 4 1 1 4 3 7 7 6 8 8 11 5 10 8 5 7 15 8 8 8 1 1 5 10 8 5 7 15 8 8 8 1 1 1 5 10 8 5 7 15 8 8 8 1 1 1 5 10 8 1 1 5 10 8 1 1 5 10 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1																	
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Other 2									5								
Big banks [Shown to those who said big banks have had a negative impact; N=1218] Rewarding bosses with bonuses even when the companies are failing 57	, , ,																
Rewarding bosses with bonuses even when the companies are failing sort fueir own interests 42 58 38 43 46 34 35 40 39 46 39 42 49 43 31 40 40 40 40 40 40 40 4			4														
Rewarding bosses with bonuses even when the companies are failing sort fueir own interests 42 58 38 43 46 34 35 40 39 46 39 42 49 43 31 40 40 40 40 40 40 40 4			•								•		•				
Rewarding bosses with bonuses even when the companies are failing Influencing politicians for their own interests 42 58 38 43 46 34 35 40 39 46 39 42 49 43 31 40 Moving jobs overseas instead of investing in Britain 28 33 16 33 29 22 25 34 30 30 27 28 35 28 35 25 Avoiding paying their fair share of tax Increasing their prices too much 16 13 21 17 15 32 15 11 16 20 13 17 4 16 8 21 Negatively impacting people's physical or mental health 15 29 12 13 12 20 19 15 14 14 16 16 8 15 16 12 Taking customers away from small and medium businesses 7 7 7 11 5 6 2 2 2 6 10 7 6 6 11 7 7 7 2 Paying workers unfairly for the work they do 5 6 5 5 6 9 8 4 5 5 6 6 2 2 2 6 10 7 6 6 6 11 7 7 7 2 Mot providing job security to workers (e.g. zero-hours contracts) 5 3 6 6 4 9 8 4 5 5 6 6 2 2 2 4 3 0 3 0 3 1 4 4 11 4 6 14 11 4 6 14 11 4 6 14 11 4 1 4																	
Influencing politicians for their own interests 42 58 38 43 46 34 35 40 39 46 39 42 49 43 31 40 Moving jobs overseas instead of investing in Britain 28 33 16 33 29 22 25 34 30 30 27 28 35 28 35 25 Avoiding paying their fair share of tax 26 38 22 33 26 34 29 21 19 26 27 26 27 27 19 22 Increasing their prices too much 13 21 17 15 32 15 11 16 20 13 17 4 16 8 21 Negatively impacting people's physical or mental health 15 29 12 13 12 20 19 15 14 14 16 16 8 15 16 12 Taking customers away from small and medium businesses 7 7 11 5 6 2 2 2 6 10 7 6 6 11 7 7 7 2 Paying workers unfairly for the work they do 5 6 5 6 9 8 4 5 5 6 6 2 2 5 9 5 Not providing job security to workers (e.g. zero-hours contracts) 5 3 6 6 4 0 1 1 6 4 4 5 3 0 3 1 4 4 14 14 16 16 8 14 14 14 16 16 8 15 16 12 14 14 16 16 8 15 16 12 15 15 16 1																	
Moving jobs overseas instead of investing in Britain Avoiding paying their fair share of tax Increasing their prices too much Increasing the Increasing their prices too much Increasing their prices	, ,														-		
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Negatively impacting people's physical or mental health 15 29 12 13 12 20 19 15 14 14 16 16 8 15 16 12 Taking customers away from small and medium businesses 7 7 11 5 6 2 2 6 10 7 6 6 11 7 7 2 Paying workers unfairly for the work they do 5 6 5 5 6 9 8 4 5 5 6 6 2 5 9 5 Not providing job security to workers (e.g. zero-hours contracts) 5 3 6 6 4 0 1 6 4 4 5 4 11 4 6 14 Negatively impacting the environment and the environment of the environment of the environment and the																	
Taking customers away from small and medium businesses 7 7 11 5 6 2 2 6 10 7 6 6 11 7 7 2 Paying workers unfairly for the work they do 5 6 5 5 6 9 8 4 5 5 6 6 2 5 9 5 Not providing job security to workers (e.g. zero-hours contracts) 5 3 6 6 4 0 1 6 4 4 5 4 11 4 6 14 Negatively impacting the environment 3 2 2 2 5 3 8 2 2 3 2 4 3 0 3 1 4 Other 5 5 6 4 6 3 7 6 5 6 4 5 10 5 12 10	• •																
Paying workers unfairly for the work they do 5																	
Not providing job security to workers (e.g. zero-hours contracts) 5 3 6 6 4 0 1 6 4 4 5 4 11 4 6 14 Negatively impacting the environment 3 2 2 5 3 8 2 2 3 2 4 3 0 3 1 4 Other 5 5 6 4 6 3 7 6 5 6 4 5 10 5 12 10	•																
Negatively impacting the environment 3 2 2 5 3 8 2 2 3 2 4 3 0 3 1 4 Other 5 5 6 4 6 3 7 6 5 6 4 5 10 5 12 10																	
Other 5 5 6 4 6 3 7 6 5 6 4 5 <i>10</i> 5 12 10	, , ,																
יין וו אטוואווטע פור פור פור פור פור אין דו אטואוווטע פור					•												
	Don't know	"	I '	10	J	11	9	0	13	10	1 0	10	12	3	- ' '	10	9

Fieldwork: 18th - 26th August 2025														
			Region in I	Ingland (1)				Region	in England	(2)			
	Total	North	Midlands	London	Rest of South	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	3035	759	577	273	1093	142	339	277	303	273	339	273	470	283
Unweighted Sample	3035	768	611	189	1098	144	350	274	304	307	339	189	463	296
- · · ·	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Large business in general [Shown to those who said large businesses in general have had a negative impact; N=756]		•												
Rewarding bosses with bonuses even when the companies are failing	36	38	40	21	38	49	40	29	34	44	37	21	44	32
Avoiding paying their fair share of tax	35	37	27	50	35	36	31	48	22	31	31	50	39	34
Moving jobs overseas instead of investing in Britain	28	28	23	19	33	18	29	33	21	25	28	19	35	34
Increasing their prices too much	27	22	31	29	26	8	20	33	32	31	26	29	23	30
Influencing politicians for their own interests	26	27	19	31	30	38	21	31	17	21	31	31	29	31
Taking customers away from small and medium businesses	24	17	25	20	28	12	18	19	28	24	26	20	21	40
Paying workers unfairly for the work they do	14	12	12	12	15	11	16	6	16	9	9	12	18	18
Not providing job security to workers (e.g. zero-hours contracts)	14	13	14	16	15	9	16	12	18	10	10	16	13	22
Negatively impacting the environment	9	7	6	21	7	7	8	6	2	9	12	21	6	3
Negatively impacting people's physical or mental health	6	6	7	6	6	15	2	5	8	7	5	6	9	3
Other	2	2	2	0	2	0	4	0	1	3	1	0	2	3
Don't know	15	21	13	16	11	24	19	21	19	9	21	16	7	6
Energy companies [Shown to those who said energy companies have had a negative impact; N=1852] Increasing their prices too much	69	69	72	74	67	64	68	73	71	73	63	74	69	70
Rewarding bosses with bonuses even when the companies are failing	58	59	57	64	58	58	55	64	57	58	57	64	61	54
Influencing politicians for their own interests	26	28	25	27	28	32	24	31	25	26	28	27	25	34
Avoiding paying their fair share of tax	22	21	23	30	21	19	22	20	22	24	21	30	23	19
Moving jobs overseas instead of investing in Britain	15	18	15	10	13	18	12	26	13	19	12	10	14	13
Negatively impacting the environment	14	12	15	14	15	9	17	6	13	17	17	14	13	16
Negatively impacting people's physical or mental health	14	15	11	12	14	15	13	16	11	11	15	12	16	12
Taking customers away from small and medium businesses	5	6	3	1	6	4	5	8	3	4	6	1	5	9
Paying workers unfairly for the work they do	5	7	3	2	5	4	9	6	3	4	4	2	5	6
Not providing job security to workers (e.g. zero-hours contracts)	3	2	4	1	3	0	1	3	5	2	4	1	3	3
Other	2	2	2	2	1	4	2	1	0	3	2	2	1	2
Don't know	8	7	6	9	8	7	8	4	7	5	12	9	7	5
Big banks [Shown to those who said big banks have had a negative impact; N=1218] Rewarding bosses with bonuses even when the companies are failing Influencing politicians for their own interests	57 42	61 46	54 39	49 41	58 44	58 47	63 39	61 56	54 37	54 42	60 40	49 41	56 45	58 46
Moving jobs overseas instead of investing in Britain	28	29	31	23	27	22	31	32	27	36	26	23	28	28
Avoiding paying their fair share of tax	26	28	23	28	28	26	24	36	21	26	25	28	30	30
Increasing their prices too much	16	18	11	17	18	10	13	30	11	12	17	17	15	22
Negatively impacting people's physical or mental health	15	18	8	9	18	17	16	20	7	10	14	9	22	18
Taking customers away from small and medium businesses	7	6	8	6	7	5	7	7	10	6	7	6	6	9
Paying workers unfairly for the work they do	5	5	5	1	6	6	4	6	2	8	6	1	7	6
Not providing job security to workers (e.g. zero-hours contracts)	5	5	3	3	4	5	6	2	3	4	3	3	3	4
Negatively impacting the environment	3	2	5	0	3	0	2	4	8	2	6	0	1	2
Other	5	4	5	10	4	5	4	3	2	8	2	10	4	6
Don't know		11	12	16	10	14	14	5	16	7	16	16	6	9
		•												

Sample Size: 3035 GB adults either intending to vote for Reform UK, or considering voting Reform UK (6+/10)

Fieldwork: 18th - 26th August 2025													
				Reform Segmen	t				Westm	inster V			
	T-4-1	Disgusted	Left Behind	Traditional	Melancholy	Civic	D-6 111/		1 -1-	Lib Down		TOTAL Non-	Don't know/
	Total	Disrupters	Collectivists	Conservatives	Middle	Pragmatists	Reform UK	Con	Lab	Lib Dem	Green	Reform UK Party	Would not vote
Weighted Sample	3035	729	780	391	511	624	2276	257	88	47	13	438	320
Unweighted Sample		754	783	436	491	571	2388	259	55	41	12	391	256
	%	%	%	%	%	%	%	%	%	%	%	%	%
Large supermarkets [Shown to those who said large supermarkets have had a negative impact; N=795]													
Increasing their prices too much	55	57	58	49	53	46	56	53	31	83	75	55	39
Taking customers away from small and medium businesses	43	45	36	56	45	45	44	43	30	35	74	40	38
Not providing job security to workers (e.g. zero-hours contracts)		19	27	16	17	27	22	20	18	34	49	20	24
		25	18	13	21	21	21	21	30	16	0	20	18
Paying workers unfairly for the work they do	20	17	23	19	21	18	20	23	11	30	0	21	20
Avoiding paying their fair share of tax		12	15	8	8	8	11	13	0	0	26	9	19
Influencing politicians for their own interests		10	10	18	7	13	11	8	10	12 25	0	8	13
Negatively impacting people's physical or mental health	10 9	6 9	8 8	11 6	18 13	19 10	10 9	17 8	18 11	25 25	26 0	17 10	4 6
Negatively impacting people's physical or mental health Moving jobs overseas instead of investing in Britain	4	6	3	3	5	2	4	o 7	31	0	0	7	8
Other	3	5	2	5	1	5	3	7	0	0	0	5	5
Don't know		12	12	7	10	9	11	7	9	0	0	12	9
2011 Chillion				•		ŭ	• • •	•	•	•	•		Ü
Generally speaking, do you think taxes in the UK are too high, too low, or about right on each of these groups? Big business													
Much too high	11	15	9	18	7	9	11	13	18	4	0	14	8
A little too high		12	11	27	13	15	15	15	14	11	0	14	10
TOTAL TOO HIGH		27	20	45	20	24	26	28	32	15	0	28	18
About right		18	17	21	25	22	20	23	40	10	22	25	15
A little too low	24	23	23	18	28	28	24	27	15	42	17	26	22
Much too low	20	25	30	6	13	14	20	16	10	19	60	16	24
TOTAL TOO LOW Don't know		48 7	53 10	24 9	41 13	42 13	44 10	43 7	25	61 14	77 0	42 6	46 21
Small and medium sized business		39	29	42	18	19	31	27	13	25	27	25	23
Much too high A little too high		33	36	35	37	42	38	37	29	25 25	39	34	28
TOTAL TOO HIGH		72	65	77	55	61	69	64	42	50	66	59	51
About right		17	19	14	26	23	18	22	43	24	21	26	24
A little too low	3	2	3	0	6	4	2	6	10	2	0	7	3
Much too low	1	1	1	1	1	1	0	1	1	0	13	1	2
TOTAL TOO LOW	4	3	4	1	7	5	2	7	11	2	13	8	5
Don't know	11	8	13	7	13	11	10	6	4	24	0	7	21
Millionaires													
Much too high		10	6	14	6	7	9	8	7	8	0	9	8
A little too high		11	8	23	10	9	12	14	10	11	10	12	7
TOTAL TOO HIGH		21	14	37	16	16	21	22	17	19	10	21	15
About right A little too low	25	24 20	20 18	37 1 <i>4</i>	29 23	20 24	25 20	33 20	41 15	18 9	6 14	31 18	16 19
A little too low Much too low	20 27	20 27	38	14 5	23 21	24 31	20 26	20 18	25	9 47	70	25	33
TOTAL TOO LOW		47	56	19	44	55	46	38	40	56	84	43	52
Don't know		7	9	7	10	10	8	6	2	8	0	5	17
People like me	•		-	•	. •	.•	ŭ	-	_	-	-	•	••
Much too high	41	59	47	41	21	29	44	33	23	33	27	32	35
A little too high		31	37	38	42	46	37	43	39	54	31	42	43
TOTAL TOO HIGH		90	84	79	63	75	81	76	62	87	58	74	78
About right		7	12	19	26	20	15	21		11	29	20	15
A little too low		1	0	1	5	1	1	1	19	0	13	4	1
Much too low		0	0	0	1	1	0	0	2	0	0	0	1
TOTAL TOO LOW		1	0	1	6	2	1	1	21	0	13	4	2
Don't know	3	1	4	2	5	3	3	2	0	2	0	1	5

or considering voting Reform UK (6+/10) Fieldwork: 18th - 26th August 2025

					Vote i	n 2024 C	SE .		Considering (6+/10)	Vote in 2	016 EU	Ge	nder		Age	(1)			Age	(2)	
	Total	Reform UK	Con	Lab	Lib Dem		TOTAL Non- Reform UK Party	Can't remember / Didn't vote	but not voting	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-34	35-49	50-64	65+
Weighted Sample	3035	1123	708	366	112	39	1305	607	759	468	2074	1700	1335	119	1004	911	1002	425	698	911	1002
Unweighted Sample	3035	1182	801	338	112	35	1374	479	647	463	2223	1561	1474	61	724	1052	1198	238	547	1052	1198
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Large supermarkets

[Shown to those who said large supermarkets have had a negative impact; N=795]

7 90]																					
Increasing their prices too much	55	55	50	64	59	49	54	54	48	55	53	53	57	46	54	57	53	58	52	57	53
Taking customers away from small and medium businesses	43	46	54	25	46	18	43	38	39	32	46	44	42	29	41	46	44	35	42	46	44
Not providing job security to workers (e.g. zero-hours contracts)	22	22	23	29	13	13	24	19	22	22	23	19	26	0	19	25	24	20	17	25	24
Rewarding bosses with bonuses even when the companies are failing	21	20	19	18	5	19	17	31	19	15	22	22	19	12	18	18	25	16	19	18	25
Paying workers unfairly for the work they do	20	19	18	30	11	0	20	20	20	19	20	22	17	18	16	22	21	17	16	22	21
Avoiding paying their fair share of tax	11	13	10	15	3	13	10	11	14	10	11	14	8	30	12	10	10	19	11	10	10
Influencing politicians for their own interests	11	14	13	3	12	0	9	8	10	12	10	13	8	33	10	12	9	22	8	12	9
Negatively impacting the environment		8	13	14	9	36	13	10	11	15	9	8	14	6	11	12	8	15	9	12	8
Negatively impacting people's physical or mental health	9	11	8	5	4	29	7	8	8	13	9	9	9	0	11	8	9	19	6	8	9
Moving jobs overseas instead of investing in Britain	4	6	4	4	0	0	3	2	8	4	4	3	6	24	3	4	4	10	2	4	4
Other	3	4	4	0	3	0	3	2	5	6	3	3	4	0	3	3	4	6	2	3	4
Don't know	11	9	10	9	24	20	11	14	10	11	11	12	9	4	14	8	11	3	17	8	11

Generally speaking, do you think taxes in the UK are too high, too low, or about right on each of these groups?

R	101	hı	101	n	ess

Big business																						
	Much too high	11	12	12	5	7	14	9	14	11	9	11	13	9	14	9	12	12	8	11	12	12
	A little too high	14	14	15	12	14	20	14	15	12	14	15	16	13	11	13	14	16	14	12	14	16
	TOTAL TOO HIGH	25	26	27	17	21	34	23	29	23	23	26	29	22	25	22	26	28	22	23	26	28
	About right	20	21	24	18	14	11	21	18	21	20	20	20	20	24	17	20	22	21	16	20	22
	A little too low	24	23	26	30	29	22	27	20	24	28	24	23	26	31	23	25	24	23	24	25	24
	Much too low	20	21	15	24	22	25	20	18	19	17	20	20	19	15	24	21	15	19	26	21	15
	TOTAL TOO LOW	44	44	41	54	51	47	47	38	43	45	44	43	45	46	47	46	39	42	50	46	39
	Don't know	10	9	8	12	14	8	9	14	12	12	9	8	14	6	14	8	10	14	12	8	10
Small and medium sized business																						
	Much too high	29	33	31	15	34	18	26	29	24	27	31	32	25	22	27	30	31	21	30	30	31
	A little too high	37	37	40	35	33	55	38	33	31	36	38	36	38	36	34	36	40	35	33	36	40
	TOTAL TOO HIGH	66	70	71	50	67	73	64	62	55	63	69	68	63	58	61	66	71	56	63	66	71
	About right	20	18	18	32	13	10	22	20	25	23	18	21	19	35	19	21	18	26	18	21	18
		3	2	3	4	4	0	4	4	5	3	3	3	3	3	3	4	2	2	4	4	2
	Much too low	1	1	1	1	1	4	1	0	2	1	0	1	1	0	1	1	0	1	1	1	0
	TOTAL TOO LOW	4	3	4	5	5	4	5	4	7	4	3	4	4	3	4	5	2	3	5	5	2
	Don't know	11	10	8	13	14	13	10	13	13	11	10	8	14	5	15	8	9	14	14	8	9
Millionaires																						
	Much too high	8	9	8	7	6	2	7	11	8	9	9	10	6	10	8	9	7	9	8	9	7
	A little too high	11	14	13	3	11	18	10	9	10	10	11	13	9	14	11	10	12	12	11	10	12
	TOTAL TOO HIGH	19	23		10	17	20	17	20	18	19	20	23	15	24	19	19	19	21	19	19	19
	About right		26		21	17	12	26	18	24	21	26	27	22	23	20	26	28	22	19	26	28
	A little too low	20	19		21	20	6	21	19	19	23	19	21	19	20	20	18	21	19	21	18	21
	Much too low		23		42	40	54	29	30	28	27	27	23	32	30	29	27	24	27	30	27	24
	TOTAL TOO LOW		42	40	63	60	60	50	49	47	50	46	44	51	50	49	45	45	46	51	45	45
	Don't know	9	9	7	6	5	8	7	12	10	10	8	7	11	2	12	8	7	11	11	8	7
People like me										•								i				
	Much too high	41	46	36	32	39	40	35	45	33	31	42	44	37	40	44	41	38	40	45	41	38
	A little too high		36	43	38	44	38	41	36	42	45	38	35	42	36	36	37	42	35	36	37	42
	TOTAL TOO HIGH		82		70	83	78	76	81	75	76	80	79	79	76	80	78	80	75	81	78	80
	About right	16	14	17	20	12	14	18	14	18	16	16	16	16	13	14	17	17	16	13	17	17
		2	1	1	4	1	4	2	2	3	2	1	2	1	5	2	1	1	3	2	1	1
	Much too low	0	0	0	2	0	0	1	0	1	1	0	1	0	0	1	0	0	1	1	0	0
	TOTAL TOO LOW		1	1	6	1	4	3	2	4	3	1	3	1	5	3	1	1	4	3	1	1
	Don't know	3	3	2	3	5	4	3	3	3	4	3	2	4	5	3	3	2	4	3	3	2

or considering voting Reform UK (6+/10) Fieldwork: 18th - 26th August 2025

					Age and	Gender				Social	Grade	Ethn	icity		Country	'
	Total	Male 18- 34	Male 35- 49	Male 50- 64	Male 65+	Female 18- 34	Female 35- 49	Female 50 64	Female 65+	ABC1	C2DE	White	Non- White	England	Wales	Scotland
Weighted Sample	3035	273	425	486	516	152	273	425	486	1487	1548	2732	243	2701	152	182
Unweighted Sample	3035	117	275	546	623	121	272	506	575	1614	1421	2879	92	2666	161	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Large supermarkets

[Shown to those who said large supermarkets have had a negative impact; N=795]

Increasing their prices too much	55	52	47	57	56	71	61	58	51	55	54	56	38	56	41	51
Taking customers away from small and medium businesses	43	32	43	49	45	42	41	42	42	49	39	44	40	45	41	31
Not providing job security to workers (e.g. zero-hours contracts)	22	23	13	23	20	16	24	27	28	24	20	24	5	21	27	28
Rewarding bosses with bonuses even when the companies are failing	21	16	19	22	27	18	18	14	24	22	20	22	11	21	9	29
Paying workers unfairly for the work they do	20	21	17	23	25	8	15	21	17	20	19	20	23	20	20	16
Avoiding paying their fair share of tax	11	22	13	15	11	12	8	5	10	11	12	11	17	12	6	12
Influencing politicians for their own interests	11	29	10	14	10	9	4	8	9	13	9	10	14	10	22	8
Negatively impacting the environment		9	5	9	8	27	17	15	9	9	12	10	15	11	3	13
Negatively impacting people's physical or mental health	9	22	5	7	10	15	10	9	7	8	10	9	11	8	20	8
Moving jobs overseas instead of investing in Britain	4	9	2	2	2	11	3	7	7	5	4	4	11	5	2	0
Other	3	9	1	2	4	0	5	4	4	4	3	3	7	3	10	4
Don't know	11	0	22	7	11	10	5	9	11	8	13	11	2	10	16	13

Generally speaking, do you think taxes in the UK are too high, too low, or about right on each of these groups?

Big business

Big business																	
	Much too high 1	1	12	9	15	16	3	13	8	9	11	12	11	18	11	10	10
	A little too high 1	4	14	13	15	19	15	10	13	14	17	12	14	18	14	16	16
	TOTAL TOO HIGH 2	5	26	22	30	35	18	23	21	23	28	24	25	36	25	26	26
	About right 2	0	23	19	19	22	19	10	22	23	21	19	20	21	21	16	17
	A little too low 2	4	22	22	25	23	27	27	24	26	25	23	25	21	24	24	25
	Much too low 2	0	17	27	21	14	22	24	21	15	18	22	20	19	20	23	20
	TOTAL TOO LOW 4	4	39	49	46	37	49	51	45	41	43	45	45	40	44	47	45
	Don't know 1	0	14	9	5	6	15	16	12	14	8	12	11	4	10	11	12
Small and medium sized business																	
	Much too high 2	9	23	33	32	36	18	26	26	26	30	28	29	31	29	35	26
	A little too high 3		38	32	35	38	30	36	38	42	39	35	37	32	37	31	34
	TOTAL TOO HIGH 6		61	65	67	74	48	62	64	68	69	63	66	63	66	66	60
	About right 2		23	20	22	19	31	14	21	16	20	20	20	23	20	18	21
	A little too low 3		2	5	4	2	2	1	4	3	3	3	3	4	3	4	5
	Much too low 1		1	2	1	0	2	1	1	0	1	1	1	2	1 1	1	0
	TOTAL TOO LOW 4	1	3	7	5	2	4	2	5	3	4	4	4	6	4	5	5
	Don't know 1	1	13	9	6	6	16	21	11	12	8	13	11	9	10	11	14
Millionaires	Bont Mow 1	• 1	10	Ü	Ü	Ū	10				·			0	10	• • • • • • • • • • • • • • • • • • • •	
minorian es	Much too high 8	R	11	9	10	11	6	8	8	4	9	8	8	14	8	8	11
	A little too high 1		15	12	11	14	7	8	9	11	14	9	11	14	12	9	6
	TOTAL TOO HIGH 1		26	21	21	25	13	16	17	15	23	17	19	28	20	17	17
	About right 2	-	24	24	29	28	20	12	23	29	27	23	24	33	25	21	24
	A little too low 2		19	21	18	23	18	20	18	20	20	19	21	10	20	16	23
	Much too low 2	-	21	26	23	22	38	37	33	26	23	30	27	24	26	37	26
	TOTAL TOO LOW 4		40	47	41	45	56	57	51	46	43	49	48	34	46	53	49
	Don't know 9	-	10	8	8	3	11	14	9	10	6	11	9	4	8	10	12
People like me	Don't know s	'	10	O	O	3	""	14	9	10			9	4	. 0	10	12
reopie like lile	Much too high 4	a 1	42	45	45	44	37	45	37	32	40	42	40	52	41	45	42
	o o			45 32	45 35				40		-	36		25			
	A little too high 3		31			40	43	42		45	41		40		39	35	36
	TOTAL TOO HIGH 79	-	73	77	80	84	80	87	77	77	81	78	80	77	80	80	78
	About right 1		15	17	16	15	17	8	17	18	14	17	16	13	16	15	17
	A little too low 2		5	3	1	1	0	0	1	1	2	1	1	7	2	0	0
	Much too low 0		2	1	1	0	0	0	0	0	0	1	0	1	0	0	0
	TOTAL TOO LOW 2	2	7	4	2	1	0	0	1	1	2	2	1	8	2	0	0
	Don't know 3		5	2	2	0	3	4	4	4	2		3	1	3	6	5

Tieldwork. Total - Zotal August 2023			Region in	England (1	1)				Region	in England	(2)			
	Total	North	Midlands		Rest of South	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	3035	759	577	273	1093	142	339	277	303	273	339	273	470	283
Unweighted Sample	3035	768	611	189	1098	144	350	274	304	307	339	189	463	296
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Large supermarkets [Shown to those who said large supermarkets have had a negative impact; N=795]														
Increasing their prices too much	55	50	61	67	55	40	52	52	61	61	63	67	54	48
Taking customers away from small and medium businesses	43	45	49	39	43	35	45	51	52	47	41	39	41	47
Not providing job security to workers (e.g. zero-hours contracts)		19	17	20	25	23	17	18	10	23	22	20	22	34
Rewarding bosses with bonuses even when the companies are failing		23	19	22	19	28	20	23	22	16	24	22	22	10
Paying workers unfairly for the work they do		16	19	22	24	19	16	14	14	24	23	22	25	23
Avoiding paying their fair share of tax		14	7	17	12	11	11	18	5	8	12	17	11	14
Influencing politicians for their own interests		8	8	8	14	4	11	6	8	8	13	8	10	21
Negatively impacting the environment		11	6	12	12	7	10	15	3	9	15	12	10	12
Negatively impacting people's physical or mental health		12	6	11	6	8	10	16	6	6	6	11	5	8
Moving jobs overseas instead of investing in Britain		3	6	5	5	2	3	5	4	6	3	5	5 5	9
0,		_	2	0	3	2	3 4	5 4	2	3	3 1	0	5	3
Other		4 11	9		3 10	23	4 10	4 6	10	8	1 15		5 8	6
Don't know	11	'''	9	11	10	23	10	0	10	0	15	11	0	0
Generally speaking, do you think taxes in the UK are too high, too low, or about right on each of these groups? Big business Much too high	. 11	11	10	16	11	16	12	8	10	9	11	16	12	10
			16	16		14	11	18	14	9 17	12	16	13	12
A little too high		14			12									
TOTAL TOO HIGH		25	26	32	23	30	23	26	24	26	23	32	25	22 25
About right		21	18	22	21	20	20	23	18	19	20	22	20	
A little too low		21	28	24	24	22	24	18	25	30	28	24	23	23
Much too low		21	18	14	20	18	21	23	20	17	19	14	20	22
TOTAL TOO LOW		42	46	38	44	40	45	41	45	47	47	38	43	45
Don't know Small and medium sized business Much too high		11	10 29	7 28	11 31	10 25	12 29	10 26	12 26	7 32	11 29	7 28	13 31	8
A little too high		39	39	36	36	42	38	39	38	39	38	36	34	35
TOTAL TOO HIGH		66	68	64	67	67	67	65	64	71	67	64	65	68
			19	22	20	21	17	22	19	19	21	22	19	20
About right		20												
A little too low		4	1	4	2	6	3	4 1	0	3	2	4	2	3
Much too low		1 -	1	0	1	0	1	-	2	0	0	0	1	1
TOTAL TOO LOW		5	2	4	3	6	4	5	2	3	2	4	3	4
Don't know			12	10	11	6	12	8	15	8	10	10	13	8
Much too high		9	7	8	9	8	9	8	7	8	8	8	9	9
A little too high		12	9	15	12	9	14	11	10	9	16	15	10	13
TOTAL TOO HIGH		21	16	23	21	17	23	19	17	17	24	23	19	22
About right		21	27	31	26	26	17	22	25	29	24	31	27	26
A little too low	20	22	18	20	19	23	23	20	16	20	17	20	21	19
Much too low		28	27	21	26	25	27	30	27	27	29	21	24	27
TOTAL TOO LOW	47	50	45	41	45	48	50	50	43	47	46	41	45	46
Don't know	9	9	11	5	8	8	9	8	14	7	6	5	9	7
Much too high	41	40	43	37	41	43	37	41	45	41	41	37	38	44
A little too high		41	37	38	38	41	39	42	33	42	39	38	39	37
TOTAL TOO HIGH		81	80	75	79	84	76	83	78	83	80	75	77	81
About right		15	16	15	16	11	18	14	16	15	15	15	18	15
A little too low		1	10	7	1	2	1	1	2	0	2	7	1	1
Much too low		0	0	0	1	0	0	0	0	1	0	0	2	0
TOTAL TOO LOW		1			2	2	1	1	2		2	7	3	
			1	7			-	-		1			-	1
Don't know	3	3	2	3	3	4	5	1	3	1	2	3	3	3

Fieldwork: 18th - 26th August 2025		1		Reform Segmen	t		1			Westm	inster V	1	
				1						Woodin	1110101 1	TOTAL Non-	Don't know
	Total	Disgusted Disrupters	Left Behind Collectivists	Traditional Conservatives	Melancholy Middle	Civic Pragmatists	Reform UK	Con		Lib Dem	Green	Reform UK Party	Would not vote
Weighted Sample		729	780	391	511	624	2276	257	88	47	13	438	320
Unweighted Sample	3035	754	783	436	491	571	2388	259	55	41	12	391	256
	%	%	%	%	%	%	%	%	%	%	%	%	%
Please say whether you support or oppose this change, and whether you think it would or would not hurt economic growth.													
Charging more tax on the rent income landlords receive													
I support this tax and I don't think it would hurt economic growth		27	27	11	16	26	23	21	13	24	31	20	23
I support this tax but think it would hurt economic growth	15	14	15	12	16	18	15	15	25	20	12	18	14
TOTAL SUPPORT		41	42	23	32	44	38	36	38	44	43	38	37
I oppose this tax but I don't think it would hurt economic growth		12	13	14	16	17	14	11	26	17	0	17	13
I oppose this tax and think it would hurt economic growth		34	27	52	33	22	32	42	30	27	24	36	25
TOTAL OPPOSE	46	46	40	66	49	39	46	53	56	44	24	53	38
Don't know	16	13	17	11	18	17	15	10	7	11	33	10	25
Charging more tax on the sale of shares and investments													
I support this tax and I don't think it would hurt economic growth	16	18	20	6	11	18	16	11	28	22	19	16	16
I support this tax but think it would hurt economic growth	15	15	17	10	15	16	16	18	17	25	10	18	10
TOTAL SUPPORT	31	33	37	16	26	34	32	29	45	47	29	34	26
I oppose this tax but I don't think it would hurt economic growth	15	13	14	13	18	16	15	14	30	15	14	18	10
I oppose this tax and think it would hurt economic growth	33	37	24	55	34	25	34	45	13	20	11	33	30
TOTAL OPPOSE	48	50	38	68	52	41	49	59	43	35	25	51	40
Don't know	21	17	25	17	22	24	20	12	13	18	46	15	35
Introducing a one-off 1% wealth tax on the 22,000 richest families in the UK (those with a net wealth over £10 million)													
I support this tax and I don't think it would hurt economic growth	48	48	58	18	43	59	48	37	51	70	53	43	54
I support this tax but think it would hurt economic growth	13	14	12	11	15	14	14	17	12	4	14	14	9
TOTAL SUPPORT	61	62	70	29	58	73	62	54	63	74	67	57	63
I oppose this tax but I don't think it would hurt economic growth	8	7	8	12	11	6	8	8	21	3	13	13	7
I oppose this tax and think it would hurt economic growth	18	21	10	49	17	8	18	29	8	9	6	21	15
TOTAL OPPOSE	26	28	18	61	28	14	26	37	29	12	19	34	22
Don't know	12	10	13	11	14	12	12	10	8	15	14	10	15
Introducing a tax on people leaving the UK with over £1 million in investment gains													
I support this tax and I don't think it would hurt economic growth	45	47	52	23	39	54	45	41	38	68	53	44	49
I support this tax but think it would hurt economic growth	13	12	12	14	17	13	13	15	30	11	6	16	10
TOTAL SUPPORT	58	59	64	37	56	67	58	56	68	79	59	60	59
I oppose this tax but I don't think it would hurt economic growth	9	9	7	14	10	8	9	8	17	11	6	11	4
I oppose this tax and think it would hurt economic growth		19	10	37	14	8	16	25	10	1	8	19	11
TOTAL OPPOSE		28	17	51	24	16	25	33	27	12	14	30	15
TOTAL OFFUSE				31	44	10	20	- 33	~1	14	14	30	10

or considering voting Reform UK (6+/10)

Fieldwork: 18th - 26th August 2025

					Vote	in 2024 C	SE	Considering (6+/10)	Vote in 2	016 EU	Ge	nder		Age	(1)			Age	(2)		
	Total	Reform UK	Con		Lib Dem		TOTAL Non- Reform UK Party	Can't remember / Didn't vote	but not voting Reform UK	Remain										50-64	
Weighted Sample		1123	708		112	39	1305	607	759	468	2074	1700	1335	119			1002	425		911	
Unweighted Sample	3035			338	112	35	1374	479	647	463	2223		1474	61		1052				1052	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Please say whether you support or oppose this change, and whether you think it would or would not hurt economic growth. Charging more tax on the rent income landlords receive																					
I support this tax and I don't think it would hurt economic growth	23	21	21	29	31	36	25	20	21	22	24	23	22	16	20	22	26	18	21	22	26
I support this tax but think it would hurt economic growth	15	15	15	17	14	23	16	13	16	18	14	15	16	11	16	16	14	14	16	16	14
TOTAL SUPPORT	38	36	36	46	45	59	41	33	37	40	38	38	38	27	36	38	40	32	37	38	40
I oppose this tax but I don't think it would hurt economic growth	14	14	14	16	22	4	15	13	15	12	15	16	12	14	14	12	17	16	14	12	17
I oppose this tax and think it would hurt economic growth	32	35	38	23	25	15	32	28	32	32	32	34	30	48	31	34	30	37	30	34	30
TOTAL OPPOSE	46	49	52	39	47	19	47	41	47	44	47	50	42	62	45	46	47	53	44	46	47
Don't know	16	15	11	15	9	22	12	25	16	15	15	12	20	11	18	16	14	15	19	16	14
Charging more tax on the sale of shares and investments									-												
I support this tax and I don't think it would hurt economic growth		16	12	25	14	28	17	14	16	15	16	16	15	13	16	17	15	13	18	17	15
I support this tax but think it would hurt economic growth		15	16	17	17	27	17	13	14	11	16	16	15	14	16	14	16	16	16	14	16
TOTAL SUPPORT		31	28	42	31	55	34	27	30	26	32	32	30	27	32	31	31	29	34	31	31
I oppose this tax but I don't think it would hurt economic growth		15	15	17	19	10	16	11	15	15	15	15	15	11	14	13	18	14	13	13	18
I oppose this tax and think it would hurt economic growth		33	44	20	31	20	34	29	32	36	33	37	27	40	29	36	33	33	29	36	33
TOTAL OPPOSE		48	59	37	50	30	50	40	47	51	48	52	42	51	43	49	51	47	42	49	51
Don't know	21	21	13	21	18	15	16	32	24	23	20	16	28	23	25	21	18	24	25	21	18
Introducing a one-off 1% wealth tax on the 22,000 richest families in the UK (those with a net wealth over £10 million)										-							-				
I support this tax and I don't think it would hurt economic growth		46	39	63	57	66	50	49	48	49	49	42	56	32	45	51	50	38	47	51	50
I support this tax but think it would hurt economic growth		13	16	11	16	9	14	12	11	12	14	14	12	11	14	14	13	16	12	14	13
TOTAL SUPPORT	61	59	55	74	73	75	64	61	59	61	63	56	68	43	59	65	63	54	59	65	63
I oppose this tax but I don't think it would hurt economic growth	8	9	9	8	6	15	8	6	10	10	8	10	6	19	9	8	8	10	10	8	8

Introducing a tax on people leaving the UK with over £1 million in investment gains I support this tax and I don't think it would hurt economic growth 45

I support this tax but think it would hurt economic growth 13

TOTAL SUPPORT 58 I oppose this tax but I don't think it would hurt economic growth 9

I oppose this tax and think it would hurt economic growth 16

I oppose this tax and think it would hurt economic growth 18

12 14

27 8

10 11

TOTAL OPPOSE 26

TOTAL OPPOSE 25

Don't know 16

Don't know **12** 11

21 8

46 42

19 23

11 10

17 20 26 31 15 13 20 13 18 15 15 19 17 15 15

11 14 15 10 8 16 16 15 19 16 16 15 26 24 24 28 26 24 24

12 27 17 16 21 21 16 16 21

14 12 15 11 9 15 15 11 9

40 45 46 46 40 47 46 46

46 26 24 29 31 26

or considering voting Reform UK (6+/10)

Fieldwork: 18th - 26th August 2025

Fieldwork. Total - 20th August 2020					Age and	Gender				Social	Grade	Ethn	nicity		Country	у
	Total	Male 18- 34	Male 35- 49	Male 50- 64	Male 65+	Female 18 34	Female 35 49	Female 50- 64	Female 65+	ABC1	C2DE	White	Non- White	England	Wales	Scotland
Weighted Sample	3035	273	425	486	516	152	273	425	486	1487	1548	2732	243	2701	152	182
Unweighted Sample	3035	117	275	546	623	121	272	506	575	1614	1421	2879	92	2666	161	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Please say whether you support or oppose this change, and whether you think it would or would not hurt economic growth.																
Charging more tax on the rent income landlords receive		1 40	00	00	07	40	40	00	0.5	۰.	00	I 00	00	I 00	47	0.4
I support this tax and I don't think it would hurt economic growth		19	23	22	27	16	19	23	25	23	23	23	23	23	17	24
I support this tax but think it would hurt economic growth		13	18	15	13	17	14	17	14	14	16	15	13	15	15	16
TOTAL SUPPORT		32 18	41 15	37 12	40 19	33 13	33 11	40	39 14	37 15	39 13	38	36	38	32 19	40 12
I oppose this tax but I don't think it would hurt economic growth		_		39		34		11		-	28		18 39	14		
I oppose this tax and think it would hurt economic growth TOTAL OPPOSE		39 57	29 44	39 51	31 50	34 47	32 43	29 40	29 43	37 52	28 41	31 45	57	33 47	25	31 43
		12	44 15	51 12	10	20	43 24		18	5∠	20	16	7	15	44 23	43
Don't know Charging more tax on the sale of shares and investments	16	12	15	12	10	20	24	20	18	11	20	16	/	15	23	17
I support this tax and I don't think it would hurt economic growth	16	15	17	17	16	10	19	16	13	14	17	16	14	16	15	17
I support this tax and ruon't think it would hurt economic growth		18	17	14	15	13	19	14	17	15	16	15	17	16	14	13
TOTAL SUPPORT		33	34	31	31	23	33	30	30	29	33	31	31	32	29	30
I oppose this tax but I don't think it would hurt economic growth		12	14	13	18	18	11	12	18	16	13	15	16	14	19	14
I oppose this tax and think it would hurt economic growth		35	34	41	38	29	22	30	28	40	26	32	42	33	26	32
TOTAL OPPOSE		47	48	54	56	47	33	42	46	56	39	47	58	47	45	46
Don't know		21	19	14	13	30	34	28	24	15	28	22	10	21	25	24
Introducing a one-off 1% wealth tax on the 22,000 richest families in the UK (those with a net wealth over £10 million)			10		10	00	01	20	2-7	10			10		20	
I support this tax and I don't think it would hurt economic growth	48	29	45	46	44	54	51	58	57	44	52	49	42	48	51	51
I support this tax but think it would hurt economic growth	13	17	12	18	11	14	11	9	14	14	12	13	11	14	12	10
TOTAL SUPPORT		46	57	64	55	68	62	67	71	58	64	62	53	62	63	61
I oppose this tax but I don't think it would hurt economic growth		14	10	9	9	4	10	5	6	10	7	8	14	9	5	7
I oppose this tax and think it would hurt economic growth	18	25	21	20	27	13	9	13	14	23	14	17	25	18	19	21
TOTAL OPPOSE		39	31	29	36	17	19	18	20	33	21	25	39	27	24	28
Don't know	12	15	12	8	9	15	19	15	9	9	15	12	8	12	13	12
Introducing a tax on people leaving the UK with over £1 million in investment gains																
I support this tax and I don't think it would hurt economic growth	45	37	43	42	43	45	54	50	50	43	48	46	38	45	49	48
I support this tax but think it would hurt economic growth		16	11	14	16	9	10	14	14	15	12	13	14	14	11	12
TOTAL SUPPORT		53	54	56	59	54	64	64	64	58	60	59	52	59	60	60
I oppose this tax but I don't think it would hurt economic growth		10	12	11	10	8	5	6	8	10	8	9	9	9	5	8
I oppose this tax and think it would hurt economic growth		23	19	21	20	12	11	11	10	19	13	15	28	16	15	18
TOTAL OPPOSE	25	33	31	32	30	20	16	17	18	29	21	24	37	25	20	26

Fieldwork: 18th - 26th August 2025			Danian in I		`	Region in England (2)										
			Region in I	engiana (1)		1		Region	in England	(2)	1				
		North	Midlands	London	Rest of South	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West		
Weighted Sample			577	273	1093	142	339	277	303	273	339	273	470	283		
Unweighted Sample			611	189	1098	144	350	274	304	307	339	189	463	296		
Please say whether you support or oppose this change, and whether	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
you think it would or would not hurt economic growth. Charging more tax on the rent income landlords receive																
I support this tax and I don't think it would hurt economic growth	23	26	23	17	22	35	23	27	20	25	24	17	22	20		
I support this tax but think it would hurt economic growth		16	15	16	14	16	15	16	16	13	15	16	13	15		
TOTAL SUPPORT		42	38	33	36	51	38	43	36	38	39	33	35	35		
I oppose this tax but I don't think it would hurt economic growth		14	16	18	13	11	16	12	15	17	12	18	12	14		
I oppose this tax and think it would hurt economic growth		27	32	31	37	25	29	27	32	33	36	31	36	38		
TOTAL OPPOSE		41	48	49	50	36	45	39	47	50	48	49	48	52		
Don't know		17	14	17	14	13	17	18	17	11	13	17	16	13		
Charging more tax on the sale of shares and investments																
I support this tax and I don't think it would hurt economic growth	16	18	17	13	14	23	16	19	14	20	15	13	13	16		
I support this tax but think it would hurt economic growth		17	18	14	13	18	18	16	18	18	12	14	14	14		
TOTAL SUPPORT		35	35	27	27	41	34	35	32	38	27	27	27	30		
I oppose this tax but I don't think it would hurt economic growth	15	14	12	21	14	13	16	13	11	12	16	21	15	11		
I oppose this tax and think it would hurt economic growth	33	29	32	33	37	22	33	28	32	32	39	33	35	39		
TOTAL OPPOSE	48	43	44	54	51	35	49	41	43	44	55	54	50	50		
Don't know	21	21	21	18	21	25	18	24	25	18	19	18	23	19		
Introducing a one-off 1% wealth tax on the 22,000 richest families in the UK (those with a net wealth over £10 million)																
I support this tax and I don't think it would hurt economic growth		51	49	41	46	43	51	55	46	53	50	41	43	48		
I support this tax but think it would hurt economic growth		15	13	11	14	21	13	14	13	14	13	11	14	14		
TOTAL SUPPORT		66	62	52	60	64	64	69	59	67	63	52	57	62		
I oppose this tax but I don't think it would hurt economic growth		8	7	15	8	12	6	9	9	6	8	15	10	7		
I oppose this tax and think it would hurt economic growth		15	16	20	20	12	17	15	16	17	18	20	22	21		
TOTAL OPPOSE		23	23	35	28	24	23	24	25	23	26	35	32	28		
Don't know	12	11	14	12	11	13	13	8	17	10	10	12	12	10		
Introducing a tax on people leaving the UK with over £1 million in investment gains																
I support this tax and I don't think it would hurt economic growth		47	49	40	43	44	47	48	46	52	45	40	41	46		
I support this tax but think it would hurt economic growth	13	15	11	16	14	11	15	16	10	12	14	16	15	12		
TOTAL SUPPORT		62	60	56	57	55	62	64	56	64	59	56	56	58		
I oppose this tax but I don't think it would hurt economic growth		10	8	13	9	14	10	7	8	7	11	13	8	9		
I oppose this tax and think it would hurt economic growth		14	16	16	17	15	15	12	17	14	15	16	20	17		
TOTAL OPPOSE		24	24	29	26	29	25	19	25	21	26	29	28	26		
Don't know	16	15	17	14	16	17	13	16	19	15	15	14	16	16		

or considering voting Reform UK (6+/10)

Fieldwork: 18th - 26th August 2025

Fieldwork: 18th - 26th August 2025				Reform Segmen	•	Westminster VI										
										Westill	ilistei v	TOTAL Non-	Don't know/			
	Total	Disgusted	Left Behind	Traditional	Melancholy	Civic	Reform UK	Con	Lab	Lib Dem	Green	Reform UK	Would not			
	Total	Disrupters	Collectivists	Conservatives	Middle	Pragmatists	Kelolili OK	0011	Lab	LID Delli	Orecii	Party	vote			
Weighted Sample	3035	729	780	391	511	624	2276	257	88	47	13	438	320			
Unweighted Sample		754	783	436	491	571	2388	259	55	41	12	391	256			
	%	%	%	%	%	%	%	%	%	%	%	%	%			
Raising council tax for the most expensive homes in a local area																
I support this tax and I don't think it would hurt economic growth	29	29	34	15	25	38	30	26	22	25	37	25	30			
I support this tax but think it would hurt economic growth	14	12	14	11	14	16	13	15	29	13	18	18	13			
TOTAL SUPPORT	43	41	48	26	39	54	43	41	51	38	55	43	43			
I oppose this tax but I don't think it would hurt economic growth	19	18	18	24	24	15	19	23	20	27	0	22	14			
I oppose this tax and think it would hurt economic growth	25	33	18	42	22	19	26	30	25	16	13	26	20			
TOTAL OPPOSE	44	51	36	66	46	34	45	53	45	43	13	48	34			
Don't know	12	9	16	8	15	12	12	6	4	19	33	9	22			
Imposing a windfall tax on banks that made larger than expected																
profits																
I support this tax and I don't think it would hurt economic growth	55	64	61	34	45	59	58	49	46	56	50	48	47			
I support this tax but think it would hurt economic growth		17	15	21	22	17	17	20	20	24	28	21	19			
TOTAL SUPPORT		81	76	55	67	76	75	69	66	80	78	69	66			
I oppose this tax but I don't think it would hurt economic growth	5	3	4	6	9	5	5	6	15	4	0	8	3			
	10	8	5	29	11	7	10	18	8	8	8	14	9			
TOTAL OPPOSE		11	9	35	20	12	15	24	23	12	8	22	12			
Don't know	12	9	15	10	13	13	11	7	11	8	14	10	22			
Imposing a windfall tax on energy companies that made larger than																
expected profits																
I support this tax and I don't think it would hurt economic growth	62	71	69	41	52	62	64	54	46	44	44	51	58			
I support this tax but think it would hurt economic growth		15	10	21	20	15	15	19	25	32	19	21	10			
TOTAL SUPPORT		86	79	62	72	77	79	73	71	76	63	72	68			
I oppose this tax but I don't think it would hurt economic growth	4	3	5	3	6	5	4	3	15	11	0	7	6			
I oppose this tax and think it would hurt economic growth	9	5	5	26	10	7	8	17	7	9	23	13	8			
TOTAL OPPOSE	-	8	10	29	16	12	12	20	22	20	23	20	14			
Don't know	10	5	11	8	13	12	9	7	7	5	14	8	18			
Limiting the ability of businesses and wealthy people using offshore																
tax havens		04	60	00	45	50	54	40	20	64	07	45	50			
I support this tax and I don't think it would hurt economic growth	53	61	60	28	45	56	54	46	38	61	37	45	53			
I support this tax but think it would hurt economic growth		19	19	25	23	17	20	21	19	17	14	20	19			
TOTAL SUPPORT I oppose this tax but I don't think it would hurt economic growth		80	79 4	53	68	73	74 5	67	57	78 3	51	65 9	72			
• • • • • • • • • • • • • • • • • • • •	5	3 7	· ·	8	8	-	-	7	19	3 5	10	-	4			
I oppose this tax and think it would hurt economic growth TOTAL OPPOSE	9	10	5 9	24 32	8 16	5 11	8 13	15 22	11 30		13 23	14 23	6 10			
		-		-			-				26	23 12	10 17			
Don't know	13	10	12	15	16	16	13	11	13	14	26	12	17			

^{*}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.

Fieldwork: 18th - 26th August 2025		1			V-/ '	00011	7			W-4- ! ^	040 511			_		. (4)	-			- (0)	
					vote	in 2024 (Considering (6+/10)	Vote in 2	016 EU	Gender		Age (1)					Age	e (2)	
	Total	Reform	Cor	Lab	Lib Dem	Green	TOTAL Non- Reform UK	Can't remember /	but not voting	Remain	Leave	Male	Female	18-24	25_40	50-64	65+	18.34	35-49	50-64	65+
	rotai	UK	Con	LdD	LID Dem	Green	Party	Didn't vote	Reform UK	Remain	Leave	wate	remale	10-24	25-49	JU-04	03+	10-34	33-49	50-04	03+
Weighted Sample	3035	1123	708	366	112	39	1305	607	759	468	2074	1700	1335	119	1004	911	1002	425	698	911	1002
Unweighted Sample				338	112	35	1374	479	647	463	2223	1561	1474	61	724	1052	1198	238		1052	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Raising council tax for the most expensive homes in a local area																					
I support this tax and I don't think it would hurt economic growt	h 29	28	26	33	37	34	30	31	27	29	30	29	30	12	27	31	32	19	30	31	32
I support this tax but think it would hurt economic growt	h 14	13	13	17	5	20	14	13	16	15	13	14	13	24	14	14	12	20	11	14	12
TOTAL SUPPORT	Г 43	41	39	50	42	54	44	44	43	44	43	43	43	36	41	45	44	39	41	45	44
I oppose this tax but I don't think it would hurt economic growt	h 19	19	22	18	33	8	21	16	19	19	20	19	19	10	16	20	23	16	15	20	23
I oppose this tax and think it would hurt economic growth	h 25	28	31	20	19	17	26	21	24	25	26	27	24	34	27	24	24	26	29	24	24
TOTAL OPPOSI		47		38	52	25	47	37	43	44	46	46	43	44	43	44	47	42	44	44	47
Don't know	v 12	12	8	12	6	21	10	19	15	13	12	11	14	20	16	11	9	19	15	11	9
Imposing a windfall tax on banks that made larger than expected																					
profits									i			1		1							
I support this tax and I don't think it would hurt economic growt		55	53	62	65	74	58	48	47	54	57	54	56	25	52	59	58	36	57	59	58
I support this tax but think it would hurt economic growt		19	19	17	16	16	18	17	20	17	18	18	18	25	15	19	19	21	14	19	19
TOTAL SUPPOR		74	72		81	90	76	65	67	71	75	72	74	50	67	78	77	57	71	78	77
I oppose this tax but I don't think it would hurt economic growth		4	6 15	7	6 7	0 2	6	4 10	6 12	5 11	5 9	6	4	0	10	3 9	6 9	5	6	3	6 9
I oppose this tax and think it would hurt economic growth		10 14	21	6 13	13	2	11 17	10 14	12	16	14	13 19	6 10	22 22	17	12		16 21	8 14	9 12	9 15
Don't know		12	8	8	7	8	8	21	15	12	10	9	15	28	16	10	15	22	15	10	7
Imposing a windfall tax on energy companies that made larger than	v 12	12	O	O	,	o	O	21	13	12	10	9	13	20	10	10	'	22	13	10	,
expected profits																					
I support this tax and I don't think it would hurt economic growth	h 62	63	59	69	68	63	63	56	54	57	64	59	65	27	57	66	67	41	61	66	67
I support this tax but think it would hurt economic growth		14	20	13	13	21	17	13	16	18	15	17	13	26	13	15	16	20	12	15	16
TOTAL SUPPOR		77	79		81	84	80	69	70	75	79	76	78	53	70	81	83	61	73	81	83
I oppose this tax but I don't think it would hurt economic growt		4	3	9	5	0	5	4	6	3	5	5	4	3	7	2	4	7	6	2	4
I oppose this tax and think it would hurt economic growth		10	12	2	8	9	9	8	11	10	9	12	5	15	9	9	9	12	8	9	9
TOTAL OPPOSI	E 13	14	15	11	13	9	14	12	17	13	14	17	9	18	16	11	13	19	14	11	13
Don't know	v 10	9	6	7	5	6	6	19	12	12	8	8	12	29	15	8	4	20	14	8	4
Limiting the ability of businesses and wealthy people using offshore									•	•				•							
tax havens																		_			
I support this tax and I don't think it would hurt economic growt		52	47	60	64	54	54	53	49	47	55	52	54	41	51	54	55	41	56	54	55
I support this tax but think it would hurt economic growt		21	24	20	21	14	22	14	20	23	20	20	19	13	20	20	21	20	19	20	21
TOTAL SUPPOR		73	71	80	85	68	76	67	69	70	75	72	73	54	71	74	76	61	75	74	76
I oppose this tax but I don't think it would hurt economic growt		5	5	6	3	8	5	7	7	5	5	6	4	11	6	3	6	9	5	3	6
I oppose this tax and think it would hurt economic growt		9	11	5	5	8	9	7	11	9	9	10	6	14	7	9	9	10	7	9	9
TOTAL OPPOSI		14	16	11	8	16	14	14	18	14	14	16	10	25	13	12	15	19	12	12	15
Don't know	v 13	13	12	9	7	16	11	20	14	15	12	11	16	22	16	14	10	21	13	14	10

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Fieldwork: 18th - 26th August 2025	_	1			Age and	Candan				Casial	Cuada	Ethn	laib.		Country	
					Age and	Gender	1			Social	Social Grade		icity	 		
	Total	Male 18- 34	Male 35- 49	Male 50- 64	Male 65+	Female 18 34	Female 35 49	Female 50 64	Female 65+	ABC1	C2DE	White	Non- White	England	Wales	Scotland
Weighted Sample	3035	273	425	486	516	152	273	425	486	1487	1548	2732	243	2701	152	182
Unweighted Sample	3035	117	275	546	623	121	272	506	575	1614	1421	2879	92	2666	161	208
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Raising council tax for the most expensive homes in a local area		i.												i		
I support this tax and I don't think it would hurt economic growth		19	27	31	32	18	34	30	32	27	32	30	20	29	26	31
I support this tax but think it would hurt economic growth	14	21	10	14	13	19	13	13	12	14	13	13	20	14	20	8
TOTAL SUPPORT		40	37	45	45	37	47	43	44	41	45	43	40	43	46	39
I oppose this tax but I don't think it would hurt economic growth		15	16	20	24	19	15	19	21	21	17	19	19	19	13	23
I oppose this tax and think it would hurt economic growth	1 25	25	32	27	24	28	23	22	24	29	22	25	31	25	23	29
TOTAL OPPOSE	44	40	48	47	48	47	38	41	45	50	39	44	50	44	36	52
Don't knov	/ 12	20	15	7	7	16	14	16	12	9	16	13	11	12	18	8
Imposing a windfall tax on banks that made larger than expected profits																
I support this tax and I don't think it would hurt economic growth	n 55	34	57	60	56	38	57	57	61	53	57	56	41	55	46	59
I support this tax but think it would hurt economic growth	1 8	21	15	17	19	21	12	20	20	20	17	18	19	18	27	16
TOTAL SUPPORT	73	55	72	77	75	59	69	77	81	73	74	74	60	73	73	75
I oppose this tax but I don't think it would hurt economic growth	n 5	5	7	4	7	6	4	2	5	6	4	5	6	5	5	5
I oppose this tax and think it would hurt economic growth	1 0	20	10	12	14	9	6	6	5	13	8	9	20	10	10	10
TOTAL OPPOSE	15	25	17	16	21	15	10	8	10	19	12	14	26	15	15	15
Don't knov	/ 12	20	11	6	5	25	21	15	10	9	15	12	15	12	13	10
Imposing a windfall tax on energy companies that made larger than expected profits		•								•		•'		•		
I support this tax and I don't think it would hurt economic growth	62	39	58	64	64	45	65	68	70	58	65	63	47	62	54	61
I support this tax but think it would hurt economic growth	1 5	21	14	16	17	17	7	14	16	17	14	15	16	15	18	16
TOTAL SUPPORT	77	60	72	80	81	62	72	82	86	75	79	78	63	77	72	77
I oppose this tax but I don't think it would hurt economic growth	1 4	7	6	2	5	6	5	2	4	5	3	4	6	4	4	4
I oppose this tax and think it would hurt economic growth	n 9	14	11	12	12	9	5	5	5	12	6	8	18	9	9	11
TOTAL OPPOSE	13	21	17	14	17	15	10	7	9	17	9	12	24	13	13	15
Don't knov	/ 10	19	10	5	3	22	19	12	6	8	12	10	12	10	15	8
Limiting the ability of businesses and wealthy people using offshore tax havens		į								•	•			•		
I support this tax and I don't think it would hurt economic growth	53	40	54	54	55	43	59	53	55	50	55	54	44	53	54	54
I support this tax but think it would hurt economic growth	20	18	21	20	22	24	15	20	19	22	17	20	18	20	20	18
TOTAL SUPPORT	73	58	75	74	77	67	74	73	74	72	72	74	62	73	74	72
I oppose this tax but I don't think it would hurt economic growth	n 5	10	6	4	7	6	5	3	4	6	5	5	9	5	5	5
I oppose this tax and think it would hurt economic growth	n 9	11	9	11	10	7	3	7	8	11	6	7	20	9	6	8
TOTAL OPPOSI	14	21	15	15	17	13	8	10	12	17	11	12	29	14	11	13
TOTAL OPPOSE	. 14	41	10	10	17	13	0	10	14	17		14	23	14		

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Fieldwork: 18th - 26th August 2025						1					·*·						
			Region in I	England (1)	Region in England (2)											
		North	Midlands	London	Rest of South		North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England		South East	South West			
Weighted Sample 3			577	273	1093	142	339	277	303	273	339	273	470	283			
Unweighted Sample 3	3035		611	189	1098	144	350	274	304	307	339	189	463	296			
	%	%	%	%	%	%	%	%	%	%	%	%	%	%			
Raising council tax for the most expensive homes in a local area						ī											
I support this tax and I don't think it would hurt economic growth	29	31	30	26	29	27	30	33	31	28	28	26	29	31			
1,	14	14	14	14	13	17	14	11	11	18	11	14	14	15			
	43	45	44	40	42	44	44	44	42	46	39	40	43	46			
	19	21	21	19	17	24	19	21	20	23	19	19	16	17			
I oppose this tax and think it would hurt economic growth	25	21	25	32	27	18	21	22	26	24	28	32	26	26			
	44	42	46	51	44	42	40	43	46	47	47	51	42	43			
	12	14	10	10	13	14	16	13	12	7	14	10	14	11			
Imposing a windfall tax on banks that made larger than expected																	
profits						ī											
	55	59	59	44	54	56	61	57	58	60	58	44	51	53			
- 11	18	18	17	18	18	23	14	20	17	17	19	18	17	18			
		77	76	62	72	79	75	77	75	77	77	62	68	71			
I oppose this tax but I don't think it would hurt economic growth	5	4	3	12	5	7	4	3	3	3	5	12	4	6			
	10	8	9	13	12	3	9	8	9	9	12	13	12	11			
	15	12	12	25	17	10	13	11	12	12	17	25	16	17			
	12	12	12	12	12	10	13	12	13	12	6	12	16	11			
Imposing a windfall tax on energy companies that made larger than expected profits		_				_											
I support this tax and I don't think it would hurt economic growth	62	60	67	54	62	52	61	64	67	68	64	54	61	63			
	15	16	14	17	15	24	18	10	13	14	17	17	13	16			
TOTAL SUPPORT	77	76	81	71	77	76	79	74	80	82	81	71	74	79			
I oppose this tax but I don't think it would hurt economic growth	4	5	3	7	3	10	4	4	3	4	2	7	4	4			
I oppose this tax and think it would hurt economic growth	9	8	8	10	10	4	7	10	8	7	10	10	10	10			
TOTAL OPPOSE	13	13	11	17	13	14	11	14	11	11	12	17	14	14			
Don't know	10	11	8	11	9	9	11	12	9	7	6	11	13	8			
Limiting the ability of businesses and wealthy people using offshore tax havens																	
I support this tax and I don't think it would hurt economic growth	53	56	55	45	51	56	52	61	53	57	54	45	49	51			
I support this tax but think it would hurt economic growth	20	20	18	23	20	23	23	15	16	19	22	23	20	19			
TOTAL SUPPORT	73	76	73	68	71	79	75	76	69	76	76	68	69	70			
I oppose this tax but I don't think it would hurt economic growth	5	5	5	11	5	6	5	5	4	6	5	11	5	4			
I oppose this tax and think it would hurt economic growth	9	6	9	10	10	7	8	4	9	8	8	10	9	14			
	14	11	14	21	15	13	13	9	13	14	13	21	14	18			
Don't know	13	13	14	11	14	8	12	15	17	10	11	11	18	12			

^{*}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.