

YouGov Survey Results

Sample Size: 2153 GB Adults
Fieldwork: 19th - 20th October 2025

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	2153	388	553	198	233	116	756	769	1042	1111	226	889	532	506	1226	919	1862	103	187
	2153	349	590	213	246	125	874	766	906	1247	179	752	593	629	1297	850	1834	132	187
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to your political views, in general do you think your views are broadly similar with those of the British public in general, or broadly different?

Broadly similar to those of the public as a whole	49	68	45	43	77	31	42	66	52	46	40	42	51	64	50	48	49	52	47
Broadly different to those of the public as a whole	23	10	30	32	9	40	31	13	25	20	28	27	20	16	25	20	22	21	29
Don't know	28	22	25	24	14	29	27	22	22	34	31	32	30	20	25	32	29	27	24

Thinking about how business is regulated in Britain today, do you think businesses face too much regulation, too little regulation, or is the balance about right?

Too much regulation	24	40	10	20	52	8	15	38	31	17	11	22	25	31	23	24	24	20	23
Too little regulation	23	14	28	26	10	43	29	16	20	25	29	25	20	19	25	20	22	26	25
The balance is about right	30	32	38	34	21	28	34	27	34	26	34	27	31	32	33	27	30	36	24
Don't know	24	14	24	20	16	20	22	19	15	32	26	26	24	18	19	29	24	19	28

Thinking about the level of taxes paid by the richest people in Britain, do you think they are too high, too low, or about right?

Too high - the rich are being made to pay too much and their taxes should be cut	8	12	6	5	16	4	3	12	9	7	11	8	7	7	9	6	8	7	10
Too low - the rich are not paying enough and their taxes should be increased	58	33	75	68	35	85	70	43	58	57	63	60	57	51	58	57	58	57	55
About right - the rich are already paying about the right level of tax	23	45	13	18	40	4	18	34	25	21	16	18	24	34	24	23	23	22	22
Don't know	11	9	6	9	10	7	9	10	8	14	11	14	11	7	9	15	11	14	14

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	Region in England				My views are broadly...			Business regulations			
Total	North	Midlands	London	Rest of South	Similar to those of the public as a whole	Different to those of the public as a whole	Don't know	Too much regulation	Too little regulation	The balance is about right	Don't know
Weighted Sample 2153	510	353	260	738	1057	487	609	510	487	646	510
Unweighted Sample 2153	542	371	186	735	1066	489	598	508	514	638	493
	%	%	%	%	%	%	%	%	%	%	%

When it comes to your political views, in general do you think your views are broadly similar with those of the British public in general, or broadly different?

Broadly similar to those of the public as a whole	49	50	53	46	48	100	0	0	67	41	58	28
Broadly different to those of the public as a whole	23	21	19	26	23	0	100	0	16	39	19	18
Don't know	28	29	28	29	29	0	0	100	17	20	23	54

Thinking about how business is regulated in Britain today, do you think businesses face too much regulation, too little regulation, or is the balance about right?

Too much regulation	24	25	26	16	26	32	17	14	100	0	0	0
Too little regulation	23	23	22	26	21	19	39	16	0	100	0	0
The balance is about right	30	29	29	32	31	36	25	24	0	0	100	0
Don't know	24	23	24	26	23	13	19	46	0	0	0	100

Thinking about the level of taxes paid by the richest people in Britain, do you think they are too high, too low, or about right?

Too high - the rich are being made to pay too much and their taxes should be cut	8	7	11	10	6	9	5	8	16	4	5	6
Too low - the rich are not paying enough and their taxes should be increased	58	60	57	62	55	52	73	55	33	83	60	54
About right - the rich are already paying about the right level of tax	23	22	22	18	27	32	16	13	43	10	27	12
Don't know	11	11	10	10	12	6	7	24	7	3	8	28

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		Level of tax on the rich				State pension				Employment rights			
	Total	Too high	Too low	About right	Don't know	Too generous	Not generous enough	The level is about right	Don't know	Too easy for businesses to sack employees	Too difficult for businesses to sack employees	The current balance is about right	Don't know
Weighted Sample	2153	169	1239	501	245	63	1216	525	350	598	491	710	354
Unweighted Sample	2153	161	1269	497	226	58	1274	517	304	577	501	716	359
	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to your political views, in general do you think your views are broadly similar with those of the British public in general, or broadly different?

Broadly similar to those of the public as a whole	49	57	44	68	28	48	52	55	30	46	63	54	26
Broadly different to those of the public as a whole	23	13	29	15	14	33	23	25	17	30	19	23	16
Don't know	28	30	27	16	59	19	25	21	52	25	19	23	58

Thinking about how business is regulated in Britain today, do you think businesses face too much regulation, too little regulation, or is the balance about right?

Too much regulation	24	49	14	44	15	43	25	25	15	15	47	20	14
Too little regulation	23	13	33	9	6	23	26	18	18	37	16	20	15
The balance is about right	30	20	31	34	21	27	28	44	17	27	26	42	16
Don't know	24	18	22	12	58	7	21	14	51	22	12	18	55

Thinking about the level of taxes paid by the richest people in Britain, do you think they are too high, too low, or about right?

Too high - the rich are being made to pay too much and their taxes should be cut	8	100	0	0	0	27	7	7	8	7	13	7	4
Too low - the rich are not paying enough and their taxes should be increased	58	0	100	0	0	46	62	52	54	72	38	60	55
About right - the rich are already paying about the right level of tax	23	0	0	100	0	23	22	35	10	15	41	26	9
Don't know	11	0	0	0	100	5	10	6	27	7	8	7	32

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Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	2153	388	553	198	233	116	756	769	1042	1111	226	889	532	506	1226	919	1862	103	187
	2153	349	590	213	246	125	874	766	906	1247	179	752	593	629	1297	850	1834	132	187
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about the state pension, do you think it is too generous, not generous enough, or about right?

Too generous	3	2	4	2	2	3	2	2	4	2	5	4	3	1	4	1	3	3	3
Not generous enough	56	59	55	52	70	46	54	68	52	60	35	49	64	72	52	62	56	61	60
The level is about right	24	31	26	31	19	28	28	22	29	20	26	24	24	25	28	20	25	26	22
Don't know	16	8	16	15	8	23	15	8	15	17	35	24	9	2	16	17	17	11	15

Generally speaking, do you think it is too easy or too difficult for businesses to sack employees, or is the balance about right?

It is too easy for businesses to sack employees - workers need more protection from being unfairly dismissed from work	28	15	32	29	25	38	27	22	30	26	45	29	26	20	24	32	28	25	29
It is too difficult for businesses to sack employees - businesses should have more freedom to dismiss employees if they	23	40	15	22	31	12	20	35	24	22	6	21	26	30	25	20	23	20	22
The current balance is about right	33	33	37	40	32	27	39	29	34	32	30	34	33	33	37	28	33	33	32
Don't know	16	12	16	9	13	22	15	14	11	21	19	16	15	17	14	20	16	21	17

And when it comes to the BRITISH PUBLIC'S view on whether businesses face too much or too little regulation, what do you think the most common view is?

Too much regulation	30	40	27	32	47	22	34	35	35	26	22	28	33	34	32	28	31	29	27
Too little regulation	20	16	24	20	14	20	19	19	19	20	21	21	17	20	21	19	20	17	21
The balance is about right	21	23	25	20	17	27	21	21	24	19	28	20	21	22	23	19	22	18	22
Don't know	28	21	24	27	22	31	26	25	21	35	29	31	29	24	24	34	28	36	30

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Weighted Sample Unweighted Sample		Region in England				My views are broadly...			Business regulations			
	Total	North	Midlands	London	Rest of South	Similar to those of the public as a whole	Different to those of the public as a whole	Don't know	Too much regulation	Too little regulation	The balance is about right	Don't know
	2153	510	353	260	738	1057	487	609	510	487	646	510
	2153	542	371	186	735	1066	489	598	508	514	638	493
	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about the state pension, do you think it is too generous, not generous enough, or about right?

Too generous	3	3	2	6	2	3	4	2	5	3	3	1
Not generous enough	56	61	59	42	56	60	57	50	59	65	53	50
The level is about right	24	22	25	25	26	27	26	18	25	19	36	14
Don't know	16	14	14	26	16	10	13	30	10	13	9	35

Generally speaking, do you think it is too easy or too difficult for businesses to sack employees, or is the balance about right?

It is too easy for businesses to sack employees - workers need more protection from being unfairly dismissed from work	28	29	26	36	25	26	37	24	17	45	25	25
It is too difficult for businesses to sack employees - businesses should have more freedom to dismiss employees if they	23	22	27	16	24	29	19	15	45	16	20	11
The current balance is about right	33	31	32	33	35	36	33	27	28	28	46	25
Don't know	16	18	16	16	15	9	12	34	10	11	9	38

And when it comes to the BRITISH PUBLIC'S view on whether businesses face too much or too little regulation, what do you think the most common view is?

Too much regulation	30	31	32	21	33	35	34	18	65	20	25	12
Too little regulation	20	23	17	20	19	20	24	16	9	44	17	11
The balance is about right	21	18	20	27	23	26	21	14	12	17	42	9
Don't know	28	28	31	32	25	18	21	52	13	19	17	68

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		Level of tax on the rich				State pension				Employment rights			
	Total	Too high	Too low	About right	Don't know	Too generous	Not generous enough	The level is about right	Don't know	Too easy for businesses to sack employees	Too difficult for businesses to sack employees	The current balance is about right	Don't know
Weighted Sample	2153	169	1239	501	245	63	1216	525	350	598	491	710	354
Unweighted Sample	2153	161	1269	497	226	58	1274	517	304	577	501	716	359
	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about the state pension, do you think it is too generous, not generous enough, or about right?

Too generous	3	10	2	3	1	100	0	0	0	3	4	3	1
Not generous enough	56	50	61	53	47	0	100	0	0	67	59	52	45
The level is about right	24	23	22	37	13	0	0	100	0	18	28	33	14
Don't know	16	17	15	7	39	0	0	0	100	12	9	13	40

Generally speaking, do you think it is too easy or too difficult for businesses to sack employees, or is the balance about right?

It is too easy for businesses to sack employees - workers need more protection from being unfairly dismissed from work	28	23	35	18	16	28	33	20	21	100	0	0	0
It is too difficult for businesses to sack employees - businesses should have more freedom to dismiss employees if they	23	39	15	40	16	32	24	26	13	0	100	0	0
The current balance is about right	33	30	34	36	21	32	30	44	26	0	0	100	0
Don't know	16	8	16	6	46	8	13	10	40	0	0	0	100

And when it comes to the BRITISH PUBLIC'S view on whether businesses face too much or too little regulation, what do you think the most common view is?

Too much regulation	30	42	27	40	15	43	31	35	19	25	48	30	16
Too little regulation	20	15	24	16	10	22	23	15	14	32	19	15	10
The balance is about right	21	17	23	26	8	23	20	32	12	21	17	32	7
Don't know	28	25	26	17	67	12	26	19	55	23	16	22	67

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And when it comes to the **BRITISH PUBLIC'S** view on the level of taxes paid by the richest people in Britain, what do you think the most common view is?

They are too high - the rich are being made to pay too much and their taxes should be cut	7	7	7	5	10	6	6	7	6	8	9	7	6	6	8	5	7	6	3
They are too low - the rich are not paying enough and their taxes should be increased	66	64	71	79	54	70	73	63	70	63	60	65	68	68	67	65	66	69	67
They are about right - the rich are already paying about the right level of tax	13	19	11	7	22	10	10	17	13	12	13	11	13	16	13	12	13	10	12
Don't know	15	10	12	9	13	14	12	13	12	17	17	17	13	11	12	18	14	15	18

And when it comes to the **BRITISH PUBLIC'S** view on how generous the state pension is, what do you think the most common view is?

It is too generous	5	5	8	6	4	7	6	5	6	5	8	4	5	7	6	4	6	2	3
It is not generous enough	64	70	61	63	75	54	64	71	63	65	43	63	70	69	63	66	64	67	63
The level is about right	14	17	17	15	12	16	15	14	17	11	19	13	14	15	16	12	14	18	14
Don't know	16	9	14	16	9	24	16	9	14	18	30	20	11	9	15	18	16	14	20

And when it comes to the **BRITISH PUBLIC'S** view on whether it is too easy or too difficult for businesses to sack employees, what do you think the most common view is?

It is too easy for businesses to sack employees - workers need more protection from being unfairly dismissed from work	32	31	29	29	38	26	29	31	34	29	39	30	30	32	29	34	32	30	32
It is too difficult for businesses to sack employees - businesses should have more freedom to dismiss employees if they	20	24	22	23	20	17	24	24	22	19	9	20	23	24	23	17	20	18	21
The current balance is about right	21	25	22	23	21	24	20	22	21	21	21	21	21	22	23	19	21	26	22
Don't know	27	20	27	26	21	34	26	23	23	31	31	29	27	22	25	30	27	26	25

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Weighted Sample	2153	510	353	260	738	1057	487	609	510	487	646	510
Unweighted Sample	2153	542	371	186	735	1066	489	598	508	514	638	493
	%	%	%	%	%	%	%	%	%	%	%	%

And when it comes to the BRITISH PUBLIC'S view on the level of taxes paid by the richest people in Britain, what do you think the most common view is?

They are too high - the rich are being made to pay too much and their taxes should be cut	7	8	9	8	5	7	9	5	10	6	6	4
They are too low - the rich are not paying enough and their taxes should be increased	66	67	63	62	67	69	71	57	60	77	71	56
They are about right - the rich are already paying about the right level of tax	13	12	13	16	12	16	12	8	20	10	14	6
Don't know	15	13	15	13	16	8	9	30	10	7	8	34

And when it comes to the BRITISH PUBLIC'S view on how generous the state pension is, what do you think the most common view is?

It is too generous	5	7	5	6	6	5	8	4	6	7	6	2
It is not generous enough	64	67	63	51	67	69	66	54	66	68	63	59
The level is about right	14	13	16	19	13	17	15	9	17	12	20	7
Don't know	16	13	16	24	15	9	12	33	11	12	11	32

And when it comes to the BRITISH PUBLIC'S view on whether it is too easy or too difficult for businesses to sack employees, what do you think the most common view is?

It is too easy for businesses to sack employees - workers need more protection from being unfairly dismissed from work	32	36	34	30	28	33	36	25	33	38	31	24
It is too difficult for businesses to sack employees - businesses should have more freedom to dismiss employees if they	20	21	20	16	21	23	24	13	28	24	18	12
The current balance is about right	21	19	18	25	22	26	20	14	21	20	31	11
Don't know	27	23	28	29	29	18	20	48	18	18	20	54

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		Level of tax on the rich				State pension				Employment rights			
	Total	Too high	Too low	About right	Don't know	Too generous	Not generous enough	The level is about right	Don't know	Too easy for businesses to sack employees	Too difficult for businesses to sack employees	The current balance is about right	Don't know
Weighted Sample	2153	169	1239	501	245	63	1216	525	350	598	491	710	354
Unweighted Sample	2153	161	1269	497	226	58	1274	517	304	577	501	716	359
	%	%	%	%	%	%	%	%	%	%	%	%	%

And when it comes to the BRITISH PUBLIC'S view on the level of taxes paid by the richest people in Britain, what do you think the most common view is?

They are too high - the rich are being made to pay too much and their taxes should be cut	7	40	4	4	3	20	7	5	5	7	10	5	5
They are too low - the rich are not paying enough and their taxes should be increased	66	30	84	50	32	53	70	66	54	71	62	73	50
They are about right - the rich are already paying about the right level of tax	13	13	5	36	6	18	11	20	6	12	17	14	6
Don't know	15	17	8	10	59	8	12	9	35	10	11	9	39

And when it comes to the BRITISH PUBLIC'S view on how generous the state pension is, what do you think the most common view is?

It is too generous	5	6	6	5	2	27	4	7	3	7	5	5	3
It is not generous enough	64	63	65	67	52	42	82	46	35	70	68	65	47
The level is about right	14	18	14	19	5	23	7	36	7	12	18	18	7
Don't know	16	14	14	9	41	9	7	11	55	12	9	12	42

And when it comes to the BRITISH PUBLIC'S view on whether it is too easy or too difficult for businesses to sack employees, what do you think the most common view is?

It is too easy for businesses to sack employees - workers need more protection from being unfairly dismissed from work	32	34	33	33	21	41	36	30	18	65	21	22	10
It is too difficult for businesses to sack employees - businesses should have more freedom to dismiss employees if they	20	23	21	22	12	19	22	22	12	11	51	15	6
The current balance is about right	21	23	21	28	8	25	20	29	13	12	13	42	7
Don't know	27	20	26	17	59	15	22	19	57	13	16	21	77

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Employment rights combined answers

Does not hold the most common view, thinks they hold the most common view	30	32	24	25	36	22	24	37	31	29	28	28	31	32	27	33	29	30	32
Does not hold the most common view, does not think they hold the most common view	14	17	16	19	13	17	15	13	16	12	16	14	13	13	15	12	14	9	15
Holds the most common view, does not think they hold the most common view	12	12	15	16	12	9	17	9	15	10	13	13	11	12	15	8	12	10	10
Holds the most common view; thinks they hold the most common view	14	16	14	13	14	14	14	15	13	15	11	14	14	15	14	14	14	17	15
Answered don't know to one or both questions	31	23	31	27	24	39	31	27	25	36	33	32	30	28	29	33	31	34	29

Business regulations combined answers

Does not hold the most common view, thinks they hold the most common view	25	33	18	24	43	18	22	35	28	23	17	24	28	29	25	26	25	26	28
Does not hold the most common view, does not think they hold the most common view	14	14	15	14	12	23	15	12	16	11	17	15	11	12	15	12	14	10	12
Holds the most common view, does not think they hold the most common view	12	13	17	17	7	8	15	10	16	10	15	11	12	14	15	10	13	11	7
Holds the most common view; thinks they hold the most common view	12	14	15	11	11	15	14	13	15	10	15	11	13	13	14	11	12	12	14
Answered don't know to one or both questions	36	25	34	33	27	37	34	31	26	45	36	39	36	32	31	42	36	40	39

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	2153	510	353	260	738	1057	487	609	510	487	646	510
	2153	542	371	186	735	1066	489	598	508	514	638	493
	%	%	%	%	%	%	%	%	%	%	%	%

Employment rights combined answers

Does not hold the most common view, thinks they hold the most common view	30	31	30	32	27	35	28	22	35	34	26	24
Does not hold the most common view, does not think they hold the most common view	14	14	14	13	15	14	21	7	18	21	13	4
Holds the most common view, does not think they hold the most common view	12	13	14	9	12	12	18	8	13	13	15	6
Holds the most common view; thinks they hold the most common view	14	13	11	16	14	18	11	9	13	11	22	7
Answered don't know to one or both questions	31	29	31	30	32	21	24	54	21	22	23	59

Business regulations combined answers

Does not hold the most common view, thinks they hold the most common view	25	29	27	16	25	32	24	15	65	44	0	0
Does not hold the most common view, does not think they hold the most common view	14	13	12	18	14	14	24	5	22	37	0	0
Holds the most common view, does not think they hold the most common view	12	15	10	11	14	15	14	8	0	0	42	0
Holds the most common view; thinks they hold the most common view	12	10	12	16	13	16	9	9	0	0	42	0
Answered don't know to one or both questions	36	34	38	39	34	24	30	63	13	19	17	100

YouGov Survey Results

Sample Size: 2153 GB Adults
Fieldwork: 19th - 20th October 2025

		Level of tax on the rich				State pension				Employment rights			
	Total	Too high	Too low	About right	Don't know	Too generous	Not generous enough	The level is about right	Don't know	Too easy for businesses to sack employees	Too difficult for businesses to sack employees	The current balance is about right	Don't know
Weighted Sample	2153	169	1239	501	245	63	1216	525	350	598	491	710	354
Unweighted Sample	2153	161	1269	497	226	58	1274	517	304	577	501	716	359
	%	%	%	%	%	%	%	%	%	%	%	%	%

Employment rights combined answers

Does not hold the most common view, thinks they hold the most common view	30	37	30	30	21	37	37	22	15	65	51	0	0
Does not hold the most common view, does not think they hold the most common view	14	17	13	20	5	17	14	18	7	22	33	0	0
Holds the most common view, does not think they hold the most common view	12	10	13	13	5	12	10	18	8	0	0	36	0
Holds the most common view; thinks they hold the most common view	14	15	14	18	4	18	13	19	8	0	0	42	0
Answered don't know to one or both questions	31	22	30	19	66	16	26	23	62	13	16	21	100

Business regulations combined answers

Does not hold the most common view, thinks they hold the most common view	25	39	24	32	11	33	30	20	15	28	40	20	11
Does not hold the most common view, does not think they hold the most common view	14	15	16	14	2	30	13	16	8	18	15	14	3
Holds the most common view, does not think they hold the most common view	12	4	13	16	6	13	12	18	7	13	14	14	5
Holds the most common view; thinks they hold the most common view	12	12	13	15	4	11	11	20	6	10	9	22	4
Answered don't know to one or both questions	36	30	34	24	76	13	34	26	64	32	22	29	76

YouGov Survey Results

Sample Size: 2153 GB Adults
Fieldwork: 19th - 20th October 2025

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	2153	388	553	198	233	116	756	769	1042	1111	226	889	532	506	1226	919	1862	103	187
	2153	349	590	213	246	125	874	766	906	1247	179	752	593	629	1297	850	1834	132	187
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Taxes on the rich combined answers

Does not hold the most common view, thinks they hold the most common view	12	23	7	5	24	0	6	19	11	12	10	8	13	17	12	11	12	13	10
Does not hold the most common view, does not think they hold the most common view	16	32	10	14	26	7	13	22	19	14	15	14	16	21	18	13	16	13	17
Holds the most common view, does not think they hold the most common view	5	1	8	4	0	15	7	2	5	5	9	7	4	1	5	4	5	3	3
Holds the most common view; thinks they hold the most common view	48	30	60	63	33	59	58	40	50	47	46	48	51	48	49	48	48	50	48
Answered don't know to one or both questions	19	15	15	15	16	19	16	18	16	22	20	23	17	14	16	23	19	22	23

Pensions combined answers

Does not hold the most common view, thinks they hold the most common view	10	11	12	10	6	13	9	9	12	7	13	8	10	9	11	7	9	12	8
Does not hold the most common view, does not think they hold the most common view	15	18	15	18	14	16	18	13	17	13	14	16	14	13	18	11	15	15	12
Holds the most common view, does not think they hold the most common view	6	7	7	7	7	7	7	7	7	6	6	5	5	10	6	6	6	4	5
Holds the most common view; thinks they hold the most common view	46	50	43	42	59	32	43	58	43	49	25	39	56	58	42	51	45	52	51
Answered don't know to one or both questions	23	13	23	24	14	32	24	14	22	25	42	32	15	10	22	25	24	17	23

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YouGov Survey Results

Sample Size: 2153 GB Adults
Fieldwork: 19th - 20th October 2025

Q23

	Region in England				My views are broadly...			Business regulations				
	Total	North	Midlands	London	Rest of South	Similar to those of the public as a whole	Different to those of the public as a whole	Don't know	Too much regulation	Too little regulation	The balance is about right	Don't know
Weighted Sample	2153	510	353	260	738	1057	487	609	510	487	646	510
Unweighted Sample	2153	542	371	186	735	1066	489	598	508	514	638	493
	%	%	%	%	%	%	%	%	%	%	%	%

Taxes on the rich combined answers

Does not hold the most common view, thinks they hold the most common view	12	11	13	13	11	17	6	7	24	5	11	6
Does not hold the most common view, does not think they hold the most common view	16	16	15	12	18	22	12	9	30	7	18	7
Holds the most common view, does not think they hold the most common view	5	5	5	10	4	3	12	3	2	10	6	2
Holds the most common view; thinks they hold the most common view	48	50	48	47	48	48	56	43	30	68	51	43
Answered don't know to one or both questions	19	17	19	18	20	11	14	38	14	9	14	41

Pensions combined answers

Does not hold the most common view, thinks they hold the most common view	10	7	10	14	9	13	8	5	11	7	15	3
Does not hold the most common view, does not think they hold the most common view	15	15	15	13	16	15	21	10	18	13	19	8
Holds the most common view, does not think they hold the most common view	6	9	7	6	5	6	9	5	7	9	6	3
Holds the most common view; thinks they hold the most common view	46	49	46	31	47	52	44	37	49	52	43	41
Answered don't know to one or both questions	23	20	22	36	23	14	19	43	16	18	16	45

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YouGov Survey Results

Sample Size: 2153 GB Adults
Fieldwork: 19th - 20th October 2025

Weighted Sample Unweighted Sample		Level of tax on the rich				State pension				Employment rights			
	Total	Too high	Too low	About right	Don't know	Too generous	Not generous enough	The level is about right	Don't know	Too easy for businesses to sack employees	Too difficult for businesses to sack employees	The current balance is about right	Don't know
	2153	169	1239	501	245	63	1216	525	350	598	491	710	354
	2153	161	1269	497	226	58	1274	517	304	577	501	716	359
	%	%	%	%	%	%	%	%	%	%	%	%	%

Taxes on the rich combined answers

Does not hold the most common view, thinks they hold the most common view	12	40	0	36	0	21	11	16	4	9	20	11	4
Does not hold the most common view, does not think they hold the most common view	16	43	0	54	0	25	14	22	10	9	29	18	4
Holds the most common view, does not think they hold the most common view	5	0	8	0	0	12	4	7	5	8	2	4	4
Holds the most common view; thinks they hold the most common view	48	0	84	0	0	32	54	44	38	60	33	53	41
Answered don't know to one or both questions	19	17	8	10	100	10	16	12	43	14	15	13	46

Pensions combined answers

Does not hold the most common view, thinks they hold the most common view	10	14	9	13	2	27	0	36	0	9	11	12	3
Does not hold the most common view, does not think they hold the most common view	15	15	13	24	6	65	0	53	0	10	18	20	9
Holds the most common view, does not think they hold the most common view	6	3	7	6	3	0	11	0	0	6	8	6	4
Holds the most common view; thinks they hold the most common view	46	45	49	43	36	0	82	0	0	58	48	42	31
Answered don't know to one or both questions	23	23	22	14	53	9	7	11	100	17	14	20	53

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