

Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Do you approve or disapprove of the Government’s record to date?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base: All GB adults	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Approve	16%	5%	34%	21%	23%	6%	19%	12%	26%	17%	17%	8%	25%	14%	13%	17%	9%	16%	23%	17%	10%	13%	9%
Disapprove	65%	85%	39%	61%	56%	83%	64%	65%	48%	58%	70%	80%	53%	66%	70%	66%	63%	62%	57%	63%	70%	65%	80%
Don't know	19%	10%	26%	18%	22%	12%	16%	23%	26%	26%	13%	12%	22%	19%	17%	16%	28%	22%	20%	20%	21%	22%	11%

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

Conservatives

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
0 - Would never consider voting for them	34%	2%	53%	34%	43%	25%	36%	33%	32%	43%	34%	22%	33%	29%	31%	38%	50%	38%	31%	33%	35%	38%	41%
1	8%	-	9%	15%	8%	6%	8%	7%	10%	8%	8%	5%	7%	7%	8%	9%	7%	7%	7%	9%	5%	11%	7%
2	7%	2%	8%	15%	8%	5%	8%	6%	6%	9%	7%	3%	7%	9%	6%	3%	9%	10%	9%	5%	8%	5%	5%
3	6%	1%	6%	7%	6%	5%	6%	6%	9%	7%	5%	4%	8%	6%	8%	6%	1%	2%	6%	7%	6%	5%	4%
4	4%	1%	5%	5%	4%	5%	4%	4%	4%	4%	3%	4%	4%	4%	5%	4%	3%	6%	5%	4%	3%	4%	4%
5	9%	9%	8%	12%	8%	12%	7%	11%	5%	8%	10%	13%	11%	9%	13%	7%	7%	9%	9%	8%	12%	9%	9%
6	6%	10%	3%	3%	4%	8%	6%	6%	5%	4%	7%	7%	5%	7%	3%	7%	4%	5%	6%	6%	5%	5%	5%
7	6%	18%	2%	6%	5%	10%	6%	7%	2%	5%	7%	11%	7%	8%	6%	5%	4%	7%	5%	7%	8%	6%	7%
8	5%	20%	1%	4%	5%	7%	5%	6%	3%	3%	5%	12%	5%	6%	6%	7%	1%	5%	5%	8%	5%	4%	3%
9	2%	7%	0%	-	1%	3%	2%	2%	1%	1%	3%	4%	2%	3%	1%	2%	2%	2%	2%	2%	1%	0%	6%
10 - Would definitely consider voting for them	7%	28%	1%	-	5%	10%	7%	6%	6%	2%	8%	14%	5%	8%	11%	5%	2%	7%	10%	7%	6%	3%	5%
prefer not to answer	6%	1%	3%	-	3%	3%	5%	6%	18%	7%	2%	1%	6%	4%	4%	8%	11%	2%	5%	5%	7%	10%	3%

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Labour

Unweighted base		1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base		1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
0 - Would never consider voting for them		35%	57%	7%	22%	19%	55%	35%	35%	15%	28%	41%	51%	28%	41%	37%	30%	29%	38%	25%	33%	45%	35%	46%
1		6%	9%	2%	7%	4%	7%	6%	5%	6%	5%	5%	7%	5%	5%	8%	5%	5%	4%	6%	5%	4%	7%	6%
2		6%	8%	2%	9%	7%	6%	6%	6%	6%	6%	6%	8%	5%	6%	8%	7%	6%	6%	7%	6%	6%	5%	8%
3		5%	7%	4%	4%	7%	4%	5%	6%	4%	5%	6%	5%	4%	6%	4%	7%	7%	3%	5%	6%	4%	7%	3%
4		5%	5%	3%	7%	5%	4%	5%	5%	9%	6%	3%	4%	7%	5%	5%	4%	4%	8%	4%	7%	4%	5%	5%
5		10%	6%	14%	20%	13%	9%	11%	10%	7%	12%	11%	9%	9%	9%	12%	10%	14%	13%	11%	10%	10%	11%	10%
6		7%	4%	12%	9%	8%	4%	6%	7%	12%	7%	5%	4%	10%	6%	4%	7%	10%	4%	9%	6%	5%	6%	6%
7		5%	2%	12%	8%	9%	2%	5%	6%	5%	6%	7%	3%	7%	4%	5%	7%	5%	5%	7%	6%	6%	5%	2%
8		5%	1%	11%	7%	7%	2%	4%	5%	8%	5%	4%	3%	8%	4%	4%	5%	3%	3%	6%	6%	4%	4%	3%
9		3%	0%	7%	3%	3%	1%	3%	2%	5%	3%	2%	1%	3%	3%	2%	3%	2%	3%	4%	3%	2%	1%	2%
10 - Would definitely consider voting for them		7%	0%	22%	4%	14%	2%	8%	6%	7%	8%	8%	4%	8%	7%	5%	7%	4%	12%	12%	7%	4%	4%	5%
prefer not to answer		6%	1%	3%	-	3%	3%	5%	6%	18%	7%	2%	1%	6%	4%	4%	8%	11%	2%	5%	5%	7%	10%	3%

Liberal Democrats

Unweighted base		1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base		1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
0 - Would never consider voting for them		27%	39%	13%	2%	15%	40%	30%	25%	15%	25%	30%	33%	23%	28%	26%	29%	26%	25%	20%	26%	32%	31%	36%
1		6%	5%	3%	3%	4%	7%	6%	5%	3%	5%	6%	7%	4%	4%	6%	7%	4%	13%	4%	6%	5%	6%	8%
2		7%	9%	4%	4%	6%	9%	8%	7%	8%	7%	6%	9%	5%	8%	10%	7%	5%	8%	9%	7%	6%	8%	5%
3		7%	10%	7%	6%	7%	8%	7%	7%	4%	7%	7%	9%	9%	6%	10%	6%	9%	4%	8%	8%	8%	3%	4%
4		7%	9%	8%	4%	8%	5%	7%	6%	7%	6%	6%	8%	5%	6%	7%	7%	6%	8%	7%	7%	6%	6%	7%
5		14%	16%	19%	10%	18%	12%	15%	9%	9%	15%	13%	15%	18%	12%	15%	13%	13%	18%	13%	13%	16%	13%	14%
6		7%	5%	14%	10%	10%	4%	7%	8%	9%	7%	9%	6%	8%	9%	5%	6%	9%	7%	7%	9%	6%	6%	7%
7		7%	3%	10%	15%	11%	4%	6%	8%	6%	7%	9%	5%	10%	8%	5%	4%	10%	11%	9%	8%	6%	6%	3%
8		6%	1%	10%	19%	8%	3%	6%	6%	12%	7%	5%	3%	7%	7%	4%	7%	4%	2%	9%	5%	3%	6%	5%
9		2%	1%	2%	7%	3%	1%	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	1%	1%	3%	1%	2%	1%	3%
10 - Would definitely consider voting for them		4%	1%	5%	21%	6%	3%	5%	4%	7%	4%	4%	3%	3%	5%	6%	3%	3%	2%	5%	5%	3%	4%	6%
prefer not to answer		6%	1%	3%	-	3%	3%	5%	6%	18%	7%	2%	1%	6%	4%	4%	8%	11%	2%	5%	5%	7%	10%	3%

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Reform UK

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
0 - Would never consider voting for them	44%	23%	69%	65%	68%	21%	43%	45%	44%	52%	43%	33%	52%	40%	40%	48%	52%	47%	53%	48%	36%	36%	38%
1	4%	6%	5%	5%	4%	5%	5%	4%	3%	5%	4%	5%	3%	5%	5%	4%	1%	1%	5%	4%	3%	4%	5%
2	5%	8%	4%	7%	4%	5%	6%	4%	8%	5%	5%	4%	6%	6%	4%	5%	5%	5%	4%	4%	6%	8%	6%
3	3%	6%	1%	3%	2%	4%	3%	3%	2%	4%	2%	4%	2%	3%	4%	4%	4%	3%	4%	4%	3%	2%	1%
4	3%	5%	3%	1%	3%	5%	3%	4%	3%	3%	2%	6%	4%	4%	5%	2%	2%	4%	3%	2%	4%	6%	2%
5	9%	17%	5%	7%	6%	12%	7%	10%	7%	7%	9%	12%	13%	9%	8%	9%	5%	4%	8%	10%	8%	8%	12%
6	4%	7%	3%	4%	3%	5%	4%	3%	2%	4%	3%	6%	3%	4%	4%	2%	6%	9%	3%	5%	4%	4%	2%
7	5%	6%	3%	1%	2%	8%	5%	4%	5%	3%	6%	5%	3%	6%	5%	3%	5%	6%	4%	4%	5%	5%	7%
8	4%	7%	1%	2%	1%	6%	4%	3%	2%	3%	3%	6%	2%	5%	4%	3%	3%	1%	2%	4%	4%	4%	5%
9	2%	5%	1%	1%	1%	4%	2%	2%	1%	1%	4%	4%	2%	1%	3%	2%	2%	5%	1%	2%	4%	3%	0%
10 - Would definitely consider voting for them	11%	10%	2%	3%	2%	22%	12%	10%	5%	8%	17%	14%	5%	14%	14%	10%	5%	13%	8%	7%	17%	12%	18%
prefer not to answer	6%	1%	3%	-	3%	3%	5%	6%	18%	7%	2%	1%	6%	4%	4%	8%	11%	2%	5%	5%	7%	10%	3%

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

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base: All GB adults	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Health	35%	33%	43%	42%	43%	29%	27%	42%	26%	34%	34%	40%	39%	33%	38%	30%	38%	38%	37%	37%	32%	24%	35%
Immigration & Asylum	46%	64%	27%	34%	29%	73%	48%	45%	26%	36%	57%	64%	35%	49%	51%	46%	43%	51%	37%	43%	58%	50%	55%
Crime	21%	20%	16%	13%	17%	25%	20%	22%	13%	22%	24%	20%	31%	19%	19%	19%	25%	15%	17%	21%	23%	21%	25%
The economy	54%	58%	58%	55%	59%	48%	57%	51%	54%	55%	55%	49%	59%	54%	56%	50%	54%	50%	63%	53%	50%	50%	44%
Tax	15%	16%	12%	13%	13%	15%	17%	12%	15%	17%	12%	12%	12%	13%	19%	14%	17%	11%	15%	16%	12%	16%	12%
Pensions	8%	11%	7%	7%	5%	13%	8%	8%	2%	3%	9%	18%	3%	7%	10%	9%	9%	10%	5%	7%	12%	7%	9%
Education	10%	7%	15%	10%	13%	6%	8%	13%	17%	12%	9%	5%	11%	12%	8%	11%	8%	7%	12%	10%	12%	9%	4%
Family life & childcare	4%	2%	6%	4%	5%	2%	3%	5%	2%	6%	2%	1%	5%	4%	3%	4%	2%	4%	3%	4%	4%	6%	1%
Housing	19%	8%	24%	20%	19%	13%	19%	18%	28%	21%	17%	11%	28%	19%	14%	18%	14%	18%	17%	18%	20%	20%	19%
The environment	16%	8%	21%	28%	22%	9%	15%	16%	21%	18%	13%	11%	21%	18%	10%	15%	13%	13%	19%	16%	12%	15%	15%
Britain leaving the EU	11%	4%	15%	15%	17%	4%	12%	10%	13%	10%	13%	8%	11%	11%	9%	8%	17%	10%	14%	10%	6%	16%	8%
Transport	2%	1%	2%	5%	2%	1%	2%	2%	6%	2%	1%	1%	3%	2%	2%	1%	2%	2%	3%	3%	1%	1%	1%
Welfare benefits	15%	14%	14%	18%	13%	19%	13%	17%	9%	15%	16%	16%	12%	14%	17%	17%	13%	23%	11%	16%	14%	13%	27%
Defence and security	22%	35%	18%	18%	21%	27%	25%	18%	12%	15%	23%	35%	18%	23%	19%	24%	21%	21%	24%	23%	20%	18%	20%
None of these	1%	0%	1%	-	1%	0%	1%	0%	-	1%	-	0%	-	1%	-	1%	-	-	0%	0%	0%	2%	0%
Don't know	3%	2%	2%	3%	2%	1%	4%	3%	13%	4%	1%	0%	-	2%	3%	7%	4%	4%	2%	4%	3%	3%	4%

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How well or badly do you think the government is handling the following issues?

National Health Service

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	3%	1%	6%	2%	4%	1%	4%	2%	7%	2%	3%	2%	6%	4%	1%	1%	1%	-	5%	2%	2%	1%	2%
Fairly well	20%	13%	37%	30%	26%	14%	24%	17%	24%	20%	24%	16%	25%	20%	17%	23%	15%	22%	24%	23%	14%	22%	14%
Fairly badly	33%	44%	31%	27%	33%	34%	32%	34%	30%	32%	31%	40%	31%	32%	37%	34%	41%	23%	33%	34%	36%	30%	32%
Very badly	35%	36%	20%	30%	29%	45%	31%	39%	22%	38%	34%	39%	31%	36%	37%	33%	37%	49%	29%	34%	40%	36%	47%
Don't know	8%	6%	7%	11%	7%	6%	8%	8%	17%	8%	7%	3%	7%	9%	8%	9%	6%	6%	8%	8%	8%	11%	5%

Immigration

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	1%	0%	2%	2%	1%	1%	2%	1%	5%	1%	1%	0%	2%	0%	2%	2%	2%	-	2%	1%	2%	1%	-
Fairly well	14%	2%	30%	18%	22%	4%	15%	12%	21%	16%	14%	6%	26%	13%	12%	12%	10%	12%	18%	16%	8%	13%	7%
Fairly badly	21%	18%	26%	31%	25%	13%	21%	21%	24%	23%	19%	16%	22%	22%	18%	21%	22%	16%	23%	22%	18%	23%	14%
Very badly	53%	76%	27%	35%	35%	78%	53%	53%	29%	45%	59%	74%	42%	55%	59%	51%	53%	58%	45%	50%	63%	51%	69%
Don't know	11%	3%	15%	15%	16%	4%	9%	13%	21%	15%	7%	4%	9%	9%	9%	15%	14%	15%	12%	12%	10%	11%	10%

Crime

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	1%	0%	2%	1%	2%	0%	2%	1%	5%	1%	0%	1%	3%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%
Fairly well	19%	10%	37%	24%	28%	11%	21%	18%	25%	21%	19%	15%	22%	21%	16%	18%	20%	24%	24%	22%	13%	19%	14%
Fairly badly	29%	33%	26%	32%	30%	29%	29%	30%	30%	27%	28%	35%	26%	28%	35%	29%	35%	25%	31%	29%	31%	29%	23%
Very badly	34%	45%	15%	18%	20%	50%	36%	32%	18%	34%	35%	38%	38%	36%	30%	33%	29%	32%	28%	32%	37%	33%	47%
Don't know	16%	11%	20%	25%	20%	10%	13%	20%	22%	17%	17%	11%	11%	15%	18%	20%	15%	17%	15%	16%	18%	17%	16%

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Education

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	2%	2%	4%	1%	2%	1%	3%	1%	7%	2%	1%	1%	6%	2%	1%	2%	2%	1%	5%	1%	2%	2%	-
Fairly well	23%	17%	35%	25%	25%	18%	25%	20%	30%	23%	24%	18%	25%	21%	25%	21%	27%	27%	26%	25%	21%	23%	13%
Fairly badly	33%	38%	27%	33%	35%	34%	32%	33%	30%	29%	31%	41%	33%	34%	33%	31%	32%	32%	33%	34%	32%	29%	33%
Very badly	21%	26%	13%	14%	17%	29%	20%	22%	12%	23%	22%	23%	19%	23%	17%	22%	24%	21%	19%	19%	23%	23%	28%
Don't know	21%	16%	21%	27%	21%	19%	19%	23%	20%	22%	22%	17%	16%	21%	23%	25%	15%	19%	17%	21%	23%	22%	25%

Taxation

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	1%	1%	2%	1%	2%	-	1%	1%	2%	1%	0%	0%	3%	0%	1%	0%	3%	-	2%	1%	0%	1%	-
Fairly well	13%	2%	26%	22%	18%	7%	16%	10%	18%	13%	14%	7%	18%	12%	9%	13%	13%	17%	17%	15%	9%	10%	5%
Fairly badly	31%	30%	36%	36%	32%	29%	32%	31%	36%	29%	34%	31%	31%	33%	32%	30%	33%	30%	33%	33%	30%	30%	28%
Very badly	45%	63%	24%	30%	38%	59%	45%	45%	22%	43%	45%	58%	40%	47%	47%	45%	40%	42%	40%	42%	47%	47%	56%
Don't know	10%	4%	13%	10%	10%	6%	7%	14%	21%	13%	6%	4%	8%	8%	11%	12%	12%	10%	7%	9%	14%	13%	10%

Unemployment

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	1%	1%	3%	0%	2%	0%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	-	2%	1%	1%	1%	-
Fairly well	21%	15%	34%	29%	29%	14%	24%	18%	27%	21%	23%	17%	22%	22%	20%	20%	22%	21%	28%	23%	15%	20%	11%
Fairly badly	29%	36%	23%	29%	25%	33%	29%	29%	27%	26%	28%	36%	28%	26%	32%	30%	33%	34%	26%	31%	32%	26%	29%
Very badly	28%	35%	16%	16%	21%	35%	26%	29%	19%	30%	25%	31%	31%	29%	27%	26%	25%	28%	22%	23%	31%	33%	42%
Don't know	21%	14%	24%	26%	24%	18%	19%	23%	27%	22%	22%	16%	17%	22%	20%	24%	20%	17%	21%	22%	22%	21%	18%

Inflation

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	1%	1%	3%	-	3%	-	2%	1%	2%	1%	2%	0%	3%	1%	0%	2%	-	4%	3%	1%	1%	1%	-
Fairly well	23%	15%	41%	30%	32%	14%	28%	18%	23%	21%	27%	19%	24%	21%	21%	23%	27%	24%	31%	22%	16%	19%	19%
Fairly badly	29%	37%	25%	30%	26%	33%	29%	29%	22%	27%	31%	34%	30%	30%	31%	25%	30%	28%	26%	35%	27%	28%	23%
Very badly	35%	44%	17%	23%	26%	43%	31%	38%	30%	35%	31%	40%	35%	36%	34%	35%	33%	32%	29%	29%	42%	37%	47%
Don't know	13%	4%	14%	17%	13%	10%	10%	15%	22%	16%	9%	6%	9%	12%	14%	16%	9%	12%	11%	13%	14%	15%	11%

Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Britain's exit from the EU

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	2%	1%	3%	3%	2%	1%	1%	2%	2%	2%	1%	3%	1%	1%	2%	1%	-	2%	0%	2%	3%	1%	
Fairly well	19%	14%	33%	25%	23%	15%	21%	18%	27%	19%	18%	17%	32%	18%	18%	18%	14%	20%	25%	23%	13%	15%	10%
Fairly badly	26%	30%	22%	31%	26%	24%	27%	25%	28%	25%	26%	27%	26%	29%	25%	23%	25%	26%	27%	27%	24%	22%	24%
Very badly	31%	34%	21%	20%	27%	38%	33%	30%	19%	30%	34%	36%	27%	30%	30%	30%	44%	33%	27%	28%	32%	38%	40%
Don't know	22%	21%	22%	21%	22%	22%	18%	26%	23%	25%	21%	20%	13%	22%	27%	27%	17%	21%	18%	21%	29%	21%	24%

Defence

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	3%	2%	7%	2%	4%	2%	4%	3%	7%	4%	2%	1%	6%	3%	2%	3%	3%	5%	5%	3%	3%	2%	2%
Fairly well	31%	25%	47%	42%	40%	21%	34%	28%	34%	31%	33%	30%	38%	29%	31%	29%	36%	38%	35%	36%	25%	28%	23%
Fairly badly	22%	33%	15%	21%	20%	27%	24%	21%	22%	18%	22%	31%	17%	24%	27%	21%	19%	22%	24%	20%	25%	23%	20%
Very badly	20%	28%	8%	9%	12%	30%	21%	18%	9%	19%	20%	25%	17%	22%	17%	21%	19%	18%	16%	17%	21%	22%	33%
Don't know	23%	12%	23%	26%	24%	20%	16%	30%	29%	28%	23%	12%	22%	22%	24%	26%	24%	18%	20%	24%	27%	24%	22%

The economy

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	1%	0%	2%	1%	2%	0%	1%	0%	1%	1%	1%	1%	2%	0%	1%	1%	-	-	2%	1%	0%	-	-
Fairly well	18%	5%	37%	25%	26%	9%	20%	15%	23%	17%	21%	12%	21%	18%	14%	18%	15%	23%	23%	18%	12%	18%	11%
Fairly badly	30%	29%	29%	37%	33%	28%	30%	31%	32%	29%	31%	32%	31%	28%	30%	30%	42%	30%	31%	33%	31%	26%	25%
Very badly	43%	63%	22%	29%	30%	59%	42%	43%	25%	42%	43%	52%	39%	47%	46%	40%	35%	43%	37%	39%	47%	48%	55%
Don't know	9%	3%	10%	9%	9%	4%	7%	10%	19%	11%	4%	4%	7%	7%	9%	13%	8%	4%	7%	9%	10%	7%	9%

Terrorism

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	5%	1%	9%	4%	5%	3%	7%	3%	9%	6%	4%	1%	10%	2%	4%	5%	6%	3%	5%	5%	3%	7%	2%
Fairly well	30%	25%	42%	41%	39%	21%	32%	29%	33%	31%	30%	27%	31%	31%	28%	28%	33%	31%	36%	33%	25%	26%	22%
Fairly badly	16%	22%	11%	10%	11%	19%	17%	14%	19%	13%	14%	21%	16%	15%	19%	14%	11%	23%	14%	15%	18%	14%	18%
Very badly	21%	30%	8%	10%	11%	33%	21%	21%	11%	19%	22%	28%	15%	23%	22%	20%	20%	21%	16%	19%	24%	24%	32%
Don't know	29%	22%	29%	34%	34%	24%	34%	34%	29%	32%	29%	22%	28%	28%	27%	33%	29%	22%	29%	29%	30%	29%	25%

Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Transport

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	2%	1%	3%	1%	2%	1%	2%	1%	3%	2%	1%	1%	6%	1%	1%	1%	1%	-	2%	1%	1%	2%	0%
Fairly well	24%	15%	36%	27%	29%	17%	26%	23%	32%	25%	25%	18%	35%	23%	20%	23%	23%	25%	30%	24%	21%	23%	16%
Fairly badly	30%	40%	26%	29%	29%	32%	33%	27%	25%	26%	30%	38%	25%	31%	31%	28%	28%	37%	30%	32%	29%	24%	29%
Very badly	21%	23%	11%	16%	14%	29%	22%	21%	18%	21%	21%	24%	20%	21%	20%	22%	25%	23%	18%	20%	21%	26%	31%
Don't know	23%	22%	23%	27%	26%	21%	17%	29%	21%	26%	24%	19%	13%	24%	27%	26%	24%	14%	19%	23%	27%	25%	24%

Housing

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	1%	1%	3%	-	2%	0%	1%	1%	1%	2%	0%	1%	2%	1%	1%	1%	0%	-	1%	1%	1%	1%	-
Fairly well	18%	13%	32%	24%	23%	13%	21%	15%	26%	16%	20%	17%	17%	18%	16%	19%	21%	18%	22%	18%	17%	14%	13%
Fairly badly	34%	44%	32%	32%	34%	35%	34%	35%	33%	31%	34%	41%	37%	33%	36%	34%	35%	30%	35%	36%	33%	29%	34%
Very badly	31%	32%	16%	25%	23%	38%	30%	32%	21%	33%	33%	30%	31%	33%	27%	29%	32%	34%	26%	27%	34%	37%	43%
Don't know	16%	10%	17%	19%	18%	13%	14%	17%	18%	19%	13%	12%	13%	15%	20%	17%	11%	18%	15%	18%	15%	19%	10%

Environment

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	2%	1%	4%	1%	2%	1%	2%	1%	4%	3%	1%	0%	4%	2%	2%	2%	-	-	4%	1%	1%	2%	1%
Fairly well	23%	18%	37%	22%	28%	17%	24%	23%	26%	25%	22%	20%	27%	22%	21%	22%	28%	28%	25%	27%	19%	21%	18%
Fairly badly	30%	40%	23%	35%	31%	30%	31%	29%	26%	25%	32%	37%	33%	30%	29%	28%	26%	40%	30%	30%	31%	25%	33%
Very badly	23%	28%	13%	17%	17%	30%	24%	23%	19%	22%	24%	26%	22%	25%	25%	21%	26%	18%	24%	19%	23%	26%	30%
Don't know	22%	13%	23%	25%	21%	21%	19%	24%	25%	24%	21%	17%	14%	21%	24%	27%	20%	14%	18%	23%	25%	26%	18%

Welfare benefits

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very well	1%	1%	4%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	0%
Fairly well	17%	17%	26%	15%	20%	15%	19%	15%	16%	19%	16%	14%	21%	16%	16%	16%	19%	12%	24%	17%	12%	16%	8%
Fairly badly	29%	33%	30%	33%	31%	26%	29%	29%	32%	25%	31%	33%	27%	30%	28%	27%	30%	39%	28%	32%	27%	32%	23%
Very badly	40%	40%	26%	38%	34%	51%	40%	40%	25%	40%	42%	45%	37%	40%	43%	41%	36%	38%	33%	36%	44%	38%	64%
Don't know	13%	9%	13%	13%	13%	7%	10%	15%	25%	14%	9%	8%	13%	13%	11%	14%	13%	9%	12%	14%	16%	12%	5%

Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Do you think Rachel Reeves is doing a good job or a bad job as Chancellor of the Exchequer?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base: All GB adults	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Good job	10%	2%	24%	14%	16%	4%	12%	8%	16%	11%	12%	4%	18%	9%	8%	9%	5%	10%	14%	11%	5%	8%	6%
Bad job	58%	86%	32%	52%	47%	79%	60%	55%	30%	48%	63%	83%	45%	61%	63%	57%	56%	56%	52%	56%	60%	59%	74%
Not sure	33%	12%	43%	34%	37%	17%	28%	37%	55%	42%	25%	14%	37%	30%	29%	34%	39%	34%	34%	33%	36%	33%	20%

Which of these would make the better Chancellor of the Exchequer?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base: All GB adults	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Rachel Reeves	14%	2%	32%	19%	21%	6%	18%	10%	23%	14%	16%	7%	21%	14%	11%	12%	11%	23%	21%	14%	8%	10%	11%
Mel Stride	11%	26%	4%	10%	7%	18%	13%	9%	6%	7%	12%	19%	9%	13%	11%	9%	8%	14%	12%	11%	7%	12%	13%
Don't know	75%	72%	64%	72%	72%	76%	69%	81%	71%	78%	72%	74%	70%	73%	79%	79%	81%	63%	67%	75%	85%	78%	76%

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

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
I am very comfortable financially	4%	6%	4%	8%	5%	3%	5%	3%	7%	2%	3%	7%	5%	6%	1%	3%	2%	1%	9%	3%	2%	1%	3%
I am relatively comfortable financially	31%	43%	34%	34%	37%	30%	35%	28%	28%	27%	33%	39%	29%	32%	36%	31%	26%	28%	44%	37%	24%	20%	9%
I do not often have money for luxuries, but can normally comfortably cover the essentials	40%	36%	40%	41%	41%	41%	37%	43%	35%	42%	39%	42%	38%	41%	39%	39%	48%	44%	36%	40%	44%	42%	43%
I can only just afford my costs and often struggle to make ends meet	16%	11%	16%	13%	12%	18%	14%	18%	12%	18%	20%	10%	20%	14%	16%	18%	15%	16%	6%	14%	22%	22%	30%
I cannot afford my costs, and often have to go without essentials like food and heating	4%	1%	3%	3%	3%	5%	6%	3%	6%	6%	3%	2%	5%	4%	4%	3%	6%	8%	3%	3%	3%	10%	9%
Don't know	4%	3%	2%	1%	3%	2%	3%	4%	12%	4%	2%	1%	4%	3%	4%	5%	3%	2%	2%	4%	6%	4%	6%

Which government do you think would be better for...

Helping people get onto the housing ladder?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
A Labour government led by Keir Starmer	22%	7%	50%	32%	33%	10%	26%	18%	32%	24%	21%	15%	29%	21%	17%	22%	23%	25%	30%	24%	16%	15%	11%
A Conservative government led by Kemi Badenoch	14%	40%	4%	6%	10%	18%	13%	14%	16%	9%	15%	20%	11%	17%	15%	11%	9%	12%	17%	15%	10%	10%	11%
Neither	43%	36%	30%	48%	38%	53%	45%	42%	28%	43%	47%	47%	39%	43%	45%	44%	46%	43%	37%	39%	48%	46%	58%
Don't know	21%	17%	16%	14%	19%	19%	17%	25%	24%	25%	17%	18%	21%	19%	22%	24%	22%	20%	16%	22%	25%	28%	19%



Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Managing the economy?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
A Labour government led by Keir Starmer	21%	1%	50%	31%	34%	7%	24%	18%	30%	24%	23%	10%	28%	20%	16%	20%	21%	28%	31%	23%	13%	15%	12%
A Conservative government led by Kemi Badenoch	23%	66%	6%	13%	16%	33%	22%	23%	17%	13%	25%	40%	20%	27%	26%	19%	13%	26%	23%	25%	19%	23%	22%
Neither	39%	23%	29%	42%	35%	46%	40%	38%	28%	41%	39%	38%	38%	35%	40%	41%	47%	31%	32%	35%	46%	40%	51%
Don't know	18%	11%	15%	13%	16%	13%	14%	21%	26%	22%	14%	11%	14%	18%	18%	20%	19%	15%	14%	18%	21%	22%	15%

Providing more jobs?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
A Labour government led by Keir Starmer	21%	3%	47%	29%	33%	7%	23%	19%	34%	23%	21%	12%	27%	21%	16%	19%	23%	24%	30%	24%	13%	15%	13%
A Conservative government led by Kemi Badenoch	17%	52%	5%	10%	11%	26%	18%	16%	14%	11%	17%	29%	17%	21%	18%	13%	11%	18%	20%	17%	15%	13%	16%
Neither	41%	30%	31%	44%	36%	51%	42%	40%	26%	43%	45%	42%	38%	38%	46%	43%	44%	42%	33%	37%	50%	46%	54%
Don't know	21%	15%	17%	17%	20%	16%	17%	25%	27%	24%	18%	16%	17%	20%	20%	25%	22%	16%	17%	23%	23%	27%	16%

Keeping prices down?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
A Labour government led by Keir Starmer	17%	1%	42%	26%	28%	6%	20%	15%	30%	20%	16%	7%	23%	17%	13%	17%	16%	23%	25%	18%	12%	15%	8%
A Conservative government led by Kemi Badenoch	15%	46%	5%	8%	9%	22%	16%	15%	16%	10%	14%	26%	13%	20%	17%	11%	9%	15%	18%	16%	11%	15%	18%
Neither	48%	38%	38%	51%	47%	56%	48%	48%	27%	48%	56%	51%	47%	45%	52%	49%	53%	48%	41%	46%	56%	46%	60%
Don't know	19%	15%	15%	15%	16%	16%	15%	23%	27%	22%	14%	16%	16%	18%	19%	22%	22%	13%	16%	20%	21%	24%	14%

Improving standards of living for people like you?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
A Labour government led by Keir Starmer	20%	2%	49%	26%	31%	7%	23%	17%	32%	24%	18%	8%	27%	18%	16%	20%	21%	25%	29%	22%	13%	16%	9%
A Conservative government led by Kemi Badenoch	18%	54%	6%	13%	16%	24%	18%	19%	15%	10%	20%	33%	14%	23%	19%	15%	12%	18%	22%	20%	13%	17%	14%
Neither	43%	29%	30%	46%	37%	53%	45%	41%	28%	43%	48%	44%	39%	41%	47%	44%	47%	38%	33%	40%	53%	42%	59%
Don't know	19%	16%	14%	16%	16%	15%	14%	24%	25%	22%	13%	15%	19%	18%	18%	21%	20%	19%	15%	18%	21%	24%	18%

Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Tackling the government's deficit?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
A Labour government led by Keir Starmer	20%	2%	47%	29%	32%	7%	23%	17%	29%	23%	20%	10%	29%	19%	16%	18%	20%	25%	27%	21%	13%	16%	12%
A Conservative government led by Kemi Badenoch	18%	55%	7%	12%	12%	25%	19%	17%	20%	10%	20%	29%	15%	23%	20%	15%	10%	21%	22%	21%	13%	17%	14%
Neither	41%	28%	30%	45%	37%	50%	42%	39%	21%	43%	44%	43%	37%	39%	41%	43%	47%	36%	33%	36%	49%	42%	55%
Don't know	21%	14%	16%	15%	19%	18%	16%	27%	30%	24%	16%	17%	19%	19%	23%	24%	23%	19%	17%	22%	25%	25%	19%

Reducing the number of people in poverty?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
A Labour government led by Keir Starmer	25%	5%	54%	39%	38%	11%	28%	21%	37%	27%	25%	15%	33%	24%	21%	22%	25%	28%	37%	26%	14%	19%	15%
A Conservative government led by Kemi Badenoch	11%	36%	3%	5%	6%	17%	10%	12%	9%	8%	10%	19%	9%	14%	12%	8%	8%	11%	12%	13%	10%	9%	9%
Neither	47%	42%	30%	47%	41%	58%	48%	45%	29%	45%	51%	55%	40%	45%	50%	50%	51%	46%	38%	43%	56%	47%	63%
Don't know	18%	17%	13%	9%	15%	14%	13%	22%	25%	21%	14%	12%	18%	18%	17%	19%	17%	15%	14%	18%	20%	25%	14%

Generally speaking, do you think the government taxes too much and spends too much on services, taxes too little and spends too little on services, or gets the balance about right?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base: All GB adults	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Taxes too much and spends too much on services	41%	61%	24%	27%	31%	55%	44%	38%	26%	39%	41%	52%	39%	42%	43%	39%	44%	37%	43%	37%	46%	39%	41%
Taxes too little and spends too little on services	22%	14%	31%	33%	31%	14%	21%	22%	24%	20%	22%	24%	28%	21%	18%	20%	25%	23%	29%	22%	15%	17%	20%
Gets the balance about right	11%	5%	22%	11%	15%	6%	12%	10%	13%	12%	12%	7%	14%	11%	11%	11%	8%	13%	12%	14%	8%	11%	6%
Don't know	26%	20%	23%	29%	23%	24%	22%	31%	37%	30%	25%	17%	19%	27%	28%	30%	23%	28%	17%	27%	32%	32%	34%

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?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Too high - the rich are being made to pay too much and their taxes should be cut	8%	14%	5%	5%	5%	10%	9%	6%	9%	7%	6%	9%	8%	8%	7%	6%	12%	8%	12%	6%	6%	5%	8%
Too low - the rich are not paying enough and their taxes should be increased	59%	34%	73%	72%	67%	52%	60%	58%	56%	63%	60%	51%	58%	56%	57%	61%	63%	65%	58%	62%	53%	61%	63%
About right - the rich are already paying about the right level of tax	21%	40%	12%	16%	17%	29%	20%	21%	13%	13%	24%	34%	22%	24%	24%	17%	12%	15%	23%	19%	24%	14%	18%
Don't know	13%	11%	11%	8%	11%	10%	11%	15%	22%	17%	9%	6%	12%	12%	12%	17%	12%	12%	8%	13%	17%	20%	11%

Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Generally speaking, do you think the level of immigration into Britain over the last ten years has been too high, too low or about right?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Much too high	53%	78%	33%	39%	37%	82%	53%	53%	21%	41%	66%	78%	38%	58%	60%	50%	51%	59%	46%	50%	62%	49%	69%
A little too high	17%	12%	24%	29%	21%	11%	18%	16%	21%	19%	15%	13%	20%	17%	16%	18%	17%	6%	19%	18%	14%	18%	13%
About right	16%	4%	26%	18%	25%	3%	17%	15%	30%	21%	12%	6%	25%	14%	14%	16%	17%	19%	22%	18%	11%	14%	8%
A little too low	3%	0%	4%	4%	5%	1%	3%	2%	4%	4%	2%	1%	6%	2%	1%	3%	3%	4%	3%	3%	1%	4%	3%
Much too low	1%	-	1%	1%	1%	-	1%	1%	3%	1%	1%	0%	3%	0%	1%	1%	2%	-	1%	1%	2%	0%	1%
Don't know	10%	5%	11%	8%	11%	3%	8%	12%	21%	14%	6%	2%	9%	9%	8%	12%	10%	12%	9%	10%	10%	16%	6%

Do you think the level of immigration into Britain over the last ten years has been good or bad for the country?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Mostly good for the country	19%	5%	32%	27%	31%	5%	21%	18%	29%	24%	16%	9%	30%	18%	14%	20%	18%	22%	25%	23%	12%	15%	13%
Mostly bad for the country	47%	67%	29%	32%	29%	73%	49%	45%	26%	38%	57%	63%	29%	51%	51%	45%	46%	57%	42%	46%	47%	50%	57%
Both good and bad for the country	27%	25%	33%	36%	33%	20%	25%	29%	28%	30%	23%	26%	34%	26%	29%	26%	28%	16%	28%	25%	32%	26%	23%
Don't know	7%	3%	6%	5%	6%	2%	6%	8%	17%	8%	5%	1%	7%	5%	6%	9%	8%	5%	5%	6%	8%	9%	7%

Thinking about Kemi Badenoch, do you think she...

Is competent or incompetent?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Competent	21%	53%	8%	13%	15%	30%	21%	21%	19%	15%	21%	34%	26%	23%	22%	17%	15%	23%	23%	24%	18%	16%	19%
Incompetent	35%	9%	51%	48%	45%	28%	43%	28%	36%	36%	39%	28%	41%	33%	30%	34%	44%	37%	41%	33%	30%	27%	41%
Don't know	44%	38%	40%	40%	40%	42%	36%	52%	46%	49%	40%	39%	34%	44%	48%	49%	41%	40%	36%	42%	51%	57%	40%

Is decisive or indecisive?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Decisive	25%	47%	20%	27%	23%	30%	26%	24%	21%	21%	24%	36%	33%	28%	22%	23%	21%	19%	31%	26%	21%	19%	22%
Indecisive	28%	13%	38%	30%	32%	27%	37%	20%	27%	28%	31%	26%	29%	26%	27%	29%	34%	32%	31%	26%	27%	24%	36%
Don't know	47%	40%	43%	42%	45%	42%	37%	56%	52%	51%	44%	38%	38%	46%	52%	48%	45%	49%	39%	48%	51%	57%	42%

Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Is trustworthy or untrustworthy?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Trustworthy	18%	49%	8%	7%	11%	26%	19%	17%	18%	10%	19%	29%	25%	19%	20%	13%	13%	15%	20%	21%	13%	15%	13%
Untrustworthy	40%	12%	57%	59%	50%	32%	47%	33%	37%	45%	42%	29%	44%	37%	33%	42%	48%	45%	45%	38%	38%	30%	47%
Don't know	43%	39%	35%	34%	39%	42%	35%	50%	45%	45%	39%	42%	31%	44%	47%	46%	39%	40%	35%	41%	49%	54%	39%

Is strong or weak?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Strong	22%	46%	15%	20%	19%	27%	22%	21%	20%	17%	22%	30%	30%	22%	19%	21%	15%	22%	23%	24%	19%	16%	22%
Weak	33%	17%	42%	41%	37%	33%	41%	26%	31%	33%	35%	32%	35%	33%	32%	31%	39%	33%	37%	33%	31%	28%	36%
Don't know	45%	36%	43%	40%	44%	40%	37%	53%	49%	49%	43%	37%	35%	45%	49%	47%	46%	46%	40%	43%	50%	56%	42%

Thinking about Keir Starmer, do you think he...

is competent or incompetent?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Competent	32%	12%	66%	43%	50%	16%	35%	30%	34%	36%	32%	24%	44%	31%	28%	29%	34%	39%	43%	35%	24%	24%	23%
Incompetent	49%	76%	20%	44%	35%	70%	50%	49%	34%	41%	54%	66%	41%	52%	55%	48%	44%	47%	42%	48%	55%	48%	62%
Don't know	18%	12%	14%	13%	15%	14%	15%	21%	32%	23%	14%	10%	15%	17%	17%	23%	22%	13%	16%	17%	21%	28%	15%

Is decisive or indecisive?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Decisive	27%	13%	50%	39%	40%	16%	28%	26%	29%	30%	28%	19%	38%	26%	22%	25%	30%	28%	34%	30%	20%	22%	19%
Indecisive	53%	77%	33%	45%	42%	72%	55%	51%	37%	45%	56%	73%	49%	57%	56%	50%	49%	52%	50%	53%	57%	44%	65%
Don't know	20%	10%	17%	16%	18%	12%	16%	23%	35%	25%	16%	8%	13%	17%	22%	25%	21%	20%	16%	17%	23%	33%	16%

Is trustworthy or untrustworthy?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Trustworthy	23%	12%	47%	34%	37%	10%	24%	22%	24%	25%	25%	16%	35%	23%	18%	21%	20%	16%	32%	25%	14%	17%	13%
Untrustworthy	56%	77%	30%	48%	41%	77%	58%	54%	39%	51%	60%	69%	46%	59%	60%	55%	51%	60%	49%	54%	59%	56%	75%
Don't know	21%	11%	23%	18%	22%	13%	19%	24%	37%	25%	15%	15%	19%	18%	22%	23%	29%	24%	19%	21%	27%	27%	12%

Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Is strong or weak?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Strong	21%	9%	45%	26%	31%	11%	23%	20%	27%	25%	22%	12%	34%	20%	19%	20%	17%	21%	28%	22%	17%	17%	18%
Weak	53%	78%	27%	48%	41%	74%	54%	52%	35%	45%	57%	72%	47%	57%	56%	51%	47%	53%	50%	52%	58%	46%	63%
Don't know	26%	13%	28%	27%	28%	15%	23%	28%	38%	30%	21%	16%	19%	23%	25%	28%	36%	26%	23%	26%	25%	37%	19%

Is likeable or dislikeable?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Likeable	23%	11%	48%	35%	33%	13%	23%	23%	27%	25%	24%	17%	35%	22%	18%	23%	21%	19%	32%	23%	18%	20%	12%
Dislikeable	54%	76%	29%	44%	43%	72%	56%	52%	36%	48%	59%	67%	49%	55%	56%	53%	52%	59%	46%	54%	59%	51%	70%
Don't know	23%	13%	23%	21%	24%	14%	21%	25%	37%	27%	18%	15%	17%	22%	25%	24%	28%	21%	22%	23%	23%	29%	18%

How good or bad a service do you think most care homes for elderly people provide to their residents?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Very good	3%	3%	3%	1%	3%	2%	3%	2%	4%	2%	3%	3%	6%	2%	2%	2%	1%	4%	3%	2%	4%	2%	1%
Fairly good	41%	47%	44%	45%	44%	41%	42%	41%	45%	34%	45%	48%	34%	44%	45%	37%	49%	41%	47%	41%	40%	38%	36%
Fairly bad	28%	30%	29%	27%	26%	30%	25%	31%	24%	29%	28%	28%	28%	25%	32%	32%	24%	24%	26%	31%	25%	25%	36%
Very bad	8%	6%	7%	6%	8%	10%	7%	9%	3%	10%	8%	8%	8%	8%	9%	9%	7%	8%	7%	7%	9%	11%	11%
Don't know	20%	14%	16%	22%	19%	16%	23%	17%	23%	25%	16%	13%	24%	21%	12%	21%	19%	23%	18%	19%	22%	25%	15%

Suppose you reached the stage where you could no longer live independently, and had enough money to choose, which of these would you prefer?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
To live in my own home with the support of a paid carer	30%	35%	32%	35%	32%	30%	32%	29%	23%	30%	32%	34%	27%	32%	30%	33%	29%	24%	35%	29%	28%	27%	31%
To live in my own home with the support of a member/members of my own family	33%	29%	29%	30%	28%	35%	34%	31%	37%	32%	30%	34%	43%	30%	33%	31%	33%	30%	31%	31%	37%	31%	35%
To live in a home in a sheltered community, with care provided	24%	26%	27%	26%	30%	24%	21%	27%	13%	22%	28%	28%	21%	25%	25%	22%	23%	29%	26%	26%	21%	24%	21%
To live in a care home	2%	1%	1%	2%	1%	1%	1%	2%	3%	2%	2%	1%	2%	2%	1%	1%	1%	3%	2%	2%	2%	1%	0%
Don't know	11%	9%	10%	7%	9%	9%	12%	11%	25%	14%	8%	4%	8%	11%	12%	12%	15%	14%	7%	12%	12%	17%	13%

Fieldwork Dates: 19th - 21st April 2025

Sample Size: 1752 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Imagine there comes a time in your own retirement when you are no longer capable of living independently and require full time care. Do you think you would or would not be able to fund the cost of this without selling your home?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Definitely would	2%	3%	4%	2%	2%	1%	3%	1%	7%	2%	1%	1%	7%	2%	2%	1%	1%	1%	5%	2%	1%	1%	1%
Probably would	9%	12%	8%	7%	8%	7%	11%	6%	14%	8%	7%	10%	15%	7%	7%	9%	8%	9%	12%	11%	5%	6%	3%
Probably would not	23%	29%	20%	32%	25%	24%	26%	21%	19%	22%	24%	28%	22%	27%	23%	21%	19%	22%	29%	23%	22%	17%	20%
Definitely would not	48%	43%	51%	44%	51%	56%	42%	55%	22%	47%	58%	53%	35%	49%	51%	49%	56%	55%	41%	48%	53%	52%	59%
Don't know	17%	13%	17%	15%	13%	12%	18%	17%	38%	21%	10%	8%	21%	15%	17%	20%	16%	12%	14%	17%	18%	24%	16%

And do you think you would or would not be able to fund the cost of this if you did sell your home?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Definitely would	8%	13%	9%	8%	9%	7%	9%	7%	8%	6%	7%	11%	10%	8%	9%	6%	3%	9%	12%	8%	6%	3%	4%
Probably would	26%	27%	27%	26%	29%	23%	26%	26%	29%	24%	24%	29%	26%	26%	24%	26%	27%	31%	37%	30%	17%	17%	11%
Probably would not	23%	30%	23%	26%	25%	26%	21%	25%	12%	21%	26%	30%	16%	23%	26%	25%	23%	22%	22%	25%	22%	24%	25%
Definitely would not	20%	12%	19%	13%	17%	26%	20%	20%	8%	21%	26%	17%	15%	20%	23%	19%	25%	17%	12%	13%	28%	27%	36%
Don't know	23%	18%	22%	26%	21%	18%	24%	23%	44%	28%	17%	14%	33%	23%	19%	24%	22%	21%	18%	24%	28%	29%	23%

Looking forward, imagine that your parents were no longer able to live independently or with family at some point in the future and required full time care. Which of the following do you think would apply?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
My parents would probably have enough financial resources to pay for full time care, without selling their home	11%	7%	14%	14%	12%	7%	11%	11%	23%	12%	10%	4%	12%	9%	12%	13%	6%	9%	13%	12%	10%	7%	6%
My parents would probably have to sell their home to pay for full time care	22%	16%	26%	30%	27%	19%	20%	24%	20%	29%	25%	9%	22%	24%	21%	20%	23%	23%	27%	23%	20%	19%	15%
I or my siblings would probably contribute money to pay for full time care for my parents	7%	3%	8%	5%	7%	4%	8%	6%	13%	11%	2%	3%	12%	6%	8%	4%	12%	6%	8%	9%	6%	6%	2%
My parents have little or no savings and would probably rely on the state to pay for full time care	16%	12%	16%	14%	15%	18%	16%	17%	14%	20%	20%	7%	14%	15%	16%	17%	22%	22%	15%	14%	19%	18%	19%
Don't know	12%	7%	11%	12%	9%	9%	14%	11%	28%	18%	5%	2%	13%	11%	12%	15%	11%	6%	9%	12%	12%	20%	13%
Not applicable - my parents are no longer alive, I am not in touch with them, or they are already in care	32%	55%	26%	25%	31%	44%	32%	31%	2%	10%	39%	76%	27%	34%	32%	31%	27%	34%	28%	30%	34%	29%	46%

Fieldwork Dates: 19th - 21st April 2025

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Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Overall, which of these policies would you prefer regarding the cost of social care for older people who can no longer live independently?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
A significant increase in income tax, so that social care is available, free, to everyone who needs it.	14%	17%	15%	12%	18%	13%	13%	15%	11%	12%	17%	18%	20%	12%	13%	16%	15%	10%	17%	14%	12%	9%	19%
A moderate increase in income tax so that subsidised social care is available to most people who need it, subject to a means test	30%	23%	37%	45%	36%	26%	30%	30%	30%	26%	34%	31%	33%	29%	30%	28%	35%	30%	33%	29%	28%	30%	26%
A small increase in income tax so that subsidised social care is available only to the least well off.	15%	17%	16%	13%	14%	15%	15%	15%	13%	13%	13%	20%	10%	16%	17%	14%	13%	17%	13%	15%	17%	12%	17%
No increase in income tax, so that individuals and families take responsibility for providing, or paying for, social care.	13%	17%	9%	8%	10%	17%	16%	11%	9%	16%	14%	10%	16%	16%	9%	13%	9%	11%	19%	12%	14%	7%	8%
Don't know	28%	25%	23%	22%	22%	29%	26%	29%	37%	33%	22%	21%	21%	28%	31%	29%	27%	32%	18%	30%	29%	41%	30%

If the Government applies a means test for subsidising social care, which of these options would you prefer?

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
To raise taxes less, but require recipients to sell their home (or borrow against its value) in order to help pay for their social care	27%	30%	29%	30%	29%	25%	27%	26%	24%	27%	25%	28%	31%	28%	25%	27%	21%	20%	34%	27%	22%	21%	24%
To raise taxes more, and NOT require recipients to sell their home (or borrow against its value) in order to help pay for their social care	40%	44%	42%	44%	45%	41%	42%	39%	32%	34%	47%	47%	40%	39%	41%	40%	39%	44%	43%	42%	37%	32%	43%
Don't know	33%	27%	29%	26%	26%	34%	31%	35%	44%	38%	27%	25%	29%	32%	34%	33%	39%	36%	23%	31%	41%	47%	33%

Below are some policies that people have suggested to address the issue of funding long term care. In each case, please say whether you would support or oppose the idea?

Introducing an extra inheritance tax, paid by everyone with any savings after they die. This would be used to provide free long term care for those who needed it

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Support	19%	10%	31%	21%	26%	10%	24%	15%	32%	20%	18%	15%	27%	16%	17%	22%	22%	17%	24%	20%	16%	17%	14%
Oppose	54%	71%	44%	51%	50%	66%	54%	54%	28%	50%	61%	65%	52%	57%	59%	49%	48%	55%	56%	55%	52%	49%	55%
Don't know	27%	19%	25%	28%	24%	23%	22%	31%	40%	30%	21%	20%	21%	27%	24%	29%	30%	28%	20%	25%	33%	34%	30%

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Putting a cap on the maximum amount of money that anyone will have to pay towards long term care costs, meaning that no one would have to pay more than about £70,000 towards their care

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Support	67%	81%	68%	66%	70%	68%	66%	68%	62%	63%	73%	72%	69%	70%	66%	66%	64%	53%	75%	67%	63%	61%	63%
Oppose	11%	4%	13%	9%	10%	11%	13%	8%	11%	10%	11%	10%	11%	9%	12%	9%	9%	22%	10%	11%	10%	9%	13%
Don't know	22%	15%	19%	25%	20%	20%	21%	24%	27%	27%	16%	18%	20%	20%	21%	25%	26%	25%	15%	22%	27%	30%	24%

The government backing a voluntary insurance scheme, so that people under the age of 65 could purchase insurance that would pay for long term care should they need it later in life.

Unweighted base	1752	297	528	181	717	636	791	961	147	705	435	465	203	598	293	417	150	91	534	512	331	199	176
Base	1752	315	450	164	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	208	177
Support	67%	74%	68%	73%	69%	69%	65%	68%	59%	64%	67%	75%	69%	68%	71%	62%	64%	63%	72%	69%	63%	56%	64%
Oppose	10%	6%	12%	5%	10%	10%	12%	9%	11%	10%	13%	7%	10%	9%	12%	11%	12%	9%	12%	8%	9%	11%	13%
Don't know	23%	19%	20%	22%	20%	21%	22%	24%	30%	26%	19%	18%	21%	22%	17%	28%	24%	28%	16%	23%	28%	33%	23%

Cell Contents (Column Percentages)