Fieldwork Dates: 3rd - 5th May 2025

Sample Size: 1716 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?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Approve	15%	7%	29%	20%	20%	7%	20%	10%	25%	16%	14%	9%	25%	14%	12%	13%	14%	12%	21%	17%	11%	9%	6%
Disapprove	67%	85%	48%	54%	59%	85%	66%	68%	42%	62%	72%	81%	54%	67%	73%	69%	64%	74%	60%	65%	75%	69%	75%
Don't know	18%	7%	22%	26%	22%	8%	15%	22%	34%	21%	14%	10%	21%	19%	15%	18%	22%	14%	19%	19%	14%	22%	18%

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

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
0 - Would never consider voting for them	34%	2%	54%	29%	44%	23%	32%	36%	25%	41%	34%	26%	35%	26%	31%	36%	55%	47%	33%	37%	30%	29%	37%
1	6%	1%	9%	10%	7%	5%	6%	7%	11%	6%	7%	5%	4%	7%	6%	8%	5%	6%	6%	6%	5%	10%	7%
2	8%	2%	11%	15%	9%	8%	10%	7%	7%	9%	7%	8%	13%	10%	7%	6%	4%	7%	10%	8%	9%	6%	6%
3	6%	2%	6%	13%	5%	8%	7%	5%	6%	7%	7%	5%	3%	8%	8%	5%	3%	6%	7%	5%	5%	11%	6%
4	6%	2%	4%	8%	4%	6%	7%	4%	10%	6%	4%	5%	4%	6%	5%	6%	5%	5%	6%	6%	6%	4%	4%
5	11%	15%	6%	12%	9%	13%	10%	12%	10%	9%	11%	13%	12%	12%	9%	12%	6%	5%	11%	10%	13%	10%	10%
6	5%	8%	2%	5%	3%	6%	4%	5%	4%	3%	5%	7%	3%	5%	6%	5%	2%	3%	4%	5%	5%	4%	4%
7	7%	17%	3%	5%	6%	9%	8%	6%	8%	5%	9%	8%	4%	9%	8%	6%	5%	4%	8%	5%	7%	5%	9%
8	4%	16%	0%	1%	3%	8%	3%	5%	-	2%	7%	8%	3%	5%	5%	5%	1%	4%	4%	4%	5%	5%	4%
9	3%	11%	1%	1%	2%	4%	4%	2%	-	3%	2%	6%	3%	3%	3%	2%	3%	5%	2%	4%	2%	4%	3%
10 - Would definitely consider voting for them	6%	23%	1%	0%	5%	8%	5%	6%	4%	3%	6%	9%	7%	6%	7%	5%	4%	3%	7%	4%	9%	3%	3%
prefer not to answer	5%	-	3%	-	2%	1%	3%	6%	15%	6%	2%	1%	10%	4%	5%	3%	6%	5%	3%	4%	4%	10%	9%

YouGov

	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
Labour																							
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
0 - Would never consider voting for them	34%	62%	7%	17%	21%	56%	33%	36%	6%	28%	40%	54%	26%	36%	39%	32%	38%	30%	28%	34%	39%	32%	44%
1	6%	8%	2%	7%	5%	9%	7%	6%	4%	6%	7%	7%	4%	6%	7%	8%	5%	3%	6%	5%	8%	6%	7%
2	6%	6%	5%	6%	6%	6%	6%	6%	6%	6%	7%	5%	4%	7%	5%	5%	5%	11%	7%	5%	5%	6%	7%
3	6%	6%	5%	9%	7%	6%	7%	5%	6%	8%	5%	5%	3%	6%	9%	5%	9%	9%	5%	5%	9%	9%	5%
4	5%	3%	4%	8%	6%	3%	4%	5%	4%	5%	5%	3%	6%	3%	5%	4%	10%	4%	5%	5%	4%	4%	3%
5	12%	9%	13%	18%	12%	8%	11%	12%	20%	13%	10%	7%	16%	12%	10%	13%	6%	7%	12%	10%	13%	14%	10%
6	5%	1%	7%	9%	8%	2%	5%	5%	7%	7%	4%	2%	5%	5%	2%	7%	7%	5%	7%	6%	5%	3%	2%
7	8%	2%	16%	11%	11%	3%	9%	6%	12%	9%	6%	4%	5%	9%	8%	8%	4%	10%	10%	9%	5%	6%	4%
8	6%	1%	15%	9%	7%	3%	7%	5%	10%	6%	6%	4%	12%	4%	4%	7%	7%	2%	8%	8%	3%	6%	3%
9	2%	1%	5%	2%	3%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	1%	5%	2%	3%	2%	1%	1%
10 - Would definitely consider voting for them	6%	0%	17%	5%	10%	2%	6%	6%	10%	4%	6%	6%	8%	6%	3%	6%	3%	9%	9%	6%	3%	3%	4%
prefer not to answer	5%	-	3%	-	2%	1%	3%	6%	15%	6%	2%	1%	10%	4%	5%	3%	6%	5%	3%	4%	4%	10%	9%
Liberal Democrats																							
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
0 - Would never consider voting for them	27%	39%	11%	1%	16%	43%	29%	24%	6%	25%	26%	40%	21%	25%	33%	26%	30%	27%	24%	29%	28%	26%	27%
1	6%	9%	3%	1%	5%	7%	6%	5%	5%	5%	7%	6%	7%	5%	3%	7%	6%	3%	5%	5%	7%	5%	6%
2	5%	9%	4%	1%	5%	6%	4%	6%	2%	5%	7%	5%	4%	7%	5%	4%	6%	6%	4%	4%	5%	8%	8%
3	7%	6%	6%	2%	6%	8%	8%	6%	6%	9%	6%	5%	6%	6%	8%	7%	5%	6%	3%	6%	10%	8%	10%
4	6%	4%	9%	3%	8%	5%	7%	6%	5%	7%	7%	5%	7%	4%	7%	8%	9%	6%	7%	7%	8%	4%	4%
5	17%	19%	23%	15%	16%	14%	15%	18%	26%	16%	17%	12%	21%	17%	14%	19%	10%	10%	17%	15%	17%	21%	16%
6	8%	6%	11%	12%	12%	4%	8%	8%	11%	9%	6%	6%	9%	7%	7%	8%	8%	17%	10%	9%	7%	6%	4%
7	7%	4%	12%	16%	11%	4%	7%	8%	7%	6%	9%	7%	5%	7%	7%	8%	9%	7%	10%	8%	5%	3%	6%
8	5%	1%	9%	14%	7%	3%	5%	5%	9%	4%	6%	5%	5%	6%	4%	3%	6%	7%	6%	5%	3%	3%	6%
9	2%	1%	3%	9%	3%	1%	2%	2%	2%	2%	3%	1%	1%	3%	2%	1%	1%	-	3%	2%	2%	3%	-
10 - Would definitely consider voting for them	6%	1%	8%	25%	10%	3%	6%	5%	6%	6%	5%	6%	4%	8%	5%	5%	3%	4%	9%	5%	5%	3%	4%
prefer not to answer	5%	-	3%	-	2%	1%	3%	6%	15%	6%	2%	1%	10%	4%	5%	3%	6%	5%	3%	4%	4%	10%	9%

Fieldwork Dates: 3rd - 5th May 2025

Sample Size: 1716 Adults in GB

YouGov®

	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

Reform UK

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
0 - Would never consider voting for them	42%	18%	64%	59%	65%	19%	40%	43%	45%	46%	40%	34%	42%	42%	39%	40%	52%	45%	50%	46%	33%	35%	33%
1	4%	4%	5%	5%	5%	3%	4%	4%	3%	5%	3%	3%	5%	3%	4%	5%	3%	4%	5%	4%	3%	1%	5%
2	4%	5%	3%	8%	4%	3%	4%	4%	4%	4%	4%	4%	6%	4%	3%	4%	5%	1%	5%	3%	5%	4%	2%
3	4%	6%	3%	4%	2%	5%	3%	5%	3%	4%	6%	2%	3%	4%	4%	4%	3%	6%	3%	4%	4%	7%	1%
4	4%	6%	4%	4%	3%	5%	4%	4%	5%	4%	2%	6%	3%	3%	5%	5%	3%	4%	3%	4%	4%	5%	4%
5	9%	16%	5%	8%	6%	10%	8%	9%	9%	8%	8%	10%	10%	9%	11%	7%	6%	8%	7%	8%	10%	13%	8%
6	3%	5%	2%	3%	2%	5%	3%	3%	3%	3%	4%	4%	3%	4%	4%	2%	2%	4%	2%	5%	5%	2%	2%
7	5%	12%	4%	2%	3%	8%	6%	4%	5%	4%	6%	5%	4%	6%	5%	5%	3%	1%	5%	5%	5%	1%	8%
8	4%	7%	1%	3%	2%	8%	4%	4%	1%	3%	5%	7%	2%	6%	3%	4%	3%	6%	3%	4%	6%	4%	5%
9	3%	6%	1%	1%	1%	5%	3%	2%	3%	2%	3%	4%	2%	3%	1%	5%	2%	2%	3%	2%	4%	3%	4%
10 - Would definitely consider voting for them	14%	14%	4%	3%	4%	29%	17%	12%	4%	11%	17%	21%	11%	13%	17%	16%	12%	14%	11%	12%	18%	14%	20%
prefer not to answer	5%	-	3%	-	2%	1%	3%	6%	15%	6%	2%	1%	10%	4%	5%	3%	6%	5%	3%	4%	4%	10%	9%

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

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Health	36%	30%	46%	50%	46%	28%	27%	44%	32%	34%	40%	37%	35%	36%	32%	33%	42%	53%	35%	38%	37%	29%	37%
Immigration & Asylum	48%	73%	30%	29%	32%	73%	47%	48%	14%	38%	58%	69%	30%	48%	54%	54%	40%	49%	42%	45%	56%	44%	55%
Crime	22%	30%	19%	14%	16%	29%	22%	22%	16%	24%	23%	22%	29%	18%	25%	26%	15%	16%	18%	22%	25%	24%	26%
The economy	52%	54%	59%	55%	56%	46%	55%	48%	56%	55%	51%	44%	54%	53%	51%	53%	48%	40%	57%	51%	52%	54%	36%
Tax	14%	15%	11%	17%	10%	17%	15%	13%	15%	16%	11%	14%	19%	15%	13%	12%	13%	13%	15%	15%	13%	15%	11%
Pensions	8%	10%	6%	4%	6%	11%	8%	8%	3%	3%	8%	17%	4%	7%	9%	7%	10%	14%	6%	8%	9%	8%	8%
Education	8%	4%	10%	12%	11%	3%	6%	10%	18%	9%	6%	3%	7%	9%	7%	7%	12%	1%	11%	9%	6%	6%	4%
Family life & childcare	4%	2%	3%	6%	4%	3%	3%	5%	4%	7%	3%	2%	2%	4%	6%	4%	9%	3%	4%	6%	4%	6%	1%
Housing	20%	10%	26%	22%	21%	14%	19%	21%	32%	23%	16%	14%	29%	20%	13%	16%	29%	19%	17%	21%	19%	22%	22%
The environment	15%	6%	21%	23%	23%	6%	15%	15%	26%	17%	13%	9%	16%	15%	16%	15%	14%	16%	18%	18%	12%	14%	9%
Britain leaving the EU	13%	5%	19%	19%	21%	6%	15%	12%	11%	14%	13%	14%	11%	13%	12%	14%	11%	23%	19%	12%	10%	11%	12%
Transport	2%	4%	2%	1%	2%	2%	2%	2%	6%	2%	1%	2%	0%	4%	1%	2%	3%	-	2%	3%	2%	2%	0%
Welfare benefits	13%	13%	12%	12%	13%	16%	11%	16%	11%	13%	15%	13%	6%	13%	15%	14%	18%	17%	11%	9%	14%	11%	31%
Defence and security	20%	33%	19%	24%	19%	28%	24%	17%	7%	15%	24%	33%	20%	25%	20%	16%	16%	23%	25%	20%	19%	17%	17%
None of these	1%	-	1%	-	0%	1%	1%	0%	-	1%	-	0%	1%	1%	0%	1%	-	-	0%	1%	1%	0%	-
Don't know	3%	1%	1%	1%	2%	1%	3%	3%	9%	3%	2%	-	9%	2%	2%	2%	2%	1%	3%	2%	2%	6%	4%

YouGov

	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

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

National Health Service

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	3%	0%	6%	4%	3%	1%	5%	1%	11%	2%	2%	2%	6%	3%	1%	3%	2%	3%	5%	2%	2%	2%	1%
Fairly well	20%	15%	32%	28%	25%	13%	25%	15%	32%	18%	20%	18%	27%	21%	17%	19%	18%	17%	26%	21%	15%	19%	16%
Fairly badly	34%	35%	32%	32%	35%	34%	31%	36%	27%	35%	33%	36%	27%	34%	30%	39%	32%	38%	31%	34%	39%	37%	27%
Very badly	34%	41%	22%	26%	28%	45%	29%	38%	18%	34%	36%	38%	27%	33%	40%	30%	42%	35%	29%	33%	36%	33%	43%
Don't know	9%	9%	8%	10%	9%	7%	9%	10%	12%	11%	8%	6%	12%	9%	11%	9%	5%	7%	9%	10%	8%	8%	14%

Immigration

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	1%	0%	2%	3%	2%	0%	2%	1%	4%	1%	1%	1%	3%	1%	0%	2%	2%	2%	2%	1%	2%	1%	-
Fairly well	14%	5%	29%	21%	21%	4%	17%	11%	28%	14%	14%	7%	25%	13%	12%	11%	15%	13%	21%	16%	8%	10%	8%
Fairly badly	22%	15%	27%	29%	28%	14%	20%	23%	26%	25%	18%	18%	24%	22%	19%	20%	26%	20%	23%	20%	22%	25%	18%
Very badly	53%	78%	30%	34%	36%	79%	53%	53%	21%	45%	61%	71%	35%	53%	60%	56%	50%	55%	45%	50%	61%	54%	61%
Don't know	11%	1%	12%	13%	14%	3%	8%	13%	21%	14%	6%	4%	13%	10%	9%	11%	7%	10%	10%	12%	7%	11%	14%

Crime

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	2%	-	3%	1%	1%	1%	3%	0%	8%	1%	1%	1%	6%	1%	1%	2%	-	2%	3%	1%	1%	2%	1%
Fairly well	19%	10%	32%	32%	28%	9%	21%	16%	24%	20%	18%	15%	18%	19%	15%	19%	22%	21%	24%	20%	15%	16%	11%
Fairly badly	28%	31%	26%	31%	26%	30%	29%	28%	27%	28%	32%	26%	27%	27%	29%	31%	27%	30%	29%	25%	32%	29%	24%
Very badly	32%	44%	17%	19%	20%	49%	33%	32%	18%	29%	34%	44%	31%	32%	38%	30%	34%	27%	26%	31%	36%	33%	44%
Don't know	19%	15%	21%	16%	24%	11%	14%	24%	24%	23%	15%	14%	19%	21%	16%	19%	17%	19%	18%	22%	16%	19%	20%

Education

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	3%	2%	3%	4%	2%	1%	5%	1%	14%	2%	1%	1%	7%	2%	1%	4%	1%	5%	5%	2%	3%	3%	-
Fairly well	22%	17%	31%	30%	26%	16%	25%	20%	27%	23%	20%	21%	29%	21%	21%	21%	22%	25%	26%	24%	17%	21%	20%
Fairly badly	29%	33%	28%	27%	30%	32%	27%	32%	27%	28%	30%	31%	25%	32%	30%	29%	27%	29%	25%	28%	36%	33%	27%
Very badly	21%	25%	13%	15%	17%	28%	20%	22%	10%	20%	25%	23%	19%	19%	22%	20%	32%	22%	20%	21%	20%	18%	26%
Don't know	25%	24%	25%	25%	25%	24%	24%	26%	21%	27%	23%	24%	20%	27%	26%	26%	20%	19%	23%	26%	23%	26%	27%

![YouGov]

	Total	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
		Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				

Taxation

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	1%	-	2%	2%	1%	1%	3%	0%	7%	1%	0%	1%	6%	1%	-	1%	2%	1%	3%	1%	-	4%	-
Fairly well	13%	6%	24%	18%	19%	6%	17%	11%	21%	13%	16%	7%	18%	14%	13%	12%	14%	11%	15%	16%	15%	10%	6%
Fairly badly	32%	31%	38%	37%	36%	29%	33%	32%	33%	34%	31%	32%	30%	32%	31%	34%	30%	41%	35%	32%	32%	35%	26%
Very badly	40%	56%	22%	31%	31%	57%	41%	40%	19%	36%	44%	54%	34%	42%	43%	40%	43%	35%	38%	38%	43%	40%	50%
Don't know	12%	7%	14%	13%	13%	7%	8%	17%	19%	16%	8%	6%	12%	11%	14%	13%	11%	11%	10%	14%	11%	11%	18%

Unemployment

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	2%	0%	3%	1%	1%	1%	3%	0%	6%	2%	1%	1%	6%	1%	1%	1%	1%	2%	3%	1%	2%	2%	-
Fairly well	19%	11%	31%	28%	26%	11%	21%	17%	23%	19%	20%	15%	22%	20%	19%	17%	15%	17%	24%	18%	18%	16%	13%
Fairly badly	29%	32%	27%	26%	29%	29%	29%	29%	31%	27%	27%	34%	25%	28%	29%	29%	31%	44%	27%	28%	32%	33%	29%
Very badly	26%	32%	14%	17%	18%	36%	24%	28%	21%	27%	26%	27%	30%	23%	28%	26%	33%	22%	21%	25%	27%	27%	37%
Don't know	24%	25%	25%	28%	26%	23%	23%	25%	20%	25%	26%	22%	18%	27%	23%	26%	20%	16%	24%	29%	21%	22%	21%

Inflation

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	1%	-	3%	1%	1%	0%	2%	0%	5%	1%	1%	1%	2%	0%	1%	2%	-	4%	2%	1%	1%	1%	-
Fairly well	22%	12%	34%	40%	31%	13%	29%	15%	28%	18%	28%	18%	25%	24%	19%	19%	22%	20%	31%	21%	15%	21%	13%
Fairly badly	32%	38%	27%	27%	29%	35%	31%	32%	29%	32%	28%	36%	28%	31%	35%	32%	31%	29%	30%	32%	39%	29%	26%
Very badly	32%	42%	19%	21%	23%	43%	28%	37%	24%	32%	35%	35%	26%	31%	33%	34%	38%	36%	26%	32%	37%	34%	41%
Don't know	13%	9%	17%	12%	15%	9%	10%	16%	13%	17%	9%	10%	19%	13%	12%	13%	9%	10%	12%	15%	8%	15%	20%

Britain's exit from the EU

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	1%	1%	2%	0%	1%	1%	3%	0%	5%	1%	1%	1%	5%	1%	1%	1%	-	1%	2%	2%	-	2%	-
Fairly well	18%	13%	27%	32%	22%	14%	23%	14%	26%	18%	17%	15%	28%	19%	15%	17%	12%	16%	22%	17%	19%	17%	10%
Fairly badly	26%	27%	28%	27%	28%	24%	25%	26%	26%	25%	25%	26%	21%	27%	25%	24%	28%	34%	25%	28%	25%	24%	24%
Very badly	32%	34%	22%	20%	28%	37%	32%	31%	23%	29%	33%	38%	23%	29%	35%	33%	43%	32%	30%	30%	33%	33%	37%
Don't know	23%	25%	21%	21%	21%	24%	17%	29%	20%	26%	23%	20%	23%	24%	24%	25%	17%	17%	21%	23%	23%	24%	29%

YouGov

	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

Defence

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	4%	1%	6%	3%	3%	2%	7%	1%	13%	5%	2%	2%	9%	3%	3%	5%	2%	3%	7%	3%	3%	3%	1%
Fairly well	30%	24%	43%	45%	40%	21%	36%	24%	33%	31%	30%	26%	31%	31%	29%	26%	31%	39%	33%	34%	24%	30%	22%
Fairly badly	23%	33%	16%	16%	19%	30%	21%	25%	15%	17%	30%	30%	18%	26%	20%	25%	17%	23%	21%	23%	27%	23%	22%
Very badly	19%	26%	9%	12%	12%	29%	20%	19%	10%	18%	22%	24%	17%	18%	26%	17%	23%	14%	17%	18%	21%	18%	26%
Don't know	24%	16%	25%	23%	26%	18%	16%	31%	29%	29%	17%	19%	25%	22%	22%	26%	27%	21%	22%	22%	25%	26%	29%

The economy

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	1%	1%	1%	1%	1%	0%	2%	0%	6%	1%	0%	0%	5%	1%	0%	0%	-	2%	2%	1%	-	3%	-
Fairly well	15%	4%	30%	24%	23%	8%	19%	12%	19%	16%	18%	10%	25%	15%	13%	13%	18%	12%	21%	17%	10%	11%	9%
Fairly badly	34%	33%	34%	38%	35%	31%	33%	34%	36%	34%	30%	34%	27%	34%	33%	34%	36%	39%	33%	33%	38%	33%	29%
Very badly	40%	56%	23%	27%	30%	56%	38%	42%	25%	37%	45%	49%	30%	40%	44%	43%	40%	37%	35%	39%	44%	42%	48%
Don't know	10%	6%	12%	10%	11%	5%	7%	12%	14%	12%	7%	6%	13%	10%	10%	9%	6%	11%	9%	10%	8%	12%	14%

Terrorism

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	5%	1%	8%	6%	5%	2%	8%	2%	15%	5%	3%	3%	11%	5%	5%	4%	3%	3%	7%	6%	4%	4%	2%
Fairly well	31%	24%	45%	49%	39%	24%	35%	28%	35%	33%	33%	23%	36%	32%	28%	30%	28%	37%	36%	29%	32%	31%	23%
Fairly badly	15%	22%	9%	11%	11%	20%	15%	15%	10%	12%	16%	22%	11%	15%	16%	17%	15%	17%	13%	15%	17%	12%	20%
Very badly	19%	27%	8%	10%	11%	28%	18%	20%	11%	18%	19%	23%	13%	19%	23%	19%	16%	17%	15%	17%	20%	24%	26%
Don't know	30%	25%	29%	24%	33%	26%	24%	35%	29%	31%	28%	29%	29%	30%	27%	30%	38%	26%	30%	33%	26%	29%	29%

Transport

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	2%	1%	3%	2%	2%	1%	4%	1%	11%	2%	1%	1%	8%	1%	1%	3%	0%	2%	3%	3%	2%	1%	1%
Fairly well	23%	16%	33%	28%	30%	15%	25%	22%	26%	28%	21%	18%	32%	24%	23%	20%	19%	22%	26%	23%	24%	24%	14%
Fairly badly	29%	34%	27%	35%	29%	30%	28%	29%	30%	25%	31%	32%	21%	30%	28%	30%	26%	40%	28%	27%	30%	31%	29%
Very badly	21%	29%	14%	12%	14%	30%	22%	20%	14%	19%	23%	25%	20%	19%	23%	21%	28%	16%	19%	21%	21%	20%	26%
Don't know	25%	21%	23%	23%	26%	25%	21%	29%	19%	27%	24%	25%	20%	27%	24%	26%	27%	20%	23%	27%	23%	24%	30%

YouGov

	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

Housing

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	2%	1%	2%	-	1%	1%	3%	0%	8%	1%	1%	0%	5%	1%	-	2%	-	1%	2%	1%	3%	1%	0%
Fairly well	15%	10%	26%	21%	23%	8%	18%	13%	22%	15%	15%	13%	13%	16%	16%	15%	16%	15%	22%	16%	9%	11%	11%
Fairly badly	34%	35%	34%	34%	35%	34%	34%	34%	29%	33%	35%	37%	31%	31%	35%	34%	35%	48%	33%	33%	39%	31%	31%
Very badly	32%	35%	22%	24%	23%	41%	31%	32%	27%	31%	33%	34%	32%	32%	33%	29%	40%	24%	28%	30%	35%	33%	40%
Don't know	18%	18%	17%	21%	18%	16%	14%	21%	14%	20%	16%	16%	18%	20%	16%	19%	10%	12%	15%	20%	15%	23%	17%

Environment

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	2%	1%	3%	-	1%	1%	3%	1%	7%	1%	1%	1%	7%	1%	0%	2%	1%	3%	3%	2%	1%	2%	1%
Fairly well	23%	17%	31%	36%	25%	17%	26%	20%	32%	26%	21%	16%	34%	24%	18%	22%	18%	20%	27%	23%	20%	24%	18%
Fairly badly	32%	33%	32%	35%	36%	31%	31%	32%	26%	31%	31%	36%	22%	30%	34%	36%	32%	34%	32%	32%	37%	25%	27%
Very badly	24%	29%	15%	16%	20%	31%	23%	25%	18%	21%	27%	30%	17%	25%	27%	21%	33%	26%	22%	23%	24%	26%	30%
Don't know	20%	19%	19%	12%	18%	20%	16%	23%	17%	22%	20%	17%	20%	20%	20%	19%	17%	17%	16%	21%	19%	23%	23%

Welfare benefits

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very well	2%	1%	4%	1%	1%	1%	4%	0%	11%	1%	1%	1%	9%	1%	1%	2%	1%	1%	2%	2%	3%	1%	1%
Fairly well	16%	15%	25%	21%	17%	14%	20%	13%	17%	19%	16%	11%	22%	17%	13%	16%	13%	14%	18%	19%	13%	18%	9%
Fairly badly	31%	35%	32%	39%	36%	29%	31%	32%	29%	31%	28%	37%	26%	33%	29%	34%	27%	31%	33%	29%	34%	34%	25%
Very badly	37%	40%	26%	27%	31%	47%	34%	40%	26%	35%	42%	41%	29%	36%	42%	34%	49%	46%	33%	35%	40%	35%	53%
Don't know	13%	10%	13%	12%	14%	8%	11%	15%	18%	14%	12%	10%	13%	13%	15%	13%	10%	7%	13%	16%	11%	12%	12%

How good or bad would you say the NHS services in your LOCAL area are?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very good	9%	8%	10%	10%	8%	9%	11%	7%	15%	6%	8%	13%	11%	8%	6%	10%	10%	5%	10%	8%	11%	9%	6%
Fairly good	48%	52%	53%	57%	53%	43%	49%	47%	48%	45%	50%	51%	48%	49%	46%	51%	43%	40%	52%	49%	45%	41%	47%
Fairly bad	25%	26%	25%	18%	23%	29%	21%	29%	16%	28%	27%	23%	20%	26%	30%	21%	30%	31%	22%	27%	29%	27%	22%
Very bad	10%	8%	6%	10%	8%	13%	11%	9%	8%	11%	10%	9%	10%	8%	12%	9%	12%	22%	11%	9%	9%	13%	11%
Don't know	8%	6%	6%	5%	8%	6%	8%	8%	13%	10%	6%	4%	11%	9%	6%	9%	6%	2%	6%	8%	6%	10%	14%

![YouGov]

	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

And how good or bad would you say the NHS services NATIONALLY are?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very good	2%	1%	3%	3%	1%	1%	3%	1%	10%	2%	2%	0%	6%	2%	3%	2%	-	-	5%	1%	2%	2%	2%
Fairly good	23%	22%	26%	24%	24%	20%	27%	18%	30%	21%	23%	22%	21%	23%	24%	27%	15%	19%	21%	24%	22%	24%	24%
Fairly bad	43%	45%	46%	42%	46%	42%	39%	48%	41%	41%	41%	50%	40%	46%	42%	43%	42%	42%	44%	46%	48%	41%	29%
Very bad	18%	16%	13%	16%	15%	25%	17%	19%	7%	21%	20%	17%	17%	16%	21%	15%	29%	27%	19%	17%	16%	16%	24%
Don't know	13%	14%	11%	15%	14%	12%	14%	13%	12%	15%	14%	12%	16%	14%	10%	14%	14%	12%	12%	12%	12%	16%	21%

Do you expect the NHS to get better, worse or stay the same over the next few years?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Get much better	4%	1%	7%	3%	4%	2%	6%	2%	12%	3%	3%	4%	10%	3%	3%	4%	0%	7%	5%	4%	3%	3%	3%
Get a little better	19%	14%	28%	28%	23%	13%	23%	15%	30%	17%	19%	19%	20%	18%	15%	22%	22%	14%	24%	19%	16%	18%	15%
Stay the same	25%	30%	25%	24%	24%	26%	26%	23%	18%	23%	26%	28%	20%	29%	31%	20%	19%	23%	24%	23%	30%	24%	22%
Get a little worse	26%	30%	22%	24%	27%	26%	22%	29%	22%	27%	25%	28%	26%	26%	21%	29%	23%	30%	23%	28%	26%	27%	26%
Get much worse	20%	19%	13%	15%	17%	27%	18%	21%	8%	23%	22%	17%	16%	17%	23%	18%	30%	23%	19%	17%	21%	20%	22%
Don't know	7%	5%	4%	5%	5%	6%	5%	8%	10%	8%	6%	5%	8%	7%	7%	7%	5%	4%	5%	9%	4%	8%	12%

Thinking about how the NHS compares to the healthcare systems of other European countries, do you think...?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
The NHS provides better quality healthcare than in other European countries	19%	16%	23%	13%	17%	19%	19%	18%	24%	18%	22%	13%	16%	14%	20%	23%	21%	25%	19%	15%	19%	23%	23%
The NHS provides about the same quality of healthcare as in other European countries	25%	21%	29%	35%	27%	21%	27%	23%	33%	27%	21%	22%	25%	28%	24%	24%	23%	23%	23%	27%	29%	25%	18%
The NHS provides worse quality healthcare than in other European countries	31%	35%	25%	32%	31%	36%	32%	29%	16%	30%	31%	39%	34%	31%	32%	26%	31%	35%	37%	33%	27%	22%	22%
Don't know	26%	29%	22%	20%	26%	24%	21%	30%	28%	25%	27%	26%	25%	27%	24%	27%	26%	18%	21%	25%	25%	30%	37%

Fieldwork Dates: 3rd - 5th May 2025

Sample Size: 1716 Adults in GB

![YouGov]

	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

Thinking about how NHS healthcare is FUNDED, which of the following best reflects your view?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Healthcare should be funded by general taxation from everyone	68%	68%	79%	76%	74%	65%	68%	68%	65%	71%	69%	64%	63%	68%	71%	69%	70%	67%	70%	68%	71%	66%	61%
Healthcare should be funded by compulsory health insurance for everyone, paid for from taxation for the least well off, and deducted from other people's wages	12%	18%	9%	12%	11%	16%	15%	10%	12%	8%	14%	19%	13%	12%	10%	14%	11%	12%	16%	12%	11%	11%	9%
Healthcare should only be funded by taxation for the least well off, with other people choosing to take out voluntary insurance if they wished	5%	5%	4%	4%	4%	6%	5%	5%	4%	6%	3%	7%	10%	5%	3%	5%	4%	4%	4%	5%	4%	5%	11%
None of these	4%	2%	2%	5%	3%	6%	5%	4%	5%	4%	6%	3%	3%	6%	6%	3%	5%	2%	3%	6%	3%	5%	4%
Don't know	10%	7%	6%	3%	8%	8%	7%	13%	15%	11%	8%	7%	11%	9%	10%	10%	9%	15%	7%	9%	11%	13%	16%

And thinking about how NHS healthcare is PROVIDED, which of the following best reflects your view?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
The NHS should provide all its own treatment, there should be no role for private providers in the NHS	25%	11%	33%	28%	27%	23%	28%	22%	28%	30%	22%	18%	29%	19%	25%	28%	33%	30%	22%	25%	29%	26%	24%
The NHS should be able to use private companies to provide treatment alongside its own services if they can provide it at NHS prices	63%	82%	62%	65%	65%	67%	60%	66%	52%	54%	70%	77%	52%	70%	63%	61%	57%	61%	69%	62%	62%	53%	62%
All NHS provision should be privatised, with the NHS paying private companies to provide treatment	2%	3%	1%	1%	1%	2%	2%	2%	1%	2%	2%	2%	4%	2%	1%	2%	-	-	2%	3%	1%	1%	1%
None of these	1%	-	-	1%	0%	2%	2%	1%	1%	2%	1%	0%	2%	2%	1%	1%	-	-	1%	1%	0%	4%	2%
Don't know	9%	4%	5%	4%	6%	7%	8%	10%	17%	13%	5%	2%	13%	7%	10%	8%	11%	10%	6%	9%	8%	17%	12%

Which of the following best reflects your view?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Local health services should have the ability to set their own priorities and respond to local needs, even if this means different drugs and services are only available in certain areas	36%	33%	38%	38%	38%	33%	39%	34%	42%	38%	36%	32%	40%	36%	31%	35%	41%	42%	40%	39%	32%	37%	28%
The NHS should provide the same drugs and services across the whole country, even if this means local health services have less ability to set their own priorities or respond to local needs	47%	56%	48%	48%	47%	53%	45%	49%	37%	42%	51%	57%	39%	48%	53%	49%	45%	37%	46%	46%	54%	39%	48%
Don't know	16%	11%	14%	14%	15%	14%	15%	17%	22%	20%	13%	10%	21%	16%	15%	16%	13%	21%	14%	15%	13%	24%	24%

YouGov

	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

How good or bad would you say the education and schools in your LOCAL area are?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very good	6%	5%	7%	7%	6%	4%	6%	6%	13%	5%	5%	6%	11%	7%	5%	6%	2%	2%	9%	7%	5%	5%	1%
Fairly good	40%	45%	40%	50%	40%	38%	40%	41%	47%	40%	40%	39%	40%	42%	39%	40%	38%	38%	42%	41%	43%	36%	34%
Fairly bad	15%	14%	16%	10%	15%	16%	15%	16%	14%	16%	18%	12%	11%	15%	18%	16%	15%	20%	18%	14%	14%	18%	14%
Very bad	5%	4%	4%	1%	4%	6%	5%	4%	5%	6%	4%	4%	4%	3%	5%	4%	10%	10%	4%	5%	4%	4%	8%
Don't know	33%	32%	33%	32%	34%	37%	34%	33%	21%	33%	33%	40%	33%	34%	33%	34%	34%	29%	27%	34%	34%	37%	42%

And how good or bad would you say education and schools NATIONALLY are?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very good	3%	1%	4%	1%	2%	1%	3%	2%	8%	2%	2%	1%	10%	2%	2%	2%	-	-	3%	3%	1%	3%	1%
Fairly good	30%	33%	34%	39%	32%	25%	31%	29%	39%	30%	28%	29%	30%	29%	30%	33%	21%	31%	32%	30%	33%	26%	22%
Fairly bad	30%	32%	28%	25%	29%	32%	30%	30%	28%	31%	30%	29%	28%	35%	30%	24%	35%	25%	35%	28%	29%	30%	26%
Very bad	7%	4%	5%	4%	5%	9%	7%	6%	5%	8%	6%	6%	6%	4%	9%	8%	9%	8%	6%	7%	6%	4%	11%
Don't know	31%	30%	29%	30%	31%	33%	29%	33%	21%	30%	34%	35%	25%	30%	29%	33%	36%	36%	24%	32%	31%	37%	40%

Do you expect standard in schools to get better, worse or stay the same over the next few years?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Get much better	2%	1%	3%	3%	2%	0%	4%	1%	12%	2%	1%	1%	9%	1%	1%	2%	-	4%	4%	3%	2%	2%	-
Get a little better	12%	8%	17%	16%	15%	8%	15%	9%	20%	12%	10%	10%	15%	11%	12%	13%	8%	12%	16%	10%	9%	12%	11%
Stay the same	31%	33%	35%	36%	32%	29%	31%	31%	29%	31%	33%	30%	29%	29%	33%	32%	34%	29%	30%	30%	37%	31%	23%
Get a little worse	21%	25%	17%	19%	21%	22%	17%	25%	20%	19%	20%	27%	18%	26%	20%	19%	19%	14%	20%	22%	24%	22%	17%
Get much worse	12%	11%	8%	9%	10%	17%	13%	12%	8%	14%	12%	10%	9%	10%	14%	13%	18%	17%	13%	11%	12%	7%	19%
Don't know	22%	21%	19%	18%	21%	24%	21%	22%	12%	23%	24%	22%	20%	22%	20%	22%	23%	24%	18%	23%	17%	26%	30%

![YouGov]

	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

Thinking about how British schools compare to the education systems in other European countries, do you think...?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
British schools provide better quality education than in other European countries	9%	5%	11%	9%	7%	6%	11%	7%	20%	10%	4%	6%	15%	6%	10%	10%	6%	5%	8%	9%	8%	10%	9%
British schools provide about the same quality of education as in other European countries	27%	27%	31%	34%	30%	25%	30%	25%	28%	28%	26%	27%	34%	28%	28%	23%	25%	26%	29%	27%	29%	28%	18%
British schools provide worse quality education than in other European countries	28%	30%	27%	27%	30%	30%	27%	29%	20%	29%	30%	28%	23%	30%	27%	27%	32%	28%	30%	27%	28%	25%	29%
Don't know	36%	38%	31%	30%	34%	39%	32%	40%	31%	33%	40%	39%	27%	36%	35%	39%	37%	41%	32%	37%	36%	37%	45%

Thinking about the amount of freedom schools are given to govern themselves, and the amount of control local and central government have over them, do you think...

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base: All GB adults	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Local and central government have too much control over schools, and schools should have more freedom to make their own decisions	28%	27%	27%	28%	26%	30%	26%	29%	28%	28%	26%	29%	33%	26%	27%	28%	24%	34%	28%	28%	27%	27%	28%
Schools have too much freedom to make their own decisions, and local and central government should have more powers over them	19%	20%	21%	17%	20%	19%	23%	15%	21%	18%	20%	17%	16%	17%	22%	21%	21%	17%	21%	18%	20%	18%	17%
The current balance is about right	20%	22%	24%	26%	23%	17%	20%	21%	25%	18%	18%	24%	21%	22%	19%	19%	22%	15%	25%	22%	18%	19%	13%
Don't know	33%	30%	28%	30%	32%	34%	30%	35%	26%	35%	36%	29%	31%	34%	32%	32%	32%	34%	26%	33%	35%	37%	41%

Generally speaking, do you think large businesses have a positive or negative impact on Britain?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
A positive impact	34%	55%	27%	28%	32%	39%	39%	29%	30%	29%	38%	40%	37%	37%	37%	30%	24%	27%	38%	35%	33%	30%	27%
A negative impact	17%	8%	22%	16%	20%	14%	19%	14%	21%	18%	15%	13%	16%	15%	15%	17%	20%	28%	17%	17%	16%	21%	12%
Both equally	36%	31%	39%	43%	36%	36%	33%	38%	34%	35%	34%	41%	35%	35%	35%	38%	39%	33%	32%	37%	39%	34%	38%
Don't know	14%	6%	12%	13%	12%	11%	9%	19%	15%	19%	13%	6%	12%	14%	13%	14%	17%	12%	13%	12%	13%	15%	22%

YouGov

	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

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?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Too much regulation	22%	36%	14%	13%	15%	32%	28%	16%	14%	17%	22%	35%	19%	23%	23%	20%	18%	28%	25%	22%	21%	18%	19%
Too little regulation	23%	13%	33%	25%	31%	15%	25%	21%	28%	28%	18%	16%	26%	19%	23%	24%	26%	23%	25%	22%	22%	20%	22%
The balance is about right	30%	32%	31%	35%	29%	29%	30%	30%	33%	26%	35%	29%	30%	32%	28%	28%	31%	21%	30%	30%	31%	32%	25%
Don't know	26%	19%	23%	26%	25%	23%	18%	33%	25%	29%	25%	20%	24%	25%	27%	28%	25%	27%	20%	26%	27%	30%	34%

And thinking about the taxes that most businesses in Britain pay, do you think businesses have to pay too much tax, do not pay enough tax, or is the balance about right?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Businesses have to pay too much tax	20%	31%	13%	16%	14%	29%	23%	17%	16%	17%	20%	27%	22%	21%	21%	21%	12%	17%	24%	18%	20%	22%	14%
Businesses do not pay enough tax	32%	18%	46%	34%	42%	24%	36%	29%	34%	37%	28%	27%	33%	31%	27%	30%	46%	41%	34%	33%	28%	32%	34%
The balance is about right	23%	32%	20%	25%	21%	25%	24%	22%	25%	18%	30%	25%	22%	26%	25%	21%	20%	20%	22%	27%	25%	17%	19%
Don't know	25%	19%	21%	25%	23%	22%	17%	32%	25%	27%	23%	21%	23%	23%	27%	28%	22%	22%	21%	23%	26%	29%	33%

Current Sunday trading laws mean that most shops in England & Wales are only allowed to open for 6 hours on Sundays. Which of the following best reflects your view?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Shops should be allowed to open for as long as they want on Sundays	53%	45%	60%	47%	52%	49%	57%	51%	69%	60%	45%	44%	57%	47%	53%	53%	74%	59%	56%	56%	50%	53%	48%
Shops should only be allowed to open for six hours on Sundays	28%	35%	28%	35%	30%	28%	24%	31%	21%	19%	37%	36%	25%	32%	30%	29%	6%	32%	27%	30%	28%	24%	26%
Shops should not be allowed to open at all on Sundays	13%	16%	9%	13%	11%	19%	13%	13%	2%	12%	15%	18%	9%	16%	12%	12%	14%	6%	10%	11%	18%	13%	15%
Don't know	6%	4%	3%	5%	6%	4%	6%	6%	8%	9%	3%	2%	10%	5%	6%	6%	6%	3%	6%	4%	4%	10%	11%

YouGov

	Total	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
		Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				

On the subject of climate change do you think:

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
The world's climate is changing as a result of human activity	66%	56%	85%	83%	81%	51%	65%	67%	72%	71%	64%	58%	71%	68%	63%	63%	69%	67%	71%	70%	64%	61%	57%
The world's climate is changing but NOT because of human activity	18%	29%	8%	9%	10%	30%	20%	15%	7%	13%	21%	28%	15%	16%	23%	19%	17%	12%	16%	17%	20%	17%	21%
The world's climate is NOT changing	4%	3%	2%	2%	2%	5%	5%	3%	4%	4%	4%	3%	1%	5%	2%	5%	3%	7%	4%	3%	3%	6%	3%
Not sure	12%	12%	6%	6%	7%	14%	10%	14%	16%	13%	11%	11%	13%	11%	13%	14%	11%	14%	9%	11%	13%	16%	19%

Do you think concerns about climate change have or have not been exaggerated?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Have been exaggerated - the threat is not as real as many scientists have said	26%	38%	12%	12%	14%	40%	32%	20%	17%	22%	29%	33%	25%	24%	26%	28%	27%	26%	24%	24%	28%	25%	30%
Have not been exaggerated - the threat is every bit as real as scientists have said	60%	48%	79%	81%	75%	47%	58%	62%	66%	62%	59%	56%	59%	64%	59%	55%	63%	67%	65%	62%	59%	56%	52%
Don't know	14%	14%	9%	7%	11%	13%	10%	18%	17%	17%	12%	11%	16%	13%	15%	18%	10%	7%	12%	15%	13%	18%	18%

Generally speaking, do you think the government is doing and spending too much to try and reduce carbon emissions, not doing or spending enough to reduce carbon emissions, or are they getting the balance about right?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Are doing and spending too much to try and reduce carbon emissions	31%	52%	16%	18%	18%	51%	36%	27%	20%	23%	34%	48%	26%	32%	33%	34%	26%	24%	30%	30%	35%	29%	32%
Are not doing or spending enough to try and reduce carbon emissions	35%	19%	47%	45%	48%	20%	33%	37%	43%	40%	33%	22%	41%	33%	34%	33%	38%	34%	38%	35%	31%	36%	30%
Are getting the balance about right	15%	15%	19%	22%	17%	11%	18%	12%	17%	14%	13%	15%	18%	15%	13%	11%	17%	21%	17%	15%	13%	17%	8%
Don't know	20%	15%	18%	15%	17%	18%	14%	25%	21%	23%	20%	14%	15%	20%	19%	22%	19%	21%	15%	20%	20%	19%	31%

Compared to other countries around the world, do you think Britain is doing more or less to reduce carbon emmissions, or about the same?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Britain is doing more than most other countries to reduce carbon emissions	43%	62%	35%	32%	36%	59%	51%	34%	26%	36%	48%	57%	38%	44%	46%	41%	42%	46%	45%	42%	47%	33%	39%
Britain is doing less than most other countries to reduce carbon emissions	12%	5%	13%	14%	14%	5%	9%	14%	24%	15%	7%	4%	15%	11%	12%	12%	10%	7%	12%	11%	11%	14%	12%
Britain is doing about the same as most other countries to reduce carbon emissions	21%	14%	26%	30%	25%	14%	20%	21%	25%	21%	20%	18%	24%	21%	18%	19%	21%	24%	22%	22%	17%	25%	15%
Don't know	25%	20%	25%	23%	25%	21%	19%	32%	26%	28%	26%	21%	23%	25%	25%	28%	26%	23%	22%	25%	25%	28%	34%

YouGov

	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

How important, if at all, do you think the following are to the British economy these days?

Car manufacturing

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	27%	40%	18%	21%	20%	37%	30%	23%	20%	19%	28%	41%	27%	26%	27%	30%	20%	24%	25%	25%	31%	24%	27%
Fairly important	42%	43%	45%	43%	43%	42%	43%	41%	36%	43%	45%	40%	44%	43%	43%	40%	43%	33%	42%	43%	42%	41%	39%
Not very important	16%	11%	20%	21%	20%	11%	16%	16%	19%	18%	16%	12%	13%	17%	17%	13%	17%	28%	20%	17%	13%	14%	10%
Not important at all	3%	1%	3%	4%	3%	3%	3%	3%	2%	4%	2%	1%	1%	3%	1%	3%	6%	7%	2%	3%	3%	3%	4%
Don't know	13%	5%	14%	12%	13%	7%	8%	17%	23%	16%	9%	6%	15%	12%	12%	14%	14%	8%	10%	12%	11%	18%	20%

Oil and gas extraction

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	31%	50%	15%	26%	20%	46%	36%	26%	25%	23%	31%	48%	29%	29%	31%	34%	40%	22%	29%	29%	38%	26%	31%
Fairly important	37%	32%	42%	48%	44%	33%	36%	38%	26%	38%	45%	33%	35%	40%	38%	35%	33%	36%	39%	38%	35%	37%	34%
Not very important	13%	9%	20%	11%	15%	8%	13%	12%	18%	14%	11%	10%	14%	12%	12%	11%	11%	24%	16%	12%	10%	13%	13%
Not important at all	4%	0%	5%	3%	4%	2%	4%	3%	4%	5%	3%	1%	3%	4%	3%	3%	5%	4%	4%	4%	3%	4%	3%
Don't know	16%	9%	19%	12%	16%	10%	10%	21%	27%	20%	10%	8%	19%	14%	16%	17%	11%	15%	12%	17%	14%	20%	20%

Power generation

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	47%	60%	40%	46%	42%	61%	54%	39%	26%	38%	53%	64%	46%	46%	44%	48%	52%	46%	49%	45%	50%	38%	46%
Fairly important	33%	28%	36%	39%	36%	27%	31%	35%	41%	36%	33%	26%	32%	33%	37%	31%	35%	35%	33%	31%	35%	40%	30%
Not very important	5%	3%	7%	4%	5%	4%	5%	6%	9%	5%	5%	3%	7%	6%	4%	5%	1%	9%	6%	6%	3%	5%	4%
Not important at all	1%	1%	1%	1%	2%	1%	2%	1%	1%	3%	0%	0%	-	2%	0%	2%	2%	2%	1%	3%	1%	1%	1%
Don't know	13%	8%	16%	11%	14%	8%	8%	19%	23%	18%	8%	6%	16%	14%	14%	14%	10%	8%	11%	15%	11%	16%	18%

YouGov

	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

Software development

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	33%	41%	31%	37%	32%	39%	40%	27%	25%	29%	33%	46%	38%	34%	35%	31%	31%	35%	36%	34%	36%	26%	29%
Fairly important	38%	38%	42%	41%	39%	38%	39%	37%	40%	35%	45%	36%	37%	38%	36%	38%	39%	42%	42%	35%	40%	36%	32%
Not very important	11%	10%	10%	7%	10%	12%	9%	14%	12%	13%	11%	8%	10%	11%	13%	11%	10%	14%	8%	12%	9%	18%	15%
Not important at all	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%	0%	0%	1%	2%	1%	3%	3%	-	1%	2%	2%	1%	2%
Don't know	16%	10%	16%	14%	17%	10%	10%	21%	22%	20%	11%	9%	14%	16%	15%	17%	18%	10%	12%	16%	14%	19%	22%

Arts and creative industries

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	19%	17%	25%	25%	25%	15%	21%	18%	20%	19%	21%	18%	30%	20%	19%	15%	14%	17%	25%	19%	17%	12%	17%
Fairly important	34%	33%	38%	41%	35%	32%	35%	32%	34%	31%	36%	35%	32%	34%	28%	35%	37%	37%	36%	34%	34%	31%	28%
Not very important	27%	34%	21%	23%	22%	34%	27%	27%	21%	24%	29%	32%	20%	25%	31%	29%	29%	27%	24%	25%	29%	33%	29%
Not important at all	7%	7%	3%	2%	4%	9%	9%	6%	7%	8%	6%	8%	4%	8%	9%	7%	6%	9%	5%	7%	10%	6%	8%
Don't know	13%	9%	12%	8%	14%	10%	9%	17%	17%	18%	8%	7%	13%	12%	14%	14%	15%	9%	10%	15%	9%	18%	19%

Online and internet companies

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	24%	25%	24%	30%	23%	26%	27%	22%	21%	23%	25%	27%	32%	24%	21%	23%	16%	30%	25%	26%	23%	17%	24%
Fairly important	44%	51%	48%	45%	44%	46%	49%	40%	42%	42%	47%	47%	40%	44%	46%	45%	44%	49%	48%	42%	46%	47%	34%
Not very important	14%	13%	12%	12%	14%	16%	12%	16%	10%	14%	15%	15%	11%	15%	13%	15%	19%	9%	13%	12%	15%	15%	17%
Not important at all	2%	1%	1%	0%	1%	2%	3%	2%	5%	3%	2%	2%	1%	3%	3%	2%	4%	1%	1%	3%	3%	3%	3%
Don't know	15%	9%	16%	13%	17%	10%	9%	21%	23%	19%	10%	9%	16%	13%	17%	16%	16%	12%	12%	16%	12%	17%	23%

Building and construction

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	39%	49%	36%	42%	35%	49%	43%	36%	26%	34%	43%	51%	45%	38%	36%	42%	38%	41%	38%	37%	44%	38%	40%
Fairly important	41%	39%	44%	41%	44%	37%	41%	41%	46%	40%	41%	39%	37%	40%	42%	40%	43%	48%	44%	44%	39%	39%	32%
Not very important	8%	7%	8%	6%	8%	8%	9%	7%	8%	9%	8%	6%	5%	9%	9%	6%	10%	6%	9%	7%	8%	6%	10%
Not important at all	1%	-	0%	1%	1%	1%	1%	1%	1%	2%	1%	-	-	2%	1%	1%	2%	1%	1%	2%	0%	2%	1%
Don't know	11%	5%	12%	11%	12%	5%	7%	15%	19%	15%	6%	4%	13%	11%	13%	11%	7%	4%	8%	10%	9%	15%	17%

YouGov

	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

Manufacturing

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	41%	54%	34%	36%	32%	56%	44%	38%	31%	33%	42%	60%	42%	39%	43%	45%	33%	49%	37%	41%	46%	40%	45%
Fairly important	31%	31%	34%	33%	34%	29%	31%	32%	30%	31%	37%	26%	28%	33%	31%	28%	34%	33%	33%	30%	35%	31%	23%
Not very important	14%	9%	17%	19%	18%	8%	14%	13%	17%	17%	12%	8%	15%	13%	12%	13%	19%	14%	18%	14%	10%	13%	11%
Not important at all	3%	1%	2%	3%	3%	2%	3%	2%	0%	4%	2%	1%	1%	4%	2%	2%	4%	-	3%	4%	0%	2%	2%
Don't know	11%	5%	12%	9%	13%	5%	7%	15%	20%	15%	6%	5%	14%	11%	12%	12%	11%	4%	9%	12%	9%	14%	18%

Financial services

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	40%	43%	41%	52%	42%	41%	49%	31%	35%	35%	44%	48%	43%	43%	36%	39%	40%	36%	44%	44%	38%	33%	32%
Fairly important	39%	40%	40%	34%	36%	41%	36%	41%	40%	38%	40%	38%	39%	36%	38%	40%	41%	47%	41%	34%	40%	42%	38%
Not very important	7%	8%	6%	5%	6%	10%	6%	8%	4%	8%	7%	7%	4%	7%	12%	5%	6%	9%	5%	6%	12%	6%	8%
Not important at all	1%	1%	1%	0%	1%	1%	1%	1%	-	2%	1%	1%	1%	2%	-	1%	3%	1%	1%	2%	0%	2%	1%
Don't know	13%	8%	13%	8%	15%	7%	7%	18%	21%	17%	9%	6%	13%	12%	14%	15%	10%	7%	9%	13%	10%	17%	21%

Retailing

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	32%	38%	32%	31%	29%	40%	35%	29%	16%	31%	33%	40%	32%	31%	35%	34%	27%	29%	30%	35%	31%	31%	31%
Fairly important	46%	47%	48%	47%	48%	44%	46%	45%	52%	41%	50%	47%	43%	46%	44%	42%	56%	58%	51%	42%	48%	45%	38%
Not very important	9%	9%	8%	11%	9%	9%	9%	10%	11%	10%	8%	8%	10%	10%	8%	10%	8%	4%	10%	10%	9%	10%	8%
Not important at all	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	3%
Don't know	11%	5%	11%	10%	13%	5%	7%	15%	19%	15%	7%	5%	14%	11%	12%	12%	8%	7%	8%	12%	10%	14%	19%

Transport

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	36%	43%	34%	37%	32%	41%	39%	33%	33%	33%	36%	43%	43%	33%	33%	37%	37%	41%	34%	36%	40%	34%	36%
Fairly important	39%	39%	43%	35%	39%	40%	38%	41%	39%	37%	41%	42%	35%	40%	41%	41%	40%	36%	41%	39%	43%	38%	31%
Not very important	11%	10%	9%	16%	12%	10%	13%	9%	9%	11%	12%	8%	7%	12%	12%	8%	12%	12%	14%	10%	6%	10%	12%
Not important at all	1%	-	2%	1%	1%	1%	2%	1%	2%	2%	2%	0%	-	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%
Don't know	13%	8%	13%	10%	15%	8%	8%	17%	17%	16%	10%	7%	15%	13%	13%	13%	9%	11%	10%	13%	9%	16%	19%

YouGov

	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

Tourism

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	39%	47%	38%	47%	36%	47%	40%	39%	32%	36%	42%	47%	46%	39%	37%	36%	42%	44%	39%	42%	41%	34%	35%
Fairly important	41%	42%	42%	38%	45%	39%	43%	40%	40%	40%	44%	41%	38%	40%	43%	42%	42%	43%	42%	42%	42%	42%	36%
Not very important	9%	7%	9%	7%	8%	8%	10%	8%	11%	10%	8%	7%	5%	10%	9%	10%	7%	9%	11%	6%	9%	8%	11%
Not important at all	1%	0%	1%	1%	1%	1%	1%	2%	2%	2%	1%	0%	0%	2%	1%	2%	1%	-	1%	2%	1%	3%	1%
Don't know	9%	3%	9%	7%	10%	5%	6%	12%	15%	13%	5%	4%	12%	9%	10%	10%	7%	4%	7%	8%	7%	14%	17%

Agriculture

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	53%	68%	46%	54%	48%	67%	57%	51%	36%	45%	58%	71%	50%	54%	54%	51%	57%	62%	53%	53%	60%	45%	51%
Fairly important	27%	23%	34%	26%	33%	20%	26%	28%	30%	29%	29%	21%	27%	26%	25%	29%	28%	31%	28%	29%	25%	29%	24%
Not very important	7%	4%	8%	12%	8%	6%	9%	6%	11%	9%	7%	4%	9%	7%	8%	9%	5%	4%	9%	7%	5%	8%	9%
Not important at all	1%	0%	0%	1%	1%	2%	1%	2%	1%	2%	1%	0%	-	2%	2%	1%	1%	1%	1%	1%	3%	2%	1%
Don't know	10%	4%	12%	8%	11%	5%	7%	13%	21%	14%	5%	4%	14%	10%	11%	11%	8%	3%	8%	10%	7%	16%	16%

Recreation and leisure industries

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	20%	22%	20%	25%	19%	24%	22%	18%	16%	21%	21%	21%	27%	19%	20%	19%	17%	23%	22%	21%	20%	17%	19%
Fairly important	46%	51%	51%	47%	49%	47%	46%	45%	38%	43%	50%	50%	42%	45%	46%	46%	51%	50%	46%	44%	49%	49%	42%
Not very important	18%	18%	15%	18%	16%	20%	20%	17%	19%	16%	18%	22%	15%	19%	18%	17%	20%	21%	22%	19%	16%	13%	16%
Not important at all	3%	3%	2%	1%	2%	3%	3%	3%	5%	3%	3%	2%	1%	4%	3%	3%	2%	1%	1%	4%	6%	1%	2%
Don't know	13%	7%	13%	9%	14%	7%	8%	17%	23%	17%	9%	4%	15%	12%	13%	14%	11%	5%	9%	12%	9%	19%	22%

Legal services

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	22%	24%	21%	25%	19%	25%	24%	20%	26%	20%	22%	24%	28%	21%	24%	22%	13%	23%	19%	24%	22%	22%	24%
Fairly important	42%	44%	43%	48%	42%	43%	44%	41%	37%	42%	45%	43%	40%	43%	35%	42%	53%	50%	46%	40%	44%	44%	35%
Not very important	16%	18%	15%	16%	18%	19%	17%	15%	8%	14%	18%	22%	12%	17%	18%	17%	17%	15%	19%	16%	16%	12%	15%
Not important at all	2%	3%	3%	0%	2%	3%	3%	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	1%	3%	2%	3%	2%	2%
Don't know	17%	10%	18%	11%	20%	10%	12%	21%	27%	21%	12%	9%	18%	16%	20%	18%	15%	11%	14%	18%	15%	19%	24%

YouGov

	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

Telecommunications

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Very important	30%	38%	26%	33%	28%	35%	32%	27%	20%	23%	31%	44%	36%	30%	28%	28%	24%	32%	28%	33%	30%	24%	27%
Fairly important	40%	41%	41%	42%	40%	42%	42%	38%	36%	39%	44%	40%	35%	41%	37%	39%	46%	48%	42%	39%	40%	41%	37%
Not very important	13%	12%	13%	13%	12%	13%	13%	12%	14%	15%	12%	9%	10%	13%	14%	13%	13%	8%	14%	10%	12%	15%	13%
Not important at all	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%
Don't know	17%	9%	19%	12%	19%	9%	11%	23%	30%	22%	11%	7%	17%	15%	21%	19%	16%	11%	15%	17%	16%	19%	22%

Thinking back over the past few years, do you think businesses are behaving better or worse than they were 10 years ago?

	Total	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
Unweighted base	1716	264	507	195	695	609	768	948	151	694	428	443	179	591	289	422	144	91	514	484	336	183	199
Base	1716	309	443	158	637	680	834	882	187	716	414	400	208	589	281	407	149	82	480	498	360	185	193
Much better	3%	4%	3%	2%	3%	1%	4%	2%	9%	2%	2%	2%	9%	2%	2%	3%	1%	4%	5%	2%	2%	2%	1%
A little better	14%	18%	10%	18%	12%	13%	17%	11%	24%	11%	11%	17%	14%	14%	13%	15%	15%	18%	17%	12%	18%	13%	10%
Exactly the same	24%	31%	23%	24%	26%	27%	24%	25%	13%	22%	30%	28%	22%	25%	27%	25%	18%	21%	24%	26%	25%	26%	19%
A little worse	25%	22%	28%	22%	27%	23%	24%	26%	24%	27%	23%	24%	20%	27%	25%	26%	24%	25%	25%	27%	24%	27%	20%
Much worse	14%	7%	15%	18%	15%	15%	16%	13%	9%	16%	15%	11%	16%	15%	12%	12%	19%	14%	12%	13%	14%	16%	21%
Don't know	20%	18%	20%	16%	17%	20%	16%	23%	20%	21%	19%	17%	19%	18%	21%	20%	23%	18%	16%	21%	19%	17%	29%

Cell Contents (Column Percentages)