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

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base: All GB adults	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Approve	14%	5%	29%	23%	22%	6%	19%	10%	19%	16%	15%	8%	22%	16%	10%	15%	9%	9%	22%	14%	12%	12%	5%
Disapprove	64%	86%	46%	47%	54%	80%	62%	65%	43%	58%	67%	81%	57%	63%	65%	64%	68%	77%	58%	61%	70%	62%	73%
Don't know	22%	9%	25%	30%	23%	13%	19%	25%	39%	26%	18%	11%	22%	22%	26%	22%	23%	14%	20%	25%	18%	26%	22%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
0 - Would never consider voting for them	34%	2%	52%	34%	44%	23%	35%	34%	26%	41%	35%	25%	30%	31%	31%	38%	47%	40%	29%	36%	36%	41%	34%
1	8%	0%	10%	9%	9%	6%	9%	7%	12%	9%	6%	6%	7%	8%	8%	7%	11%	6%	9%	9%	7%	6%	7%
2	7%	1%	11%	16%	9%	6%	6%	8%	6%	9%	6%	5%	6%	7%	7%	7%	8%	11%	8%	7%	6%	5%	8%
3	7%	1%	8%	10%	6%	6%	8%	6%	15%	6%	5%	6%	7%	6%	8%	8%	2%	7%	11%	7%	4%	6%	3%
4	4%	3%	3%	4%	3%	5%	4%	3%	2%	4%	4%	3%	4%	4%	5%	3%	4%	2%	3%	4%	3%	5%	4%
5	10%	13%	7%	11%	10%	11%	10%	11%	6%	9%	11%	14%	9%	10%	10%	12%	7%	9%	11%	8%	13%	13%	8%
6	6%	11%	3%	5%	4%	9%	7%	6%	7%	3%	9%	9%	7%	7%	6%	7%	3%	2%	6%	7%	5%	3%	8%
7	7%	21%	2%	3%	3%	11%	6%	7%	3%	6%	7%	9%	5%	7%	8%	6%	4%	6%	6%	6%	7%	6%	9%
8	5%	16%	1%	4%	3%	8%	5%	5%	6%	3%	6%	8%	4%	8%	6%	3%	4%	2%	6%	5%	6%	1%	5%
9	2%	5%	1%	2%	1%	3%	1%	2%	1%	0%	2%	4%	2%	3%	1%	1%	1%	3%	2%	2%	1%	1%	3%
10 - Would definitely consider voting for them	6%	26%	1%	1%	4%	10%	6%	5%	1%	4%	6%	9%	8%	6%	4%	6%	4%	3%	6%	5%	7%	2%	7%
prefer not to answer	5%	1%	3%	1%	3%	2%	3%	6%	14%	6%	2%	1%	10%	3%	6%	3%	6%	8%	4%	4%	5%	10%	5%

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

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
0 - Would never consider voting for them	37%	66%	6%	18%	19%	58%	37%	37%	13%	30%	41%	55%	19%	41%	41%	38%	27%	46%	26%	37%	43%	39%	46%
1	4%	6%	1%	4%	3%	6%	5%	4%	3%	4%	4%	7%	4%	6%	3%	4%	3%	2%	5%	3%	5%	4%	7%
2	7%	8%	5%	9%	7%	9%	7%	6%	3%	7%	9%	7%	6%	6%	9%	5%	12%	5%	6%	6%	8%	3%	9%
3	5%	4%	5%	7%	5%	4%	5%	5%	7%	6%	4%	4%	2%	5%	7%	6%	8%	3%	5%	6%	4%	4%	6%
4	5%	4%	7%	7%	6%	4%	5%	5%	5%	6%	4%	4%	6%	5%	5%	3%	6%	13%	7%	4%	4%	6%	5%
5	10%	4%	14%	15%	13%	5%	10%	11%	16%	11%	9%	7%	11%	10%	10%	11%	12%	6%	12%	10%	9%	11%	7%
6	8%	4%	11%	19%	11%	4%	8%	8%	12%	10%	7%	2%	12%	7%	5%	8%	8%	4%	11%	7%	6%	6%	3%
7	7%	2%	16%	4%	10%	3%	8%	5%	9%	7%	7%	4%	12%	7%	5%	5%	7%	4%	8%	8%	7%	3%	3%
8	6%	1%	12%	9%	9%	2%	5%	6%	10%	5%	7%	3%	10%	4%	4%	6%	8%	5%	7%	6%	4%	5%	5%
9	2%	-	5%	3%	3%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	1%	3%	2%	2%	2%	2%	2%
10 - Would definitely consider voting for them	5%	1%	16%	5%	10%	2%	5%	6%	6%	6%	6%	3%	6%	6%	4%	8%	3%	-	7%	6%	3%	7%	2%
prefer not to answer	5%	1%	3%	1%	3%	2%	3%	6%	14%	6%	2%	1%	10%	3%	6%	3%	6%	8%	4%	4%	5%	10%	5%

Liberal Democrats

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
0 - Would never consider voting for them	29%	46%	11%	1%	14%	46%	32%	27%	14%	28%	33%	35%	22%	32%	33%	30%	19%	38%	21%	31%	36%	31%	33%
1	5%	6%	3%	1%	3%	8%	6%	5%	0%	5%	6%	7%	3%	5%	3%	7%	5%	5%	6%	4%	3%	6%	8%
2	5%	6%	3%	4%	3%	6%	4%	5%	5%	4%	4%	6%	4%	5%	6%	5%	2%	3%	4%	5%	4%	3%	6%
3	7%	8%	7%	2%	7%	6%	8%	7%	10%	7%	7%	7%	9%	7%	6%	8%	8%	6%	7%	7%	11%	5%	4%
4	8%	7%	10%	1%	8%	7%	9%	7%	14%	8%	5%	6%	9%	7%	7%	10%	7%	5%	9%	7%	7%	7%	9%
5	14%	12%	21%	13%	17%	10%	11%	16%	12%	15%	13%	13%	11%	11%	18%	15%	17%	13%	14%	13%	14%	12%	15%
6	9%	7%	14%	13%	12%	5%	8%	9%	14%	8%	10%	7%	11%	8%	8%	7%	17%	9%	11%	8%	7%	9%	7%
7	7%	4%	10%	19%	12%	3%	7%	7%	8%	7%	8%	7%	9%	8%	6%	6%	8%	6%	9%	8%	4%	8%	6%
8	5%	2%	9%	16%	9%	3%	6%	5%	5%	7%	6%	3%	6%	5%	5%	6%	6%	3%	7%	6%	5%	5%	2%
9	2%	-	2%	7%	3%	0%	1%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%
10 - Would definitely consider voting for them	5%	2%	6%	22%	9%	2%	5%	5%	2%	5%	5%	5%	4%	7%	3%	4%	4%	2%	6%	6%	3%	4%	3%
prefer not to answer	5%	1%	3%	1%	3%	2%	3%	6%	14%	6%	2%	1%	10%	3%	6%	3%	6%	8%	4%	4%	5%	10%	5%

Fieldwork Dates: 17th - 19th May 2025

Sample Size: 1708 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

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
0 - Would never consider voting for them	45%	19%	66%	66%	69%	21%	46%	44%	48%	52%	43%	33%	51%	44%	41%	42%	56%	44%	48%	49%	40%	45%	36%
1	4%	4%	5%	3%	3%	4%	3%	4%	3%	4%	2%	5%	4%	3%	4%	4%	3%	5%	4%	4%	3%	3%	3%
2	3%	3%	4%	8%	3%	3%	3%	4%	4%	3%	2%	4%	1%	4%	3%	2%	6%	2%	3%	3%	4%	3%	2%
3	4%	6%	3%	3%	3%	5%	3%	4%	2%	3%	5%	4%	3%	5%	5%	2%	3%	1%	3%	4%	4%	4%	5%
4	4%	6%	4%	3%	3%	4%	4%	4%	3%	3%	4%	5%	2%	4%	3%	4%	3%	5%	6%	3%	3%	3%	3%
5	8%	13%	4%	8%	4%	9%	6%	9%	10%	7%	7%	8%	5%	9%	8%	8%	2%	6%	7%	6%	8%	7%	13%
6	4%	7%	3%	2%	2%	5%	4%	4%	4%	3%	5%	3%	7%	3%	3%	5%	3%	2%	4%	5%	3%	3%	4%
7	4%	13%	2%	2%	3%	8%	5%	4%	0%	5%	4%	6%	4%	4%	7%	4%	4%	5%	5%	4%	5%	2%	5%
8	6%	9%	3%	2%	2%	10%	7%	4%	4%	5%	6%	8%	5%	5%	5%	7%	6%	5%	6%	5%	5%	5%	7%
9	3%	6%	1%	-	2%	5%	3%	4%	2%	2%	4%	6%	3%	4%	4%	2%	2%	6%	2%	4%	3%	3%	6%
10 - Would definitely consider voting for them	11%	14%	3%	1%	2%	24%	13%	10%	6%	7%	16%	18%	5%	11%	12%	17%	6%	11%	8%	10%	18%	11%	12%
prefer not to answer	5%	1%	3%	1%	3%	2%	3%	6%	14%	6%	2%	1%	10%	3%	6%	3%	6%	8%	4%	4%	5%	10%	5%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base: All GB adults	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Health	35%	29%	48%	40%	44%	29%	28%	42%	30%	35%	37%	38%	26%	31%	37%	40%	45%	44%	37%	35%	35%	31%	37%
Immigration & Asylum	51%	74%	34%	34%	33%	75%	49%	52%	29%	40%	60%	70%	41%	51%	54%	54%	43%	56%	45%	50%	60%	43%	58%
Crime	23%	24%	16%	19%	18%	27%	20%	25%	20%	23%	23%	24%	37%	21%	20%	25%	16%	11%	22%	20%	28%	21%	24%
The economy	51%	53%	53%	57%	54%	46%	54%	47%	56%	54%	54%	41%	53%	53%	51%	47%	54%	46%	54%	54%	47%	56%	38%
Tax	14%	16%	13%	11%	12%	16%	18%	11%	18%	16%	11%	13%	15%	15%	17%	12%	12%	13%	15%	15%	13%	17%	11%
Pensions	9%	14%	5%	5%	7%	13%	9%	8%	3%	3%	10%	20%	2%	9%	8%	11%	11%	8%	8%	7%	9%	8%	14%
Education	10%	7%	13%	17%	14%	7%	7%	14%	15%	14%	7%	6%	7%	10%	10%	11%	16%	11%	14%	8%	12%	6%	7%
Family life & childcare	4%	1%	5%	5%	5%	3%	3%	5%	3%	6%	2%	2%	2%	4%	4%	4%	5%	6%	5%	4%	2%	5%	2%
Housing	18%	7%	24%	14%	20%	13%	17%	19%	28%	21%	15%	11%	29%	18%	11%	14%	25%	17%	17%	21%	14%	21%	18%
The environment	17%	9%	20%	29%	24%	9%	18%	17%	30%	19%	15%	10%	22%	19%	15%	14%	20%	12%	20%	20%	15%	15%	12%
Britain leaving the EU	13%	7%	20%	17%	21%	8%	16%	10%	10%	14%	15%	12%	16%	14%	11%	10%	16%	15%	17%	13%	9%	12%	12%
Transport	2%	2%	3%	3%	2%	1%	3%	1%	7%	3%	0%	1%	4%	2%	3%	3%	1%	-	2%	3%	2%	3%	1%
Welfare benefits	11%	15%	11%	10%	12%	11%	9%	13%	6%	12%	11%	11%	12%	9%	12%	12%	7%	15%	11%	8%	10%	12%	16%
Defence and security	19%	31%	16%	28%	19%	25%	23%	16%	10%	11%	26%	31%	10%	24%	18%	19%	15%	16%	19%	20%	23%	14%	17%
None of these	1%	-	0%	-	0%	0%	1%	0%	-	1%	0%	-	1%	1%	1%	0%	-	-	-	1%	-	1%	-
Don't know	3%	1%	1%	0%	1%	1%	3%	2%	7%	4%	0%	1%	3%	2%	3%	3%	1%	6%	2%	2%	1%	2%	7%

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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

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	2%	0%	4%	4%	3%	1%	4%	1%	4%	3%	1%	1%	5%	2%	2%	2%	1%	3%	3%	3%	2%	2%	-
Fairly well	19%	16%	27%	23%	23%	15%	23%	15%	26%	17%	23%	15%	29%	19%	14%	20%	13%	11%	26%	19%	17%	13%	11%
Fairly badly	32%	34%	35%	33%	34%	32%	31%	32%	33%	31%	30%	34%	28%	33%	33%	31%	32%	29%	33%	35%	28%	37%	23%
Very badly	37%	42%	24%	30%	31%	45%	32%	42%	23%	36%	39%	44%	25%	36%	40%	37%	43%	54%	32%	32%	44%	38%	49%
Don't know	10%	7%	10%	10%	9%	7%	10%	10%	14%	13%	7%	6%	13%	10%	11%	10%	12%	2%	7%	11%	10%	10%	16%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	-	2%	2%	2%	-	1%	1%	4%	1%	1%	0%	4%	1%	1%	-	-	2%	1%	1%	1%	1%	-
Fairly well	12%	6%	21%	21%	19%	6%	15%	10%	16%	14%	13%	6%	19%	11%	10%	12%	15%	11%	18%	13%	7%	10%	8%
Fairly badly	20%	11%	30%	28%	26%	11%	21%	20%	29%	22%	18%	15%	22%	19%	18%	19%	29%	23%	22%	19%	22%	23%	14%
Very badly	55%	79%	33%	38%	41%	77%	54%	57%	36%	47%	62%	73%	44%	58%	58%	58%	47%	57%	50%	53%	61%	55%	65%
Don't know	11%	5%	14%	11%	12%	6%	9%	12%	16%	15%	6%	5%	12%	11%	13%	11%	10%	7%	8%	13%	9%	12%	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	0%	1%	1%	1%	0%	1%	0%	-	1%	1%	-	0%	1%	-	1%	2%	-	1%	1%	-	2%	1%
Fairly well	18%	11%	31%	24%	23%	10%	21%	15%	27%	18%	17%	12%	22%	16%	16%	19%	21%	10%	22%	18%	16%	16%	8%
Fairly badly	30%	31%	31%	34%	32%	31%	28%	31%	23%	30%	31%	32%	28%	31%	27%	29%	27%	41%	34%	28%	28%	31%	26%
Very badly	34%	51%	14%	18%	23%	50%	34%	34%	22%	29%	38%	46%	34%	36%	34%	33%	31%	38%	30%	30%	43%	33%	43%
Don't know	18%	7%	23%	23%	21%	9%	16%	19%	28%	23%	13%	10%	15%	17%	23%	17%	20%	11%	14%	24%	13%	18%	22%

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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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	2%	2%	2%	1%	1%	1%	2%	1%	3%	2%	1%	0%	3%	1%	1%	2%	0%	-	2%	2%	1%	2%	1%
Fairly well	23%	15%	33%	30%	27%	16%	26%	20%	35%	24%	22%	17%	33%	22%	21%	25%	17%	15%	28%	23%	21%	23%	14%
Fairly badly	28%	36%	27%	30%	28%	30%	25%	31%	26%	27%	28%	30%	22%	28%	32%	26%	33%	35%	30%	28%	26%	26%	26%
Very badly	22%	28%	10%	15%	18%	31%	22%	23%	9%	22%	25%	26%	18%	23%	18%	23%	25%	28%	22%	19%	25%	22%	26%
Don't know	26%	19%	29%	24%	26%	23%	26%	25%	26%	25%	25%	26%	24%	26%	28%	24%	25%	22%	18%	28%	27%	27%	34%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	-	2%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	-	-	0%	1%	0%	1%	1%
Fairly well	12%	5%	23%	20%	19%	6%	14%	11%	17%	12%	15%	9%	16%	12%	9%	12%	18%	12%	17%	11%	11%	12%	6%
Fairly badly	31%	26%	39%	40%	35%	26%	31%	31%	39%	30%	30%	31%	38%	29%	33%	31%	29%	22%	35%	29%	30%	35%	24%
Very badly	42%	64%	21%	25%	33%	59%	44%	41%	22%	39%	45%	54%	34%	45%	40%	42%	43%	52%	41%	40%	45%	35%	51%
Don't know	14%	4%	15%	14%	12%	9%	11%	17%	21%	19%	10%	6%	11%	13%	18%	15%	11%	14%	6%	19%	14%	17%	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	-	1%	0%	1%	0%	-	1%	0%	1%	1%	0%
Fairly well	18%	13%	31%	25%	25%	14%	22%	15%	16%	18%	22%	15%	25%	18%	18%	19%	16%	12%	25%	18%	16%	16%	8%
Fairly badly	30%	30%	28%	24%	29%	28%	30%	29%	37%	28%	29%	30%	32%	26%	31%	29%	37%	33%	29%	29%	32%	35%	25%
Very badly	27%	41%	13%	18%	19%	40%	25%	29%	16%	25%	29%	35%	21%	29%	26%	27%	22%	44%	26%	24%	29%	23%	38%
Don't know	24%	17%	27%	32%	26%	18%	22%	26%	30%	28%	20%	20%	22%	26%	25%	25%	25%	11%	19%	28%	23%	26%	29%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	-	3%	1%	2%	1%	2%	1%	-	1%	2%	2%	0%	2%	1%	2%	1%	1%	2%	1%	0%	2%	0%
Fairly well	25%	16%	40%	41%	35%	18%	31%	19%	21%	23%	34%	21%	27%	26%	22%	25%	25%	19%	33%	24%	21%	23%	15%
Fairly badly	29%	39%	23%	28%	26%	32%	27%	31%	33%	28%	29%	31%	29%	29%	30%	27%	36%	27%	30%	29%	31%	29%	27%
Very badly	30%	38%	15%	14%	22%	39%	27%	32%	24%	30%	25%	37%	24%	30%	29%	31%	27%	48%	25%	28%	34%	31%	38%
Don't know	15%	8%	18%	16%	15%	11%	13%	17%	22%	18%	11%	9%	19%	14%	18%	15%	11%	6%	11%	18%	13%	16%	20%

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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

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	2%	1%	3%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	3%	0%	1%
Fairly well	20%	17%	33%	28%	27%	16%	24%	17%	23%	20%	24%	16%	27%	20%	21%	19%	18%	19%	26%	21%	19%	15%	14%
Fairly badly	22%	19%	20%	25%	22%	20%	22%	21%	29%	21%	20%	22%	25%	20%	22%	22%	27%	19%	22%	18%	24%	30%	20%
Very badly	33%	44%	22%	23%	29%	43%	35%	31%	21%	32%	36%	39%	27%	35%	30%	32%	36%	47%	33%	32%	33%	31%	38%
Don't know	22%	18%	22%	20%	20%	21%	16%	28%	25%	25%	17%	21%	19%	23%	25%	25%	18%	14%	16%	27%	21%	23%	28%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	2%	1%	6%	3%	2%	2%	3%	1%	5%	3%	1%	1%	5%	2%	2%	1%	1%	4%	3%	2%	4%	1%	-
Fairly well	32%	25%	44%	42%	39%	24%	38%	26%	39%	34%	30%	26%	41%	31%	28%	30%	37%	25%	39%	32%	30%	29%	18%
Fairly badly	22%	31%	16%	18%	18%	27%	22%	22%	19%	18%	25%	28%	16%	24%	25%	22%	15%	25%	22%	23%	20%	23%	24%
Very badly	19%	30%	6%	10%	13%	31%	19%	20%	6%	16%	22%	29%	13%	21%	16%	21%	21%	26%	16%	16%	23%	19%	31%
Don't know	25%	14%	28%	26%	27%	16%	18%	31%	32%	29%	22%	16%	24%	22%	30%	25%	26%	20%	20%	28%	24%	28%	27%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	0%	3%	1%	2%	0%	2%	0%	0%	2%	1%	1%	2%	1%	1%	1%	-	2%	2%	1%	1%	0%	-
Fairly well	20%	8%	38%	33%	29%	13%	24%	17%	21%	21%	23%	16%	25%	22%	16%	20%	18%	14%	26%	22%	15%	20%	13%
Fairly badly	30%	33%	29%	38%	30%	29%	28%	32%	37%	28%	31%	30%	32%	28%	33%	30%	33%	34%	33%	30%	29%	33%	24%
Very badly	38%	55%	17%	20%	27%	53%	37%	38%	20%	35%	40%	47%	28%	39%	38%	37%	38%	44%	34%	34%	43%	35%	47%
Don't know	11%	3%	13%	8%	11%	5%	9%	12%	21%	14%	6%	6%	13%	9%	12%	12%	11%	5%	5%	12%	12%	12%	16%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	6%	1%	11%	9%	7%	4%	8%	3%	8%	7%	6%	2%	10%	6%	5%	4%	4%	7%	7%	5%	6%	5%	3%
Fairly well	32%	28%	41%	40%	41%	23%	35%	29%	34%	36%	29%	26%	42%	29%	30%	31%	37%	24%	38%	32%	27%	34%	23%
Fairly badly	16%	21%	11%	11%	12%	20%	13%	18%	12%	11%	17%	23%	14%	15%	15%	19%	10%	19%	16%	16%	16%	16%	14%
Very badly	19%	28%	7%	9%	11%	29%	19%	19%	11%	15%	20%	27%	11%	20%	17%	21%	18%	26%	15%	16%	24%	15%	28%
Don't know	28%	23%	30%	31%	29%	24%	25%	32%	34%	31%	29%	22%	23%	30%	33%	25%	31%	24%	25%	31%	26%	30%	32%

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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

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	1%	2%	3%	2%	0%	2%	1%	2%	2%	0%	0%	3%	2%	0%	1%	0%	2%	2%	2%	1%	1%	-
Fairly well	24%	15%	33%	30%	27%	16%	25%	23%	38%	24%	22%	18%	38%	20%	21%	24%	26%	21%	30%	22%	24%	20%	17%
Fairly badly	29%	34%	27%	29%	29%	31%	30%	27%	27%	28%	28%	32%	23%	31%	31%	29%	25%	27%	30%	31%	27%	29%	23%
Very badly	20%	26%	11%	13%	16%	28%	22%	19%	12%	19%	25%	22%	18%	21%	17%	21%	21%	27%	19%	19%	21%	19%	28%
Don't know	26%	24%	27%	25%	26%	25%	21%	30%	21%	27%	24%	27%	19%	26%	30%	25%	27%	24%	19%	27%	27%	30%	31%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	-	2%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%
Fairly well	15%	11%	25%	23%	21%	12%	19%	12%	14%	15%	17%	15%	18%	13%	15%	19%	12%	12%	18%	15%	16%	13%	9%
Fairly badly	35%	40%	33%	32%	34%	32%	34%	36%	50%	31%	35%	33%	42%	34%	37%	32%	34%	29%	39%	35%	32%	30%	30%
Very badly	32%	36%	19%	23%	25%	44%	31%	33%	17%	32%	33%	37%	25%	33%	29%	31%	35%	42%	28%	28%	36%	38%	37%
Don't know	18%	12%	22%	21%	20%	11%	16%	19%	18%	22%	14%	14%	13%	19%	17%	18%	18%	16%	14%	21%	16%	17%	24%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	1%	3%	1%	1%	0%	2%	1%	2%	2%	0%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	-
Fairly well	23%	17%	33%	28%	28%	18%	25%	22%	31%	26%	25%	14%	37%	20%	21%	24%	21%	20%	27%	23%	23%	21%	17%
Fairly badly	29%	27%	31%	37%	32%	27%	31%	27%	31%	25%	30%	33%	28%	30%	32%	26%	31%	22%	32%	30%	26%	25%	25%
Very badly	25%	32%	12%	16%	20%	34%	25%	25%	16%	23%	26%	31%	17%	26%	21%	28%	27%	36%	25%	22%	26%	22%	33%
Don't know	22%	23%	22%	19%	19%	20%	18%	25%	21%	24%	18%	22%	17%	23%	25%	22%	20%	19%	15%	23%	23%	30%	25%

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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Very well	1%	0%	2%	2%	1%	0%	1%	1%	3%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	0%	3%	-
Fairly well	14%	13%	21%	19%	16%	11%	15%	13%	19%	14%	15%	12%	17%	14%	12%	14%	17%	11%	17%	16%	13%	11%	8%
Fairly badly	30%	28%	33%	35%	34%	28%	31%	30%	31%	32%	30%	28%	32%	29%	32%	30%	30%	35%	36%	28%	31%	32%	20%
Very badly	37%	50%	26%	27%	33%	49%	36%	38%	20%	32%	44%	50%	30%	38%	37%	39%	40%	46%	34%	33%	39%	38%	54%
Don't know	17%	9%	18%	17%	15%	11%	17%	18%	27%	22%	11%	11%	21%	18%	19%	16%	14%	7%	13%	22%	16%	16%	18%

Fieldwork Dates: 17th - 19th May 2025

Sample Size: 1708 Adults in GB

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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

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

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base: All GB adults	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Good job	11%	6%	24%	19%	18%	6%	15%	7%	11%	13%	11%	8%	18%	11%	9%	10%	9%	8%	16%	11%	10%	9%	5%
Bad job	55%	84%	34%	43%	44%	76%	57%	53%	32%	46%	62%	75%	41%	58%	57%	54%	56%	60%	50%	52%	61%	49%	68%
Not sure	34%	11%	41%	38%	38%	18%	28%	40%	58%	41%	27%	18%	41%	31%	34%	36%	35%	32%	34%	37%	30%	42%	28%

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

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base: All GB adults	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Rachel Reeves	13%	4%	28%	22%	22%	6%	19%	8%	14%	15%	13%	10%	24%	12%	10%	13%	11%	13%	19%	13%	11%	8%	6%
Mel Stride	11%	29%	5%	6%	5%	20%	15%	8%	10%	9%	16%	12%	11%	12%	9%	14%	7%	10%	12%	12%	11%	8%	13%
Don't know	76%	66%	67%	72%	72%	74%	66%	84%	77%	77%	71%	78%	65%	76%	81%	73%	82%	76%	69%	75%	79%	84%	81%

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

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
I am very comfortable financially	5%	7%	6%	8%	8%	4%	5%	5%	4%	4%	6%	6%	9%	5%	5%	3%	4%	7%	8%	5%	4%	4%	1%
I am relatively comfortable financially	35%	45%	41%	38%	40%	34%	35%	34%	28%	31%	36%	42%	30%	35%	34%	39%	36%	30%	46%	37%	30%	26%	17%
I do not often have money for luxuries, but can normally comfortably cover the essentials	37%	33%	35%	41%	36%	38%	35%	39%	36%	37%	35%	38%	34%	37%	41%	36%	40%	35%	30%	40%	44%	39%	30%
I can only just afford my costs and often struggle to make ends meet	16%	12%	14%	9%	11%	17%	16%	16%	21%	16%	19%	10%	22%	15%	15%	16%	11%	16%	12%	11%	17%	20%	32%
I cannot afford my costs, and often have to go without essentials like food and heating	4%	1%	2%	2%	3%	5%	4%	3%	1%	6%	2%	2%	4%	5%	2%	3%	3%	5%	2%	3%	2%	4%	12%
Don't know	4%	2%	2%	2%	2%	3%	5%	3%	9%	5%	1%	1%	2%	4%	3%	4%	6%	6%	2%	4%	3%	5%	9%

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

Helping people get onto the housing ladder?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
A Labour government led by Keir Starmer	21%	5%	43%	31%	35%	7%	24%	18%	30%	24%	20%	10%	29%	18%	16%	22%	26%	16%	29%	23%	14%	16%	8%
A Conservative government led by Kemi Badenoch	12%	36%	5%	7%	6%	19%	12%	12%	12%	8%	13%	15%	15%	13%	10%	11%	8%	9%	13%	12%	11%	9%	12%
Neither	46%	41%	37%	42%	42%	56%	49%	43%	29%	43%	51%	55%	40%	48%	47%	45%	48%	47%	41%	45%	53%	49%	49%
Don't know	22%	19%	16%	20%	18%	18%	15%	28%	29%	25%	15%	19%	16%	21%	27%	22%	18%	28%	17%	20%	23%	27%	31%

Fieldwork Dates: 17th - 19th May 2025

Sample Size: 1708 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?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
A Labour government led by Keir Starmer	21%	3%	44%	37%	36%	8%	26%	16%	27%	24%	22%	13%	32%	20%	17%	21%	21%	15%	29%	24%	14%	19%	10%
A Conservative government led by Kemi Badenoch	21%	60%	7%	12%	13%	34%	22%	20%	15%	15%	28%	30%	17%	26%	20%	23%	12%	17%	24%	22%	20%	15%	24%
Neither	39%	24%	32%	35%	35%	44%	40%	38%	32%	38%	38%	44%	38%	36%	40%	37%	50%	44%	34%	37%	46%	42%	39%
Don't know	19%	13%	17%	16%	15%	14%	12%	25%	26%	23%	13%	13%	13%	18%	23%	19%	17%	25%	14%	18%	20%	24%	27%

Providing more jobs?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
A Labour government led by Keir Starmer	23%	4%	47%	36%	38%	9%	27%	19%	30%	26%	23%	14%	33%	20%	19%	24%	24%	19%	31%	25%	17%	18%	11%
A Conservative government led by Kemi Badenoch	16%	45%	3%	10%	9%	26%	18%	14%	13%	9%	22%	23%	14%	19%	15%	15%	12%	10%	16%	16%	17%	11%	18%
Neither	41%	34%	31%	36%	36%	49%	42%	40%	27%	40%	42%	47%	38%	39%	44%	40%	47%	46%	37%	40%	46%	45%	39%
Don't know	21%	17%	18%	18%	17%	17%	13%	28%	30%	25%	14%	16%	14%	23%	22%	21%	17%	25%	17%	19%	20%	26%	31%

Keeping prices down?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
A Labour government led by Keir Starmer	17%	2%	39%	29%	30%	5%	22%	13%	27%	19%	18%	8%	26%	15%	14%	18%	16%	12%	23%	20%	11%	16%	8%
A Conservative government led by Kemi Badenoch	15%	43%	5%	4%	8%	24%	16%	13%	13%	13%	18%	16%	15%	18%	14%	13%	10%	9%	19%	14%	14%	10%	13%
Neither	49%	40%	41%	46%	44%	57%	50%	48%	35%	45%	50%	62%	46%	49%	48%	50%	53%	53%	43%	47%	56%	51%	56%
Don't know	19%	15%	16%	20%	17%	14%	12%	26%	25%	23%	14%	15%	12%	18%	24%	19%	21%	25%	16%	19%	20%	23%	24%

Improving standards of living for people like you?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
A Labour government led by Keir Starmer	19%	2%	44%	27%	32%	6%	23%	15%	29%	22%	18%	9%	24%	16%	16%	20%	24%	12%	23%	23%	15%	16%	7%
A Conservative government led by Kemi Badenoch	18%	55%	6%	11%	12%	29%	19%	17%	16%	13%	21%	26%	20%	22%	18%	17%	11%	12%	25%	16%	16%	10%	20%
Neither	45%	29%	39%	48%	42%	52%	47%	44%	31%	42%	50%	53%	45%	43%	45%	46%	51%	52%	41%	43%	52%	49%	46%
Don't know	18%	14%	12%	14%	14%	13%	11%	24%	24%	22%	12%	12%	11%	19%	22%	17%	13%	24%	12%	17%	18%	24%	27%

Fieldwork Dates: 17th - 19th May 2025

Sample Size: 1708 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

Tackling the government's deficit?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
A Labour government led by Keir Starmer	20%	3%	44%	30%	33%	7%	24%	16%	29%	21%	22%	11%	31%	17%	14%	21%	23%	14%	26%	24%	15%	17%	8%
A Conservative government led by Kemi Badenoch	17%	49%	5%	12%	11%	27%	19%	16%	17%	13%	21%	20%	18%	20%	17%	15%	14%	15%	19%	17%	16%	13%	19%
Neither	43%	36%	33%	38%	39%	51%	43%	42%	26%	42%	43%	52%	36%	42%	42%	45%	46%	45%	39%	40%	50%	44%	45%
Don't know	20%	12%	18%	19%	17%	15%	14%	26%	28%	24%	14%	17%	15%	20%	27%	18%	17%	26%	16%	19%	19%	27%	29%

Reducing the number of people in poverty?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
A Labour government led by Keir Starmer	23%	5%	48%	38%	40%	9%	27%	19%	29%	26%	26%	12%	25%	24%	17%	22%	29%	18%	30%	26%	19%	17%	9%
A Conservative government led by Kemi Badenoch	11%	32%	2%	3%	5%	17%	11%	10%	13%	8%	12%	12%	14%	11%	10%	11%	6%	10%	11%	10%	9%	7%	15%
Neither	48%	45%	37%	43%	43%	57%	49%	47%	34%	44%	49%	61%	46%	47%	50%	49%	53%	46%	44%	47%	54%	52%	49%
Don't know	18%	18%	13%	16%	13%	17%	13%	23%	24%	22%	13%	15%	15%	19%	23%	18%	12%	26%	15%	17%	18%	24%	26%

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?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base: All GB adults	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Taxes too much and spends too much on services	41%	64%	27%	27%	28%	58%	42%	40%	28%	37%	43%	52%	38%	44%	41%	43%	26%	41%	41%	41%	41%	40%	43%
Taxes too little and spends too little on services	23%	12%	35%	34%	35%	15%	24%	22%	25%	22%	27%	20%	27%	21%	19%	21%	35%	25%	29%	23%	19%	20%	17%
Gets the balance about right	12%	8%	17%	14%	17%	6%	14%	10%	18%	12%	12%	8%	17%	10%	10%	12%	13%	14%	15%	12%	11%	12%	4%
Don't know	24%	16%	22%	25%	21%	21%	19%	29%	29%	29%	18%	20%	17%	25%	30%	24%	27%	21%	15%	24%	30%	28%	36%

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?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Too high - the rich are being made to pay too much and their taxes should be cut	8%	18%	4%	3%	5%	13%	11%	6%	8%	8%	9%	8%	9%	8%	11%	7%	4%	9%	14%	6%	6%	8%	5%
Too low - the rich are not paying enough and their taxes should be increased	57%	32%	75%	67%	70%	47%	60%	54%	62%	59%	60%	48%	55%	55%	55%	60%	65%	57%	56%	59%	63%	50%	51%
About right - the rich are already paying about the right level of tax	21%	40%	12%	19%	17%	29%	19%	22%	8%	15%	23%	35%	19%	25%	21%	18%	15%	15%	22%	22%	17%	20%	22%
Don't know	14%	10%	9%	11%	8%	11%	10%	17%	23%	18%	8%	8%	17%	11%	14%	15%	15%	19%	9%	12%	15%	22%	22%

Fieldwork Dates: 17th - 19th May 2025

Sample Size: 1708 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?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Much too high	52%	79%	36%	34%	34%	80%	53%	51%	20%	41%	61%	78%	35%	55%	56%	56%	45%	50%	46%	51%	60%	45%	62%
A little too high	19%	14%	26%	31%	25%	11%	18%	19%	26%	20%	21%	12%	23%	21%	18%	16%	18%	13%	23%	16%	18%	26%	11%
About right	15%	4%	22%	17%	24%	4%	15%	14%	24%	19%	10%	7%	20%	12%	13%	14%	21%	16%	16%	17%	12%	13%	11%
A little too low	3%	0%	4%	7%	6%	0%	5%	2%	8%	4%	2%	1%	8%	3%	2%	2%	5%	3%	6%	2%	1%	7%	1%
Much too low	1%	-	1%	1%	2%	1%	1%	1%	2%	2%	1%	-	3%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%
Don't know	10%	3%	12%	10%	10%	5%	8%	12%	21%	14%	6%	2%	11%	8%	10%	11%	10%	15%	8%	12%	9%	7%	15%

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

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Mostly good for the country	21%	4%	31%	37%	33%	5%	24%	18%	44%	25%	14%	11%	36%	19%	18%	18%	25%	21%	27%	24%	15%	20%	12%
Mostly bad for the country	43%	64%	24%	27%	25%	66%	43%	42%	19%	35%	52%	58%	35%	44%	45%	47%	32%	43%	36%	43%	51%	38%	47%
Both good and bad for the country	28%	30%	37%	27%	34%	24%	26%	31%	26%	28%	29%	30%	26%	31%	31%	24%	32%	24%	32%	26%	28%	30%	27%
Don't know	8%	2%	8%	9%	7%	4%	7%	8%	12%	12%	5%	1%	4%	6%	6%	12%	12%	12%	5%	7%	6%	12%	14%

If taxes were to be increased for the richest people, at what level of annual income do you think people should see their current levels of tax significantly increased?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
People earning above £50,000 a year	6%	3%	6%	5%	5%	7%	7%	5%	5%	6%	6%	7%	3%	6%	5%	8%	6%	6%	5%	5%	6%	12%	5%
People earning above £75,000 a year	11%	6%	15%	17%	12%	11%	12%	10%	12%	11%	13%	10%	14%	10%	10%	12%	11%	10%	9%	10%	15%	12%	11%
People earning above £100,000 a year	22%	22%	24%	21%	23%	23%	21%	23%	20%	21%	23%	24%	16%	23%	21%	23%	25%	25%	21%	25%	22%	20%	21%
People earning above £150,000 a year	14%	12%	16%	15%	18%	13%	13%	16%	13%	16%	15%	12%	17%	15%	11%	15%	15%	15%	18%	16%	11%	9%	13%
People earning above £250,000 a year	12%	15%	13%	20%	14%	12%	13%	12%	13%	12%	13%	13%	12%	14%	13%	11%	13%	8%	15%	14%	9%	10%	11%
People earning above £500,000 a year	7%	8%	10%	5%	9%	6%	6%	9%	8%	8%	7%	7%	8%	6%	10%	8%	8%	4%	10%	8%	5%	9%	5%
People earning above £1 million a year	9%	12%	7%	9%	9%	9%	11%	8%	11%	9%	11%	7%	12%	9%	11%	8%	9%	7%	10%	9%	11%	7%	7%
None of these	5%	11%	2%	2%	3%	7%	7%	3%	3%	4%	6%	6%	3%	6%	7%	4%	1%	7%	7%	4%	3%	5%	5%
Don't know	12%	11%	7%	7%	6%	12%	10%	14%	16%	14%	6%	14%	15%	11%	12%	11%	13%	18%	5%	9%	18%	17%	21%

Fieldwork Dates: 17th - 19th May 2025

Sample Size: 1708 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

What do you think is fairer - taxing people on their wealth (that is, the amount of money they have, such as savings and assets) or taxing people on their income (that is, the amount of money they earn each year)?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Taxing people on their wealth	26%	10%	37%	24%	31%	19%	26%	25%	33%	31%	23%	16%	30%	23%	25%	27%	31%	21%	25%	26%	24%	31%	24%
Taxing people on their income	61%	81%	49%	69%	58%	71%	61%	60%	52%	51%	69%	74%	58%	63%	64%	59%	54%	58%	65%	61%	61%	50%	56%
Don't know	14%	9%	14%	7%	11%	11%	13%	15%	15%	18%	9%	11%	12%	14%	11%	14%	14%	20%	9%	12%	15%	19%	21%

On the whole, do you think the richest people in society make a positive or negative contribution to the rest of society?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
A positive contribution - the businesses they run, the investments they make and the taxes they pay help us all	26%	52%	14%	23%	20%	36%	29%	23%	16%	23%	27%	34%	28%	29%	28%	22%	18%	22%	31%	27%	21%	23%	23%
A negative contribution - they generally don't pay their fair share and their greed takes money from the people who do the real work	40%	18%	51%	42%	46%	35%	42%	38%	42%	43%	39%	34%	40%	38%	38%	44%	40%	41%	40%	40%	42%	36%	40%
Both equally	23%	22%	25%	26%	25%	22%	20%	26%	29%	20%	26%	23%	19%	24%	24%	22%	29%	22%	23%	23%	22%	26%	22%
Don't know	11%	8%	10%	8%	10%	7%	9%	13%	14%	13%	8%	9%	14%	9%	10%	12%	13%	15%	6%	10%	15%	16%	14%

In general, do you think it is acceptable or unacceptable to LEGALLY avoid paying tax?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
It is acceptable to legally avoid tax	30%	43%	25%	29%	30%	31%	34%	27%	39%	24%	34%	34%	40%	30%	33%	27%	22%	30%	40%	27%	28%	26%	23%
It is unacceptable to legally avoid tax	57%	47%	66%	58%	61%	59%	54%	60%	45%	59%	60%	57%	49%	55%	58%	63%	66%	54%	53%	61%	59%	56%	60%
Don't know	12%	9%	9%	14%	9%	11%	12%	12%	15%	16%	6%	9%	11%	14%	9%	11%	12%	16%	7%	12%	14%	18%	17%

Fieldwork Dates: 17th - 19th May 2025

Sample Size: 1708 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

If the government was able to increase the amount of money it spends, which of the following areas do you think the government should INCREASE spending in the most? 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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Education and schools	36%	30%	41%	37%	42%	29%	32%	39%	43%	39%	34%	29%	42%	32%	36%	38%	38%	32%	42%	35%	37%	28%	28%
Defence	25%	44%	17%	26%	21%	35%	30%	19%	14%	17%	29%	40%	19%	29%	22%	24%	20%	28%	26%	27%	22%	20%	25%
Pensions	22%	35%	18%	14%	16%	32%	22%	21%	7%	13%	23%	43%	9%	22%	24%	26%	21%	21%	16%	24%	24%	20%	27%
Welfare benefits	13%	4%	14%	11%	15%	10%	12%	15%	19%	14%	13%	10%	16%	13%	14%	11%	16%	18%	12%	11%	10%	17%	27%
Crime and policing	41%	55%	31%	34%	35%	53%	41%	41%	29%	35%	47%	51%	46%	42%	45%	42%	27%	29%	40%	39%	48%	34%	40%
Transport	12%	11%	14%	10%	12%	10%	17%	8%	20%	14%	12%	6%	14%	12%	11%	13%	13%	6%	12%	14%	10%	14%	10%
Environment and climate change	19%	6%	25%	33%	26%	8%	20%	19%	40%	21%	16%	10%	26%	20%	17%	18%	20%	16%	25%	20%	15%	17%	14%
NHS	70%	59%	80%	78%	77%	64%	63%	76%	65%	70%	71%	69%	65%	69%	72%	68%	73%	79%	69%	68%	72%	68%	72%
Overseas aid	2%	1%	3%	5%	4%	0%	2%	2%	2%	2%	3%	1%	4%	2%	2%	1%	4%	1%	2%	3%	1%	1%	2%
Local government	14%	14%	17%	16%	16%	12%	14%	13%	11%	14%	14%	13%	10%	14%	12%	14%	22%	12%	15%	16%	9%	14%	14%
None of these	2%	2%	1%	1%	1%	2%	2%	1%	-	2%	1%	1%	4%	1%	1%	1%	2%	1%	2%	1%	2%	4%	-
Don't know	4%	2%	3%	2%	2%	3%	6%	3%	8%	7%	1%	2%	4%	5%	4%	4%	4%	7%	3%	5%	6%	4%	6%

And if the government were to cut the amount of money it currently spends, which of the following areas do you think the government should REDUCE spending in the most? 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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Education and schools	2%	3%	2%	1%	1%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
Defence	14%	4%	17%	14%	19%	5%	15%	13%	24%	17%	11%	7%	22%	11%	7%	16%	17%	20%	16%	16%	10%	12%	12%
Pensions	4%	1%	7%	3%	5%	2%	5%	3%	13%	5%	3%	0%	6%	4%	4%	4%	3%	3%	7%	3%	4%	2%	4%
Welfare benefits	27%	46%	18%	26%	22%	37%	32%	23%	16%	27%	34%	27%	25%	30%	30%	28%	18%	21%	34%	28%	27%	25%	13%
Crime and policing	3%	0%	4%	1%	3%	1%	3%	3%	9%	3%	2%	1%	8%	2%	3%	1%	4%	4%	4%	3%	2%	4%	2%
Transport	6%	6%	7%	7%	7%	6%	5%	7%	6%	6%	7%	7%	9%	7%	8%	3%	5%	8%	8%	6%	5%	4%	6%
Environment and climate change	32%	44%	21%	16%	21%	49%	36%	29%	17%	25%	37%	47%	23%	31%	35%	36%	30%	38%	29%	32%	36%	33%	34%
NHS	3%	5%	2%	3%	2%	4%	5%	2%	3%	3%	5%	2%	3%	3%	2%	5%	4%	1%	4%	3%	2%	5%	4%
Overseas aid	62%	79%	53%	49%	51%	82%	63%	62%	43%	56%	69%	76%	49%	66%	65%	64%	61%	57%	59%	63%	68%	56%	65%
Local government	13%	14%	12%	15%	11%	14%	12%	13%	12%	10%	12%	17%	9%	15%	12%	11%	7%	23%	12%	14%	11%	12%	15%
None of these	9%	4%	15%	18%	15%	5%	9%	9%	6%	10%	8%	10%	9%	10%	8%	8%	12%	6%	12%	9%	5%	12%	9%
Don't know	11%	6%	13%	10%	11%	5%	10%	11%	21%	15%	5%	5%	14%	9%	12%	12%	8%	11%	7%	11%	13%	14%	13%

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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

Do you think your own pension provision (and any provisions you have made for retirement) will or will not provide you with a good standard of living by the time you come to retire?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Will probably be enough to provide me with a good standard of living	19%	27%	24%	28%	23%	19%	23%	15%	13%	17%	28%	16%	18%	21%	22%	18%	12%	15%	32%	16%	15%	12%	8%
Will probably not be enough to provide me with a good standard of living	46%	34%	46%	41%	47%	45%	44%	49%	40%	58%	55%	19%	51%	47%	44%	44%	47%	47%	40%	46%	52%	57%	43%
Don't know	16%	6%	17%	14%	13%	8%	17%	15%	42%	22%	8%	2%	19%	14%	17%	16%	17%	17%	13%	19%	14%	20%	15%
Not applicable - I am already retired or am unable to work	19%	33%	14%	16%	17%	28%	17%	21%	5%	4%	10%	64%	12%	19%	18%	22%	24%	21%	16%	20%	20%	11%	33%

As people live longer, the proportion of older people in the population steadily rises. Looking forward, how do you think future governments should respond to the growing portion of older people?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Reductions should be made in the services that go to older people so that younger generations can afford to support more retired people	15%	10%	19%	15%	15%	11%	17%	12%	30%	18%	10%	6%	21%	13%	17%	12%	16%	8%	18%	13%	12%	19%	10%
More money should be found to maintain the services that go to older people as the number of retired people grows, even if this means more taxes for younger generations	49%	62%	47%	49%	49%	58%	50%	48%	30%	39%	62%	63%	45%	50%	47%	52%	51%	45%	52%	49%	50%	40%	50%
Not sure	36%	28%	35%	36%	35%	31%	33%	40%	39%	43%	28%	31%	34%	37%	36%	36%	32%	46%	30%	38%	38%	42%	40%

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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

What do you think the state pension age should be for people who are currently in their 30s or 40s?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
Less than 65	12%	4%	11%	8%	11%	8%	10%	13%	17%	16%	9%	5%	15%	10%	8%	11%	17%	21%	10%	10%	14%	16%	12%
65	41%	34%	42%	38%	41%	41%	40%	43%	41%	47%	38%	34%	42%	39%	44%	42%	44%	40%	40%	43%	45%	38%	37%
66	5%	8%	4%	5%	4%	8%	5%	5%	2%	3%	4%	11%	4%	4%	6%	6%	5%	5%	7%	4%	4%	2%	9%
67	12%	16%	12%	17%	16%	11%	11%	13%	6%	9%	19%	12%	9%	13%	16%	9%	10%	10%	13%	13%	10%	11%	11%
68	9%	11%	10%	13%	9%	12%	9%	9%	5%	8%	10%	12%	6%	10%	10%	10%	7%	7%	10%	10%	8%	7%	10%
69	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	-	1%	-	1%	1%	2%	1%	2%	-
70	11%	15%	12%	11%	11%	12%	13%	9%	10%	7%	15%	14%	11%	13%	8%	11%	10%	9%	14%	10%	9%	12%	8%
71	0%	1%	-	0%	0%	0%	1%	0%	1%	0%	-	0%	1%	0%	0%	-	-	1%	0%	-	1%	1%	-
72	1%	1%	0%	-	1%	1%	1%	0%	-	1%	0%	1%	1%	1%	0%	1%	-	-	1%	1%	0%	-	0%
73	0%	-	-	-	-	0%	-	0%	-	0%	-	-	-	1%	-	-	-	-	-	-	-	2%	-
74	0%	0%	0%	-	0%	0%	0%	0%	1%	0%	-	1%	-	0%	-	1%	-	1%	1%	0%	-	-	-
75	0%	1%	0%	-	0%	0%	1%	0%	-	-	1%	1%	-	1%	0%	0%	-	-	0%	0%	0%	0%	-
Older than 75	0%	0%	-	-	-	0%	0%	0%	-	0%	-	0%	-	-	0%	0%	-	-	-	0%	-	-	0%
Don't know	7%	6%	7%	6%	5%	4%	8%	6%	16%	7%	3%	7%	10%	6%	7%	7%	8%	6%	4%	6%	9%	10%	12%

With regard to hard drugs such as heroin and crack cocaine, which of these statements comes closest to your own 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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
The sale and possession of such drugs should remain a criminal offence as now	78%	89%	74%	76%	74%	86%	75%	81%	66%	73%	83%	87%	65%	81%	78%	80%	76%	76%	78%	78%	75%	78%	82%
The sale and possession of such drugs should remain illegal but should be regarded as a minor offence, such as parking in the wrong place, rather than a CRIMINAL offence (a policy sometimes called 'decriminalisation')	9%	4%	14%	13%	12%	4%	10%	8%	21%	9%	8%	4%	19%	8%	6%	7%	10%	7%	13%	9%	8%	6%	6%
The sale and possession of such drugs should no longer be illegal (sometimes called 'legalisation')	6%	5%	6%	7%	8%	5%	8%	4%	2%	8%	5%	4%	9%	3%	7%	6%	7%	8%	4%	5%	9%	8%	3%
Don't know	7%	2%	5%	5%	6%	5%	7%	7%	10%	10%	4%	4%	7%	7%	8%	7%	6%	8%	4%	8%	8%	8%	9%

Fieldwork Dates: 17th - 19th May 2025

Sample Size: 1708 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

With regard to soft drugs such as cannabis, which of these statements comes closest to your own 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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
The sale and possession of such drugs should remain a criminal offence as now	38%	56%	30%	30%	33%	48%	37%	40%	28%	32%	44%	49%	31%	44%	39%	38%	30%	34%	36%	36%	37%	36%	53%
The sale and possession of such drugs should remain illegal but should be regarded as a minor offence, such as parking in the wrong place, rather than a CRIMINAL offence (a policy sometimes called 'decriminalisation')	27%	25%	33%	36%	28%	26%	25%	29%	29%	28%	26%	26%	26%	27%	29%	27%	25%	35%	31%	29%	26%	27%	15%
The sale and possession of such drugs should no longer be illegal (sometimes called 'legalisation')	28%	14%	33%	30%	35%	21%	33%	24%	32%	33%	26%	19%	39%	25%	26%	27%	37%	22%	29%	29%	29%	27%	23%
Don't know	6%	5%	4%	4%	4%	5%	5%	7%	10%	7%	3%	6%	4%	5%	7%	8%	8%	9%	3%	6%	8%	9%	8%

If soft drugs like cannabis were decriminalised, do you think this would lead to more or less people using drugs, or would it make no difference?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
More people using drugs	42%	53%	39%	36%	37%	48%	44%	39%	42%	36%	44%	49%	38%	45%	46%	38%	37%	37%	45%	43%	36%	35%	46%
Fewer people using drugs	7%	6%	8%	4%	7%	5%	8%	6%	15%	8%	5%	4%	11%	4%	10%	8%	6%	9%	8%	6%	10%	10%	2%
Would make no difference	43%	34%	44%	50%	48%	40%	39%	46%	32%	47%	44%	39%	43%	43%	38%	45%	47%	44%	43%	43%	46%	41%	37%
Don't know	8%	6%	9%	9%	8%	6%	8%	9%	11%	9%	7%	7%	8%	8%	6%	9%	10%	11%	4%	8%	8%	14%	14%

If soft drugs like cannabis were decriminalised, do you think this would lead to more or less people damaging their health as a result of taking drugs?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
More people damaging their health as a result of taking drugs	44%	61%	39%	41%	39%	53%	46%	42%	37%	36%	48%	56%	38%	49%	47%	42%	35%	45%	48%	43%	40%	37%	53%
Fewer people damaging their health as a result of taking drugs	16%	8%	22%	9%	18%	10%	16%	16%	30%	20%	10%	7%	20%	11%	18%	17%	17%	22%	17%	17%	15%	12%	15%
Would make no difference	31%	26%	30%	43%	33%	31%	30%	32%	21%	32%	35%	30%	31%	31%	28%	31%	37%	27%	30%	29%	36%	36%	23%
Don't know	9%	5%	9%	8%	9%	5%	9%	10%	12%	11%	7%	7%	11%	9%	7%	10%	11%	6%	5%	11%	9%	14%	9%

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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

If soft drugs like cannabis were decriminalised, do you think this would lead to more or less 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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
More crime	26%	38%	20%	20%	19%	33%	27%	25%	27%	20%	29%	33%	25%	29%	26%	24%	21%	24%	27%	25%	25%	21%	31%
Less crime	34%	23%	42%	35%	42%	25%	37%	31%	44%	40%	28%	24%	43%	30%	33%	35%	37%	36%	38%	34%	31%	35%	29%
Would make no difference	30%	30%	28%	35%	29%	34%	27%	32%	22%	27%	36%	32%	23%	32%	30%	29%	30%	31%	28%	28%	35%	29%	29%
Don't know	10%	9%	10%	11%	10%	8%	9%	12%	7%	13%	7%	11%	9%	9%	11%	12%	12%	10%	7%	13%	9%	15%	10%

If hard drugs like heroin or crack cocaine were decriminalised, do you think this would lead to more or less people using drugs, or would it make no difference?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
More people using drugs	57%	71%	52%	56%	51%	65%	57%	57%	55%	52%	60%	66%	53%	63%	61%	55%	46%	49%	59%	56%	55%	56%	63%
Fewer people using drugs	5%	3%	7%	7%	6%	3%	5%	6%	10%	6%	4%	3%	12%	4%	3%	6%	4%	10%	5%	6%	6%	8%	3%
Would make no difference	24%	19%	28%	24%	29%	22%	24%	23%	17%	25%	26%	22%	22%	22%	22%	24%	33%	22%	28%	21%	26%	18%	21%
Don't know	14%	7%	13%	13%	14%	9%	13%	14%	17%	18%	9%	10%	13%	11%	14%	15%	17%	20%	9%	17%	13%	18%	14%

If hard drugs like heroin or crack cocaine were decriminalised, do you think this would lead to more or less people damaging their health as a result of taking drugs?

	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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
More people damaging their health as a result of taking drugs	67%	79%	60%	72%	63%	74%	66%	68%	64%	62%	69%	75%	62%	71%	69%	67%	58%	66%	67%	68%	64%	65%	73%
Fewer people damaging their health as a result of taking drugs	8%	4%	15%	7%	12%	4%	9%	7%	11%	10%	6%	4%	13%	6%	9%	7%	8%	12%	10%	8%	7%	9%	5%
Would make no difference	15%	12%	16%	14%	17%	15%	15%	15%	9%	15%	18%	14%	15%	12%	15%	17%	22%	12%	17%	11%	19%	15%	13%
Don't know	10%	4%	9%	6%	8%	6%	11%	9%	15%	12%	6%	7%	10%	10%	7%	10%	12%	10%	6%	13%	11%	11%	9%

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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

If hard drugs like heroin or crack cocaine were decriminalised, do you think this would lead to more or less 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	1708	277	547	163	737	594	766	942	135	683	424	466	181	590	290	411	146	90	529	473	323	191	192
Base	1708	307	441	157	634	676	830	878	186	712	412	398	207	586	280	405	149	82	478	495	359	181	195
More crime	51%	63%	45%	54%	45%	59%	52%	51%	50%	48%	55%	54%	44%	57%	54%	48%	42%	52%	52%	51%	52%	49%	52%
Less crime	19%	16%	25%	24%	27%	14%	21%	18%	17%	21%	18%	19%	24%	17%	21%	17%	27%	20%	21%	20%	19%	19%	14%
Would make no difference	17%	16%	19%	12%	16%	19%	16%	18%	16%	16%	19%	19%	16%	16%	17%	20%	17%	13%	19%	14%	17%	18%	21%
Don't know	12%	6%	11%	10%	12%	8%	11%	13%	16%	16%	8%	8%	16%	10%	9%	15%	13%	15%	9%	15%	12%	14%	14%

Cell Contents (Column Percentages)