

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 Adults in GB



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

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

|                     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base     | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base: All GB adults | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Approve             | 17%  | 6%  | 36% | 27% | 26% | 8%  | 22% | 12% | 17% | 18% | 17% | 13% | 24% | 14% | 16% | 18% | 15% | 21% | 26% | 15% | 12% | 13% | 10% |
| Disapprove          | 62%  | 87% | 39% | 52% | 50% | 82% | 61% | 64% | 42% | 54% | 69% | 79% | 55% | 65% | 64% | 63% | 57% | 60% | 52% | 65% | 69% | 61% | 71% |
| Don't know          | 21%  | 7%  | 25% | 21% | 24% | 10% | 18% | 24% | 41% | 27% | 14% | 8%  | 21% | 21% | 20% | 20% | 28% | 18% | 22% | 20% | 19% | 27% | 19% |

Voting scale

Conservatives

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| 0 - Would never consider voting for them       | 34%  | 1%  | 50% | 32% | 46% | 20% | 33% | 35% | 40% | 38% | 33% | 25% | 32% | 27% | 30% | 40% | 51% | 46% | 37% | 33% | 29% | 34% | 41% |
| 1  | 6%   | 0%  | 9%  | 14% | 9%  | 4%  | 7%  | 5%  | 5%  | 8%  | 6%  | 5%  | 7%  | 7%  | 6%  | 5%  | 3%  | 8%  | 8%  | 6%  | 6%  | 4%  | 6%  |
| 2  | 6%   | 1%  | 10% | 10% | 7%  | 7%  | 8%  | 5%  | 5%  | 7%  | 8%  | 6%  | 6%  | 6%  | 8%  | 7%  | 8%  | 7%  | 7%  | 6%  | 7%  | 5%  | 7%  |
| 3  | 8%   | 2%  | 9%  | 10% | 7%  | 10% | 9%  | 7%  | 4%  | 9%  | 6%  | 8%  | 10% | 8%  | 7%  | 8%  | 6%  | 6%  | 6%  | 9%  | 8%  | 6%  | 9%  |
| 4  | 5%   | 2%  | 4%  | 11% | 4%  | 7%  | 5%  | 6%  | 8%  | 5%  | 6%  | 5%  | 3%  | 7%  | 6%  | 5%  | 5%  | 2%  | 5%  | 6%  | 6%  | 6%  | 4%  |
| 5  | 10%  | 16% | 5%  | 6%  | 6%  | 14% | 11% | 10% | 7%  | 10% | 10% | 12% | 9%  | 11% | 12% | 10% | 5%  | 11% | 9%  | 10% | 12% | 11% | 9%  |
| 6  | 6%   | 10% | 3%  | 5%  | 5%  | 8%  | 7%  | 5%  | 3%  | 6%  | 7%  | 7%  | 7%  | 8%  | 7%  | 4%  | 1%  | 3%  | 6%  | 7%  | 6%  | 7%  | 2%  |
| 7  | 7%   | 17% | 4%  | 5%  | 3%  | 11% | 7%  | 7%  | 7%  | 5%  | 9%  | 8%  | 10% | 7%  | 6%  | 6%  | 5%  | 8%  | 7%  | 6%  | 7%  | 9%  | 5%  |
| 8  | 5%   | 17% | 1%  | 4%  | 4%  | 6%  | 3%  | 6%  | 1%  | 2%  | 8%  | 8%  | 4%  | 6%  | 6%  | 3%  | 3%  | 4%  | 5%  | 6%  | 5%  | 2%  | 3%  |
| 9  | 2%   | 11% | -   | 0%  | 2%  | 4%  | 2%  | 3%  | 1%  | 1%  | 2%  | 5%  | 3%  | 3%  | 2%  | 2%  | 2%  | 1%  | 2%  | 3%  | 1%  | 3%  | 1%  |
| 10 - Would definitely consider voting for them | 5%   | 21% | 1%  | 3%  | 4%  | 9%  | 5%  | 6%  | 1%  | 4%  | 5%  | 11% | 3%  | 8%  | 6%  | 4%  | 3%  | 4%  | 3%  | 5%  | 8%  | 4%  | 9%  |
| prefer not to answer                           | 5%   | -   | 3%  | 0%  | 3%  | 1%  | 4%  | 6%  | 17% | 6%  | 2%  | -   | 8%  | 3%  | 5%  | 5%  | 9%  | -   | 5%  | 3%  | 4%  | 8%  | 6%  |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

Labour

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| 0 - Would never consider voting for them       | 34%  | 58% | 4%  | 23% | 17% | 54% | 34% | 34% | 15% | 27% | 38% | 49% | 23% | 39% | 39% | 32% | 26% | 29% | 23% | 32% | 42% | 38% | 46% |
| 1  | 6%   | 10% | 3%  | 7%  | 4%  | 9%  | 6%  | 5%  | 3%  | 4%  | 9%  | 7%  | 8%  | 7%  | 6%  | 4%  | 3%  | 9%  | 5%  | 7%  | 6%  | 6%  | 7%  |
| 2  | 6%   | 6%  | 2%  | 10% | 7%  | 5%  | 6%  | 5%  | 4%  | 6%  | 5%  | 7%  | 5%  | 7%  | 5%  | 4%  | 6%  | 7%  | 5%  | 6%  | 6%  | 3%  | 6%  |
| 3  | 6%   | 7%  | 4%  | 5%  | 6%  | 6%  | 5%  | 7%  | 3%  | 7%  | 6%  | 5%  | 5%  | 5%  | 5%  | 5%  | 11% | 7%  | 6%  | 8%  | 4%  | 5%  | 3%  |
| 4  | 6%   | 5%  | 6%  | 9%  | 6%  | 5%  | 5%  | 6%  | 7%  | 6%  | 4%  | 5%  | 6%  | 7%  | 7%  | 3%  | 4%  | 8%  | 6%  | 5%  | 7%  | 4%  | 6%  |
| 5  | 11%  | 5%  | 15% | 13% | 13% | 8%  | 11% | 12% | 16% | 13% | 9%  | 9%  | 10% | 11% | 9%  | 15% | 12% | 7%  | 11% | 12% | 11% | 11% | 10% |
| 6  | 6%   | 3%  | 9%  | 12% | 9%  | 3%  | 6%  | 7%  | 10% | 8%  | 5%  | 2%  | 4%  | 7%  | 5%  | 6%  | 9%  | 7%  | 7%  | 7%  | 5%  | 7%  | 4%  |
| 7  | 6%   | 2%  | 14% | 9%  | 10% | 2%  | 8%  | 5%  | 10% | 8%  | 5%  | 4%  | 10% | 5%  | 7%  | 7%  | 6%  | 7%  | 10% | 5%  | 5%  | 7%  | 4%  |
| 8  | 5%   | 1%  | 13% | 7%  | 9%  | 4%  | 5%  | 6%  | 4%  | 6%  | 8%  | 4%  | 5%  | 5%  | 6%  | 6%  | 6%  | 7%  | 8%  | 5%  | 3%  | 4%  | 4%  |
| 9  | 2%   | 1%  | 7%  | 1%  | 4%  | 1%  | 3%  | 2%  | 5%  | 2%  | 2%  | 3%  | 4%  | 2%  | 1%  | 3%  | 5%  | 3%  | 3%  | 3%  | 2%  | 1%  | 2%  |
| 10 - Would definitely consider voting for them | 7%   | 1%  | 20% | 3%  | 13% | 2%  | 7%  | 7%  | 6%  | 7%  | 8%  | 6%  | 12% | 3%  | 8%  | 10% | 3%  | 9%  | 10% | 8%  | 4%  | 5%  | 4%  |
| prefer not to answer                           | 5%   | -   | 3%  | 0%  | 3%  | 1%  | 4%  | 6%  | 17% | 6%  | 2%  | -   | 8%  | 3%  | 5%  | 5%  | 9%  | -   | 5%  | 3%  | 4%  | 8%  | 6%  |

Liberal Democrats

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| 0 - Would never consider voting for them       | 26%  | 38% | 9%  | 3%  | 13% | 42% | 27% | 25% | 15% | 23% | 29% | 35% | 22% | 28% | 28% | 27% | 20% | 31% | 18% | 24% | 32% | 27% | 44% |
| 1  | 6%   | 7%  | 4%  | 2%  | 4%  | 8%  | 6%  | 6%  | 5%  | 6%  | 4%  | 8%  | 6%  | 7%  | 3%  | 3%  | 12% | 9%  | 5%  | 7%  | 7%  | 4%  | 3%  |
| 2  | 6%   | 9%  | 3%  | 4%  | 4%  | 8%  | 7%  | 5%  | 4%  | 6%  | 6%  | 6%  | 5%  | 5%  | 10% | 6%  | 5%  | 6%  | 5%  | 7%  | 5%  | 9%  | 3%  |
| 3  | 8%   | 11% | 8%  | 3%  | 8%  | 9%  | 9%  | 7%  | 10% | 7%  | 10% | 8%  | 6%  | 7%  | 10% | 11% | 6%  | 8%  | 8%  | 9%  | 9%  | 6%  | 7%  |
| 4  | 7%   | 11% | 7%  | 4%  | 8%  | 7%  | 7%  | 8%  | 7%  | 7%  | 8%  | 9%  | 7%  | 7%  | 8%  | 7%  | 11% | 6%  | 9%  | 7%  | 7%  | 7%  | 7%  |
| 5  | 13%  | 10% | 18% | 9%  | 15% | 9%  | 11% | 14% | 13% | 13% | 15% | 10% | 13% | 13% | 11% | 13% | 11% | 16% | 13% | 16% | 10% | 14% | 8%  |
| 6  | 9%   | 7%  | 17% | 10% | 14% | 5%  | 8%  | 10% | 8%  | 11% | 10% | 5%  | 9%  | 9%  | 10% | 9%  | 9%  | 12% | 10% | 9%  | 11% | 8%  | 5%  |
| 7  | 8%   | 4%  | 13% | 17% | 10% | 6%  | 8%  | 7%  | 5%  | 8%  | 7%  | 8%  | 6%  | 8%  | 7%  | 8%  | 10% | 2%  | 9%  | 7%  | 6%  | 5%  | 10% |
| 8  | 5%   | 1%  | 8%  | 20% | 8%  | 3%  | 5%  | 6%  | 5%  | 6%  | 4%  | 6%  | 7%  | 5%  | 3%  | 5%  | 6%  | 5%  | 8%  | 5%  | 3%  | 5%  | 3%  |
| 9  | 2%   | 0%  | 3%  | 5%  | 3%  | 0%  | 2%  | 2%  | 5%  | 2%  | 2%  | 1%  | 2%  | 3%  | 2%  | 1%  | 2%  | 1%  | 3%  | 2%  | 0%  | 2%  | 2%  |
| 10 - Would definitely consider voting for them | 5%   | 2%  | 7%  | 23% | 8%  | 2%  | 5%  | 5%  | 6%  | 6%  | 3%  | 5%  | 9%  | 6%  | 3%  | 5%  | -   | 3%  | 7%  | 4%  | 5%  | 4%  | 3%  |
| prefer not to answer                           | 5%   | -   | 3%  | 0%  | 3%  | 1%  | 4%  | 6%  | 17% | 6%  | 2%  | -   | 8%  | 3%  | 5%  | 5%  | 9%  | -   | 5%  | 3%  | 4%  | 8%  | 6%  |

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Sample Size: 1696 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

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| 0 - Would never consider voting for them       | 45%  | 22% | 71% | 60% | 67% | 22% | 43% | 47% | 51% | 49% | 41% | 39% | 47% | 40% | 39% | 45% | 64% | 56% | 54% | 47% | 37% | 37% | 42% |
| 1  | 5%   | 3%  | 5%  | 6%  | 5%  | 5%  | 6%  | 4%  | 5%  | 6%  | 3%  | 4%  | 7%  | 6%  | 3%  | 4%  | 7%  | 2%  | 6%  | 4%  | 3%  | 4%  | 9%  |
| 2  | 4%   | 7%  | 2%  | 9%  | 5%  | 4%  | 3%  | 5%  | 3%  | 4%  | 4%  | 5%  | 3%  | 6%  | 3%  | 3%  | 2%  | 4%  | 5%  | 4%  | 4%  | 3%  | 5%  |
| 3  | 3%   | 4%  | 3%  | 2%  | 2%  | 3%  | 3%  | 3%  | 4%  | 3%  | 3%  | 3%  | 1%  | 3%  | 5%  | 3%  | 2%  | 3%  | 3%  | 4%  | 2%  | 4%  | 0%  |
| 4  | 2%   | 2%  | 2%  | 2%  | 3%  | 2%  | 2%  | 3%  | 3%  | 2%  | 3%  | 2%  | 2%  | 2%  | 4%  | 2%  | 1%  | 5%  | 2%  | 3%  | 1%  | 4%  | 2%  |
| 5  | 8%   | 15% | 3%  | 5%  | 5%  | 10% | 8%  | 8%  | 10% | 7%  | 8%  | 9%  | 5%  | 9%  | 10% | 9%  | 3%  | 7%  | 6%  | 8%  | 7%  | 14% | 8%  |
| 6  | 4%   | 6%  | 2%  | 5%  | 2%  | 7%  | 3%  | 5%  | 3%  | 3%  | 4%  | 5%  | 3%  | 5%  | 4%  | 4%  | 4%  | 3%  | 2%  | 6%  | 5%  | 4%  | 2%  |
| 7  | 4%   | 9%  | 3%  | 3%  | 2%  | 8%  | 5%  | 3%  | 2%  | 3%  | 7%  | 4%  | 4%  | 4%  | 6%  | 5%  | 1%  | 2%  | 3%  | 5%  | 6%  | 1%  | 3%  |
| 8  | 5%   | 10% | 1%  | 4%  | 2%  | 9%  | 5%  | 5%  | 1%  | 3%  | 6%  | 8%  | 6%  | 5%  | 5%  | 4%  | 4%  | 1%  | 2%  | 4%  | 10% | 4%  | 5%  |
| 9  | 3%   | 7%  | 0%  | 1%  | 2%  | 5%  | 4%  | 2%  | 1%  | 2%  | 4%  | 5%  | 3%  | 3%  | 5%  | 3%  | 1%  | 1%  | 4%  | 2%  | 3%  | 2%  | 2%  |
| 10 - Would definitely consider voting for them | 12%  | 15% | 3%  | 3%  | 3%  | 24% | 14% | 10% | 2%  | 11% | 15% | 15% | 9%  | 14% | 13% | 12% | 3%  | 16% | 7%  | 10% | 17% | 15% | 16% |
| prefer not to answer                           | 5%   | -   | 3%  | 0%  | 3%  | 1%  | 4%  | 6%  | 17% | 6%  | 2%  | -   | 8%  | 3%  | 5%  | 5%  | 9%  | -   | 5%  | 3%  | 4%  | 8%  | 6%  |

Green Party

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| 0 - Would never consider voting for them       | 30%  | 45% | 13% | 14% | 16% | 47% | 32% | 27% | 13% | 27% | 32% | 39% | 23% | 34% | 30% | 26% | 29% | 29% | 23% | 30% | 33% | 29% | 39% |
| 1  | 6%   | 9%  | 6%  | 6%  | 4%  | 9%  | 7%  | 5%  | 3%  | 6%  | 5%  | 8%  | 6%  | 6%  | 7%  | 6%  | 4%  | 4%  | 5%  | 8%  | 5%  | 6%  | 4%  |
| 2  | 6%   | 11% | 6%  | 8%  | 7%  | 7%  | 7%  | 6%  | 2%  | 5%  | 7%  | 9%  | 7%  | 6%  | 7%  | 7%  | 5%  | 7%  | 7%  | 6%  | 7%  | 6%  | 6%  |
| 3  | 8%   | 10% | 9%  | 8%  | 8%  | 9%  | 8%  | 8%  | 2%  | 8%  | 11% | 7%  | 8%  | 8%  | 7%  | 8%  | 7%  | 9%  | 8%  | 9%  | 9%  | 4%  | 4%  |
| 4  | 8%   | 7%  | 8%  | 13% | 9%  | 6%  | 9%  | 6%  | 12% | 7%  | 8%  | 7%  | 9%  | 7%  | 7%  | 8%  | 9%  | 8%  | 11% | 7%  | 6%  | 7%  | 7%  |
| 5  | 12%  | 7%  | 15% | 14% | 14% | 9%  | 11% | 12% | 10% | 12% | 12% | 12% | 11% | 9%  | 14% | 13% | 12% | 12% | 12% | 10% | 10% | 13% | 16% |
| 6  | 7%   | 6%  | 12% | 10% | 10% | 4%  | 7%  | 7%  | 9%  | 8%  | 7%  | 5%  | 9%  | 7%  | 7%  | 7%  | 5%  | 8%  | 6%  | 8%  | 7%  | 7%  | 7%  |
| 7  | 7%   | 2%  | 12% | 9%  | 9%  | 4%  | 6%  | 8%  | 11% | 8%  | 5%  | 4%  | 7%  | 7%  | 6%  | 6%  | 8%  | 10% | 9%  | 6%  | 7%  | 6%  | 2%  |
| 8  | 4%   | 1%  | 7%  | 5%  | 6%  | 2%  | 4%  | 4%  | 4%  | 5%  | 4%  | 3%  | 4%  | 4%  | 3%  | 5%  | 4%  | 6%  | 5%  | 5%  | 3%  | 2%  | 2%  |
| 9  | 2%   | 0%  | 2%  | 2%  | 2%  | 0%  | 1%  | 2%  | 4%  | 2%  | 1%  | 1%  | 2%  | 2%  | 1%  | 2%  | 2%  | -   | 1%  | 2%  | 1%  | 3%  | 1%  |
| 10 - Would definitely consider voting for them | 7%   | 1%  | 7%  | 10% | 11% | 2%  | 5%  | 9%  | 12% | 8%  | 5%  | 6%  | 6%  | 7%  | 6%  | 7%  | 7%  | 7%  | 8%  | 7%  | 6%  | 8%  | 7%  |
| prefer not to answer                           | 5%   | -   | 3%  | 0%  | 3%  | 1%  | 4%  | 6%  | 17% | 6%  | 2%  | -   | 8%  | 3%  | 5%  | 5%  | 9%  | -   | 5%  | 3%  | 4%  | 8%  | 6%  |

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Sample Size: 1696 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 |

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

|                         |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base         | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base: All GB adults     | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Health                  | 36%  | 29% | 46% | 47% | 45% | 28% | 27% | 43% | 38% | 33% | 38% | 36% | 28% | 37% | 32% | 35% | 41% | 54% | 36% | 36% | 34% | 37% | 36% |
| Immigration & Asylum    | 48%  | 79% | 28% | 29% | 30% | 72% | 50% | 46% | 33% | 39% | 55% | 65% | 38% | 51% | 60% | 51% | 33% | 31% | 40% | 49% | 59% | 51% | 44% |
| Crime                   | 22%  | 27% | 15% | 17% | 17% | 26% | 22% | 22% | 24% | 21% | 21% | 24% | 31% | 19% | 28% | 21% | 14% | 20% | 19% | 22% | 24% | 23% | 24% |
| The economy             | 51%  | 53% | 55% | 49% | 51% | 49% | 56% | 47% | 61% | 53% | 51% | 43% | 58% | 49% | 49% | 51% | 57% | 49% | 59% | 51% | 51% | 48% | 36% |
| Tax                     | 14%  | 10% | 11% | 18% | 11% | 17% | 16% | 12% | 13% | 17% | 14% | 9%  | 13% | 15% | 17% | 14% | 9%  | 15% | 13% | 13% | 18% | 13% | 13% |
| Pensions                | 6%   | 8%  | 3%  | 7%  | 4%  | 8%  | 5%  | 7%  | 3%  | 2%  | 6%  | 13% | 5%  | 4%  | 6%  | 7%  | 10% | 4%  | 4%  | 6%  | 9%  | 5%  | 4%  |
| Education               | 9%   | 5%  | 12% | 11% | 13% | 4%  | 6%  | 11% | 12% | 9%  | 9%  | 6%  | 10% | 10% | 6%  | 8%  | 13% | 7%  | 10% | 9%  | 10% | 7%  | 5%  |
| Family life & childcare | 6%   | 3%  | 7%  | 11% | 8%  | 4%  | 5%  | 7%  | 5%  | 9%  | 3%  | 3%  | 6%  | 5%  | 6%  | 6%  | 10% | 1%  | 8%  | 6%  | 4%  | 7%  | 2%  |
| Housing                 | 20%  | 11% | 25% | 24% | 23% | 15% | 19% | 20% | 25% | 24% | 18% | 12% | 28% | 21% | 19% | 19% | 15% | 10% | 19% | 21% | 14% | 26% | 21% |
| The environment         | 15%  | 5%  | 23% | 22% | 23% | 7%  | 14% | 15% | 16% | 17% | 12% | 12% | 14% | 16% | 12% | 14% | 16% | 20% | 19% | 15% | 9%  | 15% | 13% |
| Britain leaving the EU  | 12%  | 7%  | 15% | 18% | 19% | 6%  | 14% | 11% | 14% | 12% | 10% | 15% | 11% | 11% | 10% | 12% | 26% | 11% | 16% | 13% | 9%  | 9%  | 12% |
| Transport               | 2%   | 1%  | 2%  | 4%  | 2%  | 1%  | 2%  | 2%  | 7%  | 2%  | 2%  | 1%  | 4%  | 2%  | 1%  | 3%  | 2%  | 2%  | 5%  | 2%  | 1%  | 1%  | 1%  |
| Welfare benefits        | 13%  | 13% | 13% | 12% | 12% | 15% | 12% | 14% | 12% | 13% | 14% | 13% | 14% | 12% | 14% | 14% | 14% | 13% | 10% | 13% | 13% | 12% | 26% |
| Defence and security    | 24%  | 38% | 23% | 25% | 24% | 32% | 27% | 22% | 11% | 17% | 28% | 39% | 21% | 25% | 24% | 24% | 21% | 38% | 27% | 24% | 25% | 20% | 23% |
| None of these           | 0%   | -   | 1%  | -   | 1%  | 0%  | 1%  | 0%  | -   | 1%  | 0%  | -   | -   | 1%  | -   | -   | 1%  | 5%  | 1%  | 0%  | -   | -   | 1%  |
| Don't know              | 2%   | 0%  | 2%  | 0%  | 1%  | 1%  | 2%  | 3%  | 5%  | 3%  | 1%  | 0%  | 3%  | 3%  | 1%  | 2%  | 4%  | 1%  | 1%  | 1%  | 3%  | 4%  | 5%  |

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

National Health Service

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 3%   | 1%  | 6%  | 2%  | 4%  | 1%  | 3%  | 2%  | 5%  | 2%  | 2%  | 2%  | 3%  | 2%  | 3%  | 4%  | 1%  | 2%  | 4%  | 2%  | 2%  | 2%  | 3%  |
| Fairly well     | 24%  | 18% | 41% | 28% | 33% | 17% | 28% | 19% | 23% | 20% | 27% | 27% | 30% | 20% | 24% | 27% | 20% | 21% | 34% | 25% | 17% | 15% | 16% |
| Fairly badly    | 31%  | 39% | 27% | 25% | 28% | 35% | 31% | 32% | 29% | 31% | 29% | 35% | 30% | 33% | 31% | 30% | 31% | 30% | 29% | 33% | 32% | 35% | 24% |
| Very badly      | 34%  | 37% | 17% | 30% | 25% | 41% | 29% | 38% | 32% | 35% | 34% | 32% | 26% | 35% | 34% | 33% | 35% | 45% | 26% | 32% | 39% | 39% | 42% |
| Don't know      | 9%   | 6%  | 9%  | 14% | 9%  | 7%  | 8%  | 10% | 11% | 12% | 8%  | 5%  | 11% | 10% | 8%  | 6%  | 13% | 2%  | 7%  | 8%  | 10% | 8%  | 16% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

Immigration

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 2%   | 0%  | 3%  | 1%  | 3%  | -   | 3%  | 1%  | 8%  | 1%  | 2%  | 0%  | 3%  | 2%  | 1%  | 1%  | 1%  | 4%  | 3%  | 1%  | 2%  | 1%  | 1%  |
| Fairly well     | 12%  | 1%  | 24% | 23% | 20% | 3%  | 14% | 9%  | 17% | 14% | 9%  | 8%  | 18% | 8%  | 14% | 11% | 14% | 13% | 18% | 13% | 7%  | 8%  | 6%  |
| Fairly badly    | 24%  | 15% | 33% | 30% | 32% | 16% | 22% | 26% | 29% | 28% | 21% | 19% | 22% | 25% | 23% | 27% | 21% | 22% | 30% | 24% | 19% | 24% | 19% |
| Very badly      | 51%  | 80% | 26% | 33% | 32% | 76% | 51% | 51% | 28% | 43% | 58% | 69% | 47% | 53% | 54% | 52% | 42% | 48% | 38% | 51% | 63% | 57% | 57% |
| Don't know      | 11%  | 4%  | 15% | 14% | 14% | 5%  | 10% | 12% | 18% | 15% | 10% | 4%  | 10% | 12% | 8%  | 9%  | 22% | 14% | 11% | 11% | 10% | 11% | 17% |

Crime

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 1%   | 1%  | 3%  | 0%  | 2%  | 0%  | 1%  | 1%  | 2%  | 1%  | 2%  | 1%  | 2%  | -   | 2%  | 2%  | 1%  | 1%  | 2%  | 0%  | 1%  | 2%  | 1%  |
| Fairly well     | 18%  | 8%  | 32% | 23% | 24% | 9%  | 21% | 15% | 29% | 18% | 17% | 12% | 18% | 16% | 17% | 20% | 19% | 15% | 25% | 16% | 14% | 16% | 14% |
| Fairly badly    | 29%  | 32% | 31% | 26% | 30% | 29% | 27% | 31% | 25% | 27% | 30% | 33% | 26% | 28% | 31% | 27% | 32% | 37% | 31% | 32% | 26% | 26% | 22% |
| Very badly      | 35%  | 51% | 15% | 23% | 22% | 50% | 36% | 33% | 25% | 32% | 38% | 41% | 36% | 37% | 37% | 35% | 24% | 28% | 27% | 32% | 43% | 41% | 42% |
| Don't know      | 17%  | 8%  | 20% | 27% | 22% | 11% | 15% | 19% | 19% | 22% | 13% | 13% | 17% | 19% | 12% | 16% | 24% | 19% | 15% | 20% | 17% | 15% | 22% |

Education

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 2%   | 1%  | 3%  | 1%  | 2%  | 1%  | 3%  | 1%  | 7%  | 2%  | 2%  | 1%  | 4%  | 1%  | 2%  | 3%  | -   | 1%  | 4%  | 1%  | 1%  | 4%  | 1%  |
| Fairly well     | 23%  | 16% | 37% | 28% | 29% | 19% | 24% | 22% | 21% | 22% | 24% | 23% | 25% | 19% | 25% | 25% | 23% | 25% | 28% | 23% | 21% | 19% | 17% |
| Fairly badly    | 30%  | 33% | 26% | 31% | 30% | 30% | 29% | 31% | 32% | 30% | 28% | 32% | 24% | 33% | 29% | 29% | 31% | 36% | 32% | 32% | 27% | 30% | 25% |
| Very badly      | 21%  | 27% | 10% | 16% | 15% | 28% | 22% | 21% | 18% | 22% | 20% | 23% | 24% | 22% | 23% | 20% | 18% | 16% | 18% | 19% | 25% | 24% | 29% |
| Don't know      | 24%  | 23% | 25% | 25% | 25% | 22% | 22% | 26% | 22% | 25% | 26% | 21% | 24% | 25% | 21% | 24% | 28% | 22% | 18% | 25% | 27% | 24% | 29% |

Taxation

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 1%   | 0%  | 2%  | 2%  | 2%  | 1%  | 1%  | 1%  | 3%  | 1%  | 2%  | 1%  | 3%  | 0%  | 2%  | 1%  | -   | 2%  | 2%  | 0%  | 2%  | 2%  | 1%  |
| Fairly well     | 15%  | 8%  | 28% | 22% | 23% | 7%  | 17% | 13% | 16% | 16% | 13% | 13% | 19% | 13% | 14% | 14% | 17% | 17% | 20% | 15% | 10% | 11% | 11% |
| Fairly badly    | 35%  | 34% | 40% | 30% | 39% | 34% | 35% | 35% | 37% | 34% | 36% | 34% | 36% | 35% | 37% | 31% | 40% | 36% | 37% | 35% | 34% | 37% | 29% |
| Very badly      | 36%  | 52% | 14% | 32% | 23% | 51% | 39% | 33% | 23% | 33% | 39% | 43% | 27% | 40% | 38% | 37% | 26% | 33% | 32% | 36% | 41% | 37% | 35% |
| Don't know      | 13%  | 5%  | 16% | 14% | 14% | 8%  | 9%  | 18% | 21% | 16% | 10% | 9%  | 15% | 11% | 9%  | 16% | 18% | 13% | 10% | 14% | 13% | 13% | 23% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

Unemployment

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 1%   | -   | 3%  | -   | 2%  | 0%  | 1%  | 1%  | 4%  | 1%  | 2%  | 1%  | 2%  | 1%  | 2%  | 1%  | 1%  | 3%  | 3%  | 1%  | 0%  | 2%  | 1%  |
| Fairly well     | 17%  | 10% | 29% | 23% | 24% | 10% | 21% | 13% | 15% | 17% | 19% | 13% | 19% | 14% | 18% | 19% | 15% | 17% | 25% | 16% | 11% | 15% | 9%  |
| Fairly badly    | 30%  | 34% | 30% | 28% | 29% | 32% | 30% | 31% | 29% | 31% | 28% | 34% | 27% | 32% | 28% | 32% | 27% | 34% | 28% | 32% | 31% | 30% | 30% |
| Very badly      | 28%  | 38% | 11% | 20% | 18% | 39% | 29% | 28% | 28% | 26% | 30% | 31% | 28% | 27% | 35% | 28% | 25% | 20% | 23% | 25% | 35% | 35% | 29% |
| Don't know      | 24%  | 17% | 27% | 29% | 27% | 18% | 20% | 27% | 24% | 26% | 22% | 22% | 24% | 26% | 17% | 20% | 32% | 26% | 21% | 26% | 22% | 18% | 32% |

Inflation

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 1%   | -   | 2%  | 3%  | 2%  | 0%  | 1%  | 1%  | 4%  | 1%  | 1%  | 1%  | 3%  | 0%  | 2%  | 1%  | 1%  | 3%  | 2%  | 1%  | 1%  | 1%  | 1%  |
| Fairly well     | 20%  | 10% | 37% | 29% | 30% | 12% | 25% | 16% | 23% | 19% | 24% | 18% | 23% | 20% | 19% | 20% | 21% | 22% | 28% | 21% | 14% | 17% | 14% |
| Fairly badly    | 32%  | 40% | 29% | 27% | 31% | 34% | 32% | 32% | 32% | 29% | 31% | 39% | 28% | 35% | 30% | 33% | 31% | 25% | 35% | 32% | 32% | 28% | 29% |
| Very badly      | 32%  | 41% | 16% | 23% | 20% | 44% | 31% | 33% | 22% | 33% | 31% | 35% | 30% | 32% | 34% | 33% | 27% | 38% | 24% | 29% | 39% | 40% | 37% |
| Don't know      | 14%  | 10% | 16% | 18% | 18% | 9%  | 10% | 19% | 19% | 18% | 13% | 8%  | 16% | 13% | 16% | 13% | 21% | 11% | 12% | 16% | 14% | 14% | 19% |

Britain's exit from the EU

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 3%   | 1%  | 8%  | 3%  | 6%  | 1%  | 3%  | 3%  | 2%  | 3%  | 3%  | 4%  | 6%  | 2%  | 3%  | 3%  | 3%  | 3%  | 5%  | 3%  | 1%  | 1%  | 2%  |
| Fairly well     | 22%  | 15% | 33% | 28% | 27% | 16% | 25% | 18% | 32% | 21% | 23% | 15% | 26% | 22% | 22% | 21% | 14% | 23% | 30% | 22% | 17% | 17% | 13% |
| Fairly badly    | 23%  | 25% | 23% | 22% | 25% | 20% | 22% | 24% | 25% | 24% | 20% | 24% | 22% | 21% | 26% | 21% | 30% | 23% | 22% | 24% | 21% | 27% | 20% |
| Very badly      | 33%  | 41% | 16% | 26% | 23% | 45% | 35% | 31% | 25% | 30% | 36% | 40% | 26% | 36% | 31% | 35% | 30% | 30% | 25% | 34% | 38% | 36% | 37% |
| Don't know      | 20%  | 18% | 20% | 21% | 19% | 17% | 15% | 24% | 16% | 22% | 18% | 18% | 20% | 20% | 18% | 19% | 22% | 21% | 18% | 17% | 22% | 18% | 28% |

Defence

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 4%   | 1%  | 7%  | 4%  | 5%  | 1%  | 5%  | 3%  | 7%  | 3%  | 4%  | 3%  | 7%  | 2%  | 4%  | 5%  | 1%  | 6%  | 4%  | 4%  | 3%  | 4%  | 1%  |
| Fairly well     | 33%  | 25% | 49% | 39% | 40% | 25% | 38% | 27% | 38% | 33% | 33% | 29% | 38% | 31% | 32% | 30% | 37% | 35% | 44% | 31% | 26% | 28% | 26% |
| Fairly badly    | 23%  | 29% | 17% | 23% | 20% | 30% | 22% | 25% | 14% | 22% | 24% | 31% | 20% | 22% | 26% | 24% | 27% | 27% | 20% | 26% | 25% | 23% | 23% |
| Very badly      | 19%  | 26% | 7%  | 15% | 12% | 29% | 20% | 19% | 14% | 17% | 20% | 24% | 15% | 23% | 20% | 19% | 10% | 17% | 16% | 17% | 22% | 24% | 25% |
| Don't know      | 21%  | 18% | 21% | 19% | 23% | 15% | 15% | 27% | 28% | 25% | 19% | 13% | 20% | 22% | 18% | 22% | 25% | 15% | 16% | 23% | 24% | 22% | 26% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

The economy

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 1%   | -   | 3%  | 2%  | 2%  | 0%  | 2%  | 1%  | 4%  | 0%  | 3%  | 1%  | 4%  | 1%  | 1%  | 1%  | 1%  | 4%  | 3%  | 1%  | 1%  | 2%  | 1%  |
| Fairly well     | 17%  | 4%  | 35% | 26% | 27% | 9%  | 20% | 15% | 20% | 18% | 18% | 15% | 18% | 17% | 17% | 17% | 20% | 18% | 24% | 18% | 12% | 12% | 13% |
| Fairly badly    | 34%  | 37% | 34% | 29% | 35% | 33% | 32% | 36% | 35% | 36% | 30% | 34% | 36% | 31% | 33% | 36% | 35% | 34% | 34% | 32% | 35% | 34% | 34% |
| Very badly      | 37%  | 54% | 16% | 29% | 23% | 53% | 38% | 36% | 26% | 33% | 40% | 45% | 30% | 39% | 41% | 37% | 29% | 36% | 31% | 38% | 42% | 42% | 34% |
| Don't know      | 10%  | 5%  | 11% | 14% | 12% | 5%  | 8%  | 12% | 14% | 13% | 9%  | 5%  | 12% | 11% | 8%  | 9%  | 15% | 7%  | 8%  | 11% | 10% | 9%  | 19% |

Terrorism

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 4%   | 1%  | 7%  | 6%  | 5%  | 1%  | 6%  | 2%  | 7%  | 5%  | 3%  | 2%  | 7%  | 3%  | 4%  | 4%  | 4%  | 2%  | 5%  | 3%  | 3%  | 6%  | 2%  |
| Fairly well     | 32%  | 23% | 47% | 38% | 40% | 24% | 37% | 28% | 30% | 35% | 34% | 25% | 40% | 31% | 32% | 30% | 31% | 35% | 41% | 34% | 24% | 28% | 21% |
| Fairly badly    | 16%  | 21% | 12% | 15% | 14% | 18% | 14% | 18% | 17% | 13% | 16% | 21% | 10% | 15% | 16% | 17% | 20% | 21% | 17% | 15% | 18% | 17% | 8%  |
| Very badly      | 19%  | 26% | 5%  | 11% | 9%  | 30% | 22% | 17% | 18% | 17% | 18% | 26% | 15% | 21% | 23% | 20% | 12% | 17% | 12% | 17% | 25% | 24% | 30% |
| Don't know      | 29%  | 29% | 30% | 30% | 32% | 27% | 22% | 35% | 28% | 31% | 29% | 26% | 28% | 30% | 25% | 29% | 33% | 25% | 24% | 30% | 30% | 26% | 38% |

Transport

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 2%   | 1%  | 3%  | 3%  | 2%  | 1%  | 2%  | 2%  | 3%  | 2%  | 2%  | 1%  | 5%  | 1%  | 1%  | 3%  | 1%  | 2%  | 3%  | 1%  | 2%  | 2%  | 2%  |
| Fairly well     | 27%  | 18% | 42% | 28% | 34% | 19% | 30% | 24% | 33% | 26% | 26% | 26% | 33% | 23% | 30% | 30% | 21% | 29% | 36% | 25% | 22% | 27% | 19% |
| Fairly badly    | 29%  | 37% | 24% | 30% | 27% | 33% | 30% | 28% | 28% | 28% | 28% | 34% | 31% | 30% | 26% | 28% | 31% | 30% | 28% | 32% | 29% | 27% | 28% |
| Very badly      | 19%  | 23% | 8%  | 15% | 14% | 24% | 22% | 16% | 19% | 20% | 19% | 18% | 16% | 22% | 21% | 16% | 13% | 23% | 17% | 17% | 23% | 23% | 20% |
| Don't know      | 23%  | 21% | 22% | 24% | 22% | 23% | 16% | 29% | 17% | 24% | 24% | 21% | 14% | 24% | 21% | 23% | 33% | 15% | 17% | 24% | 24% | 22% | 32% |

Housing

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 2%   | 0%  | 4%  | 3%  | 3%  | 1%  | 2%  | 1%  | 4%  | 2%  | 1%  | 2%  | 3%  | 1%  | 3%  | 3%  | 1%  | 1%  | 3%  | 1%  | 1%  | 3%  | 2%  |
| Fairly well     | 17%  | 11% | 33% | 18% | 25% | 12% | 21% | 14% | 16% | 18% | 21% | 14% | 17% | 14% | 22% | 20% | 15% | 19% | 26% | 14% | 14% | 15% | 14% |
| Fairly badly    | 34%  | 39% | 29% | 34% | 33% | 34% | 34% | 35% | 38% | 34% | 30% | 39% | 32% | 37% | 31% | 35% | 32% | 36% | 36% | 38% | 31% | 34% | 29% |
| Very badly      | 29%  | 34% | 16% | 26% | 22% | 38% | 29% | 29% | 24% | 29% | 32% | 30% | 31% | 30% | 32% | 26% | 28% | 29% | 21% | 30% | 36% | 32% | 33% |
| Don't know      | 17%  | 16% | 18% | 20% | 17% | 15% | 14% | 20% | 18% | 19% | 16% | 16% | 17% | 18% | 13% | 16% | 24% | 15% | 14% | 18% | 19% | 16% | 22% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

Environment

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 2%   | 0%  | 4%  | 2%  | 2%  | 0%  | 3%  | 1%  | 8%  | 2%  | 1%  | 1%  | 6%  | 1%  | 2%  | 3%  | 1%  | 3%  | 3%  | 1%  | 1%  | 5%  | 2%  |
| Fairly well     | 24%  | 19% | 34% | 29% | 28% | 20% | 28% | 20% | 26% | 27% | 21% | 20% | 25% | 21% | 28% | 23% | 28% | 27% | 30% | 23% | 22% | 17% | 22% |
| Fairly badly    | 30%  | 30% | 32% | 27% | 34% | 28% | 29% | 30% | 30% | 27% | 30% | 34% | 24% | 28% | 30% | 32% | 35% | 38% | 32% | 34% | 25% | 30% | 21% |
| Very badly      | 22%  | 27% | 9%  | 21% | 17% | 29% | 22% | 22% | 19% | 21% | 23% | 23% | 22% | 27% | 18% | 20% | 16% | 21% | 18% | 19% | 26% | 27% | 29% |
| Don't know      | 22%  | 24% | 21% | 21% | 20% | 23% | 18% | 26% | 17% | 22% | 24% | 21% | 23% | 24% | 21% | 22% | 21% | 11% | 17% | 23% | 26% | 21% | 26% |

Welfare benefits

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very well       | 1%   | 0%  | 2%  | 2%  | 2%  | 0%  | 1%  | 1%  | 3%  | 1%  | 1%  | 1%  | 3%  | 0%  | 2%  | 1%  | 2%  | 2%  | 3%  | -   | 1%  | 1%  | 1%  |
| Fairly well     | 15%  | 11% | 23% | 16% | 19% | 12% | 17% | 13% | 15% | 15% | 15% | 15% | 16% | 13% | 17% | 16% | 12% | 14% | 20% | 15% | 15% | 9%  | 9%  |
| Fairly badly    | 31%  | 31% | 33% | 34% | 33% | 30% | 30% | 32% | 30% | 28% | 34% | 33% | 28% | 33% | 30% | 32% | 24% | 37% | 32% | 33% | 25% | 37% | 27% |
| Very badly      | 36%  | 49% | 22% | 27% | 29% | 47% | 35% | 37% | 27% | 36% | 36% | 42% | 36% | 37% | 37% | 33% | 41% | 35% | 30% | 33% | 44% | 37% | 46% |
| Don't know      | 17%  | 9%  | 19% | 20% | 18% | 11% | 17% | 17% | 25% | 20% | 13% | 9%  | 17% | 17% | 14% | 18% | 21% | 13% | 15% | 19% | 16% | 16% | 18% |

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

|                     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base     | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base: All GB adults | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Good job            | 14%  | 3%  | 32% | 20% | 23% | 6%  | 18% | 9%  | 13% | 15% | 15% | 10% | 23% | 9%  | 11% | 14% | 18% | 16% | 23% | 14% | 9%  | 7%  | 6%  |
| Bad job             | 52%  | 80% | 31% | 47% | 40% | 73% | 53% | 52% | 34% | 42% | 58% | 75% | 38% | 60% | 55% | 52% | 46% | 46% | 46% | 55% | 56% | 54% | 54% |
| Not sure            | 34%  | 17% | 37% | 33% | 37% | 21% | 29% | 38% | 53% | 43% | 27% | 16% | 39% | 31% | 34% | 34% | 35% | 38% | 31% | 31% | 35% | 39% | 41% |

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

|                     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base     | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base: All GB adults | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Rachel Reeves       | 15%  | 2%  | 35% | 18% | 27% | 5%  | 21% | 10% | 16% | 15% | 18% | 12% | 22% | 13% | 11% | 17% | 14% | 19% | 25% | 15% | 9%  | 8%  | 9%  |
| Mel Stride          | 12%  | 29% | 3%  | 8%  | 7%  | 20% | 16% | 10% | 9%  | 10% | 14% | 16% | 10% | 16% | 17% | 7%  | 3%  | 21% | 11% | 15% | 12% | 11% | 14% |
| Don't know          | 73%  | 70% | 62% | 74% | 66% | 74% | 64% | 81% | 75% | 75% | 68% | 73% | 68% | 72% | 72% | 75% | 83% | 60% | 65% | 70% | 79% | 81% | 77% |



Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

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

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base  | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| I am very comfortable financially   | 5%   | 7%  | 6%  | 8%  | 7%  | 4%  | 8%  | 3%  | 6%  | 4%  | 6%  | 8%  | 5%  | 5%  | 7%  | 5%  | 2%  | 7%  | 8%  | 5%  | 2%  | 7%  | 4%  |
| I am relatively comfortable financially   | 34%  | 44% | 39% | 38% | 40% | 32% | 36% | 33% | 35% | 28% | 39% | 40% | 33% | 33% | 35% | 35% | 37% | 37% | 41% | 37% | 34% | 27% | 16% |
| I do not often have money for luxuries, but can normally comfortably cover the essentials | 37%  | 34% | 35% | 39% | 35% | 40% | 37% | 38% | 35% | 40% | 34% | 38% | 35% | 37% | 41% | 39% | 36% | 26% | 36% | 37% | 45% | 34% | 32% |
| I can only just afford my costs and often struggle to make ends meet                      | 16%  | 12% | 15% | 11% | 13% | 18% | 15% | 17% | 13% | 19% | 17% | 12% | 17% | 17% | 14% | 15% | 18% | 14% | 10% | 16% | 14% | 22% | 31% |
| I cannot afford my costs, and often have to go without essentials like food and heating   | 3%   | 0%  | 2%  | 4%  | 2%  | 4%  | 3%  | 4%  | 3%  | 5%  | 3%  | 1%  | 4%  | 3%  | 1%  | 3%  | 1%  | 12% | 2%  | 2%  | 1%  | 5%  | 11% |
| Don't know  | 4%   | 3%  | 3%  | 0%  | 3%  | 2%  | 2%  | 5%  | 8%  | 5%  | 1%  | 1%  | 5%  | 3%  | 2%  | 3%  | 6%  | 3%  | 2%  | 3%  | 4%  | 6%  | 5%  |

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

Helping people get onto the housing ladder?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| A Labour government led by Keir Starmer        | 23%  | 5%  | 50% | 30% | 35% | 11% | 26% | 20% | 31% | 24% | 22% | 17% | 28% | 18% | 20% | 27% | 25% | 27% | 35% | 21% | 13% | 20% | 14% |
| A Conservative government led by Kemi Badenoch | 11%  | 33% | 3%  | 6%  | 9%  | 14% | 11% | 11% | 6%  | 9%  | 12% | 17% | 11% | 13% | 14% | 9%  | 5%  | 10% | 10% | 11% | 14% | 11% | 12% |
| Neither  | 44%  | 40% | 28% | 45% | 37% | 57% | 47% | 41% | 30% | 43% | 50% | 47% | 39% | 48% | 44% | 43% | 43% | 45% | 37% | 47% | 48% | 47% | 45% |
| Don't know                                     | 22%  | 22% | 19% | 19% | 19% | 18% | 16% | 27% | 33% | 23% | 17% | 19% | 22% | 21% | 22% | 21% | 26% | 18% | 18% | 21% | 25% | 22% | 29% |

Managing the economy?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| A Labour government led by Keir Starmer        | 22%  | 2%  | 52% | 32% | 36% | 9%  | 26% | 19% | 31% | 24% | 22% | 15% | 30% | 18% | 18% | 23% | 26% | 29% | 35% | 23% | 11% | 17% | 14% |
| A Conservative government led by Kemi Badenoch | 21%  | 59% | 4%  | 12% | 13% | 30% | 22% | 19% | 16% | 15% | 24% | 29% | 21% | 24% | 22% | 19% | 12% | 16% | 20% | 19% | 26% | 19% | 18% |
| Neither  | 39%  | 27% | 29% | 37% | 32% | 49% | 38% | 39% | 27% | 39% | 40% | 42% | 31% | 40% | 42% | 37% | 39% | 42% | 30% | 41% | 42% | 45% | 43% |
| Don't know                                     | 19%  | 12% | 15% | 20% | 19% | 12% | 14% | 23% | 27% | 22% | 14% | 14% | 18% | 18% | 19% | 20% | 23% | 13% | 16% | 17% | 21% | 20% | 25% |

Providing more jobs?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| A Labour government led by Keir Starmer        | 22%  | 2%  | 49% | 30% | 33% | 9%  | 24% | 19% | 31% | 23% | 19% | 17% | 30% | 18% | 18% | 24% | 25% | 21% | 35% | 21% | 12% | 17% | 13% |
| A Conservative government led by Kemi Badenoch | 15%  | 46% | 4%  | 8%  | 11% | 22% | 17% | 14% | 9%  | 11% | 18% | 23% | 12% | 18% | 20% | 14% | 6%  | 15% | 14% | 14% | 18% | 16% | 15% |
| Neither  | 40%  | 32% | 28% | 39% | 33% | 51% | 42% | 38% | 30% | 39% | 44% | 41% | 35% | 42% | 41% | 39% | 38% | 45% | 32% | 42% | 44% | 44% | 41% |
| Don't know                                     | 23%  | 20% | 19% | 24% | 22% | 17% | 17% | 29% | 30% | 26% | 19% | 19% | 23% | 22% | 22% | 24% | 31% | 19% | 19% | 23% | 26% | 23% | 31% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

Keeping prices down?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| A Labour government led by Keir Starmer        | 18%  | 2%  | 42% | 28% | 29% | 6%  | 21% | 15% | 27% | 20% | 15% | 13% | 26% | 15% | 15% | 19% | 20% | 26% | 29% | 19% | 9%  | 13% | 10% |
| A Conservative government led by Kemi Badenoch | 14%  | 43% | 5%  | 5%  | 9%  | 20% | 16% | 12% | 9%  | 10% | 18% | 20% | 16% | 16% | 16% | 13% | 5%  | 10% | 13% | 13% | 18% | 16% | 11% |
| Neither  | 48%  | 41% | 36% | 46% | 42% | 60% | 49% | 48% | 35% | 47% | 52% | 53% | 40% | 50% | 49% | 48% | 51% | 54% | 42% | 50% | 52% | 50% | 53% |
| Don't know                                     | 19%  | 14% | 18% | 21% | 19% | 13% | 14% | 24% | 29% | 22% | 14% | 15% | 18% | 20% | 19% | 19% | 24% | 11% | 16% | 18% | 21% | 21% | 26% |

Improving standards of living for people like you?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| A Labour government led by Keir Starmer        | 20%  | 1%  | 47% | 29% | 29% | 9%  | 23% | 17% | 34% | 22% | 18% | 13% | 29% | 15% | 17% | 24% | 23% | 24% | 31% | 22% | 11% | 17% | 11% |
| A Conservative government led by Kemi Badenoch | 18%  | 53% | 6%  | 9%  | 14% | 26% | 19% | 18% | 12% | 13% | 23% | 26% | 18% | 22% | 19% | 17% | 15% | 10% | 17% | 19% | 23% | 15% | 15% |
| Neither  | 44%  | 36% | 34% | 42% | 40% | 53% | 45% | 43% | 30% | 45% | 46% | 47% | 38% | 46% | 45% | 43% | 40% | 54% | 39% | 44% | 46% | 51% | 46% |
| Don't know                                     | 17%  | 10% | 13% | 20% | 17% | 12% | 12% | 22% | 23% | 20% | 13% | 14% | 16% | 17% | 19% | 17% | 22% | 12% | 13% | 16% | 20% | 18% | 28% |

Tackling the government's deficit?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| A Labour government led by Keir Starmer        | 19%  | 2%  | 44% | 27% | 31% | 7%  | 21% | 17% | 23% | 21% | 18% | 13% | 27% | 15% | 16% | 19% | 22% | 22% | 29% | 21% | 9%  | 13% | 10% |
| A Conservative government led by Kemi Badenoch | 18%  | 50% | 6%  | 9%  | 13% | 25% | 19% | 17% | 12% | 13% | 21% | 26% | 20% | 21% | 17% | 15% | 13% | 15% | 17% | 18% | 20% | 19% | 15% |
| Neither  | 43%  | 32% | 33% | 44% | 37% | 53% | 46% | 40% | 33% | 42% | 46% | 45% | 34% | 45% | 45% | 42% | 40% | 48% | 37% | 44% | 46% | 44% | 49% |
| Don't know                                     | 21%  | 16% | 17% | 20% | 20% | 15% | 14% | 27% | 31% | 24% | 15% | 15% | 20% | 19% | 22% | 23% | 25% | 15% | 17% | 18% | 25% | 24% | 27% |

Reducing the number of people in poverty?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| A Labour government led by Keir Starmer        | 26%  | 7%  | 52% | 35% | 40% | 12% | 29% | 23% | 35% | 27% | 26% | 19% | 36% | 21% | 24% | 27% | 32% | 24% | 41% | 28% | 16% | 16% | 11% |
| A Conservative government led by Kemi Badenoch | 9%   | 28% | 3%  | 5%  | 6%  | 13% | 9%  | 10% | 8%  | 8%  | 9%  | 14% | 9%  | 13% | 10% | 7%  | 4%  | 3%  | 7%  | 8%  | 12% | 13% | 10% |
| Neither  | 46%  | 46% | 33% | 40% | 37% | 60% | 48% | 43% | 31% | 43% | 51% | 51% | 37% | 47% | 45% | 47% | 42% | 61% | 37% | 47% | 49% | 49% | 52% |
| Don't know                                     | 19%  | 18% | 12% | 20% | 17% | 15% | 14% | 24% | 26% | 22% | 15% | 17% | 18% | 19% | 21% | 19% | 22% | 12% | 16% | 17% | 23% | 21% | 26% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 government taxes too much and spends too much on services, taxes too little and spends too little on services, or gets the balance about right?

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                                    | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base: All GB adults                                | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Taxes too much and spends too much on services     | 38%  | 56% | 20% | 31% | 26% | 53% | 41% | 35% | 27% | 34% | 44% | 43% | 40% | 39% | 43% | 36% | 31% | 30% | 41% | 38% | 40% | 35% | 30% |
| Taxes too little and spends too little on services | 24%  | 12% | 39% | 34% | 35% | 16% | 24% | 24% | 30% | 21% | 23% | 28% | 24% | 25% | 21% | 23% | 30% | 24% | 26% | 27% | 16% | 26% | 23% |
| Gets the balance about right                       | 11%  | 8%  | 19% | 13% | 14% | 8%  | 12% | 11% | 13% | 12% | 13% | 7%  | 13% | 10% | 12% | 10% | 14% | 16% | 15% | 10% | 11% | 8%  | 8%  |
| Don't know   | 27%  | 24% | 22% | 23% | 24% | 24% | 23% | 30% | 31% | 32% | 20% | 21% | 23% | 26% | 24% | 30% | 26% | 30% | 18% | 25% | 33% | 30% | 38% |

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

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base   | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Too high - the rich are being made to pay too much and their taxes should be cut | 8%   | 16% | 3%  | 3%  | 6%  | 11% | 9%  | 8%  | 9%  | 8%  | 10% | 7%  | 9%  | 9%  | 11% | 7%  | 5%  | 5%  | 11% | 8%  | 6%  | 9%  | 7%  |
| Too low - the rich are not paying enough and their taxes should be increased     | 58%  | 37% | 76% | 74% | 70% | 49% | 57% | 58% | 56% | 60% | 59% | 54% | 53% | 58% | 55% | 60% | 63% | 61% | 62% | 61% | 52% | 53% | 56% |
| About right - the rich are already paying about the right level of tax           | 19%  | 36% | 10% | 15% | 13% | 26% | 21% | 18% | 18% | 12% | 20% | 31% | 20% | 19% | 22% | 18% | 17% | 20% | 18% | 18% | 24% | 20% | 14% |
| Don't know   | 15%  | 11% | 11% | 8%  | 11% | 13% | 13% | 16% | 18% | 20% | 10% | 9%  | 18% | 14% | 12% | 15% | 15% | 14% | 9%  | 13% | 18% | 18% | 23% |

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

|                   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base              | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Much too high     | 50%  | 78% | 27% | 31% | 31% | 77% | 53% | 46% | 26% | 39% | 59% | 70% | 38% | 52% | 59% | 49% | 37% | 55% | 40% | 50% | 61% | 50% | 52% |
| A little too high | 19%  | 14% | 27% | 24% | 24% | 13% | 17% | 21% | 22% | 21% | 15% | 17% | 19% | 20% | 17% | 20% | 17% | 19% | 27% | 18% | 13% | 19% | 13% |
| About right       | 16%  | 4%  | 27% | 24% | 26% | 4%  | 16% | 16% | 29% | 20% | 13% | 8%  | 20% | 16% | 14% | 17% | 18% | 15% | 19% | 17% | 13% | 15% | 16% |
| A little too low  | 2%   | -   | 3%  | 5%  | 4%  | 0%  | 3%  | 2%  | 5%  | 2%  | 2%  | 1%  | 3%  | 3%  | 1%  | 2%  | 4%  | 2%  | 3%  | 4%  | 1%  | 2%  | 2%  |
| Much too low      | 1%   | 0%  | 1%  | 1%  | 1%  | 0%  | 1%  | 1%  | 1%  | 2%  | 0%  | 0%  | 2%  | 1%  | 1%  | 1%  | 1%  | 1%  | 1%  | 2%  | 0%  | 1%  | 0%  |
| Don't know        | 12%  | 4%  | 14% | 16% | 14% | 5%  | 10% | 13% | 17% | 16% | 10% | 4%  | 18% | 9%  | 7%  | 11% | 23% | 8%  | 11% | 10% | 12% | 12% | 17% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 Adults in GB



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

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

|                                   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                   | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                              | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Mostly good for the country       | 20%  | 6%  | 35% | 26% | 33% | 5%  | 21% | 20% | 32% | 24% | 15% | 13% | 30% | 19% | 14% | 20% | 25% | 23% | 25% | 23% | 14% | 16% | 18% |
| Mostly bad for the country        | 41%  | 64% | 23% | 24% | 24% | 65% | 44% | 39% | 20% | 35% | 50% | 54% | 30% | 43% | 49% | 42% | 34% | 42% | 34% | 39% | 51% | 43% | 46% |
| Both good and bad for the country | 30%  | 28% | 36% | 40% | 36% | 25% | 30% | 30% | 31% | 30% | 28% | 31% | 31% | 30% | 31% | 30% | 28% | 29% | 35% | 31% | 25% | 31% | 21% |
| Don't know                        | 8%   | 2%  | 7%  | 10% | 6%  | 5%  | 6%  | 11% | 16% | 11% | 6%  | 2%  | 10% | 8%  | 7%  | 8%  | 13% | 7%  | 6%  | 7%  | 9%  | 10% | 15% |

Thinking about Kemi Badenoch, do you think she...  
Is competent or incompetent?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Competent       | 18%  | 43% | 7%  | 14% | 12% | 27% | 19% | 17% | 13% | 12% | 21% | 27% | 21% | 20% | 18% | 14% | 12% | 21% | 17% | 20% | 18% | 17% | 14% |
| Incompetent     | 38%  | 13% | 54% | 47% | 46% | 30% | 47% | 29% | 38% | 40% | 39% | 33% | 39% | 34% | 37% | 39% | 41% | 46% | 47% | 38% | 30% | 32% | 35% |
| Don't know      | 44%  | 45% | 39% | 39% | 42% | 43% | 34% | 54% | 49% | 48% | 40% | 40% | 40% | 45% | 45% | 46% | 47% | 33% | 35% | 42% | 52% | 51% | 50% |

Is decisive or indecisive?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Decisive        | 21%  | 42% | 12% | 19% | 17% | 29% | 21% | 22% | 17% | 16% | 23% | 32% | 24% | 23% | 22% | 18% | 22% | 22% | 22% | 22% | 18% | 27% | 19% |
| Indecisive      | 34%  | 16% | 45% | 39% | 39% | 31% | 42% | 26% | 35% | 33% | 38% | 32% | 35% | 31% | 34% | 37% | 31% | 43% | 41% | 34% | 31% | 24% | 32% |
| Don't know      | 44%  | 42% | 43% | 43% | 44% | 40% | 37% | 51% | 49% | 51% | 39% | 36% | 41% | 46% | 43% | 46% | 47% | 36% | 37% | 44% | 51% | 49% | 48% |

Is trustworthy or untrustworthy?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Trustworthy     | 16%  | 40% | 6%  | 13% | 9%  | 26% | 16% | 16% | 13% | 9%  | 18% | 26% | 14% | 18% | 19% | 14% | 9%  | 16% | 15% | 16% | 17% | 17% | 13% |
| Untrustworthy   | 42%  | 12% | 61% | 45% | 52% | 32% | 51% | 34% | 50% | 46% | 43% | 30% | 41% | 40% | 41% | 45% | 45% | 49% | 50% | 45% | 32% | 39% | 38% |
| Don't know      | 42%  | 47% | 33% | 42% | 39% | 42% | 33% | 50% | 37% | 44% | 38% | 44% | 45% | 42% | 40% | 41% | 46% | 35% | 35% | 39% | 51% | 44% | 48% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 Adults in GB



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

Is strong or weak?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Strong          | 20%  | 40% | 15% | 18% | 16% | 26% | 20% | 21% | 16% | 17% | 22% | 28% | 21% | 22% | 21% | 15% | 24% | 23% | 20% | 21% | 20% | 23% | 17% |
| Weak            | 38%  | 21% | 50% | 42% | 44% | 35% | 47% | 29% | 36% | 36% | 41% | 39% | 37% | 36% | 37% | 42% | 33% | 40% | 47% | 38% | 31% | 31% | 36% |
| Don't know      | 42%  | 39% | 35% | 40% | 39% | 39% | 33% | 50% | 48% | 47% | 38% | 34% | 42% | 42% | 42% | 43% | 43% | 38% | 33% | 41% | 49% | 46% | 48% |

is competent or incompetent?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Competent       | 31%  | 14% | 61% | 47% | 47% | 17% | 35% | 27% | 37% | 34% | 30% | 25% | 42% | 26% | 28% | 34% | 35% | 35% | 45% | 33% | 19% | 26% | 20% |
| Incompetent     | 51%  | 80% | 23% | 39% | 35% | 73% | 51% | 50% | 34% | 43% | 57% | 67% | 38% | 58% | 54% | 50% | 42% | 40% | 41% | 53% | 58% | 52% | 55% |
| Don't know      | 18%  | 6%  | 16% | 14% | 17% | 11% | 13% | 23% | 30% | 24% | 13% | 8%  | 20% | 17% | 18% | 16% | 23% | 24% | 14% | 15% | 23% | 22% | 25% |

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

Is decisive or indecisive?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Decisive        | 20%  | 12% | 35% | 25% | 27% | 14% | 21% | 20% | 22% | 20% | 22% | 18% | 28% | 18% | 16% | 21% | 22% | 25% | 27% | 19% | 17% | 12% | 19% |
| Indecisive      | 61%  | 81% | 48% | 57% | 52% | 76% | 64% | 58% | 51% | 55% | 64% | 73% | 51% | 66% | 66% | 61% | 52% | 55% | 54% | 64% | 66% | 65% | 58% |
| Don't know      | 19%  | 7%  | 18% | 18% | 21% | 10% | 15% | 22% | 27% | 25% | 14% | 9%  | 21% | 16% | 19% | 18% | 26% | 20% | 19% | 16% | 17% | 23% | 23% |

Is trustworthy or untrustworthy?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Trustworthy     | 20%  | 7%  | 43% | 37% | 33% | 10% | 22% | 18% | 21% | 21% | 21% | 18% | 28% | 17% | 18% | 21% | 20% | 24% | 32% | 21% | 11% | 15% | 11% |
| Untrustworthy   | 60%  | 83% | 35% | 47% | 46% | 79% | 62% | 58% | 45% | 56% | 63% | 71% | 52% | 66% | 61% | 56% | 57% | 53% | 49% | 60% | 68% | 64% | 65% |
| Don't know      | 20%  | 10% | 22% | 16% | 21% | 11% | 16% | 24% | 34% | 24% | 17% | 11% | 20% | 17% | 21% | 22% | 23% | 23% | 19% | 19% | 20% | 22% | 25% |

Is strong or weak?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Strong          | 20%  | 6%  | 40% | 21% | 29% | 11% | 23% | 16% | 21% | 21% | 20% | 17% | 28% | 16% | 16% | 22% | 25% | 20% | 28% | 20% | 14% | 16% | 13% |
| Weak            | 56%  | 80% | 33% | 53% | 44% | 75% | 58% | 54% | 41% | 50% | 60% | 70% | 46% | 63% | 61% | 54% | 46% | 47% | 47% | 60% | 63% | 55% | 56% |
| Don't know      | 24%  | 14% | 26% | 26% | 27% | 14% | 18% | 30% | 38% | 29% | 20% | 13% | 26% | 21% | 22% | 25% | 30% | 33% | 25% | 20% | 23% | 29% | 31% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 Adults in GB



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

Is likeable or dislikeable?

|                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Likeable        | 22%  | 9%  | 43% | 36% | 30% | 15% | 24% | 20% | 23% | 22% | 22% | 20% | 35% | 19% | 17% | 21% | 21% | 26% | 31% | 21% | 18% | 17% | 12% |
| Dislikeable     | 56%  | 81% | 34% | 43% | 46% | 73% | 58% | 55% | 43% | 52% | 61% | 66% | 43% | 62% | 58% | 56% | 57% | 49% | 48% | 61% | 61% | 58% | 57% |
| Don't know      | 22%  | 10% | 23% | 21% | 24% | 12% | 18% | 25% | 35% | 26% | 17% | 14% | 22% | 20% | 25% | 23% | 22% | 25% | 21% | 19% | 21% | 25% | 31% |

Do you believe police take the following types of crime too seriously, not seriously enough, or with the right level of seriousness?

Anti-social behaviour

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                           | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                                      | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Do not treat seriously enough             | 60%  | 68% | 56% | 59% | 57% | 69% | 66% | 55% | 44% | 56% | 66% | 69% | 56% | 62% | 62% | 61% | 60% | 49% | 58% | 62% | 62% | 56% | 62% |
| Treat with the right level of seriousness | 24%  | 22% | 29% | 28% | 28% | 22% | 21% | 26% | 25% | 25% | 24% | 21% | 24% | 23% | 26% | 25% | 18% | 29% | 27% | 23% | 24% | 20% | 21% |
| Treat too seriously                       | 4%   | 3%  | 3%  | 4%  | 2%  | 2%  | 4%  | 4%  | 14% | 4%  | 1%  | 1%  | 5%  | 3%  | 3%  | 5%  | 5%  | 5%  | 4%  | 2%  | 5%  | 7%  | 2%  |
| Don't know                                | 12%  | 8%  | 12% | 10% | 14% | 7%  | 9%  | 15% | 17% | 15% | 9%  | 8%  | 15% | 12% | 9%  | 10% | 17% | 17% | 11% | 13% | 9%  | 17% | 16% |

Burglary

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                           | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                                      | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Do not treat seriously enough             | 66%  | 82% | 61% | 67% | 62% | 80% | 68% | 65% | 38% | 61% | 76% | 78% | 64% | 69% | 71% | 68% | 47% | 59% | 65% | 67% | 68% | 64% | 65% |
| Treat with the right level of seriousness | 20%  | 13% | 23% | 18% | 21% | 14% | 20% | 20% | 36% | 21% | 15% | 14% | 18% | 19% | 18% | 21% | 23% | 22% | 21% | 19% | 19% | 19% | 20% |
| Treat too seriously                       | 1%   | 1%  | 1%  | 2%  | 1%  | 0%  | 2%  | 1%  | 8%  | 1%  | 0%  | -   | 3%  | 1%  | 1%  | 1%  | 4%  | -   | 2%  | 0%  | 2%  | 2%  | -   |
| Don't know                                | 13%  | 5%  | 15% | 14% | 16% | 6%  | 11% | 15% | 18% | 17% | 9%  | 8%  | 15% | 11% | 9%  | 11% | 26% | 18% | 12% | 14% | 12% | 15% | 15% |

Mugging

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                           | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                                      | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Do not treat seriously enough             | 59%  | 69% | 51% | 52% | 54% | 68% | 60% | 58% | 44% | 57% | 63% | 66% | 60% | 61% | 64% | 58% | 46% | 50% | 54% | 59% | 64% | 61% | 61% |
| Treat with the right level of seriousness | 23%  | 19% | 28% | 30% | 26% | 21% | 23% | 23% | 29% | 22% | 23% | 22% | 21% | 23% | 21% | 23% | 27% | 22% | 27% | 23% | 21% | 20% | 19% |
| Treat too seriously                       | 1%   | 1%  | 1%  | -   | 0%  | 0%  | 1%  | 0%  | 2%  | 1%  | -   | -   | 1%  | 0%  | 0%  | 1%  | 1%  | 1%  | 1%  | 0%  | 2%  | -   | 1%  |
| Don't know                                | 17%  | 10% | 20% | 18% | 21% | 11% | 16% | 19% | 25% | 20% | 14% | 13% | 18% | 15% | 15% | 18% | 25% | 26% | 18% | 18% | 14% | 18% | 19% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

Assault

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                           | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                                      | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Do not treat seriously enough             | 53%  | 60% | 43% | 45% | 47% | 63% | 54% | 52% | 40% | 51% | 54% | 60% | 50% | 54% | 52% | 55% | 47% | 54% | 49% | 52% | 60% | 51% | 54% |
| Treat with the right level of seriousness | 32%  | 31% | 40% | 38% | 36% | 29% | 32% | 32% | 36% | 30% | 36% | 30% | 28% | 32% | 36% | 33% | 34% | 29% | 37% | 33% | 26% | 30% | 30% |
| Treat too seriously                       | 2%   | 2%  | 1%  | 2%  | 1%  | 1%  | 2%  | 1%  | 5%  | 2%  | 0%  | 0%  | 5%  | 1%  | 0%  | 1%  | 2%  | 1%  | 2%  | 1%  | 2%  | 3%  | 1%  |
| Don't know                                | 13%  | 8%  | 16% | 15% | 16% | 7%  | 12% | 15% | 20% | 16% | 9%  | 10% | 18% | 13% | 12% | 12% | 17% | 16% | 12% | 15% | 11% | 16% | 15% |

Traffic offences

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                           | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                                      | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Do not treat seriously enough             | 22%  | 15% | 22% | 26% | 21% | 24% | 25% | 20% | 20% | 21% | 25% | 22% | 23% | 22% | 24% | 21% | 25% | 15% | 20% | 26% | 18% | 20% | 28% |
| Treat with the right level of seriousness | 33%  | 38% | 35% | 35% | 37% | 31% | 30% | 36% | 28% | 30% | 37% | 37% | 27% | 35% | 30% | 35% | 33% | 33% | 35% | 34% | 34% | 31% | 29% |
| Treat too seriously                       | 31%  | 40% | 29% | 30% | 28% | 37% | 36% | 26% | 29% | 33% | 29% | 32% | 30% | 29% | 38% | 33% | 25% | 33% | 32% | 28% | 36% | 32% | 26% |
| Don't know                                | 14%  | 7%  | 15% | 9%  | 14% | 8%  | 10% | 17% | 23% | 16% | 9%  | 9%  | 20% | 14% | 8%  | 11% | 17% | 19% | 13% | 12% | 12% | 18% | 17% |

Vandalism

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                           | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                                      | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Do not treat seriously enough             | 54%  | 67% | 48% | 49% | 45% | 71% | 59% | 49% | 28% | 46% | 61% | 72% | 53% | 57% | 53% | 53% | 51% | 42% | 52% | 53% | 56% | 51% | 60% |
| Treat with the right level of seriousness | 23%  | 20% | 28% | 24% | 26% | 19% | 21% | 25% | 32% | 24% | 23% | 17% | 23% | 21% | 25% | 26% | 18% | 27% | 24% | 23% | 25% | 23% | 18% |
| Treat too seriously                       | 5%   | 3%  | 6%  | 6%  | 6%  | 2%  | 6%  | 5%  | 18% | 7%  | 1%  | 1%  | 6%  | 5%  | 5%  | 4%  | 10% | 8%  | 6%  | 6%  | 5%  | 4%  | 4%  |
| Don't know                                | 17%  | 10% | 18% | 20% | 23% | 9%  | 14% | 21% | 22% | 23% | 14% | 10% | 18% | 16% | 16% | 17% | 21% | 23% | 18% | 18% | 14% | 21% | 17% |

Sexual assault

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                           | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                                      | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Do not treat seriously enough             | 64%  | 65% | 61% | 61% | 63% | 64% | 60% | 67% | 71% | 62% | 58% | 70% | 57% | 64% | 67% | 64% | 65% | 63% | 62% | 63% | 69% | 64% | 62% |
| Treat with the right level of seriousness | 22%  | 26% | 24% | 26% | 22% | 27% | 25% | 19% | 11% | 21% | 30% | 21% | 24% | 22% | 23% | 23% | 13% | 21% | 23% | 24% | 20% | 19% | 18% |
| Treat too seriously                       | 2%   | 2%  | 3%  | 2%  | 1%  | 1%  | 3%  | 0%  | 4%  | 2%  | 1%  | 1%  | 5%  | 1%  | 1%  | 2%  | 2%  | 1%  | 3%  | 1%  | 2%  | 2%  | 1%  |
| Don't know                                | 12%  | 7%  | 12% | 11% | 15% | 8%  | 12% | 13% | 14% | 15% | 10% | 9%  | 14% | 12% | 9%  | 11% | 20% | 14% | 12% | 12% | 9%  | 15% | 19% |

Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

In 1999 the Macpherson report found that the Metropolitan police were institutionally racist, that is, they failed to give an appropriate service to some groups in society because of their colour, culture or ethnicity. Do you think the police today is or is not institutionally racist?

|                               |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base               | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                          | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Is institutionally racist     | 36%  | 24% | 45% | 47% | 48% | 26% | 34% | 39% | 43% | 40% | 34% | 29% | 41% | 36% | 33% | 34% | 38% | 47% | 38% | 40% | 30% | 38% | 33% |
| Is not institutionally racist | 32%  | 45% | 24% | 25% | 22% | 45% | 37% | 28% | 25% | 30% | 36% | 36% | 33% | 33% | 37% | 33% | 27% | 20% | 33% | 30% | 36% | 25% | 38% |
| Don't know                    | 31%  | 31% | 31% | 28% | 30% | 29% | 30% | 33% | 31% | 30% | 31% | 35% | 26% | 31% | 31% | 33% | 36% | 33% | 29% | 30% | 34% | 36% | 29% |

Would you support or oppose the introduction of a system of national identity cards in Britain?

|                  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base             | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Strongly support | 24%  | 41% | 23% | 16% | 20% | 33% | 26% | 22% | 10% | 14% | 30% | 42% | 23% | 26% | 27% | 22% | 20% | 23% | 26% | 23% | 24% | 20% | 27% |
| Tend to support  | 33%  | 37% | 31% | 40% | 34% | 33% | 35% | 31% | 32% | 29% | 36% | 38% | 33% | 31% | 34% | 34% | 34% | 31% | 34% | 33% | 35% | 31% | 26% |
| Tend to oppose   | 13%  | 7%  | 17% | 15% | 16% | 11% | 12% | 15% | 13% | 16% | 12% | 10% | 9%  | 13% | 15% | 15% | 14% | 14% | 13% | 13% | 11% | 20% | 11% |
| Strongly oppose  | 12%  | 6%  | 10% | 12% | 12% | 12% | 14% | 10% | 12% | 16% | 12% | 6%  | 14% | 13% | 10% | 10% | 13% | 13% | 12% | 12% | 12% | 9%  | 16% |
| Don't know       | 18%  | 7%  | 18% | 17% | 18% | 10% | 13% | 22% | 32% | 26% | 10% | 6%  | 21% | 17% | 14% | 20% | 18% | 19% | 15% | 19% | 17% | 21% | 20% |

In the last five years, do you think the threat of terrorism in Britain has...

|                    |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base    | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base               | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Increased a lot    | 29%  | 43% | 16% | 24% | 20% | 42% | 29% | 28% | 18% | 21% | 32% | 43% | 24% | 29% | 33% | 29% | 25% | 27% | 24% | 30% | 35% | 25% | 32% |
| Increased a little | 25%  | 29% | 27% | 22% | 27% | 25% | 22% | 28% | 20% | 22% | 27% | 30% | 21% | 26% | 25% | 29% | 17% | 22% | 28% | 23% | 25% | 28% | 22% |
| Stayed the same    | 27%  | 19% | 38% | 32% | 35% | 21% | 30% | 23% | 23% | 32% | 26% | 18% | 27% | 28% | 27% | 22% | 30% | 33% | 31% | 29% | 26% | 18% | 19% |
| Decreased a little | 7%   | 3%  | 8%  | 10% | 6%  | 3%  | 8%  | 5%  | 18% | 7%  | 4%  | 3%  | 8%  | 5%  | 6%  | 8%  | 10% | 6%  | 9%  | 7%  | 4%  | 10% | 3%  |
| Decreased a lot    | 2%   | 1%  | 2%  | 1%  | 2%  | 1%  | 2%  | 2%  | 5%  | 3%  | 1%  | 1%  | 3%  | 1%  | 2%  | 3%  | 2%  | 2%  | 2%  | 2%  | 1%  | 5%  | 1%  |
| Don't know         | 11%  | 6%  | 9%  | 11% | 9%  | 8%  | 8%  | 14% | 15% | 14% | 9%  | 5%  | 16% | 11% | 8%  | 9%  | 15% | 9%  | 7%  | 10% | 10% | 14% | 23% |



Fieldwork Dates: 14th - 16th June 2025

Sample Size: 1696 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 |

How do you now rate the likelihood of further terrorist attacks on British cities and other British targets?

|                                 |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base                 | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                            | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Further attacks are very likely | 32%  | 42% | 21% | 28% | 23% | 47% | 33% | 31% | 16% | 26% | 37% | 43% | 25% | 34% | 36% | 31% | 25% | 34% | 27% | 32% | 38% | 28% | 33% |
| They are fairly likely          | 42%  | 47% | 50% | 48% | 51% | 41% | 41% | 42% | 23% | 42% | 46% | 46% | 42% | 43% | 40% | 42% | 38% | 38% | 44% | 43% | 42% | 36% | 39% |
| They are not very likely        | 11%  | 4%  | 13% | 12% | 10% | 5%  | 14% | 7%  | 29% | 12% | 6%  | 5%  | 10% | 10% | 11% | 10% | 17% | 10% | 15% | 11% | 7%  | 10% | 7%  |
| They are not at all likely      | 2%   | -   | 2%  | 1%  | 1%  | 0%  | 2%  | 2%  | 5%  | 2%  | 1%  | 0%  | 2%  | 2%  | 2%  | 2%  | 1%  | 1%  | 1%  | 2%  | 0%  | 4%  | 2%  |
| Don't know                      | 14%  | 8%  | 15% | 10% | 14% | 8%  | 10% | 18% | 28% | 18% | 10% | 6%  | 20% | 12% | 11% | 15% | 19% | 17% | 12% | 13% | 13% | 22% | 19% |

How would you rate the chances of you or a member of your family or a good friend being killed or wounded in a terrorist attack? Do you think the chances are...?

|                     |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base     | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base                | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| Very high           | 2%   | 2%  | -   | 2%  | 1%  | 3%  | 3%  | 1%  | 2%  | 2%  | 2%  | 1%  | 4%  | 2%  | 2%  | 0%  | 1%  | 4%  | 1%  | 1%  | 2%  | 2%  | 4%  |
| Fairly high         | 10%  | 13% | 5%  | 11% | 7%  | 11% | 9%  | 10% | 7%  | 11% | 8%  | 10% | 10% | 10% | 13% | 10% | 3%  | 6%  | 8%  | 7%  | 11% | 15% | 10% |
| Fairly low          | 36%  | 38% | 36% | 34% | 34% | 39% | 36% | 35% | 35% | 34% | 37% | 37% | 36% | 37% | 32% | 35% | 33% | 38% | 38% | 37% | 34% | 41% | 23% |
| Very low            | 20%  | 17% | 24% | 28% | 23% | 16% | 20% | 20% | 28% | 18% | 22% | 18% | 14% | 20% | 22% | 20% | 25% | 18% | 24% | 19% | 19% | 15% | 20% |
| Almost non-existent | 12%  | 9%  | 18% | 15% | 16% | 10% | 16% | 8%  | 9%  | 13% | 12% | 12% | 12% | 13% | 10% | 12% | 14% | 9%  | 16% | 13% | 8%  | 9%  | 11% |
| Don't know          | 21%  | 20% | 16% | 11% | 19% | 21% | 17% | 25% | 19% | 23% | 18% | 22% | 23% | 19% | 21% | 22% | 25% | 25% | 12% | 24% | 25% | 19% | 32% |

Thinking about the balance between protecting against terrorism, and protecting people's freedom to go about their daily lives, do you think...

|   |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 1696 | 279 | 481 | 184 | 701 | 574 | 768 | 928 | 138 | 669 | 436 | 453 | 173 | 569 | 300 | 417 | 148 | 89  | 532 | 496 | 309 | 195 | 164 |
| Base  | 1696 | 305 | 438 | 156 | 629 | 672 | 824 | 872 | 185 | 707 | 409 | 395 | 205 | 582 | 278 | 402 | 148 | 81  | 475 | 492 | 356 | 203 | 170 |
| The government should introduce stricter measures to protect against terrorism, even if it means people's personal freedoms are restricted                              | 30%  | 42% | 26% | 26% | 24% | 38% | 29% | 31% | 23% | 22% | 34% | 41% | 32% | 27% | 35% | 31% | 22% | 31% | 30% | 30% | 29% | 28% | 32% |
| The government have restricted people's personal freedoms too much and measures should be relaxed, even if it limits the ability of the authorities to combat terrorism | 9%   | 7%  | 7%  | 8%  | 10% | 8%  | 13% | 6%  | 15% | 12% | 7%  | 6%  | 10% | 10% | 12% | 7%  | 8%  | 14% | 10% | 9%  | 8%  | 11% | 11% |
| The current balance is about right  | 42%  | 39% | 54% | 50% | 50% | 40% | 44% | 41% | 40% | 43% | 44% | 40% | 39% | 45% | 37% | 43% | 47% | 41% | 48% | 43% | 44% | 37% | 29% |
| Don't know  | 18%  | 12% | 14% | 16% | 17% | 14% | 15% | 22% | 22% | 23% | 15% | 13% | 19% | 18% | 16% | 19% | 23% | 14% | 12% | 18% | 19% | 24% | 28% |

Cell Contents (Column Percentages)