

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Approve	13%	3%	29%	21%	22%	4%	17%	9%	12%	14%	13%	10%	17%	11%	14%	13%	8%	9%	15%	14%	10%	9%	10%
Disapprove	67%	86%	48%	56%	55%	85%	68%	67%	54%	61%	74%	79%	58%	69%	68%	70%	69%	63%	65%	66%	69%	68%	74%
Don't know	20%	11%	23%	23%	23%	10%	16%	24%	34%	25%	14%	11%	24%	20%	18%	18%	22%	28%	20%	20%	21%	24%	16%

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

Conservatives

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
0 - Would never consider voting for them	37%	2%	55%	33%	44%	25%	39%	35%	47%	41%	32%	29%	36%	29%	37%	40%	56%	38%	36%	35%	34%	48%	37%
1	6%	1%	7%	8%	7%	4%	6%	6%	8%	7%	5%	4%	8%	6%	3%	5%	2%	13%	5%	6%	6%	5%	6%
2	8%	0%	9%	12%	9%	9%	9%	8%	6%	10%	9%	7%	8%	9%	8%	9%	5%	9%	8%	9%	9%	7%	7%
3	7%	2%	8%	7%	7%	7%	7%	6%	6%	7%	5%	7%	6%	7%	8%	7%	4%	4%	6%	7%	7%	7%	4%
4	5%	1%	5%	9%	5%	5%	5%	4%	3%	5%	5%	5%	4%	5%	3%	5%	7%	3%	5%	5%	4%	3%	7%
5	10%	12%	5%	12%	8%	13%	9%	11%	9%	9%	12%	11%	13%	9%	13%	9%	5%	12%	11%	9%	10%	9%	11%
6	6%	11%	4%	8%	5%	8%	5%	7%	3%	5%	8%	7%	4%	8%	6%	4%	4%	7%	7%	6%	7%	2%	4%
7	7%	22%	2%	5%	5%	10%	9%	5%	4%	5%	8%	12%	6%	8%	6%	6%	8%	3%	7%	8%	5%	8%	7%
8	5%	17%	2%	3%	4%	7%	3%	6%	2%	4%	3%	8%	4%	6%	6%	4%	3%	1%	5%	6%	4%	1%	5%
9	1%	3%	-	-	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	0%	1%
10 - Would definitely consider voting for them	6%	26%	0%	1%	4%	9%	5%	6%	2%	2%	11%	9%	4%	6%	6%	7%	2%	3%	6%	6%	7%	5%	4%
prefer not to answer	4%	3%	2%	3%	2%	2%	3%	5%	10%	6%	1%	0%	6%	5%	2%	3%	3%	5%	4%	2%	5%	5%	7%

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	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		1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base		1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
0 - Would never consider voting for them		37%	60%	8%	20%	20%	59%	39%	36%	18%	31%	43%	51%	24%	39%	41%	39%	36%	34%	28%	35%	44%	44%	45%
1		6%	10%	2%	6%	6%	7%	7%	6%	8%	5%	8%	7%	9%	7%	5%	4%	10%	6%	8%	7%	5%	3%	8%
2		6%	6%	3%	8%	6%	6%	6%	6%	4%	6%	6%	7%	8%	6%	8%	5%	5%	6%	7%	6%	6%	4%	4%
3		7%	6%	6%	8%	7%	6%	7%	7%	8%	8%	5%	6%	7%	7%	4%	9%	6%	5%	7%	6%	7%	9%	5%
4		5%	5%	6%	6%	6%	4%	5%	5%	6%	5%	6%	3%	4%	5%	6%	6%	4%	4%	4%	7%	4%	5%	5%
5		9%	4%	15%	21%	11%	7%	9%	10%	12%	11%	9%	6%	12%	7%	11%	7%	14%	14%	11%	10%	9%	6%	9%
6		8%	4%	12%	13%	12%	2%	7%	8%	13%	10%	3%	5%	11%	8%	5%	6%	8%	8%	7%	8%	8%	5%	6%
7		6%	2%	11%	7%	12%	2%	6%	7%	8%	7%	6%	5%	5%	6%	6%	7%	7%	8%	7%	9%	2%	7%	4%
8		4%	-	12%	3%	6%	2%	5%	3%	7%	5%	4%	2%	6%	3%	3%	5%	5%	6%	6%	5%	3%	3%	3%
9		2%	1%	7%	1%	4%	2%	2%	2%	0%	2%	3%	3%	3%	2%	1%	4%	-	1%	4%	2%	2%	1%	1%
10 - Would definitely consider voting for them		5%	-	16%	4%	9%	2%	6%	5%	5%	5%	7%	5%	5%	5%	7%	6%	2%	4%	7%	4%	5%	7%	3%
prefer not to answer		4%	3%	2%	3%	2%	2%	3%	5%	10%	6%	1%	0%	6%	5%	2%	3%	3%	5%	4%	2%	5%	5%	7%

Liberal Democrats

Unweighted base		1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base		1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
0 - Would never consider voting for them		30%	39%	18%	3%	15%	46%	34%	26%	17%	29%	33%	35%	20%	28%	38%	35%	25%	23%	23%	27%	34%	40%	36%
1		7%	13%	4%	2%	5%	10%	8%	5%	7%	6%	7%	8%	4%	7%	7%	7%	8%	8%	5%	7%	8%	10%	6%
2		7%	10%	6%	4%	7%	8%	7%	8%	6%	7%	9%	7%	7%	6%	8%	7%	9%	18%	8%	6%	8%	8%	9%
3		7%	9%	7%	2%	7%	8%	8%	7%	7%	7%	8%	8%	12%	6%	7%	8%	6%	5%	7%	7%	9%	6%	8%
4		8%	8%	9%	4%	10%	6%	8%	8%	7%	8%	7%	8%	4%	9%	7%	7%	12%	12%	9%	9%	7%	4%	8%
5		13%	13%	17%	9%	17%	9%	11%	15%	21%	13%	15%	10%	18%	14%	11%	13%	13%	13%	14%	16%	13%	11%	7%
6		7%	2%	11%	18%	11%	5%	6%	9%	6%	8%	7%	6%	7%	7%	6%	6%	9%	10%	7%	10%	6%	4%	7%
7		7%	2%	12%	15%	11%	3%	6%	7%	10%	7%	4%	7%	9%	6%	6%	7%	6%	5%	10%	6%	6%	6%	4%
8		4%	1%	7%	14%	7%	2%	4%	4%	3%	4%	5%	3%	5%	5%	2%	4%	4%	-	6%	3%	2%	4%	5%
9		2%	0%	3%	6%	3%	1%	2%	2%	3%	1%	1%	3%	1%	2%	2%	2%	1%	0%	3%	2%	1%	1%	0%
10 - Would definitely consider voting for them		4%	0%	4%	21%	6%	2%	3%	5%	3%	4%	3%	5%	6%	5%	2%	2%	4%	0%	4%	5%	2%	2%	4%
prefer not to answer		4%	3%	2%	3%	2%	2%	3%	5%	10%	6%	1%	0%	6%	5%	2%	3%	3%	5%	4%	2%	5%	5%	7%

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Reform UK

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
0 - Would never consider voting for them	45%	21%	71%	59%	68%	21%	43%	48%	54%	50%	40%	38%	47%	44%	42%	44%	52%	53%	53%	49%	33%	46%	36%
1	3%	2%	2%	6%	4%	3%	2%	4%	3%	3%	4%	2%	4%	4%	3%	2%	4%	3%	3%	4%	2%	2%	5%
2	4%	8%	5%	5%	6%	3%	5%	4%	5%	4%	3%	7%	5%	4%	4%	5%	7%	3%	4%	5%	7%	1%	2%
3	3%	8%	1%	3%	3%	3%	3%	3%	4%	3%	3%	2%	7%	2%	2%	3%	1%	2%	4%	1%	3%	5%	3%
4	3%	4%	3%	5%	2%	2%	3%	2%	6%	2%	2%	3%	5%	3%	2%	2%	4%	4%	4%	3%	4%	-	2%
5	7%	11%	5%	6%	5%	10%	8%	6%	6%	7%	8%	7%	4%	9%	8%	8%	8%	1%	6%	7%	7%	12%	5%
6	3%	7%	2%	3%	1%	6%	2%	4%	2%	3%	5%	2%	2%	4%	4%	3%	2%	4%	2%	4%	4%	2%	3%
7	5%	12%	3%	4%	4%	8%	6%	5%	-	4%	7%	7%	2%	6%	5%	6%	4%	6%	5%	5%	6%	2%	6%
8	5%	7%	2%	3%	1%	9%	6%	4%	3%	4%	7%	7%	6%	6%	3%	6%	3%	3%	3%	3%	10%	2%	6%
9	3%	2%	1%	-	0%	5%	3%	2%	4%	2%	3%	3%	2%	1%	5%	4%	2%	0%	3%	1%	4%	1%	5%
10 - Would definitely consider voting for them	14%	17%	5%	4%	4%	29%	16%	12%	1%	12%	18%	21%	11%	13%	19%	14%	11%	17%	8%	14%	15%	21%	21%
prefer not to answer	4%	3%	2%	3%	2%	2%	3%	5%	10%	6%	1%	0%	6%	5%	2%	3%	3%	5%	4%	2%	5%	5%	7%

Green Party

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
0 - Would never consider voting for them	33%	52%	19%	15%	22%	48%	38%	28%	14%	28%	39%	44%	23%	33%	35%	33%	43%	28%	28%	34%	34%	39%	35%
1	7%	14%	3%	9%	4%	11%	8%	6%	5%	5%	8%	10%	6%	7%	10%	7%	5%	2%	5%	7%	6%	10%	9%
2	6%	8%	8%	5%	7%	7%	7%	6%	5%	6%	7%	6%	5%	6%	7%	6%	10%	7%	7%	7%	6%	3%	8%
3	7%	8%	8%	5%	7%	7%	7%	6%	3%	8%	7%	6%	7%	7%	8%	6%	5%	8%	6%	7%	7%	6%	6%
4	6%	7%	8%	4%	6%	5%	6%	6%	8%	5%	6%	7%	9%	6%	5%	5%	5%	7%	9%	4%	6%	5%	3%
5	11%	5%	15%	17%	15%	7%	9%	12%	14%	11%	11%	9%	11%	11%	10%	9%	11%	21%	10%	13%	11%	9%	8%
6	8%	3%	12%	13%	10%	6%	7%	9%	14%	8%	7%	6%	10%	7%	4%	11%	5%	6%	9%	7%	9%	5%	7%
7	6%	1%	10%	11%	10%	3%	6%	6%	5%	8%	5%	3%	8%	6%	6%	7%	3%	6%	6%	5%	6%	7%	7%
8	5%	0%	7%	5%	6%	2%	4%	5%	6%	5%	4%	3%	4%	5%	5%	5%	4%	4%	6%	5%	3%	3%	3%
9	2%	-	2%	4%	3%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%
10 - Would definitely consider voting for them	6%	0%	7%	8%	9%	2%	5%	8%	13%	7%	4%	6%	8%	6%	8%	7%	4%	5%	7%	6%	5%	7%	6%
prefer not to answer	4%	3%	2%	3%	2%	2%	3%	5%	10%	6%	1%	0%	6%	5%	2%	3%	3%	5%	4%	2%	5%	5%	7%

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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	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Health	34%	27%	42%	34%	40%	31%	24%	44%	30%	34%	33%	39%	33%	34%	34%	34%	42%	33%	33%	35%	34%	39%	30%
Immigration & Asylum	51%	78%	35%	36%	32%	78%	53%	49%	29%	42%	63%	66%	35%	54%	60%	54%	47%	40%	43%	50%	60%	51%	60%
Crime	21%	24%	14%	17%	12%	24%	24%	18%	27%	20%	20%	20%	29%	19%	25%	19%	12%	20%	20%	22%	20%	24%	15%
The economy	52%	56%	58%	59%	57%	48%	53%	50%	49%	56%	50%	47%	54%	48%	54%	51%	55%	65%	50%	57%	51%	52%	43%
Tax	13%	13%	8%	13%	12%	13%	18%	9%	12%	18%	12%	7%	12%	15%	14%	13%	9%	17%	15%	11%	13%	16%	12%
Pensions	6%	8%	6%	5%	5%	8%	7%	5%	3%	3%	7%	12%	6%	5%	5%	8%	9%	11%	7%	5%	6%	5%	9%
Education	8%	3%	11%	8%	9%	6%	5%	11%	18%	9%	5%	6%	12%	10%	7%	7%	9%	4%	10%	8%	11%	3%	4%
Family life & childcare	4%	1%	6%	6%	5%	3%	2%	6%	5%	7%	3%	2%	2%	6%	4%	4%	2%	4%	3%	5%	4%	6%	4%
Housing	18%	9%	24%	18%	20%	12%	18%	18%	30%	21%	13%	11%	30%	17%	13%	16%	23%	17%	16%	18%	15%	23%	23%
The environment	18%	6%	25%	31%	28%	8%	16%	20%	23%	20%	17%	14%	25%	18%	12%	19%	15%	22%	21%	20%	12%	17%	16%
Britain leaving the EU	13%	6%	18%	14%	19%	7%	16%	10%	12%	12%	12%	15%	15%	10%	15%	14%	16%	12%	16%	12%	12%	10%	11%
Transport	2%	2%	1%	3%	1%	1%	2%	2%	7%	1%	1%	1%	2%	3%	2%	2%	-	-	1%	3%	1%	3%	2%
Welfare benefits	18%	17%	18%	18%	15%	22%	16%	19%	15%	16%	23%	15%	19%	19%	14%	17%	16%	22%	15%	17%	18%	14%	31%
Defence and security	22%	40%	17%	28%	23%	28%	23%	21%	7%	16%	24%	37%	14%	25%	21%	23%	26%	16%	27%	20%	22%	16%	22%
None of these	1%	-	1%	0%	1%	-	1%	0%	2%	0%	0%	0%	-	1%	1%	-	0%	1%	0%	1%	0%	-	0%
Don't know	1%	-	1%	-	2%	0%	1%	2%	4%	2%	1%	-	1%	1%	2%	2%	4%	-	2%	1%	1%	3%	1%

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

National Health Service

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	2%	-	6%	4%	4%	0%	3%	1%	3%	2%	2%	1%	3%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%
Fairly well	21%	19%	34%	25%	30%	17%	27%	16%	18%	19%	21%	26%	25%	20%	22%	22%	13%	21%	25%	21%	20%	16%	17%
Fairly badly	34%	36%	29%	37%	33%	33%	33%	35%	38%	32%	37%	33%	33%	37%	32%	31%	37%	28%	36%	38%	28%	36%	28%
Very badly	34%	40%	24%	24%	25%	45%	29%	39%	26%	37%	33%	36%	32%	31%	35%	37%	39%	42%	28%	29%	43%	36%	46%
Don't know	9%	5%	7%	10%	8%	5%	8%	9%	15%	11%	7%	3%	8%	9%	8%	8%	9%	7%	8%	9%	8%	10%	8%

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Immigration

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	0%	-	1%	1%	1%	0%	0%	0%	0%	1%	1%	-	1%	0%	1%	-	0%	2%	0%	0%	1%	-	1%
Fairly well	10%	1%	21%	15%	18%	2%	12%	8%	12%	11%	10%	6%	17%	9%	7%	9%	10%	8%	13%	11%	6%	10%	6%
Fairly badly	22%	15%	31%	33%	28%	12%	21%	23%	38%	23%	18%	16%	23%	21%	19%	23%	26%	24%	29%	20%	19%	22%	17%
Very badly	56%	84%	32%	39%	37%	82%	59%	54%	33%	50%	63%	72%	45%	58%	63%	57%	52%	56%	48%	55%	65%	54%	68%
Don't know	11%	1%	15%	14%	16%	4%	7%	16%	17%	15%	8%	6%	14%	11%	10%	11%	12%	10%	10%	14%	10%	13%	8%

Crime

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	-	2%	1%	2%	0%	1%	1%	0%	1%	1%	-	0%	0%	1%	2%	1%	1%	0%	1%	1%	0%	1%
Fairly well	15%	5%	29%	25%	27%	6%	16%	14%	13%	17%	15%	14%	19%	15%	14%	15%	14%	22%	20%	15%	12%	13%	12%
Fairly badly	31%	43%	26%	38%	30%	32%	31%	31%	35%	30%	31%	32%	26%	36%	30%	28%	30%	30%	32%	34%	27%	29%	30%
Very badly	35%	45%	21%	17%	19%	52%	39%	31%	26%	31%	37%	43%	37%	31%	40%	36%	34%	31%	31%	30%	42%	36%	42%
Don't know	18%	8%	22%	19%	23%	10%	13%	23%	25%	21%	15%	11%	18%	18%	15%	19%	21%	17%	16%	19%	18%	22%	15%

Education

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	1%	2%	1%	1%	1%	2%	1%	3%	2%	1%	0%	1%	0%	4%	1%	0%	1%	1%	1%	1%	4%	0%
Fairly well	22%	15%	34%	33%	28%	15%	24%	21%	31%	22%	21%	21%	22%	23%	23%	25%	15%	23%	26%	24%	21%	19%	15%
Fairly badly	31%	34%	27%	28%	30%	33%	31%	31%	27%	30%	30%	34%	27%	33%	29%	30%	33%	27%	31%	32%	32%	26%	27%
Very badly	21%	29%	12%	10%	14%	28%	21%	21%	19%	20%	19%	24%	23%	20%	20%	20%	26%	26%	20%	15%	24%	20%	34%
Don't know	25%	22%	26%	29%	27%	23%	22%	28%	20%	26%	29%	20%	27%	24%	25%	24%	26%	23%	22%	27%	22%	31%	23%

Taxation

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	-	1%	0%	1%	1%	0%	0%
Fairly well	13%	3%	27%	17%	20%	6%	16%	9%	13%	15%	11%	10%	15%	12%	10%	13%	19%	12%	16%	14%	10%	13%	7%
Fairly badly	30%	30%	33%	39%	34%	26%	30%	30%	35%	26%	31%	33%	33%	28%	29%	32%	30%	34%	31%	32%	31%	24%	28%
Very badly	40%	57%	23%	26%	30%	56%	43%	38%	22%	40%	42%	48%	38%	41%	45%	40%	36%	37%	39%	37%	44%	42%	47%
Don't know	16%	10%	16%	18%	16%	11%	10%	22%	29%	18%	15%	8%	14%	19%	15%	15%	15%	15%	14%	17%	15%	20%	18%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	-	1%	1%	1%	0%	1%	0%	0%	1%	1%	-	1%	0%	1%	0%	-	2%	0%	1%	1%	-	0%
Fairly well	17%	12%	33%	21%	28%	10%	20%	14%	8%	17%	23%	16%	19%	17%	15%	17%	19%	14%	23%	17%	15%	11%	11%
Fairly badly	33%	36%	29%	34%	32%	33%	35%	32%	42%	33%	31%	32%	30%	33%	37%	35%	34%	27%	35%	36%	34%	30%	27%
Very badly	26%	35%	13%	19%	14%	37%	25%	26%	26%	24%	22%	33%	29%	26%	25%	25%	23%	27%	21%	22%	30%	30%	35%
Don't know	23%	18%	25%	25%	26%	19%	19%	27%	24%	25%	24%	19%	22%	24%	22%	22%	24%	30%	21%	23%	20%	29%	27%

Inflation

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	-	2%	1%	1%	-	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	-	1%	1%	1%	1%	-	0%
Fairly well	19%	8%	38%	27%	32%	9%	25%	14%	16%	18%	23%	17%	24%	18%	18%	18%	25%	11%	25%	20%	12%	20%	12%
Fairly badly	33%	41%	26%	40%	31%	33%	34%	32%	39%	28%	34%	39%	29%	32%	31%	34%	39%	38%	36%	36%	32%	29%	23%
Very badly	33%	44%	19%	17%	20%	46%	31%	34%	28%	34%	30%	34%	30%	33%	37%	32%	26%	34%	24%	30%	40%	34%	47%
Don't know	15%	7%	15%	15%	16%	12%	10%	19%	16%	19%	12%	9%	16%	16%	13%	15%	11%	15%	14%	14%	15%	17%	16%

Britain's exit from the EU

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	2%	-	4%	4%	4%	1%	3%	1%	2%	2%	3%	2%	3%	1%	3%	2%	2%	2%	3%	3%	2%	1%	1%
Fairly well	20%	14%	33%	28%	27%	14%	22%	18%	25%	20%	20%	17%	21%	20%	16%	23%	17%	19%	26%	20%	16%	17%	16%
Fairly badly	25%	30%	23%	23%	26%	24%	25%	24%	23%	27%	22%	25%	30%	25%	23%	22%	31%	23%	25%	26%	26%	19%	26%
Very badly	30%	34%	17%	19%	20%	41%	34%	26%	24%	24%	32%	40%	27%	28%	30%	32%	33%	35%	26%	26%	34%	34%	37%
Don't know	23%	22%	23%	26%	23%	21%	16%	30%	25%	27%	23%	16%	20%	26%	28%	20%	17%	22%	21%	25%	22%	29%	20%

Defence

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	4%	1%	8%	4%	5%	2%	5%	3%	4%	5%	4%	3%	5%	3%	6%	2%	5%	5%	4%	4%	3%	6%	2%
Fairly well	31%	25%	44%	39%	42%	22%	35%	26%	28%	29%	35%	30%	27%	34%	27%	31%	30%	29%	36%	34%	27%	21%	27%
Fairly badly	23%	37%	16%	23%	18%	30%	24%	23%	21%	19%	24%	32%	27%	20%	22%	25%	30%	20%	22%	26%	24%	22%	20%
Very badly	19%	26%	10%	10%	10%	29%	19%	19%	13%	19%	18%	24%	18%	17%	22%	22%	15%	21%	15%	15%	22%	24%	30%
Don't know	23%	11%	23%	24%	25%	16%	16%	29%	34%	29%	19%	12%	24%	25%	23%	20%	20%	24%	23%	22%	24%	27%	21%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	-	2%	1%	1%	1%	1%	0%	2%	1%	1%	-	0%	0%	3%	0%	-	1%	1%	1%	1%	2%	0%
Fairly well	15%	8%	30%	25%	26%	7%	18%	13%	11%	16%	18%	14%	21%	15%	13%	13%	21%	10%	21%	16%	10%	11%	15%
Fairly badly	32%	32%	33%	33%	35%	28%	32%	32%	40%	30%	33%	31%	30%	31%	31%	33%	33%	36%	33%	34%	28%	36%	25%
Very badly	41%	57%	21%	32%	29%	57%	40%	42%	26%	40%	41%	50%	37%	41%	43%	43%	37%	46%	36%	40%	48%	36%	50%
Don't know	11%	2%	13%	9%	10%	7%	9%	13%	20%	14%	7%	6%	11%	13%	9%	11%	9%	7%	10%	9%	13%	15%	10%

Terrorism

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	4%	1%	9%	5%	6%	1%	6%	2%	3%	5%	3%	2%	5%	3%	3%	4%	3%	7%	5%	3%	4%	4%	2%
Fairly well	30%	23%	42%	36%	41%	19%	33%	26%	36%	28%	31%	28%	34%	30%	28%	28%	29%	31%	35%	31%	27%	24%	25%
Fairly badly	16%	20%	9%	17%	12%	19%	15%	17%	13%	16%	15%	20%	15%	18%	16%	15%	17%	15%	15%	17%	17%	17%	14%
Very badly	22%	29%	11%	9%	10%	35%	23%	20%	17%	20%	22%	27%	19%	18%	26%	27%	16%	26%	18%	17%	28%	22%	31%
Don't know	29%	28%	30%	34%	31%	25%	22%	35%	31%	31%	29%	23%	27%	31%	27%	25%	35%	22%	28%	32%	24%	33%	27%

Transport

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	-	3%	1%	2%	-	2%	1%	3%	2%	1%	1%	3%	0%	3%	2%	1%	1%	1%	2%	1%	1%	1%
Fairly well	24%	15%	36%	31%	31%	15%	26%	22%	29%	25%	22%	20%	34%	22%	16%	26%	21%	25%	28%	22%	24%	20%	18%
Fairly badly	30%	39%	26%	25%	28%	34%	32%	28%	26%	26%	33%	35%	26%	31%	32%	28%	35%	27%	29%	35%	27%	29%	27%
Very badly	19%	22%	10%	15%	12%	27%	21%	18%	18%	20%	17%	23%	18%	18%	21%	20%	22%	22%	17%	15%	22%	20%	31%
Don't know	26%	24%	25%	28%	27%	24%	19%	32%	25%	27%	27%	22%	19%	30%	28%	23%	22%	25%	24%	26%	26%	30%	22%

Housing

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	0%	2%	1%	2%	0%	2%	1%	2%	1%	1%	0%	2%	0%	2%	2%	1%	1%	2%	1%	1%	-	1%
Fairly well	16%	8%	28%	30%	25%	8%	20%	12%	15%	16%	15%	16%	18%	16%	16%	16%	8%	17%	22%	14%	13%	11%	12%
Fairly badly	34%	41%	33%	33%	33%	36%	34%	35%	37%	32%	35%	36%	32%	35%	33%	34%	41%	30%	29%	39%	35%	37%	31%
Very badly	31%	37%	16%	18%	19%	43%	31%	31%	28%	30%	29%	36%	38%	29%	31%	31%	28%	31%	30%	26%	34%	29%	43%
Don't know	18%	14%	21%	19%	21%	13%	14%	21%	18%	21%	19%	11%	11%	19%	18%	17%	22%	22%	17%	19%	17%	23%	12%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	2%	0%	4%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	1%	1%	1%	3%	3%	1%
Fairly well	22%	19%	34%	30%	29%	14%	27%	18%	32%	21%	23%	20%	28%	23%	25%	19%	14%	26%	29%	23%	20%	18%	12%
Fairly badly	29%	31%	26%	33%	29%	29%	29%	29%	29%	27%	30%	32%	31%	28%	23%	32%	37%	26%	29%	30%	30%	27%	29%
Very badly	23%	27%	13%	17%	17%	32%	24%	23%	15%	23%	22%	28%	19%	23%	25%	24%	20%	27%	21%	20%	23%	23%	37%
Don't know	24%	23%	23%	19%	24%	24%	19%	29%	23%	27%	24%	19%	20%	26%	23%	24%	27%	20%	21%	27%	24%	28%	21%

Welfare benefits

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	-	1%	1%	1%	0%	1%	0%	2%	1%	0%	0%	1%	0%	2%	1%	-	1%	1%	1%	1%	1%	0%
Fairly well	9%	7%	18%	7%	12%	5%	10%	9%	13%	8%	10%	8%	12%	10%	10%	8%	8%	9%	10%	10%	9%	9%	8%
Fairly badly	31%	27%	38%	38%	36%	26%	33%	29%	35%	29%	30%	33%	38%	32%	28%	28%	28%	32%	36%	29%	30%	32%	25%
Very badly	47%	59%	31%	41%	39%	61%	46%	48%	30%	43%	54%	54%	41%	45%	46%	50%	52%	51%	42%	49%	47%	44%	56%
Don't know	12%	7%	12%	13%	12%	7%	10%	14%	21%	18%	6%	4%	8%	13%	14%	12%	13%	7%	12%	11%	13%	14%	10%

Do you think that Keir Starmer is doing well or badly as Prime Minister?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	-	3%	2%	2%	0%	1%	1%	-	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	0%	1%
Fairly well	18%	7%	38%	28%	31%	7%	20%	16%	22%	19%	19%	15%	23%	20%	15%	16%	16%	20%	22%	20%	15%	16%	11%
Fairly badly	27%	26%	31%	31%	30%	22%	27%	28%	37%	25%	27%	26%	28%	27%	26%	25%	31%	32%	33%	29%	21%	26%	20%
Very badly	42%	64%	18%	29%	26%	65%	43%	41%	21%	38%	47%	55%	37%	42%	46%	45%	40%	37%	32%	40%	51%	42%	57%
Don't know	11%	3%	11%	10%	11%	6%	8%	14%	19%	17%	5%	3%	11%	10%	12%	12%	13%	10%	11%	9%	12%	16%	11%

Do you believe that at the moment Kemi Badenoch does or does not look like a Prime Minister in waiting?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
She does look like a Prime Minster in waiting	10%	21%	5%	9%	7%	12%	10%	10%	10%	9%	11%	11%	9%	10%	12%	10%	9%	10%	11%	8%	10%	12%	12%
She does not look like a Prime Minster in waiting	62%	59%	76%	67%	70%	65%	72%	52%	50%	55%	71%	72%	67%	59%	60%	63%	69%	61%	62%	69%	55%	57%	62%
Not sure	28%	20%	19%	24%	23%	23%	18%	37%	40%	37%	18%	17%	24%	31%	28%	28%	23%	29%	27%	23%	35%	31%	26%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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 Kemi Badenoch is doing well or badly as leader of the Conservative party?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	1%	3%	1%	0%	1%	2%	2%	1%	-	1%	1%	2%	-	2%	1%	1%	3%	1%	0%	1%	1%	2%	5%
Fairly well	15%	40%	7%	14%	10%	24%	14%	17%	3%	11%	19%	24%	11%	18%	18%	13%	10%	15%	17%	13%	17%	11%	16%
Fairly badly	23%	30%	21%	20%	22%	26%	26%	20%	18%	18%	27%	30%	24%	23%	20%	24%	24%	22%	21%	25%	23%	21%	22%
Very badly	30%	10%	44%	32%	41%	22%	37%	24%	29%	32%	32%	27%	37%	26%	32%	30%	38%	29%	33%	29%	26%	30%	35%
Don't know	30%	17%	28%	33%	26%	26%	22%	38%	50%	39%	20%	17%	27%	31%	30%	33%	25%	33%	28%	31%	33%	36%	22%

Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very well	2%	1%	3%	9%	4%	1%	2%	2%	2%	1%	4%	3%	2%	3%	1%	2%	4%	1%	3%	2%	2%	2%	3%
Fairly well	27%	30%	37%	43%	38%	22%	30%	24%	24%	21%	31%	34%	27%	27%	29%	27%	26%	21%	32%	27%	23%	22%	25%
Fairly badly	11%	17%	9%	9%	8%	15%	12%	10%	8%	10%	13%	14%	9%	10%	10%	13%	11%	14%	11%	12%	9%	13%	11%
Very badly	14%	14%	9%	5%	8%	22%	18%	10%	7%	14%	16%	15%	17%	14%	15%	13%	9%	15%	10%	13%	18%	17%	18%
Don't know	46%	38%	42%	34%	42%	40%	38%	53%	60%	54%	37%	33%	44%	46%	45%	44%	50%	49%	44%	46%	48%	46%	43%

Do you believe the Conservative party today are or are not ready for government?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
They are ready for Government	11%	28%	5%	6%	7%	13%	12%	9%	11%	10%	12%	10%	10%	12%	11%	12%	6%	4%	12%	8%	13%	11%	9%
They are not ready for Government	67%	52%	85%	72%	77%	65%	74%	61%	61%	64%	72%	72%	69%	66%	66%	66%	74%	73%	67%	73%	62%	64%	67%
Not sure	22%	20%	10%	22%	16%	22%	15%	29%	29%	26%	16%	19%	20%	23%	23%	23%	19%	23%	21%	19%	25%	26%	24%

In principle, would you support or oppose a large increase in the amount of new housing built in Britain?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Strongly support	16%	8%	25%	21%	21%	12%	22%	12%	19%	19%	15%	13%	29%	12%	12%	16%	25%	16%	19%	16%	15%	15%	16%
Tend to support	35%	28%	44%	41%	40%	29%	35%	35%	42%	33%	33%	38%	36%	32%	34%	36%	40%	42%	38%	33%	34%	35%	37%
Tend to oppose	25%	37%	17%	23%	21%	33%	24%	26%	16%	23%	29%	28%	18%	28%	29%	25%	17%	22%	23%	31%	22%	27%	17%
Strongly oppose	13%	20%	6%	7%	9%	19%	11%	15%	5%	11%	16%	15%	9%	17%	15%	12%	2%	12%	11%	10%	16%	10%	19%
Don't know	11%	7%	9%	9%	9%	7%	9%	13%	18%	14%	7%	6%	6%	12%	10%	11%	16%	8%	9%	10%	14%	13%	11%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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

And would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Strongly support	12%	5%	19%	12%	15%	8%	15%	9%	10%	15%	11%	8%	18%	9%	9%	12%	20%	12%	13%	12%	10%	14%	10%
Tend to support	30%	21%	41%	37%	37%	24%	34%	27%	37%	28%	29%	32%	31%	29%	27%	31%	37%	37%	34%	28%	28%	25%	37%
Tend to oppose	25%	34%	20%	27%	24%	26%	23%	28%	30%	24%	24%	28%	23%	26%	29%	24%	26%	24%	23%	31%	24%	29%	15%
Strongly oppose	24%	35%	14%	15%	17%	36%	21%	26%	10%	22%	31%	27%	19%	28%	29%	24%	6%	19%	23%	23%	28%	20%	27%
Don't know	8%	6%	6%	8%	7%	6%	7%	9%	14%	11%	5%	5%	9%	9%	6%	9%	11%	8%	7%	6%	10%	13%	11%

Would you support or oppose a large increase in the amount of housing being built in Britain...

...if it meant a substantial decrease in house prices?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Strongly support	20%	7%	28%	21%	22%	13%	26%	15%	41%	23%	15%	12%	31%	17%	18%	18%	23%	29%	24%	18%	18%	23%	18%
Tend to support	34%	28%	41%	31%	39%	27%	33%	34%	35%	35%	30%	34%	35%	32%	31%	35%	40%	30%	31%	35%	32%	37%	38%
Tend to oppose	21%	30%	14%	21%	18%	27%	20%	22%	11%	18%	25%	28%	13%	25%	20%	21%	19%	25%	22%	25%	23%	11%	15%
Strongly oppose	14%	27%	6%	14%	11%	21%	12%	16%	3%	13%	21%	13%	12%	14%	21%	15%	4%	6%	13%	11%	15%	18%	16%
Don't know	11%	8%	10%	14%	11%	11%	9%	14%	10%	11%	9%	13%	9%	12%	10%	11%	15%	11%	10%	11%	12%	11%	13%

....if it meant the government borrowing a large amount of money to fund house building?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Strongly support	5%	3%	9%	4%	6%	4%	6%	4%	4%	6%	4%	5%	8%	3%	6%	3%	10%	8%	6%	4%	4%	3%	7%
Tend to support	19%	8%	30%	20%	25%	13%	23%	15%	26%	19%	18%	16%	21%	19%	15%	20%	23%	15%	21%	19%	15%	21%	17%
Tend to oppose	28%	26%	29%	36%	27%	26%	27%	29%	35%	25%	26%	32%	28%	28%	26%	29%	25%	34%	27%	33%	26%	27%	24%
Strongly oppose	36%	57%	17%	30%	29%	49%	33%	39%	14%	35%	45%	39%	29%	41%	39%	35%	27%	31%	36%	35%	41%	32%	35%
Don't know	12%	6%	14%	9%	12%	8%	10%	14%	21%	15%	7%	9%	14%	9%	14%	13%	15%	11%	10%	9%	14%	18%	16%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 adults in GB



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

....if it meant allowing smaller housing units or more high rise blocks?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Strongly support	6%	3%	9%	6%	7%	5%	8%	4%	7%	7%	5%	4%	6%	4%	6%	7%	9%	6%	5%	7%	5%	3%	8%
Tend to support	25%	19%	29%	29%	26%	22%	30%	21%	37%	23%	26%	23%	29%	25%	21%	25%	30%	24%	29%	24%	20%	32%	24%
Tend to oppose	29%	31%	31%	31%	31%	29%	29%	29%	21%	28%	31%	33%	22%	31%	31%	28%	28%	28%	28%	33%	29%	25%	26%
Strongly oppose	26%	38%	17%	22%	24%	33%	21%	31%	13%	26%	29%	30%	28%	27%	28%	27%	17%	24%	27%	24%	30%	24%	25%
Don't know	14%	10%	13%	12%	12%	12%	13%	15%	22%	16%	9%	10%	15%	12%	14%	14%	16%	17%	12%	11%	16%	16%	17%

....if it meant building more housing on green field sites?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Strongly support	4%	3%	7%	4%	4%	4%	6%	3%	4%	5%	4%	2%	5%	4%	5%	4%	4%	4%	4%	5%	5%	2%	6%
Tend to support	16%	9%	25%	19%	20%	12%	22%	11%	18%	16%	15%	16%	19%	15%	16%	14%	21%	15%	18%	15%	15%	15%	17%
Tend to oppose	28%	26%	31%	33%	32%	21%	28%	28%	38%	28%	26%	26%	26%	28%	29%	28%	31%	23%	28%	30%	28%	30%	18%
Strongly oppose	42%	58%	27%	37%	36%	57%	36%	47%	19%	38%	51%	49%	39%	46%	42%	44%	28%	32%	43%	42%	43%	35%	45%
Don't know	10%	4%	10%	7%	8%	7%	9%	11%	20%	13%	4%	7%	12%	8%	7%	9%	15%	25%	8%	9%	10%	17%	14%

In the year ahead, do you expect house prices to go up or down, or stay about the same?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Go up a lot	11%	4%	8%	6%	6%	12%	11%	12%	21%	13%	7%	8%	15%	11%	9%	12%	11%	8%	7%	10%	11%	16%	19%
Go up a little	37%	36%	43%	39%	42%	31%	42%	32%	41%	40%	28%	38%	36%	33%	41%	38%	43%	39%	41%	39%	33%	36%	29%
Stay about the same	32%	43%	31%	31%	35%	36%	29%	35%	18%	26%	44%	37%	30%	34%	31%	32%	28%	37%	35%	33%	35%	26%	23%
Go down a little	7%	9%	7%	7%	6%	8%	6%	7%	5%	6%	9%	7%	10%	8%	5%	6%	4%	9%	6%	7%	8%	5%	8%
Go down a lot	1%	0%	0%	-	0%	1%	0%	1%	-	0%	1%	1%	-	0%	1%	1%	0%	-	1%	-	1%	1%	0%
Don't know	12%	8%	10%	18%	10%	12%	11%	13%	15%	14%	11%	10%	8%	14%	13%	12%	15%	7%	11%	11%	11%	16%	20%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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 it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
It would be better for Britain if house prices rose	6%	8%	5%	6%	6%	9%	5%	6%	-	5%	9%	7%	2%	7%	6%	7%	5%	4%	6%	4%	9%	5%	5%
It would be better for Britain if house prices went down	50%	35%	57%	58%	56%	37%	53%	47%	76%	55%	43%	36%	61%	47%	54%	44%	50%	60%	50%	53%	44%	56%	46%
It would be better for Britain if house prices stayed about the same	27%	43%	23%	26%	25%	35%	27%	28%	14%	20%	31%	42%	20%	27%	25%	34%	25%	26%	29%	29%	29%	17%	26%
Don't know	17%	14%	15%	10%	14%	19%	15%	19%	10%	20%	17%	15%	18%	19%	15%	16%	19%	10%	15%	14%	18%	22%	23%

And thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
I would be better off if house prices rose	22%	28%	24%	24%	29%	22%	24%	20%	9%	22%	29%	21%	17%	24%	21%	24%	15%	20%	27%	23%	21%	17%	12%
I would be better off if house prices fell	21%	8%	23%	21%	18%	9%	22%	21%	64%	28%	9%	2%	33%	20%	22%	19%	17%	22%	22%	20%	22%	35%	9%
It will make little difference to me personally if house prices rise or fall	47%	58%	45%	48%	46%	60%	45%	49%	15%	36%	56%	72%	39%	46%	47%	49%	60%	44%	44%	49%	48%	36%	63%
Don't know	10%	5%	7%	7%	7%	9%	9%	10%	13%	14%	5%	6%	11%	10%	9%	8%	8%	14%	8%	8%	10%	13%	16%

Do you think the Labour Party is united or divided at the present time?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
United	8%	3%	18%	11%	14%	4%	10%	6%	4%	9%	8%	7%	11%	8%	8%	7%	5%	8%	8%	8%	9%	5%	
Divided	70%	83%	66%	71%	66%	83%	72%	69%	58%	60%	79%	85%	67%	70%	70%	73%	76%	68%	71%	72%	67%	67%	75%
Don't know	22%	14%	16%	18%	20%	13%	17%	26%	37%	31%	12%	8%	22%	23%	22%	20%	19%	24%	21%	20%	25%	24%	19%

Do you think the Conservative Party is united or divided at the present time?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
United	18%	38%	15%	16%	14%	26%	19%	17%	9%	16%	23%	21%	13%	19%	19%	21%	14%	11%	17%	18%	19%	18%	17%
Divided	41%	28%	50%	44%	46%	38%	47%	35%	39%	37%	43%	46%	51%	38%	36%	39%	45%	46%	43%	42%	38%	36%	44%
Don't know	41%	34%	35%	40%	40%	36%	35%	48%	53%	48%	34%	33%	36%	43%	45%	40%	41%	43%	40%	40%	43%	46%	39%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following?

Labour Party

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very left-wing	12%	21%	4%	6%	6%	20%	12%	11%	5%	9%	14%	16%	13%	11%	13%	12%	7%	12%	9%	12%	10%	11%	18%
Fairly left-wing	20%	34%	17%	17%	18%	26%	23%	18%	19%	14%	22%	29%	16%	23%	21%	19%	19%	11%	21%	19%	22%	19%	18%
Slightly left-of-centre	21%	18%	33%	30%	30%	15%	23%	19%	20%	20%	24%	21%	22%	19%	24%	22%	21%	19%	25%	24%	17%	19%	14%
Centre	11%	4%	16%	10%	13%	6%	11%	10%	15%	13%	9%	6%	12%	10%	10%	8%	17%	12%	12%	12%	8%	8%	11%
Slightly right-of-centre	7%	4%	9%	9%	11%	4%	8%	6%	9%	7%	7%	6%	13%	6%	4%	7%	8%	5%	9%	8%	4%	7%	8%
Fairly right-wing	4%	2%	4%	4%	5%	3%	3%	5%	4%	3%	6%	3%	6%	3%	3%	4%	5%	7%	5%	2%	5%	4%	4%
Very right-wing	1%	-	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	0%	2%	-	1%	1%	1%	1%	-
Don't know	25%	16%	16%	24%	17%	25%	20%	30%	27%	33%	18%	17%	17%	26%	23%	28%	21%	35%	18%	22%	33%	32%	28%

Conservative Party

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very left-wing	1%	2%	1%	-	1%	1%	2%	1%	3%	2%	0%	-	4%	2%	-	0%	-	-	1%	1%	1%	1%	5%
Fairly left-wing	2%	2%	1%	0%	1%	3%	3%	2%	4%	2%	3%	3%	2%	2%	2%	4%	1%	5%	3%	2%	2%	2%	3%
Slightly left-of-centre	4%	9%	1%	1%	1%	8%	5%	4%	2%	3%	6%	5%	4%	4%	8%	3%	4%	2%	3%	2%	6%	9%	4%
Centre	8%	10%	4%	7%	3%	12%	9%	6%	4%	8%	8%	8%	8%	7%	10%	6%	7%	7%	7%	8%	8%	5%	9%
Slightly right-of-centre	18%	32%	18%	13%	17%	21%	21%	16%	17%	17%	20%	20%	19%	18%	22%	19%	14%	14%	20%	20%	17%	16%	16%
Fairly right-wing	30%	26%	41%	40%	42%	21%	30%	29%	35%	25%	33%	33%	31%	30%	26%	29%	36%	28%	33%	35%	24%	22%	26%
Very right-wing	12%	6%	17%	16%	17%	8%	10%	13%	9%	10%	14%	14%	16%	11%	10%	11%	15%	11%	15%	11%	11%	10%	
Don't know	25%	14%	17%	23%	17%	25%	20%	30%	26%	33%	16%	18%	17%	26%	23%	28%	23%	32%	19%	21%	32%	33%	28%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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

Liberal Democrats

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very left-wing	7%	10%	3%	3%	3%	12%	10%	5%	8%	8%	8%	5%	8%	5%	10%	10%	2%	8%	7%	6%	6%	13%	7%
Fairly left-wing	10%	13%	10%	11%	9%	11%	11%	9%	11%	10%	11%	9%	11%	9%	9%	10%	12%	12%	14%	11%	5%	8%	8%
Slightly left-of-centre	15%	19%	19%	20%	22%	13%	16%	15%	11%	15%	17%	17%	18%	19%	12%	12%	12%	21%	18%	15%	14%	11%	17%
Centre	26%	24%	33%	35%	32%	22%	28%	24%	24%	21%	29%	33%	30%	24%	29%	25%	29%	15%	27%	30%	27%	19%	16%
Slightly right-of-centre	7%	6%	9%	7%	8%	5%	6%	7%	10%	4%	9%	8%	6%	8%	7%	5%	6%	5%	8%	6%	6%	5%	7%
Fairly right-wing	1%	-	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	-	1%	1%	1%	2%	-	1%	1%	1%	1%	1%
Very right-wing	1%	-	0%	-	1%	0%	1%	0%	1%	1%	1%	0%	2%	0%	-	0%	1%	-	0%	1%	1%	1%	0%
Don't know	33%	27%	25%	23%	23%	35%	27%	39%	36%	42%	25%	26%	26%	33%	32%	36%	35%	39%	26%	30%	40%	41%	43%

Reform UK

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very left-wing	2%	1%	3%	3%	2%	2%	1%	3%	3%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	0%	1%
Fairly left-wing	2%	4%	1%	2%	1%	3%	1%	2%	2%	1%	4%	2%	0%	3%	3%	1%	1%	1%	2%	1%	2%	2%	1%
Slightly left-of-centre	1%	2%	1%	1%	1%	1%	1%	1%	-	0%	2%	2%	2%	1%	1%	1%	-	-	1%	1%	1%	1%	1%
Centre	5%	6%	3%	2%	2%	7%	5%	5%	5%	4%	6%	6%	4%	5%	7%	5%	7%	-	4%	4%	6%	6%	7%
Slightly right-of-centre	6%	8%	3%	4%	3%	11%	9%	3%	2%	5%	7%	9%	5%	6%	6%	7%	6%	5%	6%	5%	6%	7%	6%
Fairly right-wing	18%	33%	9%	6%	12%	27%	21%	14%	11%	15%	22%	21%	15%	17%	23%	16%	15%	19%	17%	19%	16%	19%	19%
Very right-wing	41%	26%	63%	61%	62%	22%	42%	39%	50%	39%	41%	38%	54%	40%	34%	39%	45%	38%	49%	46%	31%	28%	38%
Don't know	26%	19%	17%	22%	17%	26%	20%	33%	28%	35%	17%	20%	18%	27%	25%	29%	23%	36%	20%	22%	34%	36%	26%

Keir Starmer

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very left-wing	13%	22%	4%	4%	6%	24%	13%	13%	5%	10%	18%	18%	12%	12%	16%	14%	13%	9%	9%	13%	18%	14%	18%
Fairly left-wing	12%	22%	11%	9%	11%	16%	15%	9%	13%	10%	12%	16%	7%	12%	14%	12%	13%	16%	14%	13%	11%	11%	8%
Slightly left-of-centre	15%	18%	23%	21%	22%	12%	15%	15%	12%	12%	21%	17%	17%	17%	14%	12%	14%	11%	17%	16%	11%	16%	14%
Centre	15%	10%	21%	20%	18%	10%	16%	13%	17%	16%	12%	14%	17%	13%	15%	15%	15%	16%	20%	16%	11%	9%	11%
Slightly right-of-centre	9%	3%	14%	13%	15%	3%	11%	7%	14%	10%	9%	5%	13%	9%	8%	7%	12%	5%	13%	9%	5%	7%	8%
Fairly right-wing	5%	4%	6%	5%	7%	4%	5%	6%	7%	4%	6%	6%	9%	4%	4%	5%	5%	6%	6%	4%	5%	6%	7%
Very right-wing	2%	2%	1%	2%	2%	3%	3%	2%	1%	2%	3%	3%	4%	2%	2%	2%	4%	4%	2%	2%	3%	3%	5%
Don't know	28%	20%	20%	26%	19%	29%	21%	35%	31%	37%	20%	21%	21%	31%	26%	31%	24%	33%	21%	28%	36%	35%	28%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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

Kemi Badenoch

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very left-wing	1%	2%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	5%
Fairly left-wing	2%	2%	1%	1%	1%	3%	2%	1%	-	1%	2%	2%	0%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%
Slightly left-of-centre	3%	6%	2%	0%	1%	5%	4%	2%	2%	3%	2%	4%	5%	2%	6%	1%	7%	2%	2%	2%	4%	8%	5%
Centre	9%	12%	4%	10%	4%	13%	10%	8%	7%	8%	10%	10%	6%	8%	10%	10%	8%	10%	9%	8%	9%	6%	10%
Slightly right-of-centre	14%	24%	12%	13%	12%	18%	17%	11%	9%	11%	17%	17%	9%	14%	16%	16%	13%	6%	14%	15%	11%	14%	14%
Fairly right-wing	23%	27%	30%	28%	31%	18%	27%	20%	28%	20%	25%	26%	32%	23%	20%	21%	24%	23%	29%	25%	20%	17%	19%
Very right-wing	14%	4%	25%	18%	24%	8%	14%	14%	9%	12%	18%	16%	18%	14%	13%	12%	16%	12%	17%	16%	10%	11%	13%
Don't know	34%	23%	26%	29%	26%	33%	26%	42%	44%	43%	25%	24%	27%	36%	33%	37%	32%	43%	28%	31%	43%	42%	34%

Ed Davey

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very left-wing	5%	8%	2%	1%	2%	10%	7%	4%	1%	5%	7%	6%	9%	5%	3%	6%	1%	7%	5%	6%	4%	6%	6%
Fairly left-wing	9%	11%	8%	11%	8%	12%	12%	7%	9%	10%	9%	8%	7%	8%	14%	9%	11%	3%	11%	9%	4%	13%	10%
Slightly left-of-centre	13%	14%	16%	19%	17%	12%	14%	12%	11%	11%	17%	14%	17%	14%	11%	12%	10%	14%	17%	11%	11%	8%	15%
Centre	21%	19%	29%	29%	29%	18%	24%	19%	17%	15%	29%	26%	21%	21%	22%	22%	24%	16%	24%	23%	20%	17%	17%
Slightly right-of-centre	5%	4%	6%	7%	5%	4%	5%	4%	7%	3%	5%	7%	3%	6%	5%	4%	4%	3%	4%	5%	5%	4%	5%
Fairly right-wing	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	2%
Very right-wing	1%	0%	0%	0%	1%	1%	1%	0%	-	0%	1%	1%	2%	1%	1%	0%	1%	-	0%	0%	1%	1%	1%
Don't know	45%	42%	38%	31%	37%	43%	36%	53%	55%	54%	33%	36%	41%	46%	43%	45%	47%	54%	38%	44%	54%	49%	44%

Nigel Farage

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very left-wing	3%	3%	3%	2%	2%	3%	2%	3%	3%	1%	4%	3%	3%	2%	3%	4%	2%	1%	2%	3%	3%	1%	2%
Fairly left-wing	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	3%	1%	1%	1%	2%	2%	1%	0%	2%	3%	1%
Slightly left-of-centre	1%	3%	0%	1%	1%	2%	2%	1%	0%	1%	2%	1%	1%	1%	2%	2%	0%	-	2%	1%	1%	4%	0%
Centre	4%	6%	2%	3%	1%	7%	5%	4%	4%	3%	5%	6%	4%	4%	5%	5%	6%	-	4%	3%	5%	3%	9%
Slightly right-of-centre	6%	9%	2%	5%	2%	12%	7%	5%	1%	5%	8%	9%	6%	6%	6%	6%	7%	6%	5%	5%	7%	6%	10%
Fairly right-wing	15%	29%	8%	3%	11%	23%	20%	10%	6%	13%	19%	18%	15%	14%	21%	14%	11%	16%	15%	17%	14%	16%	11%
Very right-wing	43%	30%	64%	63%	63%	25%	43%	42%	53%	41%	42%	40%	51%	42%	37%	41%	50%	40%	51%	48%	33%	32%	38%
Don't know	27%	18%	19%	23%	19%	26%	20%	33%	32%	34%	18%	20%	18%	29%	25%	29%	22%	35%	21%	23%	34%	35%	29%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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

Yourself

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Very left-wing	5%	2%	7%	2%	6%	1%	4%	5%	15%	5%	2%	1%	6%	4%	4%	5%	5%	8%	5%	5%	2%	7%	6%
Fairly left-wing	12%	-	25%	16%	21%	4%	10%	13%	17%	13%	11%	8%	13%	12%	10%	12%	16%	6%	14%	14%	8%	10%	9%
Slightly left-of-centre	12%	3%	25%	18%	21%	5%	14%	10%	10%	12%	13%	13%	15%	12%	9%	13%	12%	12%	15%	12%	9%	10%	11%
Centre	21%	23%	19%	27%	20%	22%	21%	21%	14%	19%	22%	25%	24%	18%	24%	17%	28%	21%	20%	21%	21%	19%	22%
Slightly right-of-centre	14%	32%	6%	12%	9%	22%	18%	10%	7%	11%	18%	18%	12%	15%	14%	14%	14%	9%	14%	15%	12%	11%	14%
Fairly right-wing	11%	25%	2%	3%	5%	18%	13%	9%	10%	7%	13%	15%	9%	11%	13%	11%	5%	12%	10%	10%	13%	10%	10%
Very right-wing	2%	3%	0%	1%	1%	4%	2%	2%	1%	1%	3%	4%	4%	2%	3%	2%	2%	3%	2%	2%	2%	2%	4%
Don't know	24%	13%	16%	21%	17%	23%	19%	29%	27%	32%	17%	16%	17%	26%	24%	26%	17%	29%	19%	20%	32%	31%	24%

Do you think Kemi Badenoch should remain as leader of the Conservative Party, or stand down and let someone else take over?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Should remain Conservative leader	27%	44%	25%	25%	27%	32%	29%	25%	17%	23%	32%	34%	22%	27%	30%	27%	30%	20%	28%	28%	27%	24%	25%
Should stand down and let someone else take over	30%	28%	34%	30%	30%	32%	35%	25%	29%	26%	36%	32%	32%	30%	27%	31%	27%	35%	31%	30%	27%	25%	37%
Don't know	43%	28%	41%	45%	43%	36%	36%	50%	54%	51%	33%	35%	46%	43%	43%	42%	44%	46%	41%	42%	45%	51%	38%

Do you think Keir Starmer should remain as leader of the Labour Party, or stand down and let someone else take over?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Should remain Labour leader	30%	26%	53%	42%	49%	19%	33%	28%	19%	29%	39%	29%	31%	33%	27%	27%	33%	30%	40%	32%	23%	24%	23%
Should stand down and let someone else take over	44%	58%	28%	36%	31%	61%	46%	43%	40%	41%	45%	53%	42%	42%	46%	51%	42%	39%	35%	46%	50%	44%	55%
Don't know	25%	16%	19%	22%	20%	20%	21%	29%	41%	30%	16%	18%	27%	25%	27%	22%	25%	31%	26%	22%	27%	32%	22%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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 Britain's political system overall, which of these views comes closest to your own?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
It works extremely well	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	-	2%	1%	1%	0%	2%	1%
It works reasonably well	18%	29%	28%	16%	23%	15%	24%	12%	17%	14%	22%	22%	21%	19%	19%	16%	19%	9%	23%	19%	17%	13%	12%
It sometimes appears broken	40%	39%	43%	51%	44%	36%	36%	43%	43%	37%	38%	44%	41%	43%	33%	39%	35%	50%	41%	44%	36%	36%	37%
It is badly broken	34%	26%	24%	26%	26%	43%	33%	35%	21%	37%	37%	31%	29%	29%	39%	37%	39%	34%	28%	31%	37%	40%	41%
Don't know	8%	5%	4%	6%	6%	5%	7%	9%	18%	12%	2%	2%	8%	8%	9%	8%	7%	4%	8%	5%	11%	9%	9%

Thinking about how the British political system compares to the political systems of other European countries, do you think...?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
The British political system works better than that of most other European countries	9%	21%	7%	8%	9%	12%	12%	5%	4%	6%	10%	15%	8%	10%	7%	9%	10%	4%	13%	7%	7%	6%	10%
The British political system works about as well as that of most other European countries	34%	37%	42%	37%	39%	32%	39%	30%	30%	29%	37%	41%	37%	35%	29%	35%	30%	39%	39%	37%	29%	28%	28%
The British political system works less well than that of most other European countries	26%	19%	24%	25%	25%	27%	27%	26%	26%	30%	24%	23%	28%	22%	31%	26%	29%	28%	22%	23%	30%	32%	33%
Don't know	31%	23%	28%	30%	28%	29%	22%	39%	40%	35%	29%	22%	27%	33%	33%	30%	31%	29%	27%	33%	34%	33%	29%

How much confidence, if any, do you have in the following parts of the British political system?

The House of Commons?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
A lot of confidence	2%	1%	4%	1%	3%	1%	3%	1%	3%	2%	1%	3%	3%	1%	3%	2%	3%	1%	4%	2%	1%	1%	1%
A fair amount of confidence	26%	36%	35%	32%	34%	20%	29%	22%	26%	20%	31%	30%	27%	29%	21%	25%	24%	21%	30%	27%	21%	21%	24%
Not very much confidence	39%	42%	37%	41%	40%	44%	38%	39%	27%	36%	44%	44%	37%	40%	38%	39%	35%	42%	35%	45%	36%	41%	34%
No confidence at all	20%	16%	13%	12%	13%	27%	21%	19%	14%	21%	21%	20%	19%	17%	24%	19%	24%	27%	18%	14%	26%	20%	28%
Don't know	14%	5%	10%	14%	10%	7%	9%	18%	31%	21%	3%	4%	15%	14%	13%	15%	14%	9%	13%	12%	15%	18%	13%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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 House of Lords?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
A lot of confidence	2%	3%	3%	3%	3%	1%	3%	1%	3%	2%	1%	2%	4%	1%	2%	2%	1%	-	5%	0%	1%	0%	-
A fair amount of confidence	21%	31%	25%	25%	28%	17%	23%	19%	20%	15%	25%	28%	19%	25%	19%	18%	20%	18%	24%	22%	18%	21%	16%
Not very much confidence	31%	26%	35%	36%	34%	30%	30%	31%	29%	27%	36%	32%	39%	33%	23%	29%	27%	31%	30%	35%	34%	23%	23%
No confidence at all	32%	33%	27%	17%	24%	44%	33%	30%	16%	34%	33%	34%	22%	27%	41%	34%	37%	39%	27%	29%	33%	37%	44%
Don't know	15%	7%	11%	18%	12%	8%	11%	19%	32%	23%	5%	4%	15%	14%	15%	17%	15%	11%	15%	14%	14%	19%	17%

Local councils?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
A lot of confidence	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	-	1%	0%	1%	0%	2%	1%
A fair amount of confidence	20%	17%	29%	26%	28%	15%	21%	19%	21%	19%	17%	25%	21%	21%	17%	21%	21%	20%	25%	18%	19%	22%	15%
Not very much confidence	41%	52%	41%	37%	42%	45%	43%	40%	36%	37%	50%	44%	41%	43%	44%	37%	46%	39%	37%	47%	40%	41%	41%
No confidence at all	27%	27%	20%	24%	22%	34%	26%	28%	19%	28%	29%	28%	26%	25%	28%	30%	23%	37%	26%	25%	31%	21%	34%
Don't know	10%	4%	8%	13%	7%	5%	9%	12%	23%	16%	3%	2%	12%	11%	10%	11%	10%	4%	11%	10%	10%	14%	9%

The civil service?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
A lot of confidence	3%	2%	6%	6%	6%	1%	4%	2%	2%	4%	3%	2%	4%	4%	2%	3%	2%	3%	4%	4%	2%	1%	2%
A fair amount of confidence	25%	20%	41%	31%	36%	16%	28%	22%	26%	24%	26%	25%	35%	23%	20%	24%	28%	24%	32%	23%	23%	21%	19%
Not very much confidence	32%	40%	29%	32%	31%	36%	31%	33%	25%	30%	33%	37%	27%	32%	35%	30%	39%	27%	28%	36%	31%	32%	31%
No confidence at all	23%	31%	11%	13%	13%	36%	25%	21%	8%	19%	29%	29%	20%	22%	27%	23%	18%	28%	19%	21%	27%	21%	31%
Don't know	18%	7%	13%	19%	14%	11%	13%	22%	39%	24%	9%	6%	14%	20%	16%	20%	12%	18%	17%	16%	18%	25%	17%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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

And thinking about how elections are run in Britain, how much trust, if any, do you have in the British electoral system...

...to deliver a result that reflects the views of the British public?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
A lot	5%	11%	4%	4%	6%	6%	7%	4%	1%	4%	7%	7%	6%	5%	6%	5%	6%	5%	7%	4%	4%	7%	5%
A fair amount	33%	45%	42%	34%	39%	31%	34%	32%	30%	29%	38%	37%	34%	36%	31%	32%	31%	23%	34%	37%	32%	32%	22%
Not a lot	34%	27%	34%	40%	35%	35%	32%	36%	32%	34%	32%	38%	30%	34%	35%	35%	33%	40%	34%	37%	33%	32%	34%
None at all	18%	12%	12%	13%	13%	22%	19%	17%	18%	18%	18%	16%	18%	14%	21%	18%	21%	19%	16%	15%	19%	16%	28%
Don't know	10%	5%	8%	8%	7%	6%	9%	11%	19%	15%	4%	2%	12%	11%	8%	9%	9%	13%	9%	8%	12%	13%	11%

...to be free and fair?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
A lot	17%	26%	22%	18%	25%	15%	21%	13%	7%	14%	24%	21%	18%	18%	18%	17%	15%	16%	25%	15%	12%	14%	17%
A fair amount	39%	48%	48%	43%	43%	38%	39%	39%	41%	36%	40%	41%	43%	42%	36%	34%	39%	42%	39%	47%	35%	34%	31%
Not a lot	22%	18%	18%	21%	17%	26%	22%	23%	21%	23%	21%	24%	21%	18%	25%	27%	26%	17%	18%	22%	27%	26%	23%
None at all	12%	4%	6%	10%	7%	15%	10%	14%	14%	13%	11%	11%	9%	11%	14%	12%	14%	20%	9%	9%	16%	14%	20%
Don't know	9%	4%	6%	8%	8%	6%	8%	10%	17%	13%	4%	3%	9%	10%	8%	9%	6%	6%	9%	7%	10%	11%	9%

...to be safe from corruption or fraud?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
A lot	15%	19%	22%	22%	24%	11%	18%	12%	9%	13%	18%	18%	15%	16%	14%	14%	13%	15%	24%	12%	10%	12%	11%
A fair amount	37%	47%	43%	37%	41%	38%	39%	35%	37%	31%	43%	41%	43%	37%	36%	32%	42%	36%	38%	44%	30%	30%	36%
Not a lot	20%	15%	17%	21%	17%	21%	20%	21%	21%	22%	16%	22%	17%	19%	24%	24%	17%	18%	16%	22%	23%	26%	15%
None at all	17%	13%	10%	12%	11%	22%	14%	20%	15%	19%	16%	16%	15%	17%	17%	16%	21%	23%	12%	12%	26%	19%	27%
Don't know	11%	7%	8%	8%	8%	9%	9%	13%	19%	15%	7%	4%	11%	12%	10%	13%	7%	9%	11%	9%	12%	14%	11%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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

Some people support a change in the British voting system to proportional representation, where the number of MPs a party wins more closely reflects the share of the vote they receive. Other people support retaining our present voting system, First Past the Post, which is more likely to give one party an overall majority in the House of Commons and avoid a hung Parliament. Which voting system would you prefer?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
First past the post, which is more likely to give one party an overall majority	26%	49%	26%	18%	24%	32%	32%	19%	17%	19%	31%	36%	21%	27%	30%	25%	26%	10%	28%	22%	26%	23%	29%
Proportional representation, where the number of MPs parties win will more closely match their share of the vote	46%	31%	52%	65%	55%	43%	45%	47%	41%	45%	49%	47%	50%	44%	43%	45%	51%	61%	48%	53%	39%	40%	41%
Don't know	28%	19%	22%	18%	21%	25%	23%	34%	42%	36%	20%	17%	29%	29%	28%	30%	23%	29%	24%	24%	35%	36%	30%

Thinking about the four or five biggest policy decisions that Parliament considers each year, which of these views comes closer to yours?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
The best way to make such decisions is for MPs to consider them in detail and for the majority view in Parliament to determine what happens	39%	46%	51%	50%	54%	32%	44%	34%	24%	32%	44%	52%	44%	40%	36%	37%	34%	36%	46%	45%	27%	30%	33%
The best way to make such decisions is for Parliament to hold a referendum and for the majority view among voters to determine what happens	36%	38%	31%	31%	26%	47%	37%	36%	39%	35%	38%	36%	33%	34%	40%	38%	39%	34%	33%	32%	44%	37%	42%
Don't know	25%	16%	19%	19%	20%	21%	20%	30%	37%	33%	17%	13%	24%	26%	24%	24%	27%	29%	21%	23%	29%	33%	25%

Which would you prefer?

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
A House of Lords that is mostly APPOINTED	7%	15%	5%	9%	8%	6%	8%	5%	8%	7%	8%	5%	8%	9%	6%	5%	4%	4%	9%	6%	6%	7%	5%
A House of Lords that is mostly ELECTED	44%	36%	54%	35%	45%	49%	48%	41%	36%	43%	47%	47%	34%	40%	51%	46%	50%	55%	44%	48%	41%	45%	38%
A House of Lords with both APPOINTED and ELECTED members	28%	40%	25%	36%	31%	28%	24%	31%	22%	21%	34%	36%	35%	32%	24%	27%	19%	17%	28%	29%	25%	26%	32%
Don't know	21%	10%	16%	21%	16%	17%	20%	22%	34%	29%	11%	12%	22%	20%	19%	22%	28%	24%	19%	17%	28%	23%	25%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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 donations to political parties, do you think there should or should not be a limit on the donations that the following can make to political parties?

Businesses donating money to political parties

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Should not be allowed to give money to political parties at all	36%	31%	35%	36%	37%	36%	36%	36%	29%	38%	36%	36%	33%	35%	40%	35%	32%	46%	37%	36%	34%	36%	37%
Should have a limit of around £500 on the amount of money they can donate to a political party	7%	5%	9%	8%	7%	6%	7%	7%	12%	7%	5%	6%	7%	6%	9%	7%	5%	7%	4%	7%	9%	7%	9%
Should have a limit of around £5,000 on the amount of money they can donate to a political party	14%	12%	18%	16%	17%	13%	14%	14%	11%	12%	13%	20%	13%	15%	9%	16%	16%	11%	15%	15%	13%	12%	13%
Should have a limit of around £50,000 on the amount of money they can donate to a political party	11%	14%	12%	11%	13%	10%	13%	9%	15%	8%	15%	10%	15%	12%	7%	12%	12%	4%	14%	11%	10%	8%	7%
Should have a limit of around £500,000 on the amount of money they can donate to a political party	4%	7%	1%	3%	3%	5%	5%	3%	0%	2%	6%	6%	1%	3%	5%	4%	4%	3%	4%	3%	3%	4%	6%
Should be allowed to give as much as they wish to political parties	9%	14%	7%	5%	7%	11%	10%	8%	7%	7%	10%	11%	8%	8%	10%	8%	13%	9%	9%	9%	8%	9%	8%
Don't know	20%	17%	17%	19%	15%	19%	16%	23%	26%	25%	15%	12%	23%	20%	19%	18%	17%	20%	17%	18%	23%	24%	20%

Trade Unions donating money to political parties

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Should not be allowed to give money to political parties at all	45%	55%	37%	44%	44%	53%	42%	47%	26%	43%	50%	51%	35%	47%	46%	45%	41%	56%	45%	47%	42%	39%	50%
Should have a limit of around £500 on the amount of money they can donate to a political party	5%	5%	5%	8%	6%	4%	4%	6%	8%	5%	5%	5%	7%	5%	5%	6%	2%	6%	5%	6%	7%	2%	4%
Should have a limit of around £5,000 on the amount of money they can donate to a political party	12%	9%	16%	12%	14%	9%	12%	11%	13%	10%	11%	14%	13%	12%	8%	12%	14%	9%	12%	13%	10%	14%	9%
Should have a limit of around £50,000 on the amount of money they can donate to a political party	8%	7%	10%	8%	9%	6%	10%	5%	13%	5%	9%	8%	10%	7%	7%	9%	9%	0%	11%	7%	5%	6%	6%
Should have a limit of around £500,000 on the amount of money they can donate to a political party	3%	3%	3%	4%	4%	3%	5%	2%	4%	3%	4%	3%	3%	3%	4%	4%	5%	1%	3%	3%	3%	3%	5%
Should be allowed to give as much as they wish to political parties	7%	8%	9%	5%	7%	7%	9%	5%	5%	7%	6%	8%	7%	6%	9%	6%	8%	8%	7%	6%	7%	9%	4%
Don't know	21%	13%	20%	19%	16%	18%	17%	24%	30%	27%	14%	12%	25%	20%	21%	19%	21%	20%	17%	18%	26%	27%	21%

Fieldwork Dates: 5th - 7th July 2025

Sample Size: 1702 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

Individual people donating money to political parties

Unweighted base	1702	252	522	180	728	584	748	954	146	656	428	472	180	581	279	422	149	91	538	457	336	185	186
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	199	176
Should not be allowed to give money to political parties at all	26%	20%	24%	22%	25%	27%	25%	27%	23%	28%	24%	24%	24%	26%	31%	25%	20%	31%	24%	26%	28%	26%	24%
Should have a limit of around £500 on the amount of money they can donate to a political party	14%	14%	15%	13%	16%	12%	13%	14%	17%	13%	13%	15%	10%	13%	13%	16%	14%	22%	14%	17%	12%	10%	15%
Should have a limit of around £5,000 on the amount of money they can donate to a political party	16%	15%	21%	23%	20%	15%	17%	16%	13%	15%	17%	20%	16%	19%	12%	16%	20%	10%	19%	16%	16%	14%	17%
Should have a limit of around £50,000 on the amount of money they can donate to a political party	9%	11%	12%	10%	11%	9%	11%	7%	8%	7%	12%	10%	14%	9%	8%	9%	9%	5%	12%	9%	6%	9%	7%
Should have a limit of around £500,000 on the amount of money they can donate to a political party	3%	6%	1%	3%	3%	4%	4%	2%	5%	1%	6%	4%	4%	3%	5%	4%	2%	1%	4%	2%	4%	0%	5%
Should be allowed to give as much as they wish to political parties	14%	22%	11%	12%	12%	16%	14%	14%	12%	13%	13%	17%	12%	13%	14%	14%	18%	14%	12%	15%	13%	16%	16%
Don't know	18%	12%	16%	17%	13%	16%	15%	20%	22%	23%	13%	10%	19%	18%	16%	18%	16%	17%	15%	15%	22%	25%	17%

Cell Contents (Column Percentages)