

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base: All GB adults	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Approve	12%	3%	27%	20%	21%	6%	15%	9%	8%	12%	16%	11%	15%	13%	9%	12%	12%	15%	17%	14%	8%	11%	6%
Disapprove	66%	87%	48%	54%	56%	84%	66%	66%	39%	62%	71%	79%	57%	66%	71%	65%	66%	68%	66%	61%	68%	64%	77%
Don't know	22%	9%	24%	26%	23%	10%	19%	25%	53%	25%	13%	10%	28%	21%	20%	22%	22%	17%	17%	25%	24%	25%	18%

Voting scale

Conservatives

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
0 - Would never consider voting for them	38%	4%	56%	39%	47%	26%	41%	35%	36%	44%	39%	28%	38%	32%	38%	42%	46%	50%	34%	39%	36%	43%	43%
1	6%	1%	8%	6%	8%	6%	7%	6%	4%	6%	9%	6%	7%	6%	6%	7%	7%	7%	6%	7%	5%	8%	6%
2	8%	1%	11%	10%	9%	7%	8%	7%	7%	9%	6%	7%	10%	7%	8%	7%	9%	7%	8%	7%	8%	4%	9%
3	7%	3%	8%	15%	7%	7%	8%	6%	12%	8%	8%	4%	9%	7%	10%	5%	8%	3%	8%	7%	8%	8%	5%
4	4%	3%	3%	6%	4%	5%	4%	5%	3%	4%	6%	4%	5%	5%	4%	4%	3%	5%	5%	6%	4%	4%	2%
5	9%	10%	6%	10%	7%	11%	8%	10%	11%	8%	8%	11%	5%	12%	10%	9%	5%	10%	8%	8%	11%	10%	9%
6	5%	12%	2%	5%	4%	7%	5%	4%	2%	5%	4%	7%	5%	6%	3%	5%	2%	4%	7%	5%	5%	2%	3%
7	6%	18%	2%	3%	4%	10%	5%	7%	2%	4%	8%	9%	8%	7%	5%	6%	3%	5%	7%	5%	6%	4%	6%
8	4%	15%	1%	1%	3%	7%	3%	5%	-	3%	5%	8%	2%	5%	5%	3%	3%	3%	5%	5%	5%	2%	4%
9	2%	9%	0%	1%	2%	3%	2%	2%	0%	1%	2%	5%	2%	2%	3%	2%	-	1%	3%	2%	1%	3%	1%
10 - Would definitely consider voting for them	6%	24%	1%	3%	5%	9%	5%	7%	1%	5%	5%	11%	2%	8%	7%	4%	8%	3%	8%	3%	6%	4%	8%
prefer not to answer	4%	1%	1%	1%	1%	1%	4%	5%	22%	4%	2%	0%	8%	3%	2%	6%	5%	1%	1%	6%	4%	9%	4%

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Labour

	Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
	Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
0 - Would never consider voting for them		37%	59%	10%	18%	17%	59%	37%	37%	20%	32%	38%	53%	23%	41%	43%	36%	32%	37%	30%	33%	41%	44%	52%
1		6%	10%	3%	4%	5%	8%	7%	6%	4%	6%	7%	7%	9%	6%	4%	6%	7%	4%	5%	5%	8%	6%	9%
2		6%	7%	3%	7%	5%	6%	6%	5%	8%	5%	7%	4%	5%	6%	5%	6%	4%	9%	6%	6%	6%	6%	2%
3		6%	5%	6%	8%	8%	6%	7%	6%	3%	8%	5%	6%	7%	6%	8%	5%	7%	9%	7%	7%	5%	7%	6%
4		5%	5%	5%	6%	6%	4%	5%	5%	6%	7%	3%	3%	4%	5%	7%	4%	6%	3%	6%	6%	5%	4%	3%
5		9%	5%	9%	17%	11%	6%	9%	10%	15%	10%	8%	5%	12%	8%	10%	8%	12%	9%	9%	10%	13%	5%	3%
6		6%	3%	11%	11%	10%	3%	7%	5%	5%	7%	6%	4%	8%	4%	5%	7%	8%	9%	8%	6%	5%	4%	5%
7		6%	2%	12%	12%	10%	2%	5%	6%	6%	7%	5%	4%	7%	7%	4%	5%	6%	8%	8%	7%	4%	4%	4%
8		5%	1%	13%	9%	9%	2%	4%	6%	3%	4%	6%	6%	6%	5%	3%	5%	7%	4%	8%	5%	3%	3%	5%
9		2%	1%	5%	3%	4%	0%	3%	1%	2%	2%	3%	1%	2%	1%	3%	3%	1%	2%	2%	2%	1%	2%	1%
10 - Would definitely consider voting for them		7%	2%	23%	5%	14%	3%	7%	8%	6%	7%	9%	6%	10%	7%	5%	9%	5%	5%	11%	7%	6%	7%	5%
prefer not to answer		4%	1%	1%	1%	1%	1%	4%	5%	22%	4%	2%	0%	8%	3%	2%	6%	5%	1%	1%	6%	4%	9%	4%

Liberal Democrats

	Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
	Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
0 - Would never consider voting for them		30%	42%	13%	2%	13%	46%	36%	25%	22%	28%	31%	38%	24%	31%	33%	31%	24%	40%	25%	27%	33%	36%	42%
1		5%	8%	3%	-	4%	7%	5%	6%	4%	6%	5%	6%	3%	6%	6%	5%	4%	6%	4%	7%	5%	5%	7%
2		7%	10%	6%	2%	5%	9%	8%	6%	7%	8%	6%	6%	9%	5%	5%	9%	11%	7%	5%	5%	11%	8%	6%
3		7%	8%	8%	3%	7%	6%	6%	8%	9%	7%	7%	7%	9%	7%	9%	5%	9%	5%	6%	8%	9%	7%	6%
4		7%	7%	9%	6%	9%	6%	7%	8%	5%	8%	6%	7%	8%	5%	8%	9%	8%	6%	9%	7%	6%	6%	7%
5		12%	11%	14%	12%	16%	10%	12%	12%	10%	12%	14%	11%	12%	11%	14%	12%	14%	15%	13%	11%	14%	11%	7%
6		8%	6%	14%	11%	13%	5%	7%	8%	6%	8%	8%	8%	5%	10%	9%	8%	4%	7%	9%	8%	6%	7%	10%
7		7%	3%	13%	16%	12%	4%	5%	9%	6%	8%	8%	5%	8%	8%	6%	6%	8%	6%	10%	9%	4%	4%	3%
8		5%	3%	10%	15%	9%	2%	5%	6%	3%	5%	7%	5%	8%	7%	4%	3%	6%	5%	7%	7%	3%	3%	3%
9		2%	1%	2%	10%	3%	1%	2%	1%	1%	2%	3%	2%	3%	1%	2%	2%	2%	1%	3%	1%	1%	1%	2%
10 - Would definitely consider voting for them		5%	1%	7%	22%	8%	2%	4%	5%	5%	5%	4%	4%	5%	6%	2%	4%	5%	2%	6%	4%	5%	3%	2%
prefer not to answer		4%	1%	1%	1%	1%	1%	4%	5%	22%	4%	2%	0%	8%	3%	2%	6%	5%	1%	1%	6%	4%	9%	4%

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Reform UK

Unweighted base		1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base		1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
0 - Would never consider voting for them		45%	23%	67%	65%	71%	21%	44%	45%	40%	52%	44%	35%	48%	44%	42%	43%	48%	53%	52%	49%	35%	40%	37%
1		4%	5%	4%	5%	4%	4%	4%	4%	6%	5%	3%	4%	5%	4%	3%	5%	9%	1%	4%	5%	5%	1%	4%
2		4%	6%	5%	3%	4%	4%	3%	5%	5%	4%	2%	4%	5%	4%	1%	5%	4%	8%	4%	3%	6%	3%	4%
3		4%	4%	3%	4%	3%	3%	4%	4%	6%	4%	3%	3%	6%	4%	3%	4%	3%	5%	3%	4%	4%	5%	3%
4		3%	5%	1%	5%	2%	4%	3%	3%	3%	3%	2%	5%	1%	3%	6%	3%	1%	2%	3%	2%	3%	7%	3%
5		5%	9%	5%	4%	5%	7%	4%	6%	4%	5%	6%	7%	4%	6%	7%	3%	11%	2%	5%	6%	5%	5%	6%
6		3%	7%	2%	1%	2%	6%	3%	4%	2%	3%	4%	4%	2%	3%	6%	3%	1%	4%	4%	2%	5%	1%	3%
7		5%	9%	3%	3%	3%	7%	4%	5%	1%	5%	5%	5%	3%	6%	4%	4%	7%	1%	4%	4%	7%	3%	6%
8		5%	10%	2%	1%	2%	8%	5%	4%	4%	3%	5%	6%	2%	5%	5%	6%	1%	3%	5%	4%	5%	2%	7%
9		3%	7%	1%	2%	1%	6%	4%	2%	-	2%	3%	5%	4%	3%	2%	3%	2%	3%	3%	2%	3%	3%	4%
10 - Would definitely consider voting for them		15%	13%	6%	5%	3%	29%	16%	13%	7%	10%	21%	21%	12%	15%	20%	15%	8%	17%	11%	12%	20%	19%	18%
prefer not to answer		4%	1%	1%	1%	1%	1%	4%	5%	22%	4%	2%	0%	8%	3%	2%	6%	5%	1%	1%	6%	4%	9%	4%

Green Party

Unweighted base		1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base		1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
0 - Would never consider voting for them		32%	51%	16%	14%	17%	49%	36%	29%	19%	29%	32%	45%	23%	30%	34%	34%	40%	41%	29%	32%	33%	36%	38%
1		7%	12%	6%	6%	6%	8%	7%	6%	4%	6%	9%	8%	4%	9%	5%	7%	9%	4%	7%	6%	7%	8%	8%
2		7%	8%	7%	10%	7%	8%	8%	6%	8%	7%	5%	8%	5%	8%	6%	7%	9%	6%	6%	7%	9%	5%	10%
3		8%	8%	11%	11%	9%	8%	8%	8%	6%	8%	9%	9%	9%	8%	10%	8%	5%	7%	9%	6%	9%	10%	6%
4		5%	3%	10%	6%	7%	3%	5%	6%	4%	6%	6%	5%	5%	4%	7%	7%	6%	4%	6%	7%	6%	4%	1%
5		10%	8%	12%	15%	12%	9%	8%	11%	7%	10%	13%	9%	9%	10%	12%	8%	6%	18%	12%	9%	8%	10%	10%
6		7%	4%	12%	8%	12%	4%	6%	7%	3%	8%	7%	6%	8%	5%	7%	7%	7%	9%	9%	7%	6%	2%	8%
7		7%	2%	10%	10%	10%	4%	6%	8%	12%	7%	7%	5%	11%	8%	6%	5%	7%	5%	9%	10%	5%	3%	3%
8		4%	2%	5%	11%	7%	2%	4%	4%	4%	5%	3%	3%	5%	6%	3%	2%	4%	3%	5%	3%	4%	6%	2%
9		2%	-	3%	3%	3%	1%	3%	2%	5%	3%	2%	0%	4%	2%	1%	2%	1%	0%	2%	2%	4%	2%	1%
10 - Would definitely consider voting for them		6%	1%	6%	8%	9%	4%	5%	8%	7%	9%	4%	3%	7%	6%	7%	8%	3%	2%	6%	6%	6%	6%	8%
prefer not to answer		4%	1%	1%	1%	1%	1%	4%	5%	22%	4%	2%	0%	8%	3%	2%	6%	5%	1%	1%	6%	4%	9%	4%

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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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base: All GB adults	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Health	33%	24%	47%	48%	46%	27%	26%	40%	22%	33%	40%	33%	24%	35%	31%	34%	36%	41%	36%	34%	28%	33%	33%
Immigration & Asylum	53%	77%	34%	33%	32%	79%	52%	54%	27%	45%	58%	74%	41%	53%	63%	57%	42%	46%	46%	49%	55%	65%	64%
Crime	23%	27%	16%	15%	15%	29%	24%	21%	21%	23%	25%	21%	28%	22%	28%	22%	17%	12%	19%	23%	26%	29%	21%
The economy	48%	54%	51%	53%	52%	45%	51%	46%	50%	48%	50%	47%	51%	47%	47%	47%	53%	55%	56%	51%	43%	44%	36%
Tax	14%	16%	11%	8%	11%	15%	16%	12%	18%	17%	13%	8%	18%	12%	17%	13%	13%	12%	14%	13%	15%	18%	10%
Pensions	6%	9%	4%	6%	5%	9%	5%	6%	-	3%	6%	12%	4%	6%	5%	4%	8%	9%	5%	6%	6%	5%	8%
Education	10%	6%	12%	18%	15%	3%	9%	10%	21%	10%	8%	4%	12%	9%	9%	9%	9%	10%	13%	10%	10%	7%	3%
Family life & childcare	5%	1%	8%	4%	6%	4%	4%	6%	4%	8%	4%	2%	3%	6%	7%	4%	5%	5%	4%	6%	5%	7%	5%
Housing	16%	6%	23%	16%	20%	9%	17%	16%	28%	20%	13%	9%	28%	15%	9%	16%	23%	15%	13%	18%	19%	15%	20%
The environment	18%	9%	25%	29%	27%	10%	17%	18%	17%	21%	13%	17%	21%	20%	14%	15%	13%	24%	22%	20%	16%	8%	13%
Britain leaving the EU	11%	6%	15%	16%	19%	5%	13%	9%	9%	12%	11%	11%	11%	12%	7%	11%	17%	10%	15%	11%	8%	8%	9%
Transport	2%	1%	2%	4%	2%	1%	3%	1%	3%	2%	2%	2%	4%	2%	1%	2%	1%	1%	2%	4%	1%	1%	1%
Welfare benefits	18%	24%	17%	14%	19%	22%	17%	19%	3%	21%	19%	19%	17%	18%	16%	21%	22%	12%	18%	15%	17%	17%	31%
Defence and security	21%	33%	19%	28%	20%	28%	23%	19%	8%	14%	27%	33%	14%	22%	23%	25%	14%	15%	25%	20%	20%	16%	20%
None of these	0%	-	0%	-	0%	0%	-	1%	3%	0%	0%	-	0%	0%	-	0%	3%	-	0%	-	2%	-	-
Don't know	2%	-	1%	1%	0%	1%	3%	2%	10%	3%	0%	-	3%	2%	2%	2%	1%	3%	1%	2%	3%	4%	3%

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

National Health Service

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	2%	1%	5%	2%	3%	1%	4%	1%	6%	2%	2%	1%	4%	3%	1%	3%	2%	0%	3%	2%	3%	2%	-
Fairly well	21%	15%	33%	31%	32%	13%	23%	18%	15%	20%	25%	21%	22%	19%	18%	22%	27%	13%	29%	22%	14%	19%	12%
Fairly badly	32%	38%	30%	34%	32%	34%	31%	33%	28%	32%	36%	31%	28%	34%	34%	32%	31%	28%	33%	35%	33%	25%	30%
Very badly	37%	42%	26%	22%	25%	48%	33%	40%	32%	37%	32%	42%	34%	37%	39%	37%	33%	45%	31%	31%	43%	44%	48%
Don't know	8%	4%	6%	11%	8%	4%	8%	9%	19%	10%	5%	4%	12%	7%	8%	7%	8%	13%	5%	10%	8%	10%	10%

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Immigration

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	2%	1%	4%	1%	2%	0%	3%	1%	7%	2%	1%	0%	5%	1%	0%	3%	1%	-	2%	1%	5%	-	-
Fairly well	12%	2%	25%	18%	23%	2%	13%	10%	12%	12%	16%	7%	15%	11%	9%	12%	13%	11%	17%	13%	9%	9%	6%
Fairly badly	22%	12%	29%	38%	31%	12%	21%	22%	29%	25%	20%	13%	29%	19%	19%	22%	22%	25%	25%	27%	17%	15%	14%
Very badly	55%	81%	31%	31%	35%	81%	54%	55%	28%	48%	59%	75%	42%	56%	64%	55%	53%	49%	49%	48%	61%	65%	67%
Don't know	10%	5%	10%	12%	10%	5%	9%	11%	23%	13%	4%	5%	8%	12%	7%	9%	11%	14%	8%	12%	8%	12%	13%

Crime

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	1%	0%	3%	1%	1%	0%	2%	1%	6%	1%	0%	1%	4%	1%	-	1%	2%	1%	1%	1%	4%	-	-
Fairly well	18%	7%	34%	26%	32%	7%	19%	17%	16%	18%	22%	16%	17%	15%	14%	21%	27%	26%	25%	18%	16%	12%	11%
Fairly badly	29%	35%	28%	30%	27%	31%	29%	29%	34%	28%	26%	31%	26%	28%	34%	29%	31%	24%	29%	29%	31%	26%	28%
Very badly	35%	46%	18%	19%	21%	50%	36%	34%	24%	33%	38%	41%	35%	36%	40%	34%	25%	32%	31%	32%	36%	46%	41%
Don't know	16%	11%	18%	23%	19%	11%	13%	19%	20%	20%	14%	11%	17%	19%	12%	15%	14%	17%	13%	21%	12%	17%	20%

Education

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	3%	1%	6%	1%	3%	2%	4%	2%	6%	4%	2%	1%	6%	3%	1%	3%	4%	1%	3%	3%	4%	1%	1%
Fairly well	23%	19%	36%	29%	31%	16%	24%	22%	25%	21%	26%	24%	17%	23%	22%	26%	27%	21%	27%	24%	23%	16%	19%
Fairly badly	29%	33%	27%	25%	30%	30%	28%	30%	27%	28%	30%	31%	31%	30%	29%	30%	25%	22%	30%	30%	28%	29%	25%
Very badly	22%	28%	10%	14%	15%	29%	21%	22%	19%	23%	18%	24%	21%	22%	22%	20%	22%	27%	21%	16%	26%	24%	27%
Don't know	23%	19%	21%	31%	22%	23%	23%	24%	24%	24%	26%	20%	25%	23%	26%	22%	23%	28%	19%	27%	19%	30%	27%

Taxation

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	1%	1%	1%	1%	1%	0%	1%	0%	3%	1%	1%	0%	0%	1%	1%	1%	0%	-	1%	1%	1%	-	-
Fairly well	13%	4%	27%	22%	21%	6%	16%	10%	11%	12%	17%	11%	17%	12%	9%	13%	15%	12%	18%	13%	11%	10%	6%
Fairly badly	32%	32%	39%	39%	35%	29%	30%	34%	29%	32%	32%	33%	27%	31%	31%	33%	37%	34%	33%	36%	30%	24%	30%
Very badly	40%	58%	21%	23%	29%	56%	41%	40%	24%	39%	42%	49%	37%	43%	44%	38%	33%	43%	39%	34%	45%	48%	44%
Don't know	14%	5%	13%	15%	14%	9%	12%	16%	33%	17%	8%	7%	18%	13%	16%	14%	15%	11%	9%	17%	13%	19%	20%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	1%	-	2%	1%	1%	0%	2%	0%	5%	1%	1%	-	4%	1%	-	1%	-	0%	1%	1%	3%	0%	-
Fairly well	18%	11%	34%	22%	29%	11%	22%	14%	10%	17%	24%	18%	19%	17%	17%	17%	27%	20%	25%	20%	14%	11%	9%
Fairly badly	30%	35%	28%	35%	28%	33%	28%	32%	30%	28%	32%	32%	21%	32%	32%	33%	29%	24%	30%	30%	33%	26%	32%
Very badly	28%	36%	12%	13%	16%	36%	28%	28%	29%	29%	23%	30%	30%	27%	30%	28%	24%	33%	24%	22%	33%	39%	34%
Don't know	23%	18%	23%	29%	26%	19%	20%	25%	26%	25%	21%	19%	25%	24%	21%	22%	20%	23%	21%	27%	18%	23%	25%

Inflation

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	1%	0%	3%	1%	2%	0%	2%	1%	5%	1%	1%	0%	4%	1%	-	1%	0%	3%	1%	1%	3%	-	-
Fairly well	19%	9%	34%	30%	30%	10%	24%	14%	16%	18%	24%	16%	19%	18%	16%	20%	22%	22%	26%	19%	16%	16%	6%
Fairly badly	30%	37%	30%	33%	34%	31%	29%	32%	26%	29%	30%	36%	29%	34%	31%	29%	28%	20%	32%	34%	27%	24%	31%
Very badly	34%	46%	16%	18%	20%	48%	32%	37%	28%	35%	31%	39%	28%	34%	36%	36%	36%	38%	30%	28%	40%	44%	44%
Don't know	15%	8%	18%	18%	16%	11%	13%	17%	26%	17%	15%	8%	20%	13%	17%	15%	15%	16%	11%	18%	14%	17%	20%

Britain's exit from the EU

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	4%	2%	8%	4%	5%	2%	5%	2%	9%	3%	4%	2%	6%	3%	3%	4%	3%	4%	5%	3%	5%	1%	1%
Fairly well	20%	15%	36%	32%	29%	15%	23%	18%	13%	20%	24%	19%	21%	21%	17%	20%	19%	20%	25%	22%	16%	14%	15%
Fairly badly	25%	29%	23%	25%	27%	23%	24%	25%	27%	26%	21%	25%	29%	23%	24%	24%	32%	17%	24%	26%	23%	24%	25%
Very badly	31%	36%	18%	18%	23%	41%	33%	30%	20%	29%	34%	37%	25%	32%	33%	32%	29%	42%	29%	27%	37%	34%	35%
Don't know	20%	18%	15%	22%	16%	19%	15%	25%	31%	21%	18%	16%	19%	20%	24%	20%	17%	16%	16%	22%	19%	27%	23%

Defence

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	4%	1%	9%	4%	5%	2%	6%	3%	7%	4%	5%	3%	6%	4%	2%	5%	4%	6%	5%	5%	5%	2%	2%
Fairly well	32%	29%	47%	48%	45%	25%	35%	29%	20%	33%	38%	30%	27%	34%	30%	32%	40%	28%	38%	33%	33%	24%	21%
Fairly badly	22%	29%	18%	15%	18%	27%	22%	22%	20%	20%	22%	26%	24%	22%	22%	22%	20%	21%	23%	20%	24%	21%	22%
Very badly	19%	26%	6%	8%	11%	28%	19%	19%	12%	17%	19%	26%	15%	20%	21%	20%	18%	17%	18%	16%	21%	22%	23%
Don't know	23%	14%	20%	25%	20%	18%	18%	28%	41%	26%	17%	14%	29%	21%	25%	22%	18%	28%	16%	27%	17%	31%	33%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	1%	-	3%	1%	1%	0%	2%	0%	4%	1%	0%	0%	4%	1%	1%	1%	1%	-	1%	1%	2%	0%	-
Fairly well	16%	5%	32%	30%	28%	7%	20%	13%	13%	17%	19%	13%	19%	17%	15%	16%	13%	20%	23%	17%	13%	14%	6%
Fairly badly	32%	28%	36%	36%	35%	31%	31%	32%	36%	33%	32%	28%	31%	31%	34%	34%	37%	20%	31%	36%	29%	30%	31%
Very badly	41%	63%	20%	23%	27%	58%	39%	44%	24%	38%	42%	54%	33%	44%	42%	41%	40%	47%	39%	35%	47%	45%	51%
Don't know	9%	4%	9%	10%	9%	5%	8%	10%	23%	10%	7%	4%	13%	8%	9%	9%	9%	12%	6%	11%	10%	11%	12%

Terrorism

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	5%	3%	8%	4%	6%	3%	6%	3%	7%	5%	4%	3%	8%	5%	2%	4%	3%	5%	6%	6%	4%	2%	1%
Fairly well	31%	23%	42%	47%	41%	22%	34%	27%	26%	31%	34%	28%	26%	29%	32%	29%	44%	35%	37%	29%	31%	25%	22%
Fairly badly	17%	22%	13%	11%	14%	20%	16%	17%	14%	16%	16%	19%	12%	17%	15%	21%	14%	11%	15%	17%	19%	12%	19%
Very badly	20%	27%	8%	9%	10%	30%	21%	20%	15%	18%	20%	28%	18%	21%	23%	20%	17%	20%	19%	16%	21%	28%	27%
Don't know	28%	25%	29%	29%	28%	24%	23%	33%	39%	30%	26%	21%	36%	28%	27%	27%	22%	29%	24%	31%	25%	32%	30%

Transport

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	2%	1%	4%	1%	3%	0%	3%	1%	8%	2%	2%	0%	6%	2%	2%	2%	3%	1%	3%	2%	4%	0%	1%
Fairly well	25%	21%	40%	28%	32%	20%	26%	25%	25%	27%	28%	20%	26%	23%	24%	28%	29%	26%	26%	27%	25%	25%	20%
Fairly badly	29%	35%	25%	28%	32%	29%	31%	27%	21%	27%	31%	34%	30%	29%	27%	29%	30%	27%	30%	28%	29%	27%	27%
Very badly	19%	21%	9%	12%	11%	26%	22%	17%	17%	20%	16%	21%	19%	20%	16%	19%	17%	23%	17%	17%	21%	20%	25%
Don't know	25%	23%	23%	32%	23%	25%	18%	31%	29%	24%	23%	25%	20%	27%	30%	23%	21%	22%	24%	26%	21%	27%	28%

Housing

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	2%	2%	4%	1%	2%	1%	3%	1%	7%	2%	2%	0%	6%	2%	0%	1%	2%	2%	2%	2%	3%	1%	1%
Fairly well	17%	10%	30%	23%	26%	10%	19%	14%	13%	15%	20%	18%	17%	16%	17%	18%	13%	17%	24%	15%	13%	15%	8%
Fairly badly	32%	39%	32%	42%	35%	34%	31%	33%	21%	32%	35%	36%	28%	31%	32%	34%	40%	27%	32%	32%	35%	27%	34%
Very badly	31%	34%	17%	14%	18%	41%	31%	32%	30%	34%	27%	31%	35%	31%	31%	29%	30%	33%	25%	26%	37%	39%	38%
Don't know	18%	16%	17%	20%	19%	15%	17%	20%	29%	18%	15%	16%	13%	19%	20%	18%	15%	21%	16%	24%	11%	18%	19%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	2%	1%	4%	1%	2%	2%	4%	1%	6%	2%	2%	1%	5%	1%	0%	4%	1%	2%	2%	3%	4%	1%	1%
Fairly well	22%	19%	33%	33%	29%	16%	25%	19%	21%	21%	25%	21%	18%	22%	22%	21%	27%	26%	25%	24%	23%	18%	13%
Fairly badly	30%	33%	30%	32%	33%	29%	29%	30%	28%	29%	29%	33%	27%	29%	33%	32%	28%	25%	33%	30%	28%	25%	29%
Very badly	23%	27%	11%	14%	17%	30%	23%	23%	16%	24%	20%	27%	25%	25%	23%	20%	20%	21%	22%	18%	27%	27%	27%
Don't know	23%	20%	21%	20%	19%	23%	20%	26%	28%	24%	24%	18%	26%	23%	21%	23%	24%	26%	19%	26%	18%	30%	29%

Welfare benefits

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very well	1%	0%	2%	1%	1%	0%	2%	0%	4%	1%	0%	0%	4%	1%	1%	0%	0%	0%	1%	1%	2%	0%	-
Fairly well	11%	7%	17%	14%	14%	6%	11%	10%	15%	10%	11%	9%	10%	11%	8%	11%	13%	9%	13%	11%	9%	10%	5%
Fairly badly	34%	28%	42%	40%	41%	29%	35%	32%	30%	32%	37%	34%	31%	34%	33%	34%	37%	28%	37%	33%	32%	33%	28%
Very badly	43%	58%	29%	32%	35%	57%	41%	45%	17%	44%	46%	50%	40%	42%	48%	43%	39%	47%	42%	39%	43%	46%	55%
Don't know	12%	6%	9%	13%	9%	7%	11%	12%	34%	12%	7%	7%	15%	12%	9%	12%	10%	17%	7%	16%	13%	11%	12%

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

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base: All GB adults	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Good job	12%	3%	27%	19%	21%	4%	14%	9%	9%	12%	15%	9%	16%	11%	9%	12%	10%	12%	17%	13%	8%	7%	4%
Bad job	54%	80%	36%	36%	41%	78%	58%	52%	19%	49%	62%	73%	50%	55%	61%	54%	55%	47%	55%	47%	56%	56%	69%
Not sure	34%	18%	37%	45%	38%	18%	28%	39%	72%	39%	23%	19%	35%	34%	30%	35%	35%	41%	28%	40%	36%	38%	27%

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

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base: All GB adults	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Rachel Reeves	14%	3%	31%	27%	26%	5%	17%	12%	9%	15%	18%	12%	18%	14%	11%	14%	15%	18%	21%	16%	8%	11%	8%
Mel Stride	12%	23%	5%	5%	7%	19%	14%	10%	9%	8%	12%	21%	7%	13%	10%	14%	13%	14%	15%	8%	10%	13%	18%
Don't know	74%	73%	64%	68%	67%	75%	69%	78%	82%	77%	70%	67%	75%	73%	79%	72%	72%	68%	64%	75%	82%	76%	75%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
I am very comfortable financially	3%	3%	4%	5%	4%	3%	4%	2%	1%	2%	5%	4%	4%	2%	3%	4%	3%	4%	5%	2%	3%	1%	1%
I am relatively comfortable financially	35%	39%	41%	46%	44%	32%	35%	34%	25%	31%	40%	42%	34%	37%	32%	35%	38%	28%	52%	37%	24%	29%	11%
I do not often have money for luxuries, but can normally comfortably cover the essentials	38%	44%	37%	32%	36%	40%	37%	39%	41%	37%	35%	41%	36%	39%	38%	39%	37%	34%	30%	44%	43%	35%	35%
I can only just afford my costs and often struggle to make ends meet	16%	12%	12%	12%	12%	18%	15%	17%	15%	20%	13%	12%	16%	13%	21%	16%	12%	25%	9%	12%	19%	23%	32%
I cannot afford my costs, and often have to go without essentials like food and heating	4%	2%	3%	3%	3%	5%	4%	4%	4%	6%	5%	1%	6%	4%	3%	3%	6%	7%	2%	2%	4%	7%	16%
Don't know	4%	0%	3%	2%	2%	1%	4%	3%	14%	3%	1%	1%	5%	4%	3%	3%	3%	1%	2%	3%	6%	5%	5%

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

Helping people get onto the housing ladder?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
A Labour government led by Keir Starmer	22%	5%	50%	34%	38%	9%	25%	20%	23%	25%	22%	17%	27%	21%	16%	24%	26%	25%	32%	25%	17%	15%	8%
A Conservative government led by Kemi Badenoch	13%	31%	4%	10%	9%	18%	12%	13%	8%	10%	13%	20%	11%	16%	12%	11%	11%	5%	15%	11%	12%	11%	14%
Neither	43%	41%	32%	39%	36%	56%	45%	41%	21%	44%	48%	46%	38%	42%	51%	41%	44%	43%	38%	43%	45%	44%	55%
Don't know	22%	22%	13%	17%	17%	17%	19%	25%	48%	21%	17%	17%	24%	21%	21%	23%	18%	28%	15%	22%	27%	29%	23%

Managing the economy?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
A Labour government led by Keir Starmer	20%	3%	47%	33%	37%	7%	23%	18%	20%	22%	22%	16%	26%	20%	14%	22%	19%	24%	30%	22%	14%	16%	10%
A Conservative government led by Kemi Badenoch	22%	60%	6%	13%	14%	35%	23%	21%	10%	16%	24%	35%	18%	25%	24%	20%	18%	12%	29%	18%	19%	20%	20%
Neither	38%	24%	32%	39%	34%	45%	38%	38%	24%	41%	41%	37%	33%	36%	46%	37%	42%	40%	31%	39%	40%	41%	50%
Don't know	20%	13%	15%	15%	16%	13%	16%	23%	46%	21%	13%	12%	22%	19%	16%	21%	21%	24%	11%	21%	27%	23%	20%

Providing more jobs?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
A Labour government led by Keir Starmer	22%	3%	51%	33%	39%	8%	24%	20%	21%	24%	23%	16%	30%	20%	16%	22%	26%	24%	31%	23%	16%	16%	12%
A Conservative government led by Kemi Badenoch	17%	48%	4%	12%	10%	26%	17%	17%	9%	14%	18%	25%	15%	23%	16%	15%	10%	5%	22%	14%	17%	14%	16%
Neither	39%	31%	30%	37%	32%	50%	41%	38%	24%	40%	42%	41%	32%	37%	47%	39%	40%	41%	31%	40%	40%	47%	48%
Don't know	22%	19%	16%	18%	19%	16%	18%	26%	45%	21%	18%	17%	23%	20%	21%	24%	24%	29%	16%	23%	27%	23%	24%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
A Labour government led by Keir Starmer	18%	3%	42%	27%	32%	6%	20%	16%	21%	20%	18%	13%	23%	17%	13%	20%	18%	22%	25%	20%	13%	13%	10%
A Conservative government led by Kemi Badenoch	15%	44%	6%	11%	12%	22%	16%	15%	6%	13%	16%	24%	12%	19%	16%	14%	15%	7%	22%	12%	13%	14%	16%
Neither	46%	38%	38%	45%	40%	58%	48%	45%	28%	46%	49%	52%	44%	45%	54%	43%	51%	47%	41%	48%	48%	49%	51%
Don't know	20%	16%	14%	17%	16%	14%	16%	24%	46%	21%	17%	10%	21%	19%	18%	24%	16%	24%	13%	20%	26%	25%	23%

Improving standards of living for people like you?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
A Labour government led by Keir Starmer	21%	3%	48%	33%	36%	7%	23%	18%	26%	22%	22%	14%	24%	20%	15%	23%	23%	18%	27%	24%	17%	14%	10%
A Conservative government led by Kemi Badenoch	17%	54%	5%	9%	14%	24%	16%	17%	6%	13%	17%	28%	14%	20%	17%	15%	13%	15%	23%	14%	16%	12%	16%
Neither	44%	29%	34%	44%	35%	57%	45%	42%	23%	44%	48%	47%	40%	41%	54%	41%	48%	41%	39%	42%	42%	51%	53%
Don't know	19%	14%	13%	14%	15%	12%	15%	22%	46%	20%	13%	11%	22%	18%	14%	21%	16%	25%	11%	20%	25%	23%	21%

Tackling the government's deficit?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
A Labour government led by Keir Starmer	18%	3%	42%	32%	33%	6%	19%	16%	14%	19%	20%	14%	22%	18%	13%	18%	18%	21%	25%	18%	12%	14%	10%
A Conservative government led by Kemi Badenoch	18%	50%	7%	12%	12%	29%	20%	17%	10%	14%	18%	30%	16%	22%	19%	16%	18%	11%	25%	15%	15%	14%	21%
Neither	42%	31%	36%	39%	37%	51%	42%	42%	27%	44%	48%	42%	40%	40%	50%	41%	44%	40%	36%	44%	45%	45%	47%
Don't know	22%	16%	15%	17%	18%	14%	18%	25%	49%	23%	14%	15%	22%	20%	19%	25%	21%	28%	14%	22%	28%	27%	23%

Reducing the number of people in poverty?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
A Labour government led by Keir Starmer	24%	9%	53%	40%	41%	11%	28%	21%	26%	26%	27%	19%	24%	25%	20%	26%	27%	20%	34%	26%	18%	19%	12%
A Conservative government led by Kemi Badenoch	9%	31%	1%	4%	6%	14%	8%	11%	6%	8%	8%	16%	10%	11%	10%	7%	9%	4%	11%	9%	8%	10%	8%
Neither	46%	41%	34%	41%	39%	60%	47%	45%	21%	46%	51%	54%	44%	44%	54%	45%	47%	51%	42%	44%	49%	46%	57%
Don't know	20%	19%	11%	15%	14%	16%	17%	23%	47%	21%	14%	12%	22%	21%	16%	22%	17%	25%	13%	21%	25%	24%	23%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base: All GB adults	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Taxes too much and spends too much on services	40%	62%	21%	28%	25%	55%	44%	37%	33%	37%	42%	47%	36%	43%	42%	38%	36%	37%	41%	37%	42%	47%	35%
Taxes too little and spends too little on services	27%	10%	47%	39%	42%	19%	27%	27%	21%	25%	33%	28%	34%	25%	26%	25%	35%	25%	33%	27%	24%	16%	30%
Gets the balance about right	10%	9%	15%	14%	15%	6%	12%	8%	9%	12%	9%	8%	10%	11%	10%	9%	10%	9%	13%	11%	10%	7%	4%
Don't know	23%	18%	17%	19%	18%	20%	18%	28%	38%	27%	16%	17%	19%	22%	22%	28%	19%	29%	14%	25%	24%	31%	30%

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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Too high - the rich are being made to pay too much and their taxes should be cut	7%	12%	2%	6%	4%	11%	7%	7%	3%	6%	10%	8%	9%	8%	5%	8%	5%	7%	10%	6%	6%	8%	3%
Too low - the rich are not paying enough and their taxes should be increased	58%	32%	79%	71%	71%	48%	59%	57%	57%	60%	60%	52%	52%	55%	62%	57%	67%	60%	57%	59%	55%	62%	57%
About right - the rich are already paying about the right level of tax	22%	46%	11%	12%	17%	28%	23%	20%	19%	17%	22%	31%	26%	23%	20%	22%	19%	15%	26%	23%	22%	12%	17%
Don't know	13%	9%	7%	10%	8%	13%	11%	15%	21%	17%	8%	10%	13%	14%	13%	13%	9%	18%	7%	12%	16%	18%	22%

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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Much too high	54%	80%	35%	37%	33%	82%	54%	53%	27%	44%	62%	74%	41%	54%	65%	57%	44%	50%	49%	47%	59%	63%	66%
A little too high	19%	12%	27%	31%	27%	11%	20%	19%	20%	22%	18%	14%	20%	20%	15%	19%	20%	21%	22%	23%	16%	15%	11%
About right	13%	5%	21%	18%	23%	2%	12%	13%	14%	15%	13%	7%	16%	13%	9%	11%	17%	13%	18%	13%	8%	8%	12%
A little too low	3%	0%	3%	2%	5%	0%	3%	2%	4%	3%	2%	1%	8%	2%	1%	2%	5%	1%	2%	4%	2%	1%	1%
Much too low	2%	-	3%	-	2%	0%	3%	1%	6%	3%	1%	1%	5%	1%	1%	2%	3%	1%	1%	1%	5%	0%	1%
Don't know	10%	2%	10%	12%	10%	4%	8%	12%	28%	13%	4%	3%	10%	10%	9%	10%	12%	14%	7%	12%	10%	13%	9%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Mostly good for the country	17%	4%	28%	24%	29%	4%	17%	17%	25%	20%	16%	10%	32%	16%	11%	14%	21%	16%	22%	19%	13%	10%	11%
Mostly bad for the country	49%	65%	33%	26%	27%	74%	52%	46%	31%	43%	54%	62%	37%	48%	59%	52%	44%	42%	42%	45%	52%	60%	60%
Both good and bad for the country	27%	29%	33%	41%	40%	17%	24%	30%	23%	29%	27%	27%	26%	28%	24%	27%	30%	32%	32%	29%	25%	20%	20%
Don't know	7%	2%	5%	9%	4%	4%	7%	7%	21%	9%	3%	1%	5%	8%	6%	7%	6%	10%	4%	7%	10%	11%	9%

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

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
People earning above £50,000 a year	5%	1%	5%	3%	4%	5%	6%	4%	1%	7%	4%	4%	3%	5%	5%	5%	6%	5%	2%	3%	7%	7%	11%
People earning above £75,000 a year	11%	7%	15%	9%	12%	11%	10%	12%	10%	12%	11%	11%	12%	10%	12%	11%	11%	18%	13%	9%	9%	13%	11%
People earning above £100,000 a year	22%	23%	23%	29%	25%	23%	22%	22%	13%	21%	25%	26%	14%	23%	27%	23%	24%	19%	19%	24%	23%	28%	18%
People earning above £150,000 a year	12%	12%	15%	18%	15%	11%	13%	11%	12%	12%	11%	12%	15%	14%	10%	11%	8%	10%	15%	15%	11%	5%	8%
People earning above £250,000 a year	12%	17%	12%	16%	14%	11%	11%	13%	12%	10%	14%	15%	12%	13%	10%	12%	17%	11%	15%	12%	11%	10%	11%
People earning above £500,000 a year	10%	13%	12%	6%	11%	12%	10%	11%	7%	11%	13%	9%	11%	10%	11%	12%	10%	10%	12%	10%	9%	9%	12%
People earning above £1 million a year	9%	10%	9%	11%	10%	10%	10%	8%	4%	10%	10%	9%	12%	9%	10%	9%	9%	7%	12%	10%	7%	5%	8%
None of these	5%	6%	1%	1%	3%	7%	7%	4%	7%	4%	5%	7%	5%	6%	6%	4%	5%	5%	7%	5%	4%	5%	3%
Don't know	13%	12%	9%	6%	6%	10%	10%	15%	32%	12%	8%	9%	18%	12%	10%	14%	10%	15%	5%	12%	19%	17%	18%

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

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Taxing people on their wealth	27%	15%	37%	30%	34%	20%	27%	27%	30%	33%	24%	18%	36%	24%	25%	26%	34%	29%	29%	25%	26%	30%	25%
Taxing people on their income	58%	73%	52%	60%	56%	65%	60%	57%	49%	49%	67%	71%	48%	61%	62%	61%	53%	54%	61%	59%	57%	52%	58%
Don't know	15%	12%	10%	9%	10%	14%	13%	16%	21%	18%	9%	11%	16%	16%	13%	13%	13%	17%	9%	16%	17%	18%	17%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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

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

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
A positive contribution - the businesses they run, the investments they make and the taxes they pay help us all	28%	52%	18%	21%	22%	38%	28%	27%	18%	22%	31%	38%	30%	32%	26%	24%	23%	24%	36%	26%	26%	20%	19%
A negative contribution - they generally don't pay their fair share and their greed takes money from the people who do the real work	40%	17%	54%	45%	50%	32%	41%	39%	37%	46%	39%	31%	37%	37%	45%	41%	45%	40%	36%	43%	35%	47%	43%
Both equally	21%	25%	21%	25%	23%	20%	20%	22%	14%	21%	21%	24%	19%	22%	19%	21%	22%	23%	23%	19%	23%	20%	18%
Don't know	12%	7%	7%	10%	6%	10%	11%	12%	30%	11%	8%	7%	14%	10%	11%	14%	10%	13%	5%	11%	16%	14%	20%

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

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
It is acceptable to legally avoid tax	32%	47%	24%	37%	31%	35%	39%	26%	31%	31%	31%	36%	31%	36%	31%	28%	37%	22%	40%	37%	24%	25%	23%
It is unacceptable to legally avoid tax	56%	45%	69%	56%	62%	54%	51%	61%	46%	54%	61%	57%	55%	50%	59%	62%	51%	65%	54%	54%	58%	58%	60%
Don't know	12%	8%	7%	7%	7%	11%	10%	14%	23%	15%	7%	6%	14%	14%	10%	10%	12%	13%	6%	9%	18%	17%	18%

If the government was able to increase the amount of money it spends, which of the following areas do you think the government should INCREASE spending in the most? Please tick up to three

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Education and schools	35%	34%	41%	41%	43%	26%	31%	38%	43%	38%	30%	30%	30%	37%	36%	31%	42%	30%	42%	33%	37%	30%	21%
Defence	27%	50%	16%	25%	20%	40%	31%	23%	11%	19%	33%	43%	24%	30%	29%	26%	23%	19%	33%	24%	27%	18%	25%
Pensions	17%	22%	15%	10%	13%	25%	17%	18%	11%	10%	22%	29%	11%	18%	18%	18%	18%	24%	14%	16%	20%	20%	22%
Welfare benefits	14%	6%	17%	14%	17%	11%	13%	14%	10%	18%	14%	8%	17%	12%	12%	15%	17%	13%	8%	13%	13%	15%	35%
Crime and policing	42%	64%	32%	34%	34%	58%	41%	44%	24%	35%	50%	56%	45%	45%	45%	41%	35%	27%	44%	39%	47%	43%	37%
Transport	12%	11%	13%	10%	13%	9%	16%	9%	22%	14%	10%	8%	22%	10%	11%	12%	10%	17%	14%	14%	11%	9%	9%
Environment and climate change	20%	11%	26%	30%	33%	10%	20%	20%	17%	25%	16%	17%	29%	22%	16%	18%	16%	21%	27%	23%	14%	15%	12%
NHS	67%	58%	78%	78%	76%	64%	61%	73%	58%	69%	70%	65%	53%	68%	70%	67%	73%	71%	64%	70%	69%	67%	66%
Overseas aid	2%	0%	4%	4%	4%	0%	3%	2%	5%	1%	3%	2%	1%	4%	-	1%	6%	1%	4%	3%	1%	1%	1%
Local government	14%	14%	19%	17%	17%	14%	17%	12%	8%	14%	15%	17%	13%	14%	14%	15%	15%	19%	17%	17%	10%	13%	10%
None of these	1%	2%	0%	1%	1%	2%	1%	1%	2%	2%	1%	0%	1%	1%	1%	0%	5%	2%	2%	1%	2%	2%	1%
Don't know	5%	2%	4%	5%	3%	3%	6%	5%	13%	7%	3%	1%	10%	4%	3%	7%	2%	9%	2%	5%	4%	9%	11%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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 if the government were to cut the amount of money it currently spends, which of the following areas do you think the government should REDUCE spending in the most? Please tick up to three

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Education and schools	3%	3%	2%	3%	2%	3%	2%	3%	3%	3%	2%	3%	2%	4%	3%	2%	1%	1%	3%	2%	3%	3%	3%
Defence	14%	2%	16%	18%	19%	8%	14%	14%	23%	17%	12%	8%	14%	15%	11%	12%	21%	19%	15%	15%	13%	12%	15%
Pensions	6%	2%	9%	11%	8%	3%	7%	5%	7%	9%	4%	2%	10%	4%	6%	6%	5%	4%	7%	7%	5%	3%	3%
Welfare benefits	33%	53%	26%	30%	28%	43%	38%	28%	14%	32%	36%	40%	30%	38%	29%	30%	35%	27%	39%	35%	32%	31%	17%
Crime and policing	4%	1%	4%	2%	6%	1%	5%	3%	6%	7%	2%	1%	8%	3%	1%	5%	6%	5%	4%	4%	5%	5%	3%
Transport	8%	7%	7%	11%	9%	7%	6%	9%	7%	8%	7%	8%	6%	8%	9%	7%	8%	8%	8%	6%	9%	8%	9%
Environment and climate change	27%	41%	17%	14%	17%	41%	30%	24%	12%	19%	34%	38%	22%	25%	28%	27%	31%	34%	27%	26%	26%	22%	33%
NHS	3%	8%	1%	2%	2%	5%	3%	3%	2%	3%	3%	4%	3%	3%	4%	3%	2%	3%	5%	2%	3%	2%	3%
Overseas aid	63%	85%	53%	55%	52%	84%	63%	62%	32%	60%	67%	76%	47%	65%	73%	62%	59%	56%	60%	60%	66%	63%	68%
Local government	11%	14%	9%	9%	11%	10%	10%	12%	9%	11%	10%	13%	12%	12%	11%	10%	9%	11%	12%	9%	11%	13%	11%
None of these	10%	3%	15%	16%	15%	5%	10%	10%	16%	8%	12%	10%	14%	9%	8%	11%	11%	8%	12%	11%	8%	8%	8%
Don't know	9%	2%	11%	9%	9%	3%	8%	10%	23%	11%	5%	3%	15%	8%	7%	9%	7%	11%	5%	8%	10%	14%	15%

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

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Will probably be enough to provide me with a good standard of living	19%	21%	27%	28%	26%	16%	22%	16%	12%	16%	26%	20%	20%	18%	18%	18%	25%	19%	29%	20%	11%	15%	7%
Will probably not be enough to provide me with a good standard of living	46%	41%	49%	33%	47%	46%	44%	49%	31%	62%	54%	19%	47%	47%	51%	44%	40%	48%	39%	47%	56%	46%	44%
Don't know	16%	6%	10%	14%	10%	10%	17%	14%	50%	18%	9%	2%	18%	15%	13%	17%	14%	14%	10%	18%	18%	22%	11%
Not applicable - I am already retired or am unable to work	19%	32%	14%	24%	16%	28%	17%	21%	7%	5%	11%	60%	16%	19%	18%	22%	20%	19%	21%	15%	15%	17%	38%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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

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

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Reductions should be made in the services that go to older people so that younger generations can afford to support more retired people	19%	15%	24%	26%	21%	14%	22%	15%	31%	24%	14%	9%	20%	18%	19%	19%	18%	16%	22%	20%	19%	14%	10%
More money should be found to maintain the services that go to older people as the number of retired people grows, even if this means more taxes for younger generations	47%	52%	48%	45%	49%	52%	48%	46%	32%	39%	61%	56%	47%	46%	49%	46%	57%	42%	50%	46%	46%	43%	52%
Not sure	34%	33%	28%	29%	30%	34%	29%	39%	38%	38%	26%	35%	33%	36%	32%	35%	25%	42%	28%	34%	35%	43%	38%

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

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Less than 65	10%	4%	7%	7%	7%	9%	9%	11%	7%	14%	7%	6%	15%	9%	7%	9%	9%	14%	6%	8%	13%	12%	13%
65	38%	34%	38%	35%	38%	39%	36%	40%	34%	47%	35%	27%	35%	35%	38%	42%	38%	50%	34%	39%	39%	40%	40%
66	6%	5%	8%	6%	6%	6%	4%	7%	4%	4%	4%	10%	5%	7%	5%	4%	7%	4%	6%	5%	6%	6%	5%
67	12%	18%	14%	16%	17%	12%	12%	13%	4%	8%	20%	16%	8%	15%	13%	11%	11%	10%	15%	11%	14%	10%	7%
68	9%	12%	11%	12%	10%	10%	8%	9%	4%	6%	9%	15%	8%	10%	11%	6%	9%	6%	12%	8%	6%	8%	9%
69	2%	3%	2%	3%	2%	2%	3%	1%	0%	1%	3%	3%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	3%
70	14%	18%	12%	16%	15%	15%	16%	11%	9%	10%	16%	18%	11%	15%	14%	14%	13%	9%	17%	17%	11%	6%	8%
71	0%	-	-	-	-	-	0%	-	1%	-	0%	-	1%	-	-	0%	-	-	-	0%	-	0%	-
72	1%	1%	1%	-	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	-	1%	-	-	1%	1%	-	-	1%
73	0%	-	-	-	-	0%	-	0%	-	0%	-	-	0%	-	-	1%	-	-	-	0%	0%	-	-
74	0%	-	0%	-	-	-	0%	-	-	-	0%	-	0%	-	-	-	-	-	0%	-	-	-	-
75	1%	2%	2%	-	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	0%	1%	2%	3%
Older than 75	1%	1%	0%	-	0%	0%	1%	1%	2%	1%	0%	0%	-	0%	1%	1%	-	-	0%	1%	0%	1%	-
Don't know	8%	4%	5%	6%	4%	4%	9%	7%	33%	6%	4%	4%	12%	6%	6%	10%	10%	5%	4%	8%	8%	14%	12%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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

Putting aside your own party preferences and your views on the current government, do you think that, in general, the Westminster Parliament in recent years has done a good job or a bad job in...

Representing the interests and wishes of people like you?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very good job	1%	0%	2%	-	0%	1%	2%	0%	8%	1%	-	0%	4%	1%	0%	1%	-	-	1%	0%	3%	3%	-
Fairly good job	7%	9%	11%	8%	11%	4%	7%	7%	6%	8%	7%	6%	8%	8%	4%	8%	7%	6%	9%	8%	5%	5%	5%
Neither good nor bad job	22%	29%	22%	26%	24%	22%	21%	22%	20%	20%	22%	27%	22%	25%	19%	22%	20%	11%	23%	22%	22%	18%	23%
Fairly bad job	29%	36%	35%	37%	36%	30%	26%	32%	16%	28%	35%	33%	22%	32%	34%	28%	27%	25%	35%	28%	27%	28%	24%
Very bad job	30%	20%	24%	25%	23%	39%	35%	26%	16%	32%	32%	31%	29%	26%	31%	30%	36%	44%	27%	30%	29%	34%	35%
Don't know	10%	5%	6%	4%	5%	5%	9%	12%	35%	12%	5%	2%	15%	9%	11%	10%	10%	14%	5%	12%	14%	12%	13%

Debating issues of public concern in a sensible and considered way?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very good job	1%	0%	3%	2%	1%	0%	1%	1%	3%	2%	0%	1%	4%	1%	1%	-	2%	3%	1%	1%	2%	-	1%
Fairly good job	12%	15%	15%	14%	16%	9%	12%	12%	15%	13%	11%	10%	11%	15%	10%	11%	8%	7%	15%	12%	12%	8%	7%
Neither good nor bad job	17%	23%	19%	17%	18%	18%	14%	19%	12%	16%	14%	24%	18%	19%	16%	14%	16%	19%	16%	17%	18%	16%	19%
Fairly bad job	29%	35%	28%	39%	33%	29%	28%	29%	21%	24%	35%	34%	22%	30%	28%	32%	32%	16%	33%	30%	25%	26%	23%
Very bad job	28%	20%	25%	19%	24%	34%	33%	22%	13%	30%	31%	27%	30%	24%	29%	29%	29%	42%	29%	26%	25%	30%	33%
Don't know	14%	8%	10%	9%	8%	9%	11%	16%	36%	15%	9%	5%	16%	12%	17%	13%	13%	14%	6%	14%	17%	20%	17%

Understanding the daily lives of people like you?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very good job	1%	0%	2%	-	1%	1%	2%	0%	5%	1%	-	0%	3%	1%	1%	-	-	-	1%	0%	2%	2%	-
Fairly good job	5%	6%	7%	6%	7%	3%	5%	5%	5%	5%	5%	4%	3%	6%	3%	4%	6%	5%	7%	6%	4%	2%	1%
Neither good nor bad job	13%	15%	15%	16%	16%	11%	14%	11%	12%	12%	12%	14%	13%	14%	11%	13%	12%	7%	13%	11%	16%	10%	12%
Fairly bad job	31%	37%	34%	41%	38%	29%	28%	34%	24%	29%	34%	37%	31%	33%	28%	32%	30%	29%	36%	35%	25%	31%	22%
Very bad job	40%	38%	34%	33%	33%	53%	42%	39%	19%	43%	45%	42%	36%	37%	47%	40%	41%	48%	38%	37%	40%	45%	53%
Don't know	10%	4%	7%	4%	5%	4%	8%	11%	35%	11%	4%	2%	14%	8%	10%	10%	11%	11%	5%	10%	14%	11%	13%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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

Reflecting the full range of people and views of the British electorate?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very good job	1%	0%	2%	-	0%	1%	2%	1%	5%	1%	-	0%	3%	1%	1%	1%	0%	-	1%	0%	3%	1%	-
Fairly good job	7%	3%	10%	9%	9%	3%	7%	6%	11%	7%	4%	5%	8%	7%	4%	7%	8%	7%	9%	8%	5%	2%	3%
Neither good nor bad job	15%	22%	20%	11%	18%	14%	15%	15%	14%	15%	15%	17%	12%	18%	16%	14%	13%	12%	16%	14%	15%	16%	15%
Fairly bad job	32%	41%	33%	51%	39%	30%	31%	33%	20%	28%	37%	39%	29%	36%	31%	30%	31%	24%	35%	34%	28%	30%	26%
Very bad job	33%	27%	27%	24%	26%	44%	35%	30%	13%	34%	36%	35%	32%	29%	33%	35%	35%	41%	33%	31%	31%	32%	39%
Don't know	13%	7%	8%	4%	7%	7%	10%	15%	37%	15%	7%	4%	16%	9%	16%	13%	12%	16%	6%	13%	18%	18%	16%

Holding the government of the day to account?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Very good job	1%	0%	1%	2%	1%	1%	2%	1%	2%	2%	-	1%	2%	1%	1%	1%	0%	1%	2%	1%	1%	1%	-
Fairly good job	10%	11%	16%	10%	14%	6%	12%	8%	9%	10%	9%	10%	9%	11%	6%	10%	11%	6%	13%	10%	9%	8%	3%
Neither good nor bad job	16%	20%	20%	21%	21%	14%	16%	16%	12%	15%	17%	18%	20%	16%	18%	14%	13%	14%	19%	16%	15%	12%	16%
Fairly bad job	27%	35%	27%	37%	32%	27%	24%	30%	20%	24%	30%	33%	25%	31%	24%	25%	32%	16%	30%	30%	25%	24%	20%
Very bad job	33%	28%	28%	26%	25%	44%	37%	29%	19%	33%	37%	34%	30%	29%	36%	36%	32%	44%	31%	29%	33%	37%	44%
Don't know	13%	6%	9%	4%	7%	7%	10%	16%	38%	15%	6%	4%	14%	11%	15%	14%	11%	18%	6%	14%	16%	18%	16%

Hard working or lazy?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Hard working	24%	28%	38%	32%	36%	18%	24%	24%	17%	20%	29%	31%	27%	27%	20%	22%	26%	24%	36%	24%	20%	13%	16%
Lazy	45%	45%	35%	29%	31%	56%	48%	41%	38%	52%	41%	38%	39%	40%	47%	51%	40%	56%	35%	45%	50%	51%	52%
Don't know	31%	27%	27%	39%	32%	26%	27%	35%	44%	29%	30%	31%	34%	33%	33%	27%	34%	20%	30%	32%	29%	36%	32%

In touch or out of touch?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
In touch	8%	8%	13%	11%	11%	5%	8%	7%	7%	7%	6%	11%	11%	7%	5%	7%	11%	8%	12%	8%	6%	3%	4%
Out of touch	80%	85%	77%	74%	76%	90%	79%	81%	64%	83%	85%	78%	76%	81%	83%	80%	76%	84%	78%	78%	83%	82%	87%
Don't know	12%	8%	10%	14%	13%	5%	12%	12%	28%	11%	9%	11%	13%	12%	13%	13%	13%	7%	10%	14%	11%	15%	10%

Fieldwork Dates: 12th - 14th July 2025

Sample Size: 1732 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 or do not care about the area they represent?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Do care about their local area	29%	34%	39%	41%	41%	23%	27%	30%	17%	28%	32%	32%	29%	30%	25%	29%	30%	28%	38%	29%	26%	22%	14%
Do not care about their local area	50%	47%	42%	39%	40%	59%	53%	47%	45%	53%	50%	48%	45%	47%	59%	53%	44%	53%	45%	48%	48%	57%	66%
Don't know	21%	19%	19%	20%	19%	18%	20%	22%	38%	19%	19%	19%	26%	23%	16%	18%	26%	19%	17%	22%	25%	21%	20%

In politics to help themselves, or in politics to help others?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
In politics to help themselves	69%	72%	63%	68%	61%	80%	70%	68%	57%	72%	69%	70%	63%	68%	74%	69%	68%	71%	68%	66%	69%	73%	73%
In politics to help others	14%	14%	24%	17%	22%	9%	16%	13%	12%	12%	17%	17%	18%	14%	11%	16%	14%	10%	19%	15%	11%	10%	12%
Don't know	17%	14%	13%	16%	17%	11%	14%	19%	31%	16%	14%	13%	19%	18%	15%	15%	17%	19%	13%	19%	19%	16%	14%

When governments change their policies they are often accused of conducting "U-turns". Thinking about government "U-turns" in general, which of the following statements best reflects your view?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
Government U-turns are normally a bad sign - showing they are incompetent, weak, or have not thought their policies through properly in advance	41%	61%	29%	30%	30%	58%	43%	39%	25%	37%	45%	51%	37%	42%	44%	40%	45%	27%	43%	38%	41%	40%	41%
Government U-turns are normally a good sign - showing they are willing to listen and change their minds when people complain or situations change	34%	27%	51%	49%	52%	22%	33%	34%	23%	32%	37%	39%	29%	34%	33%	35%	31%	44%	39%	37%	29%	30%	23%
Neither	11%	7%	9%	13%	10%	9%	11%	10%	13%	14%	9%	5%	12%	12%	9%	11%	10%	12%	11%	10%	9%	11%	15%
Not sure	15%	5%	11%	8%	8%	10%	13%	16%	39%	18%	8%	5%	23%	12%	14%	15%	14%	17%	7%	15%	20%	18%	21%

Which of the following best reflects your view?

Unweighted base	1732	263	465	167	661	611	789	943	110	714	429	479	172	634	281	414	139	92	544	494	304	206	184
Base	1732	312	445	159	643	686	842	890	189	722	417	404	210	594	284	410	151	83	485	502	364	209	172
At least one of the main political parties represents my priorities and values well	28%	45%	34%	32%	33%	31%	31%	26%	17%	24%	34%	35%	23%	35%	25%	29%	18%	26%	37%	28%	23%	24%	24%
None of the main political parties really represent my priorities and values	55%	45%	54%	54%	55%	59%	55%	56%	45%	56%	56%	58%	57%	51%	61%	56%	62%	56%	54%	57%	57%	55%	54%
Don't know	16%	10%	12%	15%	12%	10%	14%	18%	38%	19%	9%	7%	21%	15%	15%	15%	20%	18%	9%	16%	20%	21%	22%

Cell Contents (Column Percentages)