Fieldwork Dates: 15th - 17th March 2025

Sample Size: 1707 Adults in GB

YouGov

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

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Approve	18%	8%	38%	24%	27%	8%	23%	13%	27%	18%	18%	13%	26%	17%	18%	16%	16%	18%	23%	19%	15%	13%	12%
Disapprove	60%	79%	36%	54%	47%	80%	57%	62%	39%	55%	64%	74%	49%	61%	60%	60%	70%	57%	53%	59%	65%	57%	71%
Don't know	22%	12%	26%	22%	26%	12%	19%	25%	34%	27%	18%	13%	25%	22%	22%	24%	14%	26%	23%	22%	20%	29%	18%

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

Conservatives

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
0 - Would never consider voting for them	34%	1%	53%	37%	43%	24%	34%	34%	31%	41%	34%	22%	33%	28%	31%	38%	46%	42%	31%	35%	32%	34%	40%
1	8%	0%	10%	10%	10%	6%	9%	6%	7%	8%	9%	5%	8%	8%	6%	8%	4%	10%	6%	8%	6%	8%	12%
2	8%	1%	10%	11%	9%	6%	8%	7%	12%	7%	7%	7%	11%	6%	8%	8%	8%	6%	9%	6%	7%	8%	6%
3	6%	1%	8%	9%	4%	7%	6%	5%	7%	6%	4%	6%	9%	6%	4%	5%	5%	8%	7%	5%	6%	6%	3%
4	5%	2%	4%	7%	4%	5%	5%	5%	8%	4%	6%	4%	5%	4%	7%	5%	5%	6%	6%	4%	5%	4%	2%
5	10%	10%	5%	8%	8%	12%	9%	11%	5%	9%	10%	14%	9%	12%	12%	8%	11%	4%	9%	9%	14%	11%	8%
6	5%	6%	3%	7%	4%	7%	5%	4%	4%	4%	5%	7%	4%	5%	6%	4%	3%	3%	5%	5%	4%	6%	4%
7	6%	18%	2%	4%	4%	10%	6%	7%	5%	4%	10%	8%	4%	8%	7%	6%	5%	3%	7%	7%	9%	5%	2%
8	5%	17%	2%	2%	5%	7%	6%	5%	0%	4%	6%	8%	4%	6%	5%	5%	2%	6%	4%	7%	4%	4%	4%
9	2%	10%	-	1%	1%	3%	2%	2%	1%	1%	3%	4%	2%	2%	3%	2%	-	1%	3%	2%	2%	1%	1%
10 - Would definitely consider voting for them	7%	32%	1%	2%	6%	11%	6%	7%	1%	4%	6%	14%	4%	9%	9%	6%	3%	4%	9%	6%	7%	3%	7%
prefer not to answer	5%	0%	2%	2%	1%	3%	4%	7%	19%	7%	2%	0%	7%	5%	2%	6%	9%	6%	5%	5%	4%	8%	9%

Fieldwork Dates: 15th - 17th March 2025

Sample Size: 1707 Adults in GB

YouGov

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

Labour

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
0 - Would never consider voting for them	32%	58%	6%	16%	18%	52%	32%	32%	10%	27%	35%	48%	19%	35%	35%	31%	29%	37%	26%	29%	41%	29%	39%
1	6%	7%	3%	9%	5%	7%	7%	5%	5%	7%	6%	6%	6%	5%	6%	8%	9%	2%	5%	6%	5%	7%	11%
2	7%	9%	3%	8%	6%	8%	7%	7%	7%	6%	8%	7%	4%	8%	7%	8%	5%	5%	6%	9%	6%	9%	4%
3	5%	6%	2%	9%	6%	5%	4%	5%	4%	4%	6%	5%	4%	4%	6%	5%	6%	7%	6%	4%	5%	4%	5%
4	5%	5%	4%	7%	6%	5%	5%	6%	6%	6%	5%	4%	6%	5%	5%	6%	5%	10%	4%	7%	5%	6%	4%
5	11%	8%	11%	18%	12%	8%	10%	12%	10%	12%	10%	9%	13%	13%	9%	8%	14%	5%	10%	10%	11%	12%	11%
6	7%	4%	10%	10%	10%	3%	7%	7%	13%	8%	6%	4%	11%	7%	7%	5%	9%	4%	7%	10%	6%	4%	3%
7	6%	2%	15%	6%	9%	3%	7%	6%	8%	6%	8%	4%	9%	6%	6%	5%	6%	11%	9%	5%	5%	7%	3%
8	5%	-	13%	6%	8%	1%	6%	5%	9%	6%	5%	2%	7%	4%	5%	6%	5%	6%	7%	5%	3%	7%	2%
9	2%	-	5%	4%	3%	1%	3%	2%	5%	1%	3%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	4%
10 - Would definitely consider voting for them	8%	1%	24%	5%	15%	3%	8%	8%	6%	9%	8%	8%	12%	6%	10%	11%	4%	4%	12%	8%	7%	4%	6%
prefer not to answer	5%	0%	2%	2%	1%	3%	4%	7%	19%	7%	2%	0%	7%	5%	2%	6%	9%	6%	5%	5%	4%	8%	9%

Liberal Democrats

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
0 - Would never consider voting for them	28%	42%	13%	1%	14%	46%	30%	27%	10%	27%	34%	34%	22%	26%	34%	29%	30%	39%	23%	25%	33%	32%	39%
1	6%	8%	4%	3%	5%	9%	8%	5%	5%	7%	4%	8%	6%	6%	7%	7%	7%	3%	5%	7%	7%	6%	5%
2	5%	6%	4%	1%	5%	5%	4%	5%	4%	5%	6%	3%	5%	4%	4%	7%	3%	3%	5%	6%	4%	5%	3%
3	7%	9%	8%	4%	8%	6%	7%	7%	10%	7%	7%	6%	4%	8%	11%	5%	9%	6%	7%	7%	5%	7%	10%
4	6%	10%	6%	2%	7%	6%	6%	7%	6%	7%	6%	6%	6%	8%	5%	5%	5%	9%	5%	8%	10%	3%	3%
5	15%	12%	21%	13%	19%	12%	13%	18%	13%	16%	13%	17%	18%	14%	11%	17%	15%	19%	15%	16%	17%	14%	12%
6	8%	5%	13%	11%	9%	5%	8%	7%	14%	7%	7%	6%	14%	7%	7%	8%	6%	2%	10%	8%	7%	7%	3%
7	7%	3%	14%	13%	14%	2%	8%	7%	8%	7%	9%	6%	10%	8%	8%	6%	5%	4%	10%	8%	4%	8%	5%
8	5%	3%	8%	13%	7%	3%	4%	5%	3%	5%	5%	5%	2%	5%	4%	5%	6%	6%	6%	5%	3%	4%	4%
9	2%	1%	2%	9%	3%	0%	2%	2%	4%	1%	3%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%
10 - Would definitely consider voting for them	5%	2%	6%	28%	8%	2%	5%	5%	5%	4%	5%	6%	6%	7%	4%	4%	3%	2%	6%	4%	4%	4%	6%
prefer not to answer	5%	0%	2%	2%	1%	3%	4%	7%	19%	7%	2%	0%	7%	5%	2%	6%	9%	6%	5%	5%	4%	8%	9%

YouGov

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

Reform UK

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
0 - Would never consider voting for them	47%	24%	73%	68%	72%	23%	47%	46%	49%	50%	43%	42%	52%	43%	46%	49%	43%	53%	53%	50%	37%	45%	40%
1	5%	5%	3%	4%	4%	5%	4%	5%	4%	5%	4%	4%	4%	4%	3%	6%	5%	2%	4%	4%	4%	5%	7%
2	5%	7%	4%	3%	4%	6%	4%	6%	1%	4%	7%	5%	2%	5%	6%	4%	5%	4%	4%	5%	5%	5%	6%
3	3%	7%	2%	4%	3%	4%	3%	4%	4%	3%	4%	3%	3%	4%	3%	3%	3%	1%	4%	2%	4%	4%	3%
4	3%	4%	1%	2%	1%	3%	3%	3%	7%	2%	1%	3%	3%	3%	3%	2%	5%	1%	1%	3%	4%	3%	2%
5	8%	14%	5%	4%	6%	9%	7%	9%	5%	9%	8%	8%	7%	10%	9%	6%	5%	8%	7%	8%	9%	6%	9%
6	4%	8%	3%	1%	2%	6%	4%	4%	3%	4%	4%	4%	4%	4%	5%	3%	7%	1%	4%	4%	5%	2%	2%
7	4%	9%	2%	4%	2%	6%	5%	3%	4%	2%	4%	7%	8%	4%	2%	3%	2%	4%	3%	5%	3%	3%	3%
8	4%	8%	1%	5%	2%	8%	4%	5%	1%	3%	5%	8%	2%	4%	6%	5%	4%	1%	4%	3%	7%	4%	4%
9	2%	3%	0%	2%	1%	4%	3%	1%	1%	2%	3%	3%	-	2%	3%	3%	1%	1%	2%	2%	3%	3%	2%
10 - Would definitely consider voting for them	11%	11%	3%	1%	2%	23%	13%	9%	3%	9%	15%	13%	8%	11%	11%	12%	11%	17%	9%	9%	14%	11%	14%
prefer not to answer	5%	0%	2%	2%	1%	3%	4%	7%	19%	7%	2%	0%	7%	5%	2%	6%	9%	6%	5%	5%	4%	8%	9%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Health	36%	29%	48%	46%	45%	30%	26%	46%	38%	37%	37%	35%	30%	36%	34%	39%	35%	52%	38%	38%	33%	31%	39%
Immigration & Asylum	42%	62%	24%	26%	24%	67%	44%	40%	23%	34%	51%	56%	31%	43%	47%	44%	40%	35%	37%	40%	49%	43%	44%
Crime	22%	25%	15%	19%	14%	30%	22%	22%	20%	22%	26%	20%	27%	23%	24%	20%	13%	21%	20%	20%	27%	23%	20%
The economy	53%	52%	58%	55%	60%	47%	57%	49%	57%	56%	51%	49%	61%	54%	50%	52%	52%	44%	61%	54%	52%	50%	37%
Tax	14%	17%	9%	13%	10%	17%	17%	12%	16%	17%	12%	12%	17%	16%	17%	12%	9%	10%	14%	13%	18%	14%	11%
Pensions	8%	14%	6%	5%	6%	12%	8%	7%	-	2%	11%	18%	3%	8%	11%	9%	10%	3%	5%	8%	14%	4%	8%
Education	9%	7%	12%	12%	11%	5%	7%	11%	12%	11%	7%	6%	6%	9%	11%	8%	10%	16%	15%	7%	6%	8%	6%
Family life & childcare	4%	3%	5%	3%	6%	3%	4%	5%	3%	7%	2%	2%	4%	4%	5%	4%	7%	4%	3%	6%	5%	4%	3%
Housing	19%	6%	24%	21%	20%	12%	19%	18%	37%	22%	11%	12%	31%	16%	15%	18%	21%	17%	21%	16%	12%	28%	24%
The environment	16%	8%	23%	22%	21%	9%	16%	16%	27%	16%	14%	12%	16%	17%	13%	15%	21%	21%	17%	17%	13%	17%	15%
Britain leaving the EU	13%	6%	17%	19%	22%	6%	15%	11%	9%	14%	14%	13%	15%	12%	10%	14%	16%	11%	13%	14%	12%	10%	15%
Transport	2%	1%	1%	1%	1%	1%	2%	1%	2%	3%	1%	-	5%	0%	0%	3%	1%	5%	1%	3%	1%	3%	2%
Welfare benefits	13%	19%	11%	8%	12%	15%	11%	14%	7%	11%	15%	15%	11%	13%	16%	11%	14%	8%	11%	12%	14%	10%	20%
Defence and security	28%	39%	29%	35%	32%	33%	33%	24%	13%	19%	37%	43%	26%	30%	28%	26%	32%	29%	32%	30%	28%	18%	27%
None of these	0%	-	1%	1%	0%	0%	1%	0%	2%	1%	-	0%	-	1%	-	-	-	-	0%	0%	0%	2%	-
Don't know	3%	1%	2%	1%	2%	1%	2%	3%	5%	5%	0%	-	2%	2%	1%	4%	4%	4%	1%	2%	2%	7%	5%

YouGov

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

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

National Health Service

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	3%	2%	6%	4%	5%	1%	4%	2%	5%	3%	2%	3%	3%	3%	3%	3%	1%	2%	4%	4%	3%	2%	1%
Fairly well	24%	18%	40%	27%	33%	17%	29%	20%	28%	24%	24%	24%	33%	26%	23%	23%	15%	21%	30%	27%	20%	20%	16%
Fairly badly	28%	38%	20%	37%	27%	28%	28%	29%	32%	27%	25%	32%	25%	29%	28%	29%	33%	24%	30%	27%	32%	29%	21%
Very badly	33%	35%	21%	21%	23%	46%	28%	38%	20%	33%	38%	34%	29%	31%	35%	32%	42%	32%	27%	30%	36%	33%	47%
Don't know	11%	8%	13%	11%	12%	8%	12%	11%	16%	13%	11%	8%	9%	11%	11%	13%	9%	20%	9%	12%	9%	16%	15%

Immigration

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	1%	1%	2%	1%	3%	-	1%	1%	0%	1%	1%	1%	-	1%	1%	2%	1%	-	1%	1%	1%	1%	1%
Fairly well	16%	3%	32%	20%	26%	5%	19%	13%	24%	18%	13%	11%	25%	14%	14%	17%	10%	14%	21%	17%	11%	14%	8%
Fairly badly	21%	19%	24%	34%	26%	15%	17%	25%	23%	23%	18%	21%	23%	24%	19%	19%	21%	21%	23%	20%	24%	19%	16%
Very badly	48%	71%	24%	30%	28%	75%	49%	46%	23%	41%	56%	62%	38%	47%	54%	49%	49%	43%	41%	46%	54%	46%	58%
Don't know	14%	6%	18%	14%	17%	6%	13%	16%	29%	17%	12%	6%	14%	14%	12%	13%	18%	22%	13%	16%	9%	21%	18%

Crime

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	2%	1%	4%	2%	2%	1%	2%	1%	3%	2%	1%	1%	2%	1%	2%	2%	3%	1%	3%	1%	1%	2%	1%
Fairly well	17%	7%	32%	26%	26%	9%	19%	15%	25%	16%	17%	17%	20%	18%	18%	16%	17%	14%	23%	16%	16%	15%	12%
Fairly badly	27%	33%	22%	29%	25%	27%	27%	28%	24%	31%	22%	29%	28%	27%	27%	30%	25%	22%	27%	26%	28%	34%	25%
Very badly	33%	46%	15%	22%	20%	49%	33%	32%	20%	28%	40%	39%	31%	34%	33%	32%	33%	28%	30%	31%	39%	28%	38%
Don't know	21%	13%	27%	21%	26%	14%	19%	23%	28%	24%	20%	14%	19%	21%	20%	20%	22%	34%	18%	26%	17%	21%	24%

Education

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	2%	1%	2%	1%	2%	1%	3%	1%	6%	3%	2%	0%	7%	1%	1%	3%	0%	-	2%	2%	2%	3%	2%
Fairly well	23%	11%	37%	23%	28%	17%	25%	20%	30%	24%	21%	19%	32%	21%	26%	21%	18%	20%	25%	26%	21%	18%	16%
Fairly badly	29%	36%	25%	35%	29%	31%	28%	31%	32%	27%	28%	34%	20%	30%	33%	29%	35%	29%	31%	26%	33%	32%	23%
Very badly	21%	27%	11%	15%	13%	31%	20%	22%	12%	19%	28%	23%	17%	23%	20%	20%	24%	20%	21%	17%	22%	20%	31%
Don't know	25%	25%	26%	26%	28%	20%	24%	26%	21%	28%	23%	24%	25%	26%	19%	26%	23%	32%	21%	29%	21%	27%	28%

Fieldwork Dates: 15th - 17th March 2025

Sample Size: 1707 Adults in GB

YouGov

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

Taxation

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	1%	0%	1%	1%	2%	0%	1%	1%	2%	1%	0%	1%	-	1%	0%	1%	-	1%	2%	1%	1%	0%	1%
Fairly well	14%	5%	29%	17%	21%	6%	18%	11%	25%	13%	14%	11%	21%	13%	14%	15%	14%	9%	20%	15%	11%	11%	9%
Fairly badly	28%	25%	29%	34%	32%	24%	25%	31%	25%	32%	26%	25%	32%	29%	28%	24%	32%	30%	26%	28%	32%	26%	31%
Very badly	42%	64%	23%	36%	30%	62%	45%	40%	25%	37%	49%	54%	35%	45%	44%	43%	40%	39%	42%	43%	43%	39%	44%
Don't know	14%	5%	18%	12%	16%	8%	11%	17%	24%	17%	11%	8%	12%	12%	15%	16%	15%	21%	11%	14%	13%	23%	16%

Unemployment

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	1%	1%	1%	4%	2%	0%	1%	1%	2%	1%	1%	1%	2%	1%	-	1%	1%	2%	2%	1%	-	-	1%
Fairly well	17%	9%	34%	21%	25%	11%	22%	13%	18%	17%	21%	13%	21%	16%	16%	20%	16%	13%	20%	18%	19%	13%	11%
Fairly badly	31%	36%	23%	31%	27%	34%	30%	32%	34%	31%	24%	38%	30%	31%	33%	28%	38%	32%	28%	32%	33%	37%	25%
Very badly	25%	35%	13%	18%	14%	37%	25%	24%	22%	22%	28%	28%	21%	27%	25%	26%	18%	19%	26%	22%	25%	20%	32%
Don't know	26%	19%	29%	26%	33%	19%	22%	30%	24%	29%	27%	20%	26%	25%	26%	26%	26%	35%	24%	27%	23%	30%	30%

Inflation

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	1%	-	1%	2%	1%	-	1%	-	-	0%	1%	1%	1%	1%	-	1%	1%	1%	1%	0%	0%	-	1%
Fairly well	16%	9%	28%	26%	25%	7%	21%	12%	20%	15%	19%	14%	19%	16%	17%	14%	15%	18%	23%	18%	10%	12%	11%
Fairly badly	31%	34%	31%	36%	33%	29%	32%	31%	30%	31%	29%	34%	35%	30%	32%	29%	37%	27%	30%	29%	34%	34%	28%
Very badly	36%	50%	18%	24%	21%	53%	32%	40%	26%	34%	39%	40%	30%	38%	36%	38%	31%	35%	31%	36%	40%	33%	45%
Don't know	16%	7%	22%	12%	19%	10%	14%	18%	24%	19%	13%	10%	15%	15%	15%	18%	16%	19%	14%	16%	15%	21%	16%

Britain's exit from the EU

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	1%	2%	1%	2%	1%	2%	1%	1%	-	1%	2%	2%	1%	1%	2%	2%	1%	-	1%	2%	1%	0%	0%
Fairly well	20%	18%	29%	24%	23%	16%	23%	18%	30%	21%	20%	16%	22%	23%	20%	19%	15%	15%	23%	20%	18%	22%	16%
Fairly badly	24%	27%	24%	23%	23%	26%	24%	23%	18%	24%	23%	27%	20%	25%	22%	26%	23%	19%	25%	24%	22%	24%	20%
Very badly	29%	31%	18%	26%	26%	36%	33%	26%	23%	26%	34%	33%	31%	30%	29%	27%	31%	28%	29%	26%	32%	27%	37%
Don't know	25%	22%	27%	25%	27%	21%	19%	32%	29%	28%	22%	23%	26%	22%	27%	26%	29%	38%	22%	27%	27%	26%	26%

![YouGov]

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

Defence

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	5%	2%	9%	5%	7%	2%	6%	3%	5%	6%	4%	3%	10%	4%	4%	4%	2%	2%	7%	4%	3%	5%	1%
Fairly well	32%	25%	45%	49%	42%	24%	35%	28%	30%	31%	33%	32%	32%	34%	27%	30%	33%	35%	38%	34%	28%	25%	21%
Fairly badly	21%	28%	13%	20%	18%	24%	22%	20%	21%	18%	21%	27%	18%	22%	24%	21%	21%	20%	20%	20%	26%	18%	22%
Very badly	20%	30%	8%	7%	9%	34%	20%	19%	9%	16%	26%	25%	15%	22%	23%	17%	20%	16%	18%	15%	22%	20%	34%
Don't know	23%	15%	24%	20%	24%	17%	17%	29%	34%	29%	17%	13%	23%	19%	22%	28%	24%	28%	18%	26%	21%	32%	23%

The economy

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	1%	1%	2%	2%	2%	-	2%	0%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	-	1%
Fairly well	15%	6%	30%	21%	22%	6%	19%	11%	22%	15%	14%	12%	20%	15%	13%	14%	10%	15%	19%	17%	10%	10%	11%
Fairly badly	33%	35%	36%	40%	39%	30%	32%	35%	30%	35%	33%	33%	38%	33%	32%	29%	46%	31%	32%	34%	35%	38%	29%
Very badly	39%	55%	17%	27%	23%	58%	39%	40%	30%	34%	44%	47%	31%	42%	40%	42%	32%	34%	37%	37%	43%	33%	49%
Don't know	12%	4%	15%	10%	14%	6%	9%	14%	17%	15%	8%	7%	11%	9%	14%	14%	11%	18%	10%	12%	10%	19%	11%

Terrorism

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	6%	1%	9%	9%	7%	3%	9%	2%	11%	7%	4%	3%	10%	5%	5%	7%	3%	4%	8%	6%	5%	6%	2%
Fairly well	31%	21%	45%	36%	43%	22%	36%	27%	34%	31%	35%	28%	38%	30%	32%	30%	35%	27%	36%	32%	32%	25%	25%
Fairly badly	16%	30%	9%	14%	11%	22%	15%	17%	13%	13%	16%	24%	12%	19%	14%	16%	22%	9%	14%	17%	16%	18%	19%
Very badly	18%	23%	7%	9%	7%	31%	18%	18%	12%	16%	21%	22%	13%	19%	19%	19%	17%	23%	16%	14%	21%	17%	30%
Don't know	28%	24%	30%	31%	32%	22%	22%	35%	31%	32%	25%	23%	27%	28%	30%	29%	22%	38%	26%	32%	26%	34%	25%

Transport

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	2%	0%	3%	3%	2%	1%	3%	0%	3%	2%	1%	1%	6%	1%	1%	2%	-	1%	2%	2%	1%	1%	1%
Fairly well	23%	15%	33%	29%	26%	16%	25%	20%	34%	22%	20%	21%	32%	21%	22%	21%	20%	23%	26%	20%	22%	28%	15%
Fairly badly	29%	35%	24%	30%	26%	31%	30%	28%	25%	28%	27%	34%	22%	30%	29%	30%	32%	26%	30%	32%	27%	22%	26%
Very badly	21%	24%	12%	18%	15%	28%	22%	20%	18%	20%	26%	17%	24%	19%	22%	20%	21%	20%	22%	17%	22%	20%	24%
Don't know	26%	26%	28%	20%	31%	24%	20%	32%	20%	28%	26%	27%	17%	29%	26%	28%	27%	30%	20%	28%	28%	28%	34%

YouGov

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

Housing

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	2%	0%	2%	2%	3%	0%	3%	1%	4%	1%	1%	1%	3%	1%	1%	2%	0%	1%	2%	2%	1%	1%	1%
Fairly well	16%	13%	27%	17%	23%	10%	20%	13%	14%	17%	15%	17%	21%	16%	15%	17%	14%	10%	21%	18%	15%	9%	12%
Fairly badly	33%	39%	29%	40%	29%	36%	31%	35%	40%	31%	28%	38%	29%	35%	34%	30%	34%	38%	31%	32%	37%	39%	27%
Very badly	29%	29%	17%	19%	20%	37%	29%	29%	26%	29%	33%	26%	31%	27%	31%	29%	30%	27%	28%	26%	29%	29%	37%
Don't know	21%	19%	24%	22%	25%	17%	18%	23%	16%	22%	22%	18%	16%	21%	19%	23%	21%	25%	19%	22%	18%	22%	24%

Environment

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	1%	0%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	3%	1%	1%	2%	2%	-	2%	1%	1%	0%	1%
Fairly well	24%	16%	36%	26%	27%	17%	26%	21%	37%	25%	17%	22%	31%	22%	22%	23%	23%	25%	27%	27%	20%	22%	12%
Fairly badly	29%	32%	24%	34%	32%	28%	27%	30%	25%	26%	28%	34%	22%	29%	31%	28%	32%	27%	26%	26%	37%	27%	28%
Very badly	22%	30%	11%	17%	13%	32%	23%	21%	18%	21%	25%	24%	25%	24%	21%	21%	18%	20%	22%	20%	21%	20%	32%
Don't know	24%	21%	27%	22%	26%	23%	22%	27%	20%	26%	28%	20%	19%	24%	25%	26%	25%	29%	22%	25%	21%	31%	27%

Welfare benefits

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	2%	1%	2%	2%	2%	1%	3%	1%	3%	3%	1%	1%	2%	1%	2%	3%	1%	-	3%	1%	2%	2%	0%
Fairly well	17%	15%	27%	18%	23%	13%	21%	15%	19%	17%	19%	16%	23%	19%	16%	13%	15%	23%	20%	20%	16%	15%	9%
Fairly badly	29%	34%	29%	33%	31%	29%	27%	30%	26%	26%	29%	35%	29%	28%	27%	34%	27%	22%	29%	30%	29%	32%	23%
Very badly	33%	36%	22%	23%	26%	44%	32%	35%	23%	33%	36%	36%	30%	33%	36%	30%	44%	32%	31%	30%	36%	28%	50%
Don't know	19%	14%	20%	25%	18%	13%	18%	20%	29%	21%	16%	13%	15%	19%	19%	21%	13%	23%	18%	20%	16%	23%	18%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	4%	1%	10%	5%	7%	1%	5%	3%	7%	4%	3%	4%	4%	4%	5%	3%	3%	4%	6%	5%	2%	4%	2%
Fairly well	27%	17%	48%	38%	37%	17%	32%	23%	36%	27%	28%	23%	35%	28%	26%	26%	23%	24%	33%	30%	23%	25%	18%
Fairly badly	23%	26%	18%	31%	26%	21%	19%	28%	24%	23%	20%	26%	23%	23%	24%	23%	29%	18%	21%	24%	28%	22%	20%
Very badly	33%	52%	12%	17%	19%	55%	34%	32%	12%	29%	43%	42%	22%	36%	35%	32%	40%	32%	30%	30%	39%	28%	47%
Don't know	12%	5%	12%	9%	12%	6%	10%	14%	20%	17%	6%	5%	15%	9%	9%	16%	5%	21%	11%	11%	9%	21%	13%

YouGov

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

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
She does look like a Prime Minster in waiting	10%	21%	5%	8%	7%	10%	9%	11%	17%	9%	9%	10%	13%	9%	11%	11%	9%	7%	12%	10%	11%	8%	6%
She does not look like a Prime Minster in waiting	61%	56%	74%	67%	71%	64%	71%	52%	43%	56%	70%	70%	60%	61%	63%	58%	68%	62%	64%	65%	59%	50%	59%
Not sure	29%	24%	22%	25%	22%	26%	20%	37%	40%	35%	21%	20%	27%	30%	27%	31%	23%	31%	24%	25%	30%	41%	36%

Do you think Kemi Badenoch is doing well or badly as leader of the Conservative party?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	1%	5%	-	0%	1%	2%	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Fairly well	16%	36%	10%	9%	12%	21%	18%	14%	14%	12%	18%	22%	13%	18%	14%	17%	11%	13%	18%	13%	18%	14%	14%
Fairly badly	21%	28%	18%	17%	20%	25%	24%	19%	22%	17%	24%	26%	21%	20%	25%	20%	25%	15%	24%	22%	18%	22%	18%
Very badly	26%	6%	38%	38%	37%	18%	30%	22%	24%	27%	28%	21%	33%	25%	23%	25%	27%	26%	29%	25%	22%	19%	32%
Don't know	36%	25%	35%	36%	30%	35%	27%	45%	40%	42%	29%	30%	32%	35%	36%	38%	36%	44%	28%	38%	40%	45%	35%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very well	4%	2%	6%	14%	5%	2%	4%	3%	4%	2%	5%	5%	4%	4%	2%	4%	4%	3%	6%	4%	1%	2%	3%
Fairly well	25%	24%	33%	48%	34%	18%	29%	21%	27%	22%	25%	28%	30%	25%	25%	21%	25%	21%	29%	24%	24%	20%	22%
Fairly badly	13%	16%	12%	7%	14%	15%	15%	11%	7%	12%	15%	15%	13%	14%	15%	9%	16%	10%	15%	13%	12%	8%	13%
Very badly	13%	18%	5%	5%	6%	22%	15%	10%	6%	11%	15%	18%	10%	14%	12%	14%	9%	18%	11%	12%	14%	10%	20%
Don't know	46%	40%	43%	26%	40%	43%	37%	55%	55%	54%	40%	34%	42%	44%	46%	52%	46%	48%	39%	48%	48%	59%	42%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
They are ready for Government	11%	29%	3%	7%	6%	15%	10%	11%	13%	10%	9%	12%	8%	14%	11%	9%	5%	9%	13%	10%	10%	9%	9%
They are not ready for Government	68%	53%	86%	77%	80%	66%	75%	62%	57%	63%	77%	72%	70%	66%	66%	68%	74%	70%	72%	71%	64%	62%	65%
Not sure	21%	18%	11%	16%	14%	19%	15%	27%	30%	26%	14%	16%	21%	20%	23%	22%	21%	21%	15%	19%	26%	29%	26%

YouGov

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

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Strongly support	18%	6%	24%	17%	24%	11%	24%	11%	24%	22%	15%	10%	29%	11%	16%	16%	31%	20%	21%	18%	15%	16%	15%
Tend to support	35%	34%	44%	40%	41%	31%	37%	34%	33%	33%	36%	39%	36%	33%	30%	36%	48%	37%	35%	36%	36%	32%	36%
Tend to oppose	22%	32%	17%	22%	19%	26%	16%	27%	20%	19%	24%	25%	16%	25%	25%	22%	13%	18%	24%	23%	20%	25%	14%
Strongly oppose	15%	22%	4%	15%	9%	22%	14%	15%	6%	12%	18%	20%	9%	20%	20%	12%	2%	12%	12%	15%	18%	10%	21%
Don't know	11%	6%	10%	6%	8%	9%	9%	13%	18%	14%	7%	6%	11%	11%	9%	14%	5%	13%	9%	9%	11%	17%	13%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Strongly support	14%	5%	19%	14%	17%	9%	18%	10%	19%	16%	12%	9%	21%	8%	12%	13%	27%	15%	17%	13%	14%	12%	10%
Tend to support	30%	27%	39%	29%	36%	25%	34%	27%	25%	31%	31%	31%	34%	26%	30%	29%	45%	33%	30%	31%	28%	34%	33%
Tend to oppose	22%	27%	21%	23%	22%	24%	18%	27%	27%	20%	22%	25%	21%	24%	21%	24%	17%	22%	26%	22%	25%	18%	16%
Strongly oppose	24%	35%	12%	27%	18%	35%	23%	26%	13%	21%	28%	31%	15%	31%	30%	21%	9%	19%	22%	25%	25%	23%	27%
Don't know	10%	6%	9%	6%	8%	7%	8%	11%	17%	12%	6%	5%	9%	10%	8%	13%	2%	11%	7%	9%	9%	14%	14%

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?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Strongly support	20%	6%	27%	22%	24%	12%	25%	15%	34%	23%	15%	12%	30%	17%	15%	18%	30%	22%	22%	21%	15%	20%	17%
Tend to support	34%	28%	41%	34%	35%	29%	32%	35%	39%	35%	31%	32%	36%	29%	35%	34%	43%	39%	32%	32%	38%	34%	36%
Tend to oppose	20%	33%	16%	22%	19%	28%	20%	21%	5%	17%	24%	28%	17%	23%	22%	19%	14%	16%	22%	23%	18%	15%	18%
Strongly oppose	12%	19%	6%	12%	9%	18%	13%	12%	8%	10%	17%	14%	4%	16%	18%	12%	2%	7%	14%	10%	14%	10%	13%
Don't know	14%	14%	10%	10%	13%	14%	10%	18%	13%	15%	14%	14%	14%	15%	11%	17%	10%	16%	10%	15%	15%	21%	16%

Fieldwork Dates: 15th - 17th March 2025

Sample Size: 1707 Adults in GB

YouGov

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

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Strongly support	6%	1%	9%	7%	8%	4%	8%	4%	7%	7%	5%	4%	8%	4%	5%	4%	16%	8%	5%	7%	5%	6%	5%
Tend to support	21%	9%	33%	21%	28%	13%	25%	17%	28%	23%	18%	17%	33%	16%	21%	18%	31%	20%	25%	19%	20%	22%	17%
Tend to oppose	28%	35%	29%	30%	29%	27%	27%	30%	25%	29%	28%	29%	21%	28%	28%	31%	30%	33%	27%	30%	29%	27%	27%
Strongly oppose	32%	46%	17%	32%	24%	46%	29%	35%	19%	27%	39%	39%	26%	39%	35%	31%	11%	27%	34%	32%	35%	24%	30%
Don't know	13%	9%	12%	9%	11%	10%	11%	15%	21%	14%	10%	11%	12%	13%	11%	15%	13%	13%	9%	12%	12%	21%	21%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Strongly support	6%	1%	8%	10%	8%	3%	9%	3%	12%	7%	4%	3%	10%	4%	6%	5%	11%	4%	8%	8%	3%	6%	3%
Tend to support	26%	19%	31%	30%	32%	20%	30%	22%	29%	26%	25%	25%	36%	22%	23%	25%	33%	24%	28%	26%	26%	23%	22%
Tend to oppose	29%	33%	32%	30%	29%	30%	27%	32%	22%	31%	29%	30%	28%	31%	29%	28%	31%	20%	29%	29%	33%	26%	28%
Strongly oppose	24%	36%	15%	22%	19%	33%	22%	26%	17%	21%	29%	28%	12%	28%	30%	23%	13%	32%	26%	23%	25%	20%	26%
Don't know	15%	12%	15%	8%	12%	14%	13%	17%	19%	15%	13%	14%	13%	14%	12%	18%	11%	20%	11%	15%	12%	25%	20%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Strongly support	4%	2%	7%	6%	5%	4%	6%	3%	4%	6%	3%	3%	8%	2%	2%	6%	9%	6%	6%	4%	3%	7%	3%
Tend to support	18%	10%	22%	17%	21%	12%	22%	13%	23%	18%	18%	14%	24%	13%	16%	17%	32%	15%	21%	15%	17%	18%	16%
Tend to oppose	26%	25%	30%	28%	28%	23%	26%	26%	34%	28%	23%	23%	23%	27%	28%	25%	34%	22%	25%	29%	28%	24%	21%
Strongly oppose	41%	56%	32%	42%	37%	52%	36%	45%	23%	35%	48%	53%	34%	47%	46%	40%	17%	43%	41%	41%	41%	37%	45%
Don't know	11%	7%	8%	6%	9%	9%	9%	13%	17%	13%	8%	7%	11%	11%	8%	13%	8%	14%	8%	10%	11%	15%	15%

YouGov

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

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Go up a lot	12%	4%	9%	12%	8%	11%	11%	13%	25%	12%	9%	9%	11%	11%	9%	13%	15%	14%	11%	10%	11%	13%	18%
Go up a little	37%	40%	40%	41%	42%	33%	44%	30%	36%	38%	37%	37%	38%	38%	37%	36%	34%	35%	43%	37%	35%	33%	27%
Stay about the same	30%	39%	32%	32%	32%	36%	28%	33%	16%	28%	38%	34%	31%	30%	31%	30%	31%	34%	31%	32%	32%	28%	25%
Go down a little	6%	6%	6%	5%	6%	6%	5%	7%	9%	5%	5%	7%	6%	7%	7%	5%	5%	1%	6%	7%	5%	6%	7%
Go down a lot	1%	2%	0%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	-	-	0%	1%	1%	1%	2%
Don't know	14%	8%	12%	10%	13%	13%	12%	16%	13%	16%	11%	13%	13%	13%	15%	14%	16%	16%	9%	13%	15%	19%	21%

Do you think it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
It would be better for Britain if house prices rose	6%	10%	4%	4%	7%	8%	7%	6%	2%	6%	9%	6%	5%	7%	7%	5%	6%	8%	7%	8%	5%	4%	4%
It would be better for Britain if house prices went down	50%	35%	57%	54%	48%	43%	53%	47%	77%	54%	44%	38%	59%	50%	49%	47%	49%	49%	52%	50%	48%	52%	48%
It would be better for Britain if house prices stayed about the same	25%	41%	23%	25%	26%	32%	26%	25%	8%	20%	28%	40%	17%	27%	26%	28%	27%	19%	29%	26%	25%	18%	24%
Don't know	18%	14%	16%	17%	18%	17%	14%	22%	13%	20%	19%	16%	20%	15%	18%	20%	18%	24%	12%	15%	22%	26%	24%

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?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base: All GB adults	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
I would be better off if house prices rose	20%	27%	22%	24%	27%	21%	22%	18%	2%	20%	30%	19%	11%	24%	22%	21%	13%	16%	23%	23%	18%	14%	13%
I would be better off if house prices fell	23%	9%	22%	22%	17%	13%	24%	22%	68%	30%	9%	4%	36%	20%	22%	22%	20%	23%	25%	24%	19%	31%	16%
It will make little difference to me personally if house prices rise or fall	48%	59%	49%	49%	50%	59%	47%	49%	17%	39%	53%	73%	38%	48%	49%	47%	59%	54%	46%	46%	54%	39%	59%
Don't know	9%	5%	7%	5%	6%	7%	6%	11%	14%	11%	8%	4%	14%	8%	7%	10%	7%	8%	5%	8%	9%	17%	13%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
United	27%	15%	51%	36%	41%	16%	34%	21%	26%	28%	30%	23%	28%	27%	26%	25%	31%	29%	33%	32%	19%	21%	19%
Divided	38%	63%	23%	35%	29%	56%	38%	39%	22%	31%	43%	55%	36%	40%	43%	38%	33%	32%	38%	34%	44%	34%	45%
Don't know	35%	21%	25%	30%	31%	28%	28%	41%	52%	42%	27%	22%	36%	33%	31%	37%	37%	40%	29%	34%	37%	46%	36%

Fieldwork Dates: 15th - 17th March 2025

Sample Size: 1707 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 Conservative Party is united or divided at the present time?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
United	15%	32%	13%	11%	13%	18%	18%	13%	13%	14%	15%	18%	13%	17%	16%	15%	13%	13%	19%	15%	15%	12%	11%
Divided	42%	34%	50%	48%	48%	42%	48%	36%	36%	39%	46%	47%	49%	42%	42%	40%	42%	41%	45%	42%	40%	35%	46%
Don't know	43%	34%	37%	41%	39%	40%	34%	50%	51%	47%	39%	35%	38%	41%	42%	46%	45%	47%	36%	43%	44%	53%	44%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very left-wing	13%	22%	3%	5%	4%	23%	14%	12%	8%	11%	14%	16%	9%	15%	18%	9%	8%	12%	11%	13%	15%	9%	17%
Fairly left-wing	19%	31%	18%	17%	17%	23%	19%	19%	20%	16%	17%	27%	13%	20%	23%	20%	14%	22%	21%	18%	21%	16%	18%
Slightly left-of-centre	23%	17%	39%	35%	34%	15%	27%	19%	22%	22%	25%	24%	26%	23%	22%	24%	23%	18%	28%	27%	17%	20%	13%
Centre	11%	6%	15%	9%	14%	6%	14%	9%	21%	12%	9%	7%	16%	10%	10%	12%	11%	12%	14%	11%	9%	12%	9%
Slightly right-of-centre	5%	0%	6%	12%	7%	3%	5%	5%	5%	5%	6%	5%	8%	5%	3%	5%	6%	4%	6%	6%	3%	3%	7%
Fairly right-wing	3%	3%	4%	1%	4%	2%	3%	3%	4%	2%	3%	3%	5%	3%	2%	2%	6%	3%	2%	3%	4%	2%	3%
Very right-wing	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	-	1%	-	1%	2%	1%	1%	0%	0%	1%	1%
Don't know	25%	21%	15%	19%	19%	27%	17%	33%	19%	32%	25%	17%	22%	24%	23%	28%	29%	28%	17%	23%	30%	38%	32%

Conservative Party

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very left-wing	2%	1%	1%	1%	1%	3%	2%	1%	1%	3%	1%	1%	2%	1%	1%	1%	2%	3%	2%	1%	2%	0%	2%
Fairly left-wing	2%	2%	1%	2%	1%	3%	2%	2%	3%	2%	3%	1%	0%	3%	3%	1%	2%	-	2%	2%	3%	1%	1%
Slightly left-of-centre	3%	3%	2%	0%	1%	5%	4%	2%	4%	2%	3%	4%	5%	3%	3%	3%	1%	2%	2%	4%	3%	2%	2%
Centre	8%	14%	2%	4%	4%	12%	10%	5%	9%	6%	7%	11%	7%	9%	8%	7%	5%	7%	7%	7%	10%	7%	7%
Slightly right-of-centre	18%	28%	15%	18%	16%	21%	21%	15%	14%	18%	17%	21%	14%	17%	20%	19%	21%	12%	19%	19%	16%	17%	16%
Fairly right-wing	28%	26%	45%	38%	39%	18%	30%	27%	39%	27%	27%	28%	30%	27%	30%	29%	24%	33%	36%	31%	22%	21%	22%
Very right-wing	13%	6%	20%	17%	18%	9%	12%	14%	12%	11%	15%	14%	18%	14%	10%	10%	16%	14%	13%	13%	12%	10%	15%
Don't know	26%	21%	15%	19%	21%	28%	18%	34%	18%	32%	27%	18%	22%	26%	25%	29%	30%	29%	17%	23%	31%	41%	35%

YouGov

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

Liberal Democrats

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very left-wing	7%	10%	2%	2%	2%	12%	9%	5%	7%	6%	7%	9%	4%	8%	9%	6%	7%	6%	7%	6%	9%	6%	9%
Fairly left-wing	11%	13%	11%	11%	11%	15%	12%	10%	3%	14%	10%	9%	14%	13%	11%	10%	5%	4%	13%	12%	10%	9%	8%
Slightly left-of-centre	15%	13%	23%	19%	21%	10%	17%	13%	20%	14%	14%	15%	17%	15%	15%	12%	15%	14%	19%	16%	10%	12%	13%
Centre	26%	26%	32%	42%	32%	20%	29%	23%	32%	18%	29%	32%	24%	25%	24%	28%	22%	35%	28%	28%	23%	22%	22%
Slightly right-of-centre	7%	6%	8%	8%	7%	6%	8%	6%	8%	6%	7%	7%	10%	6%	7%	4%	12%	7%	8%	7%	7%	4%	5%
Fairly right-wing	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	3%	1%	1%	1%	3%	2%	2%	1%	1%	3%	1%
Very right-wing	1%	0%	0%	-	0%	0%	0%	1%	4%	0%	1%	0%	2%	-	0%	2%	-	-	0%	1%	1%	0%	1%
Don't know	33%	29%	22%	19%	25%	36%	24%	41%	24%	40%	31%	25%	26%	32%	32%	37%	35%	31%	23%	30%	40%	44%	40%

Reform UK

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very left-wing	2%	4%	2%	2%	3%	3%	1%	4%	-	1%	4%	4%	-	2%	2%	4%	4%	-	3%	2%	3%	3%	0%
Fairly left-wing	2%	3%	1%	3%	1%	2%	2%	2%	2%	1%	2%	3%	2%	2%	3%	1%	3%	3%	1%	2%	2%	3%	3%
Slightly left-of-centre	1%	2%	1%	-	0%	2%	0%	2%	1%	1%	1%	1%	3%	1%	2%	0%	1%	2%	1%	1%	2%	1%	0%
Centre	5%	5%	3%	2%	1%	7%	6%	3%	10%	2%	6%	5%	6%	4%	4%	6%	5%	6%	2%	5%	5%	8%	8%
Slightly right-of-centre	7%	9%	2%	1%	2%	13%	9%	5%	8%	5%	9%	10%	3%	9%	9%	6%	8%	6%	6%	6%	10%	4%	11%
Fairly right-wing	15%	25%	10%	8%	10%	23%	19%	11%	9%	14%	14%	20%	13%	16%	18%	13%	14%	19%	15%	17%	15%	11%	12%
Very right-wing	39%	26%	64%	63%	61%	21%	44%	35%	47%	39%	38%	36%	48%	38%	34%	41%	36%	37%	51%	43%	28%	31%	28%
Don't know	28%	25%	18%	20%	22%	30%	19%	37%	22%	35%	26%	22%	25%	29%	28%	29%	30%	27%	19%	24%	36%	40%	37%

Keir Starmer

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very left-wing	14%	24%	4%	5%	5%	25%	14%	13%	6%	12%	16%	18%	12%	15%	18%	11%	8%	13%	13%	12%	18%	8%	16%
Fairly left-wing	13%	20%	12%	7%	11%	17%	13%	12%	13%	10%	11%	19%	8%	13%	12%	13%	13%	18%	13%	13%	14%	11%	13%
Slightly left-of-centre	19%	17%	30%	27%	26%	13%	21%	17%	18%	18%	20%	19%	19%	19%	22%	18%	16%	15%	22%	22%	14%	15%	14%
Centre	14%	9%	24%	14%	21%	8%	18%	11%	19%	14%	14%	13%	18%	13%	12%	15%	15%	13%	18%	14%	11%	14%	11%
Slightly right-of-centre	6%	3%	9%	9%	10%	2%	7%	5%	9%	6%	6%	6%	9%	6%	5%	5%	10%	8%	9%	6%	4%	5%	5%
Fairly right-wing	4%	1%	4%	7%	4%	2%	4%	3%	7%	3%	3%	4%	6%	2%	3%	4%	6%	3%	3%	4%	4%	4%	3%
Very right-wing	2%	3%	1%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	1%	2%	3%	2%	3%	2%	1%	1%	3%
Don't know	28%	22%	17%	27%	21%	31%	20%	37%	25%	35%	28%	19%	24%	29%	27%	31%	30%	28%	19%	26%	34%	42%	35%

YouGov

Kemi Badenoch

	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
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very left-wing	1%	-	1%	1%	1%	2%	2%	1%	1%	2%	2%	0%	2%	1%	2%	1%	2%	3%	1%	2%	2%	-	2%
Fairly left-wing	2%	1%	1%	2%	1%	3%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	0%	1%
Slightly left-of-centre	3%	3%	1%	1%	2%	4%	4%	2%	2%	1%	3%	4%	4%	2%	2%	2%	4%	2%	2%	3%	3%	2%	2%
Centre	7%	13%	2%	6%	4%	10%	9%	6%	10%	5%	7%	11%	7%	5%	12%	8%	6%	8%	6%	7%	8%	8%	8%
Slightly right-of-centre	15%	24%	12%	11%	12%	20%	19%	12%	15%	13%	14%	20%	14%	16%	17%	16%	15%	9%	15%	14%	17%	12%	17%
Fairly right-wing	19%	22%	27%	20%	23%	16%	22%	16%	21%	16%	20%	21%	15%	20%	19%	19%	15%	21%	25%	19%	13%	15%	15%
Very right-wing	17%	8%	28%	28%	28%	8%	18%	15%	18%	16%	18%	17%	27%	16%	13%	14%	20%	16%	23%	19%	11%	9%	13%
Don't know	37%	29%	27%	31%	30%	38%	26%	47%	32%	45%	34%	26%	29%	38%	35%	39%	36%	40%	26%	33%	43%	53%	42%

Ed Davey

	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
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very left-wing	5%	9%	2%	4%	2%	10%	7%	4%	1%	5%	6%	7%	5%	6%	6%	4%	6%	6%	6%	5%	5%	3%	9%
Fairly left-wing	9%	11%	8%	12%	7%	13%	12%	7%	8%	11%	9%	8%	11%	13%	8%	7%	4%	3%	9%	9%	10%	7%	8%
Slightly left-of-centre	13%	11%	22%	15%	20%	9%	16%	10%	12%	13%	12%	15%	13%	12%	15%	12%	15%	15%	18%	15%	7%	8%	10%
Centre	21%	24%	25%	32%	26%	17%	25%	17%	24%	13%	26%	30%	24%	21%	20%	21%	18%	27%	23%	22%	18%	16%	24%
Slightly right-of-centre	4%	3%	6%	5%	7%	2%	5%	4%	6%	3%	3%	6%	6%	3%	4%	4%	6%	5%	6%	3%	5%	3%	2%
Fairly right-wing	2%	1%	1%	1%	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	0%	2%	4%	4%	1%	2%	1%	3%	1%
Very right-wing	1%	1%	0%	0%	0%	0%	0%	1%	2%	0%	0%	1%	2%	0%	0%	1%	-	1%	1%	0%	-	-	1%
Don't know	45%	39%	36%	31%	36%	47%	33%	56%	44%	54%	43%	32%	38%	44%	46%	50%	48%	40%	35%	43%	54%	60%	45%

Nigel Farage

	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
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very left-wing	3%	4%	2%	5%	3%	3%	2%	4%	1%	2%	4%	5%	-	4%	2%	4%	3%	1%	2%	3%	3%	3%	3%
Fairly left-wing	2%	4%	1%	-	1%	3%	1%	2%	4%	1%	2%	3%	2%	1%	4%	3%	2%	2%	2%	2%	2%	2%	1%
Slightly left-of-centre	1%	2%	1%	-	1%	1%	2%	1%	4%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%
Centre	4%	4%	2%	2%	2%	6%	5%	4%	7%	3%	5%	5%	6%	4%	4%	5%	4%	5%	2%	5%	5%	6%	8%
Slightly right-of-centre	6%	5%	2%	2%	1%	10%	8%	4%	7%	4%	6%	8%	3%	6%	7%	5%	8%	3%	6%	4%	8%	5%	5%
Fairly right-wing	14%	22%	10%	8%	8%	22%	20%	9%	9%	13%	14%	19%	12%	16%	19%	10%	12%	16%	14%	16%	15%	11%	15%
Very right-wing	41%	32%	64%	61%	62%	24%	45%	37%	44%	42%	41%	38%	50%	40%	34%	42%	39%	43%	54%	45%	29%	32%	30%
Don't know	29%	26%	18%	22%	21%	30%	18%	39%	25%	35%	27%	22%	24%	28%	29%	30%	31%	30%	20%	24%	37%	40%	37%

Fieldwork Dates: 15th - 17th March 2025

Sample Size: 1707 Adults in GB

YouGov

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

Yourself

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very left-wing	4%	-	6%	8%	6%	1%	4%	4%	10%	5%	4%	2%	6%	4%	4%	4%	7%	6%	5%	4%	2%	6%	7%
Fairly left-wing	11%	1%	23%	9%	17%	4%	12%	11%	22%	12%	8%	8%	10%	9%	12%	14%	14%	9%	13%	13%	11%	10%	7%
Slightly left-of-centre	12%	2%	28%	18%	22%	5%	13%	12%	10%	14%	12%	12%	22%	11%	9%	12%	10%	15%	17%	13%	8%	11%	8%
Centre	22%	27%	19%	31%	21%	24%	25%	19%	20%	19%	25%	24%	22%	23%	24%	19%	23%	22%	22%	22%	21%	22%	23%
Slightly right-of-centre	15%	31%	6%	12%	11%	21%	17%	12%	9%	12%	17%	20%	12%	16%	17%	15%	12%	5%	17%	15%	16%	8%	10%
Fairly right-wing	8%	19%	1%	0%	4%	15%	9%	7%	3%	5%	10%	14%	4%	11%	9%	7%	3%	11%	9%	7%	10%	6%	7%
Very right-wing	4%	5%	1%	2%	1%	7%	6%	2%	4%	4%	3%	5%	4%	4%	4%	2%	7%	4%	2%	4%	6%	5%	4%
Don't know	23%	15%	16%	19%	17%	23%	15%	31%	23%	29%	21%	15%	20%	22%	21%	27%	24%	27%	16%	22%	26%	33%	32%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Should remain Conservative leader	29%	47%	29%	23%	30%	32%	32%	26%	18%	24%	34%	37%	34%	30%	25%	29%	23%	29%	32%	29%	31%	19%	26%
Should stand down and let someone else take over	27%	26%	23%	30%	26%	30%	29%	24%	25%	23%	27%	33%	27%	28%	30%	23%	23%	23%	29%	26%	25%	27%	24%
Don't know	45%	27%	47%	48%	45%	38%	39%	50%	57%	52%	39%	31%	39%	42%	45%	48%	53%	48%	39%	46%	43%	54%	49%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Should remain Labour leader	43%	36%	70%	59%	60%	31%	49%	38%	41%	42%	44%	46%	48%	45%	41%	41%	40%	41%	52%	49%	34%	33%	31%
Should stand down and let someone else take over	34%	42%	16%	16%	22%	49%	34%	34%	28%	32%	39%	36%	29%	33%	35%	35%	39%	35%	28%	32%	42%	31%	43%
Don't know	23%	22%	14%	26%	19%	20%	18%	28%	31%	26%	17%	18%	23%	22%	24%	23%	20%	24%	20%	18%	24%	36%	27%

YouGov

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

If Labour win the next election and form a government, do you think the overall level of taxation will rise, fall or stay about the same?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
The level of taxation will rise a lot	38%	66%	15%	28%	26%	59%	38%	38%	17%	28%	47%	56%	29%	42%	40%	38%	34%	33%	36%	37%	46%	27%	44%
The level of taxation will rise a little	30%	22%	45%	38%	38%	24%	32%	29%	29%	30%	32%	30%	36%	30%	28%	29%	30%	33%	32%	33%	28%	26%	26%
The level of taxation will stay about the same	12%	5%	19%	13%	16%	5%	12%	11%	21%	14%	9%	6%	12%	11%	12%	11%	15%	12%	13%	12%	11%	12%	9%
The level of taxation will fall a little	2%	2%	2%	3%	2%	1%	3%	1%	2%	2%	1%	2%	3%	2%	3%	1%	1%	-	2%	1%	1%	3%	1%
The level of taxation will fall a lot	0%	-	0%	-	-	0%	0%	0%	-	0%	0%	-	-	0%	0%	0%	-	-	-	0%	0%	-	-
Don't know	18%	4%	20%	18%	19%	11%	15%	21%	31%	26%	12%	7%	20%	16%	17%	21%	20%	22%	17%	16%	14%	33%	21%

If the Conservatives win the next election and form a government, do you think the overall level of taxation will rise, fall or stay about the same?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
The level of taxation will rise a lot	16%	4%	21%	21%	17%	16%	17%	15%	11%	17%	18%	13%	17%	13%	15%	15%	23%	19%	13%	16%	18%	12%	23%
The level of taxation will rise a little	22%	18%	26%	27%	25%	20%	22%	22%	17%	20%	25%	25%	24%	22%	19%	24%	20%	24%	25%	21%	20%	25%	20%
The level of taxation will stay about the same	22%	32%	19%	20%	22%	24%	25%	20%	26%	19%	23%	25%	22%	23%	26%	21%	19%	22%	23%	26%	24%	17%	15%
The level of taxation will fall a little	13%	28%	11%	10%	12%	16%	14%	13%	13%	9%	14%	19%	13%	15%	12%	12%	13%	9%	18%	14%	10%	8%	10%
The level of taxation will fall a lot	1%	3%	0%	1%	1%	2%	2%	1%	2%	2%	1%	1%	0%	3%	1%	0%	1%	-	3%	1%	1%	-	2%
Don't know	25%	14%	23%	22%	24%	22%	21%	30%	32%	32%	19%	16%	25%	24%	26%	28%	25%	25%	19%	23%	27%	39%	31%

YouGov

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

If taxes HAD to rise after the next general election, which of the following would you MOST like to see increased? Please tick up to three

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Basic rate of income tax	7%	11%	7%	6%	7%	7%	8%	6%	8%	5%	7%	9%	6%	8%	5%	7%	5%	9%	8%	8%	6%	4%	6%
Higher rate of income tax	22%	23%	25%	31%	29%	23%	25%	20%	7%	18%	31%	29%	20%	26%	21%	20%	23%	16%	22%	24%	24%	20%	19%
Top rate of income tax	41%	38%	50%	52%	53%	39%	44%	38%	27%	36%	47%	50%	37%	42%	40%	39%	46%	48%	45%	46%	38%	30%	32%
National Insurance	6%	7%	5%	7%	5%	6%	7%	6%	11%	6%	6%	6%	7%	6%	8%	6%	7%	2%	7%	9%	4%	6%	3%
Fuel duty	8%	12%	5%	9%	10%	7%	10%	6%	6%	9%	8%	7%	15%	11%	5%	6%	1%	2%	10%	8%	7%	5%	8%
Capital gains tax	28%	28%	41%	27%	36%	27%	32%	25%	17%	26%	30%	35%	26%	28%	28%	30%	27%	30%	35%	29%	27%	24%	15%
Corporation tax	34%	28%	44%	32%	41%	32%	37%	32%	28%	40%	32%	30%	36%	33%	37%	30%	44%	40%	41%	36%	33%	26%	27%
Inheritance tax	13%	8%	18%	14%	18%	8%	14%	12%	13%	14%	14%	9%	14%	11%	11%	14%	18%	12%	14%	15%	12%	9%	8%
Council tax	4%	6%	2%	5%	4%	4%	4%	4%	5%	4%	5%	3%	4%	5%	4%	4%	6%	2%	4%	6%	4%	4%	4%
VAT	4%	7%	3%	2%	3%	5%	5%	4%	6%	4%	4%	4%	6%	6%	3%	3%	1%	4%	5%	4%	5%	5%	5%
Stamp duty	6%	5%	6%	6%	5%	7%	7%	5%	3%	7%	8%	4%	7%	6%	6%	5%	8%	6%	7%	5%	6%	7%	4%
Not sure	27%	27%	18%	19%	17%	30%	23%	32%	40%	30%	21%	24%	25%	27%	26%	31%	27%	29%	20%	21%	32%	40%	42%

If taxes HAD to rise after the next general election, which of the following would you LEAST like to see increased? Please tick up to three

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Basic rate of income tax	48%	50%	55%	56%	55%	47%	50%	46%	33%	46%	52%	54%	43%	50%	48%	46%	55%	34%	53%	50%	49%	38%	33%
Higher rate of income tax	7%	9%	5%	6%	6%	8%	8%	6%	8%	8%	6%	6%	10%	6%	7%	7%	10%	4%	10%	5%	7%	6%	6%
Top rate of income tax	4%	6%	3%	3%	3%	5%	5%	3%	5%	3%	4%	3%	4%	4%	4%	3%	5%	5%	5%	4%	4%	1%	2%
National Insurance	34%	26%	40%	27%	39%	32%	33%	34%	23%	42%	36%	23%	31%	34%	34%	32%	35%	45%	40%	34%	32%	31%	24%
Fuel duty	20%	26%	18%	20%	18%	26%	20%	19%	9%	14%	27%	28%	10%	21%	25%	19%	20%	18%	17%	22%	22%	18%	17%
Capital gains tax	4%	6%	4%	2%	3%	4%	5%	2%	5%	4%	3%	2%	4%	2%	4%	5%	4%	5%	3%	4%	6%	3%	2%
Corporation tax	3%	4%	2%	1%	2%	2%	3%	2%	4%	3%	2%	1%	5%	3%	2%	2%	1%	2%	2%	3%	2%	3%	2%
Inheritance tax	13%	23%	10%	17%	14%	15%	12%	15%	10%	11%	13%	20%	16%	16%	13%	11%	8%	11%	15%	12%	14%	12%	15%
Council tax	46%	47%	50%	48%	49%	53%	41%	52%	24%	45%	50%	55%	43%	48%	48%	44%	48%	44%	43%	48%	46%	44%	53%
VAT	32%	33%	37%	35%	38%	32%	39%	25%	23%	28%	37%	38%	30%	33%	31%	31%	30%	38%	36%	36%	26%	24%	30%
Stamp duty	7%	7%	8%	10%	10%	6%	7%	7%	6%	8%	6%	9%	11%	9%	7%	5%	7%	5%	10%	7%	7%	5%	5%
Not sure	16%	8%	11%	11%	9%	13%	14%	17%	32%	20%	9%	9%	19%	13%	13%	19%	16%	21%	10%	13%	18%	26%	23%

Fieldwork Dates: 15th - 17th March 2025

Sample Size: 1707 Adults in GB

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

How fair or unfair do you think the following are?

VAT

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	3%	2%	4%	6%	5%	2%	5%	2%	2%	3%	4%	3%	4%	3%	3%	3%	4%	3%	5%	3%	2%	2%	2%
Fair	28%	28%	31%	37%	34%	22%	29%	28%	38%	28%	25%	26%	35%	29%	28%	26%	23%	25%	35%	30%	24%	26%	16%
Neither	25%	34%	25%	28%	25%	29%	23%	27%	16%	22%	27%	32%	19%	27%	26%	26%	20%	27%	23%	25%	28%	23%	26%
Unfair	23%	22%	22%	19%	20%	28%	24%	22%	19%	20%	28%	25%	21%	23%	23%	21%	34%	14%	21%	24%	24%	17%	29%
Very unfair	9%	7%	6%	3%	6%	14%	13%	6%	3%	11%	10%	10%	11%	9%	9%	9%	11%	14%	9%	8%	11%	8%	14%
Not sure	12%	6%	11%	8%	10%	6%	8%	15%	22%	15%	6%	5%	11%	9%	12%	15%	8%	17%	8%	10%	10%	24%	14%

Inheritance tax

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	4%	2%	8%	7%	7%	2%	5%	3%	3%	4%	7%	2%	4%	4%	5%	3%	7%	4%	7%	5%	2%	2%	3%
Fair	15%	9%	26%	18%	22%	9%	18%	13%	18%	15%	15%	14%	17%	14%	12%	19%	17%	13%	18%	16%	12%	16%	11%
Neither	13%	14%	14%	14%	14%	12%	16%	11%	21%	12%	10%	16%	17%	14%	13%	11%	13%	14%	13%	14%	13%	15%	11%
Unfair	25%	30%	23%	29%	26%	28%	21%	30%	15%	23%	29%	31%	22%	27%	25%	27%	21%	20%	26%	27%	28%	20%	22%
Very unfair	30%	40%	15%	25%	23%	40%	33%	27%	18%	32%	31%	30%	27%	31%	35%	25%	32%	30%	28%	27%	35%	27%	36%
Not sure	12%	5%	13%	8%	10%	8%	8%	16%	25%	15%	7%	6%	14%	10%	10%	16%	10%	18%	9%	11%	10%	21%	17%

Income tax

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	4%	1%	6%	7%	5%	2%	5%	3%	6%	3%	5%	3%	3%	3%	3%	4%	6%	4%	6%	4%	3%	1%	0%
Fair	33%	34%	41%	45%	42%	27%	35%	32%	37%	28%	39%	35%	36%	35%	33%	33%	30%	26%	42%	32%	28%	31%	29%
Neither	21%	27%	17%	18%	20%	25%	22%	19%	14%	18%	22%	27%	21%	20%	20%	22%	20%	23%	18%	24%	22%	16%	23%
Unfair	22%	22%	19%	18%	17%	25%	21%	22%	21%	24%	20%	21%	24%	22%	25%	20%	22%	17%	17%	24%	25%	25%	19%
Very unfair	11%	11%	6%	5%	7%	16%	11%	11%	6%	14%	10%	10%	9%	13%	10%	10%	13%	18%	11%	10%	13%	8%	15%
Not sure	9%	4%	9%	7%	8%	5%	5%	13%	16%	13%	4%	4%	7%	7%	10%	12%	9%	12%	6%	6%	9%	20%	15%

YouGov

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

Council tax

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	2%	0%	3%	5%	2%	1%	3%	1%	5%	2%	1%	1%	1%	2%	3%	1%	3%	2%	3%	2%	1%	2%	-
Fair	24%	23%	33%	28%	32%	19%	24%	24%	20%	24%	25%	23%	28%	24%	23%	24%	21%	13%	28%	25%	22%	19%	17%
Neither	20%	22%	21%	23%	22%	18%	21%	19%	22%	17%	21%	22%	19%	22%	19%	17%	19%	15%	21%	18%	22%	16%	20%
Unfair	28%	34%	25%	26%	26%	31%	27%	29%	26%	28%	26%	32%	24%	28%	28%	30%	29%	31%	27%	28%	29%	31%	28%
Very unfair	20%	17%	13%	14%	13%	29%	20%	19%	8%	21%	24%	19%	18%	18%	20%	19%	24%	27%	15%	22%	21%	17%	26%
Not sure	7%	3%	6%	5%	5%	3%	6%	9%	19%	9%	3%	3%	10%	6%	7%	8%	4%	12%	6%	5%	6%	15%	10%

Tax on petrol and deisel

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	5%	3%	10%	11%	9%	2%	7%	4%	8%	6%	6%	3%	11%	6%	5%	3%	4%	4%	9%	5%	4%	3%	2%
Fair	25%	21%	33%	34%	35%	18%	25%	25%	25%	28%	24%	21%	38%	24%	21%	24%	25%	22%	31%	26%	21%	22%	18%
Neither	19%	22%	19%	16%	19%	19%	18%	19%	20%	16%	17%	25%	13%	20%	21%	20%	15%	16%	18%	19%	19%	18%	21%
Unfair	26%	36%	21%	23%	22%	32%	24%	28%	22%	20%	31%	34%	14%	29%	26%	26%	34%	25%	22%	29%	30%	22%	26%
Very unfair	15%	14%	9%	9%	8%	23%	18%	12%	10%	16%	18%	13%	10%	14%	18%	15%	14%	22%	14%	12%	17%	16%	18%
Not sure	10%	6%	8%	7%	8%	6%	7%	12%	15%	14%	5%	5%	14%	8%	9%	12%	8%	11%	7%	8%	8%	19%	14%

Tax on cigarettes and tobacco

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	47%	50%	56%	60%	57%	44%	47%	48%	42%	43%	53%	52%	43%	50%	48%	44%	45%	52%	52%	53%	43%	36%	37%
Fair	26%	25%	24%	28%	24%	29%	25%	28%	28%	27%	25%	26%	27%	26%	25%	30%	24%	19%	29%	24%	28%	28%	22%
Neither	7%	9%	7%	3%	6%	9%	8%	6%	5%	7%	8%	8%	8%	7%	9%	6%	7%	6%	6%	6%	11%	6%	10%
Unfair	7%	7%	5%	3%	4%	7%	7%	6%	11%	8%	4%	5%	9%	5%	7%	7%	8%	8%	4%	7%	5%	11%	12%
Very unfair	5%	5%	3%	2%	3%	7%	7%	3%	3%	7%	5%	4%	5%	5%	5%	4%	7%	8%	5%	4%	6%	6%	9%
Not sure	8%	4%	5%	4%	6%	5%	7%	9%	12%	10%	5%	4%	9%	6%	7%	10%	8%	7%	4%	7%	9%	14%	11%

YouGov

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

Tax on alcohol

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	29%	27%	34%	37%	36%	23%	26%	31%	30%	29%	29%	27%	27%	31%	31%	25%	29%	30%	33%	32%	25%	20%	26%
Fair	36%	38%	38%	38%	37%	37%	34%	38%	35%	36%	34%	39%	37%	37%	32%	40%	31%	37%	40%	36%	35%	37%	29%
Neither	12%	15%	11%	12%	11%	15%	14%	9%	7%	9%	14%	16%	12%	12%	15%	10%	11%	11%	10%	11%	14%	11%	12%
Unfair	10%	10%	8%	7%	7%	12%	11%	9%	12%	10%	11%	8%	9%	8%	11%	12%	13%	6%	8%	10%	11%	14%	11%
Very unfair	6%	6%	3%	3%	3%	9%	9%	4%	4%	7%	6%	6%	7%	6%	5%	4%	9%	12%	6%	4%	7%	3%	14%
Not sure	7%	4%	5%	4%	6%	4%	6%	8%	12%	9%	6%	4%	8%	6%	7%	9%	8%	5%	4%	7%	8%	15%	9%

National insurance

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	3%	2%	5%	4%	5%	1%	4%	2%	4%	3%	2%	3%	3%	3%	4%	2%	5%	4%	5%	3%	3%	2%	-
Fair	32%	27%	41%	39%	41%	26%	35%	30%	35%	35%	37%	23%	38%	35%	28%	29%	33%	31%	35%	33%	36%	25%	24%
Neither	24%	29%	21%	30%	25%	27%	26%	23%	17%	20%	27%	33%	23%	22%	26%	28%	24%	22%	24%	25%	22%	24%	28%
Unfair	20%	25%	18%	15%	16%	25%	18%	22%	16%	19%	19%	24%	18%	20%	22%	20%	23%	14%	19%	20%	20%	21%	19%
Very unfair	11%	12%	6%	4%	6%	16%	11%	10%	5%	11%	12%	11%	9%	11%	11%	10%	8%	18%	10%	10%	11%	10%	14%
Not sure	10%	5%	9%	9%	7%	5%	8%	12%	24%	12%	4%	6%	8%	10%	10%	12%	7%	11%	7%	8%	8%	18%	14%

BBC licence fee

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	5%	5%	6%	9%	8%	2%	6%	3%	3%	5%	5%	5%	8%	5%	3%	3%	4%	2%	7%	5%	3%	2%	3%
Fair	15%	12%	25%	24%	24%	8%	17%	14%	19%	14%	16%	15%	21%	15%	9%	16%	12%	23%	22%	14%	11%	11%	14%
Neither	11%	15%	13%	16%	14%	8%	11%	12%	17%	9%	13%	11%	13%	14%	10%	10%	8%	5%	14%	11%	13%	6%	8%
Unfair	19%	18%	18%	22%	19%	18%	15%	21%	20%	19%	17%	19%	19%	16%	22%	19%	24%	16%	18%	21%	15%	21%	17%
Very unfair	44%	48%	32%	25%	31%	62%	45%	42%	25%	45%	47%	48%	31%	44%	51%	43%	48%	45%	34%	44%	52%	45%	51%
Not sure	6%	2%	6%	4%	4%	3%	5%	8%	16%	8%	2%	3%	7%	5%	5%	9%	5%	10%	5%	5%	6%	15%	6%

YouGov

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

Air passenger duty

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	9%	6%	11%	14%	13%	6%	10%	7%	6%	7%	11%	10%	7%	10%	8%	8%	9%	6%	12%	8%	7%	7%	6%
Fair	23%	19%	32%	31%	30%	19%	24%	22%	20%	23%	26%	21%	29%	25%	23%	18%	22%	22%	29%	23%	17%	19%	21%
Neither	18%	23%	17%	19%	17%	21%	18%	19%	14%	19%	16%	20%	18%	18%	19%	19%	13%	21%	19%	17%	21%	18%	16%
Unfair	17%	21%	12%	12%	14%	20%	17%	16%	13%	16%	17%	19%	19%	15%	19%	16%	22%	11%	15%	19%	17%	16%	14%
Very unfair	12%	13%	8%	5%	8%	17%	15%	10%	8%	9%	17%	14%	9%	11%	11%	13%	19%	16%	11%	12%	17%	6%	15%
Not sure	22%	17%	21%	19%	18%	17%	16%	27%	39%	26%	12%	16%	18%	22%	20%	26%	16%	24%	16%	21%	20%	33%	29%

Stamp duty

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1707	252	508	182	706	616	786	921	134	670	425	478	195	577	290	415	138	92	521	488	323	188	187
Base	1707	307	440	157	633	676	830	877	186	712	411	398	207	586	280	405	149	82	478	495	358	196	180
Very fair	2%	1%	3%	2%	3%	1%	3%	2%	3%	2%	3%	1%	4%	2%	2%	1%	6%	1%	2%	3%	2%	1%	2%
Fair	17%	16%	22%	24%	21%	14%	19%	14%	16%	16%	22%	13%	17%	17%	14%	19%	17%	14%	21%	15%	14%	16%	14%
Neither	22%	25%	22%	25%	22%	24%	23%	20%	16%	20%	23%	26%	18%	24%	22%	19%	20%	22%	23%	20%	24%	20%	20%
Unfair	25%	32%	21%	25%	26%	27%	24%	27%	19%	24%	25%	30%	29%	23%	28%	25%	23%	30%	25%	27%	24%	23%	24%
Very unfair	15%	17%	11%	8%	12%	21%	16%	14%	9%	16%	13%	18%	14%	17%	16%	13%	17%	13%	16%	16%	16%	8%	17%
Not sure	19%	9%	19%	16%	16%	13%	15%	23%	38%	22%	14%	11%	19%	18%	18%	24%	18%	20%	12%	20%	20%	32%	23%

Cell Contents (Column Percentages)

www.yougov.co.uk