

Fieldwork Dates: 11th - 13th October 2025
Sample size: 1781 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base: All GB adults	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Approve	14%	4%	32%	16%	22%	6%	16%	12%	16%	13%	17%	10%	19%	13%	11%	14%	11%	15%	19%	13%	11%	14%	8%
Disapprove	69%	90%	52%	63%	60%	86%	72%	67%	45%	68%	70%	83%	60%	71%	74%	69%	68%	71%	66%	69%	69%	71%	76%
Don't know	17%	6%	17%	22%	17%	7%	13%	21%	39%	20%	12%	7%	21%	16%	15%	17%	21%	14%	16%	17%	20%	15%	16%

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

Conservatives

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
0 - Would never consider voting for them	37%	1%	53%	42%	45%	27%	34%	41%	39%	43%	36%	28%	39%	33%	35%	40%	42%	50%	32%	38%	37%	42%	47%
1	7%	2%	9%	9%	8%	6%	7%	6%	7%	7%	8%	6%	9%	6%	6%	8%	5%	8%	7%	8%	6%	5%	7%
2	8%	1%	11%	11%	9%	7%	9%	7%	6%	11%	5%	5%	7%	8%	5%	8%	14%	7%	8%	9%	6%	7%	6%
3	6%	6%	8%	7%	8%	7%	8%	5%	2%	6%	9%	7%	6%	7%	6%	8%	4%	2%	8%	5%	7%	7%	5%
4	5%	4%	4%	8%	3%	5%	5%	4%	8%	4%	6%	4%	6%	6%	5%	4%	3%	2%	5%	5%	6%	4%	3%
5	9%	13%	4%	8%	6%	12%	8%	9%	5%	7%	10%	12%	7%	9%	11%	9%	6%	7%	10%	6%	10%	9%	7%
6	5%	10%	2%	5%	4%	7%	6%	5%	5%	4%	5%	7%	3%	6%	7%	5%	6%	4%	6%	5%	5%	4%	5%
7	6%	13%	3%	3%	4%	8%	6%	5%	5%	4%	4%	10%	5%	6%	5%	5%	5%	10%	6%	6%	3%	7%	6%
8	5%	17%	2%	2%	5%	7%	4%	6%	2%	3%	6%	9%	4%	6%	7%	5%	2%	3%	6%	6%	4%	4%	4%
9	2%	8%	0%	1%	1%	3%	2%	2%	1%	2%	3%	3%	4%	2%	2%	1%	1%	1%	2%	2%	2%	3%	2%
10 - Would definitely consider voting for them	5%	24%	1%	2%	4%	9%	6%	5%	-	3%	7%	10%	4%	7%	7%	4%	4%	4%	6%	4%	7%	6%	5%
prefer not to answer	5%	1%	3%	1%	2%	1%	4%	6%	20%	5%	2%	0%	5%	5%	6%	4%	9%	3%	3%	7%	7%	3%	4%

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Labour

Unweighted base		1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base		1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
0 - Would never consider voting for them		39%	60%	9%	24%	19%	62%	40%	37%	19%	34%	43%	51%	22%	42%	44%	40%	32%	42%	30%	34%	44%	43%	58%
1		7%	8%	4%	9%	7%	8%	8%	6%	4%	7%	6%	8%	7%	6%	9%	6%	6%	4%	5%	7%	9%	7%	5%
2		6%	8%	3%	6%	6%	6%	7%	5%	5%	8%	5%	5%	12%	4%	4%	6%	5%	10%	4%	7%	7%	6%	7%
3		5%	5%	5%	7%	7%	3%	5%	5%	8%	6%	4%	4%	5%	6%	5%	4%	6%	3%	6%	5%	3%	6%	4%
4		6%	6%	6%	10%	6%	5%	5%	6%	5%	6%	5%	6%	7%	6%	5%	5%	5%	5%	6%	6%	6%	4%	6%
5		10%	5%	15%	14%	13%	6%	10%	10%	11%	10%	10%	8%	11%	8%	10%	11%	13%	8%	13%	10%	7%	11%	3%
6		8%	3%	15%	10%	12%	3%	7%	8%	13%	8%	8%	5%	8%	8%	4%	8%	9%	14%	10%	11%	6%	7%	2%
7		4%	2%	8%	8%	7%	2%	3%	5%	4%	5%	4%	3%	3%	5%	5%	3%	5%	1%	5%	5%	2%	5%	4%
8		4%	-	10%	5%	7%	1%	4%	4%	4%	4%	5%	3%	6%	3%	2%	5%	3%	3%	7%	2%	3%	2%	4%
9		1%	-	4%	1%	3%	0%	1%	1%	-	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	-
10 - Would definitely consider voting for them		6%	1%	18%	4%	10%	3%	5%	7%	7%	5%	7%	7%	9%	5%	4%	8%	5%	5%	9%	6%	4%	4%	4%
prefer not to answer		5%	1%	3%	1%	2%	1%	4%	6%	20%	5%	2%	0%	5%	5%	6%	4%	9%	3%	3%	7%	7%	3%	4%

Liberal Democrats

Unweighted base		1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base		1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
0 - Would never consider voting for them		30%	44%	11%	2%	12%	47%	32%	27%	20%	28%	32%	36%	23%	30%	31%	33%	24%	40%	21%	27%	36%	35%	43%
1		7%	7%	7%	1%	6%	9%	8%	6%	5%	7%	7%	7%	5%	6%	8%	8%	7%	8%	7%	9%	6%	6%	6%
2		7%	10%	8%	2%	7%	8%	7%	8%	4%	8%	8%	7%	6%	8%	5%	7%	7%	15%	7%	9%	8%	5%	6%
3		6%	9%	6%	2%	6%	7%	6%	6%	6%	6%	6%	8%	5%	6%	8%	6%	5%	2%	7%	5%	5%	9%	7%
4		7%	9%	9%	4%	8%	7%	8%	7%	9%	7%	6%	8%	9%	7%	6%	9%	7%	8%	8%	7%	8%	6%	6%
5		13%	9%	16%	12%	17%	9%	12%	13%	14%	13%	13%	11%	18%	10%	14%	13%	16%	8%	13%	12%	13%	13%	11%
6		8%	6%	13%	10%	12%	6%	6%	9%	6%	8%	9%	7%	10%	8%	7%	7%	10%	1%	10%	7%	5%	7%	9%
7		7%	2%	12%	17%	12%	3%	6%	8%	5%	9%	5%	7%	7%	7%	5%	7%	8%	8%	10%	8%	3%	9%	2%
8		4%	1%	7%	17%	8%	2%	4%	4%	3%	5%	6%	2%	7%	4%	4%	3%	3%	2%	7%	4%	3%	3%	1%
9		2%	1%	2%	5%	3%	1%	1%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%
10 - Would definitely consider voting for them		4%	1%	6%	26%	8%	1%	4%	5%	6%	4%	5%	5%	3%	7%	4%	3%	3%	3%	7%	4%	4%	4%	4%
prefer not to answer		5%	1%	3%	1%	2%	1%	4%	6%	20%	5%	2%	0%	5%	5%	6%	4%	9%	3%	3%	7%	7%	3%	4%

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Reform UK

Unweighted base		1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base		1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
0 - Would never consider voting for them		48%	31%	73%	71%	75%	24%	44%	53%	48%	51%	47%	47%	56%	47%	41%	49%	54%	54%	58%	51%	35%	45%	47%
1		4%	4%	3%	7%	4%	4%	5%	2%	-	5%	3%	4%	2%	4%	5%	4%	2%	2%	5%	2%	5%	3%	3%
2		3%	4%	3%	5%	2%	4%	3%	3%	3%	3%	2%	3%	4%	3%	3%	2%	5%	3%	2%	4%	4%	1%	2%
3		2%	2%	3%	1%	1%	4%	2%	3%	2%	2%	3%	3%	3%	2%	2%	4%	3%	-	1%	3%	3%	5%	1%
4		3%	4%	2%	2%	2%	4%	3%	3%	4%	3%	2%	2%	1%	2%	5%	3%	4%	3%	2%	2%	3%	5%	3%
5		7%	11%	2%	5%	3%	9%	7%	8%	10%	6%	8%	6%	8%	7%	10%	6%	5%	5%	5%	8%	8%	8%	6%
6		4%	8%	2%	2%	3%	6%	4%	4%	4%	2%	6%	5%	4%	4%	5%	4%	4%	1%	3%	4%	5%	5%	3%
7		4%	6%	2%	1%	2%	6%	4%	3%	2%	3%	4%	4%	3%	5%	3%	3%	3%	4%	5%	2%	4%	4%	4%
8		5%	8%	3%	2%	2%	8%	6%	3%	4%	5%	5%	5%	3%	5%	5%	5%	2%	4%	4%	4%	5%	4%	6%
9		3%	4%	1%	1%	1%	5%	3%	3%	2%	3%	2%	4%	1%	2%	3%	3%	1%	6%	2%	3%	3%	3%	2%
10 - Would definitely consider voting for them		12%	17%	4%	1%	2%	26%	16%	9%	1%	11%	17%	16%	10%	13%	13%	13%	10%	15%	8%	10%	17%	13%	20%
prefer not to answer		5%	1%	3%	1%	2%	1%	4%	6%	20%	5%	2%	0%	5%	5%	6%	4%	9%	3%	3%	7%	7%	3%	4%

Green Party

Unweighted base		1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base		1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
0 - Would never consider voting for them		34%	58%	16%	14%	21%	52%	37%	31%	17%	30%	38%	46%	24%	38%	37%	33%	33%	31%	29%	33%	37%	35%	46%
1		7%	7%	8%	7%	6%	8%	8%	6%	4%	7%	7%	8%	5%	6%	8%	6%	8%	8%	6%	7%	8%	8%	5%
2		7%	10%	5%	5%	5%	8%	8%	6%	6%	7%	6%	7%	8%	6%	5%	8%	6%	10%	8%	6%	6%	6%	7%
3		6%	6%	8%	7%	7%	5%	7%	5%	5%	5%	7%	5%	3%	5%	7%	6%	6%	6%	6%	6%	5%	6%	3%
4		6%	4%	6%	11%	8%	4%	7%	5%	3%	6%	6%	8%	7%	7%	4%	5%	7%	6%	7%	5%	6%	5%	7%
5		11%	9%	14%	14%	13%	8%	9%	12%	12%	11%	12%	7%	8%	11%	10%	12%	11%	9%	10%	11%	12%	10%	8%
6		6%	2%	9%	9%	9%	4%	5%	6%	3%	6%	6%	6%	6%	5%	6%	6%	6%	11%	7%	6%	5%	4%	5%
7		6%	1%	11%	9%	8%	3%	5%	7%	9%	7%	5%	4%	11%	5%	7%	4%	7%	6%	9%	5%	3%	7%	4%
8		4%	1%	6%	7%	6%	2%	3%	5%	7%	4%	4%	3%	8%	4%	3%	3%	4%	3%	5%	4%	3%	6%	3%
9		2%	-	3%	5%	3%	1%	1%	2%	3%	2%	2%	1%	3%	2%	1%	1%	1%	1%	2%	2%	1%	3%	1%
10 - Would definitely consider voting for them		8%	1%	11%	10%	11%	3%	6%	10%	13%	10%	5%	5%	10%	6%	8%	11%	3%	8%	10%	9%	6%	6%	7%
prefer not to answer		5%	1%	3%	1%	2%	1%	4%	6%	20%	5%	2%	0%	5%	5%	6%	4%	9%	3%	3%	7%	7%	3%	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	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base: All GB adults	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Health	32%	22%	44%	46%	41%	25%	22%	41%	28%	31%	33%	32%	33%	30%	25%	34%	37%	40%	39%	31%	25%	30%	31%
Immigration & Asylum	56%	78%	40%	42%	39%	81%	60%	53%	35%	51%	64%	69%	44%	57%	59%	62%	52%	55%	47%	54%	62%	64%	69%
Crime	22%	20%	17%	8%	12%	31%	23%	21%	19%	22%	24%	20%	26%	18%	28%	24%	13%	20%	15%	20%	27%	25%	33%
The economy	53%	63%	54%	60%	57%	50%	56%	50%	51%	55%	51%	52%	54%	54%	53%	53%	51%	53%	59%	56%	48%	56%	37%
Tax	15%	18%	12%	13%	12%	16%	19%	11%	22%	17%	14%	10%	18%	15%	17%	14%	15%	8%	17%	14%	15%	18%	9%
Pensions	5%	8%	4%	5%	5%	5%	5%	4%	3%	2%	5%	10%	5%	4%	6%	4%	7%	5%	4%	5%	7%	3%	2%
Education	9%	3%	12%	12%	13%	3%	7%	10%	16%	9%	6%	7%	8%	9%	9%	8%	12%	6%	14%	8%	7%	4%	6%
Family life & childcare	5%	4%	6%	5%	5%	4%	4%	6%	7%	8%	2%	2%	7%	5%	3%	6%	4%	5%	4%	4%	7%	7%	5%
Housing	18%	6%	23%	17%	22%	11%	15%	20%	21%	19%	16%	14%	34%	15%	15%	16%	16%	20%	19%	16%	17%	17%	20%
The environment	16%	8%	25%	24%	25%	6%	14%	17%	20%	17%	12%	15%	19%	17%	14%	16%	8%	18%	18%	18%	12%	13%	13%
Britain leaving the EU	13%	9%	18%	17%	19%	7%	14%	12%	9%	11%	18%	12%	10%	13%	12%	13%	15%	11%	15%	12%	11%	10%	12%
Transport	1%	1%	1%	1%	1%	1%	1%	2%	4%	1%	1%	1%	1%	2%	1%	1%	-	2%	1%	2%	1%	2%	1%
Welfare benefits	14%	23%	11%	16%	15%	15%	14%	14%	7%	13%	15%	17%	9%	14%	14%	15%	17%	10%	13%	12%	15%	15%	16%
Defence and security	18%	25%	14%	21%	16%	24%	21%	15%	12%	13%	20%	29%	11%	21%	20%	17%	15%	21%	22%	15%	17%	20%	16%
None of these	1%	-	0%	0%	1%	0%	1%	0%	-	1%	1%	0%	1%	0%	0%	0%	2%	1%	-	0%	1%	0%	3%
Don't know	2%	-	2%	1%	1%	1%	2%	3%	6%	3%	1%	0%	2%	3%	3%	2%	3%	1%	1%	3%	3%	2%	2%

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

National Health Service

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	2%	1%	3%	2%	2%	1%	2%	2%	5%	1%	2%	2%	3%	2%	3%	2%	2%	-	3%	2%	1%	2%	2%
Fairly well	21%	16%	36%	27%	31%	13%	25%	18%	26%	18%	22%	23%	32%	23%	17%	19%	17%	16%	26%	21%	19%	18%	18%
Fairly badly	33%	43%	30%	38%	36%	31%	33%	32%	29%	32%	34%	36%	29%	32%	35%	34%	34%	35%	39%	32%	30%	30%	26%
Very badly	38%	38%	24%	32%	26%	50%	33%	42%	30%	40%	38%	37%	30%	38%	40%	38%	39%	46%	28%	38%	43%	43%	47%
Don't know	6%	2%	7%	2%	4%	4%	6%	6%	12%	8%	4%	2%	6%	6%	6%	7%	7%	3%	4%	7%	7%	6%	7%

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Immigration

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	1%	-	2%	1%	1%	0%	1%	1%	3%	0%	1%	1%	2%	1%	0%	1%	1%	1%	1%	0%	0%	1%	2%
Fairly well	10%	3%	19%	16%	18%	2%	11%	9%	14%	9%	11%	9%	13%	9%	8%	10%	11%	10%	15%	9%	6%	12%	5%
Fairly badly	21%	13%	31%	33%	32%	11%	20%	23%	21%	24%	21%	18%	25%	19%	18%	23%	25%	26%	26%	22%	21%	15%	14%
Very badly	59%	83%	37%	42%	40%	83%	62%	57%	45%	55%	62%	70%	50%	63%	64%	58%	53%	57%	51%	57%	65%	62%	72%
Don't know	9%	1%	10%	8%	9%	4%	6%	11%	18%	11%	5%	3%	11%	8%	10%	8%	10%	6%	7%	11%	9%	10%	8%

Crime

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	1%	-	2%	2%	2%	0%	1%	1%	3%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	0%	1%	2%
Fairly well	19%	13%	32%	24%	31%	9%	19%	19%	19%	19%	20%	18%	23%	16%	14%	22%	26%	16%	25%	19%	15%	19%	9%
Fairly badly	28%	35%	31%	27%	29%	29%	30%	26%	25%	27%	28%	32%	27%	28%	32%	25%	29%	32%	31%	27%	28%	24%	27%
Very badly	38%	45%	19%	27%	23%	54%	40%	36%	28%	37%	41%	40%	36%	39%	39%	38%	29%	36%	29%	37%	44%	41%	48%
Don't know	15%	6%	17%	19%	16%	8%	11%	18%	25%	17%	10%	10%	14%	15%	14%	14%	16%	15%	14%	16%	13%	15%	14%

Education

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	2%	1%	2%	3%	1%	1%	2%	1%	5%	1%	1%	1%	4%	1%	2%	1%	0%	-	2%	2%	1%	1%	1%
Fairly well	23%	17%	36%	30%	32%	17%	26%	20%	22%	23%	25%	23%	26%	23%	22%	21%	25%	27%	28%	23%	18%	25%	17%
Fairly badly	28%	31%	27%	33%	30%	30%	26%	31%	24%	26%	28%	35%	26%	29%	27%	29%	31%	25%	31%	26%	33%	26%	21%
Very badly	25%	34%	13%	17%	18%	30%	26%	24%	24%	25%	24%	25%	22%	26%	27%	23%	23%	22%	23%	25%	23%	24%	33%
Don't know	22%	18%	22%	17%	18%	22%	20%	24%	25%	25%	21%	16%	22%	20%	21%	25%	21%	26%	16%	24%	25%	24%	27%

Fieldwork Dates: 11th - 13th October 2025
Sample size: 1781 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	1%	0%	1%	1%	1%	0%	1%	1%	3%	0%	1%	1%	2%	1%	0%	1%	1%	-	1%	1%	1%	1%	1%
Fairly well	11%	6%	22%	16%	19%	5%	13%	10%	9%	10%	13%	11%	14%	10%	12%	10%	12%	12%	15%	12%	8%	10%	5%
Fairly badly	31%	24%	38%	40%	36%	26%	31%	31%	36%	32%	32%	28%	31%	30%	26%	33%	40%	34%	33%	30%	31%	34%	27%
Very badly	44%	65%	23%	32%	30%	60%	47%	40%	31%	41%	45%	52%	38%	48%	49%	41%	34%	39%	41%	42%	46%	45%	48%
Don't know	13%	5%	16%	11%	13%	9%	8%	18%	21%	17%	9%	8%	15%	11%	13%	15%	13%	14%	10%	15%	14%	10%	19%

Unemployment

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	1%	0%	1%	1%	1%	0%	1%	1%	2%	1%	1%	0%	3%	0%	0%	1%	-	-	1%	1%	0%	2%	1%
Fairly well	18%	15%	30%	30%	29%	12%	19%	17%	8%	16%	23%	20%	23%	17%	16%	15%	24%	20%	25%	17%	15%	13%	12%
Fairly badly	30%	30%	30%	31%	31%	30%	32%	29%	34%	30%	26%	34%	31%	31%	28%	32%	29%	31%	34%	29%	31%	29%	27%
Very badly	30%	40%	15%	21%	19%	39%	32%	28%	36%	28%	31%	32%	27%	32%	33%	28%	27%	35%	23%	31%	31%	36%	41%
Don't know	21%	15%	24%	18%	20%	18%	16%	25%	20%	25%	19%	14%	15%	20%	23%	24%	20%	14%	17%	23%	23%	21%	18%

Inflation

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	1%	-	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%	1%	0%	1%	1%	-	1%	1%	0%	1%	1%
Fairly well	14%	7%	25%	22%	22%	8%	17%	11%	14%	11%	17%	15%	19%	13%	10%	14%	12%	14%	21%	11%	11%	11%	8%
Fairly badly	33%	36%	37%	39%	39%	28%	31%	34%	30%	31%	35%	35%	28%	33%	36%	31%	39%	31%	35%	35%	32%	30%	28%
Very badly	41%	54%	22%	27%	26%	56%	42%	40%	36%	43%	38%	43%	37%	42%	42%	42%	34%	47%	33%	42%	45%	46%	49%
Don't know	12%	3%	15%	10%	12%	8%	9%	14%	18%	15%	9%	6%	14%	11%	12%	11%	14%	8%	10%	12%	11%	13%	14%

Fieldwork Dates: 11th - 13th October 2025
Sample size: 1781 GB Adults



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

Britain's exit from the EU

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	3%	2%	5%	4%	4%	1%	3%	2%	4%	2%	4%	3%	5%	2%	1%	3%	4%	3%	4%	2%	2%	4%	2%
Fairly well	18%	14%	29%	25%	25%	12%	20%	15%	20%	17%	21%	15%	22%	17%	17%	17%	16%	20%	21%	17%	16%	18%	13%
Fairly badly	25%	33%	25%	25%	29%	25%	23%	28%	21%	23%	26%	30%	22%	26%	27%	25%	28%	22%	30%	25%	26%	17%	22%
Very badly	35%	37%	23%	26%	27%	43%	38%	31%	29%	35%	35%	36%	30%	35%	34%	35%	37%	42%	29%	34%	37%	42%	40%
Don't know	20%	15%	19%	20%	16%	19%	16%	23%	26%	23%	14%	17%	22%	20%	20%	21%	15%	13%	17%	21%	20%	19%	24%

Defence

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	4%	1%	5%	2%	3%	2%	5%	3%	11%	3%	3%	1%	5%	3%	4%	3%	4%	7%	4%	4%	1%	5%	4%
Fairly well	29%	25%	46%	39%	42%	21%	34%	24%	21%	30%	31%	28%	29%	26%	26%	32%	35%	28%	35%	29%	26%	25%	22%
Fairly badly	22%	31%	16%	28%	20%	25%	22%	22%	14%	17%	26%	29%	20%	23%	20%	23%	17%	22%	24%	19%	21%	24%	19%
Very badly	23%	31%	9%	12%	11%	34%	24%	21%	19%	22%	21%	26%	18%	25%	26%	18%	22%	23%	17%	21%	25%	25%	36%
Don't know	23%	13%	24%	20%	23%	18%	16%	31%	34%	28%	18%	15%	27%	22%	24%	24%	21%	20%	20%	26%	27%	21%	20%

The economy

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	1%	-	2%	2%	1%	0%	1%	1%	3%	1%	1%	1%	3%	1%	0%	1%	0%	-	1%	1%	0%	2%	1%
Fairly well	12%	4%	25%	14%	19%	7%	13%	11%	12%	11%	14%	12%	15%	10%	12%	12%	14%	15%	17%	12%	9%	11%	8%
Fairly badly	34%	29%	42%	45%	42%	26%	33%	34%	36%	35%	32%	32%	36%	32%	31%	35%	43%	32%	34%	34%	34%	34%	32%
Very badly	44%	64%	21%	32%	30%	61%	47%	42%	33%	41%	48%	51%	36%	49%	45%	43%	36%	48%	41%	42%	48%	46%	51%
Don't know	9%	3%	10%	8%	8%	5%	6%	12%	16%	12%	5%	3%	11%	8%	11%	9%	7%	4%	7%	11%	8%	8%	8%

Fieldwork Dates: 11th - 13th October 2025
Sample size: 1781 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Terrorism

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	4%	1%	7%	7%	6%	2%	6%	3%	7%	4%	5%	3%	8%	4%	1%	5%	3%	5%	6%	3%	3%	5%	4%
Fairly well	31%	25%	42%	40%	43%	22%	35%	27%	30%	31%	32%	29%	32%	30%	28%	30%	39%	31%	35%	33%	28%	31%	20%
Fairly badly	18%	26%	15%	17%	17%	22%	17%	20%	11%	18%	17%	24%	19%	18%	18%	21%	17%	16%	21%	15%	20%	21%	13%
Very badly	26%	34%	13%	14%	14%	37%	27%	24%	25%	23%	27%	29%	21%	27%	28%	26%	24%	28%	19%	26%	29%	25%	38%
Don't know	21%	14%	22%	22%	20%	16%	15%	26%	27%	24%	18%	15%	20%	21%	25%	19%	18%	20%	18%	23%	20%	19%	26%

Transport

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	2%	-	3%	2%	2%	1%	3%	2%	7%	2%	2%	1%	5%	2%	1%	2%	2%	1%	1%	3%	2%	2%	3%
Fairly well	23%	16%	36%	27%	31%	17%	25%	22%	27%	22%	23%	24%	38%	22%	21%	22%	23%	17%	30%	19%	23%	22%	22%
Fairly badly	29%	34%	27%	32%	30%	33%	31%	28%	18%	29%	31%	34%	24%	27%	34%	30%	32%	34%	34%	27%	29%	29%	21%
Very badly	23%	29%	12%	19%	14%	29%	25%	21%	26%	23%	22%	22%	18%	25%	22%	23%	21%	28%	18%	26%	22%	25%	27%
Don't know	22%	20%	21%	20%	22%	20%	17%	28%	23%	24%	22%	19%	15%	24%	22%	24%	22%	20%	18%	26%	23%	20%	27%

Housing

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	1%	0%	2%	1%	1%	0%	2%	1%	4%	1%	1%	1%	3%	1%	0%	1%	1%	-	1%	1%	1%	2%	1%
Fairly well	16%	14%	28%	21%	25%	9%	16%	15%	13%	15%	17%	16%	17%	16%	16%	16%	11%	19%	21%	16%	12%	14%	9%
Fairly badly	33%	34%	33%	38%	32%	35%	33%	33%	31%	30%	34%	37%	38%	30%	37%	30%	35%	34%	36%	29%	34%	34%	27%
Very badly	35%	42%	19%	27%	25%	44%	36%	34%	31%	36%	34%	36%	32%	38%	34%	35%	35%	28%	28%	37%	38%	35%	46%
Don't know	15%	10%	17%	13%	16%	12%	13%	17%	22%	18%	13%	10%	10%	16%	13%	18%	18%	19%	14%	17%	15%	15%	17%

Fieldwork Dates: 11th - 13th October 2025

Sample size: 1781 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	2%	1%	2%	1%	2%	1%	2%	2%	5%	2%	1%	1%	5%	2%	1%	2%	0%	1%	2%	2%	1%	3%	1%
Fairly well	24%	16%	37%	31%	29%	21%	27%	22%	29%	24%	27%	20%	25%	21%	26%	25%	29%	31%	28%	24%	22%	24%	22%
Fairly badly	30%	36%	28%	30%	34%	29%	29%	31%	25%	28%	28%	38%	35%	29%	32%	29%	30%	26%	35%	28%	30%	26%	26%
Very badly	23%	29%	14%	21%	17%	29%	26%	21%	23%	22%	22%	27%	18%	27%	23%	22%	19%	28%	18%	25%	25%	23%	28%
Don't know	20%	18%	19%	16%	18%	20%	17%	24%	18%	23%	22%	14%	16%	22%	17%	23%	22%	15%	17%	20%	23%	23%	22%

Welfare benefits

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Very well	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	4%	0%	1%	1%	0%	-	1%	1%	1%	2%	2%
Fairly well	13%	7%	23%	15%	19%	7%	14%	11%	15%	12%	11%	13%	14%	14%	14%	9%	15%	12%	15%	14%	9%	13%	10%
Fairly badly	30%	27%	38%	38%	37%	26%	29%	31%	25%	29%	33%	32%	29%	29%	28%	34%	30%	32%	35%	30%	27%	27%	28%
Very badly	40%	58%	22%	31%	30%	54%	42%	38%	25%	40%	41%	46%	35%	41%	42%	39%	42%	39%	39%	38%	42%	43%	43%
Don't know	16%	7%	16%	14%	13%	12%	14%	18%	32%	18%	13%	8%	18%	15%	16%	18%	12%	17%	11%	17%	21%	15%	18%

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

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base: All GB adults	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Good job	10%	3%	22%	12%	18%	4%	11%	9%	9%	10%	12%	9%	18%	9%	8%	9%	11%	9%	16%	9%	6%	9%	6%
Bad job	58%	85%	39%	49%	48%	79%	63%	53%	30%	52%	64%	74%	48%	62%	61%	60%	50%	50%	55%	55%	60%	59%	68%
Not sure	32%	12%	39%	39%	34%	18%	26%	38%	61%	38%	24%	17%	35%	29%	31%	31%	40%	41%	29%	36%	34%	32%	26%

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

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base: All GB adults	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Rachel Reeves	13%	3%	32%	18%	24%	5%	15%	11%	12%	13%	15%	13%	24%	12%	10%	13%	12%	11%	20%	12%	10%	8%	10%
Mel Stride	14%	33%	6%	10%	10%	22%	19%	9%	6%	10%	15%	23%	12%	17%	15%	13%	9%	7%	17%	11%	13%	13%	17%
Don't know	73%	65%	62%	73%	66%	73%	66%	79%	81%	77%	71%	64%	64%	71%	75%	74%	79%	82%	63%	77%	76%	79%	73%

Fieldwork Dates: 11th - 13th October 2025

Sample size: 1781 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
I am very comfortable financially	4%	6%	5%	7%	6%	3%	6%	3%	6%	3%	4%	6%	7%	5%	3%	4%	4%	4%	8%	3%	3%	1%	3%
I am relatively comfortable financially	34%	49%	37%	46%	45%	32%	34%	34%	18%	28%	35%	50%	29%	33%	38%	34%	39%	26%	50%	32%	29%	27%	12%
I do not often have money for luxuries, but can normally comfortably cover the essentials	39%	31%	42%	31%	36%	42%	37%	40%	41%	41%	39%	34%	40%	37%	35%	45%	30%	45%	33%	43%	44%	37%	34%
I can only just afford my costs and often struggle to make ends meet	15%	8%	12%	12%	10%	15%	14%	15%	20%	17%	15%	8%	15%	15%	15%	11%	20%	16%	7%	14%	14%	22%	30%
I cannot afford my costs, and often have to go without essentials like food and heating	4%	3%	2%	1%	2%	6%	4%	4%	2%	6%	5%	1%	3%	5%	3%	3%	3%	8%	1%	3%	3%	7%	14%
Don't know	4%	3%	2%	3%	2%	3%	5%	4%	14%	5%	2%	1%	6%	4%	5%	3%	5%	2%	1%	5%	6%	6%	8%

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

Helping people get onto the housing ladder?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
A Labour government led by Keir Starmer	19%	3%	42%	23%	34%	6%	19%	19%	24%	20%	19%	14%	26%	17%	13%	20%	20%	19%	27%	19%	12%	15%	13%
A Conservative government led by Kemi Badenoch	18%	53%	7%	12%	14%	29%	20%	17%	5%	16%	19%	29%	17%	21%	23%	17%	12%	11%	22%	16%	18%	22%	13%
Neither	44%	31%	37%	46%	38%	51%	50%	39%	39%	44%	48%	43%	40%	43%	47%	44%	46%	52%	37%	44%	47%	44%	60%
Don't know	19%	12%	14%	20%	14%	14%	11%	25%	32%	20%	14%	14%	17%	19%	17%	19%	23%	18%	14%	21%	23%	20%	14%

Managing the economy?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
A Labour government led by Keir Starmer	19%	2%	44%	27%	33%	7%	19%	19%	27%	19%	19%	16%	28%	18%	14%	21%	18%	18%	25%	21%	13%	17%	14%
A Conservative government led by Kemi Badenoch	24%	66%	8%	17%	18%	37%	27%	22%	10%	18%	26%	40%	19%	28%	29%	23%	18%	16%	29%	22%	23%	25%	19%
Neither	41%	24%	35%	45%	37%	46%	44%	38%	32%	44%	45%	36%	39%	39%	42%	41%	44%	50%	34%	40%	45%	43%	56%
Don't know	15%	8%	13%	11%	12%	10%	10%	21%	30%	19%	10%	8%	13%	15%	14%	15%	21%	16%	12%	17%	19%	16%	12%

Fieldwork Dates: 11th - 13th October 2025

Sample size: 1781 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Providing more jobs?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
A Labour government led by Keir Starmer	20%	4%	44%	27%	34%	7%	19%	21%	25%	21%	19%	16%	29%	19%	14%	20%	20%	21%	27%	20%	13%	16%	17%
A Conservative government led by Kemi Badenoch	19%	53%	5%	10%	14%	30%	22%	16%	6%	17%	20%	28%	17%	24%	20%	17%	10%	13%	22%	16%	17%	20%	19%
Neither	41%	27%	34%	43%	35%	49%	45%	37%	31%	41%	46%	41%	34%	38%	46%	42%	48%	45%	32%	42%	45%	42%	54%
Don't know	20%	16%	17%	19%	17%	14%	14%	26%	38%	22%	15%	15%	20%	20%	20%	21%	22%	21%	18%	21%	25%	22%	11%

Keeping prices down?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
A Labour government led by Keir Starmer	16%	1%	36%	25%	27%	5%	15%	17%	22%	16%	15%	12%	22%	15%	11%	17%	14%	15%	23%	16%	9%	15%	11%
A Conservative government led by Kemi Badenoch	16%	47%	5%	6%	11%	25%	18%	15%	8%	14%	16%	24%	16%	19%	18%	15%	7%	9%	20%	14%	15%	16%	13%
Neither	50%	38%	46%	55%	49%	57%	56%	44%	35%	49%	57%	52%	44%	48%	52%	51%	59%	59%	43%	51%	53%	51%	62%
Don't know	18%	14%	13%	14%	13%	14%	11%	24%	35%	20%	12%	12%	19%	18%	19%	18%	20%	16%	14%	20%	23%	19%	14%

Improving standards of living for people like you?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
A Labour government led by Keir Starmer	18%	2%	43%	24%	31%	7%	18%	19%	25%	19%	20%	14%	22%	19%	15%	19%	19%	17%	25%	19%	13%	18%	12%
A Conservative government led by Kemi Badenoch	20%	57%	7%	13%	14%	30%	21%	19%	8%	17%	21%	30%	19%	23%	23%	19%	11%	14%	26%	19%	18%	17%	15%
Neither	45%	27%	39%	51%	41%	52%	50%	40%	32%	47%	49%	44%	44%	43%	46%	48%	46%	51%	36%	45%	48%	49%	62%
Don't know	16%	14%	12%	12%	13%	10%	10%	22%	35%	18%	10%	12%	15%	16%	16%	15%	24%	19%	14%	18%	20%	17%	11%

Tackling the government's deficit?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
A Labour government led by Keir Starmer	17%	3%	38%	26%	29%	6%	16%	17%	22%	17%	17%	14%	25%	16%	12%	16%	18%	12%	25%	17%	9%	12%	12%
A Conservative government led by Kemi Badenoch	21%	56%	7%	12%	16%	32%	25%	17%	9%	15%	21%	36%	17%	24%	24%	20%	14%	13%	25%	18%	20%	23%	16%
Neither	43%	28%	37%	45%	38%	50%	46%	40%	33%	45%	48%	39%	42%	39%	43%	45%	47%	54%	34%	43%	47%	44%	57%
Don't know	20%	13%	19%	17%	17%	13%	14%	25%	36%	23%	14%	12%	17%	20%	21%	19%	21%	21%	16%	22%	23%	21%	15%

Fieldwork Dates: 11th - 13th October 2025
Sample size: 1781 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Reducing the number of people in poverty?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
A Labour government led by Keir Starmer	24%	11%	51%	38%	42%	10%	25%	23%	25%	24%	24%	24%	34%	23%	19%	24%	26%	21%	36%	24%	16%	21%	15%
A Conservative government led by Kemi Badenoch	10%	32%	3%	3%	6%	17%	11%	10%	6%	10%	10%	14%	10%	13%	12%	8%	6%	6%	10%	10%	11%	13%	8%
Neither	47%	42%	36%	45%	40%	58%	52%	43%	35%	47%	52%	49%	41%	46%	52%	49%	46%	54%	40%	46%	51%	50%	63%
Don't know	18%	15%	11%	13%	13%	14%	12%	23%	34%	19%	13%	13%	15%	17%	17%	19%	22%	19%	14%	21%	22%	17%	14%

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	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base: All GB adults	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Taxes too much and spends too much on services	40%	64%	22%	29%	29%	54%	47%	35%	30%	39%	42%	47%	33%	40%	47%	42%	37%	41%	42%	38%	43%	44%	34%
Taxes too little and spends too little on services	25%	13%	42%	37%	39%	15%	27%	24%	28%	22%	27%	29%	28%	27%	18%	25%	28%	27%	33%	25%	18%	21%	25%
Gets the balance about right	10%	9%	14%	11%	13%	7%	9%	10%	7%	10%	11%	9%	15%	7%	10%	9%	12%	9%	9%	11%	8%	11%	8%
Don't know	25%	15%	21%	24%	19%	24%	18%	31%	35%	30%	20%	15%	24%	26%	25%	24%	23%	23%	16%	26%	31%	23%	34%

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	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Too high - the rich are being made to pay too much and their taxes should be cut	7%	18%	2%	2%	5%	10%	8%	7%	6%	7%	7%	9%	6%	8%	9%	5%	9%	8%	9%	7%	6%	4%	9%
Too low - the rich are not paying enough and their taxes should be increased	58%	31%	78%	71%	72%	47%	60%	57%	59%	61%	60%	50%	64%	55%	53%	63%	56%	65%	61%	58%	56%	55%	58%
About right - the rich are already paying about the right level of tax	20%	43%	11%	16%	16%	30%	22%	18%	9%	13%	24%	34%	13%	24%	22%	20%	17%	13%	22%	19%	21%	25%	11%
Don't know	15%	8%	9%	11%	8%	14%	11%	18%	27%	19%	9%	8%	17%	14%	16%	13%	18%	14%	8%	16%	17%	16%	22%

Fieldwork Dates: 11th - 13th October 2025
Sample size: 1781 GB Adults



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

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

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Much too high	52%	77%	35%	33%	33%	81%	56%	48%	25%	46%	60%	68%	37%	56%	59%	52%	47%	53%	45%	46%	60%	57%	67%
A little too high	18%	16%	25%	28%	28%	11%	19%	18%	18%	17%	22%	18%	19%	17%	14%	22%	21%	21%	25%	21%	13%	13%	11%
About right	16%	5%	25%	23%	25%	4%	13%	18%	28%	19%	12%	9%	26%	13%	14%	16%	17%	13%	20%	14%	14%	17%	11%
A little too low	3%	0%	4%	3%	4%	1%	3%	2%	4%	3%	3%	1%	3%	2%	2%	3%	4%	1%	3%	3%	2%	2%	3%
Much too low	1%	-	1%	1%	2%	-	1%	1%	1%	1%	0%	1%	3%	1%	0%	1%	1%	1%	1%	2%	1%	-	1%
Don't know	10%	1%	10%	11%	9%	4%	8%	13%	24%	15%	3%	3%	12%	12%	12%	7%	10%	11%	6%	15%	10%	12%	7%

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

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Mostly good for the country	20%	5%	34%	29%	34%	4%	20%	20%	35%	22%	17%	14%	35%	18%	15%	20%	19%	20%	25%	23%	14%	18%	13%
Mostly bad for the country	43%	62%	25%	19%	22%	67%	47%	39%	21%	40%	48%	51%	27%	45%	48%	43%	41%	48%	32%	42%	47%	46%	60%
Both good and bad for the country	30%	32%	35%	42%	38%	26%	28%	32%	24%	30%	32%	31%	31%	30%	31%	30%	30%	25%	37%	26%	31%	28%	22%
Don't know	7%	1%	6%	10%	6%	3%	5%	9%	20%	9%	3%	3%	8%	8%	7%	7%	9%	7%	5%	9%	8%	8%	5%

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

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Competent	24%	58%	12%	16%	18%	35%	25%	23%	15%	17%	29%	36%	24%	27%	23%	23%	20%	16%	28%	21%	23%	28%	20%
Incompetent	38%	15%	55%	46%	48%	30%	43%	32%	34%	41%	41%	30%	47%	35%	34%	40%	35%	36%	40%	37%	33%	38%	38%
Don't know	39%	27%	33%	39%	34%	36%	32%	45%	51%	42%	30%	34%	29%	38%	43%	37%	45%	48%	31%	42%	44%	34%	41%

Fieldwork Dates: 11th - 13th October 2025
Sample size: 1781 GB Adults



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

Is decisive or indecisive?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Decisive	27%	54%	21%	22%	28%	34%	26%	28%	13%	21%	32%	40%	26%	31%	23%	28%	22%	21%	32%	22%	28%	26%	26%
Indecisive	32%	19%	41%	38%	37%	28%	40%	24%	29%	31%	37%	29%	39%	30%	29%	32%	33%	33%	33%	33%	27%	32%	34%
Don't know	41%	28%	38%	41%	35%	38%	34%	48%	59%	49%	31%	30%	35%	38%	49%	41%	45%	47%	34%	45%	45%	42%	39%

Is trustworthy or untrustworthy?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Trustworthy	18%	51%	10%	8%	15%	27%	20%	17%	9%	12%	22%	31%	21%	22%	17%	15%	15%	16%	23%	15%	19%	20%	14%
Untrustworthy	43%	14%	60%	49%	54%	34%	49%	37%	39%	49%	45%	31%	50%	41%	37%	46%	43%	42%	44%	43%	40%	44%	43%
Don't know	39%	34%	30%	43%	31%	39%	31%	46%	52%	39%	33%	38%	30%	37%	46%	39%	42%	41%	34%	42%	41%	36%	42%

Is strong or weak?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Strong	22%	47%	16%	15%	20%	28%	21%	23%	11%	16%	25%	34%	21%	24%	20%	21%	21%	14%	26%	17%	22%	23%	20%
Weak	37%	22%	47%	45%	44%	33%	45%	30%	30%	37%	42%	34%	44%	36%	34%	37%	36%	39%	40%	35%	34%	37%	41%
Don't know	41%	31%	37%	40%	36%	38%	35%	48%	58%	47%	33%	32%	34%	40%	46%	42%	43%	47%	34%	48%	45%	40%	39%

Thinking about Keir Starmer, do you think he...
is competent or incompetent?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Competent	25%	12%	51%	37%	44%	11%	25%	24%	19%	25%	30%	22%	31%	23%	18%	25%	30%	28%	37%	25%	17%	19%	12%
Incompetent	59%	82%	34%	48%	42%	82%	64%	55%	42%	55%	63%	72%	53%	61%	63%	61%	50%	60%	51%	57%	63%	68%	75%
Don't know	16%	6%	15%	15%	14%	7%	11%	21%	39%	21%	7%	6%	17%	15%	19%	14%	19%	12%	13%	18%	21%	14%	12%

Fieldwork Dates: 11th - 13th October 2025
Sample size: 1781 GB Adults



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

Is decisive or indecisive?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Decisive	15%	6%	33%	13%	22%	8%	15%	15%	21%	14%	18%	11%	21%	13%	10%	18%	15%	11%	17%	17%	12%	13%	12%
Indecisive	68%	87%	52%	72%	64%	83%	74%	62%	40%	63%	74%	83%	61%	71%	71%	66%	64%	68%	69%	64%	67%	71%	73%
Don't know	17%	7%	16%	15%	15%	9%	11%	23%	38%	23%	8%	7%	18%	16%	19%	16%	21%	21%	14%	19%	21%	16%	16%

Is trustworthy or untrustworthy?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Trustworthy	21%	11%	43%	37%	39%	9%	23%	20%	17%	18%	26%	25%	31%	21%	15%	20%	24%	17%	34%	18%	15%	15%	12%
Untrustworthy	62%	83%	39%	44%	45%	82%	66%	58%	46%	63%	64%	66%	53%	64%	66%	63%	53%	69%	52%	62%	65%	69%	75%
Don't know	17%	6%	19%	19%	15%	9%	12%	22%	38%	20%	10%	10%	16%	16%	19%	17%	23%	14%	14%	20%	20%	17%	13%

Is strong or weak?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Strong	12%	6%	30%	13%	21%	6%	12%	13%	15%	13%	13%	10%	17%	12%	10%	13%	11%	12%	17%	13%	10%	11%	6%
Weak	66%	87%	46%	61%	58%	83%	72%	60%	38%	62%	71%	79%	60%	69%	68%	64%	60%	66%	62%	63%	66%	68%	79%
Don't know	22%	8%	25%	26%	21%	11%	16%	28%	47%	25%	15%	11%	23%	20%	23%	22%	28%	21%	21%	24%	24%	21%	16%

Is likeable or dislikeable?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Likeable	19%	12%	36%	34%	33%	9%	20%	19%	15%	15%	25%	22%	25%	19%	16%	17%	22%	22%	27%	20%	10%	18%	12%
Dislikeable	61%	78%	38%	47%	45%	80%	65%	57%	47%	61%	62%	64%	54%	62%	63%	63%	50%	64%	51%	58%	67%	65%	73%
Don't know	20%	10%	26%	20%	21%	11%	16%	25%	38%	23%	13%	14%	21%	19%	21%	20%	28%	14%	21%	21%	23%	17%	15%

Fieldwork Dates: 11th - 13th October 2025

Sample size: 1781 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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 good or bad a service do you think most care homes for elderly people provide to their residents?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185	
	Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
	Very good	2%	2%	3%	1%	2%	2%	3%	2%	5%	2%	2%	2%	4%	1%	2%	3%	2%	3%	3%	2%	2%	2%	4%
	Fairly good	39%	48%	40%	42%	42%	42%	38%	39%	25%	33%	43%	50%	34%	41%	40%	37%	41%	36%	44%	37%	38%	41%	29%
	Fairly bad	28%	27%	31%	28%	28%	28%	24%	31%	21%	28%	31%	27%	26%	28%	25%	31%	30%	28%	28%	28%	27%	26%	30%
	Very bad	8%	6%	6%	7%	6%	10%	8%	9%	9%	10%	6%	7%	9%	8%	11%	7%	7%	10%	5%	10%	9%	8%	13%
	Don't know	23%	18%	20%	22%	22%	17%	27%	19%	40%	26%	17%	14%	28%	22%	21%	23%	20%	24%	20%	24%	23%	24%	24%

Suppose you reached the stage where you could no longer live independently, and had enough money to choose, which of these would you prefer?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
To live in my own home with the support of a paid carer	31%	41%	33%	31%	34%	32%	31%	31%	22%	29%	32%	38%	31%	33%	30%	30%	28%	31%	37%	30%	27%	30%	27%
To live in my own home with the support of a member/members of my own family	30%	27%	25%	28%	23%	33%	35%	25%	45%	29%	27%	28%	33%	27%	34%	31%	29%	27%	25%	30%	37%	34%	26%
To live in a home in a sheltered community, with care provided	26%	26%	31%	30%	32%	26%	19%	33%	9%	25%	32%	30%	22%	26%	24%	28%	26%	30%	31%	24%	23%	23%	26%
To live in a care home	1%	0%	1%	4%	2%	0%	2%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%
Don't know	12%	5%	10%	8%	9%	9%	14%	10%	24%	16%	8%	4%	13%	13%	11%	10%	16%	10%	7%	15%	11%	12%	20%

Imagine there comes a time in your own retirement when you are no longer capable of living independently and require full time care. Do you think you would or would not be able to fund the cost of this without selling your home?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Definitely would	2%	2%	2%	3%	2%	1%	2%	1%	3%	2%	1%	2%	5%	1%	2%	1%	3%	-	3%	1%	2%	1%	1%
Probably would	8%	13%	10%	11%	9%	7%	11%	5%	11%	5%	8%	12%	14%	8%	6%	7%	10%	6%	14%	7%	5%	6%	3%
Probably would not	26%	29%	27%	28%	32%	23%	27%	24%	20%	25%	24%	32%	19%	25%	26%	29%	31%	22%	33%	26%	24%	20%	14%
Definitely would not	47%	43%	50%	41%	47%	56%	41%	53%	20%	49%	58%	45%	38%	50%	48%	47%	38%	63%	40%	45%	46%	60%	60%
Don't know	17%	12%	11%	18%	11%	12%	18%	17%	46%	19%	9%	9%	23%	16%	19%	16%	18%	9%	10%	20%	23%	14%	22%

Fieldwork Dates: 11th - 13th October 2025

Sample size: 1781 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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 do you think you would or would not be able to fund the cost of this if you did sell your home?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Definitely would	8%	14%	7%	16%	11%	7%	10%	7%	8%	6%	7%	13%	15%	9%	6%	6%	8%	6%	17%	5%	4%	5%	4%
Probably would	27%	36%	31%	36%	34%	24%	26%	28%	24%	22%	30%	33%	24%	30%	24%	27%	26%	18%	36%	30%	21%	21%	12%
Probably would not	22%	19%	24%	15%	24%	24%	21%	23%	12%	21%	24%	26%	16%	20%	21%	28%	25%	18%	22%	22%	24%	26%	14%
Definitely would not	20%	15%	18%	7%	15%	25%	20%	20%	11%	25%	23%	13%	17%	18%	26%	18%	17%	37%	10%	17%	23%	27%	41%
Don't know	23%	15%	20%	25%	17%	19%	24%	23%	45%	26%	16%	15%	28%	22%	24%	21%	25%	21%	16%	26%	28%	22%	29%

Looking forward, imagine that your parents were no longer able to live independently or with family at some point in the future and required full time care. Which of the following do you think would apply?

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
My parents would probably have enough financial resources to pay for full time care, without selling their home	10%	10%	10%	15%	10%	8%	10%	9%	13%	13%	9%	2%	14%	11%	5%	9%	11%	7%	11%	12%	7%	8%	5%
My parents would probably have to sell their home to pay for full time care	26%	23%	31%	27%	32%	24%	23%	29%	16%	35%	28%	11%	23%	26%	28%	26%	26%	27%	30%	31%	23%	17%	15%
I or my siblings would probably contribute money to pay for full time care for my parents	7%	3%	7%	5%	5%	4%	9%	6%	21%	9%	4%	2%	16%	4%	9%	6%	6%	8%	6%	9%	8%	8%	3%
My parents have little or no savings and would probably rely on the state to pay for full time care	13%	8%	12%	4%	10%	13%	12%	13%	13%	17%	12%	4%	11%	13%	13%	12%	14%	14%	8%	12%	12%	23%	18%
Don't know	13%	7%	10%	10%	7%	8%	14%	11%	37%	16%	7%	1%	17%	13%	11%	12%	13%	10%	6%	14%	19%	12%	13%
Not applicable - my parents are no longer alive, I am not in touch with them, or they are already in care	32%	49%	30%	40%	36%	43%	32%	32%	-	9%	40%	79%	19%	34%	34%	35%	30%	33%	38%	22%	32%	32%	46%

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Total	Vote in 2024 GE			2016 EU Ref		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

Overall, which of these policies would you prefer regarding the cost of social care for older people who can no longer live independently?

	Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
	Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
A significant increase in income tax, so that social care is available, free, to everyone who needs it.		12%	10%	14%	11%	14%	12%	12%	12%	7%	10%	15%	14%	13%	12%	12%	12%	13%	8%	13%	13%	10%	13%	12%
A moderate increase in income tax so that subsidised social care is available to most people who need it, subject to a means test		29%	30%	39%	40%	40%	26%	26%	32%	18%	24%	33%	38%	29%	30%	22%	31%	30%	29%	37%	28%	25%	22%	24%
A small increase in income tax so that subsidised social care is available only to the least well off.		16%	14%	19%	16%	16%	16%	16%	15%	16%	14%	18%	15%	15%	14%	17%	18%	12%	14%	15%	13%	14%	20%	22%
No increase in income tax, so that individuals and families take responsibility for providing, or paying for, social care.		14%	23%	8%	11%	11%	17%	18%	10%	10%	15%	12%	14%	16%	14%	15%	10%	13%	17%	18%	13%	12%	12%	9%
Don't know		30%	23%	21%	22%	20%	29%	29%	31%	48%	36%	22%	19%	26%	29%	33%	29%	32%	32%	18%	32%	38%	34%	32%

If the Government applies a means test for subsidising social care, which of these options would you prefer?

	Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
	Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
To raise taxes less, but require recipients to sell their home (or borrow against its value) in order to help pay for their social care		27%	31%	30%	30%	31%	26%	29%	24%	20%	27%	27%	28%	33%	28%	26%	24%	23%	26%	36%	24%	23%	23%	21%
To raise taxes more, and NOT require recipients to sell their home (or borrow against its value) in order to help pay for their social care		38%	41%	42%	44%	43%	39%	35%	40%	23%	30%	45%	51%	36%	36%	33%	44%	37%	39%	39%	39%	35%	35%	37%
Don't know		36%	28%	29%	26%	26%	34%	36%	36%	57%	43%	28%	21%	31%	36%	41%	32%	40%	35%	25%	37%	42%	42%	42%

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Total	Vote in 2024 GE			2016 EU Ref		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

Below are some policies that people have suggested to address the issue of funding long term care. In each case, please say whether you would support or oppose the idea?
Introducing an extra inheritance tax, paid by everyone with any savings after they die. This would be used to provide free long term care for those who needed it

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Support	18%	11%	26%	21%	25%	11%	22%	14%	22%	17%	14%	20%	21%	15%	17%	20%	19%	14%	21%	18%	14%	18%	14%
Oppose	58%	73%	49%	63%	57%	67%	58%	57%	39%	55%	67%	63%	55%	61%	59%	53%	58%	59%	62%	55%	59%	58%	53%
Don't know	25%	16%	24%	16%	19%	22%	20%	29%	39%	28%	19%	17%	24%	24%	24%	27%	24%	27%	17%	28%	27%	24%	33%

Putting a cap on the maximum amount of money that anyone will have to pay towards long term care costs, meaning that no one would have to pay more than about £70,000 towards their care

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Support	67%	77%	75%	74%	76%	66%	66%	68%	51%	62%	73%	76%	57%	70%	65%	68%	66%	69%	78%	64%	64%	64%	54%
Oppose	11%	9%	9%	7%	10%	11%	14%	8%	9%	11%	11%	10%	15%	10%	15%	9%	8%	10%	11%	9%	11%	10%	15%
Don't know	22%	14%	15%	20%	14%	22%	21%	24%	40%	27%	16%	14%	28%	21%	20%	23%	26%	22%	11%	27%	25%	26%	31%

The government backing a voluntary insurance scheme, so that people under the age of 65 could purchase insurance that would pay for long term care should they need it later in life.

Unweighted base	1781	287	473	174	663	636	808	973	130	728	431	492	182	620	293	441	155	90	536	493	349	218	185
Base	1781	321	459	164	661	705	866	915	194	743	429	415	216	611	292	422	155	85	499	516	374	211	181
Support	67%	82%	70%	74%	74%	69%	66%	68%	53%	64%	71%	77%	62%	71%	67%	64%	69%	72%	75%	63%	65%	70%	61%
Oppose	9%	5%	8%	7%	8%	9%	11%	6%	8%	9%	9%	8%	13%	6%	12%	10%	7%	9%	10%	9%	9%	7%	7%
Don't know	24%	13%	21%	20%	18%	22%	22%	25%	39%	27%	20%	15%	25%	24%	22%	25%	25%	19%	16%	27%	26%	24%	32%

Cell Contents (Column Percentages)