

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Approve	12%	3%	24%	18%	18%	5%	15%	9%	18%	13%	12%	7%	23%	11%	9%	11%	12%	6%	17%	12%	9%	11%	6%
Disapprove	70%	89%	55%	59%	62%	89%	69%	70%	36%	66%	77%	84%	53%	73%	72%	70%	74%	70%	69%	68%	71%	70%	76%
Don't know	18%	8%	21%	24%	19%	6%	15%	21%	46%	21%	11%	8%	24%	15%	19%	19%	13%	24%	14%	20%	20%	19%	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

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
0 - Would never consider voting for them	35%	2%	55%	31%	44%	23%	36%	35%	32%	46%	32%	22%	31%	30%	35%	43%	42%	36%	31%	35%	35%	41%	43%
1	7%	1%	10%	9%	9%	5%	8%	6%	8%	7%	9%	4%	7%	6%	8%	9%	9%	4%	7%	8%	7%	6%	8%
2	7%	2%	9%	11%	9%	7%	8%	7%	7%	7%	8%	7%	7%	9%	7%	7%	6%	3%	10%	7%	4%	11%	5%
3	7%	2%	8%	14%	8%	9%	8%	7%	4%	9%	7%	7%	9%	7%	7%	6%	8%	10%	9%	8%	8%	4%	5%
4	5%	3%	3%	7%	4%	6%	6%	4%	6%	4%	6%	5%	5%	5%	5%	5%	4%	7%	5%	3%	9%	3%	4%
5	9%	13%	5%	13%	5%	13%	8%	10%	7%	6%	11%	13%	7%	11%	11%	7%	6%	14%	9%	8%	10%	9%	9%
6	6%	14%	3%	6%	4%	10%	7%	6%	4%	5%	7%	10%	6%	6%	5%	7%	7%	10%	7%	8%	4%	8%	4%
7	6%	19%	2%	3%	5%	9%	6%	6%	4%	3%	8%	11%	5%	8%	6%	6%	3%	7%	8%	6%	6%	5%	3%
8	4%	14%	1%	1%	3%	6%	3%	5%	2%	2%	4%	8%	4%	5%	5%	3%	3%	3%	5%	4%	3%	4%	3%
9	2%	8%	0%	0%	2%	3%	2%	2%	-	2%	2%	2%	2%	2%	3%	1%	4%	1%	3%	2%	1%	1%	2%
10 - Would definitely consider voting for them	5%	19%	1%	2%	4%	8%	5%	5%	1%	3%	4%	11%	7%	6%	6%	4%	1%	3%	5%	6%	4%	3%	5%
prefer not to answer	5%	2%	3%	2%	2%	1%	4%	7%	25%	5%	1%	0%	11%	5%	3%	4%	7%	2%	1%	6%	9%	4%	8%

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	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Labour		Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
		Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
0 - Would never consider voting for them			39%	63%	7%	20%	19%	63%	42%	35%	11%	35%	42%	55%	23%	45%	41%	37%	32%	38%	33%	35%	41%	47%	50%
1			6%	12%	4%	4%	5%	8%	6%	6%	4%	5%	7%	8%	5%	6%	7%	7%	8%	1%	5%	7%	6%	7%	4%
2			6%	6%	5%	6%	7%	5%	5%	6%	6%	5%	7%	6%	3%	5%	6%	7%	6%	6%	7%	6%	6%	2%	7%
3			5%	4%	5%	9%	6%	3%	4%	5%	5%	5%	5%	4%	6%	5%	4%	4%	5%	6%	5%	4%	6%	3%	4%
4			5%	2%	7%	9%	7%	4%	5%	6%	6%	6%	5%	3%	7%	4%	4%	7%	2%	9%	5%	6%	4%	6%	3%
5			11%	7%	16%	16%	15%	6%	11%	11%	12%	13%	11%	7%	16%	10%	10%	10%	10%	17%	12%	10%	12%	11%	9%
6			7%	2%	12%	13%	11%	3%	6%	7%	8%	8%	6%	4%	9%	5%	7%	6%	8%	8%	9%	8%	4%	4%	5%
7			5%	1%	12%	6%	8%	3%	5%	5%	5%	6%	6%	4%	6%	3%	7%	5%	9%	5%	6%	6%	4%	5%	2%
8			5%	1%	9%	7%	7%	1%	5%	4%	10%	5%	3%	3%	2%	5%	5%	5%	5%	1%	6%	5%	3%	5%	3%
9			1%	-	4%	2%	3%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	4%	-	2%	2%	1%	0%	0%
10 - Would definitely consider voting for them			6%	1%	18%	6%	12%	2%	7%	6%	6%	6%	6%	6%	10%	5%	4%	8%	4%	6%	9%	7%	4%	4%	4%
prefer not to answer			5%	2%	3%	2%	2%	1%	4%	7%	25%	5%	1%	0%	11%	5%	3%	4%	7%	2%	1%	6%	9%	4%	8%

Liberal Democrats		Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
		Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
0 - Would never consider voting for them			29%	40%	11%	2%	11%	47%	34%	24%	18%	28%	29%	36%	24%	30%	32%	30%	29%	20%	22%	27%	33%	35%	37%
1			6%	10%	4%	1%	5%	8%	6%	6%	5%	6%	6%	7%	7%	6%	4%	6%	7%	5%	6%	6%	7%	7%	4%
2			7%	10%	7%	1%	7%	9%	8%	6%	3%	7%	6%	8%	8%	7%	6%	7%	7%	4%	7%	7%	9%	5%	2%
3			6%	7%	5%	3%	6%	7%	6%	6%	8%	6%	6%	7%	4%	5%	9%	7%	8%	9%	5%	5%	6%	10%	8%
4			7%	7%	9%	4%	8%	6%	7%	7%	8%	6%	9%	6%	5%	6%	7%	8%	7%	8%	7%	8%	6%	7%	5%
5			14%	12%	19%	10%	19%	10%	11%	17%	12%	16%	14%	12%	12%	13%	15%	15%	10%	26%	16%	13%	13%	13%	13%
6			9%	5%	17%	13%	14%	5%	8%	9%	9%	9%	10%	7%	11%	8%	8%	7%	11%	12%	11%	10%	7%	6%	4%
7			6%	4%	9%	14%	9%	3%	5%	7%	6%	7%	5%	6%	6%	8%	6%	4%	6%	3%	9%	5%	3%	4%	7%
8			5%	2%	8%	18%	9%	3%	5%	5%	2%	6%	7%	4%	5%	5%	6%	6%	3%	6%	8%	6%	2%	4%	4%
9			1%	0%	2%	6%	3%	0%	1%	1%	2%	2%	1%	1%	2%	2%	2%	0%	-	3%	1%	2%	1%	1%	2%
10 - Would definitely consider voting for them			5%	1%	5%	26%	9%	2%	5%	5%	3%	4%	6%	6%	6%	6%	3%	5%	5%	2%	7%	4%	2%	4%	5%
prefer not to answer			5%	2%	3%	2%	2%	1%	4%	7%	25%	5%	1%	0%	11%	5%	3%	4%	7%	2%	1%	6%	9%	4%	8%

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Reform UK

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
0 - Would never consider voting for them	46%	22%	73%	69%	72%	22%	45%	48%	47%	54%	45%	34%	51%	45%	42%	49%	46%	47%	54%	48%	36%	46%	42%
1	4%	5%	5%	3%	5%	3%	3%	5%	1%	4%	4%	4%	3%	3%	4%	4%	5%	3%	4%	5%	3%	2%	1%
2	4%	6%	3%	6%	3%	5%	3%	4%	1%	3%	5%	5%	2%	4%	6%	3%	4%	4%	5%	1%	4%	5%	4%
3	3%	5%	2%	3%	2%	4%	3%	3%	3%	3%	2%	4%	2%	3%	3%	3%	4%	3%	3%	4%	2%	3%	2%
4	3%	4%	2%	1%	1%	4%	3%	2%	7%	2%	2%	4%	4%	2%	5%	2%	3%	1%	1%	2%	4%	5%	2%
5	6%	8%	5%	3%	4%	7%	6%	6%	5%	6%	6%	6%	6%	6%	6%	5%	3%	10%	6%	7%	6%	5%	3%
6	4%	6%	1%	4%	3%	5%	4%	4%	1%	3%	4%	5%	4%	5%	1%	3%	6%	3%	3%	4%	4%	3%	5%
7	4%	9%	2%	2%	3%	7%	5%	4%	4%	4%	5%	5%	4%	4%	3%	5%	5%	3%	4%	5%	5%	3%	3%
8	6%	11%	2%	1%	2%	11%	7%	4%	1%	4%	9%	7%	3%	5%	7%	6%	6%	10%	6%	4%	8%	6%	5%
9	3%	8%	0%	2%	1%	6%	4%	3%	3%	2%	3%	6%	1%	4%	4%	3%	6%	2%	2%	2%	6%	5%	5%
10 - Would definitely consider voting for them	12%	15%	2%	4%	3%	25%	14%	11%	2%	10%	14%	19%	7%	14%	15%	13%	6%	11%	10%	11%	13%	14%	19%
prefer not to answer	5%	2%	3%	2%	2%	1%	4%	7%	25%	5%	1%	0%	11%	5%	3%	4%	7%	2%	1%	6%	9%	4%	8%

Green Party

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
0 - Would never consider voting for them	32%	51%	14%	14%	15%	50%	39%	25%	16%	28%	32%	45%	25%	33%	33%	32%	35%	24%	29%	31%	31%	34%	40%
1	6%	12%	5%	4%	6%	9%	6%	7%	1%	5%	7%	9%	3%	9%	7%	5%	5%	5%	6%	7%	6%	7%	5%
2	5%	7%	4%	6%	5%	7%	5%	5%	1%	5%	7%	7%	4%	6%	4%	6%	4%	4%	5%	5%	6%	6%	4%
3	7%	8%	8%	9%	8%	7%	7%	7%	6%	7%	8%	8%	6%	7%	9%	6%	8%	10%	8%	7%	7%	8%	5%
4	6%	7%	9%	5%	5%	6%	6%	5%	7%	5%	6%	6%	7%	5%	5%	5%	9%	6%	7%	5%	7%	6%	1%
5	10%	9%	13%	14%	14%	7%	9%	11%	9%	11%	11%	10%	11%	9%	14%	10%	9%	14%	9%	10%	11%	14%	9%
6	6%	2%	9%	11%	9%	3%	5%	6%	5%	7%	5%	4%	8%	5%	4%	6%	4%	8%	7%	6%	4%	2%	7%
7	6%	-	9%	15%	11%	2%	5%	6%	3%	7%	6%	4%	4%	5%	5%	7%	8%	6%	8%	7%	3%	3%	4%
8	5%	1%	9%	8%	9%	2%	4%	6%	6%	6%	5%	3%	6%	5%	5%	5%	2%	7%	7%	5%	5%	3%	2%
9	2%	-	3%	2%	3%	0%	2%	2%	2%	2%	2%	1%	3%	1%	2%	2%	1%	3%	2%	2%	1%	2%	1%
10 - Would definitely consider voting for them	10%	1%	15%	9%	14%	4%	8%	12%	20%	12%	9%	3%	9%	9%	10%	13%	8%	11%	10%	10%	9%	12%	12%
prefer not to answer	5%	2%	3%	2%	2%	1%	4%	7%	25%	5%	1%	0%	11%	5%	3%	4%	7%	2%	1%	6%	9%	4%	8%

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	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

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	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Health	30%	23%	39%	39%	38%	24%	23%	36%	24%	29%	33%	31%	29%	27%	28%	31%	43%	29%	34%	29%	26%	28%	33%
Immigration & Asylum	53%	79%	32%	38%	36%	79%	55%	52%	21%	47%	60%	73%	38%	56%	58%	56%	44%	51%	47%	52%	56%	55%	66%
Crime	22%	25%	17%	10%	15%	27%	24%	20%	24%	21%	19%	25%	26%	20%	26%	22%	17%	21%	18%	22%	21%	27%	26%
The economy	55%	63%	59%	61%	60%	54%	57%	52%	47%	55%	56%	55%	53%	56%	53%	55%	52%	59%	63%	57%	48%	52%	43%
Tax	18%	21%	15%	12%	14%	21%	21%	15%	17%	22%	16%	13%	18%	19%	19%	18%	14%	13%	14%	21%	20%	19%	10%
Pensions	6%	9%	4%	8%	5%	8%	6%	6%	3%	3%	7%	12%	6%	5%	6%	8%	8%	8%	3%	5%	8%	12%	7%
Education	9%	6%	15%	13%	13%	5%	7%	11%	14%	11%	7%	6%	5%	10%	9%	12%	7%	10%	13%	9%	8%	7%	5%
Family life & childcare	6%	3%	8%	4%	7%	4%	4%	7%	4%	9%	4%	2%	8%	6%	5%	5%	3%	10%	7%	5%	5%	6%	3%
Housing	19%	4%	25%	22%	22%	10%	16%	21%	30%	23%	15%	9%	31%	16%	18%	15%	23%	18%	17%	18%	19%	19%	24%
The environment	17%	7%	24%	25%	26%	9%	15%	19%	22%	21%	16%	10%	19%	17%	16%	18%	16%	16%	21%	18%	15%	12%	12%
Britain leaving the EU	13%	4%	19%	24%	22%	6%	13%	13%	11%	12%	17%	12%	15%	12%	12%	15%	14%	16%	17%	13%	13%	9%	12%
Transport	2%	2%	3%	7%	2%	1%	3%	2%	7%	2%	2%	1%	4%	3%	2%	2%	-	1%	3%	2%	2%	2%	3%
Welfare benefits	13%	17%	9%	11%	9%	17%	14%	12%	9%	11%	16%	14%	7%	14%	16%	12%	12%	12%	12%	11%	13%	11%	20%
Defence and security	16%	29%	14%	17%	15%	23%	19%	14%	5%	11%	18%	29%	12%	19%	17%	14%	18%	13%	18%	16%	16%	14%	18%
None of these	1%	-	1%	-	0%	0%	1%	0%	3%	1%	0%	0%	3%	0%	1%	-	-	-	0%	1%	1%	1%	-
Don't know	2%	-	1%	1%	1%	1%	2%	3%	12%	2%	0%	0%	1%	3%	1%	1%	6%	5%	1%	2%	6%	3%	2%

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

National Health Service

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	3%	-	5%	2%	3%	1%	4%	1%	8%	3%	1%	1%	5%	2%	4%	2%	2%	1%	3%	2%	2%	5%	2%
Fairly well	18%	10%	28%	28%	24%	10%	22%	14%	25%	16%	16%	19%	24%	16%	16%	20%	13%	10%	23%	17%	15%	14%	13%
Fairly badly	32%	37%	31%	33%	34%	33%	30%	34%	26%	34%	33%	31%	26%	32%	35%	32%	31%	37%	32%	35%	28%	32%	30%
Very badly	38%	47%	27%	28%	30%	51%	35%	42%	19%	37%	44%	44%	30%	42%	37%	35%	46%	39%	35%	34%	44%	40%	47%
Don't know	10%	5%	9%	9%	9%	5%	10%	10%	23%	11%	6%	5%	15%	9%	8%	10%	7%	14%	6%	12%	12%	9%	8%

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Immigration

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	1%	-	2%	1%	1%	0%	1%	1%	3%	1%	0%	0%	4%	0%	0%	1%	2%	-	2%	0%	1%	0%	1%
Fairly well	10%	2%	19%	17%	18%	2%	11%	9%	12%	12%	11%	5%	15%	11%	5%	11%	7%	13%	15%	10%	5%	9%	7%
Fairly badly	21%	11%	35%	32%	32%	9%	20%	23%	30%	25%	17%	16%	27%	20%	24%	20%	18%	21%	23%	25%	19%	18%	14%
Very badly	58%	84%	35%	41%	40%	86%	60%	57%	26%	53%	67%	75%	43%	62%	64%	59%	59%	54%	53%	55%	62%	66%	68%
Don't know	9%	3%	9%	8%	8%	3%	8%	10%	28%	10%	4%	4%	11%	7%	7%	10%	13%	12%	6%	9%	12%	7%	11%

Crime

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	1%	0%	3%	1%	2%	0%	2%	1%	5%	1%	1%	1%	5%	0%	2%	1%	2%	-	2%	1%	1%	1%	1%
Fairly well	17%	7%	29%	31%	29%	7%	17%	17%	14%	19%	20%	12%	15%	17%	18%	17%	17%	16%	25%	18%	12%	13%	10%
Fairly badly	29%	37%	34%	30%	30%	30%	28%	31%	31%	29%	27%	32%	34%	31%	30%	26%	25%	27%	30%	33%	26%	29%	27%
Very badly	37%	50%	18%	24%	23%	55%	41%	33%	20%	33%	41%	47%	32%	38%	35%	39%	39%	36%	32%	32%	44%	41%	45%
Don't know	15%	6%	16%	14%	17%	7%	12%	18%	30%	18%	10%	9%	13%	13%	15%	17%	17%	21%	12%	16%	17%	16%	17%

Education

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	2%	-	3%	0%	2%	1%	3%	2%	8%	2%	1%	1%	6%	1%	1%	4%	3%	2%	2%	1%	4%	2%	2%
Fairly well	23%	15%	33%	36%	28%	17%	26%	20%	26%	23%	24%	20%	30%	23%	22%	23%	18%	18%	25%	24%	18%	25%	21%
Fairly badly	28%	33%	28%	29%	31%	29%	26%	30%	25%	28%	26%	32%	22%	29%	29%	26%	29%	35%	31%	28%	27%	29%	19%
Very badly	25%	33%	15%	19%	18%	35%	25%	25%	10%	24%	30%	26%	20%	26%	24%	25%	29%	20%	26%	23%	25%	22%	30%
Don't know	22%	19%	22%	16%	21%	19%	21%	23%	31%	23%	18%	20%	22%	21%	24%	21%	21%	26%	16%	24%	26%	22%	28%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	1%	-	2%	0%	1%	0%	2%	1%	3%	1%	1%	0%	2%	1%	1%	2%	2%	-	2%	1%	2%	1%	1%
Fairly well	11%	4%	20%	22%	17%	4%	12%	10%	12%	9%	14%	9%	16%	10%	12%	8%	10%	13%	14%	11%	8%	9%	7%
Fairly badly	31%	27%	39%	38%	38%	26%	29%	33%	32%	33%	31%	29%	33%	30%	33%	32%	30%	27%	35%	32%	28%	31%	23%
Very badly	44%	63%	26%	28%	32%	63%	49%	40%	23%	43%	46%	54%	36%	47%	42%	45%	45%	45%	41%	42%	47%	48%	49%
Don't know	13%	6%	13%	11%	11%	7%	9%	17%	30%	14%	9%	7%	13%	12%	13%	13%	14%	16%	8%	14%	15%	11%	20%

Unemployment

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	1%	-	3%	-	1%	0%	2%	1%	4%	2%	1%	1%	4%	0%	1%	1%	3%	1%	2%	1%	2%	1%	2%
Fairly well	17%	13%	28%	28%	29%	10%	18%	16%	8%	19%	20%	16%	25%	16%	17%	16%	12%	15%	24%	18%	13%	15%	8%
Fairly badly	32%	33%	31%	35%	31%	33%	33%	32%	37%	31%	32%	33%	34%	32%	34%	31%	32%	36%	32%	36%	27%	36%	32%
Very badly	29%	42%	15%	16%	16%	43%	31%	27%	23%	26%	31%	35%	22%	31%	29%	30%	32%	28%	26%	24%	36%	29%	37%
Don't know	20%	13%	23%	20%	23%	13%	16%	24%	27%	23%	16%	15%	16%	20%	20%	22%	21%	20%	17%	22%	22%	19%	21%

Inflation

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	1%	-	2%	1%	1%	1%	2%	0%	3%	1%	1%	1%	3%	1%	0%	1%	2%	-	1%	1%	2%	1%	1%
Fairly well	15%	6%	25%	28%	23%	8%	17%	13%	15%	15%	14%	13%	21%	13%	14%	14%	15%	13%	22%	14%	10%	12%	10%
Fairly badly	31%	30%	34%	31%	36%	26%	32%	30%	32%	30%	31%	32%	28%	31%	30%	31%	34%	33%	31%	32%	29%	31%	27%
Very badly	41%	57%	26%	25%	28%	60%	40%	41%	21%	39%	45%	49%	36%	43%	42%	41%	34%	41%	37%	37%	46%	45%	47%
Don't know	13%	6%	13%	14%	12%	6%	10%	15%	30%	15%	8%	6%	11%	12%	14%	13%	15%	12%	9%	16%	14%	11%	15%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	2%	0%	2%	2%	2%	1%	3%	1%	6%	2%	2%	1%	5%	1%	2%	3%	2%	1%	2%	1%	2%	4%	3%
Fairly well	17%	8%	27%	26%	22%	12%	18%	16%	23%	17%	18%	15%	23%	15%	17%	17%	18%	19%	19%	17%	16%	15%	17%
Fairly badly	25%	31%	23%	27%	27%	26%	23%	27%	16%	26%	25%	26%	22%	26%	25%	24%	28%	21%	29%	25%	21%	26%	18%
Very badly	35%	40%	29%	27%	30%	44%	40%	31%	22%	34%	39%	40%	33%	37%	32%	37%	35%	33%	33%	34%	40%	33%	38%
Don't know	21%	21%	18%	19%	19%	17%	16%	25%	33%	22%	16%	18%	17%	22%	25%	19%	17%	27%	17%	23%	22%	21%	24%

Defence

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	4%	1%	7%	4%	4%	2%	6%	2%	9%	4%	2%	2%	7%	2%	4%	4%	5%	5%	5%	4%	4%	3%	2%
Fairly well	30%	17%	44%	42%	41%	21%	36%	24%	26%	33%	32%	23%	35%	29%	28%	30%	30%	29%	34%	33%	22%	31%	21%
Fairly badly	22%	31%	18%	21%	19%	28%	22%	22%	13%	19%	24%	29%	20%	23%	20%	22%	19%	26%	24%	21%	19%	24%	20%
Very badly	21%	33%	8%	8%	11%	33%	22%	19%	10%	17%	23%	29%	13%	23%	21%	21%	23%	17%	19%	17%	25%	18%	30%
Don't know	24%	18%	23%	26%	24%	16%	15%	32%	42%	26%	19%	16%	25%	23%	27%	23%	23%	23%	18%	25%	29%	25%	26%

The economy

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	1%	-	2%	-	1%	0%	2%	0%	4%	1%	1%	1%	3%	1%	1%	1%	2%	-	1%	0%	1%	2%	1%
Fairly well	13%	4%	25%	20%	20%	5%	16%	10%	19%	13%	14%	8%	17%	11%	11%	14%	12%	18%	16%	13%	11%	12%	10%
Fairly badly	31%	23%	38%	37%	38%	23%	27%	33%	32%	34%	27%	27%	34%	29%	32%	29%	36%	26%	31%	33%	26%	33%	27%
Very badly	46%	70%	26%	33%	31%	69%	48%	44%	19%	42%	51%	60%	36%	50%	44%	48%	40%	46%	45%	44%	49%	46%	50%
Don't know	10%	3%	9%	11%	10%	3%	7%	12%	26%	10%	6%	4%	9%	9%	12%	9%	10%	9%	6%	10%	13%	7%	12%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	5%	1%	8%	11%	7%	2%	6%	4%	8%	6%	4%	3%	8%	4%	4%	5%	8%	9%	8%	5%	4%	4%	3%
Fairly well	31%	24%	47%	37%	43%	23%	35%	28%	28%	34%	34%	26%	38%	29%	29%	34%	30%	26%	38%	32%	23%	37%	20%
Fairly badly	17%	23%	14%	19%	14%	21%	17%	18%	19%	14%	18%	22%	11%	20%	16%	18%	18%	15%	15%	19%	20%	16%	17%
Very badly	23%	35%	9%	11%	12%	36%	25%	21%	7%	22%	24%	32%	16%	25%	23%	24%	23%	22%	22%	18%	26%	23%	36%
Don't know	23%	17%	23%	22%	24%	17%	17%	29%	38%	25%	20%	17%	27%	22%	28%	20%	21%	28%	18%	27%	27%	20%	24%

Transport

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	2%	0%	4%	2%	2%	1%	3%	2%	7%	3%	1%	1%	6%	1%	2%	3%	4%	1%	3%	1%	4%	1%	1%
Fairly well	23%	13%	34%	30%	29%	16%	26%	21%	33%	23%	24%	19%	33%	20%	22%	24%	20%	27%	24%	25%	21%	25%	20%
Fairly badly	30%	38%	29%	35%	32%	32%	29%	31%	23%	30%	31%	32%	27%	33%	28%	29%	30%	27%	35%	34%	23%	26%	23%
Very badly	22%	29%	13%	14%	14%	32%	24%	19%	9%	21%	25%	26%	17%	22%	24%	21%	22%	21%	21%	18%	26%	22%	26%
Don't know	23%	21%	20%	20%	23%	20%	18%	27%	29%	24%	19%	22%	17%	24%	24%	24%	24%	24%	17%	23%	27%	26%	30%

Housing

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	1%	-	3%	0%	1%	0%	1%	1%	3%	1%	1%	1%	3%	1%	1%	1%	2%	-	1%	1%	1%	1%	2%
Fairly well	15%	9%	25%	20%	21%	8%	18%	12%	22%	17%	12%	11%	19%	14%	15%	16%	15%	12%	20%	14%	12%	18%	8%
Fairly badly	34%	38%	36%	37%	38%	33%	31%	36%	28%	32%	35%	38%	32%	36%	30%	33%	33%	36%	34%	38%	29%	33%	31%
Very badly	34%	39%	21%	23%	24%	47%	36%	33%	19%	34%	39%	36%	35%	33%	35%	35%	37%	25%	31%	28%	41%	35%	44%
Don't know	16%	14%	16%	20%	16%	11%	14%	18%	29%	16%	12%	14%	11%	17%	19%	15%	14%	26%	13%	20%	17%	13%	16%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	3%	1%	4%	1%	2%	1%	3%	2%	7%	2%	2%	2%	7%	1%	2%	3%	3%	1%	3%	2%	3%	2%	2%
Fairly well	21%	12%	29%	28%	27%	15%	23%	19%	19%	23%	22%	17%	23%	19%	22%	23%	18%	22%	25%	20%	19%	21%	17%
Fairly badly	32%	38%	33%	34%	34%	34%	31%	33%	26%	30%	34%	36%	31%	32%	29%	32%	36%	32%	32%	37%	26%	31%	30%
Very badly	24%	30%	16%	18%	20%	31%	25%	23%	13%	24%	25%	27%	17%	26%	28%	22%	24%	21%	25%	18%	29%	22%	29%
Don't know	21%	20%	17%	19%	17%	19%	18%	23%	35%	20%	17%	19%	22%	22%	19%	19%	19%	24%	15%	24%	23%	24%	21%

Welfare benefits

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very well	2%	0%	2%	1%	2%	0%	2%	1%	6%	1%	1%	1%	5%	0%	1%	1%	6%	1%	2%	1%	3%	2%	2%
Fairly well	12%	8%	19%	20%	18%	7%	14%	11%	13%	13%	12%	11%	18%	10%	14%	12%	12%	8%	16%	12%	11%	12%	7%
Fairly badly	31%	32%	36%	36%	35%	29%	29%	33%	29%	30%	32%	33%	29%	35%	35%	26%	26%	27%	32%	33%	28%	33%	26%
Very badly	39%	51%	28%	31%	32%	54%	41%	38%	19%	38%	46%	47%	32%	39%	37%	44%	39%	46%	38%	38%	40%	38%	50%
Don't know	16%	9%	16%	12%	14%	9%	14%	17%	34%	18%	10%	9%	17%	15%	14%	16%	17%	18%	13%	17%	18%	15%	15%

How good or bad would you say the NHS services in your LOCAL area are?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very good	9%	10%	10%	12%	10%	8%	12%	7%	17%	7%	9%	11%	14%	8%	8%	12%	8%	8%	8%	10%	10%	9%	11%
Fairly good	48%	51%	50%	51%	50%	47%	49%	47%	44%	46%	47%	53%	49%	48%	48%	48%	50%	31%	51%	47%	46%	48%	42%
Fairly bad	26%	26%	24%	26%	27%	28%	24%	28%	17%	26%	27%	28%	22%	27%	27%	23%	23%	45%	28%	27%	23%	25%	27%
Very bad	10%	9%	10%	6%	7%	12%	7%	12%	6%	10%	13%	7%	4%	11%	10%	9%	11%	12%	9%	9%	11%	9%	13%
Don't know	7%	4%	6%	5%	6%	5%	9%	6%	17%	11%	3%	1%	11%	6%	7%	8%	9%	5%	5%	8%	10%	9%	7%

Fieldwork Dates: 25th - 27th October 2025

Sample size: 1767 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 how good or bad would you say the NHS services
NATIONALLY are?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very good	3%	1%	4%	2%	3%	1%	4%	1%	10%	3%	1%	1%	9%	1%	1%	4%	1%	4%	3%	2%	4%	2%	3%
Fairly good	24%	20%	28%	29%	25%	20%	28%	20%	30%	21%	22%	27%	29%	25%	25%	21%	16%	19%	24%	24%	21%	26%	24%
Fairly bad	41%	45%	43%	39%	43%	43%	38%	43%	27%	43%	38%	44%	36%	40%	45%	43%	33%	41%	44%	42%	37%	38%	35%
Very bad	19%	21%	16%	19%	18%	24%	16%	22%	5%	19%	28%	17%	9%	21%	18%	17%	30%	29%	21%	17%	19%	19%	21%
Don't know	14%	13%	10%	12%	11%	12%	14%	14%	27%	14%	10%	11%	17%	13%	12%	14%	20%	7%	8%	15%	18%	14%	17%

Do you expect the NHS to get better, worse or stay the same
over the next few years?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Get much better	3%	-	5%	3%	2%	1%	4%	2%	10%	3%	2%	1%	7%	2%	1%	3%	2%	5%	2%	2%	5%	3%	3%
Get a little better	14%	10%	24%	18%	19%	8%	16%	12%	18%	13%	12%	14%	17%	14%	13%	14%	11%	10%	19%	12%	12%	14%	8%
Stay the same	24%	24%	20%	34%	23%	23%	28%	19%	25%	21%	24%	28%	20%	24%	23%	24%	28%	24%	23%	24%	24%	25%	24%
Get a little worse	29%	32%	29%	24%	32%	31%	26%	33%	17%	31%	31%	30%	24%	29%	33%	31%	27%	32%	31%	31%	27%	29%	27%
Get much worse	21%	24%	17%	17%	17%	29%	18%	24%	8%	21%	27%	21%	20%	23%	22%	19%	20%	22%	21%	20%	23%	19%	26%
Don't know	9%	10%	6%	4%	6%	7%	9%	10%	23%	10%	5%	6%	12%	8%	9%	9%	12%	7%	4%	12%	10%	10%	13%

Thinking about how the NHS compares to the healthcare
systems of other European countries, do you think...?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
The NHS provides better quality healthcare than in other European countries	17%	18%	19%	16%	16%	16%	17%	18%	21%	17%	18%	15%	20%	18%	16%	17%	15%	11%	15%	18%	14%	22%	20%
The NHS provides about the same quality of healthcare as in other European countries	29%	20%	34%	34%	34%	24%	33%	25%	32%	33%	26%	22%	33%	24%	28%	33%	30%	31%	30%	30%	32%	26%	20%
The NHS provides worse quality healthcare than in other European countries	26%	31%	23%	29%	26%	31%	25%	27%	12%	23%	29%	34%	19%	31%	25%	22%	28%	25%	34%	23%	24%	19%	23%
Don't know	28%	31%	24%	21%	24%	28%	25%	31%	34%	28%	26%	29%	29%	27%	31%	28%	27%	34%	21%	30%	30%	32%	38%

Fieldwork Dates: 25th - 27th October 2025

Sample size: 1767 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 how NHS healthcare is FUNDED, which of the following best reflects your view?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Healthcare should be funded by general taxation from everyone	66%	62%	79%	74%	79%	61%	66%	67%	50%	68%	72%	65%	61%	65%	73%	67%	66%	65%	74%	70%	57%	63%	55%
Healthcare should be funded by compulsory health insurance for everyone, paid for from taxation for the least well off, and deducted from other people's wages	12%	14%	8%	13%	10%	13%	13%	11%	16%	9%	11%	16%	17%	11%	10%	11%	12%	16%	12%	10%	15%	8%	12%
Healthcare should only be funded by taxation for the least well off, with other people choosing to take out voluntary insurance if they wished	6%	7%	5%	4%	4%	9%	7%	5%	2%	6%	5%	8%	6%	7%	6%	5%	5%	5%	5%	4%	7%	7%	12%
None of these	5%	8%	3%	1%	2%	7%	4%	5%	2%	4%	6%	5%	4%	5%	2%	7%	3%	4%	3%	4%	7%	3%	5%
Don't know	11%	9%	5%	7%	5%	11%	10%	13%	29%	13%	6%	6%	12%	12%	10%	11%	13%	10%	4%	11%	14%	19%	17%

And thinking about how NHS healthcare is PROVIDED, which of the following best reflects your view?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
The NHS should provide all its own treatment, there should be no role for private providers in the NHS	25%	15%	30%	21%	28%	22%	28%	22%	25%	31%	27%	13%	26%	21%	25%	32%	23%	28%	24%	24%	27%	29%	23%
The NHS should be able to use private companies to provide treatment alongside its own services if they can provide it at NHS prices	62%	77%	63%	73%	65%	69%	60%	64%	41%	53%	68%	81%	59%	66%	62%	56%	64%	64%	69%	63%	56%	53%	59%
All NHS provision should be privatised, with the NHS paying private companies to provide treatment	2%	2%	1%	2%	2%	3%	3%	2%	2%	3%	1%	2%	2%	3%	1%	3%	1%	1%	3%	2%	2%	1%	1%
None of these	1%	1%	0%	-	0%	1%	1%	1%	2%	1%	0%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	2%
Don't know	10%	4%	6%	5%	5%	5%	9%	11%	31%	11%	3%	3%	11%	10%	10%	8%	12%	7%	3%	10%	13%	15%	15%

Which of the following best reflects your view?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Local health services should have the ability to set their own priorities and respond to local needs, even if this means different drugs and services are only available in certain areas	37%	33%	43%	37%	38%	34%	37%	37%	49%	36%	34%	36%	43%	38%	33%	36%	38%	34%	38%	41%	38%	31%	31%
The NHS should provide the same drugs and services across the whole country, even if this means local health services have less ability to set their own priorities or respond to local needs	45%	53%	41%	48%	48%	48%	46%	43%	23%	42%	53%	51%	39%	42%	52%	47%	42%	47%	50%	43%	40%	42%	47%
Don't know	18%	14%	16%	15%	14%	17%	17%	20%	28%	22%	14%	13%	18%	20%	15%	18%	20%	20%	11%	17%	22%	28%	23%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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 would you say the education and schools in your LOCAL area are?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very good	8%	8%	10%	13%	8%	7%	8%	8%	13%	7%	8%	8%	16%	8%	4%	8%	5%	10%	11%	8%	8%	4%	6%
Fairly good	41%	49%	44%	42%	47%	40%	37%	45%	31%	41%	42%	45%	37%	42%	45%	38%	45%	39%	45%	41%	37%	44%	38%
Fairly bad	16%	13%	13%	11%	13%	17%	16%	16%	25%	15%	15%	12%	13%	17%	13%	15%	18%	18%	15%	14%	20%	15%	14%
Very bad	5%	3%	4%	2%	4%	6%	7%	4%	6%	6%	7%	3%	3%	4%	7%	7%	6%	6%	5%	6%	7%	4%	4%
Don't know	30%	26%	28%	33%	28%	31%	32%	27%	25%	31%	27%	32%	31%	29%	31%	32%	27%	26%	24%	32%	29%	34%	39%

And how good or bad would you say education and schools NATIONALLY are?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very good	2%	1%	4%	2%	2%	1%	4%	1%	10%	2%	1%	1%	7%	1%	0%	3%	1%	6%	2%	1%	4%	3%	2%
Fairly good	30%	29%	35%	33%	35%	25%	30%	30%	36%	29%	31%	29%	29%	29%	35%	30%	28%	23%	34%	30%	28%	28%	24%
Fairly bad	29%	35%	28%	28%	28%	34%	29%	29%	26%	27%	34%	29%	27%	32%	29%	25%	26%	34%	30%	29%	29%	30%	25%
Very bad	8%	8%	8%	8%	7%	11%	9%	8%	2%	10%	9%	7%	5%	8%	7%	10%	13%	6%	11%	8%	9%	4%	7%
Don't know	30%	28%	25%	29%	29%	30%	29%	32%	26%	33%	24%	34%	32%	29%	29%	31%	32%	31%	23%	32%	30%	35%	42%

Do you expect standard in schools to get better, worse or stay the same over the next few years?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Get much better	2%	-	4%	1%	3%	0%	3%	1%	6%	2%	1%	1%	6%	1%	1%	2%	1%	5%	3%	1%	4%	2%	1%
Get a little better	12%	5%	15%	19%	15%	6%	12%	11%	25%	11%	11%	8%	17%	9%	11%	12%	17%	7%	13%	11%	12%	14%	7%
Stay the same	32%	32%	32%	37%	31%	31%	32%	31%	33%	31%	31%	34%	29%	34%	32%	32%	29%	27%	30%	33%	34%	29%	33%
Get a little worse	23%	31%	22%	19%	23%	25%	21%	24%	18%	20%	27%	25%	22%	22%	23%	21%	25%	29%	26%	23%	21%	20%	18%
Get much worse	12%	13%	10%	10%	9%	18%	12%	12%	4%	12%	16%	10%	9%	13%	12%	12%	11%	9%	16%	11%	10%	9%	13%
Don't know	20%	19%	18%	14%	19%	20%	20%	20%	14%	24%	15%	21%	17%	20%	21%	21%	18%	22%	12%	22%	19%	26%	29%

Fieldwork Dates: 25th - 27th October 2025

Sample size: 1767 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 how British schools compare to the education systems in other European countries, do you think...?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
British schools provide better quality education than in other European countries	8%	4%	9%	8%	6%	5%	8%	8%	19%	8%	6%	4%	13%	5%	8%	9%	8%	8%	8%	7%	9%	9%	5%
British schools provide about the same quality of education as in other European countries	27%	25%	30%	34%	32%	23%	32%	23%	33%	27%	27%	26%	32%	26%	27%	27%	33%	18%	30%	25%	31%	25%	21%
British schools provide worse quality education than in other European countries	29%	35%	29%	29%	29%	34%	28%	31%	21%	28%	33%	32%	18%	32%	30%	28%	33%	31%	35%	29%	23%	27%	30%
Don't know	36%	36%	33%	29%	33%	37%	33%	39%	27%	38%	34%	38%	37%	37%	35%	36%	26%	44%	28%	38%	36%	40%	44%

Thinking about the amount of freedom schools are given to govern themselves, and the amount of control local and central government have over them, do you think...

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base: All GB adults	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Local and central government have too much control over schools, and schools should have more freedom to make their own decisions	30%	38%	29%	33%	29%	34%	28%	32%	27%	26%	31%	37%	30%	32%	28%	28%	27%	31%	36%	26%	28%	29%	29%
Schools have too much freedom to make their own decisions, and local and central government should have more powers over them	17%	14%	17%	16%	15%	20%	21%	14%	14%	18%	17%	17%	17%	16%	19%	19%	14%	18%	19%	16%	18%	13%	17%
The current balance is about right	23%	22%	25%	29%	28%	18%	22%	23%	27%	21%	25%	21%	28%	20%	25%	22%	24%	22%	24%	25%	23%	21%	15%
Don't know	30%	26%	29%	22%	27%	28%	29%	31%	32%	35%	27%	25%	24%	32%	28%	30%	36%	29%	21%	33%	31%	37%	40%

Generally speaking, do you think large businesses have a positive or negative impact on Britain?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
A positive impact	30%	44%	27%	20%	25%	39%	34%	26%	23%	25%	31%	42%	30%	31%	29%	31%	26%	27%	35%	30%	29%	25%	25%
A negative impact	19%	9%	23%	23%	25%	12%	22%	16%	26%	22%	18%	11%	22%	18%	14%	21%	17%	23%	20%	20%	18%	18%	15%
Both equally	37%	39%	38%	45%	38%	39%	35%	40%	33%	37%	42%	37%	37%	37%	41%	36%	39%	36%	36%	38%	36%	42%	38%
Don't know	14%	9%	11%	11%	13%	10%	9%	18%	19%	17%	9%	10%	11%	13%	16%	12%	18%	13%	9%	12%	17%	15%	22%

Fieldwork Dates: 25th - 27th October 2025

Sample size: 1767 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 how business is regulated in Britain today, do you think businesses face too much regulation, too little regulation, or is the balance about right?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Too much regulation	22%	39%	11%	15%	14%	34%	26%	17%	11%	16%	25%	32%	19%	24%	21%	20%	24%	18%	24%	19%	25%	18%	20%
Too little regulation	24%	13%	33%	28%	30%	17%	27%	21%	30%	28%	22%	15%	28%	23%	16%	28%	24%	22%	27%	25%	19%	25%	21%
The balance is about right	28%	27%	33%	31%	33%	25%	30%	26%	25%	26%	33%	27%	29%	26%	33%	27%	30%	28%	30%	26%	29%	29%	24%
Don't know	27%	22%	24%	26%	23%	24%	18%	35%	34%	29%	19%	26%	24%	27%	31%	25%	22%	32%	19%	30%	27%	29%	35%

And thinking about the taxes that most businesses in Britain pay, do you think businesses have to pay too much tax, do not pay enough tax, or is the balance about right?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Businesses have to pay too much tax	20%	38%	9%	12%	14%	29%	21%	18%	13%	14%	22%	30%	15%	23%	20%	17%	21%	18%	22%	17%	23%	15%	21%
Businesses do not pay enough tax	33%	20%	44%	39%	41%	25%	37%	29%	34%	38%	33%	23%	36%	30%	32%	35%	33%	34%	33%	36%	27%	35%	30%
The balance is about right	21%	23%	23%	25%	24%	22%	23%	20%	11%	20%	27%	22%	23%	19%	24%	24%	15%	20%	28%	18%	20%	20%	18%
Don't know	26%	20%	24%	23%	21%	24%	19%	34%	43%	28%	18%	25%	26%	28%	24%	24%	31%	28%	17%	29%	31%	30%	32%

Current Sunday trading laws mean that most shops in England & Wales are only allowed to open for 6 hours on Sundays. Which of the following best reflects your view?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Shops should be allowed to open for as long as they want on Sundays	52%	44%	57%	51%	53%	49%	56%	48%	50%	57%	48%	47%	55%	49%	45%	53%	68%	53%	56%	56%	47%	41%	52%
Shops should only be allowed to open for six hours on Sundays	27%	36%	28%	32%	31%	27%	22%	32%	24%	23%	30%	34%	25%	28%	36%	26%	16%	29%	28%	26%	31%	26%	25%
Shops should not be allowed to open at all on Sundays	14%	18%	8%	11%	10%	19%	15%	13%	9%	11%	19%	17%	8%	17%	15%	14%	8%	12%	12%	12%	14%	23%	14%
Don't know	7%	2%	6%	6%	5%	5%	7%	7%	18%	9%	2%	2%	11%	6%	4%	7%	8%	6%	3%	7%	8%	11%	10%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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

On the subject of climate change do you think:

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
The world's climate is changing as a result of human activity	68%	62%	87%	82%	86%	53%	64%	71%	68%	71%	70%	60%	74%	67%	68%	68%	61%	67%	77%	73%	59%	60%	56%
The world's climate is changing but NOT because of human activity	17%	24%	6%	9%	7%	29%	20%	13%	10%	12%	18%	26%	11%	17%	17%	17%	19%	19%	14%	14%	20%	20%	20%
The world's climate is NOT changing	4%	4%	2%	1%	1%	6%	4%	4%	3%	4%	4%	4%	5%	3%	4%	5%	2%	3%	4%	5%	3%	3%	5%
Not sure	12%	9%	6%	8%	5%	12%	11%	12%	18%	14%	8%	9%	10%	12%	11%	11%	18%	11%	5%	9%	18%	17%	19%

Do you think concerns about climate change have or have not been exaggerated?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Have been exaggerated - the threat is not as real as many scientists have said	22%	31%	9%	12%	10%	38%	28%	17%	14%	17%	25%	34%	19%	24%	20%	22%	29%	23%	20%	20%	28%	22%	25%
Have not been exaggerated - the threat is every bit as real as scientists have said	63%	55%	84%	78%	83%	46%	59%	67%	62%	68%	62%	55%	68%	62%	63%	65%	56%	66%	71%	66%	54%	60%	53%
Don't know	14%	15%	8%	10%	7%	17%	13%	15%	24%	15%	12%	11%	13%	14%	16%	14%	16%	12%	8%	14%	18%	18%	22%

Generally speaking, do you think the government is doing and spending too much to try and reduce carbon emissions, not doing or spending enough to reduce carbon emissions, or are they getting the balance about right?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Are doing and spending too much to try and reduce carbon emissions	28%	49%	10%	16%	13%	48%	34%	22%	14%	20%	32%	45%	18%	30%	29%	27%	32%	32%	28%	27%	28%	25%	33%
Are not doing or spending enough to try and reduce carbon emissions	37%	21%	54%	46%	50%	24%	34%	39%	44%	42%	36%	24%	46%	35%	36%	37%	29%	38%	43%	37%	34%	31%	29%
Are getting the balance about right	14%	10%	19%	17%	18%	11%	16%	13%	13%	15%	16%	12%	12%	13%	17%	17%	12%	13%	16%	14%	15%	15%	10%
Don't know	21%	20%	17%	21%	19%	17%	16%	26%	29%	24%	15%	18%	24%	22%	19%	18%	27%	16%	13%	22%	23%	28%	28%

Fieldwork Dates: 25th - 27th October 2025

Sample size: 1767 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

Compared to other countries around the world, do you think Britain is doing more or less to reduce carbon emissions, or about the same?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Britain is doing more than most other countries to reduce carbon emissions	40%	59%	34%	33%	34%	56%	50%	31%	22%	33%	48%	54%	31%	42%	41%	41%	39%	51%	47%	40%	36%	33%	39%
Britain is doing less than most other countries to reduce carbon emissions	11%	6%	13%	14%	12%	7%	11%	12%	21%	14%	8%	5%	13%	11%	10%	11%	15%	12%	9%	11%	13%	13%	11%
Britain is doing about the same as most other countries to reduce carbon emissions	21%	12%	31%	34%	28%	15%	20%	22%	19%	23%	21%	18%	28%	22%	18%	22%	15%	14%	25%	21%	20%	18%	15%
Don't know	28%	23%	23%	20%	25%	22%	20%	35%	37%	30%	23%	23%	28%	26%	31%	26%	31%	24%	18%	28%	30%	37%	36%

How important, if at all, do you think the following are to the British economy these days?
Car manufacturing

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	24%	34%	20%	16%	19%	34%	26%	22%	12%	17%	28%	38%	18%	26%	28%	25%	17%	25%	22%	21%	27%	30%	26%
Fairly important	42%	43%	44%	48%	46%	40%	41%	42%	39%	42%	44%	41%	44%	39%	43%	43%	44%	42%	44%	43%	40%	41%	37%
Not very important	17%	15%	21%	19%	21%	14%	18%	16%	18%	19%	18%	13%	17%	17%	16%	17%	20%	14%	22%	18%	14%	14%	11%
Not important at all	3%	2%	3%	5%	2%	3%	3%	2%	2%	3%	2%	3%	1%	4%	1%	2%	2%	7%	4%	3%	2%	1%	3%
Don't know	14%	6%	12%	12%	12%	9%	11%	17%	29%	19%	8%	6%	19%	14%	13%	13%	17%	12%	9%	15%	18%	14%	23%

Oil and gas extraction

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	26%	36%	18%	17%	17%	39%	31%	21%	12%	17%	30%	45%	24%	24%	27%	27%	36%	26%	26%	24%	29%	26%	29%
Fairly important	37%	45%	37%	43%	39%	37%	36%	38%	34%	37%	39%	37%	34%	38%	34%	39%	40%	32%	39%	35%	39%	39%	30%
Not very important	16%	7%	24%	17%	24%	9%	16%	15%	18%	19%	16%	8%	18%	17%	18%	13%	11%	19%	19%	19%	11%	12%	10%
Not important at all	4%	1%	6%	6%	4%	3%	4%	3%	8%	5%	3%	2%	3%	3%	4%	5%	2%	7%	3%	5%	3%	3%	5%
Don't know	17%	11%	16%	17%	17%	12%	12%	22%	27%	22%	12%	9%	21%	18%	17%	17%	11%	16%	12%	18%	18%	19%	26%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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

Power generation

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	42%	48%	42%	41%	40%	53%	49%	35%	22%	35%	50%	56%	35%	40%	42%	42%	54%	48%	43%	39%	45%	42%	41%
Fairly important	37%	38%	38%	44%	43%	30%	34%	40%	43%	40%	35%	31%	38%	39%	37%	39%	27%	30%	41%	40%	30%	40%	30%
Not very important	5%	4%	7%	3%	6%	5%	5%	6%	5%	6%	5%	3%	8%	4%	5%	6%	5%	6%	7%	4%	5%	4%	5%
Not important at all	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	-	1%	2%	1%	4%	1%	1%	1%	2%	2%	2%
Don't know	15%	10%	12%	11%	11%	11%	11%	18%	27%	18%	9%	9%	19%	16%	14%	12%	10%	15%	8%	17%	17%	12%	23%

Software development

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	32%	42%	32%	33%	33%	37%	38%	26%	22%	27%	38%	40%	29%	34%	34%	30%	37%	24%	35%	29%	30%	37%	31%
Fairly important	41%	39%	42%	44%	42%	42%	42%	41%	43%	39%	43%	44%	44%	38%	41%	43%	42%	48%	45%	44%	39%	36%	34%
Not very important	8%	7%	10%	8%	9%	8%	7%	10%	7%	11%	7%	6%	9%	9%	8%	9%	8%	8%	9%	7%	10%	7%	7%
Not important at all	1%	-	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	-	2%	1%	1%	2%	2%	2%
Don't know	17%	11%	15%	12%	14%	12%	12%	21%	26%	22%	11%	9%	17%	18%	16%	16%	13%	18%	10%	18%	19%	18%	25%

Arts and creative industries

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	21%	12%	32%	28%	30%	15%	22%	20%	17%	23%	21%	19%	23%	20%	16%	24%	22%	23%	23%	24%	15%	19%	18%
Fairly important	33%	37%	32%	39%	36%	33%	29%	36%	23%	30%	36%	38%	32%	35%	37%	29%	31%	28%	38%	31%	29%	32%	30%
Not very important	24%	34%	22%	18%	19%	32%	26%	23%	22%	22%	27%	27%	25%	23%	24%	26%	26%	21%	24%	22%	28%	29%	16%
Not important at all	8%	7%	3%	6%	5%	10%	11%	6%	13%	7%	8%	8%	4%	8%	10%	8%	8%	13%	6%	7%	11%	8%	11%
Don't know	14%	10%	12%	9%	10%	11%	12%	17%	25%	19%	7%	8%	15%	15%	13%	13%	14%	15%	9%	16%	16%	13%	24%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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

Online and internet companies

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	23%	27%	23%	22%	23%	23%	26%	19%	19%	20%	27%	25%	27%	20%	21%	23%	29%	16%	25%	23%	20%	20%	22%
Fairly important	45%	46%	46%	53%	48%	48%	44%	45%	36%	41%	49%	51%	39%	46%	49%	45%	41%	44%	49%	45%	42%	47%	37%
Not very important	13%	15%	13%	11%	12%	16%	13%	13%	12%	13%	14%	13%	11%	13%	13%	13%	14%	18%	14%	12%	13%	15%	12%
Not important at all	3%	1%	1%	2%	2%	3%	3%	2%	4%	4%	1%	1%	3%	3%	3%	3%	-	3%	1%	2%	5%	3%	4%
Don't know	17%	10%	16%	12%	15%	11%	14%	19%	30%	22%	9%	10%	20%	18%	15%	15%	16%	18%	11%	18%	20%	16%	25%

Building and construction

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	39%	45%	39%	37%	36%	48%	41%	36%	24%	34%	44%	48%	35%	38%	38%	41%	41%	46%	40%	37%	41%	38%	39%
Fairly important	41%	44%	45%	45%	47%	37%	40%	42%	39%	41%	46%	39%	39%	41%	44%	44%	38%	33%	46%	44%	34%	42%	33%
Not very important	6%	5%	5%	9%	6%	5%	6%	5%	6%	5%	4%	7%	8%	6%	5%	4%	5%	6%	6%	5%	6%	6%	5%
Not important at all	1%	0%	1%	2%	1%	1%	1%	1%	4%	2%	0%	1%	1%	1%	1%	1%	5%	-	1%	1%	3%	1%	2%
Don't know	13%	7%	10%	8%	10%	9%	11%	15%	27%	18%	5%	5%	17%	14%	12%	10%	12%	15%	7%	13%	16%	13%	21%

Manufacturing

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	37%	52%	32%	33%	31%	51%	39%	35%	15%	27%	47%	55%	32%	36%	42%	35%	40%	41%	35%	34%	40%	38%	43%
Fairly important	35%	28%	37%	39%	38%	31%	34%	36%	40%	39%	31%	30%	32%	35%	32%	39%	35%	33%	35%	37%	34%	38%	26%
Not very important	13%	12%	18%	15%	18%	9%	14%	12%	14%	14%	15%	9%	16%	14%	11%	12%	11%	12%	18%	16%	7%	10%	6%
Not important at all	2%	2%	3%	3%	3%	2%	3%	2%	5%	2%	2%	1%	3%	2%	3%	3%	2%	2%	4%	2%	2%	2%	2%
Don't know	13%	6%	11%	11%	10%	8%	10%	15%	26%	18%	5%	5%	18%	13%	12%	11%	12%	13%	8%	12%	17%	12%	22%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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

Financial services

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	40%	52%	43%	39%	43%	44%	49%	31%	28%	35%	46%	48%	46%	38%	36%	42%	39%	40%	51%	41%	30%	29%	38%
Fairly important	37%	36%	38%	39%	37%	38%	31%	43%	33%	38%	39%	37%	30%	39%	39%	36%	40%	38%	35%	36%	41%	47%	28%
Not very important	7%	6%	7%	7%	6%	7%	7%	7%	8%	6%	7%	7%	7%	7%	8%	6%	6%	6%	5%	7%	9%	6%	7%
Not important at all	2%	-	2%	3%	2%	1%	2%	2%	3%	2%	1%	1%	1%	1%	3%	3%	1%	1%	1%	3%	1%	1%	1%
Don't know	14%	6%	11%	12%	12%	10%	11%	18%	28%	19%	8%	7%	16%	15%	14%	13%	14%	15%	8%	14%	19%	16%	25%

Retailing

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	31%	37%	31%	29%	31%	36%	32%	30%	20%	27%	38%	36%	31%	31%	32%	32%	31%	26%	32%	29%	29%	32%	39%
Fairly important	46%	48%	52%	47%	48%	48%	47%	45%	35%	46%	46%	50%	41%	47%	45%	47%	47%	46%	50%	47%	43%	47%	32%
Not very important	10%	8%	9%	11%	11%	7%	11%	9%	15%	9%	10%	8%	12%	7%	11%	10%	11%	14%	10%	9%	11%	8%	6%
Not important at all	1%	1%	1%	3%	1%	1%	1%	2%	3%	1%	2%	-	1%	1%	2%	2%	-	-	1%	1%	1%	1%	1%
Don't know	12%	6%	8%	10%	8%	8%	10%	14%	27%	17%	5%	5%	15%	14%	10%	10%	11%	14%	6%	13%	15%	12%	22%

Transport

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	32%	37%	34%	27%	30%	37%	32%	32%	23%	30%	36%	37%	34%	30%	33%	34%	36%	26%	30%	33%	32%	30%	38%
Fairly important	42%	43%	43%	46%	45%	43%	44%	41%	37%	41%	43%	47%	40%	45%	41%	42%	33%	49%	48%	41%	40%	43%	33%
Not very important	10%	11%	11%	11%	11%	11%	12%	9%	9%	10%	13%	8%	6%	10%	12%	11%	13%	10%	13%	11%	8%	10%	6%
Not important at all	2%	1%	2%	4%	2%	1%	2%	1%	4%	2%	0%	1%	2%	1%	3%	1%	4%	2%	1%	2%	2%	2%	2%
Don't know	14%	8%	11%	12%	11%	8%	10%	17%	27%	18%	8%	7%	19%	14%	11%	12%	14%	14%	8%	13%	17%	15%	21%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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

Tourism

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	37%	43%	39%	38%	39%	41%	37%	37%	25%	32%	46%	43%	39%	37%	37%	34%	44%	41%	41%	35%	35%	39%	36%
Fairly important	41%	40%	43%	49%	44%	40%	41%	41%	36%	41%	41%	43%	37%	43%	41%	44%	35%	37%	45%	44%	36%	40%	34%
Not very important	8%	10%	8%	5%	8%	9%	10%	7%	8%	9%	9%	8%	7%	7%	10%	11%	8%	8%	7%	10%	9%	8%	6%
Not important at all	3%	1%	2%	3%	2%	2%	3%	2%	8%	3%	2%	1%	3%	2%	3%	2%	4%	3%	2%	2%	5%	2%	2%
Don't know	11%	5%	8%	5%	7%	7%	9%	12%	22%	15%	3%	4%	14%	12%	9%	9%	9%	11%	5%	9%	14%	11%	21%

Agriculture

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	50%	65%	46%	50%	48%	62%	49%	50%	21%	41%	58%	71%	39%	54%	52%	46%	48%	62%	52%	47%	52%	48%	47%
Fairly important	28%	23%	33%	34%	34%	22%	29%	28%	33%	31%	30%	21%	26%	25%	29%	33%	36%	18%	32%	27%	26%	30%	27%
Not very important	8%	5%	10%	5%	8%	7%	10%	6%	13%	10%	7%	3%	15%	7%	4%	9%	5%	7%	8%	11%	6%	6%	3%
Not important at all	2%	1%	1%	3%	2%	1%	2%	1%	4%	2%	1%	0%	0%	1%	3%	2%	-	-	2%	2%	1%	2%	1%
Don't know	13%	5%	10%	8%	9%	8%	11%	14%	29%	17%	5%	4%	19%	12%	12%	10%	11%	13%	6%	13%	15%	14%	22%

Recreation and leisure industries

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	19%	20%	21%	16%	18%	21%	20%	18%	15%	17%	25%	18%	21%	17%	19%	20%	20%	18%	18%	17%	19%	19%	24%
Fairly important	45%	46%	49%	55%	50%	46%	43%	47%	28%	44%	47%	53%	45%	46%	48%	43%	45%	42%	50%	45%	41%	46%	38%
Not very important	19%	22%	17%	16%	19%	20%	21%	16%	20%	17%	19%	21%	13%	20%	16%	22%	17%	23%	20%	20%	18%	19%	11%
Not important at all	3%	2%	1%	4%	2%	4%	4%	2%	5%	3%	3%	2%	2%	4%	3%	2%	5%	2%	2%	3%	5%	2%	4%
Don't know	14%	10%	11%	9%	11%	9%	12%	16%	32%	20%	6%	5%	19%	14%	14%	13%	13%	15%	9%	15%	17%	15%	22%

Fieldwork Dates: 25th - 27th October 2025
Sample size: 1767 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

Legal services

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	21%	22%	23%	20%	21%	22%	24%	18%	23%	20%	22%	23%	30%	19%	21%	20%	27%	15%	21%	22%	20%	22%	23%
Fairly important	43%	48%	45%	43%	44%	45%	43%	44%	38%	42%	46%	46%	39%	44%	44%	47%	40%	37%	47%	41%	44%	45%	38%
Not very important	15%	18%	14%	20%	17%	19%	17%	14%	5%	13%	20%	19%	11%	15%	20%	15%	14%	24%	18%	16%	15%	13%	9%
Not important at all	2%	1%	2%	4%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	4%	2%	2%	1%	2%	4%
Don't know	18%	11%	16%	14%	16%	12%	14%	22%	32%	23%	10%	11%	19%	20%	14%	17%	18%	19%	13%	19%	20%	18%	27%

Telecommunications

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Very important	28%	34%	28%	27%	28%	33%	34%	23%	18%	23%	36%	36%	26%	28%	31%	28%	31%	27%	30%	26%	26%	30%	34%
Fairly important	42%	48%	41%	45%	42%	46%	41%	43%	32%	40%	44%	48%	34%	43%	39%	47%	39%	43%	45%	42%	44%	38%	32%
Not very important	11%	8%	13%	13%	13%	10%	11%	10%	11%	13%	11%	8%	13%	11%	12%	8%	12%	12%	12%	12%	10%	9%	7%
Not important at all	2%	-	2%	2%	1%	1%	1%	2%	3%	2%	1%	0%	2%	1%	2%	3%	1%	3%	1%	1%	1%	4%	4%
Don't know	17%	10%	15%	13%	15%	10%	12%	22%	36%	22%	9%	7%	24%	18%	15%	15%	17%	15%	11%	19%	19%	19%	23%

Thinking back over the past few years, do you think businesses are behaving better or worse than they were 10 years ago?

Unweighted base	1767	274	494	170	650	653	806	961	123	739	412	493	202	609	292	432	138	94	540	497	329	218	183
Base	1767	319	454	163	656	700	859	908	193	737	426	412	214	606	290	419	154	85	495	512	371	221	167
Much better	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	5%	1%	1%	2%	3%	3%	2%	2%	2%	1%	2%
A little better	14%	18%	12%	15%	14%	13%	14%	13%	15%	11%	15%	15%	14%	14%	15%	13%	10%	12%	16%	11%	13%	17%	10%
Exactly the same	23%	29%	21%	35%	25%	26%	24%	22%	14%	20%	24%	31%	21%	25%	23%	20%	29%	23%	25%	23%	21%	20%	25%
A little worse	26%	26%	25%	22%	26%	27%	29%	24%	25%	27%	27%	25%	31%	25%	24%	29%	24%	23%	25%	27%	26%	29%	23%
Much worse	14%	10%	18%	11%	15%	14%	15%	13%	9%	16%	16%	10%	11%	15%	14%	16%	8%	17%	16%	12%	12%	14%	15%
Don't know	21%	16%	21%	14%	18%	18%	16%	26%	34%	23%	16%	17%	18%	21%	22%	21%	26%	22%	15%	24%	25%	19%	25%

Cell Contents (Column Percentages)