

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Approve	12%	5%	24%	17%	18%	6%	17%	7%	16%	14%	9%	9%	21%	10%	13%	10%	10%	12%	16%	11%	13%	10%	4%
Disapprove	69%	89%	53%	62%	61%	86%	69%	69%	48%	64%	75%	82%	60%	70%	67%	72%	69%	72%	68%	70%	63%	75%	76%
Don't know	19%	6%	24%	21%	21%	8%	14%	24%	36%	22%	16%	9%	19%	19%	20%	18%	21%	16%	16%	19%	24%	15%	19%

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	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
0 - Would never consider voting for them	36%	2%	55%	41%	46%	23%	36%	37%	35%	46%	29%	26%	40%	31%	31%	37%	52%	48%	35%	35%	33%	45%	39%
1	7%	1%	10%	10%	8%	6%	8%	6%	9%	6%	8%	6%	9%	7%	8%	7%	2%	5%	6%	8%	6%	6%	8%
2	8%	1%	11%	9%	8%	8%	9%	7%	12%	7%	8%	7%	8%	9%	6%	8%	8%	8%	8%	7%	7%	8%	10%
3	7%	4%	6%	10%	6%	8%	8%	6%	7%	6%	9%	5%	5%	7%	7%	9%	5%	2%	6%	7%	7%	7%	5%
4	5%	4%	4%	3%	4%	6%	5%	5%	5%	4%	5%	6%	5%	4%	6%	5%	4%	7%	5%	4%	7%	4%	6%
5	10%	13%	7%	7%	9%	11%	8%	11%	7%	6%	13%	13%	11%	10%	10%	10%	7%	7%	8%	10%	13%	9%	6%
6	6%	12%	3%	6%	5%	9%	6%	6%	2%	5%	6%	9%	3%	8%	7%	5%	5%	5%	8%	4%	5%	7%	6%
7	6%	18%	2%	4%	5%	9%	7%	5%	2%	4%	10%	8%	4%	7%	7%	4%	5%	7%	7%	7%	6%	5%	4%
8	4%	15%	1%	4%	3%	8%	4%	5%	1%	3%	5%	8%	1%	6%	6%	4%	4%	-	5%	5%	4%	3%	3%
9	2%	9%	1%	-	1%	3%	2%	2%	3%	1%	2%	3%	4%	2%	1%	2%	1%	1%	2%	2%	3%	0%	2%
10 - Would definitely consider voting for them	5%	21%	1%	3%	4%	8%	5%	5%	1%	4%	5%	9%	8%	5%	5%	5%	2%	4%	7%	6%	2%	2%	5%
prefer not to answer	5%	0%	1%	2%	1%	2%	2%	6%	16%	6%	1%	1%	4%	4%	6%	5%	5%	4%	2%	5%	8%	3%	7%

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

Labour

Unweighted base		1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base		1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
0 - Would never consider voting for them		38%	61%	9%	26%	20%	60%	40%	37%	17%	33%	42%	54%	21%	42%	39%	38%	43%	38%	33%	37%	39%	44%	45%
1		7%	8%	4%	8%	7%	8%	8%	7%	5%	8%	7%	8%	8%	7%	8%	6%	6%	9%	7%	7%	6%	8%	9%
2		7%	10%	4%	8%	6%	7%	6%	7%	8%	6%	7%	6%	5%	7%	6%	6%	7%	7%	7%	6%	6%	8%	5%
3		7%	5%	6%	7%	10%	4%	7%	7%	8%	8%	7%	3%	8%	7%	6%	7%	5%	8%	8%	7%	4%	6%	9%
4		7%	5%	7%	11%	7%	5%	6%	7%	12%	6%	7%	5%	8%	6%	6%	6%	8%	8%	6%	8%	6%	8%	5%
5		8%	5%	14%	12%	11%	4%	8%	9%	14%	9%	8%	5%	12%	8%	6%	9%	9%	8%	9%	8%	11%	7%	5%
6		6%	2%	12%	8%	9%	2%	5%	6%	7%	7%	4%	4%	10%	5%	4%	7%	2%	5%	6%	5%	6%	6%	4%
7		6%	1%	13%	8%	11%	2%	6%	6%	4%	7%	6%	5%	8%	5%	9%	5%	8%	3%	9%	6%	6%	4%	3%
8		4%	0%	10%	4%	6%	2%	4%	3%	2%	5%	3%	3%	7%	2%	3%	4%	3%	3%	5%	3%	3%	1%	3%
9		1%	-	4%	1%	3%	0%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	-	2%	1%	1%	1%	0%
10 - Would definitely consider voting for them		5%	1%	16%	4%	10%	3%	6%	5%	4%	5%	6%	6%	8%	5%	4%	6%	1%	6%	6%	6%	5%	4%	5%
prefer not to answer		5%	0%	1%	2%	1%	2%	2%	6%	16%	6%	1%	1%	4%	4%	6%	5%	5%	4%	2%	5%	8%	3%	7%

Liberal Democrats

Unweighted base		1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base		1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
0 - Would never consider voting for them		30%	39%	15%	0%	13%	45%	32%	28%	21%	28%	31%	37%	21%	29%	33%	32%	29%	40%	25%	30%	33%	35%	32%
1		7%	8%	5%	2%	4%	10%	9%	5%	5%	8%	7%	5%	7%	6%	6%	7%	7%	5%	4%	7%	7%	9%	8%
2		7%	12%	6%	3%	7%	8%	5%	9%	7%	6%	6%	10%	9%	6%	5%	8%	6%	12%	6%	9%	6%	6%	8%
3		6%	7%	8%	3%	7%	5%	6%	7%	7%	6%	6%	6%	6%	6%	5%	7%	5%	9%	8%	6%	3%	9%	5%
4		7%	10%	7%	4%	9%	6%	7%	7%	5%	7%	8%	8%	8%	8%	8%	4%	10%	6%	8%	5%	9%	5%	8%
5		14%	14%	19%	11%	17%	12%	13%	16%	16%	16%	15%	11%	20%	13%	14%	16%	11%	9%	16%	12%	16%	15%	14%
6		7%	4%	11%	16%	12%	3%	8%	7%	9%	8%	7%	6%	8%	9%	6%	6%	8%	7%	9%	9%	7%	4%	6%
7		6%	2%	12%	13%	10%	3%	6%	6%	5%	6%	8%	5%	7%	6%	7%	6%	5%	3%	8%	7%	2%	8%	4%
8		5%	1%	9%	14%	8%	3%	6%	4%	3%	5%	5%	4%	4%	5%	4%	7%	3%	2%	7%	5%	4%	3%	2%
9		2%	-	2%	9%	3%	0%	1%	2%	1%	1%	2%	3%	2%	2%	1%	1%	1%	1%	3%	2%	1%	-	1%
10 - Would definitely consider voting for them		5%	2%	6%	22%	7%	2%	5%	4%	7%	4%	5%	5%	4%	7%	3%	2%	8%	2%	5%	5%	4%	4%	5%
prefer not to answer		5%	0%	1%	2%	1%	2%	2%	6%	16%	6%	1%	1%	4%	4%	6%	5%	5%	4%	2%	5%	8%	3%	7%

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Reform UK

Unweighted base		1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base		1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
0 - Would never consider voting for them		46%	22%	73%	65%	71%	23%	45%	48%	52%	52%	43%	37%	59%	43%	43%	46%	47%	48%	53%	47%	38%	49%	43%
1		3%	4%	3%	5%	4%	2%	3%	3%	3%	3%	1%	5%	2%	4%	2%	4%	2%	1%	4%	3%	2%	3%	5%
2		4%	3%	4%	3%	3%	4%	3%	4%	4%	3%	5%	3%	3%	3%	3%	4%	5%	1%	3%	5%	3%	2%	3%
3		4%	6%	3%	3%	4%	2%	3%	4%	9%	3%	2%	4%	4%	4%	3%	2%	3%	8%	2%	4%	5%	3%	2%
4		3%	5%	3%	3%	2%	5%	4%	3%	0%	4%	2%	4%	2%	4%	4%	4%	3%	3%	2%	3%	5%	5%	3%
5		7%	14%	2%	9%	4%	11%	6%	8%	5%	6%	9%	8%	7%	7%	7%	7%	9%	9%	7%	6%	8%	8%	8%
6		4%	7%	2%	4%	2%	6%	4%	3%	1%	4%	4%	5%	1%	5%	3%	3%	5%	3%	4%	3%	3%	4%	4%
7		4%	8%	4%	1%	3%	6%	6%	3%	4%	4%	5%	4%	4%	4%	5%	5%	5%	5%	5%	6%	4%	3%	2%
8		4%	9%	1%	3%	1%	7%	5%	3%	1%	2%	5%	6%	2%	4%	5%	4%	1%	3%	4%	4%	4%	2%	4%
9		3%	5%	2%	1%	1%	6%	4%	2%	1%	2%	5%	5%	1%	4%	3%	4%	2%	1%	3%	3%	3%	1%	5%
10 - Would definitely consider voting for them		13%	16%	3%	2%	3%	27%	15%	11%	5%	10%	18%	18%	10%	14%	16%	13%	12%	13%	11%	12%	18%	15%	14%
prefer not to answer		5%	0%	1%	2%	1%	2%	2%	6%	16%	6%	1%	1%	4%	4%	6%	5%	5%	4%	2%	5%	8%	3%	7%

Green Party

Unweighted base		1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base		1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
0 - Would never consider voting for them		33%	53%	15%	14%	18%	50%	39%	27%	17%	28%	37%	45%	24%	33%	33%	34%	36%	44%	29%	33%	38%	33%	33%
1		5%	7%	5%	5%	5%	7%	7%	4%	4%	6%	4%	6%	7%	6%	6%	4%	5%	7%	3%	6%	5%	7%	9%
2		7%	10%	7%	6%	6%	9%	7%	6%	3%	7%	7%	8%	8%	7%	5%	7%	7%	5%	9%	5%	6%	5%	5%
3		7%	9%	8%	7%	9%	7%	6%	8%	4%	6%	9%	8%	7%	6%	8%	8%	9%	4%	7%	6%	7%	12%	6%
4		4%	3%	7%	8%	6%	3%	4%	5%	5%	5%	3%	5%	3%	6%	2%	5%	5%	2%	5%	4%	4%	3%	4%
5		11%	8%	17%	16%	13%	9%	11%	12%	12%	12%	13%	9%	11%	12%	14%	11%	9%	5%	10%	11%	13%	13%	10%
6		6%	4%	8%	9%	8%	3%	6%	6%	9%	6%	7%	3%	8%	6%	6%	5%	6%	4%	8%	8%	2%	3%	5%
7		6%	2%	9%	11%	10%	3%	5%	6%	3%	6%	6%	6%	7%	6%	6%	5%	3%	6%	9%	5%	4%	4%	5%
8		5%	2%	9%	6%	8%	3%	4%	6%	9%	5%	5%	4%	6%	5%	3%	6%	5%	6%	7%	5%	4%	4%	5%
9		2%	-	2%	5%	3%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%
10 - Would definitely consider voting for them		9%	2%	12%	11%	13%	4%	8%	10%	17%	11%	7%	5%	14%	8%	9%	10%	8%	10%	9%	10%	7%	12%	11%
prefer not to answer		5%	0%	1%	2%	1%	2%	2%	6%	16%	6%	1%	1%	4%	4%	6%	5%	5%	4%	2%	5%	8%	3%	7%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Health	31%	23%	39%	38%	41%	25%	24%	37%	23%	31%	31%	34%	26%	30%	26%	34%	37%	37%	36%	28%	32%	24%	30%
Immigration & Asylum	55%	81%	37%	33%	38%	81%	53%	57%	30%	48%	65%	70%	45%	56%	62%	58%	46%	57%	50%	58%	57%	53%	63%
Crime	23%	24%	16%	13%	16%	29%	22%	23%	23%	22%	22%	23%	32%	17%	24%	24%	24%	20%	19%	22%	25%	22%	29%
The economy	53%	58%	60%	63%	58%	52%	56%	50%	42%	53%	55%	58%	51%	56%	51%	53%	55%	46%	61%	56%	43%	54%	43%
Tax	17%	21%	14%	12%	13%	19%	19%	14%	16%	19%	16%	13%	15%	19%	15%	15%	16%	17%	17%	16%	18%	23%	9%
Pensions	7%	7%	6%	5%	7%	8%	7%	6%	6%	3%	8%	11%	6%	6%	6%	7%	10%	7%	5%	5%	10%	9%	6%
Education	7%	3%	10%	9%	10%	3%	6%	9%	17%	8%	6%	4%	7%	7%	8%	8%	10%	6%	10%	6%	9%	4%	5%
Family life & childcare	5%	4%	7%	5%	7%	3%	5%	5%	2%	9%	2%	2%	4%	5%	5%	4%	3%	7%	5%	5%	5%	4%	3%
Housing	19%	6%	26%	20%	23%	13%	18%	20%	24%	25%	15%	12%	34%	19%	12%	19%	18%	18%	17%	20%	16%	19%	29%
The environment	14%	5%	18%	25%	21%	7%	14%	15%	24%	16%	14%	8%	19%	15%	13%	13%	10%	13%	17%	17%	12%	11%	8%
Britain leaving the EU	13%	5%	18%	24%	22%	5%	16%	10%	13%	12%	16%	12%	11%	16%	11%	10%	17%	11%	16%	11%	12%	14%	11%
Transport	3%	2%	2%	6%	2%	1%	5%	2%	14%	2%	2%	1%	2%	3%	2%	5%	4%	2%	2%	3%	4%	4%	4%
Welfare benefits	14%	20%	13%	14%	14%	17%	15%	13%	8%	13%	16%	17%	13%	15%	15%	15%	10%	12%	14%	13%	13%	13%	20%
Defence and security	14%	24%	12%	20%	12%	20%	16%	13%	10%	10%	15%	24%	7%	15%	19%	14%	16%	15%	16%	13%	14%	11%	17%
None of these	1%	-	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	-	1%	1%	-	1%	2%	0%	1%	1%	1%	-
Don't know	2%	1%	1%	1%	1%	0%	1%	3%	5%	3%	0%	0%	1%	2%	3%	2%	3%	2%	0%	2%	3%	2%	2%

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

National Health Service

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	2%	1%	4%	3%	2%	0%	3%	1%	8%	1%	2%	2%	6%	2%	3%	2%	1%	2%	2%	2%	3%	2%	1%
Fairly well	18%	12%	31%	28%	23%	13%	24%	12%	24%	17%	18%	17%	21%	20%	16%	16%	18%	11%	22%	17%	18%	14%	15%
Fairly badly	33%	39%	29%	38%	37%	30%	32%	33%	28%	32%	32%	36%	32%	34%	31%	34%	30%	29%	36%	34%	31%	32%	24%
Very badly	39%	43%	28%	25%	31%	52%	34%	43%	22%	40%	43%	43%	34%	35%	40%	41%	47%	51%	35%	37%	39%	44%	50%
Don't know	8%	5%	8%	7%	7%	5%	6%	10%	18%	10%	5%	3%	6%	9%	10%	8%	5%	7%	5%	10%	10%	8%	9%

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Immigration

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	1%	0%	3%	-	1%	1%	2%	0%	4%	1%	1%	0%	6%	1%	1%	0%	1%	1%	1%	1%	2%	-	1%
Fairly well	10%	2%	22%	14%	20%	2%	11%	9%	7%	12%	10%	7%	13%	11%	8%	9%	12%	6%	16%	10%	8%	6%	4%
Fairly badly	21%	12%	30%	37%	30%	10%	21%	20%	30%	23%	17%	17%	28%	18%	19%	22%	21%	22%	24%	22%	16%	21%	17%
Very badly	60%	83%	36%	42%	42%	84%	60%	60%	39%	53%	69%	73%	47%	62%	64%	59%	60%	62%	52%	60%	61%	64%	71%
Don't know	8%	3%	9%	7%	8%	4%	6%	11%	21%	11%	3%	3%	7%	9%	8%	9%	6%	9%	7%	7%	12%	9%	7%

Crime

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	1%	2%	2%	-	1%	1%	2%	0%	4%	2%	1%	-	5%	1%	1%	1%	2%	-	2%	1%	2%	1%	1%
Fairly well	18%	9%	34%	27%	29%	9%	20%	17%	17%	18%	20%	16%	20%	19%	17%	17%	17%	17%	24%	20%	14%	13%	11%
Fairly badly	29%	33%	28%	40%	32%	26%	30%	29%	33%	28%	25%	32%	27%	31%	29%	28%	29%	25%	28%	29%	31%	30%	25%
Very badly	37%	48%	21%	19%	24%	54%	39%	36%	26%	33%	44%	44%	39%	34%	40%	39%	40%	38%	34%	37%	35%	41%	48%
Don't know	14%	9%	15%	14%	14%	9%	9%	19%	20%	18%	9%	9%	9%	15%	13%	15%	12%	21%	12%	13%	18%	15%	14%

Education

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	2%	3%	4%	2%	1%	2%	4%	1%	10%	2%	2%	1%	7%	1%	3%	2%	2%	3%	2%	2%	4%	3%	0%
Fairly well	24%	18%	33%	35%	31%	18%	26%	22%	26%	25%	24%	22%	31%	24%	24%	23%	17%	24%	28%	23%	24%	23%	17%
Fairly badly	30%	38%	28%	30%	31%	32%	30%	30%	26%	26%	32%	36%	23%	32%	22%	32%	45%	24%	35%	32%	24%	27%	29%
Very badly	21%	20%	14%	13%	15%	28%	20%	22%	16%	23%	20%	22%	18%	18%	26%	24%	19%	26%	18%	21%	22%	20%	30%
Don't know	22%	20%	22%	19%	21%	22%	20%	25%	22%	24%	22%	20%	21%	25%	26%	19%	17%	23%	18%	22%	26%	26%	24%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	1%	0%	2%	1%	1%	1%	1%	0%	2%	1%	1%	0%	2%	1%	1%	0%	-	1%	1%	0%	1%	-	1%
Fairly well	11%	6%	20%	14%	18%	5%	13%	9%	11%	12%	12%	9%	18%	10%	11%	10%	11%	9%	12%	11%	12%	9%	8%
Fairly badly	32%	32%	39%	43%	41%	24%	30%	34%	36%	33%	28%	34%	33%	32%	31%	32%	35%	34%	34%	33%	29%	33%	29%
Very badly	44%	59%	26%	33%	30%	63%	48%	41%	29%	40%	52%	50%	36%	46%	45%	46%	43%	44%	43%	43%	45%	47%	48%
Don't know	12%	3%	13%	10%	10%	7%	8%	15%	22%	14%	7%	7%	11%	12%	13%	11%	12%	12%	9%	13%	13%	11%	14%

Unemployment

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	2%	1%	2%	2%	1%	1%	3%	1%	4%	2%	1%	0%	6%	1%	1%	1%	2%	3%	2%	2%	2%	-	1%
Fairly well	17%	11%	30%	25%	28%	9%	20%	14%	14%	17%	19%	17%	17%	17%	19%	16%	16%	13%	24%	16%	13%	19%	9%
Fairly badly	31%	35%	29%	37%	33%	30%	30%	32%	33%	31%	30%	31%	34%	32%	25%	31%	39%	25%	31%	33%	31%	28%	29%
Very badly	30%	39%	14%	14%	16%	43%	31%	29%	29%	26%	32%	35%	25%	28%	32%	33%	25%	40%	28%	28%	30%	32%	38%
Don't know	21%	13%	24%	22%	22%	17%	16%	25%	20%	24%	18%	17%	17%	22%	23%	20%	18%	20%	16%	21%	24%	21%	23%

Inflation

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	1%	-	2%	0%	1%	0%	1%	0%	2%	1%	1%	1%	4%	1%	0%	-	1%	-	1%	0%	2%	0%	0%
Fairly well	15%	7%	29%	20%	23%	8%	19%	11%	18%	13%	17%	14%	16%	15%	15%	14%	16%	13%	21%	12%	13%	15%	10%
Fairly badly	31%	39%	31%	40%	37%	27%	31%	32%	34%	30%	30%	35%	31%	34%	26%	30%	37%	27%	34%	34%	30%	26%	25%
Very badly	41%	49%	24%	27%	26%	57%	40%	41%	30%	42%	42%	43%	37%	38%	43%	45%	39%	47%	35%	40%	39%	47%	56%
Don't know	12%	5%	15%	12%	14%	8%	8%	16%	16%	15%	10%	8%	13%	11%	16%	12%	8%	13%	10%	13%	15%	11%	9%

Fieldwork Dates: 1st - 3rd November 2025
Sample size: 1752 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	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	2%	1%	3%	2%	2%	1%	2%	1%	5%	1%	1%	1%	5%	1%	2%	1%	0%	-	2%	2%	2%	1%	1%
Fairly well	16%	12%	28%	23%	22%	12%	19%	13%	17%	15%	18%	16%	15%	15%	18%	18%	13%	14%	20%	16%	17%	11%	11%
Fairly badly	25%	26%	23%	32%	27%	23%	24%	25%	22%	27%	21%	25%	31%	24%	22%	24%	27%	22%	25%	26%	20%	32%	21%
Very badly	38%	41%	28%	29%	32%	45%	41%	35%	33%	36%	41%	40%	34%	38%	36%	37%	44%	44%	38%	37%	37%	38%	42%
Don't know	20%	19%	18%	15%	17%	19%	14%	25%	22%	21%	18%	18%	15%	21%	22%	20%	16%	20%	15%	19%	24%	18%	26%

Defence

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	3%	3%	5%	2%	4%	2%	5%	2%	6%	3%	4%	2%	6%	3%	4%	3%	2%	2%	3%	4%	3%	3%	2%
Fairly well	30%	22%	49%	48%	43%	21%	35%	26%	29%	32%	31%	28%	33%	30%	32%	30%	28%	27%	38%	31%	26%	23%	26%
Fairly badly	21%	36%	14%	21%	19%	26%	21%	20%	15%	17%	23%	28%	17%	23%	19%	21%	24%	15%	21%	19%	25%	22%	19%
Very badly	21%	22%	9%	11%	11%	32%	22%	20%	16%	18%	23%	26%	17%	21%	21%	21%	23%	26%	19%	21%	17%	25%	31%
Don't know	25%	17%	22%	18%	23%	19%	17%	31%	34%	30%	18%	17%	26%	24%	24%	25%	22%	30%	20%	25%	29%	27%	23%

The economy

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	1%	0%	2%	1%	1%	1%	2%	1%	4%	1%	1%	0%	5%	1%	1%	0%	-	2%	1%	1%	2%	0%	1%
Fairly well	13%	6%	27%	18%	21%	6%	17%	10%	16%	13%	14%	11%	17%	13%	12%	10%	14%	15%	17%	12%	13%	12%	8%
Fairly badly	31%	29%	34%	44%	38%	26%	29%	33%	28%	32%	30%	31%	29%	33%	23%	33%	37%	28%	33%	33%	27%	33%	26%
Very badly	45%	61%	27%	28%	30%	62%	46%	44%	35%	41%	50%	52%	41%	44%	48%	47%	41%	49%	42%	43%	45%	45%	55%
Don't know	10%	3%	11%	9%	10%	6%	7%	13%	17%	13%	5%	5%	8%	9%	15%	10%	8%	7%	6%	11%	13%	10%	10%

Fieldwork Dates: 1st - 3rd November 2025
Sample size: 1752 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	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	5%	3%	9%	7%	7%	3%	8%	3%	10%	5%	6%	4%	10%	5%	6%	4%	6%	1%	7%	5%	6%	3%	3%
Fairly well	31%	23%	48%	46%	45%	22%	31%	31%	20%	33%	34%	28%	33%	32%	27%	30%	29%	35%	38%	31%	27%	25%	24%
Fairly badly	17%	26%	11%	14%	16%	19%	18%	17%	19%	15%	17%	22%	19%	18%	16%	17%	20%	14%	17%	18%	16%	18%	18%
Very badly	24%	27%	12%	11%	11%	38%	26%	22%	18%	21%	26%	29%	18%	22%	26%	26%	25%	27%	20%	24%	22%	27%	32%
Don't know	23%	20%	20%	21%	22%	17%	19%	27%	33%	26%	18%	18%	20%	23%	25%	23%	21%	23%	18%	22%	28%	27%	23%

Transport

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	2%	2%	3%	-	1%	1%	2%	1%	6%	1%	1%	0%	6%	1%	0%	1%	1%	-	1%	2%	1%	2%	-
Fairly well	25%	17%	37%	33%	35%	16%	28%	23%	32%	26%	25%	21%	35%	25%	26%	21%	27%	21%	29%	24%	29%	19%	19%
Fairly badly	30%	37%	25%	33%	28%	34%	31%	29%	30%	27%	31%	34%	24%	33%	26%	33%	28%	28%	31%	34%	25%	28%	27%
Very badly	20%	25%	11%	15%	14%	28%	22%	18%	11%	20%	22%	22%	18%	18%	23%	21%	19%	26%	19%	17%	19%	27%	27%
Don't know	23%	19%	23%	20%	24%	20%	16%	30%	22%	25%	21%	22%	17%	23%	25%	24%	24%	25%	19%	23%	26%	24%	27%

Housing

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	1%	2%	2%	0%	1%	1%	2%	1%	5%	1%	1%	1%	5%	1%	1%	1%	3%	2%	2%	1%	2%	2%	-
Fairly well	15%	8%	26%	21%	22%	8%	17%	12%	16%	14%	14%	15%	12%	17%	16%	13%	13%	12%	19%	14%	15%	9%	10%
Fairly badly	34%	39%	34%	47%	38%	32%	32%	35%	33%	32%	35%	35%	35%	37%	28%	31%	41%	30%	37%	36%	30%	35%	28%
Very badly	36%	41%	23%	22%	23%	49%	37%	35%	28%	36%	37%	38%	35%	32%	39%	42%	33%	38%	30%	35%	37%	40%	48%
Don't know	14%	11%	15%	9%	15%	10%	12%	16%	18%	17%	12%	10%	13%	14%	17%	13%	10%	19%	13%	14%	16%	13%	14%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	2%	2%	3%	-	1%	2%	3%	1%	2%	2%	2%	1%	5%	2%	2%	0%	3%	-	2%	1%	3%	2%	1%
Fairly well	24%	20%	36%	31%	30%	18%	28%	20%	30%	24%	24%	21%	28%	22%	26%	23%	25%	23%	28%	23%	24%	19%	19%
Fairly badly	32%	34%	30%	41%	38%	28%	32%	31%	29%	30%	32%	36%	27%	36%	25%	30%	36%	34%	34%	34%	24%	38%	29%
Very badly	22%	28%	13%	12%	13%	32%	23%	22%	18%	19%	24%	27%	25%	19%	25%	23%	18%	26%	21%	21%	19%	24%	29%
Don't know	20%	17%	18%	15%	18%	20%	14%	26%	21%	25%	18%	15%	14%	21%	22%	24%	18%	16%	15%	20%	29%	17%	22%

Welfare benefits

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	1%	0%	1%	1%	1%	1%	2%	0%	3%	1%	1%	1%	4%	1%	2%	0%	2%	-	1%	1%	3%	-	0%
Fairly well	14%	9%	21%	19%	20%	8%	17%	11%	17%	14%	13%	13%	19%	14%	14%	12%	14%	7%	16%	14%	13%	13%	11%
Fairly badly	32%	31%	37%	41%	40%	29%	31%	34%	25%	33%	34%	32%	31%	34%	31%	31%	31%	36%	34%	31%	34%	31%	30%
Very badly	38%	51%	24%	29%	27%	52%	38%	37%	27%	34%	42%	45%	31%	37%	39%	40%	37%	42%	39%	39%	30%	38%	46%
Don't know	15%	8%	16%	10%	13%	11%	12%	18%	28%	18%	10%	9%	15%	14%	15%	17%	15%	15%	11%	16%	20%	18%	13%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	2%	1%	5%	1%	2%	1%	3%	1%	6%	2%	2%	1%	9%	1%	1%	1%	1%	2%	2%	2%	3%	2%	0%
Fairly well	15%	7%	30%	24%	24%	7%	18%	12%	16%	17%	13%	14%	18%	15%	14%	14%	20%	14%	23%	13%	14%	13%	6%
Fairly badly	26%	22%	34%	34%	37%	18%	23%	29%	22%	27%	28%	24%	29%	25%	25%	27%	26%	25%	28%	29%	22%	22%	27%
Very badly	47%	67%	23%	35%	30%	70%	50%	45%	29%	42%	53%	59%	37%	48%	49%	50%	46%	48%	44%	45%	45%	55%	57%
Don't know	9%	2%	8%	6%	7%	4%	6%	13%	27%	12%	5%	2%	6%	11%	10%	9%	7%	11%	4%	10%	16%	9%	10%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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 believe that at the moment Kemi Badenoch does or does not look like a Prime Minister in waiting?

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
She does look like a Prime Minster in waiting	12%	27%	7%	10%	9%	15%	11%	13%	13%	11%	12%	15%	17%	12%	11%	11%	12%	9%	15%	11%	12%	11%	11%
She does not look like a Prime Minster in waiting	63%	54%	77%	70%	71%	65%	72%	53%	41%	60%	72%	68%	59%	64%	60%	63%	64%	68%	71%	62%	57%	54%	63%
Not sure	25%	20%	16%	20%	19%	20%	16%	34%	47%	30%	16%	17%	24%	24%	28%	26%	25%	23%	15%	27%	31%	35%	26%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	2%	6%	1%	1%	1%	2%	3%	1%	7%	2%	2%	1%	6%	1%	1%	2%	2%	2%	2%	1%	3%	2%	3%
Fairly well	18%	42%	9%	16%	14%	28%	18%	19%	5%	12%	22%	32%	10%	21%	19%	18%	18%	13%	22%	17%	16%	16%	16%
Fairly badly	23%	28%	22%	24%	22%	29%	28%	19%	17%	19%	27%	30%	18%	26%	24%	25%	19%	22%	25%	23%	22%	21%	25%
Very badly	30%	7%	49%	36%	43%	22%	34%	26%	23%	36%	31%	22%	41%	27%	26%	29%	36%	38%	36%	29%	25%	28%	31%
Don't know	26%	17%	20%	22%	21%	19%	17%	35%	49%	32%	18%	14%	25%	25%	30%	27%	25%	24%	15%	30%	33%	34%	26%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	4%	0%	6%	11%	5%	2%	4%	3%	8%	4%	3%	2%	3%	4%	4%	2%	8%	2%	5%	3%	3%	3%	4%
Fairly well	25%	22%	39%	53%	39%	19%	28%	23%	15%	22%	30%	31%	29%	28%	20%	24%	28%	17%	35%	20%	23%	20%	25%
Fairly badly	15%	24%	13%	12%	14%	19%	19%	12%	12%	13%	16%	19%	21%	15%	16%	12%	13%	21%	16%	19%	14%	9%	12%
Very badly	17%	21%	10%	3%	10%	27%	20%	15%	8%	16%	22%	19%	8%	19%	20%	19%	15%	17%	16%	15%	19%	21%	19%
Don't know	38%	33%	32%	21%	32%	33%	29%	47%	57%	45%	28%	28%	39%	35%	40%	42%	35%	43%	29%	42%	42%	47%	40%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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 believe the Conservative party today are or are not ready for government?

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
They are ready for Government	12%	33%	4%	10%	10%	14%	11%	13%	15%	11%	12%	14%	17%	12%	16%	11%	7%	6%	14%	11%	14%	11%	10%
They are not ready for Government	69%	51%	85%	79%	76%	71%	76%	62%	53%	66%	77%	72%	66%	70%	64%	69%	72%	72%	76%	72%	57%	66%	68%
Not sure	19%	15%	11%	12%	14%	15%	13%	25%	32%	23%	11%	13%	16%	18%	20%	20%	21%	22%	10%	17%	29%	22%	22%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Strongly support	17%	8%	25%	19%	22%	12%	23%	13%	21%	20%	14%	15%	28%	14%	16%	14%	29%	17%	19%	14%	14%	24%	21%
Tend to support	34%	31%	43%	37%	40%	28%	35%	32%	35%	34%	33%	33%	38%	30%	33%	36%	34%	36%	37%	37%	30%	32%	25%
Tend to oppose	24%	34%	17%	24%	22%	27%	20%	27%	19%	18%	30%	30%	18%	29%	24%	21%	17%	21%	26%	23%	26%	19%	21%
Strongly oppose	14%	20%	7%	12%	8%	24%	14%	14%	5%	13%	18%	16%	6%	17%	17%	15%	8%	9%	10%	17%	15%	10%	21%
Don't know	11%	7%	7%	9%	8%	9%	8%	14%	20%	15%	6%	6%	10%	9%	10%	14%	11%	17%	8%	10%	16%	14%	12%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Strongly support	13%	7%	19%	12%	14%	9%	18%	8%	17%	15%	10%	9%	19%	10%	11%	9%	23%	15%	13%	11%	9%	21%	16%
Tend to support	30%	22%	39%	34%	39%	22%	31%	30%	31%	30%	30%	29%	32%	25%	30%	34%	35%	33%	34%	31%	27%	30%	23%
Tend to oppose	22%	31%	18%	27%	22%	23%	21%	23%	22%	19%	23%	27%	22%	25%	24%	21%	15%	15%	25%	23%	24%	19%	16%
Strongly oppose	27%	37%	17%	23%	17%	40%	23%	30%	16%	24%	33%	30%	19%	32%	27%	25%	21%	24%	22%	30%	27%	20%	36%
Don't know	8%	3%	7%	5%	7%	5%	7%	10%	15%	11%	5%	5%	8%	8%	9%	10%	5%	13%	6%	6%	14%	11%	9%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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

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

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Strongly support	20%	7%	26%	19%	22%	14%	25%	16%	38%	24%	17%	10%	30%	17%	19%	18%	26%	28%	18%	22%	16%	29%	20%
Tend to support	34%	31%	41%	38%	39%	29%	33%	35%	34%	33%	33%	35%	37%	32%	30%	37%	37%	28%	37%	33%	32%	35%	27%
Tend to oppose	20%	31%	17%	21%	21%	23%	18%	21%	9%	16%	24%	28%	14%	24%	20%	18%	18%	18%	21%	20%	23%	12%	16%
Strongly oppose	14%	21%	6%	12%	8%	22%	14%	13%	4%	14%	15%	15%	10%	14%	17%	15%	7%	9%	13%	15%	12%	9%	19%
Don't know	13%	10%	10%	10%	10%	12%	10%	15%	15%	14%	11%	11%	9%	13%	14%	13%	11%	17%	11%	9%	17%	14%	18%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Strongly support	6%	2%	9%	5%	7%	4%	9%	3%	6%	7%	7%	2%	9%	5%	7%	5%	7%	3%	5%	5%	4%	8%	9%
Tend to support	19%	11%	29%	21%	27%	12%	20%	18%	19%	22%	16%	17%	31%	15%	18%	17%	20%	24%	23%	19%	14%	20%	16%
Tend to oppose	27%	30%	28%	33%	30%	24%	26%	29%	33%	26%	25%	29%	28%	27%	25%	26%	33%	29%	28%	28%	30%	24%	20%
Strongly oppose	35%	52%	22%	31%	25%	52%	35%	35%	18%	29%	44%	46%	20%	42%	36%	38%	26%	27%	35%	37%	36%	27%	38%
Don't know	13%	5%	12%	11%	11%	8%	10%	16%	24%	16%	8%	7%	13%	11%	13%	14%	14%	17%	8%	11%	16%	20%	16%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Strongly support	5%	2%	7%	7%	5%	5%	8%	2%	7%	7%	4%	2%	8%	5%	6%	4%	6%	2%	4%	6%	3%	10%	5%
Tend to support	25%	24%	29%	28%	31%	19%	27%	22%	23%	24%	26%	26%	26%	22%	24%	26%	31%	25%	30%	25%	19%	23%	22%
Tend to oppose	29%	30%	28%	32%	30%	29%	26%	31%	28%	26%	30%	31%	27%	32%	27%	26%	28%	23%	29%	28%	31%	30%	25%
Strongly oppose	26%	33%	22%	21%	20%	35%	25%	26%	12%	25%	28%	30%	20%	26%	29%	26%	20%	29%	26%	26%	26%	21%	28%
Don't know	16%	12%	14%	12%	13%	12%	13%	19%	30%	18%	11%	11%	18%	15%	14%	18%	14%	22%	11%	15%	21%	16%	20%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Strongly support	5%	2%	5%	5%	4%	3%	8%	2%	6%	6%	4%	2%	9%	4%	4%	3%	5%	4%	5%	3%	5%	7%	5%
Tend to support	18%	14%	24%	19%	21%	14%	21%	14%	19%	20%	17%	15%	22%	14%	18%	18%	25%	18%	21%	17%	16%	21%	15%
Tend to oppose	25%	24%	29%	30%	31%	18%	24%	26%	34%	23%	23%	25%	29%	24%	26%	23%	28%	24%	26%	29%	23%	22%	17%
Strongly oppose	42%	56%	32%	39%	35%	59%	38%	46%	20%	37%	51%	54%	26%	48%	43%	46%	32%	40%	42%	42%	44%	36%	47%
Don't know	10%	3%	9%	7%	9%	6%	9%	12%	22%	14%	5%	4%	13%	10%	9%	10%	10%	14%	6%	9%	13%	14%	16%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Go up a lot	12%	8%	10%	7%	7%	13%	13%	12%	19%	14%	9%	10%	16%	10%	13%	11%	19%	13%	7%	10%	14%	19%	20%
Go up a little	33%	31%	39%	30%	34%	32%	35%	32%	41%	32%	34%	32%	25%	35%	31%	36%	38%	29%	36%	34%	33%	33%	28%
Stay about the same	33%	41%	32%	42%	38%	34%	32%	34%	23%	30%	38%	37%	32%	34%	35%	30%	31%	38%	36%	36%	30%	26%	28%
Go down a little	8%	10%	6%	12%	7%	9%	8%	8%	5%	7%	9%	9%	12%	9%	7%	6%	5%	5%	10%	9%	6%	6%	7%
Go down a lot	1%	1%	1%	-	0%	2%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	0%	1%	1%	2%
Don't know	12%	9%	13%	9%	14%	10%	11%	14%	12%	15%	9%	11%	13%	11%	13%	16%	6%	14%	10%	11%	15%	15%	15%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
It would be better for Britain if house prices rose	5%	9%	4%	5%	4%	8%	7%	4%	1%	5%	6%	7%	5%	5%	5%	6%	3%	4%	7%	5%	5%	2%	7%
It would be better for Britain if house prices went down	51%	40%	53%	61%	51%	42%	53%	48%	75%	55%	44%	38%	65%	50%	48%	46%	51%	52%	48%	51%	49%	58%	52%
It would be better for Britain if house prices stayed about the same	26%	35%	27%	26%	29%	31%	25%	28%	10%	18%	35%	40%	16%	28%	26%	28%	30%	28%	32%	29%	23%	16%	22%
Don't know	18%	16%	16%	9%	16%	19%	15%	21%	13%	22%	15%	15%	13%	17%	21%	21%	16%	15%	14%	15%	22%	24%	19%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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 thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base: All GB adults	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
I would be better off if house prices rose	20%	26%	22%	19%	24%	22%	22%	18%	4%	21%	23%	21%	17%	22%	18%	21%	21%	17%	28%	23%	13%	12%	12%
I would be better off if house prices fell	23%	11%	24%	23%	17%	12%	24%	21%	66%	30%	9%	3%	37%	19%	24%	20%	19%	26%	18%	27%	24%	30%	15%
It will make little difference to me personally if house prices rise or fall	48%	58%	47%	54%	52%	58%	46%	49%	16%	35%	61%	73%	35%	51%	47%	48%	57%	43%	50%	44%	48%	43%	57%
Don't know	10%	5%	8%	5%	7%	8%	8%	12%	14%	14%	7%	3%	11%	8%	12%	12%	3%	13%	5%	6%	15%	15%	16%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
United	14%	6%	28%	21%	22%	9%	17%	11%	13%	15%	16%	12%	21%	12%	14%	12%	18%	16%	19%	13%	13%	12%	12%
Divided	57%	74%	49%	52%	53%	71%	60%	55%	40%	50%	65%	70%	52%	58%	58%	59%	57%	50%	62%	56%	51%	56%	62%
Don't know	29%	19%	23%	27%	25%	21%	23%	34%	47%	34%	19%	19%	28%	29%	28%	28%	26%	34%	19%	31%	37%	33%	26%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
United	17%	36%	11%	13%	14%	22%	19%	16%	14%	15%	20%	22%	21%	15%	21%	20%	11%	8%	17%	17%	18%	19%	18%
Divided	45%	32%	58%	57%	53%	45%	53%	38%	34%	44%	49%	49%	50%	46%	40%	41%	57%	49%	56%	44%	40%	38%	41%
Don't know	37%	32%	31%	31%	33%	33%	28%	46%	53%	41%	31%	29%	29%	39%	39%	39%	32%	43%	27%	39%	42%	44%	41%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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

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

Labour Party

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very left-wing	15%	23%	5%	4%	6%	25%	16%	14%	9%	12%	16%	20%	9%	16%	14%	16%	17%	12%	12%	18%	14%	13%	17%
Fairly left-wing	18%	31%	15%	18%	17%	22%	20%	16%	12%	14%	20%	24%	18%	20%	18%	17%	12%	12%	23%	17%	14%	15%	15%
Slightly left-of-centre	21%	15%	36%	34%	34%	13%	22%	21%	20%	19%	24%	23%	22%	23%	21%	20%	22%	16%	28%	22%	21%	14%	11%
Centre	11%	6%	17%	10%	14%	7%	12%	9%	16%	11%	11%	7%	15%	9%	11%	9%	15%	14%	12%	11%	11%	10%	9%
Slightly right-of-centre	7%	2%	10%	13%	11%	4%	10%	5%	9%	8%	8%	5%	11%	7%	4%	7%	8%	7%	9%	7%	5%	7%	10%
Fairly right-wing	3%	3%	3%	6%	4%	2%	3%	3%	4%	3%	3%	2%	4%	3%	1%	4%	4%	4%	3%	3%	3%	5%	3%
Very right-wing	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%	1%	0%	1%	2%	4%	1%	1%	1%	1%	1%	2%
Don't know	24%	20%	13%	15%	13%	26%	15%	32%	28%	30%	15%	18%	20%	21%	29%	25%	18%	34%	13%	20%	32%	36%	33%

Conservative Party

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very left-wing	1%	-	1%	1%	1%	1%	2%	1%	1%	2%	1%	0%	2%	1%	-	1%	2%	1%	1%	1%	2%	0%	1%
Fairly left-wing	3%	2%	1%	2%	1%	4%	4%	2%	2%	3%	3%	1%	1%	3%	3%	2%	5%	1%	2%	1%	4%	3%	3%
Slightly left-of-centre	4%	5%	1%	3%	2%	7%	4%	4%	1%	3%	6%	4%	1%	5%	3%	4%	2%	8%	3%	4%	4%	3%	6%
Centre	9%	11%	4%	6%	5%	13%	11%	8%	10%	8%	11%	9%	11%	8%	10%	9%	8%	9%	7%	10%	10%	11%	6%
Slightly right-of-centre	20%	34%	17%	16%	21%	23%	24%	16%	14%	16%	23%	26%	17%	23%	22%	17%	18%	11%	23%	22%	17%	11%	18%
Fairly right-wing	29%	24%	44%	45%	41%	21%	31%	28%	30%	27%	30%	32%	33%	30%	25%	30%	29%	26%	38%	31%	21%	25%	23%
Very right-wing	11%	5%	17%	14%	17%	5%	10%	11%	12%	10%	11%	10%	14%	9%	7%	11%	16%	9%	13%	9%	9%	11%	9%
Don't know	24%	18%	14%	13%	13%	26%	16%	32%	29%	31%	15%	18%	21%	21%	29%	24%	21%	33%	12%	20%	32%	35%	34%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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

Liberal Democrats

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very left-wing	8%	11%	3%	-	3%	14%	10%	6%	5%	8%	9%	8%	3%	10%	8%	9%	5%	3%	7%	8%	9%	6%	9%
Fairly left-wing	12%	14%	12%	14%	10%	16%	17%	8%	13%	12%	14%	11%	12%	14%	11%	11%	10%	17%	13%	14%	11%	14%	7%
Slightly left-of-centre	18%	18%	27%	27%	26%	15%	21%	15%	14%	18%	21%	18%	28%	18%	14%	15%	21%	17%	25%	19%	14%	13%	12%
Centre	25%	26%	30%	35%	35%	17%	26%	24%	24%	19%	31%	29%	25%	26%	24%	24%	26%	18%	29%	25%	22%	19%	23%
Slightly right-of-centre	4%	2%	7%	7%	6%	3%	4%	4%	4%	4%	5%	5%	4%	4%	4%	5%	7%	3%	5%	4%	3%	5%	6%
Fairly right-wing	2%	1%	1%	1%	2%	1%	1%	2%	4%	2%	1%	1%	3%	1%	1%	2%	3%	3%	2%	2%	1%	2%	0%
Very right-wing	0%	-	0%	-	-	0%	1%	0%	1%	0%	0%	-	0%	0%	0%	1%	0%	-	0%	1%	0%	0%	0%
Don't know	31%	29%	19%	17%	18%	33%	21%	40%	35%	38%	20%	26%	25%	27%	37%	34%	28%	39%	20%	28%	39%	40%	42%

Reform UK

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very left-wing	2%	2%	2%	3%	2%	2%	1%	2%	-	2%	2%	2%	0%	2%	1%	2%	3%	-	2%	1%	2%	2%	3%
Fairly left-wing	1%	3%	1%	0%	1%	1%	1%	1%	-	1%	2%	2%	2%	1%	0%	1%	1%	1%	1%	1%	1%	0%	2%
Slightly left-of-centre	1%	1%	0%	4%	0%	1%	1%	1%	4%	1%	1%	1%	2%	0%	2%	1%	1%	1%	1%	1%	2%	1%	0%
Centre	5%	6%	4%	3%	2%	8%	6%	5%	8%	5%	4%	7%	6%	4%	6%	5%	7%	9%	4%	4%	8%	7%	7%
Slightly right-of-centre	7%	7%	3%	3%	3%	12%	10%	5%	8%	7%	8%	8%	8%	7%	8%	8%	4%	8%	6%	8%	7%	7%	8%
Fairly right-wing	17%	31%	9%	7%	12%	27%	22%	13%	8%	13%	26%	21%	14%	20%	18%	15%	18%	12%	19%	21%	16%	10%	14%
Very right-wing	42%	30%	69%	64%	66%	23%	43%	41%	41%	43%	41%	41%	47%	42%	36%	44%	43%	36%	55%	42%	31%	38%	32%
Don't know	24%	20%	13%	16%	13%	26%	16%	32%	31%	29%	16%	19%	20%	23%	28%	24%	23%	33%	12%	21%	33%	35%	34%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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

Keir Starmer

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very left-wing	16%	25%	5%	6%	7%	28%	19%	13%	6%	12%	19%	24%	7%	19%	13%	18%	15%	11%	14%	17%	16%	14%	19%
Fairly left-wing	10%	19%	9%	9%	10%	13%	12%	9%	7%	9%	13%	12%	13%	11%	11%	10%	7%	7%	10%	13%	9%	11%	9%
Slightly left-of-centre	17%	17%	25%	25%	27%	12%	18%	16%	12%	16%	19%	21%	19%	17%	22%	15%	14%	15%	26%	15%	15%	12%	9%
Centre	16%	9%	23%	23%	20%	11%	17%	14%	21%	15%	17%	13%	18%	14%	14%	15%	21%	18%	17%	18%	15%	14%	9%
Slightly right-of-centre	8%	3%	14%	11%	14%	4%	10%	6%	9%	9%	8%	6%	13%	7%	5%	9%	10%	5%	10%	8%	6%	7%	8%
Fairly right-wing	4%	3%	6%	5%	5%	3%	5%	3%	6%	4%	4%	3%	3%	4%	2%	6%	6%	5%	4%	4%	3%	5%	5%
Very right-wing	2%	3%	1%	3%	2%	2%	2%	2%	5%	2%	2%	2%	3%	2%	1%	2%	4%	4%	2%	1%	2%	3%	3%
Don't know	27%	22%	17%	18%	16%	28%	17%	36%	33%	34%	17%	21%	23%	26%	31%	26%	23%	36%	17%	24%	34%	35%	38%

Kemi Badenoch

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very left-wing	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	-	0%	1%	1%	0%	3%
Fairly left-wing	3%	2%	1%	2%	2%	4%	3%	2%	2%	3%	3%	1%	1%	3%	4%	2%	2%	2%	2%	2%	4%	4%	1%
Slightly left-of-centre	3%	4%	1%	3%	2%	5%	4%	3%	5%	2%	5%	3%	3%	4%	3%	3%	1%	4%	4%	3%	4%	3%	1%
Centre	10%	13%	5%	7%	6%	16%	13%	8%	9%	9%	13%	11%	9%	9%	11%	13%	10%	13%	6%	13%	12%	12%	9%
Slightly right-of-centre	17%	28%	15%	14%	17%	21%	19%	14%	8%	12%	22%	23%	21%	16%	19%	15%	17%	8%	21%	15%	16%	13%	13%
Fairly right-wing	22%	25%	30%	32%	29%	18%	26%	18%	20%	19%	22%	26%	22%	25%	16%	22%	19%	15%	29%	21%	15%	16%	21%
Very right-wing	12%	4%	25%	22%	23%	5%	12%	12%	10%	11%	15%	13%	14%	12%	8%	13%	17%	15%	18%	12%	9%	9%	9%
Don't know	33%	24%	23%	21%	20%	32%	22%	43%	45%	42%	19%	23%	30%	30%	37%	32%	33%	43%	19%	33%	39%	42%	42%

Fieldwork Dates: 1st - 3rd November 2025
Sample size: 1752 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

Ed Davey

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very left-wing	6%	8%	1%	1%	2%	12%	8%	4%	4%	5%	7%	8%	2%	8%	5%	8%	6%	1%	5%	6%	7%	7%	8%
Fairly left-wing	11%	13%	12%	12%	9%	15%	15%	7%	11%	11%	11%	11%	11%	12%	13%	8%	10%	15%	12%	12%	9%	11%	9%
Slightly left-of-centre	15%	14%	22%	27%	20%	14%	19%	13%	14%	14%	19%	15%	24%	18%	12%	12%	14%	11%	22%	16%	12%	10%	12%
Centre	19%	20%	26%	31%	31%	14%	20%	19%	11%	15%	25%	26%	18%	19%	20%	21%	18%	15%	25%	20%	16%	15%	14%
Slightly right-of-centre	4%	3%	4%	6%	5%	3%	5%	3%	3%	3%	4%	5%	6%	4%	2%	4%	6%	3%	5%	3%	4%	3%	4%
Fairly right-wing	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	4%	4%	2%	1%	3%	2%	0%
Very right-wing	1%	0%	1%	-	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	-	1%	0%	1%	1%	-
Don't know	42%	39%	32%	22%	30%	42%	30%	53%	55%	49%	32%	34%	37%	38%	48%	44%	42%	50%	29%	41%	50%	52%	52%

Nigel Farage

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very left-wing	1%	2%	2%	2%	2%	2%	1%	2%	-	2%	2%	1%	2%	2%	1%	2%	-	-	1%	1%	2%	2%	2%
Fairly left-wing	2%	2%	1%	2%	1%	1%	2%	1%	4%	1%	1%	3%	4%	1%	-	1%	2%	3%	1%	1%	2%	2%	3%
Slightly left-of-centre	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%
Centre	5%	5%	1%	3%	1%	7%	6%	4%	8%	5%	3%	6%	8%	4%	5%	4%	6%	7%	2%	4%	9%	7%	7%
Slightly right-of-centre	6%	7%	3%	1%	3%	12%	9%	4%	3%	5%	10%	7%	6%	6%	7%	7%	6%	8%	5%	8%	6%	6%	7%
Fairly right-wing	15%	25%	7%	8%	10%	23%	18%	12%	8%	11%	21%	17%	11%	17%	15%	15%	14%	7%	17%	17%	14%	10%	9%
Very right-wing	45%	36%	71%	66%	70%	26%	47%	43%	42%	45%	46%	45%	48%	47%	40%	45%	47%	39%	59%	46%	33%	39%	36%
Don't know	25%	21%	14%	17%	12%	27%	16%	33%	33%	30%	18%	20%	21%	22%	30%	24%	24%	35%	14%	22%	33%	34%	35%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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

Yourself

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very left-wing	5%	1%	9%	3%	8%	1%	5%	6%	13%	6%	4%	2%	5%	6%	4%	5%	5%	7%	4%	5%	5%	7%	6%
Fairly left-wing	12%	1%	25%	17%	22%	4%	11%	14%	18%	15%	10%	6%	21%	10%	8%	14%	15%	11%	16%	13%	7%	16%	7%
Slightly left-of-centre	13%	3%	25%	24%	23%	6%	15%	11%	8%	14%	14%	13%	16%	13%	11%	13%	15%	5%	16%	15%	8%	11%	12%
Centre	21%	25%	22%	26%	20%	25%	20%	21%	13%	19%	23%	26%	14%	22%	25%	19%	20%	28%	21%	16%	24%	22%	28%
Slightly right-of-centre	14%	29%	5%	14%	12%	20%	17%	11%	5%	11%	18%	20%	14%	16%	17%	12%	12%	12%	16%	16%	12%	11%	10%
Fairly right-wing	9%	19%	2%	3%	4%	18%	12%	7%	5%	6%	14%	13%	6%	12%	8%	11%	7%	4%	10%	12%	10%	2%	7%
Very right-wing	4%	8%	1%	-	1%	6%	5%	2%	4%	3%	4%	4%	4%	3%	5%	4%	2%	4%	4%	4%	4%	1%	5%
Don't know	21%	15%	11%	12%	11%	21%	14%	28%	33%	26%	13%	15%	20%	19%	22%	21%	24%	28%	12%	19%	30%	30%	26%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Should remain Conservative leader	29%	49%	24%	29%	30%	34%	32%	26%	13%	23%	38%	37%	29%	30%	30%	27%	30%	25%	35%	26%	26%	25%	29%
Should stand down and let someone else take over	28%	25%	33%	30%	26%	31%	32%	24%	27%	28%	27%	29%	29%	28%	26%	29%	28%	23%	31%	28%	26%	21%	28%
Don't know	43%	26%	43%	41%	43%	35%	36%	50%	59%	49%	35%	34%	41%	42%	44%	44%	42%	53%	34%	45%	48%	53%	43%

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

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Should remain Labour leader	27%	21%	46%	37%	40%	18%	31%	23%	24%	28%	28%	25%	39%	26%	22%	24%	26%	27%	36%	25%	24%	19%	20%
Should stand down and let someone else take over	51%	62%	36%	43%	40%	67%	53%	49%	38%	47%	56%	59%	40%	51%	55%	53%	53%	50%	49%	51%	46%	57%	62%
Don't know	22%	17%	17%	19%	20%	15%	16%	28%	38%	25%	16%	16%	21%	22%	24%	23%	21%	23%	15%	24%	30%	24%	18%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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, how well or badly do you think most businesses in Britain treat their employees?

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	3%	4%	1%	4%	1%	4%	4%	1%	4%	2%	3%	3%	3%	3%	2%	3%	1%	3%	4%	3%	2%	1%	2%
Fairly well	53%	70%	54%	61%	56%	58%	56%	50%	38%	47%	59%	66%	53%	54%	51%	53%	57%	47%	63%	56%	50%	38%	45%
Fairly badly	25%	15%	30%	23%	28%	20%	25%	25%	28%	29%	25%	17%	25%	25%	27%	24%	25%	24%	23%	25%	21%	36%	27%
Very badly	5%	2%	4%	3%	4%	4%	5%	5%	6%	6%	5%	2%	6%	5%	5%	2%	5%	7%	3%	4%	4%	7%	11%
Don't know	14%	9%	11%	10%	11%	13%	10%	19%	25%	17%	8%	12%	13%	13%	16%	17%	12%	19%	7%	14%	22%	18%	15%

Generally speaking, how well or badly do you think most businesses in Britain treat their customers?

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very well	4%	6%	3%	3%	2%	4%	6%	2%	9%	4%	4%	1%	6%	4%	3%	4%	3%	2%	3%	5%	4%	6%	2%
Fairly well	58%	67%	61%	65%	61%	59%	55%	60%	48%	55%	59%	66%	54%	55%	60%	60%	63%	54%	63%	59%	56%	50%	49%
Fairly badly	23%	19%	24%	20%	27%	22%	26%	19%	19%	20%	26%	25%	25%	25%	18%	21%	23%	21%	24%	21%	20%	23%	26%
Very badly	4%	2%	4%	4%	3%	6%	4%	4%	-	6%	5%	2%	4%	5%	5%	3%	1%	8%	4%	3%	2%	7%	9%
Don't know	12%	6%	8%	7%	7%	10%	9%	14%	24%	15%	6%	7%	11%	11%	14%	12%	9%	15%	5%	12%	18%	14%	14%

Generally speaking, to what extent do you think companies in the following areas behave in an ethical way?

Car manufacturing

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	2%	3%	1%	1%	1%	2%	3%	1%	6%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	4%	0%	0%
Fairly ethical	29%	41%	27%	24%	28%	30%	32%	26%	34%	25%	33%	29%	29%	27%	31%	30%	31%	24%	28%	28%	34%	25%	26%
Not very ethical	24%	17%	31%	30%	29%	21%	27%	22%	27%	23%	25%	26%	28%	23%	24%	26%	24%	23%	28%	26%	20%	22%	22%
Not ethical at all	8%	6%	8%	9%	8%	8%	8%	7%	3%	8%	11%	6%	8%	10%	6%	6%	7%	8%	8%	7%	6%	10%	9%
Don't know	37%	32%	33%	36%	34%	39%	30%	44%	30%	43%	31%	38%	34%	39%	38%	35%	36%	45%	33%	37%	37%	42%	43%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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

Oil and gas extraction

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	2%	2%	1%	1%	0%	3%	3%	1%	1%	1%	3%	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%	1%	1%
Fairly ethical	16%	30%	11%	10%	10%	22%	19%	13%	16%	11%	17%	22%	15%	14%	15%	18%	19%	14%	19%	13%	17%	13%	13%
Not very ethical	28%	27%	29%	33%	31%	26%	28%	28%	26%	28%	26%	30%	29%	27%	29%	27%	34%	18%	28%	31%	28%	29%	18%
Not ethical at all	27%	11%	38%	32%	36%	18%	28%	26%	33%	29%	32%	15%	31%	27%	24%	28%	22%	24%	29%	27%	21%	26%	29%
Don't know	28%	29%	20%	24%	22%	31%	23%	33%	24%	31%	22%	31%	23%	30%	30%	26%	23%	42%	22%	27%	31%	31%	39%

Power generation

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	3%	4%	2%	1%	1%	3%	4%	1%	7%	2%	2%	2%	3%	2%	3%	3%	2%	3%	3%	3%	2%	3%	2%
Fairly ethical	25%	35%	24%	25%	24%	26%	30%	20%	31%	20%	28%	28%	22%	26%	24%	25%	33%	20%	29%	24%	29%	20%	16%
Not very ethical	28%	23%	34%	33%	35%	25%	29%	28%	23%	29%	30%	28%	34%	27%	28%	30%	26%	25%	30%	30%	23%	30%	29%
Not ethical at all	12%	8%	14%	13%	13%	13%	12%	12%	6%	14%	15%	9%	8%	14%	12%	11%	14%	13%	13%	12%	11%	11%	15%
Don't know	32%	30%	26%	28%	27%	33%	24%	39%	32%	35%	26%	32%	33%	32%	34%	30%	25%	40%	26%	31%	35%	37%	38%

Software development

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	3%	5%	4%	3%	2%	3%	5%	2%	10%	3%	3%	2%	6%	3%	3%	4%	2%	-	3%	5%	3%	1%	1%
Fairly ethical	30%	36%	30%	32%	32%	30%	35%	26%	29%	29%	33%	29%	32%	28%	31%	32%	34%	25%	33%	30%	33%	22%	27%
Not very ethical	18%	15%	22%	20%	21%	15%	18%	18%	23%	17%	19%	17%	22%	18%	16%	19%	16%	17%	22%	19%	13%	21%	16%
Not ethical at all	9%	5%	10%	11%	11%	8%	9%	9%	5%	9%	12%	7%	9%	8%	10%	8%	9%	7%	9%	9%	8%	10%	10%
Don't know	39%	39%	34%	35%	34%	44%	33%	45%	33%	41%	33%	46%	31%	42%	39%	37%	39%	50%	33%	37%	43%	47%	46%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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

Arts and creative industries

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	10%	10%	11%	10%	12%	8%	12%	8%	11%	10%	10%	7%	10%	9%	11%	10%	11%	8%	11%	9%	10%	7%	9%
Fairly ethical	45%	47%	53%	53%	51%	40%	46%	44%	51%	41%	49%	45%	54%	46%	41%	41%	48%	36%	49%	49%	43%	36%	34%
Not very ethical	9%	5%	10%	8%	8%	9%	10%	7%	11%	10%	9%	5%	8%	7%	10%	12%	5%	4%	10%	8%	7%	11%	7%
Not ethical at all	3%	4%	3%	5%	3%	4%	4%	3%	2%	4%	3%	3%	5%	3%	4%	3%	3%	1%	3%	3%	2%	4%	5%
Don't know	34%	34%	23%	24%	26%	40%	29%	38%	25%	35%	29%	40%	23%	34%	35%	34%	34%	51%	27%	30%	37%	41%	46%

Building and construction

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	3%	5%	1%	2%	2%	3%	4%	2%	6%	3%	2%	2%	4%	1%	3%	4%	2%	4%	3%	3%	4%	2%	0%
Fairly ethical	28%	37%	31%	19%	28%	27%	31%	25%	33%	26%	29%	28%	29%	28%	28%	25%	32%	25%	33%	28%	24%	27%	24%
Not very ethical	30%	27%	32%	40%	33%	30%	31%	28%	22%	28%	35%	32%	34%	28%	26%	34%	32%	22%	30%	35%	25%	27%	26%
Not ethical at all	9%	4%	10%	13%	10%	9%	10%	8%	5%	10%	11%	7%	8%	12%	8%	8%	5%	10%	8%	8%	11%	8%	12%
Don't know	31%	27%	26%	25%	27%	31%	24%	37%	34%	34%	23%	31%	25%	31%	34%	30%	28%	40%	27%	27%	36%	36%	38%

Manufacturing

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	2%	2%	2%	1%	1%	2%	4%	1%	7%	2%	3%	1%	3%	2%	3%	2%	3%	-	2%	2%	4%	3%	1%
Fairly ethical	29%	39%	29%	26%	28%	31%	35%	23%	31%	26%	31%	32%	31%	29%	28%	29%	31%	20%	33%	28%	31%	22%	22%
Not very ethical	24%	20%	28%	32%	28%	22%	24%	24%	19%	23%	28%	25%	26%	23%	18%	27%	26%	25%	27%	26%	18%	24%	23%
Not ethical at all	8%	7%	9%	11%	9%	8%	8%	9%	7%	9%	12%	5%	9%	9%	10%	8%	5%	8%	8%	9%	8%	8%	10%
Don't know	36%	33%	32%	30%	34%	36%	29%	43%	35%	41%	27%	38%	32%	36%	41%	33%	35%	47%	30%	35%	39%	42%	43%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	3%	5%	2%	2%	3%	3%	4%	2%	4%	3%	4%	3%	4%	4%	3%	3%	2%	2%	3%	4%	3%	2%	2%
Fairly ethical	25%	35%	22%	23%	22%	26%	27%	23%	33%	20%	27%	27%	26%	24%	25%	25%	27%	19%	26%	26%	29%	23%	12%
Not very ethical	21%	20%	26%	22%	25%	18%	20%	21%	17%	23%	19%	21%	23%	18%	20%	24%	26%	13%	24%	22%	17%	17%	20%
Not ethical at all	18%	12%	23%	25%	23%	17%	22%	14%	9%	19%	22%	16%	19%	19%	16%	16%	16%	21%	23%	16%	12%	17%	23%
Don't know	34%	28%	27%	28%	27%	36%	27%	40%	37%	36%	29%	34%	28%	35%	37%	33%	29%	45%	25%	32%	39%	41%	43%

Retailing

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	2%	2%	1%	3%	0%	2%	3%	1%	5%	1%	2%	1%	3%	2%	2%	1%	0%	2%	1%	2%	3%	2%	0%
Fairly ethical	33%	44%	34%	32%	35%	34%	37%	29%	31%	27%	37%	39%	34%	32%	35%	33%	36%	25%	36%	33%	35%	28%	24%
Not very ethical	26%	21%	30%	32%	28%	24%	26%	25%	24%	26%	28%	25%	25%	28%	21%	26%	26%	23%	29%	28%	19%	23%	27%
Not ethical at all	10%	7%	10%	10%	11%	9%	9%	10%	10%	11%	10%	5%	12%	9%	11%	9%	8%	12%	9%	10%	8%	11%	9%
Don't know	30%	25%	25%	24%	25%	32%	25%	35%	31%	34%	23%	29%	25%	30%	30%	31%	30%	38%	24%	28%	34%	36%	40%

Transport

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	3%	4%	2%	4%	2%	2%	5%	1%	7%	3%	3%	1%	8%	2%	2%	2%	5%	2%	2%	3%	5%	2%	2%
Fairly ethical	34%	42%	38%	32%	36%	31%	36%	32%	42%	30%	35%	35%	38%	33%	35%	33%	34%	28%	39%	35%	33%	26%	23%
Not very ethical	22%	18%	26%	25%	24%	23%	25%	20%	15%	20%	27%	23%	19%	22%	20%	26%	24%	17%	25%	22%	17%	24%	24%
Not ethical at all	8%	5%	8%	9%	9%	9%	9%	8%	5%	9%	10%	6%	9%	9%	9%	7%	5%	12%	7%	8%	8%	9%	12%
Don't know	33%	31%	27%	30%	29%	35%	26%	39%	30%	37%	25%	35%	26%	34%	34%	32%	31%	42%	26%	32%	36%	40%	39%

Fieldwork Dates: 1st - 3rd November 2025

Sample size: 1752 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	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	4%	5%	3%	4%	3%	4%	6%	2%	6%	5%	3%	2%	5%	3%	6%	2%	4%	4%	4%	4%	4%	5%	1%
Fairly ethical	36%	44%	42%	40%	41%	35%	40%	31%	30%	33%	39%	38%	44%	36%	30%	33%	45%	27%	42%	39%	33%	23%	26%
Not very ethical	18%	15%	17%	20%	19%	15%	18%	18%	23%	16%	19%	18%	13%	15%	20%	25%	14%	15%	19%	18%	15%	20%	18%
Not ethical at all	8%	7%	9%	7%	8%	8%	8%	7%	9%	6%	11%	7%	10%	9%	8%	6%	3%	12%	8%	7%	6%	10%	10%
Don't know	35%	30%	29%	30%	29%	38%	28%	41%	32%	40%	28%	35%	27%	37%	37%	34%	34%	42%	27%	32%	41%	41%	45%

Agriculture

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	10%	14%	6%	10%	6%	13%	14%	6%	15%	9%	10%	8%	9%	11%	11%	9%	11%	8%	10%	11%	11%	9%	7%
Fairly ethical	37%	47%	38%	39%	40%	39%	38%	36%	28%	32%	43%	44%	33%	38%	39%	38%	39%	24%	41%	37%	38%	29%	32%
Not very ethical	15%	10%	20%	15%	20%	11%	16%	14%	15%	14%	16%	15%	19%	13%	13%	17%	16%	15%	17%	16%	12%	15%	13%
Not ethical at all	6%	4%	8%	8%	7%	5%	7%	5%	3%	7%	7%	4%	7%	6%	5%	6%	6%	5%	7%	5%	5%	6%	8%
Don't know	32%	25%	28%	28%	26%	32%	25%	39%	38%	38%	24%	29%	33%	33%	32%	30%	29%	48%	24%	31%	36%	41%	41%

Recreation and leisure industries

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	4%	4%	3%	4%	2%	4%	7%	2%	12%	4%	3%	2%	7%	3%	4%	6%	5%	3%	4%	6%	5%	2%	2%
Fairly ethical	35%	42%	42%	40%	43%	33%	39%	32%	31%	33%	39%	38%	40%	36%	33%	34%	40%	28%	39%	37%	36%	32%	24%
Not very ethical	16%	15%	16%	16%	17%	16%	18%	14%	13%	14%	19%	16%	14%	15%	17%	18%	15%	14%	18%	14%	14%	17%	16%
Not ethical at all	5%	4%	6%	6%	5%	6%	5%	5%	4%	6%	6%	4%	6%	5%	6%	5%	3%	9%	6%	5%	4%	7%	7%
Don't know	39%	35%	33%	34%	33%	41%	31%	47%	40%	43%	33%	40%	33%	42%	40%	38%	37%	47%	33%	38%	42%	43%	51%

Fieldwork Dates: 1st - 3rd November 2025
Sample size: 1752 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	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	5%	7%	5%	5%	6%	3%	7%	3%	8%	4%	5%	5%	7%	5%	6%	4%	4%	-	6%	6%	4%	3%	2%
Fairly ethical	27%	29%	29%	33%	33%	23%	28%	26%	27%	25%	29%	27%	32%	25%	22%	27%	34%	25%	29%	31%	25%	19%	21%
Not very ethical	18%	17%	20%	16%	17%	18%	18%	17%	18%	17%	19%	16%	23%	15%	20%	19%	16%	16%	22%	16%	15%	18%	14%
Not ethical at all	11%	13%	11%	14%	11%	14%	15%	8%	7%	11%	13%	13%	8%	13%	10%	11%	12%	10%	13%	10%	10%	10%	15%
Don't know	39%	34%	35%	32%	34%	42%	32%	46%	39%	42%	34%	40%	30%	42%	42%	38%	35%	49%	30%	37%	46%	50%	48%

Telecommunications

Unweighted base	1752	280	487	173	656	632	823	929	120	732	422	478	167	617	298	419	159	92	522	522	309	202	197
Base	1752	315	450	161	650	694	851	901	191	731	422	408	212	601	287	415	152	84	491	508	368	199	186
Very ethical	3%	4%	2%	1%	1%	2%	4%	1%	8%	2%	2%	2%	5%	2%	3%	2%	2%	-	2%	2%	5%	3%	1%
Fairly ethical	24%	31%	26%	22%	28%	22%	28%	21%	25%	22%	27%	26%	27%	23%	24%	26%	25%	18%	26%	26%	26%	17%	20%
Not very ethical	21%	22%	24%	25%	23%	22%	24%	18%	13%	21%	24%	20%	25%	22%	17%	21%	19%	18%	25%	22%	17%	19%	16%
Not ethical at all	10%	7%	11%	16%	11%	9%	11%	8%	6%	10%	11%	8%	8%	10%	10%	8%	13%	10%	12%	9%	6%	11%	11%
Don't know	43%	37%	38%	37%	38%	44%	34%	51%	48%	45%	36%	44%	34%	43%	46%	43%	41%	54%	35%	41%	46%	50%	53%

Cell Contents (Column Percentages)