

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Approve	13%	3%	28%	23%	22%	5%	16%	10%	14%	15%	12%	10%	15%	14%	13%	12%	11%	10%	18%	13%	10%	13%	5%
Disapprove	68%	88%	50%	58%	59%	84%	72%	65%	53%	61%	76%	80%	64%	68%	69%	68%	72%	72%	66%	69%	67%	63%	81%
Don't know	19%	8%	22%	20%	19%	11%	13%	24%	33%	24%	13%	10%	21%	18%	17%	20%	18%	18%	16%	18%	23%	24%	14%

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	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
0 - Would never consider voting for them	37%	1%	52%	43%	45%	27%	36%	37%	32%	43%	33%	31%	39%	33%	30%	37%	52%	47%	35%	36%	33%	39%	44%
1	7%	0%	10%	12%	8%	7%	8%	7%	7%	8%	7%	6%	4%	10%	5%	8%	5%	5%	8%	7%	7%	6%	10%
2	8%	1%	14%	9%	9%	8%	10%	7%	10%	8%	11%	5%	8%	7%	9%	10%	9%	8%	9%	9%	8%	8%	5%
3	7%	4%	6%	10%	8%	7%	6%	7%	5%	8%	7%	6%	6%	6%	9%	6%	8%	6%	6%	7%	8%	6%	4%
4	4%	6%	2%	6%	3%	6%	5%	3%	3%	4%	6%	4%	3%	4%	7%	4%	4%	5%	4%	6%	5%	4%	3%
5	9%	16%	7%	9%	6%	13%	8%	10%	6%	9%	8%	13%	9%	10%	10%	9%	5%	12%	10%	7%	11%	10%	10%
6	5%	11%	3%	4%	5%	7%	6%	5%	3%	3%	6%	9%	4%	7%	5%	4%	5%	5%	6%	4%	6%	6%	6%
7	6%	15%	2%	4%	6%	8%	6%	6%	3%	5%	8%	8%	8%	8%	5%	5%	4%	7%	7%	8%	5%	4%	6%
8	4%	14%	1%	3%	4%	6%	3%	5%	-	3%	5%	7%	2%	5%	7%	3%	1%	-	4%	4%	4%	3%	5%
9	1%	7%	0%	-	0%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	-	-	2%	2%	0%	1%	1%
10 - Would definitely consider voting for them	6%	21%	2%	1%	5%	8%	6%	5%	2%	4%	7%	8%	4%	5%	7%	7%	4%	3%	8%	4%	4%	6%	5%
prefer not to answer	5%	2%	1%	-	1%	1%	4%	7%	26%	5%	-	0%	10%	4%	4%	6%	4%	2%	1%	5%	9%	8%	3%

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Labour

Unweighted base		1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base		1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
0 - Would never consider voting for them		36%	60%	9%	14%	17%	56%	38%	33%	22%	27%	42%	52%	27%	37%	35%	38%	34%	39%	27%	34%	41%	38%	52%
1		6%	10%	4%	5%	5%	8%	7%	6%	6%	6%	7%	7%	4%	6%	10%	5%	6%	6%	6%	6%	7%	7%	7%
2		6%	8%	3%	8%	7%	5%	7%	6%	9%	7%	7%	3%	8%	7%	6%	4%	9%	5%	6%	7%	6%	8%	2%
3		6%	7%	5%	10%	8%	6%	7%	5%	4%	8%	7%	4%	8%	6%	5%	7%	8%	4%	8%	6%	6%	6%	3%
4		5%	4%	5%	12%	8%	4%	4%	6%	5%	6%	5%	4%	5%	5%	6%	5%	6%	2%	7%	7%	3%	4%	5%
5		10%	5%	16%	10%	12%	7%	9%	11%	11%	11%	8%	8%	12%	8%	13%	10%	7%	11%	9%	11%	9%	9%	12%
6		6%	3%	9%	16%	9%	4%	6%	6%	5%	7%	6%	5%	4%	7%	6%	5%	7%	6%	8%	6%	5%	4%	3%
7		7%	1%	13%	12%	12%	3%	7%	7%	6%	8%	6%	5%	10%	7%	5%	5%	9%	5%	8%	6%	7%	5%	6%
8		5%	0%	12%	8%	8%	2%	5%	5%	5%	5%	5%	4%	7%	5%	3%	6%	3%	9%	8%	5%	2%	3%	5%
9		2%	-	5%	2%	3%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%	3%	3%	2%	1%	1%	1%
10 - Would definitely consider voting for them		6%	0%	18%	4%	12%	3%	5%	7%	1%	8%	6%	6%	6%	7%	4%	7%	4%	7%	8%	6%	6%	6%	1%
prefer not to answer		5%	2%	1%	-	1%	1%	4%	7%	26%	5%	-	0%	10%	4%	4%	6%	4%	2%	1%	5%	9%	8%	3%

Liberal Democrats

Unweighted base		1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base		1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
0 - Would never consider voting for them		29%	38%	13%	2%	16%	43%	35%	24%	17%	27%	34%	34%	26%	28%	30%	32%	31%	30%	22%	29%	34%	34%	35%
1		6%	7%	4%	1%	4%	7%	6%	5%	4%	6%	6%	6%	1%	5%	8%	6%	10%	6%	4%	5%	6%	9%	7%
2		6%	9%	5%	1%	4%	9%	7%	6%	4%	7%	7%	6%	6%	6%	5%	8%	4%	7%	5%	7%	8%	4%	8%
3		9%	14%	10%	1%	9%	9%	8%	9%	8%	8%	8%	11%	7%	7%	11%	8%	11%	12%	8%	11%	6%	10%	7%
4		7%	8%	9%	3%	8%	7%	7%	7%	7%	7%	8%	6%	6%	8%	5%	9%	3%	6%	9%	5%	7%	5%	8%
5		13%	11%	19%	11%	17%	11%	11%	15%	10%	14%	14%	12%	18%	10%	15%	13%	12%	13%	16%	12%	12%	11%	12%
6		7%	5%	10%	14%	10%	4%	6%	8%	7%	7%	7%	6%	4%	9%	4%	5%	12%	4%	9%	7%	5%	5%	6%
7		8%	5%	11%	21%	14%	3%	8%	8%	6%	10%	6%	6%	10%	8%	8%	6%	7%	11%	11%	8%	6%	6%	6%
8		4%	1%	8%	15%	7%	2%	3%	5%	5%	4%	3%	4%	5%	6%	5%	1%	3%	2%	7%	3%	2%	5%	3%
9		2%	-	4%	11%	5%	1%	2%	2%	1%	2%	4%	2%	4%	3%	2%	1%	1%	5%	3%	3%	2%	1%	2%
10 - Would definitely consider voting for them		4%	-	5%	20%	6%	2%	3%	5%	4%	4%	4%	4%	5%	7%	2%	3%	1%	3%	5%	4%	4%	3%	3%
prefer not to answer		5%	2%	1%	-	1%	1%	4%	7%	26%	5%	-	0%	10%	4%	4%	6%	4%	2%	1%	5%	9%	8%	3%

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Reform UK

Unweighted base		1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base		1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
0 - Would never consider voting for them		47%	23%	69%	72%	70%	23%	44%	49%	48%	53%	41%	40%	47%	48%	39%	45%	58%	47%	55%	52%	37%	39%	36%
1		4%	4%	4%	3%	6%	3%	5%	3%	4%	5%	3%	5%	2%	5%	5%	4%	5%	3%	5%	3%	2%	6%	6%
2		4%	7%	3%	4%	4%	3%	3%	4%	5%	3%	4%	4%	4%	3%	3%	5%	4%	5%	4%	4%	3%	5%	2%
3		4%	5%	3%	3%	4%	3%	3%	4%	2%	4%	4%	3%	4%	3%	4%	3%	6%	2%	4%	4%	3%	3%	3%
4		3%	3%	3%	2%	1%	4%	3%	2%	2%	3%	2%	4%	3%	3%	4%	3%	2%	1%	2%	2%	3%	5%	3%
5		7%	12%	6%	6%	4%	11%	8%	7%	4%	8%	9%	6%	7%	6%	10%	8%	7%	7%	8%	7%	8%	4%	9%
6		3%	6%	1%	3%	1%	4%	3%	2%	1%	2%	4%	2%	1%	3%	5%	1%	2%	3%	2%	3%	3%	3%	3%
7		4%	8%	3%	1%	3%	8%	4%	5%	1%	4%	7%	5%	3%	4%	6%	5%	1%	6%	4%	4%	6%	3%	4%
8		5%	7%	2%	3%	2%	8%	5%	4%	2%	3%	5%	8%	4%	5%	4%	4%	3%	5%	3%	4%	5%	4%	9%
9		3%	6%	1%	-	1%	5%	2%	3%	1%	1%	5%	4%	3%	3%	3%	2%	2%	2%	2%	3%	1%	4%	4%
10 - Would definitely consider voting for them		13%	17%	3%	2%	3%	27%	16%	10%	3%	8%	18%	20%	11%	13%	13%	15%	6%	17%	9%	9%	17%	20%	18%
prefer not to answer		5%	2%	1%	-	1%	1%	4%	7%	26%	5%	-	0%	10%	4%	4%	6%	4%	2%	1%	5%	9%	8%	3%

Green Party

Unweighted base		1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base		1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
0 - Would never consider voting for them		32%	50%	16%	8%	17%	48%	38%	27%	20%	29%	36%	40%	19%	33%	33%	36%	37%	30%	27%	29%	38%	40%	35%
1		6%	7%	5%	4%	4%	9%	8%	4%	3%	7%	6%	7%	4%	6%	8%	5%	7%	11%	6%	6%	4%	9%	10%
2		7%	12%	6%	4%	7%	9%	7%	7%	2%	6%	10%	8%	6%	7%	7%	8%	6%	6%	8%	8%	8%	4%	4%
3		7%	8%	8%	3%	8%	7%	5%	8%	3%	7%	7%	7%	6%	6%	8%	7%	9%	6%	5%	8%	7%	6%	7%
4		6%	7%	9%	12%	8%	5%	5%	7%	6%	5%	7%	7%	8%	6%	5%	6%	6%	6%	7%	6%	5%	4%	7%
5		12%	10%	19%	17%	15%	10%	11%	13%	11%	13%	11%	11%	14%	12%	16%	10%	10%	6%	16%	12%	9%	9%	9%
6		5%	2%	7%	16%	8%	2%	5%	6%	6%	6%	6%	3%	2%	7%	5%	5%	5%	6%	8%	5%	3%	5%	3%
7		7%	2%	11%	12%	10%	3%	7%	7%	9%	7%	6%	6%	13%	6%	5%	6%	4%	12%	9%	8%	4%	4%	6%
8		4%	1%	6%	8%	7%	2%	4%	5%	4%	5%	4%	3%	6%	5%	3%	4%	2%	5%	5%	5%	4%	3%	5%
9		2%	-	4%	6%	4%	1%	2%	2%	4%	1%	3%	1%	5%	2%	1%	1%	1%	4%	3%	2%	2%	2%	2%
10 - Would definitely consider voting for them		7%	-	8%	10%	12%	2%	5%	8%	6%	8%	5%	5%	7%	7%	5%	7%	9%	5%	7%	7%	6%	5%	8%
prefer not to answer		5%	2%	1%	-	1%	1%	4%	7%	26%	5%	-	0%	10%	4%	4%	6%	4%	2%	1%	5%	9%	8%	3%

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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	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Health	33%	30%	39%	43%	41%	28%	24%	41%	26%	31%	35%	37%	27%	32%	34%	34%	41%	37%	37%	32%	30%	30%	35%
Immigration & Asylum	54%	79%	38%	32%	36%	78%	56%	51%	32%	44%	64%	70%	42%	54%	62%	56%	42%	60%	45%	52%	62%	55%	63%
Crime	24%	29%	19%	10%	15%	34%	25%	22%	12%	22%	29%	28%	30%	23%	25%	24%	15%	17%	20%	24%	27%	26%	23%
The economy	50%	55%	56%	52%	54%	47%	54%	47%	47%	50%	52%	51%	44%	52%	52%	51%	48%	46%	54%	54%	47%	49%	37%
Tax	16%	20%	12%	10%	13%	17%	19%	13%	22%	18%	17%	9%	16%	15%	21%	15%	15%	15%	14%	18%	17%	17%	12%
Pensions	6%	7%	5%	5%	4%	9%	6%	6%	1%	3%	8%	10%	4%	5%	6%	7%	3%	9%	6%	5%	6%	4%	7%
Education	9%	5%	12%	12%	13%	5%	7%	11%	14%	11%	7%	6%	10%	9%	10%	8%	8%	12%	13%	8%	10%	8%	2%
Family life & childcare	5%	3%	6%	9%	6%	4%	3%	7%	3%	9%	2%	3%	3%	7%	4%	6%	3%	3%	6%	4%	6%	6%	2%
Housing	18%	7%	23%	22%	19%	12%	17%	19%	30%	21%	12%	12%	26%	19%	14%	15%	17%	18%	17%	21%	14%	17%	22%
The environment	16%	7%	23%	30%	27%	7%	16%	17%	16%	22%	12%	12%	22%	16%	11%	15%	23%	20%	20%	17%	14%	9%	17%
Britain leaving the EU	12%	5%	16%	22%	21%	5%	13%	11%	10%	11%	12%	13%	12%	12%	10%	10%	20%	11%	14%	12%	8%	13%	11%
Transport	2%	0%	4%	2%	2%	1%	3%	1%	7%	2%	1%	1%	2%	1%	2%	3%	4%	2%	2%	2%	1%	3%	1%
Welfare benefits	14%	15%	14%	14%	14%	17%	13%	15%	9%	13%	19%	14%	12%	14%	13%	14%	16%	16%	11%	15%	15%	13%	21%
Defence and security	17%	27%	15%	18%	18%	21%	20%	14%	9%	13%	17%	28%	15%	19%	16%	15%	21%	15%	22%	15%	16%	16%	16%
None of these	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	-	1%	2%	-	0%	1%	0%	1%	1%
Don't know	3%	-	2%	2%	1%	1%	3%	3%	12%	3%	1%	0%	4%	2%	2%	3%	4%	1%	2%	2%	5%	2%	4%

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

National Health Service

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	2%	1%	5%	2%	3%	1%	4%	1%	3%	3%	2%	2%	5%	2%	3%	2%	-	1%	3%	2%	2%	2%	1%
Fairly well	19%	13%	34%	32%	27%	12%	23%	16%	25%	17%	19%	20%	18%	22%	21%	19%	15%	12%	24%	24%	13%	15%	12%
Fairly badly	32%	37%	31%	31%	34%	33%	30%	34%	30%	32%	32%	32%	30%	33%	34%	29%	34%	33%	32%	33%	35%	27%	31%
Very badly	38%	45%	24%	27%	29%	49%	37%	39%	27%	36%	42%	43%	35%	35%	36%	40%	44%	50%	34%	33%	40%	45%	48%
Don't know	8%	4%	6%	8%	7%	5%	7%	10%	15%	12%	4%	3%	11%	8%	6%	10%	7%	5%	7%	9%	10%	10%	7%

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Immigration

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	1%	1%	3%	0%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	-	2%	0%	1%	2%	2%
Fairly well	11%	1%	20%	19%	18%	3%	13%	9%	15%	12%	9%	8%	10%	11%	8%	11%	11%	14%	16%	12%	5%	10%	5%
Fairly badly	22%	12%	32%	33%	31%	13%	21%	24%	28%	26%	18%	17%	28%	21%	23%	20%	28%	16%	24%	24%	17%	24%	19%
Very badly	58%	83%	38%	34%	41%	80%	61%	55%	40%	49%	67%	72%	48%	58%	62%	60%	53%	63%	53%	54%	66%	56%	64%
Don't know	8%	3%	8%	13%	8%	4%	4%	12%	16%	10%	6%	3%	11%	9%	6%	7%	7%	7%	6%	9%	10%	7%	10%

Crime

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	2%	1%	2%	3%	3%	-	2%	1%	1%	3%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	3%	2%
Fairly well	18%	6%	34%	26%	29%	7%	19%	16%	22%	18%	16%	16%	19%	17%	19%	16%	20%	15%	24%	18%	13%	13%	12%
Fairly badly	27%	27%	28%	36%	28%	26%	26%	28%	30%	26%	25%	28%	24%	27%	27%	27%	30%	23%	26%	29%	23%	31%	27%
Very badly	38%	56%	21%	14%	23%	57%	42%	34%	22%	34%	46%	47%	40%	37%	40%	39%	34%	41%	34%	34%	45%	39%	47%
Don't know	16%	10%	15%	22%	17%	10%	11%	21%	26%	19%	13%	9%	15%	18%	11%	16%	15%	19%	14%	18%	17%	15%	11%

Education

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	2%	1%	3%	-	2%	1%	3%	1%	1%	3%	1%	1%	3%	1%	1%	3%	2%	3%	2%	1%	2%	4%	1%
Fairly well	23%	16%	36%	34%	29%	18%	25%	21%	24%	24%	24%	21%	20%	24%	27%	23%	18%	23%	30%	25%	19%	19%	13%
Fairly badly	29%	32%	29%	25%	29%	29%	28%	29%	30%	29%	26%	31%	29%	28%	33%	25%	33%	26%	28%	29%	29%	28%	31%
Very badly	24%	34%	9%	14%	18%	31%	26%	22%	22%	21%	27%	28%	27%	23%	23%	23%	28%	23%	26%	18%	28%	24%	29%
Don't know	22%	17%	23%	27%	21%	21%	18%	26%	23%	24%	22%	20%	22%	24%	15%	26%	19%	25%	15%	28%	23%	24%	25%

Taxation

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	1%	0%	2%	-	1%	0%	1%	0%	-	1%	1%	-	1%	1%	1%	1%	1%	-	0%	0%	1%	2%	2%
Fairly well	11%	3%	22%	19%	16%	7%	12%	11%	13%	11%	10%	12%	13%	12%	11%	10%	10%	11%	15%	14%	7%	7%	7%
Fairly badly	32%	27%	38%	47%	39%	26%	30%	33%	29%	34%	30%	31%	33%	30%	32%	31%	39%	30%	35%	33%	26%	32%	31%
Very badly	44%	65%	25%	23%	32%	58%	48%	40%	39%	38%	51%	50%	38%	47%	44%	45%	40%	47%	42%	39%	53%	43%	48%
Don't know	12%	4%	13%	11%	11%	9%	9%	16%	19%	16%	8%	6%	15%	10%	12%	14%	11%	12%	7%	15%	13%	16%	12%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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

Unemployment

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	1%	1%	3%	1%	2%	1%	2%	1%	1%	2%	1%	0%	1%	1%	2%	2%	-	3%	2%	1%	1%	4%	1%
Fairly well	16%	9%	28%	24%	25%	12%	20%	12%	9%	18%	18%	15%	16%	18%	19%	12%	21%	13%	22%	17%	12%	14%	9%
Fairly badly	30%	32%	31%	34%	28%	30%	29%	31%	38%	29%	28%	30%	26%	30%	33%	32%	26%	24%	28%	33%	29%	28%	29%
Very badly	31%	43%	17%	12%	20%	41%	33%	29%	29%	27%	34%	35%	34%	29%	27%	32%	34%	37%	28%	27%	36%	30%	39%
Don't know	22%	16%	22%	29%	25%	16%	17%	27%	24%	24%	19%	20%	24%	23%	19%	22%	19%	22%	20%	22%	22%	24%	22%

Inflation

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	1%	0%	2%	-	1%	0%	1%	0%	-	2%	0%	0%	1%	1%	1%	1%	-	-	1%	1%	1%	2%	1%
Fairly well	17%	8%	30%	23%	27%	11%	18%	15%	11%	16%	18%	19%	19%	18%	19%	14%	14%	11%	22%	18%	11%	12%	13%
Fairly badly	32%	29%	31%	44%	33%	29%	33%	30%	37%	30%	31%	33%	30%	31%	32%	31%	41%	29%	33%	33%	29%	34%	26%
Very badly	37%	57%	21%	15%	25%	50%	37%	38%	31%	36%	39%	42%	33%	38%	37%	39%	33%	45%	34%	34%	44%	37%	43%
Don't know	14%	5%	16%	18%	14%	9%	10%	17%	22%	17%	11%	6%	17%	13%	12%	15%	12%	16%	11%	13%	16%	15%	17%

Britain's exit from the EU

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	3%	0%	6%	2%	4%	1%	4%	2%	4%	3%	2%	1%	4%	2%	4%	3%	1%	-	4%	2%	1%	3%	2%
Fairly well	20%	14%	32%	34%	28%	14%	20%	20%	21%	20%	20%	19%	23%	22%	20%	18%	15%	22%	24%	23%	16%	14%	14%
Fairly badly	23%	24%	24%	21%	24%	24%	24%	23%	19%	24%	24%	22%	25%	20%	30%	23%	24%	23%	23%	24%	20%	29%	24%
Very badly	35%	45%	21%	21%	28%	43%	38%	31%	27%	30%	38%	43%	28%	34%	32%	34%	48%	37%	34%	30%	40%	30%	43%
Don't know	20%	16%	17%	22%	16%	18%	14%	25%	29%	22%	15%	15%	20%	23%	14%	22%	12%	18%	15%	22%	22%	23%	17%

Defence

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	3%	1%	5%	4%	5%	2%	5%	2%	4%	4%	3%	3%	4%	3%	5%	3%	3%	1%	4%	4%	2%	4%	2%
Fairly well	30%	25%	47%	43%	40%	23%	34%	26%	30%	30%	32%	28%	28%	32%	33%	27%	25%	30%	36%	33%	25%	25%	21%
Fairly badly	21%	27%	16%	18%	20%	25%	20%	21%	17%	18%	24%	25%	17%	20%	24%	20%	27%	18%	21%	20%	21%	20%	24%
Very badly	22%	33%	9%	7%	13%	33%	25%	20%	16%	19%	25%	29%	24%	21%	16%	26%	23%	29%	22%	18%	26%	24%	27%
Don't know	23%	13%	22%	27%	22%	18%	15%	31%	33%	29%	17%	15%	27%	24%	21%	24%	22%	22%	17%	25%	26%	28%	25%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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

The economy

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	1%	0%	2%	-	1%	0%	1%	0%	-	2%	1%	-	1%	1%	2%	1%	-	-	1%	1%	1%	2%	1%
Fairly well	14%	6%	28%	21%	24%	7%	15%	13%	11%	15%	13%	15%	14%	16%	15%	13%	11%	9%	19%	15%	11%	11%	8%
Fairly badly	34%	24%	39%	45%	38%	27%	34%	33%	45%	34%	31%	31%	34%	31%	35%	34%	40%	36%	34%	37%	30%	33%	32%
Very badly	43%	67%	22%	25%	28%	60%	43%	42%	27%	37%	51%	50%	38%	44%	39%	44%	40%	49%	41%	39%	47%	43%	49%
Don't know	9%	3%	10%	10%	8%	6%	6%	11%	16%	12%	6%	3%	13%	8%	9%	8%	9%	5%	5%	9%	12%	11%	12%

Terrorism

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	4%	3%	7%	6%	7%	2%	6%	2%	1%	5%	4%	4%	4%	5%	3%	4%	4%	2%	6%	3%	3%	5%	3%
Fairly well	30%	19%	45%	46%	40%	21%	33%	27%	30%	33%	30%	24%	31%	31%	33%	24%	31%	33%	34%	34%	27%	23%	19%
Fairly badly	17%	20%	14%	9%	14%	19%	17%	17%	17%	14%	18%	20%	17%	16%	17%	19%	18%	13%	15%	18%	16%	19%	18%
Very badly	23%	36%	9%	7%	12%	36%	25%	22%	16%	18%	27%	32%	23%	22%	22%	25%	24%	30%	20%	18%	29%	24%	34%
Don't know	26%	21%	25%	32%	26%	22%	19%	32%	36%	29%	21%	20%	24%	26%	25%	28%	23%	22%	24%	26%	25%	29%	26%

Transport

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	2%	2%	3%	1%	2%	1%	3%	1%	1%	3%	1%	1%	1%	2%	2%	2%	3%	-	2%	1%	2%	4%	3%
Fairly well	24%	17%	38%	31%	33%	16%	24%	24%	28%	26%	22%	20%	33%	25%	21%	21%	21%	28%	28%	27%	23%	19%	14%
Fairly badly	29%	32%	27%	29%	30%	30%	29%	28%	26%	25%	33%	34%	26%	26%	32%	31%	32%	31%	29%	32%	25%	27%	30%
Very badly	22%	30%	12%	10%	15%	30%	26%	19%	21%	22%	23%	24%	23%	21%	24%	23%	25%	24%	22%	19%	26%	23%	26%
Don't know	23%	19%	20%	29%	20%	23%	18%	27%	24%	24%	21%	20%	18%	26%	21%	23%	19%	18%	19%	21%	25%	27%	27%

Housing

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	1%	1%	3%	-	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	-	2%	2%	1%	1%	2%	1%
Fairly well	14%	9%	25%	24%	21%	9%	16%	12%	15%	13%	16%	13%	13%	15%	18%	13%	8%	14%	19%	15%	12%	10%	8%
Fairly badly	34%	39%	36%	38%	36%	35%	33%	36%	35%	34%	33%	35%	34%	35%	35%	32%	39%	30%	36%	34%	31%	32%	37%
Very badly	35%	41%	22%	18%	25%	45%	37%	34%	28%	35%	36%	38%	37%	33%	32%	36%	42%	39%	32%	32%	40%	36%	41%
Don't know	15%	11%	15%	20%	17%	11%	12%	18%	20%	16%	14%	13%	14%	16%	13%	19%	11%	14%	11%	18%	16%	20%	14%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	2%	1%	4%	1%	2%	2%	3%	2%	5%	3%	1%	1%	4%	2%	2%	3%	-	4%	3%	2%	2%	4%	1%
Fairly well	22%	22%	34%	29%	27%	20%	25%	20%	24%	23%	22%	19%	23%	23%	26%	19%	23%	22%	25%	24%	21%	21%	15%
Fairly badly	31%	32%	29%	32%	34%	30%	30%	32%	30%	27%	35%	34%	22%	34%	30%	32%	33%	26%	32%	32%	30%	27%	33%
Very badly	24%	30%	15%	16%	19%	28%	27%	21%	21%	22%	23%	29%	28%	21%	24%	24%	27%	30%	23%	20%	28%	23%	30%
Don't know	21%	16%	18%	21%	18%	20%	15%	25%	19%	24%	19%	17%	23%	20%	19%	22%	17%	18%	17%	23%	20%	26%	21%

Welfare benefits

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	1%	1%	2%	0%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	3%	1%	0%	1%	1%	1%	1%	2%	2%
Fairly well	11%	6%	17%	13%	14%	7%	12%	9%	12%	11%	11%	9%	16%	11%	9%	10%	6%	7%	14%	13%	7%	11%	4%
Fairly badly	33%	26%	42%	38%	38%	29%	31%	34%	33%	32%	30%	37%	31%	33%	35%	33%	31%	31%	35%	34%	28%	35%	31%
Very badly	41%	58%	28%	33%	34%	55%	44%	39%	26%	40%	46%	46%	37%	40%	44%	41%	50%	44%	40%	37%	47%	37%	52%
Don't know	14%	8%	11%	15%	13%	9%	11%	17%	27%	16%	11%	8%	15%	15%	9%	15%	12%	17%	10%	15%	18%	16%	12%

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

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	2%	0%	6%	1%	3%	1%	3%	1%	2%	3%	1%	2%	2%	2%	2%	3%	1%	-	3%	1%	2%	3%	1%
Fairly well	18%	7%	36%	33%	31%	8%	20%	17%	17%	19%	19%	17%	21%	20%	18%	17%	14%	14%	26%	19%	13%	15%	11%
Fairly badly	26%	21%	30%	43%	31%	23%	24%	28%	27%	28%	26%	22%	30%	26%	27%	24%	28%	26%	31%	28%	22%	22%	21%
Very badly	43%	70%	20%	14%	26%	63%	47%	40%	29%	35%	50%	57%	35%	43%	43%	46%	48%	46%	35%	40%	50%	44%	60%
Don't know	10%	2%	9%	9%	8%	5%	7%	13%	25%	15%	3%	2%	12%	9%	10%	11%	9%	14%	6%	11%	13%	16%	7%

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

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
She does look like a Prime Minster in waiting	9%	21%	7%	3%	8%	11%	9%	9%	9%	8%	9%	11%	9%	8%	11%	10%	10%	7%	10%	7%	8%	8%	15%
She does not look like a Prime Minster in waiting	65%	59%	79%	75%	75%	66%	73%	57%	41%	59%	76%	74%	65%	66%	64%	64%	65%	59%	72%	65%	58%	56%	67%
Not sure	26%	20%	15%	22%	17%	23%	18%	34%	50%	32%	15%	16%	26%	26%	25%	26%	25%	34%	18%	28%	34%	35%	18%

Fieldwork Dates : 9th - 11th August 2025

Sample Size: 1744 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 think Kemi Badenoch is doing well or badly as leader of the Conservative party?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	1%	4%	1%	-	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	-	-	1%	1%	1%	2%	4%
Fairly well	15%	36%	7%	7%	10%	23%	16%	14%	9%	9%	19%	24%	12%	14%	20%	15%	11%	14%	20%	12%	13%	13%	15%
Fairly badly	25%	28%	25%	28%	25%	29%	26%	24%	18%	22%	29%	29%	22%	26%	25%	26%	25%	16%	29%	26%	20%	24%	21%
Very badly	31%	11%	46%	39%	42%	22%	36%	26%	26%	33%	34%	26%	36%	32%	27%	30%	32%	35%	33%	31%	31%	25%	35%
Don't know	28%	20%	21%	25%	21%	26%	21%	35%	46%	34%	18%	19%	27%	27%	27%	28%	32%	35%	18%	30%	34%	37%	26%

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

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very well	3%	1%	6%	12%	6%	2%	4%	3%	2%	4%	4%	2%	3%	4%	4%	3%	3%	-	4%	4%	2%	2%	3%
Fairly well	25%	23%	38%	49%	36%	19%	26%	25%	23%	21%	28%	31%	25%	28%	24%	21%	25%	32%	34%	23%	21%	20%	20%
Fairly badly	14%	18%	11%	11%	14%	17%	15%	13%	8%	13%	17%	17%	13%	12%	18%	16%	12%	10%	14%	14%	13%	14%	17%
Very badly	16%	21%	8%	-	11%	22%	20%	12%	9%	15%	17%	21%	17%	16%	16%	16%	15%	13%	13%	15%	17%	17%	21%
Don't know	41%	38%	37%	29%	33%	40%	35%	48%	57%	48%	34%	30%	42%	40%	38%	43%	44%	45%	34%	43%	47%	47%	39%

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

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
They are ready for Government	10%	28%	6%	3%	8%	13%	9%	11%	10%	8%	9%	14%	7%	11%	14%	10%	9%	5%	10%	10%	10%	9%	11%
They are not ready for Government	70%	56%	84%	83%	80%	67%	77%	63%	54%	68%	77%	73%	72%	72%	65%	68%	70%	72%	76%	70%	64%	60%	72%
Not sure	20%	16%	11%	14%	11%	20%	14%	26%	36%	24%	14%	13%	21%	17%	22%	23%	21%	24%	14%	19%	26%	31%	17%

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

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Strongly support	16%	7%	24%	16%	20%	10%	21%	11%	19%	20%	12%	11%	24%	13%	15%	13%	25%	18%	17%	15%	13%	16%	19%
Tend to support	36%	30%	45%	35%	42%	31%	40%	32%	36%	33%	35%	42%	33%	35%	31%	41%	41%	34%	38%	39%	35%	28%	34%
Tend to oppose	24%	36%	18%	26%	22%	29%	19%	28%	17%	21%	28%	28%	22%	26%	27%	22%	18%	18%	25%	24%	23%	26%	19%
Strongly oppose	13%	20%	6%	8%	8%	20%	11%	15%	8%	11%	17%	14%	9%	16%	16%	11%	6%	18%	12%	13%	13%	15%	16%
Don't know	11%	7%	8%	15%	8%	9%	8%	14%	19%	14%	8%	5%	12%	10%	10%	14%	9%	12%	7%	9%	16%	15%	13%

Fieldwork Dates : 9th - 11th August 2025

Sample Size: 1744 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 would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Strongly support	12%	7%	20%	12%	15%	9%	17%	8%	14%	16%	10%	8%	18%	10%	10%	12%	21%	11%	14%	12%	11%	13%	12%
Tend to support	30%	21%	42%	27%	36%	24%	35%	26%	35%	28%	31%	31%	33%	28%	28%	32%	36%	29%	31%	34%	26%	24%	35%
Tend to oppose	23%	31%	17%	34%	23%	25%	20%	27%	15%	23%	24%	28%	17%	27%	24%	23%	20%	22%	25%	22%	28%	26%	13%
Strongly oppose	26%	36%	16%	22%	20%	35%	22%	30%	20%	24%	30%	28%	28%	29%	30%	22%	14%	27%	26%	25%	25%	28%	28%
Don't know	8%	5%	5%	5%	6%	6%	7%	9%	16%	9%	6%	5%	5%	6%	7%	11%	9%	11%	5%	8%	9%	9%	12%

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	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Strongly support	19%	9%	26%	16%	21%	12%	25%	14%	31%	23%	15%	11%	27%	17%	16%	19%	24%	21%	17%	21%	17%	21%	23%
Tend to support	34%	28%	41%	35%	36%	31%	32%	36%	42%	31%	33%	38%	30%	35%	35%	33%	37%	35%	36%	36%	35%	32%	28%
Tend to oppose	21%	31%	17%	26%	22%	24%	20%	22%	12%	21%	23%	25%	21%	21%	24%	22%	20%	16%	23%	21%	19%	19%	24%
Strongly oppose	12%	18%	7%	6%	9%	18%	12%	13%	5%	11%	18%	13%	9%	14%	14%	13%	6%	16%	14%	10%	10%	17%	14%
Don't know	13%	14%	10%	18%	11%	15%	10%	15%	10%	14%	12%	14%	14%	13%	12%	14%	13%	13%	10%	12%	18%	11%	12%

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

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Strongly support	6%	2%	11%	6%	10%	3%	8%	5%	8%	9%	4%	3%	10%	4%	6%	6%	10%	9%	6%	6%	5%	9%	6%
Tend to support	19%	11%	29%	19%	26%	12%	23%	16%	23%	19%	17%	21%	24%	17%	17%	21%	26%	15%	25%	18%	12%	22%	22%
Tend to oppose	27%	23%	31%	35%	31%	24%	26%	28%	25%	25%	30%	28%	23%	27%	28%	27%	29%	28%	28%	32%	25%	22%	21%
Strongly oppose	35%	60%	19%	27%	27%	49%	33%	37%	21%	31%	39%	42%	26%	41%	38%	32%	23%	36%	36%	31%	41%	32%	32%
Don't know	13%	5%	10%	13%	7%	13%	11%	14%	23%	15%	9%	7%	16%	11%	11%	15%	12%	12%	6%	13%	17%	15%	19%

Fieldwork Dates : 9th - 11th August 2025

Sample Size: 1744 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 allowing smaller housing units or more high rise blocks?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Strongly support	7%	4%	9%	6%	8%	3%	9%	5%	16%	8%	4%	4%	12%	6%	8%	6%	7%	3%	8%	6%	5%	8%	7%
Tend to support	23%	18%	32%	28%	29%	17%	26%	19%	27%	22%	21%	23%	27%	21%	20%	23%	27%	24%	27%	24%	18%	19%	22%
Tend to oppose	30%	34%	30%	27%	31%	31%	28%	31%	22%	26%	35%	34%	24%	30%	32%	28%	36%	24%	34%	29%	28%	29%	26%
Strongly oppose	26%	35%	15%	22%	21%	34%	22%	29%	11%	25%	29%	29%	19%	29%	25%	27%	15%	32%	23%	23%	30%	26%	30%
Don't know	15%	9%	13%	17%	11%	14%	14%	16%	24%	18%	10%	11%	18%	14%	14%	15%	15%	17%	8%	17%	19%	18%	15%

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

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Strongly support	5%	2%	7%	6%	5%	3%	7%	3%	6%	7%	3%	1%	10%	4%	5%	4%	6%	1%	5%	4%	4%	8%	6%
Tend to support	16%	9%	21%	13%	20%	11%	20%	12%	20%	17%	13%	15%	16%	13%	18%	18%	20%	13%	18%	19%	9%	17%	14%
Tend to oppose	25%	22%	29%	26%	29%	22%	25%	26%	27%	25%	24%	27%	22%	26%	22%	25%	31%	33%	29%	23%	28%	22%	21%
Strongly oppose	44%	63%	33%	44%	39%	55%	39%	48%	27%	37%	54%	52%	38%	49%	46%	41%	32%	45%	45%	41%	46%	41%	46%
Don't know	10%	4%	9%	11%	7%	9%	10%	11%	20%	14%	6%	5%	15%	8%	9%	12%	11%	8%	4%	13%	13%	12%	13%

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

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Go up a lot	11%	7%	10%	5%	10%	9%	11%	12%	18%	14%	8%	7%	15%	10%	11%	11%	12%	14%	8%	9%	15%	15%	14%
Go up a little	39%	38%	41%	42%	41%	37%	45%	34%	49%	38%	36%	40%	38%	41%	40%	37%	41%	37%	41%	44%	39%	33%	31%
Stay about the same	28%	36%	29%	31%	33%	30%	26%	30%	13%	25%	34%	34%	25%	28%	30%	30%	28%	21%	34%	29%	23%	25%	23%
Go down a little	8%	9%	7%	10%	6%	10%	6%	9%	5%	7%	8%	9%	9%	9%	7%	6%	6%	9%	9%	8%	6%	7%	7%
Go down a lot	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	-	-	1%	2%	1%	2%	1%
Don't know	13%	9%	12%	10%	9%	14%	11%	14%	13%	15%	13%	9%	13%	10%	11%	15%	14%	18%	8%	9%	15%	19%	24%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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 think it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
It would be better for Britain if house prices rose	6%	8%	6%	4%	5%	7%	8%	4%	5%	5%	8%	5%	8%	5%	6%	6%	5%	9%	7%	4%	8%	6%	5%
It would be better for Britain if house prices went down	53%	38%	59%	51%	51%	45%	55%	52%	75%	60%	46%	39%	58%	57%	50%	49%	51%	49%	50%	56%	53%	56%	51%
It would be better for Britain if house prices stayed about the same	25%	38%	23%	26%	28%	30%	24%	25%	10%	17%	27%	43%	20%	24%	27%	26%	26%	22%	33%	24%	19%	20%	22%
Don't know	16%	16%	12%	19%	15%	18%	13%	19%	10%	18%	19%	14%	14%	15%	17%	19%	19%	20%	10%	16%	21%	18%	22%

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	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base: All GB adults	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
I would be better off if house prices rose	23%	27%	22%	31%	29%	24%	24%	22%	6%	25%	28%	21%	22%	26%	21%	21%	19%	24%	29%	24%	18%	18%	14%
I would be better off if house prices fell	24%	13%	25%	12%	19%	12%	23%	25%	69%	34%	8%	3%	32%	24%	27%	22%	17%	21%	18%	30%	25%	33%	12%
It will make little difference to me personally if house prices rise or fall	46%	58%	46%	49%	47%	57%	46%	45%	13%	31%	60%	73%	37%	45%	46%	48%	53%	47%	49%	39%	45%	41%	62%
Don't know	8%	2%	7%	7%	5%	7%	8%	8%	12%	11%	5%	2%	8%	6%	7%	10%	10%	8%	4%	7%	11%	8%	12%

Do you think the Conservative party is in touch or out of touch?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
In touch	9%	26%	3%	2%	5%	12%	9%	8%	12%	6%	10%	11%	12%	8%	11%	7%	7%	6%	9%	7%	11%	7%	8%
Out of touch	65%	34%	85%	79%	75%	61%	69%	62%	55%	68%	68%	62%	66%	64%	60%	67%	71%	71%	68%	67%	60%	61%	68%
Neither	14%	30%	7%	9%	11%	18%	14%	13%	7%	10%	15%	22%	9%	15%	16%	14%	12%	8%	17%	13%	12%	11%	13%
Don't know	12%	10%	5%	10%	8%	9%	8%	16%	27%	15%	7%	5%	13%	12%	13%	11%	10%	16%	6%	12%	17%	21%	10%

Do you think the Conservative party cares about ordinary people, or care about only a select few?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Cares about ordinary people	10%	36%	4%	3%	8%	14%	12%	9%	7%	8%	11%	15%	10%	10%	11%	12%	7%	8%	14%	10%	7%	7%	11%
Cares about only a select few	64%	33%	86%	83%	75%	57%	66%	62%	57%	67%	66%	60%	60%	65%	61%	63%	73%	72%	66%	64%	59%	65%	66%
Neither	14%	22%	7%	6%	9%	21%	13%	15%	8%	12%	16%	19%	14%	14%	17%	13%	10%	11%	13%	14%	18%	11%	12%
Don't know	12%	9%	3%	8%	7%	9%	9%	15%	27%	14%	7%	6%	16%	11%	12%	12%	9%	9%	7%	12%	16%	17%	11%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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 think the Conservative party is trustworthy or untrustworthy?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Trustworthy	10%	34%	5%	2%	9%	13%	13%	8%	12%	8%	10%	14%	13%	10%	13%	10%	8%	3%	11%	9%	11%	10%	12%
Untrustworthy	63%	26%	84%	82%	75%	54%	65%	61%	55%	69%	67%	53%	64%	62%	59%	63%	72%	69%	64%	66%	59%	61%	64%
Neither	16%	31%	8%	10%	12%	24%	15%	17%	8%	12%	19%	24%	10%	17%	18%	17%	14%	19%	18%	15%	17%	14%	13%
Don't know	10%	10%	3%	6%	5%	9%	7%	13%	25%	11%	4%	8%	14%	10%	9%	11%	6%	9%	6%	11%	13%	14%	11%

Do you think the Conservative party is trying to do the right thing, or serving their own interests?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Trying to do the right thing	15%	47%	7%	5%	12%	21%	17%	14%	13%	11%	16%	24%	14%	16%	18%	16%	13%	12%	17%	15%	14%	16%	14%
Serving their own interests	64%	28%	84%	81%	73%	57%	65%	62%	55%	68%	68%	55%	62%	63%	61%	63%	70%	70%	65%	66%	59%	59%	66%
Neither	9%	18%	6%	3%	8%	13%	10%	9%	7%	8%	10%	13%	9%	10%	9%	8%	9%	10%	11%	7%	12%	11%	7%
Don't know	11%	7%	4%	11%	7%	9%	8%	15%	26%	13%	6%	7%	15%	11%	12%	12%	9%	8%	7%	12%	15%	14%	12%

Do you think the Conservative party is strong or weak?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Strong	8%	21%	5%	4%	5%	9%	9%	7%	14%	10%	6%	5%	10%	8%	8%	9%	8%	5%	9%	8%	8%	8%	8%
Weak	60%	43%	73%	73%	70%	59%	65%	55%	43%	56%	69%	65%	58%	61%	58%	63%	57%	60%	65%	63%	54%	53%	59%
Neither	20%	30%	16%	14%	18%	23%	19%	21%	12%	19%	20%	25%	18%	21%	22%	16%	23%	23%	21%	17%	21%	21%	23%
Don't know	12%	6%	5%	9%	6%	9%	7%	16%	31%	15%	4%	5%	14%	11%	11%	12%	12%	12%	6%	13%	16%	18%	9%

Do you think the Conservative party is moderate or extreme?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Moderate	35%	62%	26%	26%	32%	41%	37%	32%	29%	31%	37%	40%	33%	35%	38%	36%	30%	27%	38%	34%	30%	36%	34%
Extreme	21%	1%	39%	30%	34%	11%	21%	21%	20%	23%	23%	17%	26%	22%	13%	21%	27%	28%	24%	22%	16%	19%	24%
Neither	24%	26%	20%	28%	21%	30%	26%	22%	17%	21%	26%	30%	19%	25%	28%	21%	25%	27%	26%	24%	28%	17%	17%
Don't know	20%	10%	15%	16%	13%	18%	16%	24%	35%	25%	14%	12%	21%	19%	21%	22%	19%	17%	11%	20%	26%	29%	24%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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 think the Conservative party is competent or incompetent?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Competent	14%	39%	7%	5%	11%	17%	15%	12%	11%	12%	14%	16%	16%	14%	17%	13%	12%	8%	13%	12%	16%	11%	16%
Incompetent	59%	25%	81%	73%	71%	54%	61%	57%	47%	62%	65%	55%	56%	60%	57%	59%	66%	57%	65%	60%	53%	56%	57%
Neither	15%	30%	6%	13%	12%	20%	14%	15%	11%	11%	15%	23%	12%	16%	13%	16%	10%	21%	16%	16%	12%	14%	16%
Don't know	12%	6%	6%	9%	6%	9%	9%	15%	31%	15%	6%	6%	17%	10%	13%	13%	12%	15%	5%	12%	19%	18%	11%

Do you think the Conservative party has a clear sense of purpose, or are unclear about what they stand for?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Have a clear sense of purpose	16%	32%	13%	9%	16%	15%	16%	15%	18%	17%	14%	14%	16%	16%	16%	15%	14%	16%	15%	17%	16%	14%	14%
Are unclear what they stand for	59%	44%	72%	74%	67%	61%	63%	55%	40%	55%	68%	66%	55%	60%	62%	58%	58%	55%	65%	60%	54%	51%	60%
Neither	11%	16%	8%	9%	9%	14%	11%	11%	9%	10%	12%	14%	13%	11%	9%	13%	12%	13%	12%	9%	12%	15%	13%
Don't know	14%	8%	7%	8%	8%	10%	10%	18%	33%	18%	6%	6%	16%	13%	13%	14%	15%	16%	9%	14%	19%	19%	13%

Do you think the Conservative party is tolerant or prejudiced?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Tolerant	18%	46%	7%	8%	13%	26%	20%	15%	13%	13%	22%	23%	19%	18%	20%	19%	9%	12%	19%	16%	20%	15%	17%
Prejudiced	43%	9%	69%	64%	61%	30%	44%	43%	38%	49%	41%	38%	47%	42%	41%	40%	53%	51%	51%	46%	35%	37%	43%
Neither	20%	34%	12%	13%	15%	27%	20%	20%	10%	15%	24%	28%	16%	20%	23%	19%	20%	16%	20%	18%	22%	19%	20%
Don't know	19%	12%	12%	15%	11%	17%	17%	22%	39%	22%	13%	12%	18%	19%	17%	23%	18%	21%	11%	21%	24%	29%	20%

Do you think the Labour party is in touch or out of touch?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
In touch	14%	4%	32%	19%	21%	7%	15%	12%	18%	15%	13%	10%	16%	14%	11%	16%	10%	11%	20%	15%	10%	12%	6%
Out of touch	66%	88%	48%	55%	57%	83%	70%	63%	44%	61%	74%	79%	58%	67%	68%	66%	73%	71%	64%	65%	68%	62%	77%
Neither	11%	4%	16%	19%	17%	5%	9%	13%	10%	12%	11%	9%	15%	10%	11%	10%	9%	8%	12%	10%	9%	11%	11%
Don't know	9%	4%	4%	8%	5%	5%	6%	12%	28%	12%	3%	2%	11%	9%	11%	9%	8%	10%	4%	10%	13%	15%	6%

Fieldwork Dates : 9th - 11th August 2025

Sample Size: 1744 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 think the Labour party cares about ordinary people, or care about only a select few?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Cares about ordinary people	23%	6%	50%	39%	40%	10%	25%	21%	22%	27%	22%	17%	26%	26%	22%	20%	20%	20%	34%	23%	17%	18%	13%
Cares about only a select few	50%	67%	30%	38%	37%	65%	52%	48%	38%	45%	55%	58%	47%	49%	50%	48%	57%	60%	45%	48%	52%	51%	63%
Neither	17%	23%	15%	17%	18%	19%	15%	19%	11%	15%	20%	21%	15%	16%	19%	20%	16%	13%	16%	18%	18%	16%	17%
Don't know	10%	4%	5%	6%	6%	5%	8%	12%	29%	12%	3%	4%	12%	10%	9%	12%	7%	7%	5%	11%	13%	14%	8%

Do you think the Labour party is trustworthy or untrustworthy?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Trustworthy	14%	2%	32%	21%	23%	8%	16%	13%	14%	18%	11%	11%	14%	15%	11%	15%	15%	10%	20%	14%	12%	11%	7%
Untrustworthy	61%	87%	36%	44%	48%	78%	64%	58%	43%	56%	68%	72%	51%	62%	63%	63%	62%	61%	56%	61%	63%	61%	70%
Neither	15%	7%	25%	24%	23%	8%	13%	16%	14%	14%	17%	13%	19%	14%	15%	12%	12%	23%	18%	15%	11%	12%	15%
Don't know	10%	3%	7%	10%	6%	6%	7%	14%	30%	12%	4%	4%	16%	9%	11%	9%	11%	6%	6%	11%	14%	15%	7%

Do you think the Labour party is trying to do the right thing, or serving their own interests?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Trying to do the right thing	25%	6%	54%	45%	44%	13%	27%	24%	17%	30%	26%	21%	29%	28%	23%	22%	23%	29%	35%	27%	19%	19%	16%
Serving their own interests	54%	77%	30%	36%	37%	73%	55%	53%	41%	47%	62%	66%	49%	54%	56%	54%	54%	59%	50%	51%	57%	56%	65%
Neither	9%	10%	11%	8%	12%	6%	8%	9%	8%	10%	7%	9%	10%	7%	10%	9%	10%	7%	8%	9%	8%	11%	8%
Don't know	12%	6%	6%	11%	6%	8%	9%	14%	35%	14%	5%	4%	12%	10%	12%	15%	14%	5%	6%	14%	15%	15%	11%

Do you think the Labour party is strong or weak?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Strong	9%	3%	21%	9%	14%	5%	11%	8%	13%	11%	6%	7%	11%	9%	8%	12%	6%	6%	12%	10%	5%	13%	5%
Weak	62%	83%	46%	53%	54%	77%	65%	59%	44%	56%	71%	72%	57%	64%	64%	59%	65%	65%	59%	62%	63%	58%	71%
Neither	17%	10%	27%	29%	26%	11%	17%	18%	13%	18%	19%	17%	20%	18%	17%	16%	18%	17%	23%	16%	16%	13%	16%
Don't know	11%	4%	5%	9%	5%	7%	7%	15%	30%	14%	4%	4%	12%	10%	11%	13%	11%	11%	6%	12%	16%	16%	8%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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 think the Labour party is moderate or extreme?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Moderate	37%	17%	63%	58%	57%	20%	39%	35%	38%	43%	37%	25%	44%	38%	35%	34%	33%	37%	50%	38%	27%	34%	22%
Extreme	24%	48%	9%	7%	13%	39%	27%	22%	14%	16%	31%	37%	27%	24%	23%	24%	26%	25%	23%	23%	24%	23%	33%
Neither	22%	26%	20%	21%	20%	27%	21%	22%	13%	21%	20%	28%	15%	20%	28%	22%	24%	19%	20%	21%	25%	18%	26%
Don't know	17%	9%	9%	13%	10%	14%	12%	22%	34%	20%	11%	10%	14%	18%	14%	19%	17%	19%	7%	18%	24%	24%	18%

Do you think the Labour party is competent or incompetent?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Competent	17%	4%	40%	23%	28%	8%	20%	15%	20%	21%	15%	11%	22%	18%	15%	17%	13%	17%	24%	17%	13%	16%	9%
Incompetent	59%	86%	35%	41%	44%	78%	61%	57%	41%	51%	67%	73%	51%	58%	62%	60%	66%	52%	54%	58%	61%	59%	69%
Neither	13%	7%	18%	26%	22%	8%	10%	15%	7%	14%	14%	12%	14%	14%	12%	11%	13%	16%	17%	12%	10%	11%	13%
Don't know	11%	3%	6%	11%	6%	6%	8%	13%	33%	14%	4%	3%	13%	10%	11%	11%	8%	15%	5%	12%	16%	15%	9%

Do you think the Labour party has a clear sense of purpose, or are unclear about what they stand for?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Have a clear sense of purpose	16%	8%	33%	21%	23%	11%	18%	15%	18%	18%	14%	15%	18%	18%	16%	16%	13%	12%	22%	16%	13%	15%	8%
Are unclear what they stand for	65%	80%	54%	66%	63%	75%	68%	62%	45%	59%	73%	77%	62%	66%	63%	63%	70%	68%	64%	65%	64%	61%	73%
Neither	8%	8%	9%	9%	9%	7%	7%	10%	7%	9%	10%	6%	7%	7%	9%	11%	8%	3%	8%	8%	8%	9%	9%
Don't know	11%	4%	4%	4%	4%	7%	8%	14%	30%	15%	3%	3%	13%	9%	12%	10%	10%	17%	5%	12%	15%	15%	10%

Do you think the Labour party is tolerant or prejudiced?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Tolerant	26%	9%	52%	42%	44%	14%	28%	25%	20%	31%	28%	20%	28%	29%	25%	25%	22%	28%	35%	26%	20%	24%	17%
Prejudiced	37%	61%	16%	23%	25%	52%	41%	33%	29%	30%	40%	51%	37%	37%	40%	35%	40%	35%	33%	35%	40%	34%	50%
Neither	18%	18%	21%	22%	21%	18%	17%	19%	15%	17%	21%	18%	17%	16%	18%	21%	21%	19%	21%	18%	17%	17%	15%
Don't know	18%	12%	11%	13%	11%	16%	14%	23%	37%	23%	10%	11%	18%	18%	18%	20%	17%	18%	11%	21%	22%	25%	18%

Fieldwork Dates : 9th - 11th August 2025

Sample Size: 1744 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 important do you think it is to teach each of the following subjects at secondary school?
English

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	82%	87%	82%	88%	86%	86%	80%	85%	66%	78%	93%	88%	83%	84%	82%	81%	81%	80%	87%	83%	83%	72%	79%
Quite important	15%	12%	16%	9%	14%	11%	17%	13%	27%	19%	7%	12%	15%	14%	15%	15%	17%	19%	12%	15%	15%	21%	17%
Not very important	1%	0%	1%	-	1%	0%	1%	1%	3%	1%	1%	0%	0%	0%	0%	3%	1%	1%	-	1%	1%	4%	2%
Not at all important	0%	-	0%	-	0%	0%	0%	0%	1%	0%	-	-	1%	0%	0%	0%	-	-	0%	0%	-	1%	-
Don't know	1%	-	1%	3%	-	2%	2%	0%	4%	2%	-	0%	1%	1%	2%	1%	1%	-	0%	1%	2%	2%	2%

Mathematics

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	79%	88%	79%	85%	81%	81%	79%	79%	72%	74%	86%	84%	81%	80%	80%	79%	76%	72%	84%	79%	77%	75%	75%
Quite important	18%	11%	19%	12%	18%	17%	17%	19%	22%	21%	14%	15%	15%	18%	18%	18%	20%	26%	14%	19%	20%	20%	22%
Not very important	1%	0%	0%	-	1%	0%	1%	2%	2%	2%	0%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%
Not at all important	0%	-	0%	0%	-	0%	0%	0%	1%	0%	0%	0%	1%	0%	-	1%	-	-	0%	1%	-	1%	-
Don't know	1%	-	1%	3%	-	2%	2%	1%	4%	2%	0%	0%	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	3%

Science

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	65%	67%	72%	71%	76%	60%	67%	63%	58%	63%	71%	67%	67%	68%	60%	64%	62%	65%	75%	65%	59%	54%	61%
Quite important	28%	30%	23%	24%	22%	32%	27%	30%	31%	29%	25%	29%	27%	25%	32%	29%	32%	29%	21%	30%	32%	33%	28%
Not very important	4%	3%	3%	2%	2%	4%	3%	5%	6%	4%	3%	3%	4%	4%	4%	5%	4%	4%	3%	2%	6%	8%	4%
Not at all important	1%	-	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	-	1%	2%	1%	-	-	0%	1%	0%	1%	2%
Don't know	2%	0%	1%	2%	-	2%	3%	1%	5%	3%	1%	1%	2%	2%	2%	1%	2%	2%	0%	1%	2%	4%	4%

Art

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	15%	7%	21%	19%	24%	8%	13%	18%	11%	19%	14%	12%	27%	15%	9%	11%	18%	18%	19%	15%	13%	11%	15%
Quite important	37%	35%	41%	43%	41%	35%	35%	40%	33%	36%	38%	41%	38%	38%	32%	40%	44%	26%	42%	36%	37%	32%	36%
Not very important	33%	44%	29%	26%	27%	41%	35%	31%	33%	29%	36%	37%	24%	32%	41%	34%	27%	42%	29%	36%	34%	34%	33%
Not at all important	12%	14%	8%	9%	8%	14%	14%	10%	19%	13%	11%	9%	9%	12%	15%	13%	9%	11%	9%	12%	14%	18%	12%
Don't know	2%	-	1%	3%	0%	3%	2%	2%	3%	3%	1%	0%	1%	3%	2%	2%	1%	3%	1%	1%	3%	5%	4%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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

Citizenship

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	24%	28%	25%	26%	26%	26%	23%	25%	16%	19%	26%	36%	23%	27%	24%	20%	25%	28%	28%	22%	23%	20%	27%
Quite important	40%	41%	44%	47%	44%	38%	39%	41%	38%	40%	41%	40%	32%	40%	47%	42%	37%	33%	41%	44%	39%	37%	33%
Not very important	18%	19%	19%	13%	17%	17%	20%	16%	19%	20%	19%	13%	22%	16%	17%	18%	21%	17%	18%	16%	21%	18%	14%
Not at all important	7%	5%	5%	2%	5%	7%	7%	6%	8%	8%	6%	5%	9%	4%	6%	10%	6%	6%	6%	7%	4%	10%	9%
Don't know	11%	7%	8%	12%	7%	11%	11%	11%	19%	14%	8%	6%	13%	12%	7%	11%	12%	15%	6%	12%	12%	15%	17%

Computing/Computer Science/ICT

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	64%	68%	66%	68%	71%	67%	64%	64%	34%	62%	75%	69%	59%	66%	62%	65%	63%	64%	70%	65%	61%	54%	63%
Quite important	31%	31%	31%	26%	27%	30%	31%	31%	48%	33%	23%	29%	35%	30%	35%	28%	33%	30%	27%	32%	34%	36%	31%
Not very important	3%	1%	2%	2%	2%	1%	2%	3%	8%	3%	1%	2%	1%	3%	1%	4%	2%	3%	2%	2%	2%	4%	4%
Not at all important	1%	-	0%	1%	-	0%	1%	0%	5%	0%	0%	-	1%	0%	-	2%	-	-	0%	0%	1%	3%	-
Don't know	2%	0%	1%	2%	0%	2%	2%	1%	5%	2%	1%	0%	3%	1%	2%	1%	2%	2%	1%	1%	2%	3%	3%

Design and technology

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	28%	34%	28%	27%	32%	30%	31%	27%	12%	26%	34%	34%	28%	28%	27%	29%	28%	33%	33%	28%	25%	27%	30%
Quite important	50%	47%	54%	48%	53%	50%	51%	49%	48%	51%	51%	49%	51%	50%	47%	48%	59%	49%	48%	51%	52%	49%	51%
Not very important	17%	17%	12%	20%	12%	16%	13%	20%	30%	16%	13%	15%	17%	17%	19%	16%	11%	11%	17%	16%	18%	17%	13%
Not at all important	3%	1%	3%	3%	2%	2%	2%	3%	5%	4%	1%	1%	1%	2%	4%	4%	-	5%	1%	3%	3%	4%	2%
Don't know	2%	1%	2%	2%	1%	2%	3%	2%	5%	4%	0%	1%	3%	2%	3%	2%	2%	2%	1%	2%	3%	4%	5%

Geography

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	29%	27%	31%	32%	34%	28%	25%	32%	18%	31%	27%	32%	35%	29%	28%	25%	29%	35%	31%	30%	28%	24%	25%
Quite important	53%	55%	54%	53%	53%	54%	56%	51%	54%	51%	56%	54%	46%	54%	53%	55%	58%	52%	54%	52%	56%	52%	51%
Not very important	14%	17%	11%	13%	11%	14%	14%	14%	19%	12%	16%	13%	15%	15%	16%	14%	10%	7%	14%	12%	13%	16%	18%
Not at all important	2%	1%	2%	-	2%	2%	3%	2%	3%	4%	1%	1%	2%	1%	1%	4%	2%	3%	1%	4%	1%	4%	2%
Don't know	2%	0%	1%	2%	0%	2%	2%	2%	5%	3%	1%	0%	2%	2%	3%	1%	2%	2%	0%	2%	3%	4%	3%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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

History

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	44%	43%	46%	45%	49%	44%	44%	44%	30%	46%	44%	46%	51%	43%	45%	42%	42%	39%	48%	45%	42%	39%	40%
Quite important	42%	44%	43%	44%	42%	43%	42%	42%	41%	41%	47%	41%	33%	45%	43%	41%	45%	48%	43%	42%	42%	40%	44%
Not very important	10%	11%	7%	8%	7%	9%	10%	10%	19%	7%	8%	12%	11%	9%	9%	12%	9%	9%	8%	10%	11%	11%	10%
Not at all important	3%	2%	2%	2%	2%	2%	3%	3%	7%	3%	1%	1%	3%	2%	1%	4%	4%	3%	1%	2%	3%	6%	3%
Don't know	1%	0%	2%	1%	0%	2%	2%	1%	3%	2%	0%	0%	1%	1%	3%	1%	1%	1%	0%	1%	2%	4%	3%

Modern foreign languages (e.g. French, Spanish, German)

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	31%	24%	39%	39%	42%	23%	27%	34%	29%	30%	32%	32%	40%	31%	28%	27%	35%	29%	39%	31%	27%	22%	26%
Quite important	45%	51%	44%	47%	45%	48%	44%	46%	43%	41%	47%	51%	44%	46%	41%	45%	48%	47%	44%	46%	47%	42%	43%
Not very important	19%	22%	13%	11%	12%	23%	21%	16%	23%	21%	17%	14%	12%	19%	24%	20%	13%	17%	14%	18%	20%	24%	23%
Not at all important	4%	2%	2%	2%	2%	5%	5%	3%	2%	5%	3%	3%	2%	3%	4%	7%	2%	4%	2%	4%	4%	7%	3%
Don't know	2%	0%	2%	1%	0%	2%	3%	2%	3%	3%	1%	1%	2%	2%	3%	1%	2%	2%	1%	1%	2%	5%	5%

Music

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	16%	10%	21%	18%	24%	10%	13%	18%	9%	18%	14%	16%	21%	15%	11%	15%	19%	20%	18%	15%	14%	13%	17%
Quite important	40%	36%	42%	49%	45%	40%	38%	41%	25%	38%	44%	45%	42%	41%	38%	36%	46%	35%	43%	39%	37%	35%	42%
Not very important	33%	43%	29%	25%	24%	38%	34%	31%	44%	30%	32%	32%	25%	34%	37%	33%	28%	29%	29%	35%	37%	33%	27%
Not at all important	10%	9%	7%	6%	7%	10%	12%	8%	18%	11%	8%	6%	10%	8%	10%	14%	5%	13%	9%	10%	10%	14%	9%
Don't know	2%	1%	2%	1%	1%	3%	3%	1%	4%	3%	1%	1%	1%	2%	4%	2%	3%	3%	1%	1%	3%	4%	5%

Physical education (PE)

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	47%	49%	46%	51%	48%	47%	47%	46%	44%	48%	48%	44%	51%	48%	43%	45%	47%	47%	52%	44%	49%	41%	41%
Quite important	40%	40%	42%	36%	42%	38%	39%	41%	39%	37%	39%	46%	38%	39%	43%	41%	41%	40%	38%	42%	41%	38%	42%
Not very important	9%	9%	9%	10%	9%	9%	9%	9%	11%	8%	10%	9%	5%	10%	10%	10%	9%	10%	9%	10%	7%	13%	6%
Not at all important	2%	2%	2%	1%	1%	3%	3%	2%	3%	3%	2%	1%	3%	3%	2%	3%	2%	1%	1%	3%	1%	4%	7%
Don't know	2%	0%	1%	1%	-	3%	2%	1%	3%	3%	0%	0%	2%	1%	2%	2%	2%	2%	0%	1%	3%	4%	4%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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

Sex and relationship education (currently part of Personal, Social, Health and Economic education)

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	49%	35%	57%	62%	58%	37%	40%	57%	61%	57%	43%	33%	55%	53%	46%	45%	43%	45%	54%	51%	46%	43%	40%
Quite important	38%	48%	36%	33%	34%	43%	44%	32%	26%	34%	43%	45%	35%	34%	40%	40%	45%	34%	37%	37%	38%	38%	39%
Not very important	9%	13%	4%	3%	5%	13%	11%	8%	9%	5%	10%	16%	7%	9%	9%	9%	10%	14%	7%	9%	9%	11%	14%
Not at all important	2%	4%	0%	1%	2%	3%	3%	2%	2%	1%	3%	4%	1%	2%	2%	3%	1%	4%	1%	2%	3%	5%	2%
Don't know	2%	1%	2%	1%	1%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	1%	2%	3%	3%	4%

Religious studies

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	11%	12%	10%	12%	11%	9%	8%	13%	13%	13%	6%	10%	16%	10%	10%	8%	9%	12%	11%	9%	10%	13%	10%
Quite important	28%	22%	35%	37%	34%	23%	22%	34%	36%	26%	26%	29%	25%	28%	32%	29%	27%	24%	34%	29%	26%	23%	19%
Not very important	34%	40%	36%	34%	34%	36%	36%	33%	33%	32%	37%	36%	34%	35%	33%	33%	36%	33%	32%	34%	37%	31%	39%
Not at all important	24%	26%	17%	14%	19%	30%	31%	18%	13%	25%	29%	23%	21%	24%	21%	27%	25%	27%	20%	26%	23%	29%	28%
Don't know	3%	1%	2%	3%	2%	3%	4%	2%	5%	3%	2%	2%	4%	2%	3%	3%	3%	4%	2%	2%	3%	5%	4%

Drama

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	8%	4%	10%	10%	13%	3%	6%	10%	7%	9%	6%	7%	14%	6%	6%	7%	9%	8%	9%	6%	7%	6%	10%
Quite important	30%	30%	35%	31%	36%	27%	29%	31%	21%	33%	30%	29%	31%	32%	29%	28%	35%	23%	32%	31%	28%	31%	25%
Not very important	40%	45%	40%	44%	37%	45%	40%	40%	37%	36%	43%	46%	38%	41%	38%	43%	35%	45%	39%	40%	41%	38%	46%
Not at all important	19%	21%	13%	12%	13%	21%	22%	17%	30%	18%	19%	17%	15%	19%	23%	20%	19%	23%	19%	21%	20%	20%	15%
Don't know	3%	0%	2%	3%	1%	3%	3%	2%	5%	4%	1%	1%	3%	3%	3%	3%	2%	1%	1%	2%	4%	5%	4%

Classics

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	6%	8%	4%	4%	6%	7%	6%	6%	5%	7%	5%	7%	11%	5%	7%	5%	5%	7%	6%	5%	7%	8%	7%
Quite important	25%	24%	28%	25%	28%	25%	24%	26%	16%	26%	27%	28%	32%	25%	23%	25%	27%	22%	26%	27%	26%	21%	25%
Not very important	40%	51%	38%	48%	42%	43%	39%	40%	32%	34%	45%	48%	30%	43%	39%	38%	44%	41%	43%	42%	36%	33%	40%
Not at all important	19%	14%	21%	18%	19%	17%	21%	17%	24%	20%	19%	14%	19%	18%	18%	21%	15%	23%	21%	18%	18%	21%	15%
Don't know	10%	4%	9%	4%	5%	9%	10%	10%	22%	14%	5%	3%	8%	10%	13%	11%	8%	7%	5%	9%	13%	17%	13%

Fieldwork Dates : 9th - 11th August 2025
Sample Size: 1744 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

Business studies

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	25%	28%	22%	16%	24%	28%	23%	27%	13%	27%	25%	28%	23%	25%	26%	25%	30%	23%	26%	22%	27%	24%	29%
Quite important	51%	53%	51%	57%	51%	53%	52%	49%	46%	46%	58%	53%	44%	54%	48%	50%	53%	50%	52%	53%	52%	43%	45%
Not very important	18%	16%	21%	20%	19%	14%	18%	17%	31%	18%	14%	15%	22%	15%	21%	18%	14%	19%	18%	19%	14%	21%	20%
Not at all important	3%	1%	3%	4%	4%	2%	3%	3%	3%	4%	2%	2%	7%	3%	2%	3%	1%	4%	3%	2%	3%	6%	3%
Don't know	3%	2%	4%	3%	2%	3%	3%	4%	7%	5%	1%	2%	4%	3%	3%	4%	2%	4%	2%	4%	3%	7%	3%

Latin

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Very important	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	3%	1%	3%	1%	1%	-	2%	2%	1%	2%	-
Quite important	8%	11%	9%	9%	9%	8%	8%	9%	9%	7%	7%	11%	14%	10%	7%	6%	3%	10%	10%	8%	10%	5%	5%
Not very important	34%	34%	32%	36%	36%	32%	30%	37%	33%	34%	31%	37%	35%	33%	31%	32%	46%	31%	36%	35%	30%	32%	34%
Not at all important	53%	52%	55%	49%	52%	56%	57%	49%	49%	53%	58%	50%	43%	54%	55%	57%	48%	56%	49%	53%	55%	55%	56%
Don't know	3%	1%	3%	5%	1%	3%	3%	4%	7%	4%	2%	2%	6%	2%	4%	4%	3%	4%	2%	2%	4%	6%	5%

From what you know, do you think exams like A-Levels have got harder or easier over the last ten years, or have they stayed the same?

Unweighted base	1744	284	477	160	657	624	773	971	139	694	418	493	162	621	282	441	148	90	535	523	284	216	186
Base	1744	314	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	207	176
Have got harder	17%	10%	18%	19%	13%	12%	13%	20%	49%	18%	9%	7%	19%	19%	18%	17%	4%	11%	15%	16%	21%	21%	12%
Have got easier	25%	37%	21%	17%	24%	34%	29%	22%	11%	17%	36%	37%	27%	25%	27%	22%	33%	25%	31%	22%	24%	21%	27%
Have stayed about the same	17%	17%	24%	24%	24%	15%	17%	17%	9%	19%	19%	15%	19%	16%	18%	17%	13%	17%	21%	18%	12%	16%	12%
Don't know	41%	36%	36%	40%	39%	40%	42%	40%	31%	46%	37%	41%	35%	40%	36%	43%	49%	48%	33%	44%	43%	42%	49%

Cell Contents (Column Percentages)