

Fieldwork Dates: 16th - 18th August 2025

Sample Size: 1760 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	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base: All GB adults	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Approve	13%	4%	27%	17%	21%	6%	16%	11%	13%	13%	14%	12%	15%	14%	11%	11%	15%	17%	17%	15%	11%	9%	9%
Disapprove	69%	88%	53%	57%	59%	85%	69%	68%	52%	65%	74%	77%	63%	69%	71%	71%	68%	60%	66%	65%	73%	72%	74%
Don't know	18%	9%	20%	25%	20%	9%	15%	21%	35%	22%	11%	11%	22%	17%	18%	17%	17%	23%	17%	20%	16%	19%	17%

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	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
0 - Would never consider voting for them	36%	1%	52%	43%	44%	26%	37%	36%	40%	42%	33%	27%	39%	32%	34%	39%	44%	46%	33%	36%	31%	43%	47%
1	6%	1%	11%	8%	9%	3%	7%	5%	9%	6%	7%	5%	8%	6%	5%	6%	5%	11%	7%	6%	6%	5%	8%
2	8%	2%	11%	14%	9%	7%	9%	7%	8%	8%	10%	6%	5%	9%	8%	6%	12%	5%	8%	8%	7%	9%	7%
3	7%	2%	9%	6%	8%	7%	8%	6%	4%	8%	7%	6%	8%	6%	10%	6%	8%	2%	6%	9%	6%	5%	6%
4	4%	5%	3%	5%	3%	6%	5%	4%	4%	4%	6%	4%	2%	7%	4%	4%	0%	3%	4%	4%	6%	5%	4%
5	10%	14%	6%	8%	8%	13%	10%	11%	8%	9%	11%	12%	10%	11%	9%	9%	9%	12%	10%	9%	12%	10%	11%
6	5%	11%	2%	6%	4%	8%	4%	6%	2%	4%	6%	9%	4%	7%	5%	5%	4%	4%	6%	6%	5%	4%	3%
7	6%	19%	2%	2%	4%	10%	7%	6%	4%	5%	6%	11%	11%	5%	6%	7%	2%	8%	8%	5%	7%	4%	4%
8	5%	17%	1%	2%	3%	8%	4%	6%	-	4%	3%	9%	2%	5%	7%	5%	4%	1%	7%	5%	4%	3%	2%
9	2%	5%	0%	2%	1%	3%	1%	2%	1%	1%	3%	2%	1%	1%	4%	2%	1%	1%	2%	1%	2%	2%	1%
10 - Would definitely consider voting for them	6%	22%	1%	3%	6%	7%	5%	7%	3%	4%	7%	9%	4%	7%	6%	5%	4%	4%	7%	6%	6%	3%	4%
prefer not to answer	4%	0%	2%	1%	1%	2%	4%	5%	18%	5%	1%	1%	7%	4%	2%	5%	6%	4%	1%	5%	7%	7%	5%

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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		1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base		1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
0 - Would never consider voting for them		38%	63%	8%	20%	19%	58%	38%	37%	21%	33%	40%	51%	26%	40%	43%	38%	30%	37%	30%	31%	44%	44%	56%
1		6%	9%	2%	7%	4%	8%	6%	6%	7%	4%	8%	9%	8%	5%	6%	7%	5%	9%	7%	5%	6%	9%	5%
2		5%	6%	4%	9%	5%	6%	6%	5%	5%	6%	5%	5%	7%	5%	7%	4%	5%	2%	5%	7%	6%	4%	5%
3		6%	7%	5%	9%	6%	5%	6%	6%	7%	7%	5%	4%	4%	7%	7%	4%	4%	6%	5%	6%	6%	8%	4%
4		5%	4%	6%	6%	6%	4%	4%	5%	5%	5%	4%	4%	3%	4%	6%	5%	9%	-	5%	5%	6%	3%	4%
5		10%	7%	12%	15%	14%	5%	9%	11%	13%	12%	10%	5%	11%	9%	6%	10%	13%	16%	10%	12%	7%	10%	7%
6		6%	2%	11%	10%	11%	2%	6%	6%	6%	7%	7%	3%	11%	6%	4%	4%	7%	4%	10%	7%	3%	3%	4%
7		8%	2%	16%	10%	13%	3%	8%	7%	8%	10%	5%	5%	7%	7%	8%	9%	7%	7%	10%	9%	6%	5%	5%
8		5%	0%	13%	6%	8%	3%	6%	4%	4%	5%	5%	6%	6%	4%	3%	6%	7%	8%	7%	7%	2%	5%	3%
9		2%	0%	5%	1%	3%	1%	2%	2%	1%	1%	4%	1%	3%	1%	1%	1%	3%	2%	2%	1%	3%	0%	2%
10 - Would definitely consider voting for them		6%	-	16%	6%	10%	3%	5%	6%	5%	5%	6%	6%	8%	6%	5%	5%	3%	3%	8%	7%	5%	2%	3%
prefer not to answer		4%	0%	2%	1%	1%	2%	4%	5%	18%	5%	1%	1%	7%	4%	2%	5%	6%	4%	1%	5%	7%	7%	5%

Liberal Democrats

Unweighted base		1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base		1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
0 - Would never consider voting for them		28%	40%	13%	2%	13%	41%	30%	26%	22%	26%	30%	33%	22%	26%	32%	30%	28%	35%	19%	27%	33%	32%	44%
1		5%	11%	2%	-	3%	8%	5%	6%	4%	5%	5%	7%	4%	5%	7%	5%	7%	4%	4%	5%	6%	9%	4%
2		7%	10%	6%	3%	6%	8%	7%	6%	5%	8%	6%	7%	8%	6%	6%	8%	7%	10%	8%	7%	6%	8%	5%
3		7%	6%	8%	3%	6%	8%	8%	6%	4%	8%	9%	6%	3%	8%	7%	7%	8%	4%	8%	5%	9%	10%	6%
4		6%	6%	7%	1%	7%	5%	5%	7%	6%	6%	8%	5%	5%	6%	8%	5%	9%	6%	7%	6%	5%	4%	7%
5		16%	16%	24%	15%	21%	14%	15%	18%	14%	18%	16%	16%	24%	15%	16%	16%	10%	20%	19%	18%	15%	13%	11%
6		8%	4%	14%	12%	12%	5%	9%	8%	13%	9%	6%	7%	8%	8%	7%	11%	11%	4%	10%	10%	6%	7%	5%
7		7%	2%	10%	18%	11%	4%	7%	7%	6%	7%	8%	5%	6%	9%	7%	4%	7%	7%	9%	7%	6%	5%	5%
8		5%	2%	7%	15%	10%	1%	4%	6%	3%	5%	4%	6%	7%	5%	3%	5%	3%	5%	6%	6%	4%	1%	3%
9		1%	0%	2%	6%	3%	0%	2%	1%	2%	1%	2%	2%	3%	1%	1%	2%	-	-	3%	1%	1%	0%	1%
10 - Would definitely consider voting for them		4%	1%	4%	24%	7%	2%	4%	4%	2%	4%	5%	5%	3%	6%	4%	4%	4%	2%	6%	4%	3%	3%	4%
prefer not to answer		4%	0%	2%	1%	1%	2%	4%	5%	18%	5%	1%	1%	7%	4%	2%	5%	6%	4%	1%	5%	7%	7%	5%

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Reform UK

Unweighted base		1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base		1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
0 - Would never consider voting for them		46%	25%	72%	59%	70%	21%	43%	49%	54%	50%	42%	39%	56%	42%	41%	46%	54%	50%	53%	51%	37%	35%	42%
1		4%	6%	3%	6%	4%	3%	4%	4%	4%	3%	4%	4%	2%	5%	5%	3%	4%	1%	4%	4%	4%	2%	4%
2		4%	5%	4%	5%	4%	3%	4%	3%	3%	5%	3%	3%	5%	4%	3%	3%	4%	7%	6%	3%	4%	3%	3%
3		3%	4%	1%	3%	2%	4%	3%	4%	3%	4%	2%	4%	3%	4%	3%	3%	3%	2%	3%	2%	3%	5%	4%
4		3%	4%	1%	4%	1%	3%	4%	2%	5%	3%	2%	2%	3%	3%	3%	2%	1%	4%	2%	2%	4%	3%	2%
5		7%	10%	4%	9%	4%	9%	6%	8%	7%	6%	8%	7%	7%	7%	7%	7%	5%	15%	6%	7%	7%	9%	8%
6		4%	6%	1%	2%	3%	5%	3%	4%	1%	3%	6%	3%	4%	3%	4%	3%	7%	3%	3%	5%	3%	5%	3%
7		5%	10%	4%	3%	3%	9%	5%	5%	1%	5%	7%	7%	3%	6%	7%	6%	5%	2%	6%	5%	5%	6%	6%
8		5%	8%	3%	3%	2%	8%	4%	5%	1%	3%	5%	8%	2%	5%	5%	6%	4%	-	5%	5%	5%	3%	1%
9		3%	6%	2%	1%	1%	7%	4%	3%	1%	2%	6%	4%	4%	3%	5%	2%	3%	4%	3%	2%	3%	4%	6%
10 - Would definitely consider voting for them		13%	15%	3%	4%	3%	25%	15%	10%	4%	11%	14%	18%	6%	15%	14%	15%	6%	9%	8%	9%	18%	19%	17%
prefer not to answer		4%	0%	2%	1%	1%	2%	4%	5%	18%	5%	1%	1%	7%	4%	2%	5%	6%	4%	1%	5%	7%	7%	5%

Green Party

Unweighted base		1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base		1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
0 - Would never consider voting for them		33%	58%	16%	16%	19%	49%	35%	31%	17%	27%	39%	45%	23%	36%	34%	33%	35%	28%	26%	30%	39%	35%	46%
1		6%	7%	4%	5%	5%	7%	8%	4%	6%	6%	6%	5%	6%	5%	4%	7%	8%	4%	6%	4%	8%	6%	7%
2		7%	11%	7%	8%	7%	9%	8%	7%	4%	8%	8%	8%	9%	7%	8%	6%	7%	10%	8%	8%	6%	8%	5%
3		5%	6%	6%	6%	5%	5%	5%	6%	4%	5%	5%	7%	4%	6%	5%	5%	6%	7%	6%	5%	5%	3%	7%
4		6%	6%	8%	6%	7%	5%	6%	6%	7%	5%	7%	5%	6%	6%	8%	5%	5%	4%	8%	6%	3%	8%	5%
5		13%	6%	18%	23%	15%	12%	12%	14%	10%	15%	12%	11%	12%	13%	12%	14%	10%	17%	13%	14%	12%	15%	10%
6		6%	2%	11%	7%	8%	4%	6%	6%	9%	6%	6%	5%	9%	6%	5%	6%	5%	4%	6%	9%	5%	4%	3%
7		6%	2%	9%	8%	10%	3%	5%	7%	7%	7%	6%	4%	7%	4%	8%	7%	8%	6%	7%	7%	4%	4%	4%
8		6%	1%	11%	8%	11%	1%	4%	7%	6%	6%	5%	5%	7%	6%	5%	5%	4%	9%	9%	6%	5%	4%	1%
9		2%	-	2%	5%	3%	1%	1%	2%	3%	1%	1%	2%	1%	2%	2%	2%	0%	3%	1%	2%	3%	1%	0%
10 - Would definitely consider voting for them		6%	1%	7%	7%	9%	3%	6%	7%	9%	8%	5%	2%	9%	6%	5%	6%	5%	4%	8%	5%	5%	6%	6%
prefer not to answer		4%	0%	2%	1%	1%	2%	4%	5%	18%	5%	1%	1%	7%	4%	2%	5%	6%	4%	1%	5%	7%	7%	5%

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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	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base: All GB adults	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Health	31%	26%	42%	44%	43%	25%	24%	37%	20%	30%	35%	33%	27%	30%	32%	31%	36%	35%	36%	30%	32%	20%	29%
Immigration & Asylum	54%	78%	35%	41%	36%	79%	55%	53%	31%	46%	66%	69%	43%	55%	61%	58%	44%	54%	47%	52%	59%	64%	63%
Crime	25%	31%	19%	17%	15%	35%	27%	22%	21%	22%	28%	28%	28%	24%	26%	27%	21%	17%	22%	26%	26%	27%	25%
The economy	53%	56%	58%	44%	59%	47%	53%	52%	59%	53%	52%	50%	59%	52%	49%	49%	63%	53%	62%	57%	44%	44%	42%
Tax	16%	20%	15%	9%	13%	19%	20%	12%	14%	20%	14%	12%	16%	18%	20%	13%	14%	10%	16%	15%	19%	18%	11%
Pensions	6%	5%	5%	6%	5%	8%	6%	6%	1%	3%	6%	12%	2%	6%	4%	6%	10%	5%	3%	5%	8%	6%	10%
Education	9%	7%	10%	14%	10%	6%	8%	9%	18%	9%	5%	7%	4%	10%	8%	9%	12%	9%	9%	10%	9%	7%	4%
Family life & childcare	4%	3%	5%	8%	6%	2%	2%	6%	4%	7%	1%	3%	3%	5%	3%	4%	7%	4%	5%	4%	5%	3%	2%
Housing	19%	8%	26%	24%	22%	10%	18%	19%	34%	20%	18%	10%	38%	16%	15%	16%	17%	17%	18%	20%	18%	19%	20%
The environment	16%	5%	23%	28%	25%	7%	15%	16%	23%	17%	13%	12%	16%	16%	14%	15%	17%	19%	17%	18%	15%	11%	9%
Britain leaving the EU	11%	3%	17%	13%	18%	5%	13%	9%	7%	11%	13%	11%	14%	12%	6%	10%	13%	8%	13%	11%	8%	9%	10%
Transport	2%	2%	1%	3%	2%	1%	2%	2%	5%	2%	2%	2%	5%	2%	1%	2%	2%	2%	2%	2%	2%	5%	1%
Welfare benefits	13%	15%	11%	12%	11%	15%	11%	14%	9%	12%	15%	12%	4%	13%	16%	15%	9%	14%	12%	11%	11%	13%	22%
Defence and security	18%	27%	15%	19%	17%	22%	18%	17%	8%	13%	19%	29%	11%	19%	17%	20%	13%	22%	17%	18%	20%	15%	17%
None of these	0%	0%	0%	-	0%	0%	1%	0%	0%	0%	0%	0%	-	0%	1%	0%	-	1%	0%	0%	0%	1%	0%
Don't know	2%	0%	2%	1%	1%	1%	2%	2%	5%	2%	1%	1%	2%	2%	1%	2%	1%	4%	1%	1%	2%	2%	5%

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

National Health Service

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	2%	-	3%	2%	2%	0%	2%	1%	1%	2%	1%	2%	3%	1%	2%	2%	2%	-	2%	2%	2%	1%	1%
Fairly well	19%	9%	31%	29%	28%	12%	23%	15%	21%	16%	23%	19%	20%	22%	16%	19%	12%	17%	24%	21%	15%	15%	11%
Fairly badly	32%	39%	33%	35%	33%	35%	30%	34%	24%	33%	33%	33%	27%	32%	31%	34%	36%	33%	35%	35%	30%	26%	28%
Very badly	39%	46%	27%	24%	29%	47%	37%	41%	34%	38%	38%	43%	37%	38%	43%	37%	44%	38%	34%	32%	47%	45%	47%
Don't know	9%	5%	7%	10%	8%	5%	9%	9%	20%	11%	5%	3%	13%	7%	8%	9%	6%	12%	6%	10%	6%	12%	13%

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Immigration

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	1%	0%	2%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	-
Fairly well	10%	2%	20%	15%	18%	3%	11%	9%	9%	12%	9%	7%	13%	11%	9%	9%	5%	9%	13%	10%	8%	8%	6%
Fairly badly	20%	10%	34%	25%	32%	10%	19%	21%	22%	25%	17%	14%	22%	19%	18%	20%	26%	27%	29%	22%	15%	14%	10%
Very badly	59%	85%	33%	47%	39%	85%	60%	59%	38%	52%	69%	74%	50%	61%	66%	59%	56%	51%	50%	57%	68%	64%	70%
Don't know	10%	2%	11%	12%	10%	2%	8%	11%	31%	10%	4%	4%	12%	8%	7%	11%	12%	12%	8%	10%	8%	13%	13%

Crime

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	1%	-	1%	0%	1%	-	1%	1%	3%	1%	0%	0%	2%	1%	1%	1%	-	-	1%	2%	0%	2%	0%
Fairly well	17%	8%	32%	25%	28%	8%	17%	16%	11%	18%	18%	15%	14%	17%	15%	18%	18%	20%	21%	19%	13%	12%	11%
Fairly badly	28%	27%	29%	34%	31%	26%	28%	27%	25%	28%	27%	28%	27%	26%	25%	31%	27%	30%	31%	29%	24%	24%	25%
Very badly	40%	57%	23%	22%	24%	58%	42%	38%	31%	36%	44%	49%	42%	42%	45%	35%	40%	33%	32%	36%	50%	46%	49%
Don't know	15%	8%	14%	18%	16%	7%	11%	17%	29%	17%	10%	8%	15%	14%	14%	15%	15%	17%	15%	14%	13%	17%	15%

Education

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	2%	0%	3%	1%	2%	0%	2%	1%	4%	2%	1%	1%	3%	1%	2%	3%	-	1%	2%	2%	1%	3%	1%
Fairly well	26%	20%	41%	34%	35%	20%	30%	23%	21%	27%	30%	21%	27%	26%	25%	28%	22%	29%	30%	30%	20%	24%	17%
Fairly badly	28%	31%	24%	30%	27%	29%	25%	31%	29%	27%	25%	32%	25%	31%	24%	27%	31%	25%	30%	25%	33%	23%	26%
Very badly	23%	29%	13%	16%	16%	30%	23%	22%	19%	21%	25%	25%	22%	22%	25%	19%	28%	25%	20%	19%	26%	22%	32%
Don't know	22%	20%	19%	19%	20%	21%	20%	24%	27%	23%	19%	20%	23%	20%	24%	23%	19%	21%	18%	24%	19%	28%	25%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	1%	-	2%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	-	1%	1%	1%	0%	1%	1%
Fairly well	14%	9%	23%	20%	19%	8%	14%	13%	15%	13%	16%	11%	16%	13%	12%	14%	14%	15%	16%	16%	12%	10%	7%
Fairly badly	29%	23%	36%	35%	35%	26%	29%	30%	23%	31%	30%	29%	32%	28%	26%	34%	25%	29%	31%	30%	29%	25%	25%
Very badly	45%	64%	29%	29%	34%	58%	47%	42%	36%	41%	47%	52%	40%	47%	51%	39%	46%	40%	44%	40%	47%	47%	50%
Don't know	12%	4%	11%	16%	11%	8%	10%	14%	25%	14%	7%	7%	12%	12%	10%	12%	15%	15%	8%	13%	12%	15%	17%

Unemployment

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	1%	0%	2%	1%	2%	-	1%	1%	2%	1%	1%	0%	5%	1%	1%	1%	-	-	1%	1%	1%	1%	2%
Fairly well	19%	11%	36%	26%	29%	14%	21%	17%	6%	21%	22%	17%	19%	18%	18%	19%	20%	22%	26%	20%	14%	13%	10%
Fairly badly	32%	37%	29%	34%	31%	34%	31%	32%	33%	31%	32%	31%	30%	32%	32%	32%	34%	25%	31%	35%	31%	32%	26%
Very badly	29%	40%	15%	16%	16%	38%	30%	29%	37%	25%	27%	36%	27%	30%	31%	29%	28%	32%	24%	25%	39%	29%	41%
Don't know	19%	12%	19%	23%	22%	14%	16%	22%	23%	21%	17%	15%	18%	20%	18%	19%	18%	21%	18%	19%	15%	25%	22%

Inflation

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%	3%	1%	0%	1%	-	-	1%	1%	0%	3%	1%
Fairly well	18%	10%	32%	33%	30%	10%	21%	15%	12%	16%	24%	18%	21%	17%	17%	16%	19%	27%	27%	20%	10%	10%	10%
Fairly badly	30%	33%	31%	29%	28%	32%	29%	31%	31%	31%	28%	31%	28%	30%	31%	35%	27%	16%	30%	31%	29%	31%	29%
Very badly	38%	48%	23%	21%	27%	47%	36%	39%	34%	37%	36%	42%	37%	40%	38%	33%	38%	43%	33%	34%	45%	39%	43%
Don't know	14%	8%	13%	17%	14%	9%	12%	15%	21%	15%	12%	9%	11%	13%	14%	15%	16%	14%	9%	14%	16%	16%	17%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	2%	2%	3%	2%	2%	2%	2%	2%	-	3%	1%	1%	3%	3%	0%	2%	-	1%	2%	2%	2%	3%	1%
Fairly well	18%	16%	31%	24%	27%	13%	19%	17%	14%	20%	21%	15%	18%	18%	18%	20%	18%	13%	25%	19%	16%	12%	9%
Fairly badly	24%	26%	24%	26%	27%	24%	23%	26%	20%	25%	24%	24%	28%	23%	27%	23%	24%	24%	27%	23%	23%	24%	24%
Very badly	36%	36%	25%	26%	28%	43%	41%	30%	36%	31%	36%	43%	33%	36%	34%	35%	41%	36%	30%	34%	40%	38%	44%
Don't know	20%	20%	17%	22%	17%	19%	15%	25%	30%	21%	18%	16%	18%	20%	21%	20%	17%	26%	16%	23%	18%	23%	22%

Defence

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	3%	1%	5%	2%	4%	1%	4%	2%	7%	4%	2%	2%	6%	2%	2%	4%	3%	4%	3%	4%	3%	3%	2%
Fairly well	30%	25%	47%	44%	42%	24%	33%	27%	20%	31%	34%	29%	26%	31%	25%	33%	29%	32%	38%	32%	24%	25%	18%
Fairly badly	21%	29%	14%	22%	18%	26%	21%	21%	17%	18%	22%	28%	15%	22%	23%	21%	25%	14%	23%	18%	26%	18%	21%
Very badly	22%	29%	10%	11%	13%	31%	23%	21%	19%	20%	22%	26%	22%	22%	24%	21%	20%	28%	19%	19%	26%	23%	32%
Don't know	24%	16%	23%	21%	24%	18%	18%	29%	38%	27%	20%	16%	31%	23%	26%	20%	24%	22%	18%	27%	21%	32%	27%

The economy

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	1%	2%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
Fairly well	15%	4%	29%	24%	25%	6%	16%	13%	11%	14%	17%	15%	14%	16%	14%	13%	11%	19%	20%	16%	9%	8%	13%
Fairly badly	33%	29%	34%	42%	35%	32%	31%	34%	30%	36%	33%	27%	32%	29%	37%	33%	44%	27%	33%	34%	35%	29%	27%
Very badly	43%	63%	26%	22%	30%	57%	44%	42%	38%	38%	43%	54%	40%	46%	41%	42%	39%	41%	40%	38%	46%	48%	50%
Don't know	9%	2%	9%	12%	9%	4%	8%	10%	21%	11%	6%	3%	12%	8%	7%	10%	6%	12%	6%	10%	9%	13%	9%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	5%	3%	8%	5%	6%	2%	7%	4%	13%	6%	3%	2%	8%	5%	2%	6%	8%	2%	5%	7%	5%	4%	2%
Fairly well	32%	29%	49%	41%	44%	25%	36%	29%	27%	34%	33%	30%	35%	32%	34%	31%	29%	39%	37%	37%	29%	25%	20%
Fairly badly	15%	17%	10%	17%	12%	20%	14%	17%	9%	15%	16%	17%	11%	16%	15%	16%	18%	12%	15%	13%	18%	15%	16%
Very badly	24%	32%	11%	12%	15%	33%	25%	22%	17%	21%	26%	30%	23%	23%	24%	23%	24%	33%	20%	19%	29%	23%	39%
Don't know	23%	18%	22%	25%	22%	20%	19%	28%	33%	23%	22%	20%	23%	25%	25%	23%	21%	14%	22%	23%	19%	33%	24%

Transport

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	2%	1%	2%	1%	1%	1%	3%	1%	7%	2%	1%	1%	3%	2%	1%	2%	3%	-	2%	2%	2%	3%	1%
Fairly well	25%	18%	40%	33%	32%	19%	27%	24%	26%	26%	28%	20%	30%	24%	25%	26%	21%	24%	32%	27%	22%	20%	14%
Fairly badly	28%	37%	24%	32%	29%	30%	27%	29%	20%	27%	29%	35%	28%	30%	24%	27%	29%	36%	29%	29%	30%	26%	21%
Very badly	21%	25%	14%	14%	16%	27%	24%	19%	20%	19%	23%	25%	21%	22%	23%	18%	25%	22%	17%	18%	24%	23%	35%
Don't know	23%	19%	21%	21%	21%	23%	19%	27%	27%	26%	19%	20%	18%	22%	27%	26%	22%	18%	19%	24%	22%	28%	29%

Housing

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	1%	-	1%	1%	1%	-	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	-	2%	1%
Fairly well	15%	7%	28%	20%	22%	9%	17%	13%	16%	15%	15%	15%	12%	14%	14%	19%	13%	15%	19%	17%	12%	10%	11%
Fairly badly	34%	39%	36%	39%	38%	35%	34%	35%	24%	32%	37%	39%	30%	34%	34%	34%	40%	36%	39%	34%	36%	23%	29%
Very badly	35%	42%	21%	25%	25%	43%	36%	35%	33%	36%	36%	35%	42%	35%	36%	32%	35%	30%	28%	32%	41%	40%	46%
Don't know	15%	12%	13%	15%	14%	12%	13%	17%	26%	16%	12%	11%	14%	16%	16%	14%	12%	18%	13%	17%	10%	25%	13%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	1%	0%	2%	1%	1%	1%	2%	1%	2%	2%	1%	0%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%
Fairly well	23%	17%	37%	26%	29%	19%	25%	22%	25%	25%	22%	20%	28%	22%	20%	27%	19%	21%	31%	24%	19%	18%	15%
Fairly badly	31%	34%	30%	36%	34%	31%	31%	30%	23%	30%	32%	34%	29%	31%	32%	29%	36%	28%	33%	31%	33%	25%	27%
Very badly	25%	30%	16%	16%	18%	30%	25%	24%	25%	23%	25%	28%	23%	26%	25%	22%	24%	30%	22%	21%	30%	27%	32%
Don't know	20%	18%	15%	21%	18%	19%	18%	22%	25%	20%	20%	18%	18%	21%	22%	19%	20%	21%	14%	23%	18%	28%	26%

Welfare benefits

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very well	1%	-	1%	1%	0%	0%	1%	1%	3%	1%	0%	0%	2%	1%	1%	1%	-	3%	1%	1%	1%	2%	2%
Fairly well	12%	7%	19%	15%	16%	8%	13%	11%	12%	12%	12%	13%	11%	14%	11%	12%	10%	13%	16%	13%	9%	11%	8%
Fairly badly	32%	31%	39%	42%	39%	30%	31%	33%	20%	34%	35%	32%	30%	33%	34%	33%	30%	26%	33%	35%	32%	25%	29%
Very badly	40%	50%	28%	31%	31%	51%	42%	38%	33%	36%	42%	48%	37%	38%	41%	40%	47%	43%	38%	36%	43%	43%	47%
Don't know	15%	11%	13%	12%	13%	10%	13%	16%	32%	17%	11%	8%	21%	14%	13%	14%	13%	16%	12%	16%	15%	19%	14%

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

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base: All GB adults	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Good job	9%	2%	19%	15%	15%	4%	11%	7%	6%	11%	9%	7%	9%	9%	8%	9%	12%	10%	14%	10%	4%	8%	5%
Bad job	58%	84%	43%	48%	49%	78%	61%	55%	31%	52%	68%	73%	48%	61%	62%	56%	58%	56%	56%	53%	63%	59%	68%
Not sure	33%	14%	38%	37%	36%	18%	27%	38%	63%	37%	23%	20%	43%	30%	30%	35%	30%	34%	30%	37%	33%	33%	27%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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

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

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base: All GB adults	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Rachel Reeves	13%	3%	29%	17%	23%	6%	17%	9%	12%	14%	14%	11%	17%	12%	12%	13%	13%	12%	19%	13%	9%	8%	10%
Mel Stride	13%	31%	5%	8%	9%	22%	16%	11%	7%	10%	18%	18%	10%	16%	16%	13%	7%	7%	15%	11%	14%	13%	17%
Don't know	73%	66%	66%	74%	68%	73%	67%	80%	81%	76%	68%	71%	72%	72%	72%	74%	80%	81%	66%	75%	77%	79%	74%

Thinking about your finances, which of the following best reflects your position?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
I am very comfortable financially	5%	7%	5%	10%	8%	4%	7%	4%	6%	4%	8%	6%	9%	5%	5%	6%	5%	3%	9%	3%	6%	2%	5%
I am relatively comfortable financially	35%	44%	39%	39%	42%	34%	34%	36%	28%	31%	36%	44%	37%	36%	34%	32%	41%	33%	45%	38%	33%	23%	17%
I do not often have money for luxuries, but can normally comfortably cover the essentials	37%	33%	36%	42%	34%	40%	36%	39%	37%	38%	36%	37%	35%	35%	39%	38%	41%	38%	35%	40%	38%	38%	30%
I can only just afford my costs and often struggle to make ends meet	16%	12%	15%	9%	12%	17%	15%	16%	14%	18%	16%	12%	12%	18%	16%	17%	9%	14%	8%	15%	14%	24%	32%
I cannot afford my costs, and often have to go without essentials like food and heating	3%	-	3%	1%	3%	3%	4%	3%	5%	5%	2%	1%	4%	2%	5%	4%	4%	2%	1%	2%	2%	5%	14%
Don't know	4%	4%	2%	1%	2%	3%	5%	3%	11%	4%	2%	1%	3%	4%	2%	4%	1%	10%	2%	3%	6%	8%	3%

Which government do you think would be better for...
Helping people get onto the housing ladder?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
A Labour government led by Keir Starmer	19%	1%	42%	30%	34%	7%	21%	17%	18%	23%	18%	14%	26%	19%	13%	19%	18%	25%	26%	23%	12%	11%	13%
A Conservative government led by Kemi Badenoch	12%	32%	3%	7%	9%	18%	11%	13%	6%	10%	14%	17%	9%	14%	14%	12%	12%	6%	12%	14%	14%	9%	9%
Neither	48%	48%	41%	48%	42%	59%	50%	46%	35%	45%	52%	54%	44%	48%	53%	46%	47%	51%	46%	42%	52%	53%	56%
Don't know	21%	19%	14%	15%	15%	16%	17%	24%	40%	22%	16%	15%	21%	20%	20%	22%	23%	18%	16%	21%	22%	28%	23%

Fieldwork Dates: 16th - 18th August 2025

Sample Size: 1760 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

Managing the economy?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
A Labour government led by Keir Starmer	19%	2%	43%	27%	33%	7%	21%	16%	16%	20%	19%	17%	27%	17%	15%	17%	21%	27%	27%	20%	12%	10%	14%
A Conservative government led by Kemi Badenoch	21%	55%	6%	13%	14%	32%	21%	21%	13%	15%	24%	32%	14%	25%	23%	23%	12%	14%	26%	20%	24%	15%	12%
Neither	42%	29%	37%	42%	37%	48%	43%	40%	35%	44%	41%	40%	37%	40%	45%	40%	52%	42%	37%	38%	44%	49%	53%
Don't know	19%	15%	14%	18%	16%	12%	15%	23%	36%	21%	16%	10%	22%	18%	18%	20%	15%	17%	10%	22%	21%	25%	21%

Providing more jobs?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
A Labour government led by Keir Starmer	20%	1%	44%	30%	36%	8%	21%	18%	17%	22%	20%	17%	29%	17%	16%	19%	21%	28%	29%	22%	13%	11%	13%
A Conservative government led by Kemi Badenoch	17%	44%	6%	10%	12%	25%	18%	16%	9%	12%	19%	26%	11%	18%	18%	19%	13%	9%	20%	18%	17%	13%	8%
Neither	43%	39%	34%	43%	35%	53%	43%	44%	35%	44%	45%	45%	38%	45%	45%	41%	46%	46%	38%	36%	51%	49%	57%
Don't know	20%	16%	16%	17%	17%	14%	18%	22%	39%	22%	16%	12%	21%	20%	20%	21%	20%	17%	13%	24%	19%	28%	22%

Keeping prices down?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
A Labour government led by Keir Starmer	16%	1%	37%	20%	29%	5%	18%	14%	12%	20%	14%	12%	20%	15%	14%	15%	17%	20%	23%	19%	8%	8%	12%
A Conservative government led by Kemi Badenoch	13%	35%	5%	5%	11%	19%	13%	14%	8%	10%	17%	18%	11%	16%	14%	14%	9%	8%	16%	15%	12%	9%	9%
Neither	51%	43%	43%	56%	43%	62%	53%	48%	39%	47%	54%	59%	44%	51%	53%	51%	56%	50%	47%	43%	60%	56%	60%
Don't know	20%	21%	15%	19%	17%	14%	16%	24%	41%	22%	15%	12%	26%	19%	19%	20%	18%	22%	14%	23%	20%	27%	20%

Fieldwork Dates: 16th - 18th August 2025

Sample Size: 1760 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

Improving standards of living for people like you?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
A Labour government led by Keir Starmer	18%	1%	42%	21%	31%	7%	20%	16%	19%	21%	18%	13%	26%	16%	13%	19%	17%	27%	24%	22%	13%	9%	14%
A Conservative government led by Kemi Badenoch	17%	45%	6%	10%	13%	25%	15%	18%	7%	13%	19%	26%	8%	20%	19%	17%	15%	8%	22%	15%	18%	12%	7%
Neither	48%	39%	40%	57%	42%	56%	50%	45%	36%	46%	52%	51%	47%	47%	51%	45%	52%	47%	43%	42%	51%	56%	59%
Don't know	18%	15%	12%	13%	13%	12%	14%	21%	38%	20%	12%	10%	19%	17%	17%	19%	16%	17%	11%	20%	18%	24%	21%

Tackling the government's deficit?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
A Labour government led by Keir Starmer	17%	1%	40%	29%	31%	7%	20%	14%	11%	20%	19%	13%	23%	16%	15%	15%	20%	25%	25%	19%	10%	9%	12%
A Conservative government led by Kemi Badenoch	18%	50%	7%	12%	14%	26%	18%	18%	10%	12%	20%	29%	15%	21%	18%	20%	10%	8%	23%	17%	18%	13%	11%
Neither	45%	34%	39%	44%	39%	54%	48%	43%	38%	45%	48%	47%	42%	45%	46%	45%	48%	48%	39%	40%	52%	52%	57%
Don't know	20%	15%	15%	15%	16%	13%	14%	25%	41%	23%	13%	11%	21%	19%	21%	20%	22%	19%	12%	24%	20%	26%	20%

Reducing the number of people in poverty?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
A Labour government led by Keir Starmer	22%	4%	48%	39%	40%	8%	26%	19%	22%	24%	24%	18%	30%	22%	18%	19%	22%	28%	31%	26%	15%	12%	14%
A Conservative government led by Kemi Badenoch	11%	30%	3%	4%	7%	16%	9%	12%	5%	9%	10%	17%	8%	13%	10%	11%	9%	4%	13%	9%	13%	7%	7%
Neither	49%	45%	37%	44%	39%	61%	50%	47%	37%	47%	53%	53%	43%	47%	52%	50%	50%	50%	42%	44%	54%	56%	58%
Don't know	19%	22%	12%	13%	13%	15%	15%	22%	36%	21%	13%	12%	19%	18%	19%	20%	19%	18%	14%	20%	18%	25%	21%

Fieldwork Dates: 16th - 18th August 2025

Sample Size: 1760 GB Adults



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

Generally speaking, do you think the government taxes too much and spends too much on services, taxes too little and spends too little on services, or gets the balance about right?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base: All GB adults	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Taxes too much and spends too much on services	41%	64%	24%	27%	30%	56%	46%	37%	32%	41%	41%	47%	36%	42%	45%	42%	45%	33%	42%	38%	44%	46%	38%
Taxes too little and spends too little on services	24%	11%	39%	39%	40%	15%	25%	24%	18%	22%	26%	29%	27%	24%	22%	26%	23%	22%	33%	24%	18%	15%	27%
Gets the balance about right	11%	9%	16%	11%	12%	8%	10%	11%	15%	10%	13%	7%	14%	11%	9%	9%	8%	17%	9%	14%	10%	10%	7%
Don't know	24%	15%	22%	23%	19%	21%	19%	28%	36%	26%	21%	16%	23%	23%	25%	23%	25%	28%	17%	24%	27%	28%	29%

Thinking about the level of taxes paid by the richest people in Britain, do you think they are too high, too low, or about right?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Too high - the rich are being made to pay too much and their taxes should be cut	9%	15%	4%	6%	6%	14%	12%	7%	4%	9%	11%	10%	10%	9%	9%	8%	14%	8%	13%	8%	7%	7%	10%
Too low - the rich are not paying enough and their taxes should be increased	55%	32%	76%	64%	68%	45%	55%	55%	53%	57%	56%	51%	54%	54%	52%	55%	59%	64%	57%	53%	56%	54%	56%
About right - the rich are already paying about the right level of tax	22%	38%	14%	18%	18%	29%	21%	22%	15%	18%	22%	31%	22%	22%	25%	22%	15%	16%	22%	22%	21%	22%	18%
Don't know	14%	14%	6%	11%	8%	13%	12%	16%	28%	16%	10%	8%	14%	14%	14%	14%	12%	12%	8%	17%	16%	17%	17%

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

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Much too high	54%	80%	35%	41%	34%	83%	57%	52%	21%	46%	66%	71%	38%	57%	63%	56%	45%	47%	46%	50%	59%	63%	69%
A little too high	18%	14%	27%	26%	27%	10%	17%	19%	20%	19%	17%	16%	25%	17%	15%	17%	21%	17%	23%	19%	17%	12%	12%
About right	16%	3%	22%	17%	22%	5%	15%	16%	32%	18%	11%	8%	21%	14%	10%	15%	18%	24%	19%	15%	15%	13%	8%
A little too low	2%	0%	3%	4%	5%	0%	3%	2%	3%	3%	2%	1%	4%	2%	2%	1%	5%	2%	3%	4%	1%	1%	2%
Much too low	1%	-	1%	2%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	-	1%	0%	-	1%	1%
Don't know	9%	2%	12%	11%	11%	2%	7%	11%	22%	12%	4%	3%	11%	8%	9%	10%	10%	10%	8%	12%	8%	11%	8%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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 level of immigration into Britain over the last ten years has been good or bad for the country?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Mostly good for the country	16%	3%	26%	23%	26%	4%	16%	16%	27%	19%	13%	9%	20%	15%	15%	15%	19%	18%	23%	17%	13%	12%	5%
Mostly bad for the country	45%	66%	26%	32%	24%	72%	46%	45%	18%	41%	54%	58%	25%	49%	55%	48%	34%	47%	36%	42%	53%	54%	57%
Both good and bad for the country	31%	27%	42%	37%	43%	22%	32%	30%	32%	31%	30%	31%	47%	30%	25%	28%	37%	25%	37%	33%	26%	25%	28%
Don't know	8%	4%	6%	7%	7%	2%	6%	9%	23%	9%	3%	2%	8%	7%	6%	9%	9%	10%	5%	9%	8%	10%	9%

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

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Competent	21%	44%	10%	20%	16%	31%	21%	21%	7%	18%	24%	30%	21%	22%	21%	23%	16%	18%	23%	19%	23%	16%	20%
Incompetent	38%	17%	57%	46%	51%	29%	45%	30%	32%	38%	43%	35%	40%	37%	37%	34%	47%	44%	44%	37%	33%	33%	36%
Don't know	41%	40%	33%	35%	34%	39%	34%	49%	61%	45%	33%	35%	40%	42%	42%	43%	37%	39%	33%	43%	44%	50%	44%

Is decisive or indecisive?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Decisive	24%	43%	22%	27%	24%	31%	19%	29%	15%	20%	27%	33%	29%	23%	24%	25%	20%	22%	28%	24%	25%	18%	22%
Indecisive	32%	18%	41%	34%	38%	30%	42%	22%	26%	31%	36%	32%	34%	31%	30%	29%	43%	33%	34%	33%	29%	30%	32%
Don't know	44%	39%	37%	39%	38%	39%	38%	49%	59%	49%	36%	35%	37%	45%	46%	46%	37%	45%	38%	43%	46%	53%	46%

Is trustworthy or untrustworthy?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Trustworthy	17%	44%	8%	10%	13%	25%	18%	16%	7%	12%	19%	28%	17%	18%	17%	17%	15%	10%	22%	14%	17%	13%	13%
Untrustworthy	41%	12%	61%	51%	54%	31%	47%	35%	40%	44%	44%	33%	46%	38%	40%	38%	51%	49%	44%	42%	36%	37%	44%
Don't know	42%	44%	31%	39%	33%	44%	35%	49%	53%	44%	37%	39%	37%	44%	43%	45%	35%	41%	34%	43%	47%	50%	43%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 GB Adults



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

Is strong or weak?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Strong	19%	38%	13%	21%	17%	24%	17%	21%	10%	17%	23%	24%	17%	20%	19%	21%	14%	14%	20%	19%	21%	15%	18%
Weak	36%	21%	48%	40%	43%	33%	45%	27%	31%	35%	41%	35%	39%	36%	33%	34%	45%	34%	40%	35%	33%	35%	34%
Don't know	45%	41%	39%	40%	40%	42%	37%	52%	60%	49%	36%	41%	44%	44%	49%	45%	40%	53%	40%	46%	46%	49%	48%

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

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Competent	26%	8%	56%	39%	45%	13%	29%	23%	20%	28%	28%	23%	33%	25%	22%	23%	32%	34%	36%	31%	17%	16%	16%
Incompetent	58%	85%	31%	43%	43%	78%	59%	58%	48%	52%	64%	69%	50%	59%	65%	62%	52%	50%	51%	52%	69%	66%	66%
Don't know	15%	7%	13%	18%	12%	9%	12%	19%	32%	20%	8%	8%	17%	16%	12%	16%	16%	16%	13%	16%	14%	18%	18%

Is decisive or indecisive?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Decisive	17%	6%	29%	27%	24%	10%	16%	17%	16%	19%	16%	13%	18%	17%	17%	15%	14%	22%	18%	20%	12%	16%	13%
Indecisive	67%	87%	58%	59%	63%	80%	71%	63%	48%	61%	75%	78%	61%	68%	70%	67%	68%	57%	68%	63%	73%	63%	66%
Don't know	17%	7%	12%	15%	13%	9%	13%	19%	36%	21%	8%	9%	21%	15%	13%	18%	17%	21%	14%	17%	15%	21%	21%

Is trustworthy or untrustworthy?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Trustworthy	20%	7%	44%	35%	36%	9%	22%	18%	14%	20%	23%	20%	29%	21%	15%	16%	23%	24%	29%	23%	15%	8%	13%
Untrustworthy	62%	83%	40%	45%	47%	79%	62%	61%	56%	58%	64%	69%	53%	61%	68%	65%	57%	55%	55%	58%	69%	70%	66%
Don't know	18%	10%	17%	20%	16%	12%	15%	21%	30%	22%	12%	11%	18%	17%	17%	19%	20%	21%	16%	19%	16%	23%	22%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 GB Adults



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

Is strong or weak?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Strong	15%	6%	29%	24%	22%	9%	16%	14%	17%	17%	13%	13%	20%	15%	11%	14%	19%	20%	18%	18%	13%	7%	12%
Weak	62%	86%	45%	52%	53%	79%	66%	59%	43%	56%	71%	73%	55%	63%	69%	63%	58%	55%	60%	58%	67%	67%	64%
Don't know	23%	8%	26%	25%	24%	12%	18%	27%	40%	27%	16%	14%	25%	23%	20%	23%	23%	24%	22%	24%	20%	26%	23%

Is likeable or dislikeable?

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Likeable	21%	11%	41%	34%	34%	12%	23%	19%	15%	21%	23%	22%	27%	21%	16%	18%	25%	27%	30%	23%	16%	10%	14%
Dislikeable	60%	78%	38%	46%	48%	76%	61%	59%	55%	58%	62%	66%	50%	61%	68%	63%	54%	53%	53%	56%	67%	69%	68%
Don't know	19%	11%	21%	20%	18%	12%	16%	21%	31%	22%	14%	12%	23%	18%	16%	19%	21%	21%	17%	21%	16%	21%	19%

Some people describe political parties as being close to particular groups in society. Thinking about the LABOUR party, we'd like you to say how close they are to the following groups in society?
Immigrants

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	22%	28%	11%	8%	8%	38%	26%	18%	14%	18%	27%	27%	19%	24%	24%	22%	15%	18%	18%	17%	25%	30%	30%
Fairly close	23%	30%	26%	29%	28%	22%	25%	20%	10%	20%	24%	32%	22%	22%	23%	26%	20%	16%	28%	25%	19%	14%	19%
Not very close	19%	13%	30%	27%	28%	12%	15%	23%	18%	20%	21%	16%	16%	20%	17%	16%	29%	22%	26%	19%	16%	14%	10%
Not close at all	13%	10%	10%	14%	14%	10%	12%	13%	18%	14%	12%	9%	15%	9%	14%	14%	19%	11%	11%	13%	15%	12%	13%
Don't know	24%	18%	22%	22%	21%	17%	22%	26%	41%	28%	17%	16%	28%	25%	21%	23%	18%	33%	17%	26%	25%	31%	28%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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

Benefit claimants

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	16%	30%	7%	9%	10%	24%	18%	13%	9%	13%	16%	22%	16%	17%	18%	14%	9%	15%	18%	15%	17%	14%	7%
Fairly close	23%	24%	28%	31%	28%	21%	26%	20%	17%	20%	26%	28%	25%	24%	19%	23%	24%	22%	32%	24%	16%	15%	16%
Not very close	21%	16%	29%	27%	29%	18%	18%	24%	12%	22%	23%	23%	22%	20%	24%	20%	24%	20%	25%	21%	21%	14%	20%
Not close at all	20%	17%	17%	15%	18%	22%	20%	20%	22%	20%	22%	18%	15%	19%	22%	21%	24%	20%	12%	16%	24%	26%	39%
Don't know	20%	12%	18%	18%	16%	15%	19%	22%	39%	26%	14%	9%	22%	20%	18%	22%	19%	24%	13%	23%	21%	31%	18%

The working class

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	7%	12%	10%	9%	10%	5%	8%	7%	6%	8%	9%	7%	11%	8%	7%	5%	6%	7%	11%	7%	6%	4%	5%
Fairly close	21%	16%	33%	32%	31%	14%	19%	22%	14%	20%	24%	22%	19%	22%	18%	19%	25%	22%	31%	22%	14%	12%	13%
Not very close	27%	29%	28%	29%	30%	29%	27%	27%	21%	25%	26%	34%	29%	26%	27%	29%	26%	25%	31%	28%	26%	22%	21%
Not close at all	29%	33%	17%	19%	19%	40%	32%	26%	24%	27%	32%	32%	22%	27%	36%	31%	29%	23%	18%	27%	36%	38%	42%
Don't know	16%	11%	12%	11%	10%	12%	14%	18%	35%	21%	9%	6%	19%	16%	12%	16%	14%	22%	9%	17%	17%	25%	18%

The trade unions

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	22%	47%	15%	21%	19%	32%	26%	19%	7%	14%	27%	38%	21%	25%	19%	23%	18%	20%	29%	19%	21%	15%	25%
Fairly close	27%	22%	38%	35%	35%	26%	29%	26%	19%	23%	36%	30%	26%	30%	30%	24%	25%	29%	33%	32%	23%	18%	18%
Not very close	17%	11%	21%	22%	21%	15%	15%	18%	15%	19%	15%	17%	16%	16%	17%	18%	22%	13%	19%	15%	16%	21%	14%
Not close at all	13%	6%	11%	9%	11%	12%	12%	13%	15%	15%	13%	7%	11%	10%	15%	14%	18%	13%	8%	12%	16%	15%	18%
Don't know	21%	14%	16%	12%	13%	15%	17%	24%	43%	29%	10%	7%	26%	20%	19%	22%	17%	25%	12%	22%	24%	31%	25%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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 middle class

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	4%	1%	6%	4%	4%	4%	4%	4%	6%	4%	4%	2%	5%	4%	4%	4%	4%	3%	3%	5%	3%	4%	7%
Fairly close	30%	12%	47%	38%	41%	24%	31%	29%	27%	31%	33%	27%	31%	27%	32%	32%	33%	32%	33%	31%	27%	30%	28%
Not very close	26%	40%	26%	30%	28%	29%	26%	26%	18%	21%	30%	36%	20%	28%	27%	25%	30%	24%	31%	26%	26%	20%	19%
Not close at all	20%	35%	8%	14%	14%	29%	20%	20%	14%	16%	23%	27%	21%	22%	22%	18%	14%	18%	21%	19%	23%	15%	22%
Don't know	19%	12%	13%	14%	14%	15%	18%	20%	36%	27%	10%	8%	23%	19%	16%	20%	19%	23%	11%	20%	21%	31%	24%

Women

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	4%	2%	7%	2%	5%	3%	5%	3%	2%	4%	4%	4%	7%	4%	2%	4%	6%	4%	5%	4%	3%	4%	3%
Fairly close	25%	18%	44%	35%	36%	19%	29%	22%	21%	23%	27%	29%	27%	25%	26%	24%	22%	30%	34%	27%	19%	20%	15%
Not very close	25%	31%	20%	30%	27%	29%	23%	28%	20%	21%	29%	31%	23%	27%	23%	26%	31%	18%	30%	23%	28%	19%	22%
Not close at all	20%	28%	11%	12%	13%	29%	17%	23%	12%	20%	21%	23%	15%	20%	27%	20%	14%	18%	14%	18%	23%	23%	34%
Don't know	25%	21%	19%	21%	19%	20%	26%	24%	45%	31%	19%	13%	29%	25%	22%	25%	26%	30%	17%	28%	27%	34%	25%

People with families

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	3%	1%	7%	3%	5%	2%	3%	4%	2%	4%	2%	4%	6%	3%	3%	4%	3%	4%	5%	3%	3%	2%	4%
Fairly close	24%	18%	43%	36%	36%	16%	25%	23%	26%	21%	28%	25%	25%	26%	22%	23%	22%	28%	35%	26%	17%	15%	15%
Not very close	29%	36%	22%	32%	28%	35%	29%	29%	15%	26%	33%	36%	22%	26%	30%	34%	35%	20%	31%	28%	32%	25%	21%
Not close at all	22%	28%	11%	12%	13%	31%	23%	20%	16%	21%	24%	22%	18%	24%	26%	18%	18%	20%	15%	18%	26%	28%	36%
Don't know	22%	17%	17%	17%	18%	16%	20%	25%	42%	27%	14%	12%	29%	21%	18%	22%	22%	28%	15%	26%	22%	30%	23%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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

Homeowners

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	2%	-	4%	4%	2%	1%	3%	2%	6%	4%	1%	0%	4%	2%	3%	2%	2%	1%	3%	1%	2%	5%	3%
Fairly close	17%	4%	38%	21%	28%	9%	16%	19%	17%	17%	19%	16%	14%	18%	14%	19%	16%	27%	23%	18%	13%	11%	18%
Not very close	30%	33%	28%	38%	33%	33%	32%	29%	19%	28%	34%	36%	31%	28%	27%	33%	42%	29%	33%	32%	32%	26%	19%
Not close at all	25%	48%	10%	16%	16%	39%	26%	25%	14%	20%	31%	34%	22%	29%	33%	22%	14%	18%	25%	20%	29%	24%	34%
Don't know	25%	15%	20%	21%	20%	19%	24%	25%	44%	31%	15%	14%	29%	23%	23%	25%	26%	26%	16%	28%	24%	35%	26%

Older people

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	2%	-	5%	4%	3%	1%	3%	2%	3%	4%	2%	1%	3%	2%	3%	3%	1%	4%	3%	2%	2%	3%	1%
Fairly close	14%	4%	27%	19%	24%	7%	13%	15%	10%	16%	16%	11%	13%	15%	11%	11%	19%	22%	20%	13%	12%	9%	10%
Not very close	25%	23%	33%	35%	31%	20%	25%	24%	26%	24%	24%	25%	34%	21%	22%	27%	30%	15%	31%	25%	24%	18%	12%
Not close at all	39%	61%	19%	25%	26%	61%	40%	39%	20%	30%	46%	58%	26%	43%	47%	40%	33%	32%	33%	36%	41%	44%	56%
Don't know	20%	12%	16%	17%	16%	11%	19%	21%	42%	26%	12%	5%	24%	20%	17%	19%	18%	27%	13%	23%	20%	26%	20%

Businesspeople and the City

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	10%	4%	14%	8%	11%	8%	10%	10%	11%	10%	11%	8%	7%	8%	11%	12%	11%	11%	7%	9%	10%	13%	17%
Fairly close	25%	14%	33%	31%	30%	22%	25%	25%	23%	24%	29%	24%	20%	25%	28%	24%	28%	27%	26%	25%	23%	27%	24%
Not very close	22%	30%	25%	25%	26%	23%	21%	22%	13%	20%	22%	28%	26%	21%	19%	22%	26%	21%	31%	22%	19%	13%	12%
Not close at all	19%	34%	10%	16%	14%	27%	22%	16%	9%	16%	22%	25%	20%	22%	19%	18%	11%	16%	20%	18%	22%	14%	18%
Don't know	24%	18%	19%	19%	19%	19%	21%	27%	43%	30%	15%	14%	27%	24%	22%	24%	24%	26%	16%	26%	26%	33%	28%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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

Rich people

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	19%	9%	20%	18%	16%	22%	20%	19%	19%	20%	20%	17%	11%	18%	22%	24%	18%	19%	12%	16%	24%	28%	29%
Fairly close	20%	15%	24%	20%	23%	18%	18%	21%	18%	18%	24%	19%	21%	18%	22%	19%	22%	18%	20%	19%	17%	20%	24%
Not very close	18%	17%	27%	20%	23%	16%	17%	19%	16%	17%	19%	22%	22%	18%	14%	17%	22%	23%	26%	21%	15%	9%	7%
Not close at all	23%	45%	14%	27%	21%	30%	27%	19%	10%	18%	27%	32%	24%	26%	24%	20%	17%	15%	30%	22%	23%	14%	15%
Don't know	20%	15%	15%	16%	16%	14%	18%	22%	37%	27%	10%	9%	22%	20%	19%	20%	21%	25%	13%	23%	20%	29%	24%

People in the North

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	4%	6%	5%	5%	2%	5%	4%	4%	5%	4%	3%	5%	7%	6%	3%	1%	1%	3%	4%	4%	5%	3%	2%
Fairly close	18%	21%	27%	27%	27%	13%	18%	18%	8%	17%	21%	21%	17%	24%	13%	12%	18%	22%	28%	19%	12%	10%	8%
Not very close	25%	24%	32%	27%	32%	23%	26%	23%	21%	23%	30%	24%	26%	24%	22%	27%	29%	18%	30%	24%	25%	21%	17%
Not close at all	27%	28%	17%	16%	19%	39%	28%	25%	17%	23%	30%	34%	16%	19%	33%	39%	31%	21%	20%	24%	31%	32%	38%
Don't know	27%	22%	20%	25%	20%	21%	24%	30%	49%	33%	16%	17%	34%	28%	29%	20%	21%	36%	19%	28%	27%	35%	35%

People in the South

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	8%	5%	11%	7%	8%	9%	8%	7%	2%	6%	11%	10%	2%	2%	11%	16%	10%	5%	8%	7%	7%	8%	12%
Fairly close	29%	21%	43%	33%	39%	26%	30%	28%	20%	27%	32%	35%	23%	23%	32%	37%	35%	30%	34%	30%	27%	23%	25%
Not very close	21%	25%	22%	25%	23%	22%	21%	21%	15%	20%	25%	22%	22%	26%	15%	18%	23%	18%	26%	24%	19%	14%	13%
Not close at all	14%	27%	5%	9%	9%	21%	16%	13%	11%	13%	15%	17%	18%	22%	13%	5%	9%	13%	12%	10%	20%	18%	18%
Don't know	28%	21%	20%	25%	21%	22%	25%	30%	51%	34%	18%	16%	36%	27%	30%	24%	24%	34%	21%	29%	27%	37%	34%

Fieldwork Dates: 16th - 18th August 2025

Sample Size: 1760 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 describe political parties as being close to particular groups in society. Thinking about the CONSERVATIVE party, we'd like you to say how close they are to the following groups in society?

Immigrants

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	5%	3%	3%	4%	3%	7%	6%	4%	3%	5%	8%	3%	5%	5%	4%	5%	4%	5%	4%	3%	5%	9%	7%
Fairly close	11%	14%	8%	4%	7%	19%	14%	10%	3%	10%	15%	16%	9%	12%	12%	12%	13%	6%	10%	12%	11%	13%	15%
Not very close	25%	40%	21%	25%	23%	32%	23%	27%	21%	18%	27%	38%	26%	26%	25%	24%	25%	23%	27%	25%	29%	21%	19%
Not close at all	36%	22%	52%	48%	54%	22%	37%	35%	36%	39%	35%	32%	39%	33%	36%	35%	43%	38%	47%	39%	28%	24%	28%
Don't know	22%	20%	15%	18%	13%	21%	21%	24%	37%	28%	15%	12%	20%	24%	22%	23%	15%	28%	12%	22%	26%	34%	31%

Benefit claimants

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	2%	1%	1%	1%	2%	2%	2%	2%	0%	2%	3%	1%	3%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%
Fairly close	9%	16%	2%	5%	5%	14%	10%	8%	8%	8%	9%	13%	10%	11%	9%	9%	5%	7%	8%	8%	14%	10%	8%
Not very close	29%	45%	26%	25%	25%	37%	28%	30%	19%	23%	33%	38%	28%	29%	30%	31%	23%	26%	32%	30%	28%	23%	23%
Not close at all	38%	19%	57%	53%	54%	28%	39%	38%	35%	38%	42%	36%	38%	36%	39%	38%	49%	41%	45%	39%	32%	31%	38%
Don't know	22%	19%	14%	16%	14%	19%	21%	22%	38%	28%	13%	12%	21%	23%	20%	21%	21%	24%	13%	22%	24%	33%	29%

The working class

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	2%	2%	1%	-	1%	1%	1%	2%	1%
Fairly close	12%	28%	5%	6%	9%	17%	13%	12%	8%	11%	13%	16%	15%	14%	17%	11%	5%	4%	15%	10%	15%	11%	8%
Not very close	27%	35%	23%	32%	26%	33%	27%	27%	15%	22%	30%	38%	24%	27%	27%	28%	25%	25%	31%	29%	23%	22%	22%
Not close at all	40%	17%	59%	49%	53%	33%	41%	40%	40%	40%	46%	36%	39%	39%	39%	40%	50%	44%	42%	40%	40%	37%	44%
Don't know	19%	18%	12%	13%	11%	16%	18%	20%	35%	25%	10%	10%	20%	20%	15%	19%	19%	27%	11%	20%	21%	28%	25%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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 trade unions

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	3%	2%
Fairly close	5%	6%	3%	5%	4%	5%	5%	5%	4%	7%	4%	3%	7%	5%	5%	4%	4%	5%	4%	4%	8%	6%	4%
Not very close	25%	34%	20%	23%	20%	32%	22%	27%	18%	23%	27%	30%	23%	25%	29%	25%	21%	19%	24%	26%	24%	24%	25%
Not close at all	47%	41%	63%	57%	62%	43%	53%	42%	35%	39%	57%	57%	45%	48%	44%	46%	56%	46%	58%	47%	43%	36%	40%
Don't know	22%	17%	13%	13%	13%	18%	19%	25%	42%	29%	12%	9%	22%	21%	21%	23%	19%	28%	12%	22%	25%	31%	29%

The middle class

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	9%	8%	11%	8%	10%	8%	8%	9%	9%	9%	9%	9%	9%	8%	8%	10%	8%	8%	8%	8%	9%	11%	8%
Fairly close	46%	57%	50%	49%	51%	52%	46%	46%	21%	39%	56%	58%	47%	44%	49%	48%	44%	37%	59%	44%	41%	32%	41%
Not very close	16%	13%	18%	22%	19%	14%	17%	15%	18%	16%	15%	18%	14%	16%	18%	16%	15%	20%	17%	18%	16%	15%	10%
Not close at all	10%	7%	10%	6%	9%	11%	11%	10%	14%	12%	9%	8%	9%	12%	10%	8%	14%	13%	6%	11%	12%	12%	16%
Don't know	19%	15%	12%	15%	11%	15%	18%	20%	38%	25%	11%	8%	21%	20%	15%	18%	19%	23%	11%	19%	21%	30%	25%

Women

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	3%	6%	1%	2%	2%	3%	4%	2%	2%	2%	4%	3%	3%	3%	3%	2%	3%	1%	3%	2%	3%	3%	2%
Fairly close	24%	41%	20%	23%	22%	32%	28%	20%	10%	17%	29%	37%	22%	27%	25%	24%	20%	13%	30%	22%	23%	19%	19%
Not very close	28%	23%	36%	31%	35%	26%	25%	30%	21%	27%	29%	31%	29%	26%	26%	29%	31%	28%	33%	28%	25%	22%	22%
Not close at all	19%	7%	24%	20%	22%	16%	17%	21%	23%	22%	17%	14%	19%	18%	21%	17%	24%	24%	16%	20%	20%	20%	24%
Don't know	27%	22%	18%	24%	19%	23%	26%	27%	44%	31%	21%	16%	26%	27%	25%	28%	22%	34%	17%	28%	29%	36%	33%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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

People with families

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	3%	6%	2%	2%	2%	3%	4%	2%	5%	3%	3%	2%	5%	2%	4%	3%	2%	-	3%	3%	4%	3%	2%
Fairly close	25%	43%	24%	21%	27%	28%	28%	21%	13%	20%	27%	36%	27%	28%	22%	24%	21%	13%	34%	24%	21%	15%	19%
Not very close	29%	25%	37%	35%	34%	29%	27%	30%	18%	27%	33%	32%	24%	27%	29%	31%	33%	30%	32%	29%	27%	26%	23%
Not close at all	19%	7%	22%	23%	21%	19%	19%	20%	17%	21%	22%	15%	16%	18%	23%	17%	25%	29%	15%	18%	23%	23%	25%
Don't know	24%	19%	15%	19%	16%	20%	23%	26%	47%	29%	15%	15%	28%	25%	21%	25%	19%	29%	16%	26%	25%	34%	31%

Homeowners

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	9%	12%	11%	10%	10%	7%	9%	9%	13%	7%	10%	8%	11%	10%	7%	9%	7%	5%	8%	9%	10%	7%	10%
Fairly close	36%	46%	40%	40%	42%	38%	38%	34%	19%	30%	40%	50%	39%	35%	35%	36%	33%	32%	49%	34%	33%	25%	21%
Not very close	19%	17%	22%	19%	21%	20%	17%	21%	14%	18%	22%	20%	16%	19%	21%	19%	24%	14%	19%	18%	20%	19%	20%
Not close at all	13%	7%	13%	14%	12%	15%	14%	12%	12%	14%	13%	10%	11%	14%	14%	11%	13%	20%	9%	14%	14%	15%	18%
Don't know	23%	19%	14%	17%	15%	20%	21%	25%	43%	30%	15%	11%	23%	23%	23%	24%	22%	28%	14%	25%	24%	34%	31%

Older people

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	12%	10%	19%	12%	17%	6%	15%	9%	18%	15%	12%	3%	21%	12%	8%	13%	6%	8%	17%	14%	8%	6%	6%
Fairly close	27%	38%	26%	32%	30%	30%	29%	25%	20%	22%	30%	36%	22%	29%	28%	26%	23%	31%	33%	27%	25%	24%	19%
Not very close	19%	24%	20%	20%	18%	24%	16%	22%	11%	15%	22%	27%	16%	18%	23%	20%	23%	12%	21%	19%	23%	13%	14%
Not close at all	20%	11%	18%	19%	18%	23%	19%	20%	13%	17%	22%	24%	15%	19%	20%	18%	28%	24%	14%	18%	20%	25%	33%
Don't know	22%	17%	16%	17%	17%	18%	21%	24%	39%	30%	13%	10%	25%	22%	22%	23%	20%	25%	14%	23%	23%	32%	29%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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

Businesspeople and the City

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	38%	32%	53%	44%	48%	34%	39%	36%	30%	34%	43%	42%	33%	36%	39%	40%	39%	39%	42%	36%	38%	33%	34%
Fairly close	32%	37%	26%	38%	31%	37%	32%	31%	21%	28%	36%	39%	34%	32%	35%	30%	31%	25%	39%	33%	27%	24%	29%
Not very close	5%	9%	5%	3%	5%	6%	5%	6%	3%	6%	5%	5%	6%	5%	4%	6%	6%	4%	5%	5%	5%	6%	6%
Not close at all	5%	4%	4%	3%	4%	5%	6%	4%	6%	6%	5%	2%	7%	4%	7%	3%	5%	8%	3%	5%	7%	4%	7%
Don't know	21%	17%	13%	12%	12%	17%	18%	23%	41%	26%	12%	10%	20%	23%	16%	21%	19%	23%	11%	21%	23%	33%	24%

Rich people

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	51%	31%	71%	63%	65%	45%	53%	49%	44%	49%	58%	52%	48%	49%	52%	55%	46%	61%	57%	48%	50%	46%	51%
Fairly close	23%	43%	13%	23%	20%	33%	21%	25%	13%	18%	27%	35%	24%	25%	26%	21%	26%	12%	28%	24%	22%	19%	19%
Not very close	4%	7%	2%	2%	3%	4%	4%	4%	3%	4%	4%	4%	5%	4%	3%	4%	6%	4%	5%	4%	4%	4%	2%
Not close at all	4%	4%	4%	2%	3%	4%	5%	2%	4%	5%	3%	2%	4%	3%	4%	3%	4%	3%	2%	4%	4%	5%	4%
Don't know	18%	16%	9%	11%	10%	15%	17%	19%	37%	25%	8%	8%	19%	19%	15%	18%	19%	20%	9%	19%	20%	27%	24%

People in the North

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	0%	2%	1%	1%	4%	2%	1%	1%	3%	2%
Fairly close	8%	18%	5%	7%	7%	11%	8%	8%	5%	6%	10%	12%	9%	12%	8%	5%	5%	6%	11%	8%	7%	5%	6%
Not very close	28%	35%	30%	33%	32%	30%	29%	27%	20%	24%	32%	36%	35%	30%	25%	26%	25%	24%	36%	28%	27%	23%	17%
Not close at all	36%	18%	50%	39%	43%	36%	38%	35%	27%	35%	42%	36%	26%	29%	36%	47%	49%	36%	34%	36%	38%	35%	39%
Don't know	26%	26%	14%	20%	16%	23%	23%	29%	47%	33%	15%	15%	28%	29%	29%	21%	20%	31%	17%	27%	28%	35%	36%

Fieldwork Dates: 16th - 18th August 2025
Sample Size: 1760 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

People in the South

Unweighted base	1760	281	461	168	654	614	787	973	149	709	410	492	156	632	309	445	132	86	532	521	307	216	184
Base	1760	318	455	162	653	697	855	905	192	734	424	410	213	604	289	417	153	84	493	510	370	222	166
Very close	20%	15%	28%	25%	25%	19%	20%	20%	13%	16%	25%	24%	17%	13%	20%	30%	23%	25%	21%	19%	23%	16%	19%
Fairly close	35%	44%	40%	37%	42%	39%	37%	33%	17%	31%	40%	46%	29%	36%	38%	36%	39%	24%	48%	36%	27%	28%	22%
Not very close	11%	12%	10%	15%	11%	12%	11%	10%	11%	13%	11%	13%	13%	15%	8%	8%	8%	7%	10%	11%	15%	10%	11%
Not close at all	7%	4%	6%	5%	6%	7%	8%	6%	11%	8%	6%	5%	9%	8%	7%	3%	8%	14%	4%	7%	8%	9%	11%
Don't know	27%	24%	17%	19%	17%	23%	23%	30%	49%	34%	16%	15%	31%	28%	27%	22%	23%	31%	17%	27%	27%	37%	36%

Cell Contents (Column Percentages)