

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Approve	12%	1%	26%	18%	18%	5%	15%	8%	14%	13%	12%	8%	17%	10%	8%	11%	15%	16%	18%	11%	6%	10%	6%
Disapprove	69%	93%	49%	66%	61%	86%	69%	69%	47%	63%	77%	84%	61%	68%	73%	72%	67%	73%	66%	66%	72%	71%	79%
Don't know	19%	6%	26%	16%	20%	10%	16%	23%	39%	25%	12%	8%	22%	22%	19%	17%	18%	11%	16%	22%	21%	19%	15%

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	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
0 - Would never consider voting for them	38%	3%	57%	39%	50%	24%	40%	36%	35%	47%	36%	25%	37%	36%	32%	39%	54%	42%	36%	38%	36%	43%	40%
1	7%	0%	11%	6%	7%	6%	7%	7%	10%	7%	8%	5%	7%	7%	7%	6%	7%	12%	6%	8%	7%	9%	8%
2	7%	2%	9%	11%	8%	5%	7%	7%	10%	7%	6%	4%	7%	6%	7%	7%	4%	8%	8%	5%	7%	7%	4%
3	6%	4%	7%	7%	5%	8%	7%	5%	7%	5%	5%	9%	5%	5%	9%	7%	5%	7%	7%	6%	6%	5%	9%
4	5%	7%	3%	9%	4%	6%	5%	5%	5%	5%	5%	5%	4%	7%	5%	4%	7%	1%	6%	6%	4%	4%	3%
5	10%	12%	7%	11%	8%	14%	9%	11%	2%	10%	12%	12%	10%	10%	11%	12%	5%	11%	12%	8%	9%	12%	10%
6	5%	10%	2%	7%	4%	7%	6%	5%	6%	4%	6%	8%	7%	7%	5%	4%	4%	5%	4%	8%	5%	4%	5%
7	5%	14%	1%	4%	3%	10%	6%	5%	3%	3%	7%	9%	3%	6%	7%	6%	3%	2%	6%	6%	5%	6%	4%
8	4%	17%	0%	5%	3%	6%	3%	5%	1%	2%	5%	8%	3%	5%	7%	3%	3%	3%	6%	3%	4%	4%	4%
9	2%	7%	0%	-	2%	2%	2%	1%	-	1%	2%	3%	2%	1%	2%	2%	1%	3%	1%	2%	2%	1%	2%
10 - Would definitely consider voting for them	5%	24%	1%	1%	4%	8%	4%	7%	4%	1%	6%	12%	8%	6%	4%	6%	3%	1%	6%	5%	6%	2%	6%
prefer not to answer	5%	0%	2%	1%	2%	3%	5%	6%	17%	6%	2%	1%	8%	4%	5%	5%	5%	4%	3%	6%	7%	4%	7%

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Labour

Unweighted base		1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base		1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
0 - Would never consider voting for them		40%	68%	8%	26%	21%	62%	41%	39%	21%	34%	42%	57%	28%	43%	44%	41%	37%	33%	31%	37%	45%	49%	52%
1		6%	10%	4%	5%	5%	8%	6%	7%	7%	5%	7%	7%	5%	7%	6%	7%	4%	13%	6%	8%	6%	6%	5%
2		6%	8%	4%	8%	7%	6%	7%	5%	4%	5%	9%	6%	1%	6%	8%	6%	9%	7%	5%	5%	7%	7%	5%
3		6%	4%	5%	13%	9%	4%	6%	6%	10%	8%	5%	3%	8%	7%	4%	6%	8%	3%	8%	5%	6%	6%	6%
4		5%	4%	7%	8%	7%	2%	5%	5%	6%	6%	4%	3%	8%	4%	4%	5%	6%	5%	6%	6%	4%	3%	4%
5		8%	4%	12%	13%	11%	5%	7%	10%	10%	9%	9%	6%	11%	8%	9%	8%	6%	10%	10%	8%	8%	8%	6%
6		6%	2%	12%	10%	9%	3%	6%	6%	10%	7%	5%	3%	4%	6%	6%	6%	8%	4%	8%	7%	6%	4%	3%
7		5%	1%	14%	7%	9%	2%	6%	4%	5%	6%	5%	4%	7%	5%	4%	6%	6%	7%	8%	6%	3%	3%	5%
8		5%	1%	12%	4%	8%	2%	5%	5%	4%	5%	6%	3%	5%	4%	4%	5%	4%	10%	6%	6%	2%	5%	3%
9		2%	-	6%	1%	3%	1%	2%	2%	1%	2%	2%	2%	3%	2%	1%	1%	2%	2%	3%	1%	2%	1%	0%
10 - Would definitely consider voting for them		5%	-	14%	6%	9%	2%	5%	5%	6%	6%	5%	3%	11%	5%	4%	5%	3%	3%	8%	6%	2%	3%	4%
prefer not to answer		5%	0%	2%	1%	2%	3%	5%	6%	17%	6%	2%	1%	8%	4%	5%	5%	5%	4%	3%	6%	7%	4%	7%

Liberal Democrats

Unweighted base		1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base		1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
0 - Would never consider voting for them		29%	42%	11%	3%	14%	43%	32%	27%	19%	27%	32%	35%	19%	29%	29%	33%	32%	35%	23%	27%	34%	38%	35%
1		5%	7%	4%	1%	3%	7%	7%	4%	6%	5%	4%	6%	2%	4%	8%	5%	3%	9%	5%	4%	6%	7%	7%
2		6%	10%	5%	1%	6%	8%	6%	6%	3%	4%	7%	10%	8%	5%	5%	5%	10%	11%	6%	7%	5%	4%	9%
3		7%	8%	7%	5%	8%	8%	7%	7%	5%	7%	8%	6%	6%	6%	7%	8%	9%	8%	6%	9%	8%	8%	3%
4		8%	8%	9%	7%	9%	7%	8%	7%	7%	8%	7%	7%	10%	6%	9%	8%	10%	3%	9%	8%	6%	6%	9%
5		14%	13%	21%	14%	18%	12%	12%	16%	9%	15%	14%	15%	17%	13%	14%	16%	7%	13%	14%	13%	17%	11%	14%
6		8%	4%	12%	14%	10%	5%	7%	9%	12%	9%	6%	6%	10%	8%	9%	7%	9%	5%	10%	9%	7%	7%	4%
7		6%	5%	13%	10%	10%	3%	6%	7%	9%	7%	5%	6%	10%	7%	8%	5%	4%	2%	10%	7%	4%	3%	5%
8		5%	2%	9%	12%	8%	3%	5%	5%	4%	5%	7%	4%	5%	7%	2%	5%	6%	5%	7%	4%	4%	7%	2%
9		2%	0%	2%	7%	3%	0%	2%	1%	3%	2%	1%	1%	1%	3%	1%	1%	1%	3%	2%	3%	1%	0%	1%
10 - Would definitely consider voting for them		5%	0%	5%	27%	8%	1%	4%	5%	7%	4%	5%	3%	4%	7%	3%	2%	4%	3%	7%	4%	2%	4%	3%
prefer not to answer		5%	0%	2%	1%	2%	3%	5%	6%	17%	6%	2%	1%	8%	4%	5%	5%	5%	4%	3%	6%	7%	4%	7%

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Reform UK

Unweighted base		1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base		1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
0 - Would never consider voting for them		45%	22%	70%	61%	71%	19%	44%	46%	51%	50%	42%	35%	51%	43%	41%	42%	54%	53%	54%	47%	35%	41%	40%
1		3%	3%	5%	5%	3%	3%	3%	3%	4%	4%	2%	3%	3%	3%	3%	4%	4%	4%	3%	4%	4%	2%	4%
2		3%	4%	2%	6%	3%	3%	2%	4%	3%	3%	3%	2%	2%	4%	2%	2%	2%	4%	3%	3%	3%	2%	1%
3		3%	4%	3%	4%	3%	4%	3%	4%	2%	3%	3%	5%	5%	4%	2%	4%	3%	2%	3%	3%	4%	4%	3%
4		4%	3%	3%	4%	2%	4%	4%	3%	4%	4%	3%	4%	3%	4%	5%	3%	4%	0%	3%	4%	3%	4%	4%
5		7%	9%	4%	5%	3%	9%	5%	8%	8%	7%	5%	8%	11%	6%	6%	6%	6%	4%	5%	7%	8%	8%	7%
6		4%	10%	2%	3%	3%	7%	4%	4%	3%	5%	5%	4%	4%	4%	5%	3%	4%	9%	6%	4%	3%	2%	6%
7		4%	8%	2%	2%	2%	6%	4%	3%	2%	3%	4%	5%	3%	3%	3%	5%	2%	5%	3%	4%	3%	4%	6%
8		5%	10%	1%	3%	2%	9%	6%	4%	3%	3%	8%	6%	3%	6%	6%	5%	3%	2%	4%	5%	7%	5%	4%
9		3%	5%	1%	2%	2%	5%	3%	3%	-	2%	4%	5%	1%	3%	4%	2%	1%	3%	3%	3%	3%	2%	4%
10 - Would definitely consider voting for them		14%	22%	5%	5%	3%	30%	17%	12%	3%	10%	20%	21%	8%	15%	16%	18%	12%	11%	12%	10%	21%	20%	14%
prefer not to answer		5%	0%	2%	1%	2%	3%	5%	6%	17%	6%	2%	1%	8%	4%	5%	5%	5%	4%	3%	6%	7%	4%	7%

Green Party

Unweighted base		1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base		1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
0 - Would never consider voting for them		33%	51%	14%	21%	19%	47%	37%	28%	19%	27%	37%	44%	21%	35%	32%	34%	38%	34%	29%	31%	34%	38%	38%
1		6%	9%	3%	7%	4%	8%	6%	5%	3%	5%	5%	8%	3%	6%	8%	4%	6%	8%	4%	6%	6%	6%	7%
2		7%	7%	7%	9%	7%	7%	7%	6%	4%	7%	5%	7%	7%	7%	7%	7%	5%	2%	6%	7%	7%	7%	5%
3		7%	8%	9%	9%	9%	7%	7%	8%	4%	7%	8%	8%	5%	7%	7%	9%	7%	8%	7%	9%	8%	6%	6%
4		6%	9%	8%	5%	7%	6%	5%	7%	3%	5%	6%	8%	6%	5%	5%	5%	9%	8%	6%	4%	8%	6%	7%
5		12%	10%	16%	19%	14%	10%	10%	13%	11%	13%	11%	11%	11%	12%	13%	11%	10%	16%	12%	12%	13%	11%	9%
6		6%	2%	12%	7%	10%	4%	5%	7%	6%	8%	7%	3%	10%	7%	4%	6%	3%	7%	7%	6%	7%	4%	6%
7		6%	2%	11%	6%	8%	2%	7%	4%	12%	6%	4%	4%	9%	5%	6%	5%	5%	3%	7%	6%	3%	6%	3%
8		5%	1%	8%	6%	8%	2%	4%	5%	7%	6%	5%	2%	8%	4%	4%	4%	8%	3%	7%	5%	3%	4%	2%
9		2%	0%	3%	4%	4%	0%	1%	2%	2%	2%	3%	0%	3%	2%	1%	2%	1%	-	3%	2%	1%	2%	2%
10 - Would definitely consider voting for them		7%	1%	8%	7%	9%	3%	6%	8%	13%	8%	6%	3%	9%	7%	7%	6%	4%	7%	9%	7%	4%	8%	7%
prefer not to answer		5%	0%	2%	1%	2%	3%	5%	6%	17%	6%	2%	1%	8%	4%	5%	5%	5%	4%	3%	6%	7%	4%	7%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Health	29%	25%	37%	43%	36%	26%	23%	35%	22%	27%	33%	33%	23%	32%	26%	28%	33%	43%	30%	28%	32%	24%	33%
Immigration & Asylum	58%	79%	45%	49%	42%	81%	57%	59%	31%	52%	64%	73%	46%	59%	61%	62%	52%	52%	48%	56%	67%	59%	66%
Crime	22%	25%	14%	17%	14%	30%	21%	22%	19%	20%	23%	26%	31%	20%	24%	20%	16%	20%	17%	23%	20%	28%	26%
The economy	51%	58%	55%	53%	53%	49%	53%	49%	50%	52%	49%	51%	45%	56%	52%	51%	39%	48%	59%	52%	44%	48%	44%
Tax	16%	16%	13%	12%	12%	18%	19%	13%	17%	18%	15%	10%	15%	14%	20%	15%	17%	12%	13%	18%	19%	15%	9%
Pensions	6%	8%	6%	6%	7%	7%	5%	7%	1%	3%	6%	12%	5%	6%	5%	7%	6%	5%	6%	5%	8%	7%	5%
Education	7%	3%	9%	16%	11%	3%	6%	8%	11%	8%	7%	5%	9%	9%	5%	6%	6%	7%	13%	6%	6%	3%	3%
Family life & childcare	4%	1%	5%	6%	7%	2%	2%	6%	5%	7%	3%	1%	3%	3%	5%	5%	4%	9%	6%	4%	5%	5%	1%
Housing	20%	14%	26%	20%	24%	15%	20%	20%	28%	25%	16%	14%	29%	20%	16%	19%	23%	18%	18%	24%	17%	22%	22%
The environment	16%	5%	23%	20%	23%	8%	17%	16%	28%	19%	16%	8%	21%	17%	12%	16%	17%	17%	21%	20%	11%	14%	8%
Britain leaving the EU	13%	5%	21%	17%	23%	4%	15%	11%	15%	13%	12%	13%	16%	13%	10%	11%	22%	16%	16%	14%	11%	10%	13%
Transport	2%	1%	1%	3%	2%	1%	2%	1%	6%	1%	2%	-	3%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%
Welfare benefits	12%	16%	9%	15%	10%	16%	10%	14%	4%	11%	17%	12%	8%	11%	12%	15%	11%	13%	13%	10%	12%	9%	22%
Defence and security	19%	32%	16%	13%	20%	23%	22%	16%	11%	12%	22%	31%	16%	18%	20%	19%	21%	21%	23%	15%	19%	15%	20%
None of these	1%	-	0%	0%	0%	0%	1%	0%	2%	0%	1%	0%	1%	1%	1%	0%	-	-	0%	0%	-	3%	1%
Don't know	2%	0%	1%	1%	1%	1%	2%	3%	7%	3%	1%	1%	2%	2%	3%	2%	4%	2%	2%	2%	3%	4%	3%

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

National Health Service

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	2%	0%	4%	2%	2%	1%	2%	1%	4%	1%	2%	2%	4%	2%	1%	1%	2%	3%	2%	3%	1%	1%	2%
Fairly well	20%	13%	34%	25%	28%	11%	25%	15%	20%	23%	16%	17%	25%	19%	19%	19%	18%	16%	27%	19%	13%	16%	17%
Fairly badly	34%	37%	32%	37%	36%	34%	34%	34%	32%	33%	35%	34%	30%	34%	34%	35%	34%	33%	37%	35%	33%	28%	31%
Very badly	35%	43%	22%	31%	27%	47%	32%	39%	23%	33%	39%	42%	28%	37%	38%	33%	37%	42%	28%	35%	43%	40%	37%
Don't know	9%	7%	8%	4%	8%	7%	7%	11%	21%	10%	8%	5%	13%	8%	8%	11%	8%	6%	5%	9%	11%	15%	13%

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Immigration

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	1%	-	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	-	1%	2%	2%	2%	2%	0%	-	-
Fairly well	10%	2%	22%	15%	18%	3%	14%	7%	13%	11%	10%	8%	18%	10%	8%	9%	12%	10%	15%	13%	6%	5%	7%
Fairly badly	20%	13%	29%	25%	29%	11%	18%	22%	23%	24%	18%	13%	25%	20%	21%	18%	19%	23%	26%	20%	15%	21%	13%
Very badly	60%	84%	37%	50%	43%	83%	60%	60%	38%	54%	65%	76%	49%	61%	62%	63%	59%	61%	51%	58%	68%	65%	66%
Don't know	9%	1%	9%	8%	9%	2%	6%	11%	24%	10%	5%	3%	6%	9%	9%	10%	9%	4%	6%	7%	11%	10%	13%

Crime

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	1%	-	2%	2%	1%	0%	2%	1%	6%	1%	0%	1%	3%	1%	1%	0%	1%	2%	1%	2%	0%	1%	1%
Fairly well	20%	8%	37%	24%	32%	10%	23%	18%	19%	23%	20%	15%	23%	19%	15%	19%	30%	23%	28%	22%	12%	14%	17%
Fairly badly	28%	31%	31%	35%	29%	26%	27%	29%	31%	28%	26%	28%	27%	28%	30%	28%	24%	26%	32%	29%	28%	22%	22%
Very badly	37%	54%	16%	27%	22%	56%	39%	35%	20%	31%	43%	49%	35%	37%	39%	38%	33%	32%	29%	34%	43%	45%	42%
Don't know	14%	7%	14%	12%	16%	7%	10%	18%	25%	17%	11%	8%	11%	15%	14%	15%	12%	16%	10%	13%	16%	18%	19%

Education

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	2%	0%	4%	2%	2%	1%	2%	2%	4%	2%	2%	1%	5%	1%	1%	2%	3%	2%	3%	3%	1%	2%	0%
Fairly well	27%	21%	42%	32%	37%	18%	30%	25%	32%	29%	25%	25%	34%	27%	28%	25%	24%	30%	32%	29%	26%	27%	17%
Fairly badly	28%	36%	24%	34%	28%	30%	26%	30%	27%	26%	29%	32%	28%	27%	31%	27%	29%	31%	31%	25%	30%	24%	30%
Very badly	20%	22%	9%	15%	12%	29%	22%	18%	12%	21%	21%	20%	15%	22%	19%	18%	21%	18%	15%	21%	22%	22%	22%
Don't know	23%	21%	21%	17%	21%	22%	20%	25%	25%	22%	23%	22%	18%	22%	20%	28%	23%	18%	19%	23%	22%	25%	30%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	1%	-	1%	2%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	-	1%	1%	2%	1%	1%	-	1%	0%
Fairly well	11%	4%	22%	12%	16%	6%	12%	9%	13%	11%	10%	11%	13%	12%	7%	10%	14%	12%	15%	12%	7%	6%	9%
Fairly badly	30%	25%	40%	39%	38%	23%	28%	32%	36%	31%	29%	27%	33%	28%	35%	30%	27%	35%	33%	31%	29%	29%	26%
Very badly	46%	67%	25%	37%	33%	63%	50%	42%	28%	43%	51%	54%	41%	48%	46%	46%	44%	44%	41%	46%	50%	50%	45%
Don't know	12%	4%	12%	11%	12%	7%	8%	16%	22%	14%	10%	7%	11%	11%	12%	14%	15%	6%	9%	10%	14%	14%	20%

Unemployment

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	1%	0%	2%	2%	1%	1%	2%	1%	2%	2%	2%	0%	4%	2%	0%	0%	1%	2%	2%	2%	1%	1%	0%
Fairly well	17%	10%	31%	21%	26%	9%	19%	14%	12%	16%	18%	17%	25%	14%	15%	16%	19%	15%	24%	17%	10%	13%	11%
Fairly badly	32%	32%	28%	40%	33%	30%	30%	34%	36%	34%	29%	31%	32%	33%	32%	29%	31%	41%	32%	29%	37%	28%	36%
Very badly	29%	42%	13%	16%	16%	43%	31%	27%	22%	26%	29%	37%	28%	28%	31%	29%	29%	26%	25%	29%	29%	37%	30%
Don't know	21%	16%	26%	21%	24%	16%	18%	24%	28%	23%	22%	15%	12%	23%	22%	25%	20%	15%	18%	23%	23%	21%	22%

Inflation

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	3%	1%	1%	1%	1%	0%
Fairly well	14%	4%	29%	21%	24%	6%	17%	11%	17%	13%	19%	10%	19%	13%	12%	14%	20%	14%	20%	15%	9%	11%	10%
Fairly badly	31%	32%	34%	36%	33%	29%	29%	33%	35%	32%	26%	32%	35%	32%	31%	27%	28%	37%	35%	31%	27%	24%	33%
Very badly	42%	60%	22%	28%	29%	58%	43%	41%	27%	39%	44%	52%	34%	42%	46%	43%	42%	39%	35%	40%	49%	51%	40%
Don't know	12%	4%	13%	14%	13%	7%	10%	14%	20%	15%	10%	5%	10%	12%	11%	16%	9%	7%	9%	12%	14%	13%	17%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	2%	1%	3%	2%	2%	1%	2%	1%	3%	1%	2%	2%	3%	2%	-	2%	1%	3%	2%	1%	1%	1%	1%
Fairly well	18%	14%	30%	28%	25%	12%	18%	18%	18%	20%	18%	15%	25%	17%	16%	17%	17%	15%	25%	19%	12%	13%	15%
Fairly badly	26%	29%	26%	26%	29%	25%	25%	27%	24%	26%	29%	25%	21%	25%	26%	26%	29%	40%	29%	25%	28%	23%	24%
Very badly	34%	38%	22%	25%	28%	42%	39%	29%	27%	32%	34%	41%	32%	34%	38%	32%	36%	33%	29%	33%	35%	42%	37%
Don't know	20%	18%	18%	20%	17%	19%	15%	25%	28%	22%	17%	17%	19%	22%	19%	22%	16%	10%	15%	21%	24%	21%	22%

Defence

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	3%	1%	5%	4%	4%	1%	4%	2%	9%	3%	2%	1%	4%	3%	3%	4%	4%	3%	4%	4%	2%	4%	2%
Fairly well	31%	23%	48%	41%	42%	22%	36%	25%	26%	33%	31%	28%	36%	32%	28%	28%	31%	32%	39%	32%	23%	25%	27%
Fairly badly	21%	29%	14%	19%	19%	25%	19%	23%	21%	15%	26%	27%	19%	19%	24%	22%	22%	26%	22%	20%	25%	16%	21%
Very badly	21%	30%	8%	14%	11%	33%	24%	18%	9%	19%	23%	28%	14%	22%	21%	22%	21%	19%	18%	18%	23%	26%	26%
Don't know	24%	16%	24%	22%	24%	18%	16%	32%	35%	29%	19%	16%	28%	24%	24%	25%	22%	20%	18%	27%	26%	28%	24%

The economy

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	1%	0%	2%	1%	1%	0%	1%	1%	3%	1%	1%	1%	3%	1%	0%	1%	1%	2%	1%	2%	0%	1%	0%
Fairly well	11%	2%	23%	21%	20%	5%	14%	9%	8%	12%	13%	10%	12%	11%	10%	10%	14%	14%	18%	11%	8%	6%	7%
Fairly badly	33%	28%	41%	35%	39%	26%	31%	35%	39%	37%	29%	25%	39%	30%	29%	35%	32%	38%	36%	32%	31%	29%	33%
Very badly	45%	67%	24%	37%	31%	65%	46%	45%	24%	38%	52%	60%	38%	47%	50%	43%	44%	42%	39%	44%	51%	49%	47%
Don't know	10%	3%	10%	7%	9%	4%	8%	11%	25%	11%	5%	4%	9%	10%	11%	11%	10%	3%	6%	10%	10%	15%	13%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	6%	3%	10%	7%	7%	3%	8%	4%	10%	7%	4%	3%	9%	5%	3%	7%	3%	7%	10%	6%	3%	4%	1%
Fairly well	32%	24%	45%	42%	44%	24%	36%	29%	30%	35%	32%	28%	41%	32%	30%	30%	32%	28%	36%	33%	29%	30%	28%
Fairly badly	16%	29%	9%	15%	13%	19%	15%	17%	19%	12%	16%	22%	14%	16%	19%	16%	20%	13%	17%	15%	18%	16%	15%
Very badly	21%	27%	9%	12%	10%	34%	23%	19%	8%	19%	24%	26%	14%	20%	24%	22%	18%	26%	16%	18%	23%	29%	27%
Don't know	25%	17%	27%	25%	26%	20%	19%	32%	32%	27%	24%	21%	22%	27%	24%	25%	27%	26%	23%	27%	28%	21%	29%

Transport

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	2%	1%	3%	1%	2%	1%	2%	2%	4%	2%	1%	0%	3%	1%	0%	2%	2%	2%	2%	2%	2%	1%	1%
Fairly well	25%	18%	40%	30%	33%	18%	26%	24%	24%	28%	23%	23%	34%	27%	23%	22%	26%	20%	32%	27%	19%	23%	19%
Fairly badly	32%	37%	26%	37%	31%	33%	33%	31%	38%	28%	33%	35%	32%	29%	37%	33%	33%	29%	32%	32%	33%	31%	32%
Very badly	19%	25%	11%	13%	13%	28%	23%	16%	10%	19%	22%	21%	17%	20%	19%	20%	20%	25%	14%	21%	22%	23%	22%
Don't know	22%	19%	20%	19%	21%	20%	15%	27%	24%	22%	21%	20%	14%	24%	21%	23%	20%	24%	20%	19%	25%	22%	27%

Housing

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	1%	-	3%	1%	1%	1%	2%	1%	4%	1%	1%	1%	3%	2%	-	1%	2%	3%	2%	2%	2%	1%	1%
Fairly well	15%	7%	27%	22%	23%	8%	18%	13%	19%	14%	15%	15%	13%	14%	18%	16%	14%	18%	22%	15%	12%	9%	11%
Fairly badly	35%	37%	37%	40%	38%	31%	32%	37%	39%	36%	32%	33%	39%	35%	33%	33%	33%	40%	40%	33%	30%	36%	33%
Very badly	36%	47%	19%	26%	24%	51%	36%	35%	16%	34%	39%	43%	34%	36%	39%	34%	37%	31%	26%	35%	42%	41%	43%
Don't know	13%	10%	14%	11%	14%	9%	12%	15%	22%	14%	12%	9%	12%	14%	10%	16%	13%	9%	10%	15%	14%	15%	12%



Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	2%	0%	2%	2%	1%	1%	3%	1%	7%	2%	1%	1%	4%	2%	1%	1%	2%	1%	2%	4%	-	1%	1%
Fairly well	24%	22%	35%	27%	31%	19%	25%	23%	19%	26%	24%	22%	27%	23%	23%	23%	25%	31%	27%	23%	22%	26%	19%
Fairly badly	30%	34%	28%	38%	32%	29%	29%	31%	35%	26%	30%	34%	32%	30%	31%	30%	30%	29%	33%	29%	32%	21%	34%
Very badly	24%	29%	15%	17%	17%	32%	26%	22%	16%	25%	23%	27%	23%	26%	24%	22%	25%	21%	21%	23%	25%	34%	21%
Don't know	20%	15%	20%	16%	18%	19%	17%	23%	24%	21%	21%	16%	14%	20%	20%	24%	19%	18%	17%	22%	21%	18%	25%

Welfare benefits

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	2%	0%	2%	1%	1%	1%	2%	1%	5%	1%	2%	1%	4%	1%	2%	1%	0%	2%	1%	2%	1%	2%	-
Fairly well	13%	9%	24%	16%	19%	8%	15%	12%	12%	14%	13%	13%	16%	13%	11%	13%	14%	14%	18%	14%	8%	11%	13%
Fairly badly	32%	27%	37%	33%	36%	31%	31%	33%	28%	35%	32%	29%	36%	30%	34%	30%	31%	38%	33%	33%	34%	32%	23%
Very badly	39%	57%	24%	38%	31%	53%	42%	37%	23%	36%	44%	48%	33%	40%	39%	42%	41%	37%	35%	38%	41%	41%	49%
Don't know	14%	6%	14%	12%	13%	8%	10%	17%	32%	14%	10%	8%	12%	15%	14%	14%	13%	9%	12%	13%	16%	14%	15%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	2%	-	4%	3%	2%	1%	2%	1%	3%	2%	1%	1%	3%	2%	-	0%	3%	3%	2%	2%	2%	1%	-
Fairly well	16%	5%	33%	28%	25%	9%	18%	15%	17%	17%	18%	14%	22%	16%	14%	16%	15%	20%	23%	18%	9%	13%	13%
Fairly badly	27%	24%	34%	37%	35%	18%	25%	28%	35%	29%	23%	22%	28%	27%	26%	26%	26%	31%	30%	28%	25%	28%	18%
Very badly	46%	69%	21%	26%	29%	69%	48%	43%	21%	39%	53%	61%	35%	45%	49%	50%	44%	40%	37%	43%	52%	49%	59%
Don't know	10%	3%	8%	7%	8%	3%	6%	13%	24%	13%	4%	2%	11%	10%	11%	7%	12%	6%	7%	10%	12%	10%	10%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
She does look like a Prime Minster in waiting	9%	20%	4%	10%	6%	12%	7%	11%	4%	9%	10%	10%	7%	8%	13%	8%	10%	5%	8%	10%	11%	7%	7%
She does not look like a Prime Minster in waiting	64%	62%	76%	68%	76%	66%	75%	54%	45%	61%	71%	73%	67%	66%	60%	62%	68%	68%	75%	63%	58%	57%	62%
Not sure	27%	19%	20%	22%	18%	22%	18%	35%	51%	31%	18%	17%	26%	26%	27%	30%	22%	27%	17%	27%	31%	36%	31%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	1%	2%	0%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	0%	2%	1%	-
Fairly well	15%	39%	6%	13%	11%	24%	14%	17%	5%	11%	18%	25%	13%	17%	18%	15%	16%	9%	15%	14%	17%	15%	20%
Fairly badly	23%	32%	19%	25%	22%	31%	25%	22%	11%	19%	28%	33%	25%	23%	24%	22%	26%	25%	28%	24%	21%	17%	24%
Very badly	31%	9%	46%	36%	42%	22%	41%	23%	32%	35%	29%	26%	39%	32%	29%	27%	31%	37%	38%	31%	25%	32%	27%
Don't know	29%	17%	28%	25%	24%	23%	20%	38%	52%	34%	23%	15%	22%	28%	29%	35%	26%	29%	19%	31%	36%	36%	29%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very well	4%	1%	7%	12%	7%	1%	5%	3%	8%	4%	4%	2%	7%	4%	2%	4%	5%	2%	6%	5%	2%	1%	2%
Fairly well	25%	20%	34%	47%	36%	20%	27%	24%	21%	21%	31%	29%	27%	27%	24%	25%	21%	28%	34%	23%	21%	23%	22%
Fairly badly	14%	24%	11%	12%	13%	19%	17%	12%	8%	14%	14%	18%	13%	13%	15%	14%	18%	17%	17%	12%	14%	12%	14%
Very badly	14%	21%	4%	3%	8%	21%	19%	11%	8%	13%	16%	18%	13%	15%	13%	14%	14%	19%	14%	15%	14%	17%	12%
Don't know	42%	34%	43%	26%	36%	40%	33%	51%	54%	48%	35%	33%	40%	40%	46%	44%	42%	35%	29%	44%	49%	48%	50%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
They are ready for Government	11%	28%	4%	10%	9%	13%	9%	12%	6%	9%	11%	15%	11%	12%	12%	9%	10%	4%	12%	11%	11%	9%	7%
They are not ready for Government	69%	53%	85%	77%	78%	69%	77%	62%	56%	67%	77%	70%	71%	67%	66%	69%	74%	74%	76%	67%	64%	65%	69%
Not sure	20%	18%	12%	13%	13%	18%	15%	26%	37%	24%	12%	14%	18%	21%	22%	22%	17%	22%	12%	22%	26%	26%	23%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Strongly support	17%	9%	24%	20%	22%	11%	22%	12%	20%	22%	12%	13%	25%	14%	13%	18%	23%	17%	20%	18%	10%	18%	20%
Tend to support	36%	38%	42%	41%	43%	31%	37%	35%	31%	33%	38%	40%	40%	33%	30%	36%	46%	40%	40%	35%	34%	31%	33%
Tend to oppose	22%	29%	18%	17%	18%	28%	20%	25%	22%	20%	24%	26%	16%	26%	27%	21%	14%	16%	21%	23%	23%	24%	21%
Strongly oppose	13%	16%	7%	12%	9%	19%	12%	13%	3%	11%	18%	14%	7%	15%	17%	11%	7%	9%	13%	10%	17%	11%	10%
Don't know	12%	7%	9%	9%	8%	11%	9%	15%	23%	15%	8%	7%	11%	11%	12%	14%	11%	17%	6%	14%	16%	15%	16%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Strongly support	12%	6%	18%	13%	15%	8%	17%	8%	16%	16%	8%	8%	20%	9%	8%	14%	18%	14%	16%	13%	6%	11%	15%
Tend to support	32%	29%	39%	38%	41%	25%	34%	30%	27%	30%	33%	36%	31%	29%	27%	37%	39%	35%	35%	31%	30%	33%	28%
Tend to oppose	22%	24%	21%	20%	19%	26%	18%	26%	24%	21%	23%	22%	20%	22%	26%	22%	22%	23%	21%	21%	24%	24%	26%
Strongly oppose	24%	35%	14%	22%	17%	34%	24%	25%	16%	20%	29%	30%	18%	32%	30%	18%	13%	15%	22%	26%	29%	21%	18%
Don't know	9%	6%	8%	8%	7%	7%	8%	11%	17%	12%	6%	4%	11%	9%	8%	9%	9%	13%	6%	9%	11%	12%	12%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

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

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Strongly support	21%	10%	27%	22%	23%	12%	26%	15%	41%	24%	16%	10%	36%	16%	15%	23%	20%	23%	22%	25%	16%	21%	15%
Tend to support	35%	30%	39%	43%	40%	31%	33%	38%	40%	32%	36%	38%	33%	37%	35%	32%	43%	35%	35%	36%	32%	36%	42%
Tend to oppose	19%	27%	16%	20%	18%	24%	18%	19%	8%	18%	20%	24%	10%	20%	20%	22%	15%	18%	24%	17%	18%	16%	15%
Strongly oppose	12%	17%	7%	11%	9%	19%	12%	12%	1%	11%	18%	15%	6%	13%	17%	11%	12%	11%	13%	10%	16%	12%	8%
Don't know	13%	15%	11%	5%	10%	14%	11%	15%	11%	15%	10%	13%	15%	14%	13%	12%	11%	13%	7%	12%	17%	15%	20%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Strongly support	6%	2%	10%	8%	9%	3%	10%	3%	6%	8%	5%	4%	11%	4%	4%	7%	12%	5%	7%	8%	2%	8%	6%
Tend to support	20%	8%	27%	23%	26%	13%	22%	17%	18%	22%	20%	16%	26%	19%	15%	19%	21%	23%	24%	20%	13%	20%	21%
Tend to oppose	28%	31%	29%	31%	31%	26%	25%	31%	35%	27%	27%	29%	23%	26%	31%	30%	32%	33%	27%	30%	30%	26%	24%
Strongly oppose	34%	53%	20%	32%	24%	48%	33%	34%	20%	29%	39%	43%	27%	40%	39%	29%	25%	27%	35%	30%	42%	29%	29%
Don't know	12%	7%	14%	5%	11%	9%	9%	15%	21%	14%	10%	7%	12%	11%	11%	15%	10%	12%	7%	12%	12%	17%	20%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Strongly support	7%	4%	9%	4%	8%	3%	9%	4%	11%	7%	6%	4%	15%	4%	4%	7%	9%	5%	8%	8%	3%	7%	6%
Tend to support	25%	19%	30%	34%	30%	20%	28%	22%	25%	24%	27%	23%	30%	24%	23%	25%	20%	31%	28%	24%	22%	23%	21%
Tend to oppose	29%	31%	30%	29%	32%	30%	28%	30%	23%	29%	29%	32%	25%	30%	31%	28%	36%	26%	33%	29%	28%	20%	34%
Strongly oppose	25%	35%	17%	25%	20%	34%	23%	26%	10%	23%	30%	29%	16%	29%	28%	23%	20%	22%	22%	24%	30%	27%	20%
Don't know	15%	12%	15%	10%	10%	13%	12%	18%	31%	16%	8%	13%	15%	14%	15%	17%	15%	16%	9%	15%	17%	23%	19%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Strongly support	5%	1%	8%	4%	6%	3%	9%	2%	7%	7%	3%	3%	12%	3%	4%	5%	8%	3%	6%	5%	3%	7%	4%
Tend to support	17%	13%	21%	17%	20%	13%	19%	14%	12%	20%	15%	14%	18%	15%	12%	17%	24%	22%	17%	18%	14%	15%	16%
Tend to oppose	27%	24%	32%	30%	31%	23%	24%	28%	33%	26%	26%	25%	30%	24%	26%	27%	26%	31%	28%	28%	24%	22%	30%
Strongly oppose	42%	58%	33%	39%	37%	55%	39%	45%	27%	36%	50%	53%	31%	48%	48%	42%	31%	36%	41%	41%	50%	41%	35%
Don't know	9%	4%	7%	10%	7%	6%	9%	10%	20%	11%	6%	5%	9%	10%	10%	8%	10%	8%	7%	8%	9%	14%	15%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Go up a lot	11%	7%	8%	9%	9%	10%	11%	11%	18%	12%	6%	9%	8%	11%	14%	9%	11%	19%	6%	10%	15%	13%	14%
Go up a little	36%	27%	40%	37%	39%	34%	41%	32%	40%	37%	34%	35%	39%	35%	32%	37%	44%	37%	40%	39%	33%	32%	29%
Stay about the same	30%	42%	30%	31%	33%	33%	28%	32%	15%	28%	34%	36%	26%	29%	35%	30%	28%	27%	36%	28%	26%	32%	23%
Go down a little	8%	12%	7%	12%	8%	10%	7%	9%	3%	6%	11%	10%	9%	10%	7%	7%	3%	6%	9%	8%	9%	5%	7%
Go down a lot	2%	1%	2%	1%	1%	2%	2%	2%	2%	3%	1%	2%	4%	2%	1%	1%	2%	-	2%	2%	3%	3%	-
Don't know	13%	11%	12%	9%	10%	12%	11%	15%	22%	13%	13%	9%	15%	13%	11%	15%	12%	11%	7%	13%	13%	15%	26%

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	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
It would be better for Britain if house prices rose	6%	7%	5%	7%	5%	8%	9%	3%	2%	6%	6%	7%	4%	6%	6%	7%	6%	8%	8%	6%	5%	3%	5%
It would be better for Britain if house prices went down	50%	37%	53%	53%	51%	43%	53%	47%	70%	56%	43%	37%	61%	53%	47%	46%	42%	48%	49%	53%	45%	53%	53%
It would be better for Britain if house prices stayed about the same	27%	40%	26%	30%	30%	31%	24%	29%	12%	18%	34%	42%	18%	26%	28%	28%	34%	27%	31%	25%	28%	22%	20%
Don't know	17%	17%	16%	10%	14%	18%	14%	21%	16%	20%	17%	14%	17%	16%	19%	18%	19%	17%	12%	16%	22%	22%	23%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base: All GB adults	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
I would be better off if house prices rose	20%	28%	23%	24%	25%	22%	22%	19%	3%	21%	24%	23%	15%	23%	18%	20%	23%	22%	28%	20%	18%	14%	14%
I would be better off if house prices fell	25%	13%	24%	26%	21%	15%	25%	24%	65%	34%	11%	3%	36%	25%	28%	22%	15%	11%	24%	29%	23%	26%	15%
It will make little difference to me personally if house prices rise or fall	45%	50%	45%	47%	48%	54%	44%	46%	17%	31%	57%	69%	37%	43%	41%	49%	54%	55%	43%	41%	47%	47%	54%
Don't know	10%	8%	9%	3%	7%	9%	9%	11%	15%	14%	8%	4%	11%	9%	13%	9%	8%	11%	5%	11%	12%	12%	16%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
United	16%	7%	29%	24%	23%	10%	21%	11%	17%	14%	21%	12%	23%	15%	10%	16%	17%	19%	21%	17%	9%	15%	11%
Divided	59%	81%	49%	54%	55%	73%	58%	59%	38%	54%	62%	74%	59%	58%	64%	58%	56%	57%	62%	56%	60%	55%	62%
Don't know	25%	12%	23%	22%	22%	18%	21%	30%	45%	32%	17%	13%	18%	27%	25%	27%	27%	23%	17%	27%	31%	30%	27%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
United	15%	33%	10%	11%	13%	19%	15%	15%	11%	12%	20%	17%	18%	15%	16%	14%	15%	12%	17%	16%	18%	10%	8%
Divided	46%	39%	54%	59%	56%	46%	52%	40%	27%	43%	49%	57%	40%	46%	46%	43%	54%	50%	54%	46%	37%	40%	49%
Don't know	39%	28%	36%	30%	31%	35%	33%	45%	62%	45%	31%	27%	42%	39%	38%	43%	31%	38%	29%	38%	46%	50%	43%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

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

Labour Party

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very left-wing	14%	27%	4%	7%	7%	25%	16%	12%	6%	12%	14%	22%	9%	17%	17%	13%	9%	12%	11%	15%	17%	16%	13%
Fairly left-wing	19%	34%	14%	24%	16%	26%	19%	19%	14%	14%	21%	28%	18%	19%	22%	19%	13%	19%	22%	19%	18%	18%	15%
Slightly left-of-centre	22%	16%	39%	32%	34%	14%	23%	21%	20%	20%	29%	21%	29%	24%	19%	20%	21%	16%	32%	23%	15%	13%	22%
Centre	8%	3%	9%	11%	10%	5%	10%	7%	15%	9%	8%	5%	9%	7%	8%	9%	12%	8%	11%	9%	6%	7%	6%
Slightly right-of-centre	7%	0%	12%	11%	12%	2%	8%	6%	10%	9%	6%	5%	12%	6%	5%	7%	11%	7%	10%	8%	4%	6%	6%
Fairly right-wing	3%	1%	3%	2%	5%	1%	4%	2%	1%	4%	3%	2%	2%	3%	2%	4%	8%	4%	3%	3%	3%	2%	4%
Very right-wing	1%	-	1%	-	1%	1%	1%	1%	3%	1%	0%	0%	3%	1%	1%	0%	1%	-	1%	1%	1%	1%	1%
Don't know	25%	19%	18%	12%	15%	27%	19%	31%	31%	30%	20%	17%	19%	22%	27%	28%	25%	34%	10%	23%	36%	37%	34%

Conservative Party

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very left-wing	1%	-	0%	2%	1%	2%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	2%	2%	2%	-
Fairly left-wing	2%	1%	1%	4%	1%	4%	3%	2%	0%	3%	1%	2%	1%	3%	2%	3%	1%	1%	3%	1%	3%	2%	3%
Slightly left-of-centre	4%	5%	2%	5%	2%	8%	5%	3%	0%	4%	4%	6%	3%	4%	6%	4%	2%	7%	4%	4%	3%	7%	5%
Centre	7%	12%	3%	5%	4%	9%	7%	6%	7%	5%	8%	9%	4%	7%	10%	6%	5%	5%	7%	6%	8%	6%	9%
Slightly right-of-centre	19%	31%	15%	21%	16%	23%	21%	16%	17%	15%	25%	20%	17%	21%	19%	18%	16%	13%	21%	22%	17%	11%	15%
Fairly right-wing	31%	26%	43%	42%	42%	22%	32%	30%	40%	31%	28%	31%	41%	32%	26%	29%	30%	25%	42%	31%	23%	23%	23%
Very right-wing	11%	4%	18%	8%	18%	6%	10%	11%	5%	10%	11%	14%	12%	9%	9%	9%	21%	11%	11%	11%	8%	13%	9%
Don't know	25%	20%	17%	12%	16%	27%	19%	31%	30%	31%	21%	17%	21%	23%	26%	29%	24%	35%	11%	22%	36%	38%	36%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

Liberal Democrats

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very left-wing	6%	9%	3%	2%	3%	12%	8%	5%	1%	6%	8%	7%	6%	6%	10%	7%	2%	6%	6%	4%	8%	10%	7%
Fairly left-wing	12%	12%	13%	14%	11%	14%	14%	10%	9%	13%	13%	10%	9%	13%	14%	12%	7%	14%	16%	12%	9%	9%	10%
Slightly left-of-centre	17%	17%	22%	18%	22%	13%	20%	14%	22%	14%	19%	18%	19%	20%	12%	15%	22%	10%	24%	21%	9%	12%	11%
Centre	26%	23%	34%	44%	35%	21%	27%	25%	21%	23%	29%	30%	29%	27%	27%	23%	30%	18%	29%	28%	23%	17%	29%
Slightly right-of-centre	5%	7%	5%	6%	6%	5%	6%	5%	5%	4%	6%	7%	5%	5%	5%	5%	7%	3%	6%	5%	5%	6%	3%
Fairly right-wing	2%	1%	1%	2%	2%	1%	2%	1%	5%	2%	0%	1%	2%	1%	1%	1%	4%	3%	2%	2%	1%	1%	-
Very right-wing	0%	0%	1%	-	0%	0%	0%	0%	-	1%	-	-	1%	0%	0%	1%	-	1%	1%	0%	1%	-	-
Don't know	32%	31%	21%	15%	21%	34%	24%	39%	39%	36%	25%	27%	29%	28%	32%	37%	29%	45%	15%	29%	45%	45%	40%

Reform UK

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very left-wing	2%	2%	2%	3%	3%	2%	1%	4%	1%	2%	4%	2%	1%	2%	2%	3%	3%	2%	2%	2%	2%	2%	5%
Fairly left-wing	2%	3%	2%	4%	2%	2%	1%	3%	-	2%	2%	3%	2%	2%	3%	1%	2%	-	2%	1%	3%	1%	3%
Slightly left-of-centre	1%	1%	1%	1%	0%	1%	1%	1%	2%	0%	0%	2%	1%	1%	0%	1%	3%	-	1%	1%	1%	1%	1%
Centre	4%	5%	2%	1%	1%	7%	5%	3%	3%	4%	4%	5%	5%	4%	6%	3%	4%	4%	3%	4%	6%	4%	7%
Slightly right-of-centre	7%	8%	2%	4%	3%	13%	9%	5%	2%	5%	9%	10%	4%	7%	8%	8%	5%	8%	7%	6%	7%	7%	10%
Fairly right-wing	16%	29%	10%	11%	10%	23%	19%	12%	11%	13%	20%	18%	11%	16%	16%	18%	14%	11%	17%	16%	14%	14%	14%
Very right-wing	44%	30%	66%	63%	64%	27%	46%	41%	51%	47%	41%	39%	59%	45%	38%	38%	46%	43%	58%	48%	31%	34%	27%
Don't know	24%	21%	17%	13%	16%	25%	17%	31%	31%	28%	21%	20%	18%	23%	27%	28%	23%	32%	10%	22%	36%	37%	34%



Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

Keir Starmer

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very left-wing	16%	32%	3%	8%	7%	28%	17%	14%	4%	13%	17%	25%	11%	19%	20%	13%	10%	15%	13%	16%	18%	17%	16%
Fairly left-wing	11%	22%	9%	13%	10%	15%	11%	12%	10%	8%	13%	16%	7%	12%	12%	12%	9%	12%	12%	10%	12%	10%	11%
Slightly left-of-centre	17%	15%	26%	30%	23%	13%	18%	15%	15%	13%	22%	19%	20%	18%	12%	16%	17%	13%	24%	19%	10%	10%	10%
Centre	14%	7%	23%	22%	19%	7%	17%	11%	17%	15%	12%	11%	21%	13%	14%	13%	12%	7%	18%	13%	10%	11%	12%
Slightly right-of-centre	8%	4%	12%	10%	14%	3%	9%	8%	11%	10%	6%	6%	12%	7%	7%	8%	9%	12%	12%	10%	5%	6%	4%
Fairly right-wing	5%	1%	5%	3%	6%	2%	5%	4%	6%	5%	4%	4%	4%	4%	1%	6%	12%	4%	6%	5%	3%	3%	4%
Very right-wing	2%	-	2%	1%	2%	2%	2%	2%	3%	3%	1%	1%	2%	2%	2%	2%	4%	-	2%	1%	2%	3%	3%
Don't know	28%	21%	20%	15%	18%	30%	21%	34%	34%	34%	23%	19%	23%	26%	31%	30%	27%	36%	13%	26%	39%	39%	38%

Kemi Badenoch

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very left-wing	1%	-	1%	1%	-	2%	2%	0%	-	2%	1%	1%	2%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%
Fairly left-wing	2%	1%	1%	3%	1%	3%	2%	1%	0%	2%	2%	2%	1%	2%	1%	3%	1%	3%	2%	1%	2%	2%	2%
Slightly left-of-centre	3%	2%	1%	3%	1%	5%	4%	2%	2%	3%	2%	4%	3%	3%	4%	2%	2%	2%	1%	3%	4%	3%	3%
Centre	8%	14%	3%	7%	6%	11%	10%	7%	7%	6%	12%	11%	5%	10%	13%	7%	3%	7%	8%	8%	9%	9%	10%
Slightly right-of-centre	16%	27%	10%	15%	13%	21%	17%	14%	10%	12%	18%	21%	18%	16%	18%	14%	13%	10%	20%	15%	14%	9%	16%
Fairly right-wing	24%	26%	33%	35%	32%	20%	26%	22%	27%	21%	26%	25%	29%	25%	19%	22%	26%	23%	33%	24%	18%	18%	17%
Very right-wing	13%	5%	24%	14%	25%	5%	14%	13%	9%	14%	12%	15%	19%	12%	8%	12%	24%	13%	18%	15%	6%	12%	11%
Don't know	33%	24%	27%	21%	23%	33%	26%	40%	45%	41%	27%	21%	24%	32%	36%	38%	31%	41%	17%	33%	46%	46%	41%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

Ed Davey

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very left-wing	6%	9%	2%	3%	2%	11%	8%	4%	1%	6%	7%	7%	3%	5%	11%	6%	3%	8%	6%	4%	6%	9%	6%
Fairly left-wing	10%	11%	10%	11%	9%	11%	12%	8%	10%	9%	12%	10%	13%	10%	7%	10%	8%	10%	12%	11%	7%	7%	7%
Slightly left-of-centre	14%	13%	21%	17%	21%	11%	18%	11%	11%	14%	16%	16%	18%	16%	11%	12%	19%	8%	21%	15%	10%	8%	12%
Centre	23%	23%	28%	37%	31%	20%	24%	23%	17%	18%	29%	30%	23%	25%	22%	22%	24%	23%	26%	24%	21%	17%	26%
Slightly right-of-centre	3%	2%	3%	4%	4%	2%	4%	2%	3%	3%	2%	5%	3%	2%	4%	3%	3%	4%	5%	4%	1%	2%	2%
Fairly right-wing	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	5%	-	3%	1%	1%	1%	1%
Very right-wing	0%	-	1%	-	0%	0%	1%	0%	-	1%	0%	-	1%	0%	-	1%	1%	-	1%	0%	1%	-	-
Don't know	42%	39%	33%	26%	30%	43%	33%	50%	57%	48%	33%	32%	38%	39%	44%	46%	39%	46%	26%	41%	54%	54%	46%

Nigel Farage

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very left-wing	3%	3%	3%	3%	3%	3%	1%	4%	1%	2%	4%	4%	-	3%	2%	4%	3%	1%	2%	2%	2%	2%	5%
Fairly left-wing	1%	2%	1%	2%	2%	1%	1%	2%	-	1%	1%	2%	2%	1%	2%	1%	2%	-	1%	1%	2%	1%	2%
Slightly left-of-centre	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	-	1%	1%	1%	1%	1%
Centre	4%	7%	2%	1%	2%	8%	5%	4%	2%	4%	4%	7%	5%	4%	6%	3%	4%	4%	4%	3%	7%	5%	7%
Slightly right-of-centre	6%	10%	1%	5%	1%	12%	8%	5%	5%	4%	9%	9%	4%	7%	7%	7%	4%	9%	6%	6%	7%	7%	7%
Fairly right-wing	14%	23%	7%	11%	9%	22%	18%	11%	11%	13%	17%	15%	8%	17%	14%	16%	11%	11%	17%	15%	13%	12%	14%
Very right-wing	46%	34%	69%	65%	68%	29%	47%	44%	45%	48%	45%	42%	60%	45%	40%	41%	51%	42%	60%	50%	34%	37%	29%
Don't know	24%	21%	17%	13%	15%	25%	18%	31%	35%	27%	19%	20%	20%	22%	27%	28%	23%	33%	10%	22%	35%	35%	36%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 GB Adults



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

Yourself

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very left-wing	4%	-	7%	3%	7%	1%	3%	5%	7%	6%	3%	1%	4%	3%	3%	5%	7%	7%	5%	4%	2%	6%	4%
Fairly left-wing	13%	-	24%	14%	21%	4%	11%	14%	21%	16%	10%	6%	20%	13%	8%	11%	14%	14%	17%	16%	7%	9%	9%
Slightly left-of-centre	13%	0%	26%	22%	22%	5%	15%	11%	16%	12%	13%	12%	14%	11%	14%	12%	16%	15%	18%	14%	9%	6%	8%
Centre	21%	24%	19%	26%	23%	23%	23%	20%	10%	21%	22%	27%	22%	22%	23%	20%	22%	14%	22%	18%	24%	20%	26%
Slightly right-of-centre	14%	31%	3%	15%	9%	22%	14%	13%	8%	9%	16%	22%	11%	16%	14%	11%	13%	11%	17%	15%	10%	12%	9%
Fairly right-wing	10%	21%	2%	4%	4%	18%	12%	8%	5%	7%	14%	14%	7%	11%	10%	12%	5%	8%	9%	9%	13%	10%	9%
Very right-wing	3%	4%	1%	0%	0%	5%	4%	1%	2%	2%	3%	3%	2%	4%	2%	2%	2%	3%	3%	1%	3%	4%	3%
Don't know	23%	19%	17%	15%	14%	23%	17%	29%	31%	28%	19%	15%	20%	20%	25%	28%	22%	27%	10%	23%	31%	33%	32%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Should remain Conservative leader	24%	38%	21%	29%	26%	29%	25%	23%	9%	19%	32%	31%	26%	21%	28%	23%	30%	20%	26%	25%	23%	19%	23%
Should stand down and let someone else take over	31%	39%	31%	33%	31%	35%	38%	25%	27%	29%	32%	36%	38%	35%	30%	28%	24%	27%	35%	29%	26%	33%	35%
Don't know	45%	23%	48%	38%	44%	35%	37%	52%	63%	52%	36%	32%	36%	44%	42%	50%	46%	53%	38%	45%	51%	49%	42%

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

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Should remain Labour leader	30%	20%	55%	46%	47%	19%	32%	28%	21%	30%	36%	27%	37%	31%	24%	26%	33%	32%	40%	31%	22%	21%	23%
Should stand down and let someone else take over	47%	62%	29%	36%	35%	64%	51%	43%	30%	42%	53%	57%	35%	46%	52%	52%	45%	44%	39%	43%	54%	52%	57%
Don't know	23%	18%	15%	19%	18%	17%	17%	29%	49%	28%	12%	16%	28%	23%	24%	22%	22%	24%	21%	26%	23%	27%	19%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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 Labour win the next election and form a government, do you think the overall level of taxation will rise, fall or stay about the same?

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
The level of taxation will rise a lot	40%	71%	18%	36%	29%	62%	42%	38%	14%	29%	52%	59%	33%	43%	46%	38%	35%	38%	38%	37%	45%	39%	43%
The level of taxation will rise a little	29%	21%	42%	38%	41%	20%	31%	27%	25%	31%	30%	27%	33%	27%	22%	33%	32%	32%	31%	32%	27%	28%	22%
The level of taxation will stay about the same	10%	2%	17%	9%	13%	5%	11%	8%	13%	14%	7%	4%	11%	9%	8%	9%	14%	9%	12%	11%	6%	11%	6%
The level of taxation will fall a little	1%	0%	3%	1%	2%	1%	2%	1%	3%	2%	1%	1%	3%	1%	2%	1%	-	1%	2%	1%	2%	0%	0%
The level of taxation will fall a lot	0%	0%	-	-	0%	0%	0%	0%	1%	0%	0%	0%	1%	-	0%	0%	-	1%	0%	1%	-	-	1%
Don't know	20%	7%	20%	16%	16%	12%	14%	25%	44%	25%	11%	8%	18%	19%	22%	19%	19%	19%	16%	19%	21%	21%	27%

If the Conservatives win the next election and form a government, do you think the overall level of taxation will rise, fall or stay about the same?

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
The level of taxation will rise a lot	16%	5%	22%	22%	21%	14%	18%	14%	5%	16%	21%	16%	16%	14%	15%	17%	18%	22%	15%	15%	15%	19%	20%
The level of taxation will rise a little	26%	27%	28%	27%	29%	26%	28%	25%	22%	24%	29%	29%	24%	27%	27%	26%	26%	22%	29%	26%	28%	23%	19%
The level of taxation will stay about the same	21%	32%	18%	23%	21%	24%	24%	19%	16%	21%	20%	27%	27%	23%	19%	19%	19%	26%	24%	21%	21%	18%	20%
The level of taxation will fall a little	12%	20%	10%	10%	11%	14%	12%	12%	12%	8%	15%	15%	11%	13%	12%	11%	14%	7%	16%	12%	9%	11%	6%
The level of taxation will fall a lot	1%	1%	1%	-	1%	0%	1%	0%	2%	1%	1%	-	2%	0%	1%	1%	-	2%	1%	1%	0%	1%	1%
Don't know	24%	15%	22%	18%	16%	22%	17%	30%	43%	31%	15%	13%	20%	24%	26%	27%	23%	21%	15%	26%	27%	28%	34%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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 taxes HAD to rise after the next general election, which of the following would you MOST like to see increased?  
Please tick up to three

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Basic rate of income tax	7%	11%	6%	9%	8%	6%	8%	6%	5%	4%	9%	10%	12%	6%	4%	5%	8%	10%	9%	6%	6%	5%	5%
Higher rate of income tax	21%	20%	25%	25%	25%	22%	23%	18%	7%	15%	29%	28%	21%	21%	20%	20%	19%	23%	21%	19%	22%	19%	21%
Top rate of income tax	41%	37%	52%	48%	51%	39%	45%	37%	26%	35%	53%	44%	41%	42%	39%	38%	41%	49%	46%	42%	38%	38%	33%
National Insurance	7%	9%	4%	9%	6%	6%	7%	6%	12%	6%	7%	6%	5%	7%	5%	8%	9%	8%	6%	9%	8%	3%	4%
Fuel duty	7%	7%	6%	9%	8%	7%	9%	5%	3%	7%	6%	9%	9%	8%	4%	6%	7%	5%	9%	7%	5%	4%	7%
Capital gains tax	27%	28%	32%	32%	33%	27%	29%	25%	22%	24%	32%	29%	24%	27%	23%	31%	26%	31%	35%	30%	20%	17%	24%
Corporation tax	36%	28%	45%	48%	44%	33%	38%	33%	22%	41%	36%	31%	41%	35%	33%	35%	41%	32%	42%	36%	33%	31%	28%
Inheritance tax	13%	13%	21%	12%	19%	10%	16%	11%	9%	15%	15%	12%	17%	12%	10%	16%	13%	12%	19%	15%	8%	10%	9%
Council tax	4%	4%	3%	4%	4%	3%	5%	4%	11%	4%	2%	4%	5%	4%	6%	5%	3%	3%	4%	5%	5%	7%	2%
VAT	5%	9%	2%	4%	3%	7%	6%	4%	4%	4%	4%	7%	3%	5%	6%	5%	4%	8%	6%	3%	6%	3%	7%
Stamp duty	7%	9%	9%	4%	8%	7%	8%	6%	6%	8%	7%	6%	6%	6%	9%	9%	8%	3%	8%	7%	5%	8%	9%
Not sure	27%	25%	17%	16%	16%	29%	21%	32%	40%	28%	18%	26%	22%	27%	30%	26%	26%	27%	15%	25%	31%	37%	40%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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 taxes HAD to rise after the next general election, which of the following would you LEAST like to see increased?  
Please tick up to three

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Basic rate of income tax	45%	46%	50%	53%	51%	46%	47%	44%	34%	42%	49%	53%	42%	45%	46%	45%	45%	56%	53%	45%	43%	44%	30%
Higher rate of income tax	7%	8%	8%	13%	10%	6%	8%	7%	3%	10%	8%	5%	8%	8%	4%	7%	11%	6%	11%	8%	5%	3%	4%
Top rate of income tax	3%	4%	2%	3%	2%	3%	4%	2%	5%	2%	3%	3%	6%	2%	2%	3%	2%	2%	3%	3%	2%	4%	1%
National Insurance	35%	31%	40%	43%	42%	31%	35%	34%	24%	40%	38%	26%	42%	32%	32%	37%	36%	33%	45%	30%	30%	32%	31%
Fuel duty	18%	27%	16%	20%	18%	25%	21%	16%	4%	13%	21%	32%	11%	17%	21%	21%	21%	18%	18%	20%	19%	14%	20%
Capital gains tax	4%	6%	3%	3%	3%	5%	5%	3%	5%	3%	5%	4%	7%	5%	4%	2%	2%	3%	4%	4%	4%	3%	5%
Corporation tax	4%	6%	4%	3%	4%	4%	5%	3%	3%	4%	5%	3%	7%	3%	3%	4%	6%	2%	5%	3%	4%	4%	3%
Inheritance tax	14%	22%	12%	16%	14%	17%	13%	15%	7%	11%	16%	21%	17%	16%	16%	9%	8%	20%	15%	13%	17%	10%	14%
Council tax	48%	50%	54%	41%	52%	53%	46%	49%	24%	48%	52%	55%	49%	45%	45%	49%	55%	56%	46%	45%	48%	54%	52%
VAT	31%	29%	37%	34%	35%	31%	38%	23%	27%	28%	34%	33%	25%	32%	31%	32%	35%	22%	36%	31%	27%	24%	30%
Stamp duty	8%	12%	9%	16%	10%	8%	8%	8%	6%	7%	10%	10%	10%	10%	10%	6%	4%	1%	9%	10%	5%	8%	7%
Not sure	16%	9%	9%	11%	8%	13%	12%	19%	37%	18%	9%	8%	14%	16%	16%	16%	14%	21%	8%	17%	18%	22%	24%

How fair or unfair do you think the following are?  
VAT

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	2%	3%	3%	4%	3%	2%	3%	1%	2%	1%	2%	3%	3%	3%	2%	1%	1%	3%	4%	2%	0%	1%	2%
Fair	31%	37%	36%	38%	38%	27%	31%	32%	31%	30%	32%	33%	30%	35%	30%	26%	36%	33%	43%	33%	23%	24%	21%
Neither	25%	26%	23%	30%	25%	25%	22%	27%	17%	24%	25%	29%	26%	25%	21%	27%	22%	19%	25%	23%	23%	25%	31%
Unfair	20%	20%	20%	19%	19%	25%	23%	18%	10%	20%	23%	23%	19%	19%	21%	23%	18%	26%	16%	19%	26%	20%	25%
Very unfair	9%	7%	9%	5%	7%	13%	13%	6%	5%	10%	11%	8%	7%	9%	11%	9%	11%	10%	5%	12%	11%	13%	5%
Not sure	12%	6%	9%	4%	8%	8%	8%	16%	35%	14%	7%	4%	15%	10%	14%	15%	11%	9%	7%	12%	16%	17%	16%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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

Inheritance tax

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	5%	2%	8%	7%	7%	3%	7%	4%	6%	6%	5%	3%	7%	5%	3%	6%	6%	6%	8%	5%	2%	3%	5%
Fair	15%	11%	26%	20%	23%	10%	17%	13%	12%	16%	17%	15%	15%	15%	13%	19%	13%	16%	19%	17%	12%	12%	11%
Neither	11%	12%	12%	9%	10%	11%	12%	10%	15%	10%	11%	12%	15%	10%	12%	10%	12%	11%	12%	10%	10%	13%	12%
Unfair	27%	34%	27%	30%	29%	29%	25%	29%	19%	24%	31%	33%	24%	27%	27%	25%	36%	32%	31%	26%	25%	25%	25%
Very unfair	30%	37%	18%	29%	22%	39%	31%	28%	19%	32%	30%	31%	30%	33%	30%	27%	23%	24%	24%	30%	38%	29%	28%
Not sure	12%	4%	9%	5%	8%	8%	8%	15%	29%	13%	7%	6%	9%	10%	14%	14%	10%	11%	6%	11%	12%	18%	20%

Income tax

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	4%	4%	7%	6%	7%	2%	6%	3%	7%	4%	5%	4%	8%	5%	2%	3%	6%	8%	5%	7%	2%	3%	1%
Fair	35%	37%	44%	42%	44%	31%	35%	34%	26%	31%	41%	39%	33%	36%	36%	33%	37%	28%	45%	35%	26%	31%	27%
Neither	20%	23%	18%	19%	17%	25%	21%	20%	18%	16%	24%	25%	22%	20%	21%	20%	20%	21%	20%	18%	23%	20%	26%
Unfair	21%	22%	16%	20%	19%	24%	21%	21%	11%	24%	19%	22%	20%	21%	23%	21%	18%	18%	19%	21%	24%	21%	19%
Very unfair	10%	8%	8%	8%	8%	11%	11%	9%	10%	13%	8%	7%	10%	9%	8%	11%	10%	15%	6%	9%	14%	13%	10%
Not sure	10%	6%	6%	5%	5%	6%	6%	13%	29%	11%	3%	4%	7%	9%	11%	11%	9%	10%	5%	10%	11%	13%	16%

Council tax

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	2%	3%	3%	2%	2%	1%	2%	2%	5%	2%	1%	2%	6%	1%	0%	1%	2%	5%	3%	2%	1%	1%	0%
Fair	24%	28%	28%	32%	31%	18%	24%	23%	25%	20%	28%	25%	25%	24%	26%	21%	29%	15%	33%	25%	17%	17%	15%
Neither	18%	20%	19%	17%	17%	20%	18%	19%	21%	15%	20%	22%	20%	20%	18%	17%	17%	13%	19%	18%	17%	20%	19%
Unfair	29%	27%	29%	35%	31%	33%	29%	30%	15%	32%	30%	30%	25%	28%	31%	31%	28%	37%	29%	28%	31%	27%	32%
Very unfair	19%	18%	16%	12%	14%	24%	21%	17%	8%	23%	19%	17%	19%	21%	14%	20%	17%	22%	12%	18%	25%	25%	23%
Not sure	8%	4%	5%	2%	4%	5%	6%	9%	26%	8%	3%	4%	5%	6%	10%	10%	6%	8%	3%	9%	9%	10%	11%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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

Tax on petrol and deisel

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	5%	2%	8%	10%	8%	2%	7%	4%	12%	6%	5%	2%	9%	6%	3%	4%	6%	3%	10%	5%	2%	4%	3%
Fair	27%	31%	34%	34%	36%	21%	28%	25%	24%	29%	28%	22%	29%	30%	20%	25%	25%	29%	38%	27%	20%	22%	15%
Neither	18%	18%	21%	19%	17%	19%	17%	19%	21%	16%	17%	23%	21%	17%	20%	20%	15%	16%	18%	18%	16%	20%	21%
Unfair	25%	29%	23%	24%	24%	32%	23%	27%	11%	23%	30%	32%	17%	26%	29%	26%	28%	27%	19%	24%	36%	21%	30%
Very unfair	15%	14%	8%	9%	10%	21%	18%	12%	6%	15%	17%	17%	13%	14%	17%	14%	17%	18%	9%	15%	16%	22%	18%
Not sure	10%	5%	6%	5%	6%	5%	7%	12%	27%	12%	3%	4%	12%	7%	11%	11%	10%	7%	6%	10%	10%	12%	13%

Tax on cigarettes and tobacco

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	43%	47%	52%	56%	53%	38%	44%	42%	37%	42%	45%	46%	45%	45%	42%	40%	47%	40%	54%	42%	40%	37%	30%
Fair	28%	31%	29%	28%	30%	30%	27%	29%	24%	28%	30%	29%	24%	29%	27%	30%	25%	35%	29%	30%	28%	23%	30%
Neither	8%	10%	7%	8%	5%	12%	8%	9%	4%	7%	9%	12%	11%	8%	9%	9%	8%	4%	8%	8%	7%	11%	10%
Unfair	6%	3%	5%	4%	4%	7%	8%	5%	7%	7%	7%	4%	8%	6%	7%	6%	7%	7%	3%	6%	7%	11%	10%
Very unfair	6%	3%	3%	2%	3%	7%	7%	4%	5%	7%	5%	5%	5%	6%	6%	5%	5%	6%	3%	5%	6%	10%	7%
Not sure	8%	6%	4%	3%	4%	6%	6%	10%	24%	8%	4%	5%	7%	6%	10%	10%	8%	8%	2%	9%	12%	8%	13%

Tax on alcohol

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	29%	27%	38%	40%	38%	23%	29%	30%	30%	30%	32%	26%	39%	29%	28%	26%	34%	25%	39%	28%	25%	25%	20%
Fair	36%	40%	38%	37%	38%	36%	32%	39%	32%	35%	35%	38%	29%	39%	36%	36%	28%	40%	37%	38%	36%	26%	34%
Neither	13%	16%	11%	13%	11%	16%	13%	12%	7%	10%	13%	19%	15%	13%	14%	13%	11%	11%	13%	11%	11%	17%	16%
Unfair	9%	8%	7%	4%	7%	13%	12%	6%	4%	9%	12%	9%	6%	8%	9%	11%	15%	12%	5%	8%	12%	13%	11%
Very unfair	6%	4%	3%	3%	3%	7%	8%	4%	4%	6%	5%	5%	5%	6%	5%	5%	7%	5%	3%	5%	7%	10%	7%
Not sure	7%	5%	4%	2%	4%	5%	6%	9%	23%	9%	3%	3%	6%	6%	9%	10%	6%	8%	2%	9%	10%	8%	12%



Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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

National insurance

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	4%	2%	6%	6%	5%	4%	6%	2%	3%	5%	3%	3%	6%	4%	4%	4%	3%	2%	5%	3%	2%	5%	4%
Fair	31%	30%	40%	38%	37%	26%	30%	31%	32%	30%	34%	27%	27%	32%	26%	31%	38%	29%	38%	33%	26%	25%	19%
Neither	24%	23%	26%	23%	26%	26%	26%	22%	14%	21%	28%	31%	27%	23%	25%	25%	20%	25%	25%	23%	24%	23%	29%
Unfair	21%	30%	16%	21%	19%	24%	19%	23%	14%	22%	19%	24%	22%	22%	22%	19%	19%	24%	21%	19%	25%	20%	21%
Very unfair	10%	11%	5%	7%	6%	14%	10%	9%	3%	11%	10%	10%	10%	10%	10%	9%	9%	10%	6%	10%	11%	15%	9%
Not sure	11%	5%	6%	5%	7%	6%	8%	13%	34%	11%	5%	5%	8%	10%	12%	12%	11%	10%	6%	12%	11%	12%	19%

BBC licence fee

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	5%	3%	8%	11%	8%	3%	6%	4%	1%	5%	7%	4%	7%	5%	4%	3%	7%	3%	8%	5%	2%	3%	2%
Fair	13%	11%	21%	17%	19%	10%	13%	13%	12%	13%	15%	13%	18%	15%	10%	11%	11%	14%	20%	16%	9%	7%	5%
Neither	12%	12%	14%	19%	13%	9%	12%	12%	17%	9%	11%	14%	13%	11%	11%	12%	13%	13%	16%	11%	9%	11%	10%
Unfair	17%	22%	19%	20%	20%	15%	14%	20%	20%	16%	16%	19%	14%	20%	16%	17%	13%	19%	17%	16%	18%	17%	20%
Very unfair	46%	48%	36%	33%	37%	60%	49%	43%	21%	49%	49%	49%	38%	43%	50%	49%	52%	45%	36%	43%	55%	54%	56%
Not sure	7%	4%	3%	1%	3%	3%	6%	8%	30%	7%	2%	2%	10%	6%	9%	8%	4%	6%	3%	9%	8%	9%	7%

Air passenger duty

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	8%	7%	12%	13%	11%	8%	10%	6%	5%	9%	9%	7%	6%	10%	8%	7%	7%	6%	12%	6%	7%	7%	4%
Fair	22%	25%	25%	26%	30%	19%	21%	24%	18%	23%	24%	22%	21%	27%	18%	18%	25%	28%	29%	24%	19%	15%	16%
Neither	20%	23%	23%	14%	19%	22%	20%	21%	15%	19%	25%	21%	20%	19%	23%	21%	21%	20%	20%	17%	23%	23%	20%
Unfair	16%	20%	13%	16%	15%	18%	16%	16%	12%	14%	18%	20%	21%	14%	18%	16%	16%	13%	18%	15%	14%	17%	17%
Very unfair	11%	11%	8%	7%	9%	15%	15%	8%	2%	12%	10%	15%	8%	11%	12%	12%	14%	14%	7%	10%	16%	13%	13%
Not sure	22%	13%	19%	23%	15%	18%	17%	26%	47%	24%	13%	15%	25%	19%	21%	27%	17%	19%	12%	28%	20%	26%	30%

Fieldwork Dates: 6th - 8th September 2025

Sample size: 1763 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

Stamp duty

Unweighted base	1763	285	473	174	639	642	784	979	143	706	429	485	166	636	287	434	152	88	532	510	320	210	191
Base	1763	318	453	162	654	698	857	906	192	735	425	411	213	605	289	418	153	85	494	511	370	214	174
Very fair	3%	2%	4%	5%	4%	2%	4%	2%	2%	3%	3%	2%	3%	3%	1%	3%	2%	5%	3%	2%	3%	4%	2%
Fair	18%	17%	27%	16%	24%	16%	20%	17%	12%	21%	20%	14%	17%	16%	19%	19%	16%	23%	25%	21%	12%	11%	11%
Neither	21%	21%	21%	21%	22%	21%	22%	19%	17%	19%	25%	22%	19%	21%	17%	21%	28%	18%	23%	18%	22%	18%	22%
Unfair	26%	33%	24%	34%	28%	28%	25%	27%	14%	25%	26%	33%	22%	29%	24%	24%	23%	30%	29%	22%	28%	26%	21%
Very unfair	14%	16%	10%	8%	10%	19%	14%	14%	4%	15%	13%	18%	17%	15%	18%	11%	10%	9%	11%	15%	15%	16%	14%
Not sure	19%	10%	13%	17%	12%	14%	16%	22%	51%	18%	13%	11%	22%	16%	21%	22%	20%	15%	9%	22%	20%	24%	30%

Cell Contents (Column Percentages)