YouGov

	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?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base: All GB adults	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Approve	11%	4%	25%	11%	17%	5%	14%	8%	13%	12%	12%	7%	15%	9%	11%	10%	13%	10%	17%	11%	6%	9%	6%
Disapprove	72%	90%	57%	68%	65%	88%	73%	71%	45%	67%	79%	85%	65%	74%	72%	73%	69%	71%	69%	72%	72%	68%	80%
Don't know	17%	6%	18%	22%	19%	8%	13%	21%	42%	20%	10%	9%	19%	16%	18%	17%	19%	19%	14%	17%	22%	23%	14%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for the following parties at the next election?

Conservatives

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
0 - Would never consider voting for them	36%	2%	49%	39%	41%	28%	38%	34%	34%	43%	37%	24%	36%	32%	31%	40%	49%	40%	31%	35%	38%	48%	38%
1	6%	-	11%	5%	8%	4%	7%	5%	7%	5%	7%	5%	5%	5%	6%	9%	7%	3%	6%	6%	5%	6%	7%
2	8%	2%	14%	9%	11%	7%	7%	8%	8%	8%	9%	6%	8%	8%	8%	7%	8%	7%	10%	8%	6%	6%	8%
3	6%	3%	7%	10%	8%	6%	6%	7%	5%	7%	7%	5%	10%	7%	5%	5%	3%	10%	8%	6%	6%	4%	6%
4	5%	6%	3%	7%	3%	7%	6%	4%	8%	5%	4%	5%	6%	6%	6%	4%	2%	4%	4%	5%	5%	6%	7%
5	9%	12%	7%	9%	7%	13%	8%	11%	4%	8%	9%	14%	8%	10%	12%	9%	7%	8%	9%	9%	12%	6%	8%
6	5%	12%	2%	6%	4%	8%	6%	4%	2%	4%	6%	7%	4%	5%	3%	7%	4%	4%	7%	5%	4%	3%	4%
7	6%	16%	1%	6%	4%	10%	6%	6%	3%	4%	7%	11%	6%	8%	6%	5%	3%	9%	8%	8%	5%	4%	4%
8	5%	16%	3%	4%	4%	7%	5%	5%	3%	4%	6%	7%	6%	7%	6%	3%	3%	5%	6%	5%	7%	3%	3%
9	2%	8%	0%	-	1%	3%	2%	2%	2%	1%	1%	4%	1%	2%	3%	1%	2%	-	3%	2%	1%	1%	2%
10 - Would definitely consider voting for them	6%	21%	1%	1%	6%	6%	5%	6%	4%	4%	4%	11%	6%	6%	8%	3%	3%	6%	8%	5%	3%	4%	7%
prefer not to answer	6%	3%	1%	3%	2%	3%	4%	7%	22%	7%	1%	1%	4%	5%	5%	6%	9%	3%	2%	6%	8%	8%	6%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

Labour

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
0 - Would never consider voting for them	38%	67%	10%	22%	19%	60%	40%	37%	19%	31%	44%	55%	20%	42%	46%	38%	34%	38%	31%	39%	43%	43%	43%
1	7%	8%	3%	5%	6%	8%	8%	6%	4%	7%	7%	7%	6%	7%	6%	7%	7%	5%	6%	6%	8%	6%	7%
2	5%	7%	5%	8%	6%	5%	5%	5%	5%	6%	4%	6%	2%	6%	5%	5%	4%	13%	4%	5%	6%	6%	8%
3	6%	5%	4%	9%	8%	4%	5%	7%	5%	7%	6%	5%	11%	6%	4%	5%	6%	7%	8%	5%	5%	3%	6%
4	5%	3%	5%	7%	7%	2%	4%	5%	3%	6%	4%	3%	5%	5%	4%	4%	10%	3%	6%	5%	3%	3%	6%
5	10%	4%	16%	17%	13%	7%	10%	11%	13%	11%	10%	8%	18%	8%	8%	12%	10%	8%	11%	11%	8%	11%	11%
6	6%	2%	11%	12%	9%	3%	7%	6%	11%	9%	4%	2%	12%	6%	5%	5%	7%	6%	8%	7%	6%	5%	4%
7	6%	1%	12%	8%	11%	1%	6%	6%	6%	7%	6%	4%	7%	6%	5%	5%	8%	6%	7%	6%	5%	7%	4%
8	4%	-	12%	2%	7%	3%	4%	4%	2%	4%	5%	4%	5%	5%	4%	4%	1%	6%	7%	5%	2%	3%	1%
9	1%	-	5%	-	3%	1%	1%	2%	-	1%	3%	1%	2%	1%	2%	2%	-	1%	3%	1%	1%	0%	1%
10 - Would definitely consider voting for them	6%	1%	15%	5%	8%	2%	6%	5%	10%	5%	7%	4%	8%	4%	6%	7%	3%	4%	8%	4%	5%	6%	3%
prefer not to answer	6%	3%	1%	3%	2%	3%	4%	7%	22%	7%	1%	1%	4%	5%	5%	6%	9%	3%	2%	6%	8%	8%	6%

Liberal Democrats

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
0 - Would never consider voting for them	30%	44%	12%	1%	13%	45%	36%	24%	19%	27%	31%	38%	19%	29%	36%	31%	29%	39%	22%	28%	36%	33%	36%
1	5%	8%	3%	1%	3%	8%	5%	5%	1%	4%	7%	6%	2%	5%	4%	7%	6%	3%	5%	5%	3%	6%	5%
2	7%	7%	7%	1%	6%	8%	7%	6%	5%	7%	7%	6%	7%	6%	7%	6%	8%	12%	5%	6%	6%	9%	7%
3	7%	7%	8%	3%	7%	8%	7%	8%	5%	7%	8%	8%	11%	7%	8%	7%	7%	4%	10%	7%	7%	4%	6%
4	7%	7%	9%	6%	7%	6%	7%	7%	10%	6%	7%	7%	7%	8%	6%	6%	5%	6%	6%	7%	7%	4%	10%
5	14%	10%	21%	16%	18%	11%	12%	15%	13%	15%	15%	11%	19%	12%	14%	14%	13%	13%	15%	15%	11%	13%	15%
6	7%	4%	11%	12%	12%	3%	7%	7%	4%	9%	6%	5%	8%	7%	7%	8%	5%	5%	9%	7%	6%	4%	6%
7	7%	5%	12%	12%	12%	3%	5%	8%	2%	8%	8%	6%	6%	7%	4%	7%	10%	4%	8%	7%	4%	10%	3%
8	6%	3%	8%	17%	10%	3%	5%	6%	9%	6%	4%	5%	6%	7%	4%	5%	7%	5%	9%	6%	4%	3%	2%
9	1%	-	2%	7%	2%	1%	2%	1%	3%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%
10 - Would definitely consider voting for them	5%	2%	7%	21%	8%	3%	4%	6%	6%	5%	4%	5%	8%	6%	5%	3%	1%	5%	5%	4%	6%	5%	2%
prefer not to answer	6%	3%	1%	3%	2%	3%	4%	7%	22%	7%	1%	1%	4%	5%	5%	6%	9%	3%	2%	6%	8%	8%	6%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

Reform UK

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
0 - Would never consider voting for them	45%	20%	66%	60%	68%	21%	42%	48%	52%	49%	43%	36%	52%	44%	41%	42%	51%	45%	52%	45%	36%	43%	44%
1	4%	3%	5%	5%	4%	4%	4%	4%	2%	5%	3%	3%	4%	4%	3%	4%	4%	3%	3%	3%	5%	5%	4%
2	4%	5%	4%	3%	3%	3%	3%	4%	4%	3%	3%	5%	4%	3%	5%	3%	4%	-	3%	3%	4%	3%	5%
3	3%	5%	3%	3%	3%	3%	3%	3%	4%	3%	2%	2%	2%	3%	3%	3%	3%	5%	3%	4%	2%	3%	1%
4	3%	4%	2%	7%	3%	3%	4%	3%	4%	3%	3%	3%	4%	3%	3%	3%	2%	4%	2%	2%	6%	3%	3%
5	6%	9%	5%	7%	6%	5%	5%	7%	6%	6%	5%	8%	6%	7%	5%	5%	6%	6%	5%	6%	6%	7%	6%
6	4%	7%	2%	3%	2%	6%	4%	4%	1%	3%	7%	4%	3%	4%	6%	4%	2%	-	5%	4%	2%	3%	3%
7	5%	10%	4%	3%	3%	9%	6%	5%	1%	4%	8%	7%	5%	6%	4%	7%	3%	6%	5%	6%	6%	3%	4%
8	5%	9%	3%	3%	2%	8%	5%	4%	2%	4%	4%	8%	5%	5%	6%	4%	4%	5%	6%	4%	5%	4%	6%
9	4%	8%	1%	2%	1%	6%	5%	2%	1%	2%	3%	7%	3%	4%	4%	3%	2%	6%	4%	4%	4%	2%	2%
10 - Would definitely consider voting for them	13%	16%	4%	2%	3%	27%	17%	9%	3%	11%	17%	17%	8%	12%	15%	15%	10%	16%	10%	12%	16%	14%	15%
prefer not to answer	6%	3%	1%	3%	2%	3%	4%	7%	22%	7%	1%	1%	4%	5%	5%	6%	9%	3%	2%	6%	8%	8%	6%

Green Party

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
0 - Would never consider voting for them	33%	58%	15%	13%	18%	48%	39%	27%	18%	27%	36%	46%	20%	35%	38%	33%	32%	35%	30%	33%	37%	30%	34%
1	6%	6%	7%	6%	6%	7%	7%	5%	1%	7%	6%	7%	5%	5%	5%	6%	8%	11%	7%	4%	7%	5%	7%
2	7%	8%	7%	8%	8%	7%	6%	7%	4%	5%	8%	10%	8%	6%	7%	6%	7%	9%	6%	7%	6%	6%	8%
3	6%	4%	10%	4%	6%	6%	6%	7%	8%	6%	7%	6%	6%	6%	7%	7%	7%	3%	7%	8%	5%	5%	6%
4	6%	8%	7%	7%	8%	6%	6%	6%	1%	6%	9%	6%	9%	7%	5%	4%	6%	7%	7%	5%	6%	5%	7%
5	12%	5%	15%	24%	15%	10%	11%	13%	11%	13%	13%	10%	12%	12%	10%	14%	11%	10%	13%	11%	11%	17%	8%
6	6%	3%	12%	9%	9%	5%	6%	7%	3%	8%	7%	5%	7%	7%	6%	6%	5%	7%	8%	7%	4%	5%	8%
7	5%	3%	8%	8%	7%	3%	4%	6%	7%	5%	4%	4%	7%	5%	5%	4%	5%	-	5%	6%	4%	6%	2%
8	4%	1%	7%	4%	7%	2%	4%	5%	8%	4%	4%	3%	7%	4%	5%	5%	2%	3%	6%	5%	2%	5%	3%
9	2%	-	3%	3%	3%	0%	2%	2%	5%	2%	2%	0%	2%	2%	2%	2%	2%	5%	2%	2%	1%	3%	2%
10 - Would definitely consider voting for them	7%	1%	7%	10%	10%	3%	6%	8%	12%	11%	4%	2%	11%	8%	5%	7%	5%	7%	7%	7%	7%	6%	10%
prefer not to answer	6%	3%	1%	3%	2%	3%	4%	7%	22%	7%	1%	1%	4%	5%	5%	6%	9%	3%	2%	6%	8%	8%	6%

YouGov

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

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base: All GB adults	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Health	28%	21%	40%	35%	37%	23%	20%	37%	24%	27%	30%	32%	28%	29%	26%	26%	34%	35%	34%	25%	26%	26%	32%
Immigration & Asylum	56%	81%	40%	38%	39%	80%	57%	54%	31%	46%	67%	74%	37%	58%	65%	59%	50%	49%	51%	56%	59%	55%	61%
Crime	21%	21%	17%	16%	15%	26%	22%	20%	16%	20%	24%	20%	24%	17%	23%	23%	18%	21%	16%	21%	21%	29%	24%
The economy	53%	58%	55%	54%	56%	52%	58%	49%	53%	52%	53%	56%	53%	54%	55%	52%	50%	59%	60%	58%	48%	45%	42%
Tax	17%	21%	13%	20%	15%	19%	21%	13%	15%	20%	16%	12%	26%	18%	13%	16%	10%	14%	17%	16%	17%	19%	16%
Pensions	6%	6%	9%	6%	7%	6%	5%	7%	3%	4%	6%	11%	3%	4%	10%	7%	8%	3%	7%	4%	5%	10%	5%
Education	8%	5%	13%	11%	13%	3%	5%	11%	12%	9%	8%	4%	7%	8%	6%	8%	11%	9%	11%	7%	8%	6%	4%
Family life & childcare	5%	3%	5%	7%	5%	4%	3%	7%	3%	8%	2%	3%	3%	4%	4%	6%	6%	6%	4%	6%	5%	4%	2%
Housing	19%	8%	25%	19%	20%	14%	19%	19%	32%	23%	15%	11%	26%	19%	17%	18%	18%	21%	15%	19%	20%	21%	28%
The environment	14%	5%	20%	18%	22%	7%	13%	15%	16%	19%	10%	8%	17%	16%	13%	11%	13%	12%	15%	17%	13%	12%	8%
Britain leaving the EU	11%	5%	15%	15%	18%	5%	13%	9%	14%	11%	11%	11%	13%	12%	8%	11%	12%	10%	14%	12%	8%	10%	12%
Transport	2%	1%	2%	4%	2%	1%	2%	2%	6%	2%	2%	1%	3%	3%	1%	1%	3%	2%	2%	3%	0%	4%	1%
Welfare benefits	13%	19%	11%	10%	12%	16%	14%	13%	9%	13%	16%	13%	17%	13%	14%	13%	12%	10%	11%	11%	16%	14%	22%
Defence and security	19%	33%	16%	21%	18%	25%	21%	17%	6%	11%	24%	33%	7%	22%	16%	21%	22%	19%	23%	16%	20%	9%	24%
None of these	0%	-	1%	-	0%	-	0%	0%	1%	0%	0%	-	-	0%	0%	0%	1%	-	0%	1%	-	1%	0%
Don't know	3%	1%	1%	3%	2%	2%	2%	4%	12%	4%	1%	1%	3%	3%	5%	4%	2%	2%	2%	3%	5%	5%	1%

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

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	2%	1%	3%	1%	2%	1%	2%	1%	4%	2%	1%	1%	3%	1%	3%	1%	1%	1%	2%	1%	1%	3%	2%
Fairly well	20%	12%	32%	30%	27%	15%	26%	14%	22%	18%	21%	20%	25%	21%	19%	20%	17%	10%	25%	21%	15%	17%	16%
Fairly badly	32%	36%	34%	33%	37%	31%	32%	33%	25%	33%	35%	32%	33%	31%	30%	33%	39%	37%	36%	34%	31%	27%	27%
Very badly	38%	45%	26%	29%	28%	49%	33%	43%	28%	38%	38%	43%	30%	41%	37%	37%	37%	43%	32%	35%	45%	39%	45%
Don't know	8%	6%	4%	7%	6%	5%	7%	9%	20%	10%	5%	3%	9%	7%	10%	9%	6%	9%	4%	9%	7%	14%	10%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

Immigration

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	1%	0%	2%	1%	1%	0%	1%	1%	5%	1%	1%	0%	2%	1%	1%	1%	1%	-	1%	1%	0%	1%	1%
Fairly well	9%	2%	20%	17%	17%	2%	10%	8%	10%	11%	7%	8%	15%	10%	7%	9%	6%	4%	14%	10%	5%	7%	4%
Fairly badly	21%	11%	33%	28%	31%	11%	20%	22%	29%	23%	20%	17%	27%	19%	20%	21%	24%	25%	26%	20%	19%	19%	18%
Very badly	59%	85%	38%	44%	43%	81%	60%	59%	34%	54%	67%	73%	46%	61%	65%	60%	58%	62%	56%	59%	65%	58%	61%
Don't know	9%	2%	8%	11%	8%	5%	8%	10%	24%	12%	5%	2%	11%	9%	7%	10%	11%	9%	4%	9%	11%	14%	16%

Crime

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	1%	1%	2%	1%	1%	0%	1%	1%	3%	1%	0%	1%	1%	1%	0%	2%	0%	1%	1%	2%	1%	1%	0%
Fairly well	17%	7%	32%	28%	27%	10%	20%	15%	18%	17%	19%	15%	23%	19%	13%	17%	15%	13%	24%	18%	12%	12%	13%
Fairly badly	30%	36%	34%	29%	35%	27%	28%	32%	31%	28%	32%	31%	27%	28%	35%	29%	36%	32%	32%	30%	28%	29%	29%
Very badly	37%	48%	19%	22%	22%	53%	40%	34%	25%	36%	38%	44%	37%	36%	38%	38%	35%	40%	32%	37%	40%	38%	43%
Don't know	14%	8%	13%	21%	16%	10%	11%	18%	22%	17%	11%	9%	12%	16%	14%	14%	14%	13%	10%	13%	19%	19%	15%

Education

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	2%	2%	4%	-	2%	1%	3%	2%	8%	3%	1%	1%	4%	2%	3%	2%	2%	-	3%	2%	1%	3%	1%
Fairly well	23%	14%	36%	34%	29%	19%	27%	20%	25%	21%	24%	26%	31%	22%	22%	25%	19%	24%	26%	23%	23%	20%	21%
Fairly badly	30%	34%	29%	29%	32%	31%	27%	32%	25%	30%	30%	32%	29%	32%	30%	29%	29%	23%	33%	28%	30%	27%	28%
Very badly	23%	32%	11%	13%	16%	32%	23%	23%	14%	24%	23%	25%	19%	23%	24%	23%	23%	30%	22%	24%	23%	22%	25%
Don't know	22%	18%	20%	24%	22%	18%	20%	23%	28%	22%	22%	16%	17%	21%	21%	22%	27%	23%	16%	23%	22%	28%	25%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

YouGov

	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

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	1%	1%	2%	1%	1%	0%	1%	1%	2%	1%	0%	0%	2%	1%	1%	1%	-	-	2%	1%	1%	-	0%
Fairly well	11%	4%	21%	15%	16%	6%	11%	11%	13%	9%	13%	11%	15%	10%	12%	11%	8%	10%	14%	10%	10%	12%	5%
Fairly badly	31%	22%	40%	38%	37%	26%	31%	30%	34%	31%	31%	28%	30%	32%	28%	30%	34%	29%	31%	31%	31%	27%	33%
Very badly	45%	68%	26%	29%	35%	60%	47%	43%	25%	42%	48%	57%	44%	46%	48%	44%	40%	48%	45%	44%	45%	44%	49%
Don't know	12%	6%	11%	17%	12%	7%	9%	15%	26%	16%	8%	4%	10%	11%	11%	14%	18%	13%	8%	14%	13%	17%	13%

Unemployment

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	1%	1%	2%	1%	1%	0%	1%	1%	2%	1%	0%	1%	2%	1%	-	1%	2%	-	1%	1%	1%	0%	0%
Fairly well	15%	8%	28%	23%	21%	11%	19%	13%	15%	14%	19%	15%	18%	15%	16%	14%	13%	20%	21%	15%	11%	14%	13%
Fairly badly	33%	34%	36%	37%	36%	32%	32%	35%	36%	33%	33%	32%	34%	34%	30%	35%	35%	25%	35%	33%	34%	30%	29%
Very badly	30%	43%	17%	16%	20%	40%	32%	29%	26%	28%	29%	38%	27%	29%	33%	30%	30%	36%	26%	31%	31%	29%	37%
Don't know	20%	14%	18%	24%	22%	16%	17%	23%	22%	24%	19%	14%	19%	20%	21%	20%	20%	19%	16%	20%	22%	27%	20%

Inflation

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	1%	1%	2%	-	1%	0%	1%	1%	5%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
Fairly well	14%	5%	27%	15%	21%	8%	17%	10%	13%	12%	19%	12%	16%	12%	14%	15%	15%	13%	19%	15%	9%	11%	8%
Fairly badly	31%	29%	35%	40%	36%	28%	33%	30%	32%	32%	30%	32%	34%	33%	28%	30%	31%	31%	34%	30%	32%	29%	30%
Very badly	42%	60%	25%	30%	30%	57%	40%	44%	27%	42%	42%	50%	34%	43%	45%	41%	43%	46%	37%	41%	47%	40%	49%
Don't know	12%	4%	11%	15%	13%	6%	9%	15%	23%	15%	8%	5%	15%	11%	12%	13%	11%	10%	9%	13%	11%	19%	12%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

Britain's exit from the EU

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	2%	1%	3%	2%	3%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	3%	1%	-	3%	1%	2%	-	1%
Fairly well	18%	12%	30%	18%	23%	14%	19%	16%	20%	17%	21%	15%	24%	15%	17%	19%	18%	19%	22%	17%	15%	17%	15%
Fairly badly	24%	25%	24%	25%	25%	24%	23%	25%	27%	22%	25%	26%	25%	25%	22%	24%	28%	21%	23%	25%	26%	20%	25%
Very badly	36%	44%	24%	25%	30%	42%	40%	32%	26%	37%	35%	40%	30%	39%	36%	34%	35%	45%	35%	35%	36%	38%	38%
Don't know	20%	17%	18%	29%	19%	18%	16%	25%	25%	22%	17%	17%	19%	20%	23%	21%	18%	15%	17%	21%	20%	26%	20%

Defence

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	4%	3%	7%	1%	5%	1%	5%	3%	7%	5%	2%	2%	8%	3%	2%	4%	6%	1%	5%	4%	2%	4%	3%
Fairly well	28%	17%	44%	40%	37%	23%	32%	25%	29%	26%	32%	27%	31%	25%	31%	27%	29%	38%	31%	29%	27%	26%	22%
Fairly badly	23%	31%	18%	20%	21%	25%	23%	22%	20%	20%	22%	29%	23%	23%	21%	23%	25%	15%	26%	22%	22%	19%	21%
Very badly	22%	33%	9%	13%	11%	33%	23%	21%	14%	20%	24%	27%	17%	25%	22%	22%	16%	23%	19%	21%	23%	21%	28%
Don't know	24%	16%	22%	26%	26%	18%	17%	30%	30%	29%	20%	15%	21%	23%	25%	25%	24%	23%	18%	24%	26%	30%	27%

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

The economy

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	1%	0%	2%	1%	1%	0%	1%	1%	4%	1%	0%	1%	1%	1%	2%	1%	-	-	0%	1%	1%	1%	1%
Fairly well	12%	5%	25%	10%	19%	6%	13%	11%	12%	11%	15%	9%	17%	10%	10%	13%	12%	10%	18%	13%	7%	9%	6%
Fairly badly	32%	22%	42%	48%	39%	26%	31%	32%	31%	34%	31%	27%	31%	31%	29%	31%	38%	35%	30%	31%	34%	35%	27%
Very badly	47%	69%	26%	28%	34%	64%	48%	46%	29%	43%	50%	60%	42%	49%	49%	47%	39%	47%	46%	46%	50%	41%	54%
Don't know	9%	4%	6%	14%	7%	3%	8%	10%	24%	11%	3%	4%	8%	9%	9%	8%	11%	8%	6%	9%	8%	14%	12%

Terrorism

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	5%	2%	10%	4%	6%	3%	6%	3%	6%	5%	3%	4%	6%	4%	2%	5%	4%	7%	6%	5%	4%	2%	3%
Fairly well	31%	21%	42%	38%	40%	24%	34%	28%	31%	31%	35%	26%	38%	30%	33%	27%	32%	30%	37%	31%	29%	23%	27%
Fairly badly	17%	23%	13%	15%	16%	20%	16%	17%	12%	16%	16%	20%	14%	18%	15%	18%	18%	15%	18%	16%	19%	16%	15%
Very badly	23%	33%	10%	14%	12%	33%	25%	22%	22%	21%	23%	29%	19%	24%	26%	24%	17%	30%	19%	24%	23%	25%	33%
Don't know	24%	21%	24%	30%	27%	20%	18%	30%	28%	26%	24%	20%	22%	24%	24%	26%	29%	19%	20%	24%	25%	34%	22%

Transport

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	2%	0%	3%	2%	2%	1%	3%	2%	6%	3%	0%	1%	4%	1%	2%	2%	4%	-	2%	2%	2%	3%	1%
Fairly well	23%	15%	36%	27%	28%	17%	24%	21%	25%	23%	24%	21%	29%	21%	25%	23%	20%	22%	28%	23%	18%	20%	20%
Fairly badly	31%	33%	32%	33%	33%	30%	30%	32%	34%	30%	30%	34%	34%	35%	28%	30%	25%	27%	34%	30%	31%	29%	30%
Very badly	23%	34%	9%	14%	15%	34%	25%	21%	12%	23%	27%	24%	21%	23%	23%	23%	21%	31%	20%	23%	25%	24%	24%
Don't know	21%	19%	20%	23%	21%	20%	17%	24%	22%	22%	19%	21%	12%	21%	22%	22%	30%	19%	15%	22%	24%	24%	24%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

Housing

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	1%	0%	3%	-	1%	0%	2%	1%	4%	1%	1%	1%	1%	1%	2%	1%	0%	-	2%	1%	1%	2%	0%
Fairly well	14%	8%	27%	17%	19%	11%	17%	12%	14%	15%	16%	12%	13%	14%	16%	16%	8%	13%	19%	16%	9%	12%	10%
Fairly badly	34%	40%	36%	43%	37%	32%	33%	35%	37%	31%	34%	40%	41%	32%	30%	35%	33%	40%	39%	33%	32%	29%	35%
Very badly	36%	40%	22%	21%	27%	46%	37%	34%	23%	37%	36%	38%	32%	38%	37%	33%	37%	37%	29%	35%	41%	39%	42%
Don't know	15%	12%	13%	19%	16%	10%	12%	18%	22%	17%	14%	9%	13%	15%	15%	14%	21%	10%	12%	14%	17%	19%	14%

Environment

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	2%	2%	3%	1%	2%	1%	3%	1%	5%	2%	1%	2%	5%	1%	2%	2%	0%	1%	3%	3%	1%	2%	0%
Fairly well	22%	18%	34%	24%	25%	18%	24%	20%	24%	22%	23%	20%	29%	20%	20%	22%	21%	22%	25%	22%	22%	20%	14%
Fairly badly	31%	33%	33%	36%	35%	31%	30%	33%	27%	28%	35%	36%	25%	36%	31%	29%	29%	33%	32%	33%	28%	28%	34%
Very badly	24%	29%	13%	16%	18%	30%	26%	22%	20%	24%	22%	27%	22%	25%	23%	22%	26%	24%	24%	22%	26%	24%	26%
Don't know	21%	18%	17%	22%	20%	20%	18%	24%	24%	24%	19%	16%	19%	18%	23%	25%	23%	21%	16%	21%	23%	26%	25%

Welfare benefits

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very well	1%	1%	2%	1%	1%	1%	2%	1%	4%	1%	0%	1%	0%	1%	2%	1%	2%	-	2%	1%	1%	2%	0%
Fairly well	13%	8%	23%	11%	17%	9%	15%	11%	15%	13%	12%	13%	20%	10%	14%	14%	7%	14%	15%	14%	10%	12%	10%
Fairly badly	33%	32%	38%	43%	38%	28%	34%	33%	37%	32%	37%	29%	35%	33%	30%	33%	35%	32%	36%	33%	34%	28%	31%
Very badly	38%	52%	24%	28%	31%	52%	38%	38%	16%	36%	43%	48%	29%	41%	39%	37%	41%	38%	37%	37%	38%	39%	48%
Don't know	15%	7%	13%	18%	13%	10%	12%	17%	28%	18%	9%	8%	15%	14%	14%	15%	15%	15%	11%	16%	17%	18%	11%

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

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base: All GB adults	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Good job	8%	3%	18%	9%	13%	3%	10%	6%	7%	9%	9%	6%	12%	8%	8%	8%	7%	6%	13%	8%	4%	7%	4%
Bad job	58%	84%	39%	52%	48%	78%	63%	54%	30%	52%	66%	75%	49%	59%	64%	60%	51%	58%	59%	55%	61%	52%	66%
Not sure	34%	14%	43%	38%	39%	19%	27%	40%	63%	39%	25%	19%	39%	33%	29%	33%	42%	35%	28%	37%	35%	40%	30%

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

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base: All GB adults	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Rachel Reeves	11%	2%	27%	14%	20%	4%	15%	7%	11%	11%	12%	10%	15%	10%	11%	10%	12%	12%	19%	9%	5%	10%	11%
Mel Stride	12%	27%	5%	8%	8%	17%	15%	9%	10%	9%	11%	17%	12%	12%	11%	14%	7%	9%	14%	13%	11%	6%	12%
Don't know	77%	71%	68%	77%	72%	78%	70%	84%	78%	79%	76%	73%	73%	77%	78%	76%	80%	80%	68%	78%	85%	84%	77%

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

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
I am very comfortable financially	4%	5%	4%	6%	6%	3%	6%	3%	6%	3%	4%	6%	4%	5%	4%	4%	6%	3%	7%	4%	3%	2%	2%
I am relatively comfortable financially	35%	47%	37%	42%	41%	36%	37%	33%	20%	31%	37%	47%	38%	39%	33%	33%	30%	24%	50%	34%	29%	22%	21%
I do not often have money for luxuries, but can normally comfortably cover the essentials	37%	33%	42%	36%	36%	37%	35%	40%	38%	38%	37%	35%	38%	33%	37%	40%	37%	49%	32%	40%	42%	38%	35%
I can only just afford my costs and often struggle to make ends meet	15%	10%	14%	11%	13%	17%	14%	16%	14%	17%	18%	10%	11%	15%	14%	17%	18%	17%	7%	15%	15%	22%	30%
I cannot afford my costs, and often have to go without essentials like food and heating	4%	1%	2%	4%	2%	4%	4%	4%	5%	5%	4%	2%	5%	4%	5%	3%	2%	5%	1%	3%	5%	6%	9%
Don't know	5%	3%	1%	2%	2%	4%	5%	4%	17%	6%	1%	1%	4%	5%	7%	2%	7%	2%	2%	5%	5%	10%	4%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

Which government do you think would be better for...

Helping people get onto the housing ladder?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
A Labour government led by Keir Starmer	17%	2%	39%	25%	28%	7%	18%	15%	20%	18%	17%	14%	26%	16%	15%	16%	15%	16%	26%	16%	13%	13%	7%
A Conservative government led by Kemi Badenoch	13%	37%	3%	7%	10%	18%	13%	12%	9%	8%	14%	21%	12%	16%	12%	12%	6%	5%	14%	14%	12%	7%	11%
Neither	51%	46%	44%	51%	47%	59%	53%	48%	36%	50%	56%	53%	41%	52%	52%	50%	58%	52%	43%	49%	52%	57%	63%
Don't know	20%	15%	14%	17%	16%	16%	16%	24%	36%	24%	14%	13%	21%	16%	21%	22%	20%	27%	16%	21%	23%	23%	18%

Managing the economy?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
A Labour government led by Keir Starmer	16%	2%	40%	22%	28%	6%	19%	13%	16%	16%	19%	13%	22%	15%	16%	15%	14%	15%	24%	16%	10%	15%	9%
A Conservative government led by Kemi Badenoch	22%	62%	8%	13%	17%	32%	24%	21%	15%	13%	27%	37%	21%	26%	23%	22%	9%	24%	28%	24%	21%	13%	18%
Neither	44%	25%	41%	50%	41%	50%	44%	43%	30%	48%	46%	41%	37%	44%	44%	44%	53%	41%	36%	42%	46%	53%	55%
Don't know	18%	11%	11%	15%	14%	12%	12%	23%	39%	22%	9%	10%	20%	14%	17%	19%	24%	20%	12%	18%	24%	19%	17%

Providing more jobs?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
A Labour government led by Keir Starmer	18%	1%	42%	21%	30%	7%	21%	14%	22%	18%	19%	14%	24%	17%	17%	17%	18%	16%	25%	17%	13%	16%	10%
A Conservative government led by Kemi Badenoch	17%	47%	5%	10%	12%	25%	20%	14%	8%	13%	19%	26%	20%	19%	17%	16%	9%	13%	21%	17%	18%	9%	14%
Neither	46%	37%	39%	49%	42%	52%	44%	47%	37%	46%	49%	46%	38%	47%	46%	46%	51%	45%	38%	47%	43%	55%	58%
Don't know	20%	16%	14%	20%	16%	16%	15%	24%	33%	23%	13%	13%	19%	17%	20%	21%	22%	25%	17%	19%	25%	20%	19%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

Keeping prices down?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
A Labour government led by Keir Starmer	14%	2%	35%	17%	24%	4%	17%	12%	19%	15%	15%	9%	24%	12%	13%	14%	12%	12%	20%	13%	10%	15%	7%
A Conservative government led by Kemi Badenoch	14%	44%	4%	7%	10%	21%	16%	13%	5%	11%	16%	22%	14%	19%	13%	12%	9%	8%	17%	16%	14%	7%	10%
Neither	53%	40%	50%	57%	49%	61%	53%	52%	40%	52%	56%	56%	42%	53%	54%	54%	58%	58%	48%	51%	52%	59%	65%
Don't know	19%	14%	11%	19%	17%	13%	14%	23%	35%	22%	13%	12%	20%	16%	20%	20%	21%	22%	15%	20%	23%	19%	18%

Improving standards of living for people like you?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
A Labour government led by Keir Starmer	16%	1%	40%	21%	28%	6%	18%	14%	18%	18%	17%	11%	21%	15%	15%	17%	14%	16%	22%	17%	12%	15%	8%
A Conservative government led by Kemi Badenoch	18%	52%	7%	10%	15%	25%	20%	16%	8%	12%	22%	28%	21%	20%	20%	15%	7%	16%	23%	17%	19%	11%	12%
Neither	48%	34%	42%	52%	43%	55%	49%	47%	35%	49%	50%	49%	38%	49%	49%	48%	58%	45%	42%	47%	46%	58%	62%
Don't know	18%	13%	11%	17%	13%	14%	13%	22%	38%	21%	11%	11%	19%	16%	17%	19%	21%	22%	13%	19%	23%	17%	18%

Tackling the government's deficit?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
A Labour government led by Keir Starmer	13%	2%	32%	18%	24%	4%	17%	11%	14%	14%	15%	11%	21%	12%	11%	14%	12%	12%	21%	13%	7%	11%	11%
A Conservative government led by Kemi Badenoch	21%	55%	9%	11%	17%	30%	24%	19%	14%	15%	24%	33%	21%	26%	21%	21%	9%	20%	27%	22%	20%	11%	18%
Neither	46%	31%	45%	51%	44%	52%	45%	47%	35%	48%	50%	45%	37%	47%	50%	45%	55%	44%	37%	46%	49%	58%	52%
Don't know	19%	12%	14%	19%	15%	14%	14%	23%	37%	23%	11%	11%	22%	15%	19%	20%	24%	25%	14%	19%	24%	20%	19%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

Reducing the number of people in poverty?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
A Labour government led by Keir Starmer	21%	5%	49%	32%	38%	9%	24%	18%	20%	22%	23%	18%	26%	23%	18%	20%	19%	20%	32%	20%	16%	17%	12%
A Conservative government led by Kemi Badenoch	10%	29%	3%	6%	7%	14%	11%	9%	9%	7%	11%	15%	9%	12%	12%	9%	3%	7%	10%	12%	10%	7%	8%
Neither	50%	48%	39%	48%	43%	62%	51%	50%	35%	49%	55%	55%	44%	50%	51%	51%	59%	48%	45%	49%	51%	57%	62%
Don't know	18%	18%	9%	13%	13%	15%	14%	22%	36%	21%	11%	12%	21%	15%	19%	20%	19%	24%	13%	19%	23%	19%	18%

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?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base: All GB adults	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Taxes too much and spends too much on services	42%	68%	24%	31%	30%	59%	48%	36%	22%	39%	46%	52%	37%	42%	49%	38%	40%	49%	45%	40%	43%	37%	39%
Taxes too little and spends too little on services	23%	8%	41%	32%	40%	12%	22%	25%	21%	22%	27%	23%	25%	23%	18%	24%	31%	25%	30%	23%	17%	20%	23%
Gets the balance about right	9%	6%	15%	8%	10%	6%	10%	8%	11%	9%	9%	6%	14%	8%	7%	10%	5%	5%	9%	10%	9%	6%	6%
Don't know	26%	18%	21%	30%	20%	23%	20%	32%	46%	30%	18%	18%	23%	27%	25%	29%	24%	21%	16%	27%	30%	36%	33%

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?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Too high - the rich are being made to pay too much and their taxes should be cut	9%	16%	4%	5%	6%	12%	10%	8%	9%	9%	10%	9%	13%	10%	10%	7%	3%	14%	12%	9%	9%	8%	5%
Too low - the rich are not paying enough and their taxes should be increased	54%	26%	76%	64%	66%	44%	54%	54%	52%	57%	57%	47%	54%	52%	50%	57%	57%	64%	55%	55%	51%	55%	55%
About right - the rich are already paying about the right level of tax	22%	46%	13%	15%	19%	31%	22%	21%	11%	15%	26%	35%	18%	24%	24%	22%	19%	12%	24%	22%	21%	16%	23%
Don't know	15%	12%	7%	16%	10%	13%	13%	17%	29%	19%	7%	9%	15%	14%	17%	15%	21%	11%	9%	15%	19%	21%	17%

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

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Much too high	54%	79%	37%	36%	35%	81%	57%	50%	21%	44%	66%	74%	36%	55%	59%	60%	43%	58%	48%	52%	58%	56%	62%
A little too high	19%	15%	26%	24%	25%	12%	18%	19%	25%	22%	16%	13%	22%	18%	18%	18%	21%	21%	24%	19%	18%	15%	11%
About right	15%	3%	25%	24%	25%	4%	15%	16%	26%	19%	11%	8%	27%	16%	12%	11%	17%	7%	20%	18%	10%	10%	10%
A little too low	2%	-	4%	6%	4%	0%	2%	3%	5%	2%	2%	1%	3%	3%	2%	1%	2%	3%	2%	2%	3%	2%	2%
Much too low	1%	-	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	-	1%	2%	0%	0%	0%	1%	2%
Don't know	10%	3%	8%	9%	10%	3%	7%	12%	23%	13%	4%	3%	10%	8%	8%	10%	16%	10%	7%	9%	10%	15%	12%

Do you think the level of immigration into Britain over the last ten years has been good or bad for the country?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Mostly good for the country	19%	4%	31%	34%	31%	5%	19%	19%	32%	23%	14%	10%	34%	21%	14%	12%	20%	13%	24%	21%	14%	16%	13%
Mostly bad for the country	44%	63%	28%	23%	24%	69%	50%	40%	22%	39%	53%	55%	30%	44%	49%	49%	40%	50%	37%	45%	51%	43%	52%
Both good and bad for the country	29%	30%	36%	38%	39%	23%	27%	32%	25%	29%	30%	31%	28%	29%	29%	30%	33%	28%	36%	28%	27%	26%	25%
Don't know	8%	4%	5%	5%	6%	3%	5%	10%	21%	9%	3%	4%	9%	6%	8%	8%	7%	10%	4%	6%	9%	15%	9%

YouGov

	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 were to be increased for the richest people, at what level of annual income do you think people should see their current levels of tax significantly increased?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
People earning above £50,000 a year	6%	4%	6%	3%	5%	7%	7%	5%	4%	6%	6%	6%	3%	5%	9%	7%	5%	8%	2%	6%	10%	8%	7%
People earning above £75,000 a year	10%	5%	13%	11%	11%	10%	9%	11%	6%	11%	11%	9%	8%	9%	10%	10%	12%	15%	9%	10%	13%	10%	10%
People earning above £100,000 a year	22%	21%	22%	24%	23%	20%	21%	22%	20%	22%	19%	24%	18%	23%	21%	22%	22%	14%	20%	24%	26%	17%	15%
People earning above £150,000 a year	13%	16%	15%	10%	15%	13%	12%	13%	10%	12%	14%	14%	17%	15%	8%	10%	11%	11%	18%	12%	10%	9%	12%
People earning above £250,000 a year	13%	12%	16%	16%	15%	13%	14%	12%	10%	12%	16%	13%	15%	10%	12%	15%	12%	16%	15%	13%	10%	12%	11%
People earning above £500,000 a year	9%	11%	9%	9%	11%	8%	10%	9%	11%	9%	9%	10%	11%	10%	9%	8%	10%	8%	14%	8%	7%	11%	5%
People earning above £1 million a year	9%	11%	8%	8%	8%	10%	9%	8%	6%	9%	10%	9%	9%	10%	8%	8%	8%	7%	10%	11%	6%	4%	11%
None of these	6%	10%	2%	6%	5%	8%	6%	5%	4%	4%	8%	7%	4%	6%	9%	5%	3%	3%	7%	5%	4%	6%	7%
Don't know	13%	9%	9%	13%	7%	12%	12%	15%	28%	15%	8%	9%	14%	10%	14%	15%	15%	17%	6%	11%	16%	23%	23%

What do you think is fairer - taxing people on their wealth (that is, the amount of money they have, such as savings and assets) or taxing people on their income (that is, the amount of money they earn each year)?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Taxing people on their wealth	27%	13%	38%	32%	33%	23%	30%	24%	22%	33%	25%	19%	32%	23%	25%	27%	32%	33%	28%	26%	21%	29%	32%
Taxing people on their income	58%	76%	51%	47%	54%	66%	58%	57%	46%	48%	65%	73%	49%	61%	61%	57%	52%	52%	60%	59%	62%	48%	47%
Don't know	16%	11%	11%	21%	13%	11%	12%	19%	32%	19%	10%	8%	19%	16%	14%	16%	16%	15%	12%	15%	17%	23%	20%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

On the whole, do you think the richest people in society make a positive or negative contribution to the rest of society?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
A positive contribution - the businesses they run, the investments they make and the taxes they pay help us all	27%	57%	14%	20%	22%	35%	29%	24%	14%	20%	31%	39%	24%	30%	28%	24%	20%	28%	32%	29%	23%	20%	20%
A negative contribution - they generally don't pay their fair share and their greed takes money from the people who do the real work	39%	14%	54%	46%	47%	31%	40%	37%	42%	44%	37%	29%	43%	37%	32%	40%	42%	46%	38%	37%	40%	36%	46%
Both equally	22%	21%	24%	26%	23%	24%	20%	25%	18%	19%	27%	25%	22%	21%	28%	22%	21%	14%	24%	21%	23%	21%	22%
Don't know	13%	8%	7%	8%	7%	10%	11%	14%	25%	16%	5%	7%	12%	11%	12%	14%	17%	13%	6%	13%	15%	24%	12%

In general, do you think it is acceptable or unacceptable to LEGALLY avoid paying tax?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
It is acceptable to legally avoid tax	29%	43%	24%	32%	28%	32%	36%	23%	28%	25%	32%	35%	31%	33%	33%	23%	25%	27%	37%	33%	25%	18%	19%
It is unacceptable to legally avoid tax	57%	48%	67%	54%	62%	59%	54%	60%	43%	60%	60%	56%	55%	55%	54%	62%	62%	57%	53%	55%	60%	62%	67%
Don't know	13%	9%	9%	13%	10%	9%	10%	17%	28%	16%	8%	8%	14%	12%	13%	15%	13%	16%	10%	12%	15%	20%	15%

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	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 the government was able to increase the amount of money it spends, which of the following areas do you think the government should INCREASE spending in the most? Please tick up to three

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Education and schools	33%	28%	42%	43%	43%	28%	28%	38%	28%	39%	32%	27%	30%	36%	28%	34%	33%	39%	41%	31%	32%	27%	26%
Defence	24%	50%	17%	20%	20%	36%	29%	20%	8%	14%	32%	43%	17%	28%	25%	24%	22%	22%	31%	22%	23%	14%	26%
Pensions	22%	28%	20%	18%	17%	30%	21%	23%	12%	16%	27%	33%	16%	20%	27%	24%	25%	25%	20%	20%	23%	24%	29%
Welfare benefits	14%	3%	18%	17%	15%	10%	15%	12%	16%	18%	11%	7%	19%	12%	14%	13%	11%	14%	8%	12%	15%	15%	30%
Crime and policing	40%	58%	31%	28%	33%	54%	39%	40%	17%	34%	46%	54%	33%	39%	46%	43%	34%	33%	44%	38%	39%	41%	34%
Transport	10%	9%	12%	10%	12%	7%	11%	9%	18%	10%	10%	7%	10%	12%	7%	12%	6%	9%	13%	13%	5%	7%	9%
Environment and climate change	17%	6%	24%	28%	27%	7%	16%	18%	22%	21%	14%	12%	21%	20%	16%	13%	15%	15%	19%	19%	14%	15%	14%
NHS	67%	58%	81%	74%	75%	62%	60%	73%	63%	69%	66%	66%	64%	67%	61%	68%	68%	82%	64%	66%	71%	60%	77%
Overseas aid	2%	1%	4%	4%	3%	0%	3%	1%	5%	2%	1%	1%	2%	2%	2%	2%	2%	-	2%	2%	2%	2%	2%
Local government	16%	12%	20%	21%	17%	17%	18%	14%	13%	15%	19%	15%	16%	18%	13%	15%	14%	16%	17%	17%	13%	14%	17%
None of these	2%	2%	1%	1%	1%	2%	3%	1%	3%	2%	1%	2%	2%	1%	3%	2%	2%	-	1%	3%	2%	2%	1%
Don't know	7%	5%	3%	4%	3%	4%	7%	7%	22%	8%	4%	2%	11%	5%	7%	6%	11%	7%	3%	6%	9%	19%	3%

Fieldwork Dates: 13th - 15th September 2025

Sample size: 1744 GB Adults

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

And if the government were to cut the amount of money it currently spends, which of the following areas do you think the government should REDUCE spending in the most? Please tick up to three

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Education and schools	2%	1%	1%	1%	2%	1%	3%	2%	4%	2%	2%	2%	2%	1%	3%	3%	3%	3%	2%	2%	2%	3%	3%
Defence	14%	3%	20%	16%	19%	6%	16%	12%	24%	17%	11%	6%	22%	14%	8%	13%	17%	12%	15%	14%	12%	16%	13%
Pensions	5%	2%	7%	7%	6%	3%	7%	4%	8%	8%	3%	2%	6%	6%	6%	5%	3%	3%	7%	6%	3%	6%	4%
Welfare benefits	31%	56%	22%	25%	29%	40%	35%	27%	15%	27%	36%	40%	21%	34%	32%	29%	32%	40%	42%	32%	28%	21%	19%
Crime and policing	2%	-	3%	2%	3%	0%	2%	2%	8%	3%	1%	0%	3%	2%	1%	2%	2%	4%	2%	3%	0%	3%	3%
Transport	7%	5%	9%	8%	7%	7%	5%	9%	6%	7%	7%	8%	6%	6%	9%	8%	6%	9%	7%	8%	5%	8%	8%
Environment and climate change	31%	50%	21%	17%	19%	46%	38%	24%	21%	23%	34%	44%	20%	29%	37%	35%	27%	34%	29%	31%	35%	24%	32%
NHS	3%	6%	1%	2%	2%	4%	3%	2%	2%	3%	3%	3%	4%	3%	4%	2%	2%	1%	4%	3%	3%	2%	2%
Overseas aid	58%	78%	51%	51%	46%	79%	63%	54%	30%	53%	68%	72%	47%	59%	65%	60%	52%	62%	53%	60%	63%	56%	63%
Local government	11%	8%	11%	10%	10%	11%	9%	12%	9%	11%	11%	11%	13%	9%	11%	10%	9%	19%	10%	12%	9%	9%	12%
None of these	9%	4%	16%	13%	15%	5%	7%	11%	8%	9%	11%	9%	12%	9%	9%	9%	8%	8%	11%	11%	8%	6%	7%
Don't know	12%	5%	11%	11%	12%	5%	10%	15%	30%	15%	5%	6%	15%	11%	10%	12%	18%	11%	9%	8%	17%	23%	13%

Do you think your own pension provision (and any provisions you have made for retirement) will or will not provide you with a good standard of living by the time you come to retire?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Will probably be enough to provide me with a good standard of living	19%	23%	22%	23%	26%	15%	23%	14%	12%	17%	24%	19%	18%	20%	17%	16%	18%	25%	32%	17%	10%	14%	7%
Will probably not be enough to provide me with a good standard of living	47%	33%	50%	46%	47%	47%	44%	51%	38%	60%	57%	19%	54%	43%	49%	50%	49%	42%	39%	52%	55%	47%	42%
Don't know	15%	10%	13%	11%	9%	11%	17%	13%	44%	19%	8%	1%	18%	15%	16%	14%	12%	12%	8%	16%	19%	26%	10%
Not applicable - I am already retired or am unable to work	19%	34%	16%	20%	18%	27%	17%	22%	6%	4%	11%	61%	11%	22%	18%	20%	20%	21%	21%	15%	16%	14%	41%

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	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

As people live longer, the proportion of older people in the population steadily rises. Looking forward, how do you think future governments should respond to the growing portion of older people?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Reductions should be made in the services that go to older people so that younger generations can afford to support more retired people	16%	16%	17%	22%	18%	12%	20%	13%	23%	23%	11%	7%	21%	17%	16%	14%	12%	23%	18%	22%	10%	13%	13%
More money should be found to maintain the services that go to older people as the number of retired people grows, even if this means more taxes for younger generations	45%	48%	47%	45%	47%	53%	44%	46%	21%	38%	56%	58%	43%	42%	48%	48%	50%	46%	48%	41%	49%	39%	48%
Not sure	38%	36%	36%	34%	35%	36%	36%	40%	57%	39%	33%	35%	36%	41%	36%	38%	38%	31%	33%	37%	41%	48%	39%

What do you think the state pension age should be for people who are currently in their 30s or 40s?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Less than 65	10%	6%	9%	7%	8%	9%	9%	11%	11%	15%	7%	5%	11%	8%	9%	11%	15%	14%	8%	10%	12%	12%	11%
65	35%	24%	37%	35%	34%	35%	33%	36%	31%	40%	37%	25%	32%	33%	39%	34%	36%	36%	30%	35%	42%	36%	28%
66	5%	7%	4%	5%	5%	6%	5%	5%	2%	4%	3%	10%	4%	5%	5%	5%	4%	8%	7%	4%	4%	3%	9%
67	14%	18%	19%	15%	17%	16%	15%	14%	5%	10%	24%	17%	11%	15%	13%	14%	18%	16%	18%	15%	10%	11%	13%
68	8%	10%	9%	6%	11%	7%	7%	9%	3%	7%	8%	11%	5%	8%	6%	11%	7%	8%	10%	7%	7%	5%	9%
69	1%	4%	1%	3%	1%	2%	1%	2%	1%	1%	2%	3%	3%	1%	3%	1%	1%	1%	2%	1%	1%	2%	2%
70	14%	21%	13%	17%	15%	16%	16%	11%	7%	10%	15%	24%	17%	16%	14%	11%	12%	9%	17%	14%	10%	11%	15%
71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
72	0%	1%	0%	1%	0%	1%	0%	0%	-	0%	1%	0%	-	1%	-	0%	-	1%	0%	0%	-	1%	-
73	0%	1%	0%	-	0%	0%	0%	0%	1%	0%	-	-	0%	0%	1%	-	-	-	0%	1%	0%	-	-
74	0%	-	0%	-	0%	-	0%	-	-	0%	-	-	-	-	-	0%	-	-	-	0%	-	-	-
75	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	3%	1%	-	1%	-	2%	2%	1%	0%	1%	0%
Older than 75	0%	-	0%	-	-	0%	0%	0%	1%	0%	1%	-	-	0%	0%	1%	-	-	0%	0%	-	1%	1%
Don't know	11%	7%	6%	11%	6%	6%	12%	10%	38%	12%	3%	4%	15%	12%	11%	10%	8%	5%	6%	11%	13%	18%	13%

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

Thinking about transport provision in Britain today, which of the following would you most like to see the government invest in?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Local and commuter rail links	21%	21%	26%	21%	28%	19%	22%	21%	21%	20%	27%	19%	23%	19%	20%	26%	18%	25%	26%	24%	14%	20%	18%
Long distance rail links	8%	2%	12%	9%	12%	4%	9%	7%	11%	12%	4%	4%	18%	6%	7%	8%	6%	10%	12%	8%	6%	5%	6%
Buses	15%	18%	16%	19%	16%	15%	13%	17%	14%	11%	15%	24%	9%	20%	17%	13%	10%	13%	13%	15%	15%	14%	23%
New road links	4%	6%	3%	3%	3%	5%	4%	3%	2%	5%	4%	2%	3%	3%	6%	3%	3%	5%	4%	5%	2%	5%	3%
Widening or upgrading existing roads	24%	32%	22%	25%	20%	33%	26%	23%	8%	21%	29%	34%	16%	26%	23%	25%	34%	22%	23%	24%	29%	22%	23%
Better provision for cyclists	5%	2%	7%	7%	8%	3%	6%	5%	9%	6%	5%	3%	10%	6%	3%	4%	6%	5%	8%	5%	5%	3%	5%
Other	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	0%	1%	1%	2%	2%	1%	0%	1%
None of these	4%	4%	2%	3%	2%	6%	3%	5%	1%	5%	5%	3%	3%	3%	5%	5%	5%	3%	3%	4%	5%	5%	3%
Don't know	16%	13%	11%	11%	11%	14%	16%	17%	33%	19%	11%	9%	16%	16%	17%	17%	17%	16%	9%	14%	23%	25%	18%

Generally speaking, do you think train fares in Britain are good or bad value?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very good value	1%	-	2%	2%	1%	0%	2%	0%	3%	1%	0%	0%	2%	1%	2%	0%	1%	-	1%	1%	0%	1%	1%
Fairly good value	13%	17%	14%	15%	12%	12%	11%	16%	17%	12%	11%	16%	13%	13%	14%	13%	13%	15%	13%	12%	14%	15%	15%
Fairly bad value	35%	30%	42%	39%	38%	37%	34%	36%	30%	33%	40%	37%	36%	35%	36%	36%	37%	32%	37%	35%	37%	27%	36%
Very bad value	37%	39%	35%	36%	40%	38%	43%	32%	28%	43%	40%	29%	36%	42%	34%	36%	34%	33%	41%	38%	36%	35%	31%
Don't know	13%	14%	6%	7%	8%	12%	11%	15%	22%	11%	9%	17%	12%	10%	14%	15%	14%	20%	8%	13%	13%	21%	17%

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	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 train services in the UK are good or bad value for money?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very good	1%	2%	2%	3%	1%	0%	2%	0%	4%	2%	0%	1%	3%	1%	2%	1%	-	-	2%	1%	0%	1%	1%
Fairly good	16%	17%	17%	18%	15%	15%	13%	18%	19%	14%	15%	19%	16%	15%	15%	17%	16%	18%	16%	14%	18%	19%	13%
Fairly bad	39%	38%	45%	43%	42%	43%	38%	40%	28%	37%	46%	41%	36%	42%	41%	35%	43%	35%	43%	40%	37%	29%	44%
Very bad	32%	30%	31%	31%	34%	31%	36%	27%	25%	38%	32%	23%	33%	33%	29%	33%	30%	28%	33%	33%	32%	30%	25%
Don't know	12%	13%	6%	5%	7%	11%	10%	14%	23%	9%	7%	16%	12%	9%	13%	14%	11%	19%	6%	12%	12%	21%	18%

Generally speaking, how punctual, if at all, do you think the train services are in the UK?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Very punctual	2%	1%	3%	3%	2%	1%	3%	2%	5%	3%	1%	1%	3%	3%	3%	1%	3%	-	2%	3%	1%	5%	1%
Fairly punctual	41%	42%	47%	53%	44%	41%	40%	43%	40%	36%	49%	43%	46%	45%	39%	33%	42%	44%	44%	39%	40%	40%	41%
Not very punctual	31%	33%	32%	33%	34%	33%	32%	31%	25%	36%	30%	28%	33%	31%	30%	35%	30%	23%	35%	32%	32%	20%	29%
Not punctual at all	11%	8%	10%	4%	9%	11%	12%	9%	10%	14%	9%	7%	8%	9%	10%	15%	9%	11%	9%	11%	11%	11%	10%
Don't know	14%	16%	8%	7%	12%	14%	14%	15%	20%	11%	10%	23%	10%	12%	18%	16%	16%	22%	10%	14%	15%	24%	18%

To what extent would you support or oppose bringing the train operating companies back into public ownership?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Strongly support	31%	14%	44%	38%	36%	28%	36%	26%	27%	32%	34%	26%	26%	33%	28%	36%	23%	24%	30%	31%	25%	36%	36%
Tend to support	32%	33%	36%	36%	34%	36%	32%	33%	25%	31%	35%	36%	36%	32%	31%	31%	38%	26%	36%	32%	36%	19%	30%
Tend to oppose	8%	18%	4%	2%	7%	9%	10%	6%	5%	6%	9%	12%	8%	8%	10%	5%	9%	9%	12%	9%	6%	4%	4%
Strongly oppose	4%	8%	1%	3%	3%	6%	5%	2%	2%	2%	4%	6%	5%	3%	3%	5%	1%	5%	6%	2%	4%	2%	2%
Don't know	26%	27%	16%	20%	20%	22%	18%	33%	42%	29%	18%	19%	26%	24%	28%	23%	29%	36%	16%	26%	28%	39%	28%

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

Thinking about how public transport is funded and the amount of subsidy that is given to them by central government, which of the following best reflects your view?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Public transport should mostly be paid for by central government from general taxation, meaning lower fares for people using it	52%	43%	64%	64%	59%	49%	54%	50%	50%	51%	56%	50%	55%	53%	48%	52%	51%	54%	51%	53%	49%	54%	57%
Public transport should mostly be paid for by the people who use it, meaning higher fares, but lower subsidies from taxation	22%	33%	18%	17%	19%	27%	26%	17%	13%	18%	24%	29%	21%	22%	24%	22%	19%	17%	29%	23%	20%	11%	14%
Not sure	26%	24%	19%	19%	22%	23%	20%	32%	37%	30%	20%	21%	24%	25%	28%	26%	30%	30%	20%	24%	31%	36%	29%

Do you support or oppose plans to build a new High Speed rail line linking London, Birmingham and Manchester?

	Total	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
Unweighted base	1744	300	484	162	650	653	772	972	139	690	426	489	162	623	290	432	144	93	522	529	291	210	192
Base	1744	315	450	160	647	691	848	896	190	727	420	406	211	598	286	413	152	84	488	506	366	206	178
Strongly support	10%	7%	16%	11%	13%	7%	13%	8%	16%	13%	7%	6%	19%	10%	10%	11%	5%	4%	14%	10%	8%	10%	11%
Tend to support	21%	17%	27%	20%	27%	15%	22%	21%	29%	25%	18%	14%	29%	20%	19%	22%	21%	15%	23%	23%	22%	15%	19%
Neither support nor oppose	26%	32%	24%	23%	24%	31%	24%	28%	17%	25%	29%	28%	21%	30%	25%	24%	24%	31%	22%	30%	28%	25%	25%
Tend to oppose	13%	18%	11%	16%	13%	15%	13%	13%	7%	8%	17%	19%	6%	15%	13%	12%	13%	12%	17%	12%	11%	10%	10%
Strongly oppose	16%	17%	13%	15%	13%	23%	17%	14%	3%	10%	22%	26%	11%	15%	19%	18%	16%	15%	18%	12%	16%	19%	21%
Don't know	14%	8%	8%	14%	10%	9%	10%	17%	28%	18%	6%	6%	13%	11%	15%	13%	21%	22%	8%	14%	16%	21%	15%

Cell Contents (Column Percentages)