

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base: All GB adults	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Approve	14%	2%	29%	24%	21%	7%	17%	11%	13%	15%	16%	11%	20%	13%	12%	13%	15%	10%	20%	13%	11%	11%	9%
Disapprove	69%	89%	53%	57%	60%	85%	70%	68%	58%	66%	70%	79%	66%	70%	67%	71%	67%	75%	65%	72%	67%	71%	77%
Don't know	17%	8%	18%	19%	18%	8%	12%	21%	29%	20%	14%	10%	14%	17%	20%	16%	18%	15%	16%	15%	21%	19%	13%

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	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
0 - Would never consider voting for them	38%	3%	58%	35%	48%	27%	40%	36%	35%	43%	40%	28%	43%	32%	31%	43%	55%	37%	35%	39%	33%	43%	49%
1	6%	1%	8%	10%	8%	5%	7%	6%	7%	6%	7%	6%	8%	7%	7%	5%	4%	5%	9%	6%	4%	4%	8%
2	8%	3%	10%	13%	8%	7%	9%	6%	12%	7%	9%	7%	8%	9%	7%	7%	6%	12%	10%	8%	9%	4%	6%
3	6%	3%	7%	8%	6%	7%	7%	6%	10%	6%	5%	7%	5%	6%	9%	6%	7%	5%	5%	7%	9%	6%	4%
4	5%	4%	4%	5%	5%	6%	5%	4%	2%	6%	4%	5%	5%	6%	3%	3%	5%	7%	4%	4%	8%	3%	4%
5	10%	13%	6%	14%	7%	15%	8%	12%	6%	12%	9%	11%	10%	9%	12%	12%	6%	14%	9%	10%	11%	11%	13%
6	5%	9%	2%	6%	4%	6%	5%	4%	3%	3%	5%	8%	4%	5%	5%	5%	2%	4%	7%	4%	2%	6%	2%
7	6%	19%	2%	5%	5%	8%	6%	6%	2%	4%	7%	10%	7%	7%	8%	4%	2%	3%	5%	5%	7%	7%	2%
8	4%	15%	2%	1%	3%	7%	4%	5%	1%	3%	5%	6%	2%	7%	4%	3%	2%	2%	5%	5%	3%	3%	3%
9	2%	8%	-	1%	2%	2%	1%	2%	-	2%	2%	2%	2%	2%	2%	1%	0%	3%	2%	2%	1%	2%	1%
10 - Would definitely consider voting for them	5%	22%	1%	-	4%	8%	4%	6%	2%	3%	6%	10%	2%	6%	7%	4%	5%	3%	8%	3%	4%	5%	3%
prefer not to answer	5%	0%	2%	3%	1%	2%	4%	6%	19%	6%	1%	1%	5%	4%	5%	5%	6%	5%	2%	7%	8%	5%	4%

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

Labour

	Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
	Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
0 - Would never consider voting for them		37%	62%	6%	19%	20%	57%	38%	36%	23%	30%	42%	52%	32%	39%	41%	38%	34%	32%	30%	35%	42%	43%	50%
	1	5%	7%	3%	3%	5%	6%	7%	3%	3%	5%	6%	5%	1%	6%	5%	4%	6%	10%	4%	5%	4%	9%	2%
	2	6%	7%	4%	8%	7%	5%	8%	5%	7%	7%	5%	6%	4%	8%	8%	4%	8%	7%	7%	6%	6%	6%	9%
	3	6%	8%	4%	8%	5%	6%	6%	6%	9%	7%	4%	5%	7%	5%	7%	6%	7%	6%	6%	6%	6%	6%	6%
	4	4%	6%	6%	5%	7%	2%	3%	5%	5%	5%	4%	3%	7%	4%	3%	4%	5%	3%	5%	3%	5%	3%	3%
	5	9%	5%	12%	14%	12%	7%	8%	10%	7%	11%	9%	6%	13%	9%	6%	9%	13%	10%	12%	9%	8%	7%	7%
	6	6%	2%	10%	14%	9%	3%	6%	7%	12%	7%	5%	3%	6%	7%	6%	6%	6%	8%	8%	7%	5%	5%	4%
	7	7%	2%	14%	10%	11%	4%	6%	7%	8%	8%	7%	4%	8%	7%	7%	7%	4%	7%	8%	8%	4%	5%	9%
	8	5%	-	13%	6%	9%	3%	5%	5%	4%	5%	5%	6%	4%	5%	3%	8%	6%	3%	7%	6%	6%	3%	1%
	9	1%	1%	3%	1%	2%	1%	1%	1%	-	1%	2%	1%	1%	1%	2%	1%	2%	-	2%	1%	1%	1%	1%
10 - Would definitely consider voting for them		7%	0%	21%	8%	13%	4%	7%	7%	3%	7%	9%	7%	12%	6%	7%	8%	3%	8%	10%	7%	4%	8%	5%
prefer not to answer		5%	0%	2%	3%	1%	2%	4%	6%	19%	6%	1%	1%	5%	4%	5%	5%	6%	5%	2%	7%	8%	5%	4%

Liberal Democrats

	Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
	Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
0 - Would never consider voting for them		30%	46%	10%	4%	14%	48%	34%	27%	16%	29%	33%	37%	28%	29%	32%	33%	26%	33%	25%	27%	37%	33%	39%
1	5%	6%	4%	2%	5%	5%	6%	3%	5%	5%	4%	5%	2%	5%	3%	6%	8%	3%	4%	4%	6%	6%	4%	4%
	2	5%	8%	5%	2%	4%	7%	6%	5%	4%	4%	6%	8%	3%	5%	8%	5%	6%	5%	4%	5%	6%	7%	5%
	3	6%	5%	7%	2%	7%	5%	5%	6%	3%	6%	5%	7%	10%	4%	4%	5%	8%	11%	7%	7%	5%	4%	4%
	4	8%	7%	9%	6%	10%	5%	8%	8%	11%	8%	8%	6%	9%	8%	6%	7%	6%	15%	7%	7%	12%	6%	6%
	5	14%	14%	21%	9%	18%	13%	11%	17%	14%	17%	12%	12%	18%	14%	15%	14%	16%	8%	15%	16%	13%	13%	15%
	6	8%	8%	14%	12%	11%	7%	8%	9%	8%	9%	8%	7%	10%	7%	9%	8%	8%	9%	11%	9%	4%	7%	10%
	7	7%	3%	12%	14%	10%	4%	7%	7%	7%	5%	10%	5%	3%	8%	6%	6%	6%	4%	10%	9%	1%	5%	4%
	8	5%	1%	8%	13%	9%	2%	5%	5%	4%	6%	5%	5%	5%	6%	6%	4%	3%	3%	7%	4%	4%	4%	5%
	9	2%	0%	2%	10%	3%	1%	2%	2%	1%	1%	3%	3%	2%	2%	1%	2%	2%	-	4%	2%	1%	1%	2%
10 - Would definitely consider voting for them		5%	1%	5%	24%	8%	1%	4%	5%	8%	4%	6%	4%	6%	6%	4%	3%	3%	4%	6%	3%	3%	8%	3%
prefer not to answer		5%	0%	2%	3%	1%	2%	4%	6%	19%	6%	1%	1%	5%	4%	5%	5%	6%	5%	2%	7%	8%	5%	4%

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Reform UK

Unweighted base		1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base		1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
0 - Would never consider voting for them		47%	22%	73%	68%	72%	23%	44%	50%	46%	52%	49%	36%	58%	44%	39%	48%	54%	50%	54%	49%	36%	44%	44%
1	3%	4%	4%	3%	3%	3%	3%	3%	3%	4%	3%	2%	4%	2%	3%	3%	4%	5%	5%	2%	3%	4%	5%	4%
	2	3%	3%	3%	3%	3%	2%	4%	3%	9%	3%	3%	2%	3%	3%	6%	3%	2%	1%	3%	3%	4%	5%	1%
	3	4%	6%	3%	6%	3%	4%	3%	4%	4%	3%	6%	3%	3%	4%	5%	3%	3%	1%	4%	3%	4%	3%	2%
	4	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%	1%	3%	3%	3%	3%	2%	1%	2%	2%	2%	4%	4%	0%
	5	6%	8%	4%	4%	5%	8%	6%	7%	6%	7%	5%	7%	5%	7%	7%	5%	9%	5%	7%	6%	5%	7%	7%
	6	3%	6%	1%	4%	3%	4%	3%	3%	1%	3%	2%	4%	1%	4%	2%	3%	2%	11%	3%	3%	3%	4%	5%
	7	5%	10%	3%	1%	2%	7%	6%	4%	5%	4%	5%	6%	5%	5%	4%	5%	5%	2%	6%	4%	6%	3%	3%
	8	5%	10%	2%	3%	2%	10%	6%	4%	1%	4%	8%	7%	5%	6%	7%	5%	4%	1%	4%	7%	5%	5%	6%
	9	2%	5%	1%	1%	1%	5%	2%	3%	-	2%	3%	4%	2%	2%	3%	3%	1%	3%	3%	2%	3%	2%	4%
10 - Would definitely consider voting for them		14%	21%	3%	3%	3%	29%	16%	12%	2%	11%	16%	23%	8%	16%	16%	14%	10%	14%	10%	12%	19%	13%	19%
prefer not to answer		5%	0%	2%	3%	1%	2%	4%	6%	19%	6%	1%	1%	5%	4%	5%	5%	6%	5%	2%	7%	8%	5%	4%

Green Party

Unweighted base		1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base		1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
0 - Would never consider voting for them		33%	52%	15%	13%	17%	50%	38%	28%	16%	28%	37%	44%	32%	33%	34%	32%	32%	32%	27%	29%	39%	38%	38%
1	6%	7%	5%	2%	5%	7%	8%	4%	7%	5%	6%	5%	3%	6%	6%	5%	6%	9%	7%	5%	6%	6%	5%	7%
	2	6%	8%	6%	9%	7%	6%	5%	6%	4%	5%	7%	6%	6%	6%	4%	6%	5%	7%	5%	5%	7%	6%	7%
	3	6%	9%	7%	7%	6%	7%	6%	6%	3%	6%	5%	8%	7%	6%	5%	5%	6%	7%	6%	7%	4%	7%	6%
	4	7%	6%	9%	7%	9%	5%	5%	8%	6%	8%	5%	6%	6%	8%	6%	5%	8%	7%	9%	6%	6%	4%	4%
	5	12%	10%	15%	17%	14%	11%	11%	13%	8%	12%	14%	11%	13%	11%	15%	12%	8%	12%	14%	14%	8%	12%	9%
	6	7%	3%	11%	11%	9%	5%	7%	7%	9%	6%	8%	6%	5%	5%	7%	9%	7%	7%	9%	6%	6%	6%	5%
	7	6%	3%	10%	10%	7%	3%	5%	6%	10%	4%	6%	6%	4%	7%	6%	5%	7%	4%	8%	5%	3%	5%	7%
	8	5%	0%	8%	7%	8%	2%	4%	6%	7%	6%	4%	3%	8%	4%	5%	5%	4%	5%	4%	6%	5%	3%	7%
	9	2%	1%	4%	4%	5%	1%	1%	4%	2%	3%	2%	2%	5%	2%	1%	2%	3%	4%	4%	2%	2%	2%	1%
10 - Would definitely consider voting for them		7%	1%	8%	8%	11%	3%	6%	8%	10%	9%	5%	3%	7%	7%	8%	8%	3%	3%	8%	7%	6%	8%	6%
prefer not to answer		5%	0%	2%	3%	1%	2%	4%	6%	19%	6%	1%	1%	5%	4%	5%	5%	6%	5%	2%	7%	8%	5%	4%

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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	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base: All GB adults	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Health	30%	20%	42%	38%	40%	23%	24%	35%	24%	31%	29%	31%	22%	30%	27%	29%	33%	47%	32%	33%	25%	30%	25%
Immigration & Asylum	55%	79%	39%	41%	38%	81%	55%	55%	24%	50%	62%	73%	42%	56%	60%	60%	49%	52%	52%	55%	61%	47%	62%
Crime	21%	20%	15%	10%	15%	25%	22%	21%	24%	23%	19%	19%	35%	19%	21%	19%	17%	19%	15%	20%	27%	26%	23%
The economy	54%	59%	58%	61%	59%	52%	58%	51%	51%	54%	55%	55%	63%	55%	53%	52%	57%	45%	63%	53%	50%	57%	38%
Tax	16%	19%	11%	16%	12%	17%	18%	13%	20%	18%	15%	10%	14%	16%	17%	14%	22%	11%	13%	17%	18%	17%	12%
Pensions	6%	9%	4%	5%	5%	8%	6%	5%	3%	3%	8%	9%	3%	5%	7%	8%	7%	6%	4%	5%	8%	4%	12%
Education	9%	4%	13%	12%	13%	4%	9%	10%	16%	12%	7%	4%	11%	9%	11%	8%	11%	6%	11%	8%	7%	15%	6%
Family life & childcare	5%	5%	6%	4%	4%	4%	3%	6%	4%	8%	2%	2%	6%	5%	7%	3%	3%	4%	4%	6%	5%	6%	5%
Housing	18%	9%	24%	15%	20%	15%	17%	19%	22%	21%	15%	13%	28%	18%	15%	14%	20%	17%	16%	18%	17%	17%	28%
The environment	16%	9%	22%	28%	26%	7%	15%	17%	23%	17%	16%	12%	16%	18%	16%	14%	15%	17%	19%	20%	12%	12%	10%
Britain leaving the EU	13%	5%	19%	19%	22%	6%	15%	11%	11%	10%	15%	16%	14%	11%	11%	15%	14%	14%	18%	13%	7%	11%	13%
Transport	1%	0%	1%	2%	2%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	0%	3%	0%
Welfare benefits	12%	16%	10%	15%	11%	14%	11%	12%	7%	11%	14%	14%	10%	11%	13%	13%	12%	11%	11%	9%	10%	13%	22%
Defence and security	21%	33%	18%	22%	18%	30%	24%	17%	10%	13%	30%	31%	15%	21%	24%	21%	22%	24%	24%	18%	21%	15%	25%
None of these	0%	-	-	-	-	-	0%	0%	1%	1%	-	-	1%	0%	-	0%	-	-	-	0%	-	2%	-
Don't know	2%	1%	2%	0%	2%	0%	2%	3%	8%	3%	1%	1%	2%	3%	1%	3%	-	4%	1%	3%	4%	2%	2%

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

National Health Service

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	2%	0%	4%	1%	3%	0%	2%	1%	4%	1%	2%	1%	3%	1%	3%	2%	2%	-	3%	2%	0%	2%	-
Fairly well	21%	14%	34%	31%	30%	13%	26%	17%	30%	16%	22%	24%	25%	21%	21%	21%	20%	17%	25%	23%	18%	17%	18%
Fairly badly	33%	42%	33%	31%	35%	33%	33%	34%	31%	34%	34%	32%	35%	31%	34%	34%	34%	40%	37%	34%	31%	30%	32%
Very badly	36%	39%	24%	28%	26%	48%	32%	39%	20%	39%	36%	38%	30%	38%	37%	35%	37%	35%	31%	33%	41%	38%	44%
Don't know	8%	5%	5%	9%	7%	5%	6%	9%	15%	10%	6%	4%	7%	9%	6%	8%	7%	8%	5%	8%	10%	12%	5%

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Immigration

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	1%	-	2%	1%	2%	0%	2%	1%	4%	1%	1%	0%	4%	1%	1%	1%	1%	0%	2%	1%	-	4%	1%
Fairly well	12%	1%	23%	17%	20%	4%	13%	10%	17%	10%	13%	9%	12%	11%	14%	10%	11%	15%	15%	12%	9%	11%	9%
Fairly badly	21%	13%	32%	33%	30%	12%	21%	21%	25%	24%	19%	16%	24%	21%	23%	19%	21%	16%	25%	23%	16%	16%	18%
Very badly	58%	85%	36%	41%	41%	81%	58%	59%	34%	54%	63%	71%	52%	60%	56%	61%	57%	59%	52%	57%	66%	55%	67%
Don't know	8%	1%	7%	8%	8%	3%	7%	9%	20%	10%	4%	3%	9%	7%	7%	10%	10%	10%	6%	7%	10%	15%	6%

Crime

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	2%	0%	3%	1%	2%	0%	2%	1%	5%	1%	1%	1%	3%	2%	-	2%	1%	1%	3%	2%	0%	2%	-
Fairly well	20%	8%	37%	30%	32%	11%	21%	20%	21%	20%	22%	19%	17%	20%	22%	20%	21%	26%	26%	21%	15%	19%	13%
Fairly badly	27%	33%	30%	36%	28%	25%	26%	28%	30%	25%	28%	29%	32%	25%	26%	29%	26%	25%	29%	28%	24%	26%	26%
Very badly	35%	48%	16%	15%	20%	54%	39%	32%	20%	35%	35%	44%	36%	37%	36%	34%	33%	32%	29%	33%	43%	32%	51%
Don't know	16%	10%	14%	18%	17%	10%	12%	19%	25%	19%	14%	7%	12%	16%	16%	14%	20%	15%	13%	15%	18%	21%	10%

Education

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	2%	1%	3%	1%	3%	1%	3%	2%	5%	3%	1%	2%	4%	2%	2%	4%	-	3%	2%	2%	2%	4%	1%
Fairly well	26%	19%	39%	35%	34%	18%	28%	25%	33%	27%	25%	23%	27%	25%	28%	27%	25%	25%	29%	27%	26%	22%	24%
Fairly badly	30%	37%	30%	29%	30%	32%	30%	31%	28%	28%	30%	35%	31%	31%	27%	29%	29%	39%	34%	31%	25%	33%	26%
Very badly	21%	25%	11%	13%	13%	30%	22%	20%	14%	21%	24%	21%	16%	23%	22%	20%	22%	16%	20%	18%	27%	17%	25%
Don't know	20%	19%	17%	22%	20%	19%	18%	22%	20%	21%	20%	20%	22%	19%	22%	21%	20%	20%	15%	22%	21%	24%	25%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	1%	-	2%	1%	1%	0%	1%	0%	1%	1%	1%	0%	2%	1%	0%	1%	0%	1%	2%	0%	-	2%	-
Fairly well	13%	5%	23%	21%	20%	8%	13%	14%	13%	12%	17%	12%	16%	13%	13%	13%	9%	16%	17%	14%	11%	12%	9%
Fairly badly	31%	26%	41%	38%	36%	24%	32%	30%	39%	31%	28%	30%	35%	28%	34%	30%	39%	24%	33%	36%	22%	31%	30%
Very badly	43%	63%	25%	28%	33%	60%	45%	40%	25%	40%	47%	52%	37%	45%	42%	43%	40%	46%	42%	38%	49%	43%	47%
Don't know	12%	6%	10%	12%	10%	8%	9%	16%	22%	16%	8%	6%	11%	13%	10%	14%	11%	13%	7%	12%	18%	13%	14%

Unemployment

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	1%	0%	2%	0%	2%	-	2%	0%	4%	1%	1%	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%	3%	-
Fairly well	19%	10%	32%	32%	29%	10%	20%	17%	15%	16%	26%	17%	20%	18%	18%	18%	19%	22%	26%	18%	15%	13%	15%
Fairly badly	29%	33%	31%	29%	30%	28%	29%	28%	32%	28%	24%	33%	33%	28%	26%	29%	27%	34%	28%	33%	23%	30%	25%
Very badly	31%	42%	15%	14%	18%	42%	33%	29%	31%	29%	29%	34%	29%	31%	30%	30%	38%	21%	26%	27%	35%	36%	39%
Don't know	21%	15%	21%	26%	22%	19%	16%	26%	19%	25%	20%	16%	16%	22%	24%	22%	16%	21%	18%	22%	26%	18%	21%

Inflation

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	1%	-	2%	1%	1%	-	1%	1%	1%	1%	1%	-	2%	0%	0%	1%	1%	-	1%	0%	0%	2%	-
Fairly well	15%	6%	30%	21%	23%	8%	17%	13%	17%	12%	19%	15%	16%	15%	17%	14%	12%	19%	21%	15%	9%	12%	14%
Fairly badly	33%	35%	36%	46%	37%	31%	33%	34%	32%	34%	35%	32%	38%	32%	31%	34%	36%	36%	33%	38%	32%	35%	24%
Very badly	40%	56%	23%	23%	27%	55%	42%	38%	35%	38%	38%	48%	35%	42%	41%	41%	44%	29%	35%	38%	45%	41%	49%
Don't know	11%	4%	10%	10%	11%	7%	7%	14%	15%	15%	6%	6%	10%	11%	11%	11%	6%	15%	9%	9%	15%	10%	14%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	2%	2%	4%	2%	3%	1%	2%	2%	4%	2%	2%	2%	2%	3%	2%	3%	1%	1%	3%	2%	1%	4%	2%
Fairly well	20%	14%	29%	31%	26%	14%	23%	17%	24%	19%	21%	18%	23%	19%	22%	18%	18%	23%	24%	22%	13%	20%	19%
Fairly badly	24%	28%	25%	28%	27%	24%	22%	26%	23%	24%	23%	27%	22%	23%	26%	25%	29%	25%	25%	24%	24%	25%	22%
Very badly	33%	38%	24%	19%	27%	42%	37%	29%	20%	33%	35%	38%	34%	34%	29%	34%	32%	31%	33%	32%	37%	24%	38%
Don't know	21%	18%	18%	20%	17%	19%	15%	26%	30%	22%	19%	15%	19%	21%	21%	21%	20%	21%	15%	21%	25%	27%	19%

Defence

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	4%	1%	6%	6%	5%	1%	6%	2%	11%	3%	4%	2%	6%	3%	3%	4%	5%	6%	4%	5%	3%	6%	3%
Fairly well	33%	25%	50%	52%	45%	25%	36%	30%	32%	33%	33%	33%	33%	31%	32%	34%	38%	34%	42%	34%	29%	25%	23%
Fairly badly	22%	32%	18%	21%	20%	25%	21%	23%	20%	19%	25%	24%	20%	24%	18%	22%	21%	21%	22%	21%	19%	26%	25%
Very badly	21%	29%	7%	8%	10%	34%	24%	17%	9%	19%	24%	27%	17%	22%	25%	20%	16%	16%	16%	20%	24%	19%	32%
Don't know	21%	13%	20%	13%	21%	15%	14%	28%	29%	26%	15%	13%	24%	20%	21%	20%	19%	23%	16%	21%	26%	24%	17%

The economy

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	1%	-	1%	-	1%	-	1%	1%	4%	1%	0%	0%	1%	1%	-	1%	0%	-	1%	0%	-	4%	-
Fairly well	15%	4%	30%	23%	23%	7%	16%	14%	19%	13%	17%	13%	17%	14%	18%	14%	13%	12%	19%	15%	13%	11%	11%
Fairly badly	33%	28%	41%	42%	40%	26%	32%	33%	33%	35%	34%	27%	31%	31%	32%	31%	41%	41%	35%	38%	25%	31%	27%
Very badly	44%	66%	23%	26%	29%	63%	47%	42%	29%	41%	45%	56%	45%	45%	45%	46%	39%	38%	40%	40%	52%	46%	53%
Don't know	7%	2%	6%	8%	7%	3%	5%	10%	14%	10%	4%	3%	6%	8%	5%	8%	6%	9%	5%	7%	10%	8%	9%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	7%	2%	12%	10%	9%	3%	10%	4%	14%	7%	5%	4%	10%	6%	5%	7%	9%	8%	8%	7%	7%	5%	5%
Fairly well	31%	25%	46%	41%	42%	25%	33%	29%	29%	32%	32%	30%	31%	31%	31%	31%	33%	38%	40%	32%	24%	27%	26%
Fairly badly	17%	22%	13%	18%	14%	19%	16%	18%	21%	15%	16%	19%	15%	19%	16%	17%	16%	11%	15%	20%	15%	18%	17%
Very badly	22%	30%	8%	9%	12%	34%	23%	21%	9%	20%	24%	28%	21%	20%	24%	25%	21%	18%	17%	19%	26%	23%	36%
Don't know	23%	21%	21%	23%	23%	20%	18%	28%	28%	25%	22%	19%	23%	25%	24%	20%	21%	26%	20%	23%	28%	27%	17%

Transport

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	2%	0%	3%	1%	2%	1%	2%	1%	3%	2%	1%	1%	5%	1%	1%	1%	2%	-	2%	1%	2%	3%	1%
Fairly well	26%	15%	38%	33%	33%	15%	27%	25%	40%	24%	26%	22%	30%	22%	29%	28%	24%	24%	30%	28%	20%	24%	22%
Fairly badly	31%	41%	31%	36%	31%	34%	32%	31%	28%	29%	29%	39%	29%	34%	27%	30%	31%	41%	34%	32%	28%	30%	30%
Very badly	20%	22%	11%	8%	12%	30%	22%	17%	9%	21%	21%	21%	16%	21%	19%	20%	20%	13%	17%	17%	23%	19%	27%
Don't know	22%	22%	17%	22%	22%	20%	17%	27%	20%	24%	23%	18%	20%	22%	25%	20%	23%	21%	17%	22%	27%	24%	20%

Housing

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	1%	-	2%	-	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	3%	1%	1%	1%	1%	1%	-
Fairly well	18%	9%	30%	27%	26%	9%	21%	15%	24%	16%	18%	18%	14%	18%	21%	19%	15%	15%	22%	18%	16%	17%	12%
Fairly badly	35%	42%	37%	37%	36%	34%	34%	35%	38%	33%	34%	37%	33%	35%	33%	33%	41%	41%	35%	39%	29%	35%	32%
Very badly	33%	38%	19%	16%	22%	45%	33%	32%	20%	34%	34%	34%	44%	32%	31%	31%	30%	28%	29%	28%	39%	33%	41%
Don't know	14%	10%	11%	21%	14%	11%	11%	17%	17%	16%	13%	11%	9%	16%	14%	16%	12%	15%	12%	15%	16%	14%	14%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	2%	1%	3%	1%	2%	2%	3%	1%	3%	2%	2%	1%	4%	2%	1%	3%	3%	1%	3%	2%	1%	5%	1%
Fairly well	24%	19%	37%	30%	31%	17%	26%	22%	30%	24%	24%	23%	24%	23%	29%	21%	25%	30%	27%	24%	25%	16%	23%
Fairly badly	33%	39%	30%	35%	32%	32%	31%	34%	40%	30%	31%	37%	33%	31%	31%	36%	34%	30%	34%	35%	26%	38%	28%
Very badly	22%	28%	13%	14%	17%	30%	22%	22%	9%	22%	24%	24%	20%	25%	18%	21%	21%	19%	22%	19%	26%	18%	24%
Don't know	19%	14%	16%	19%	18%	18%	17%	22%	19%	22%	19%	15%	19%	19%	21%	19%	18%	20%	14%	20%	21%	24%	24%

Welfare benefits

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very well	1%	1%	1%	-	1%	1%	2%	0%	5%	1%	1%	1%	1%	1%	3%	1%	1%	-	1%	2%	1%	3%	-
Fairly well	15%	8%	26%	19%	21%	10%	16%	14%	17%	14%	17%	15%	19%	15%	13%	15%	15%	18%	19%	14%	11%	15%	14%
Fairly badly	33%	33%	37%	35%	34%	33%	33%	34%	41%	32%	35%	30%	33%	33%	37%	35%	27%	28%	33%	37%	31%	33%	28%
Very badly	36%	51%	22%	31%	30%	48%	38%	35%	14%	37%	38%	43%	33%	37%	36%	35%	43%	36%	36%	34%	36%	34%	47%
Don't know	14%	8%	13%	15%	13%	10%	11%	17%	24%	16%	10%	12%	14%	14%	12%	15%	15%	19%	11%	13%	20%	16%	11%

What do you think is the most likely result of the next general election?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
A large Conservative majority	4%	7%	2%	2%	2%	5%	4%	4%	6%	5%	3%	2%	2%	4%	6%	4%	3%	1%	4%	4%	2%	5%	3%
A small Conservative majority	6%	13%	4%	5%	6%	7%	6%	7%	6%	7%	6%	6%	5%	8%	8%	4%	2%	15%	6%	6%	5%	10%	6%
A hung Parliament, resulting in a Conservative led government	14%	25%	13%	11%	16%	16%	13%	16%	10%	12%	16%	18%	15%	15%	12%	15%	15%	13%	19%	12%	14%	12%	12%
A hung Parliament, resulting in a Labour led government	14%	9%	24%	27%	23%	9%	16%	13%	10%	13%	19%	15%	14%	15%	14%	10%	22%	16%	19%	14%	11%	12%	11%
A small Labour majority	10%	4%	20%	12%	15%	5%	10%	10%	13%	10%	12%	7%	9%	10%	9%	12%	11%	9%	14%	9%	10%	8%	5%
A large Labour majority	2%	-	3%	2%	1%	1%	3%	1%	6%	2%	0%	0%	7%	1%	1%	1%	1%	-	2%	2%	2%	3%	-
Don't know	49%	42%	35%	41%	36%	56%	47%	51%	49%	50%	44%	51%	48%	47%	51%	54%	46%	46%	35%	53%	56%	50%	63%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

National Health Service

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	10%	36%	2%	4%	8%	13%	11%	8%	6%	6%	12%	15%	5%	11%	12%	10%	5%	8%	11%	9%	10%	9%	6%
Labour	22%	7%	51%	22%	35%	13%	26%	19%	25%	22%	23%	21%	29%	20%	18%	26%	20%	19%	29%	23%	18%	16%	17%
Liberal Democrat	9%	3%	11%	31%	13%	4%	9%	8%	11%	7%	10%	8%	10%	11%	9%	6%	7%	8%	13%	7%	4%	8%	12%
Green Party	5%	-	7%	5%	8%	2%	5%	5%	9%	8%	2%	2%	10%	5%	5%	4%	5%	6%	4%	7%	5%	5%	5%
Reform UK	12%	16%	3%	3%	3%	23%	13%	11%	3%	8%	14%	19%	5%	14%	15%	12%	7%	11%	10%	10%	16%	9%	18%
Other	2%	1%	3%	-	2%	2%	2%	2%	4%	2%	3%	1%	2%	2%	2%	3%	3%	6%	2%	2%	3%	3%	2%
None	16%	17%	10%	15%	12%	19%	16%	16%	7%	18%	17%	16%	14%	14%	15%	16%	29%	21%	13%	16%	17%	18%	21%
Don't know	24%	20%	14%	20%	19%	23%	18%	30%	34%	28%	19%	17%	25%	24%	25%	25%	24%	21%	18%	26%	27%	32%	20%

Asylum and immigration

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	5%	15%	3%	5%	6%	4%	6%	5%	6%	5%	4%	6%	3%	7%	5%	6%	2%	4%	6%	4%	4%	8%	3%
Labour	12%	-	30%	14%	20%	6%	14%	10%	11%	13%	11%	10%	21%	9%	9%	12%	14%	12%	17%	13%	8%	7%	7%
Liberal Democrat	5%	1%	7%	18%	9%	1%	6%	5%	9%	4%	6%	5%	7%	6%	4%	4%	4%	4%	8%	5%	2%	7%	4%
Green Party	5%	0%	7%	4%	8%	1%	5%	5%	11%	8%	3%	2%	8%	6%	4%	4%	6%	4%	5%	6%	6%	4%	5%
Reform UK	36%	60%	20%	20%	19%	61%	40%	32%	20%	28%	43%	52%	26%	41%	38%	35%	29%	36%	33%	34%	43%	30%	44%
Other	2%	-	2%	-	2%	2%	2%	1%	1%	2%	3%	1%	1%	1%	2%	2%	2%	6%	1%	1%	2%	2%	3%
None	15%	11%	14%	17%	16%	13%	14%	15%	8%	17%	14%	15%	15%	12%	14%	15%	25%	14%	12%	16%	13%	16%	18%
Don't know	20%	12%	17%	22%	19%	13%	13%	26%	35%	23%	17%	10%	19%	18%	24%	21%	18%	19%	17%	20%	22%	26%	15%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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

Law and order

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	12%	33%	8%	13%	12%	14%	12%	12%	8%	9%	12%	19%	13%	14%	11%	11%	7%	12%	15%	12%	8%	13%	7%
Labour	16%	0%	41%	16%	28%	8%	18%	14%	14%	16%	17%	15%	19%	14%	16%	16%	19%	17%	23%	17%	11%	8%	11%
Liberal Democrat	6%	1%	7%	21%	9%	3%	7%	6%	11%	6%	7%	4%	8%	8%	6%	4%	7%	3%	7%	6%	5%	6%	8%
Green Party	4%	-	4%	5%	5%	1%	4%	4%	9%	6%	2%	2%	6%	4%	3%	4%	4%	5%	3%	5%	4%	5%	4%
Reform UK	23%	39%	8%	5%	9%	42%	27%	18%	10%	17%	26%	37%	15%	26%	24%	23%	16%	22%	22%	20%	28%	19%	30%
Other	2%	1%	2%	-	2%	2%	2%	2%	3%	2%	3%	0%	2%	1%	2%	2%	2%	6%	1%	1%	2%	3%	3%
None	12%	7%	10%	13%	9%	13%	11%	12%	6%	15%	11%	9%	13%	8%	11%	13%	20%	12%	8%	12%	15%	12%	13%
Don't know	25%	18%	21%	27%	26%	18%	18%	32%	40%	30%	22%	14%	25%	24%	26%	28%	25%	25%	20%	26%	28%	32%	24%

Education and schools

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	13%	42%	5%	7%	12%	18%	13%	13%	6%	9%	14%	23%	10%	16%	15%	11%	7%	13%	16%	12%	12%	14%	9%
Labour	18%	5%	44%	18%	30%	10%	21%	16%	20%	18%	19%	16%	26%	15%	16%	19%	19%	20%	23%	21%	14%	12%	12%
Liberal Democrat	10%	5%	13%	32%	15%	6%	12%	9%	15%	8%	13%	10%	9%	12%	10%	8%	13%	7%	15%	9%	7%	10%	11%
Green Party	6%	0%	8%	8%	10%	2%	6%	7%	12%	9%	3%	3%	11%	6%	5%	6%	6%	4%	6%	8%	6%	6%	6%
Reform UK	10%	13%	1%	2%	2%	21%	13%	8%	2%	9%	11%	16%	3%	12%	13%	11%	5%	14%	9%	7%	13%	10%	18%
Other	2%	1%	2%	0%	2%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%	2%	4%	6%	2%	2%	2%	3%	4%
None	11%	6%	8%	10%	8%	13%	11%	11%	7%	14%	11%	9%	11%	8%	12%	13%	18%	10%	8%	12%	13%	12%	14%
Don't know	28%	29%	19%	23%	22%	28%	22%	35%	36%	31%	27%	22%	28%	29%	28%	29%	29%	25%	22%	30%	32%	34%	26%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	18%	52%	9%	18%	17%	23%	18%	17%	10%	13%	22%	26%	17%	21%	19%	16%	12%	12%	22%	14%	19%	14%	15%
Labour	12%	2%	30%	11%	20%	6%	13%	11%	9%	14%	11%	11%	18%	8%	12%	14%	11%	14%	17%	14%	8%	6%	7%
Liberal Democrat	8%	1%	11%	23%	12%	3%	10%	6%	14%	5%	10%	8%	6%	9%	7%	6%	11%	9%	10%	7%	3%	10%	8%
Green Party	7%	1%	10%	8%	12%	3%	9%	7%	13%	11%	3%	3%	9%	8%	7%	6%	7%	7%	7%	9%	5%	7%	9%
Reform UK	13%	20%	3%	1%	3%	27%	16%	11%	6%	11%	15%	20%	7%	17%	15%	13%	9%	12%	11%	13%	16%	12%	19%
Other	2%	-	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	5%	2%	1%	2%	2%	2%
None	14%	8%	11%	14%	11%	15%	14%	13%	9%	16%	13%	12%	14%	9%	12%	17%	22%	15%	12%	13%	14%	16%	16%
Don't know	26%	18%	24%	23%	23%	22%	19%	34%	38%	29%	24%	19%	27%	27%	26%	26%	25%	26%	19%	28%	31%	33%	25%

Unemployment

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	11%	35%	7%	8%	11%	14%	13%	10%	7%	9%	12%	17%	7%	15%	11%	10%	6%	12%	15%	11%	9%	11%	10%
Labour	16%	4%	40%	14%	27%	8%	19%	13%	13%	17%	16%	15%	25%	12%	15%	18%	17%	16%	22%	17%	12%	10%	11%
Liberal Democrat	7%	3%	9%	19%	10%	3%	6%	7%	11%	5%	7%	6%	10%	7%	6%	6%	5%	3%	10%	5%	4%	6%	7%
Green Party	5%	-	6%	4%	8%	1%	5%	5%	10%	7%	2%	2%	6%	5%	3%	4%	7%	7%	4%	6%	4%	7%	4%
Reform UK	14%	22%	3%	4%	4%	28%	16%	13%	7%	12%	14%	23%	9%	16%	18%	13%	10%	15%	12%	14%	18%	11%	21%
Other	2%	1%	2%	-	2%	2%	3%	2%	6%	2%	3%	1%	2%	2%	2%	3%	4%	4%	2%	1%	4%	4%	2%
None	14%	9%	11%	15%	11%	16%	14%	14%	8%	15%	14%	14%	14%	11%	14%	15%	23%	14%	10%	15%	14%	15%	18%
Don't know	31%	25%	22%	35%	27%	28%	24%	36%	38%	32%	33%	22%	27%	32%	31%	32%	28%	29%	25%	31%	36%	36%	26%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 GB Adults



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

The economy in general

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	17%	50%	8%	12%	15%	22%	18%	16%	11%	13%	18%	26%	17%	20%	16%	15%	11%	14%	22%	15%	15%	16%	11%
Labour	13%	1%	35%	13%	22%	7%	16%	11%	11%	13%	15%	12%	19%	10%	12%	14%	15%	13%	18%	14%	10%	8%	9%
Liberal Democrat	7%	1%	9%	24%	10%	3%	7%	6%	10%	5%	8%	6%	9%	8%	5%	5%	7%	5%	10%	6%	4%	7%	6%
Green Party	5%	-	5%	5%	8%	1%	5%	5%	9%	7%	1%	2%	5%	6%	1%	4%	7%	5%	3%	5%	5%	7%	4%
Reform UK	13%	20%	3%	1%	3%	28%	16%	11%	3%	10%	15%	22%	8%	15%	17%	13%	10%	15%	11%	12%	17%	12%	22%
Other	2%	0%	2%	1%	2%	2%	2%	2%	4%	2%	2%	1%	1%	1%	2%	3%	2%	6%	2%	1%	2%	3%	2%
None	15%	9%	15%	14%	13%	15%	14%	15%	9%	17%	15%	13%	16%	11%	15%	16%	22%	15%	12%	16%	15%	13%	19%
Don't know	28%	18%	24%	30%	27%	23%	22%	35%	42%	33%	25%	18%	25%	29%	31%	29%	27%	28%	22%	30%	32%	34%	27%

Housing

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	8%	24%	3%	3%	7%	10%	9%	6%	5%	7%	9%	10%	9%	9%	7%	8%	3%	9%	10%	6%	7%	9%	7%
Labour	17%	6%	41%	20%	28%	9%	19%	15%	15%	16%	18%	18%	20%	14%	17%	19%	18%	12%	24%	19%	13%	8%	10%
Liberal Democrat	8%	2%	9%	26%	13%	3%	8%	7%	10%	5%	9%	9%	7%	10%	7%	5%	9%	5%	12%	6%	3%	7%	11%
Green Party	8%	1%	10%	11%	13%	3%	8%	7%	10%	11%	5%	4%	13%	7%	6%	7%	10%	6%	7%	9%	5%	12%	8%
Reform UK	12%	17%	2%	1%	3%	24%	15%	10%	5%	10%	15%	17%	7%	14%	15%	12%	8%	16%	9%	10%	17%	12%	18%
Other	2%	-	2%	1%	1%	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	3%	4%	2%	2%	2%	2%	2%
None	15%	16%	12%	13%	12%	19%	16%	15%	9%	18%	14%	15%	17%	13%	14%	18%	19%	14%	11%	17%	17%	15%	21%
Don't know	31%	34%	20%	26%	24%	31%	23%	38%	43%	32%	28%	26%	26%	33%	32%	30%	30%	34%	25%	33%	37%	35%	24%

Britain's exit from the EU

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	7%	25%	2%	3%	5%	10%	7%	7%	4%	5%	7%	13%	6%	9%	6%	6%	3%	6%	8%	6%	6%	11%	4%
Labour	13%	2%	32%	13%	20%	6%	15%	11%	13%	13%	14%	10%	17%	11%	13%	13%	11%	15%	19%	14%	6%	7%	10%
Liberal Democrat	9%	1%	14%	29%	17%	2%	10%	7%	11%	6%	12%	8%	12%	10%	8%	6%	8%	5%	14%	8%	5%	6%	7%
Green Party	5%	1%	8%	6%	8%	2%	6%	5%	9%	8%	2%	2%	8%	6%	3%	5%	5%	5%	5%	7%	4%	5%	7%
Reform UK	23%	37%	8%	5%	7%	45%	28%	18%	8%	18%	27%	35%	18%	25%	26%	24%	14%	23%	20%	20%	28%	22%	33%
Other	2%	0%	1%	1%	1%	2%	2%	2%	2%	2%	3%	1%	1%	1%	2%	2%	3%	4%	2%	1%	2%	3%	2%
None	15%	12%	14%	16%	15%	14%	15%	15%	12%	18%	13%	14%	16%	12%	14%	16%	25%	16%	12%	17%	17%	15%	15%
Don't know	26%	21%	22%	25%	26%	20%	17%	35%	40%	30%	22%	17%	21%	26%	27%	27%	32%	26%	20%	26%	34%	31%	22%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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

Defence and security

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Conservative	14%	41%	10%	12%	14%	17%	15%	13%	11%	9%	16%	23%	14%	17%	11%	14%	12%	10%	18%	14%	10%	15%	10%
Labour	17%	1%	41%	24%	30%	9%	21%	13%	12%	18%	19%	15%	23%	14%	15%	19%	19%	19%	24%	20%	11%	9%	12%
Liberal Democrat	4%	0%	4%	16%	5%	2%	3%	4%	8%	3%	4%	4%	3%	4%	4%	3%	5%	3%	4%	3%	2%	7%	5%
Green Party	4%	0%	3%	4%	5%	1%	3%	4%	9%	5%	1%	1%	6%	4%	1%	3%	5%	2%	4%	4%	2%	4%	4%
Reform UK	17%	25%	4%	5%	4%	34%	21%	13%	6%	14%	18%	26%	11%	19%	21%	16%	9%	22%	14%	15%	20%	16%	25%
Other	2%	0%	2%	-	2%	1%	2%	2%	5%	2%	2%	0%	1%	2%	2%	2%	2%	6%	2%	1%	3%	3%	2%
None	12%	6%	10%	8%	8%	12%	11%	12%	9%	14%	10%	9%	13%	8%	11%	14%	19%	11%	8%	13%	14%	12%	15%
Don't know	31%	26%	26%	31%	32%	25%	23%	39%	40%	36%	29%	22%	30%	32%	35%	30%	30%	28%	28%	30%	37%	34%	28%

Generally speaking do you think the police are doing a good or bad job?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base: All GB adults	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Very good job	5%	4%	7%	8%	6%	4%	5%	4%	3%	5%	4%	6%	8%	5%	4%	4%	5%	5%	6%	5%	4%	4%	2%
Fairly good job	45%	54%	51%	61%	52%	41%	42%	47%	43%	39%	51%	49%	36%	45%	49%	46%	44%	53%	49%	48%	42%	40%	39%
Fairly bad job	27%	31%	26%	22%	27%	31%	28%	27%	20%	29%	26%	29%	32%	28%	24%	28%	29%	22%	29%	28%	26%	25%	29%
Very bad job	14%	9%	8%	3%	7%	19%	17%	11%	12%	15%	15%	12%	12%	15%	14%	14%	15%	10%	9%	12%	17%	18%	21%
Don't know	9%	2%	8%	5%	8%	5%	8%	11%	21%	12%	4%	4%	13%	8%	9%	9%	8%	10%	7%	8%	11%	14%	10%

Do you think the level of crime in your LOCAL area has gone up or down over the last few years, or has it stayed the same?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base: All GB adults	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Gone up a lot	13%	15%	8%	6%	8%	19%	13%	13%	7%	13%	15%	15%	14%	15%	12%	12%	9%	12%	11%	9%	15%	17%	20%
Gone up a little	28%	32%	28%	23%	27%	30%	27%	28%	24%	28%	30%	26%	26%	30%	27%	27%	25%	26%	29%	31%	26%	23%	23%
Stayed the same	39%	37%	46%	50%	47%	35%	39%	39%	41%	37%	39%	44%	35%	35%	44%	40%	48%	45%	41%	40%	37%	38%	39%
Gone down a little	5%	3%	7%	8%	6%	4%	7%	4%	9%	6%	4%	5%	9%	5%	5%	5%	4%	6%	7%	6%	4%	7%	1%
Gone down a lot	1%	0%	2%	1%	1%	2%	2%	1%	-	2%	2%	1%	3%	1%	1%	2%	1%	-	2%	1%	0%	1%	2%
Don't know	13%	13%	10%	12%	11%	12%	12%	15%	19%	15%	12%	9%	13%	14%	11%	15%	13%	12%	9%	14%	18%	14%	14%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 GB Adults



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

Do you think the level of crime NATIONALLY has gone up or down over the last few years, or has it stayed the same?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base: All GB adults	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Gone up a lot	34%	46%	21%	26%	22%	52%	34%	35%	19%	30%	39%	44%	31%	34%	33%	36%	35%	34%	28%	31%	41%	35%	48%
Gone up a little	28%	35%	32%	25%	31%	26%	27%	29%	26%	29%	28%	27%	24%	32%	31%	29%	18%	24%	30%	30%	27%	27%	24%
Stayed the same	18%	9%	24%	26%	25%	10%	20%	15%	23%	17%	18%	15%	16%	17%	18%	16%	23%	24%	21%	18%	15%	17%	12%
Gone down a little	6%	2%	9%	11%	10%	3%	8%	5%	8%	6%	6%	6%	9%	6%	6%	6%	7%	4%	10%	7%	3%	4%	7%
Gone down a lot	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	4%	1%	1%	2%	1%	-	2%	2%	2%	1%	1%
Don't know	12%	7%	11%	11%	10%	8%	10%	14%	23%	15%	8%	6%	15%	10%	11%	12%	17%	14%	10%	12%	12%	16%	10%

Generally speaking, how much confidence do you have in the police to deal with crime in your local area?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
A lot of confidence	4%	2%	4%	8%	4%	4%	5%	3%	6%	4%	3%	4%	4%	4%	4%	3%	5%	1%	4%	4%	4%	2%	4%
A fair amount of confidence	36%	37%	44%	52%	47%	29%	34%	39%	32%	35%	34%	42%	30%	37%	37%	36%	37%	44%	45%	38%	29%	32%	26%
Not very much confidence	37%	43%	38%	31%	36%	41%	37%	37%	35%	36%	42%	35%	42%	37%	38%	35%	37%	37%	36%	37%	36%	40%	40%
No confidence at all	16%	15%	10%	4%	9%	22%	19%	13%	9%	18%	16%	16%	17%	16%	16%	17%	13%	11%	12%	15%	18%	19%	22%
Don't know	7%	3%	4%	5%	4%	4%	6%	7%	18%	7%	5%	3%	7%	6%	5%	8%	8%	7%	3%	6%	13%	7%	7%

Generally speaking, do you think the sentences that the courts hand down to people who have been convicted of crimes are too harsh, not harsh enough, or get the balance about right?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base: All GB adults	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Too harsh	3%	1%	4%	5%	4%	2%	4%	3%	7%	3%	4%	1%	4%	3%	5%	2%	3%	6%	4%	3%	2%	3%	5%
Not harsh enough	64%	84%	56%	45%	54%	79%	63%	64%	43%	62%	67%	73%	50%	64%	68%	68%	64%	62%	59%	63%	70%	61%	69%
Get the balance about right	18%	7%	27%	38%	27%	10%	20%	15%	21%	17%	20%	16%	27%	17%	16%	16%	15%	16%	24%	20%	9%	16%	13%
Don't know	15%	8%	13%	13%	15%	9%	13%	18%	29%	18%	10%	10%	19%	16%	11%	14%	19%	17%	13%	14%	19%	20%	12%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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

...someone suffering from a terminal illness?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
The law should be changed to make this legal	67%	70%	72%	66%	72%	70%	64%	70%	50%	71%	70%	65%	61%	67%	71%	69%	58%	74%	69%	68%	66%	62%	68%
The law should not be changed to make this legal	16%	15%	15%	13%	13%	14%	19%	13%	31%	13%	13%	17%	20%	16%	15%	15%	21%	9%	18%	14%	15%	21%	12%
Not sure	17%	15%	13%	21%	14%	16%	17%	17%	19%	16%	17%	18%	20%	17%	14%	16%	21%	17%	13%	18%	19%	18%	20%

...someone suffering from an painful, incurable but NOT terminal illness?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
The law should be changed to make this legal	41%	38%	44%	36%	42%	41%	38%	44%	38%	47%	39%	32%	34%	41%	48%	42%	33%	40%	39%	42%	43%	38%	40%
The law should not be changed to make this legal	32%	36%	35%	34%	33%	34%	38%	28%	36%	25%	37%	39%	38%	30%	32%	31%	38%	33%	37%	31%	25%	35%	35%
Not sure	27%	25%	21%	30%	26%	26%	25%	29%	26%	28%	24%	29%	28%	29%	20%	27%	29%	27%	24%	26%	31%	27%	25%

Would you support or oppose the reintroduction of the death penalty for the following crimes?

All cases of murder

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Would support the death penalty for this	35%	45%	20%	22%	21%	48%	35%	34%	26%	35%	35%	37%	23%	33%	42%	38%	34%	37%	26%	33%	40%	41%	44%
Would oppose the death penalty for this	49%	41%	67%	62%	66%	34%	50%	48%	58%	48%	49%	47%	59%	50%	44%	46%	53%	43%	62%	51%	39%	43%	35%
Don't know	16%	14%	13%	17%	13%	18%	15%	18%	15%	17%	16%	16%	18%	17%	15%	17%	12%	20%	12%	16%	21%	16%	21%

Murder of a child

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Would support the death penalty for this	54%	66%	37%	38%	37%	71%	56%	51%	42%	54%	54%	57%	39%	53%	62%	56%	55%	50%	43%	53%	60%	58%	66%
Would oppose the death penalty for this	35%	25%	55%	48%	55%	19%	34%	37%	42%	34%	37%	33%	44%	37%	30%	31%	37%	38%	48%	37%	26%	30%	21%
Don't know	11%	9%	9%	14%	8%	10%	10%	12%	16%	12%	9%	9%	18%	10%	8%	13%	8%	12%	9%	10%	14%	12%	13%

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Total	Vote in 2024 GE			2016 EU Ref		Gender		Age				Region						New social grade				
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Murder of a police officer

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Would support the death penalty for this	43%	57%	27%	28%	27%	62%	44%	41%	26%	39%	45%	55%	27%	41%	51%	48%	45%	41%	35%	43%	45%	47%	55%
Would oppose the death penalty for this	42%	32%	62%	56%	61%	25%	42%	43%	51%	44%	42%	35%	54%	45%	35%	38%	44%	42%	54%	44%	34%	36%	29%
Don't know	15%	11%	11%	16%	12%	13%	14%	16%	23%	17%	13%	10%	19%	15%	14%	14%	11%	17%	11%	13%	20%	16%	16%

Murder as part of a terrorist act

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Would support the death penalty for this	57%	76%	38%	40%	39%	77%	60%	54%	42%	56%	58%	65%	42%	55%	65%	62%	56%	58%	45%	58%	62%	65%	66%
Would oppose the death penalty for this	33%	19%	53%	48%	52%	15%	31%	35%	43%	33%	33%	27%	44%	35%	27%	28%	37%	30%	47%	33%	24%	25%	21%
Don't know	10%	6%	9%	12%	9%	8%	9%	11%	15%	11%	8%	8%	14%	10%	8%	11%	7%	12%	8%	8%	14%	11%	12%

Multiple murders

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Would support the death penalty for this	58%	73%	41%	45%	41%	75%	61%	56%	49%	56%	61%	64%	42%	58%	65%	64%	55%	58%	47%	58%	65%	66%	67%
Would oppose the death penalty for this	31%	18%	51%	44%	51%	15%	29%	33%	36%	31%	32%	27%	41%	32%	27%	26%	36%	29%	44%	33%	21%	24%	20%
Don't know	11%	9%	8%	10%	8%	10%	10%	11%	15%	12%	7%	9%	17%	10%	9%	10%	9%	14%	8%	10%	14%	10%	14%

Do you think it should or should not be legal for parents to smack their children?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Should be legal for parents to smack their children	52%	72%	40%	40%	44%	64%	60%	44%	35%	45%	57%	68%	45%	52%	56%	54%	51%	46%	50%	51%	55%	54%	53%
Should not be legal for parents to smack their children	32%	16%	47%	44%	40%	21%	27%	37%	49%	37%	27%	19%	38%	31%	31%	29%	34%	36%	34%	34%	27%	32%	30%
Don't know	16%	12%	13%	15%	16%	15%	13%	19%	16%	18%	16%	12%	17%	16%	14%	17%	14%	18%	16%	15%	18%	14%	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

Do you support or oppose the change in the law that allowed same-sex couples to marry?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Strongly support	50%	36%	68%	63%	67%	36%	40%	60%	54%	60%	50%	31%	50%	50%	51%	48%	52%	51%	57%	51%	43%	51%	40%
Tend to support	25%	34%	21%	24%	22%	32%	27%	23%	12%	19%	30%	37%	20%	26%	22%	28%	25%	27%	28%	21%	29%	22%	26%
Tend to oppose	9%	12%	3%	6%	3%	13%	11%	6%	12%	6%	8%	12%	10%	8%	11%	7%	8%	6%	6%	10%	10%	7%	10%
Strongly oppose	9%	11%	4%	7%	4%	11%	13%	5%	15%	7%	7%	13%	8%	8%	9%	12%	8%	10%	7%	8%	9%	14%	11%
Don't know	7%	7%	4%	1%	4%	8%	9%	6%	8%	9%	6%	7%	12%	8%	7%	6%	7%	6%	3%	9%	10%	6%	13%

Do you think hunting foxes with dogs should remain illegal, or should it be made legal again?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Hunting foxes with dogs should remain illegal	81%	76%	92%	87%	90%	79%	76%	86%	67%	80%	87%	84%	80%	78%	84%	85%	82%	83%	83%	82%	79%	76%	86%
Hunting foxes with dogs should be made legal again	9%	15%	4%	6%	5%	12%	11%	7%	15%	7%	9%	9%	6%	11%	8%	8%	6%	12%	10%	8%	9%	9%	7%
Don't know	10%	9%	4%	8%	5%	9%	12%	8%	18%	13%	4%	8%	14%	11%	8%	7%	12%	4%	7%	10%	12%	15%	8%

Which of the following best reflects your view on genetically modified (GM) food?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
It is potentially dangerous and should not be allowed in food products	36%	40%	33%	30%	36%	40%	30%	42%	24%	34%	42%	38%	34%	36%	35%	38%	30%	43%	39%	32%	36%	35%	40%
As long as they have been approved by the authorities they should be allowed in food products	35%	33%	43%	44%	39%	30%	45%	25%	44%	36%	32%	32%	30%	35%	35%	34%	41%	34%	38%	39%	30%	31%	25%
Neither	9%	10%	8%	7%	7%	11%	8%	10%	5%	9%	10%	11%	7%	9%	13%	8%	11%	-	8%	8%	10%	10%	11%
Don't know	20%	17%	16%	19%	18%	19%	17%	24%	27%	22%	16%	19%	28%	20%	17%	20%	18%	23%	15%	22%	23%	23%	24%

Thinking about the licence fee and the services the BBC offers, do you think it does or does not offer good value for money?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Does offer good value for money	31%	31%	48%	45%	47%	23%	31%	31%	27%	28%	33%	36%	38%	32%	31%	28%	24%	40%	41%	32%	24%	25%	24%
Does not offer good value for money	59%	66%	47%	47%	47%	72%	60%	58%	42%	61%	62%	61%	49%	60%	59%	63%	65%	50%	54%	57%	62%	64%	68%
Don't know	10%	3%	5%	8%	6%	5%	9%	11%	31%	11%	4%	3%	13%	9%	10%	8%	11%	10%	5%	11%	13%	11%	8%

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Thinking about how the BBC is funded, which of the following would you most like to see?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
The BBC funded from the television licence, as at present	24%	24%	36%	36%	36%	16%	23%	25%	25%	21%	26%	27%	24%	26%	22%	23%	18%	31%	32%	24%	17%	23%	16%
The BBC funded from a subscription model, with people having to pay a subscription to watch their channels	18%	22%	15%	14%	14%	24%	21%	16%	13%	18%	22%	16%	19%	17%	16%	20%	19%	19%	19%	18%	20%	16%	16%
The BBC funded from advertising in commercial breaks	33%	41%	29%	26%	27%	41%	32%	33%	20%	31%	36%	38%	28%	32%	36%	33%	35%	33%	29%	31%	36%	34%	38%
The BBC funded from general taxation	8%	5%	9%	11%	10%	6%	8%	8%	8%	8%	7%	9%	11%	9%	5%	7%	9%	4%	12%	8%	4%	5%	9%
Something else	4%	1%	3%	3%	3%	4%	5%	3%	9%	4%	3%	3%	5%	4%	5%	4%	3%	-	2%	3%	4%	7%	7%
Don't know	13%	7%	8%	10%	9%	10%	11%	16%	25%	19%	6%	7%	15%	12%	16%	13%	15%	13%	6%	16%	19%	14%	15%

Overall, would you say the British press is a force for good or bad?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Good	24%	41%	25%	24%	25%	29%	25%	24%	19%	18%	25%	39%	29%	26%	22%	22%	22%	26%	31%	20%	21%	24%	26%
Bad	51%	41%	55%	49%	54%	49%	54%	48%	43%	60%	52%	38%	50%	54%	48%	52%	48%	47%	50%	53%	52%	48%	52%
Don't know	24%	19%	20%	27%	21%	22%	21%	28%	38%	23%	24%	22%	21%	21%	30%	25%	30%	26%	19%	27%	27%	29%	22%

Thinking about the following newspapers and media sources, do you think they are generally more favourable towards Labour and the left, to the Conservatives and the right, or are they neutral?

Sun

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	8%	16%	5%	5%	6%	11%	7%	8%	7%	7%	9%	9%	4%	10%	7%	7%	13%	2%	8%	4%	10%	8%	9%
Is generally a little more favourable towards Labour and/or the left	8%	12%	5%	6%	8%	8%	9%	7%	9%	7%	7%	11%	7%	6%	10%	10%	5%	10%	8%	8%	7%	6%	11%
Is generally neutral	5%	3%	4%	2%	2%	6%	5%	5%	3%	5%	5%	4%	6%	3%	4%	4%	7%	10%	4%	4%	5%	6%	5%
Is generally a little more favourable Conservatives and/or the right	14%	19%	15%	16%	14%	18%	19%	9%	12%	10%	17%	19%	15%	18%	14%	11%	14%	6%	17%	15%	14%	12%	10%
Is generally much more favourable Conservatives and/or the right	23%	9%	41%	36%	39%	12%	27%	20%	18%	23%	27%	21%	29%	23%	19%	22%	22%	32%	30%	24%	15%	18%	21%
Don't know	43%	42%	31%	36%	32%	46%	34%	51%	51%	49%	36%	35%	39%	40%	47%	47%	40%	40%	32%	45%	48%	49%	46%

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Sample size: 1750 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

Mirror

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	18%	29%	14%	14%	14%	27%	24%	13%	10%	12%	24%	28%	15%	23%	15%	17%	16%	21%	21%	14%	20%	20%	17%
Is generally a little more favourable towards Labour and/or the left	19%	20%	28%	25%	28%	17%	23%	16%	11%	12%	27%	28%	14%	18%	20%	23%	19%	17%	24%	19%	17%	11%	17%
Is generally neutral	4%	3%	4%	3%	4%	3%	5%	3%	4%	5%	3%	3%	6%	4%	3%	3%	3%	9%	3%	5%	5%	2%	7%
Is generally a little more favourable Conservatives and/or the right	7%	3%	8%	12%	8%	5%	7%	6%	9%	9%	5%	4%	8%	6%	8%	5%	11%	7%	9%	7%	5%	5%	7%
Is generally much more favourable Conservatives and/or the right	5%	1%	9%	5%	8%	2%	4%	5%	5%	7%	3%	3%	7%	5%	4%	5%	4%	4%	6%	5%	3%	5%	2%
Don't know	47%	44%	37%	41%	38%	47%	37%	56%	61%	55%	38%	35%	51%	44%	50%	48%	47%	41%	36%	50%	50%	56%	50%

Times

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	3%	3%	1%	1%	1%	5%	5%	2%	7%	4%	3%	2%	4%	5%	2%	3%	2%	3%	3%	2%	4%	6%	3%
Is generally a little more favourable towards Labour and/or the left	4%	3%	4%	1%	2%	4%	5%	3%	8%	3%	4%	3%	1%	4%	4%	4%	4%	5%	3%	4%	5%	3%	1%
Is generally neutral	11%	12%	8%	14%	10%	11%	14%	9%	9%	11%	10%	14%	16%	12%	11%	8%	9%	18%	14%	7%	13%	11%	14%
Is generally a little more favourable Conservatives and/or the right	21%	25%	30%	27%	31%	19%	22%	21%	12%	18%	26%	28%	20%	23%	22%	21%	23%	12%	31%	21%	15%	14%	17%
Is generally much more favourable Conservatives and/or the right	15%	11%	23%	20%	22%	12%	16%	13%	7%	12%	18%	19%	18%	15%	11%	15%	15%	17%	18%	17%	9%	11%	16%
Don't know	46%	45%	34%	37%	33%	50%	38%	53%	58%	52%	40%	35%	41%	42%	50%	50%	48%	45%	31%	50%	54%	55%	49%

Daily Telegraph

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	3%	4%	1%	-	1%	5%	5%	2%	4%	4%	2%	2%	3%	4%	4%	2%	2%	-	2%	2%	5%	6%	3%
Is generally a little more favourable towards Labour and/or the left	3%	3%	1%	3%	1%	4%	2%	3%	2%	3%	3%	2%	4%	2%	1%	2%	4%	6%	3%	3%	3%	1%	1%
Is generally neutral	7%	7%	6%	7%	6%	8%	8%	6%	5%	8%	5%	8%	4%	7%	6%	7%	11%	9%	5%	4%	11%	10%	7%
Is generally a little more favourable Conservatives and/or the right	16%	23%	15%	13%	17%	18%	17%	15%	14%	11%	17%	25%	17%	16%	19%	17%	11%	13%	22%	16%	14%	8%	16%
Is generally much more favourable Conservatives and/or the right	25%	17%	40%	38%	41%	15%	29%	20%	18%	21%	29%	29%	31%	26%	18%	23%	26%	23%	34%	25%	14%	20%	22%
Don't know	47%	45%	37%	38%	34%	51%	38%	54%	57%	53%	43%	34%	40%	44%	53%	49%	47%	49%	33%	50%	53%	56%	52%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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

Guardian

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	22%	33%	22%	16%	22%	27%	28%	16%	15%	19%	24%	28%	30%	25%	17%	18%	15%	22%	30%	21%	18%	16%	17%
Is generally a little more favourable towards Labour and/or the left	17%	10%	26%	24%	26%	11%	19%	15%	13%	16%	19%	18%	21%	18%	15%	14%	21%	10%	22%	19%	10%	12%	15%
Is generally neutral	8%	5%	10%	13%	10%	7%	9%	8%	6%	9%	9%	8%	8%	8%	6%	10%	8%	11%	9%	5%	9%	10%	13%
Is generally a little more favourable Conservatives and/or the right	7%	8%	7%	5%	7%	7%	6%	8%	7%	6%	6%	9%	5%	6%	8%	8%	9%	8%	7%	7%	7%	6%	9%
Is generally much more favourable Conservatives and/or the right	4%	3%	5%	7%	5%	3%	4%	5%	8%	5%	4%	3%	3%	5%	5%	4%	6%	5%	4%	4%	5%	6%	3%
Don't know	42%	41%	29%	34%	30%	45%	34%	49%	51%	45%	38%	35%	33%	38%	50%	45%	40%	44%	28%	44%	50%	51%	43%

Express

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	3%	4%	2%	1%	1%	5%	5%	2%	6%	4%	2%	2%	3%	5%	3%	2%	4%	-	2%	2%	5%	7%	3%
Is generally a little more favourable towards Labour and/or the left	3%	6%	2%	2%	2%	4%	3%	4%	3%	2%	4%	5%	3%	3%	4%	3%	5%	2%	3%	2%	5%	4%	3%
Is generally neutral	6%	4%	3%	6%	3%	7%	7%	4%	7%	7%	4%	5%	7%	5%	7%	5%	3%	11%	4%	6%	7%	4%	9%
Is generally a little more favourable Conservatives and/or the right	14%	18%	14%	14%	17%	15%	16%	12%	6%	10%	15%	22%	17%	13%	12%	16%	15%	8%	20%	13%	10%	8%	12%
Is generally much more favourable Conservatives and/or the right	20%	15%	35%	32%	34%	13%	26%	15%	12%	17%	25%	26%	20%	21%	18%	20%	19%	26%	29%	21%	14%	12%	19%
Don't know	53%	54%	45%	45%	43%	56%	43%	63%	66%	60%	49%	40%	51%	52%	57%	54%	54%	52%	41%	56%	60%	65%	53%

Daily Mail

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	4%	3%	2%	1%	1%	5%	5%	3%	6%	4%	3%	2%	4%	5%	3%	2%	4%	1%	3%	2%	5%	5%	5%
Is generally a little more favourable towards Labour and/or the left	4%	4%	3%	3%	3%	4%	5%	3%	7%	3%	4%	4%	2%	4%	4%	4%	5%	2%	4%	4%	4%	4%	3%
Is generally neutral	4%	3%	2%	4%	3%	4%	4%	4%	3%	5%	4%	3%	5%	3%	4%	3%	7%	6%	2%	4%	6%	5%	3%
Is generally a little more favourable Conservatives and/or the right	15%	28%	11%	13%	13%	21%	16%	15%	8%	11%	17%	26%	12%	18%	15%	14%	13%	15%	18%	15%	15%	11%	12%
Is generally much more favourable Conservatives and/or the right	35%	31%	56%	46%	53%	26%	40%	30%	25%	34%	38%	37%	42%	36%	30%	33%	33%	35%	47%	35%	26%	24%	30%
Don't know	39%	31%	27%	32%	27%	41%	32%	46%	51%	44%	35%	29%	36%	34%	44%	43%	38%	41%	26%	40%	44%	51%	47%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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

BBC

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	16%	25%	5%	3%	5%	30%	19%	12%	8%	12%	20%	22%	13%	18%	17%	15%	12%	17%	15%	12%	19%	17%	19%
Is generally a little more favourable towards Labour and/or the left	9%	20%	5%	8%	8%	12%	11%	8%	10%	7%	8%	15%	10%	13%	7%	7%	7%	8%	9%	11%	10%	5%	9%
Is generally neutral	28%	23%	43%	43%	40%	19%	29%	27%	28%	25%	31%	31%	34%	28%	27%	24%	30%	35%	36%	28%	23%	26%	19%
Is generally a little more favourable Conservatives and/or the right	11%	6%	18%	15%	17%	6%	10%	11%	11%	12%	11%	9%	10%	10%	11%	12%	15%	6%	16%	9%	8%	9%	10%
Is generally much more favourable Conservatives and/or the right	6%	3%	9%	11%	9%	4%	5%	7%	5%	6%	6%	7%	6%	6%	5%	8%	9%	3%	5%	7%	6%	5%	7%
Don't know	29%	23%	19%	20%	21%	28%	24%	34%	37%	38%	24%	16%	27%	26%	33%	34%	27%	31%	18%	32%	33%	38%	37%

Channel 4 News

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	11%	16%	5%	2%	5%	19%	16%	6%	10%	11%	14%	10%	7%	15%	10%	9%	11%	11%	12%	8%	13%	14%	12%
Is generally a little more favourable towards Labour and/or the left	13%	15%	17%	13%	15%	13%	16%	11%	16%	15%	9%	14%	22%	12%	8%	14%	14%	13%	18%	15%	12%	7%	8%
Is generally neutral	25%	24%	37%	40%	39%	20%	26%	24%	5%	21%	36%	32%	27%	23%	28%	25%	28%	26%	34%	22%	19%	22%	27%
Is generally a little more favourable Conservatives and/or the right	3%	2%	4%	1%	2%	2%	4%	2%	6%	3%	2%	2%	3%	3%	3%	3%	2%	1%	3%	3%	3%	2%	3%
Is generally much more favourable Conservatives and/or the right	1%	1%	1%	-	1%	0%	1%	1%	2%	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	1%	1%	2%	1%
Don't know	46%	42%	36%	44%	37%	46%	36%	56%	61%	49%	39%	42%	40%	45%	51%	48%	43%	49%	33%	51%	52%	53%	50%

Sky News

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	7%	9%	2%	1%	2%	14%	10%	5%	6%	7%	10%	6%	7%	9%	4%	8%	5%	5%	5%	6%	9%	11%	7%
Is generally a little more favourable towards Labour and/or the left	7%	9%	3%	2%	3%	10%	8%	5%	10%	5%	8%	8%	8%	7%	8%	4%	5%	10%	8%	6%	6%	7%	8%
Is generally neutral	21%	24%	25%	26%	26%	20%	22%	20%	17%	17%	24%	26%	19%	20%	18%	24%	28%	18%	28%	19%	20%	13%	19%
Is generally a little more favourable Conservatives and/or the right	10%	2%	19%	16%	16%	5%	14%	6%	13%	12%	9%	7%	13%	8%	14%	8%	12%	10%	12%	13%	7%	9%	6%
Is generally much more favourable Conservatives and/or the right	5%	1%	9%	4%	9%	2%	7%	4%	4%	8%	4%	3%	8%	5%	4%	4%	8%	10%	6%	5%	4%	5%	9%
Don't know	49%	55%	41%	52%	44%	50%	39%	59%	50%	51%	45%	50%	44%	50%	53%	52%	42%	48%	41%	51%	54%	54%	51%

Fieldwork Dates: 20th - 22nd September 2025

Sample size: 1750 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

ITN

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
Is generally much more favourable towards Labour and/or the left	7%	11%	2%	-	2%	14%	9%	5%	3%	7%	9%	7%	4%	8%	6%	7%	8%	8%	5%	5%	9%	12%	8%
Is generally a little more favourable towards Labour and/or the left	6%	13%	4%	1%	4%	11%	9%	4%	3%	4%	7%	13%	2%	6%	6%	8%	8%	8%	9%	6%	6%	4%	6%
Is generally neutral	27%	33%	34%	38%	37%	25%	32%	22%	14%	19%	36%	38%	31%	27%	26%	27%	24%	27%	36%	23%	24%	21%	29%
Is generally a little more favourable Conservatives and/or the right	4%	0%	9%	5%	7%	3%	6%	3%	5%	4%	5%	5%	3%	6%	3%	4%	4%	8%	5%	4%	4%	4%	4%
Is generally much more favourable Conservatives and/or the right	2%	1%	3%	2%	3%	2%	2%	2%	-	3%	2%	2%	3%	1%	2%	2%	4%	1%	2%	2%	1%	2%	2%
Don't know	53%	43%	48%	54%	48%	47%	43%	63%	74%	64%	41%	35%	57%	52%	57%	52%	53%	48%	43%	60%	56%	57%	51%

Where do you get most of your news about news and current affairs?

Unweighted base	1750	278	464	172	656	610	806	944	127	718	408	497	145	632	298	427	156	92	536	524	293	225	172
Base	1750	316	451	161	649	693	851	900	191	730	422	408	212	600	287	415	152	84	490	508	368	227	158
National TV news	40%	57%	42%	47%	43%	47%	38%	41%	21%	25%	50%	63%	32%	41%	39%	40%	45%	40%	46%	35%	38%	34%	49%
Regional TV news	23%	31%	27%	27%	24%	28%	21%	24%	11%	15%	30%	35%	15%	21%	26%	24%	28%	23%	23%	20%	25%	17%	34%
National newspapers	10%	21%	9%	9%	9%	15%	11%	9%	2%	6%	10%	21%	11%	12%	8%	9%	8%	9%	15%	8%	7%	8%	10%
Regional or local newspapers	4%	4%	4%	9%	4%	4%	5%	3%	5%	4%	3%	6%	8%	3%	2%	5%	5%	1%	6%	4%	3%	4%	5%
News websites (e.g. BBC, Guardian, Daily Mail)	42%	43%	52%	52%	53%	37%	45%	39%	34%	44%	46%	38%	59%	44%	38%	35%	38%	41%	53%	46%	34%	31%	33%
Social media (e.g. Facebook or Twitter)	28%	16%	26%	23%	23%	25%	29%	28%	47%	35%	22%	13%	41%	25%	27%	25%	33%	25%	25%	29%	31%	35%	20%
National radio	18%	21%	23%	23%	25%	17%	18%	18%	5%	14%	25%	22%	18%	19%	16%	17%	16%	24%	25%	16%	16%	14%	11%
Local radio	9%	8%	9%	9%	9%	10%	8%	9%	4%	8%	9%	11%	1%	9%	7%	10%	16%	8%	7%	7%	13%	9%	7%
Word of mouth	10%	5%	10%	10%	9%	6%	9%	10%	22%	13%	6%	3%	12%	8%	11%	9%	8%	14%	9%	11%	12%	7%	7%
Friends/relatives	12%	5%	13%	12%	11%	8%	11%	13%	27%	14%	9%	5%	14%	10%	14%	11%	13%	16%	11%	13%	13%	12%	8%
Other	6%	5%	6%	5%	6%	6%	7%	5%	7%	8%	5%	3%	8%	6%	4%	6%	8%	6%	5%	5%	9%	5%	8%
None of these - I don't really follow news and current affairs	10%	6%	6%	7%	6%	10%	10%	10%	16%	13%	7%	4%	7%	10%	12%	12%	8%	3%	4%	12%	8%	16%	14%
Don't know	2%	2%	0%	-	1%	1%	2%	2%	6%	3%	1%	0%	3%	2%	1%	3%	1%	4%	1%	1%	4%	4%	1%

Cell Contents (Column Percentages)