YouGov / Persuasion Survey Results

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YouGov / Persuasion Survey Results

Sample Size: 5346 adults in UK (18+) Fieldwork: 12th - 27th March 2025

		e 2016	Po	litical Attenti	on	Ge	ender		Ag	ge	
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%

Through which of these media outlets and platforms, if any, have you seen or heard politics-related content in the last few days? This can be content of any nature. Please tick all that apply.

	54	53	27	57	69	57	51	41	44	61	68
BBC (online or television) Facebook	25	25	20	24	30	24	26	15	28	26	22
Radio	25	29	13	26	34	25	25	7	19	34	35
ITV news (online or television)	23	30	15	24	27	22	24	9	14	28	40
YouTube	22	19	13	21	31	29	15	34	25	20	12
TikTok	12	7	10	11	13	10	13	30	14	7	3
Sky News (online or television)	18	18	8	18	27	20	16	17	16	21	18
Instagram	17	8	11	16	24	16	18	41	23	9	4
The Guardian (print or online)	16	8	2	14	32	18	13	20	16	15	13
The Daily Mail (print or online)	14	21	7	15	18	13	16	11	11	15	21
GB News (online or television)	12	21	5	12	18	15	9	8	8	16	17
Podcasts	8	5	2	7	16	10	6	9	11	7	4
The Daily Telegraph (print or online)	8	9	1	7	14	9	6	8	5	9	10
WhatsApp	8	7	6	7	13	9	7	11	9	8	6
The Sun (print or online)	6	8	4	6	8	7	5	5	6	7	6
The Daily Mirror (print or online)	5	5	3	5	7	5	4	5	4	6	5
The Financial Times (print or online)	5	3	1	4	9	6	3	7	5	4	3
Telegram	3	2	2	2	4	4	2	3	3	2	1
Signal	0	0	0	0	1	1	0	0	1	0	0
None of these	6	6	10	5	3	6	6	8	7	5	4
Not applicable - I never read, see or hear politics related content n a scale of 0 to 10. where 0 means you would never consider	9	8	26	7	1	7	11	13	12	7	5
Not applicable - I never read, see or hear politics related content in a scale of 0 to 10, where 0 means you would never consider oting for them, and 10 means you would definitely consider voting or them, how likely are you to consider voting for the following arties at the next election? ionservatives	9	8	26	7	1	7					5
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YouGov / Persuasion Survey Results

	1	Social	Grade						Region							I	Education	a l	Eth	nicity
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority
Weighted Sampl				195	568	466	404	446	527	615	713	540	278	444	150		2136	1797		762
Unweighted Sampl			2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076		4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Through which of these media outlets and platforms, if any, have you seen or heard politics-related content in the last few days? This can be content of any nature. Please tick all that apply.																				
BBC (online or television	ר) 54	59	47	48	50	50	57	53	56	56	55	52	51	55	62	48	51	62	55	50
Faceboo	,	25	25	35	23	27	28	24	26	22	24	20	28	25	26	23	23	27	25	25
Rad		28	21	21	23	22	30	27	22	23	29	26	19	28	33	23	24	28	26	18
ITV news (online or television		22	25	32	23	20	23	27	24	21	24	21	21	24	33	29	24	19	25	18
YouTub	,	22	22	22	21	19	21	23	18	33	19	19	17	23	21	18	21	26	18	40
TikTo		12	11	8	12	11	10	12	12	14	11	10	11	12	12	9	13	12	11	16
Sky News (online or television		19	16	21	20	14	13	20	18	22	18	15	11	22	22	17	18	19	17	25
Instagra	,	20	13	14	16	15	12	12	16	33	16	14	18	15	14	9	16	24	14	34
The Guardian (print or online	e) 16	20	10	11	15	13	14	16	15	29	13	11	10	18	19	6	13	27	14	24
The Daily Mail (print or online		15	13	13	15	11	17	14	15	16	14	13	14	13	17	14	15	13	14	13
GB News (online or television		12	12	13	12	12	13	12	14	12	13	11	12	10	10	14	12	10	12	10
Podcas	,	10	6	9	8	6	7	9	8	14	6	4	5	12	9	4	7	12	7	12
The Daily Telegraph (print or online	e) 8	9	6	6	8	6	9	9	8	10	7	6	6	7	7	5	7	10	7	10
WhatsAp		8	9	5	9	7	8	11	8	14	8	5	5	8	9	8	7	10	7	17
The Sun (print or online	e) 6	5	7	8	6	4	8	8	8	7	5	2	5	9	5	9	5	5	6	8
The Daily Mirror (print or online		5	5	7	5	2	6	7	4	7	4	1	4	5	6	5	5	4	4	7
The Financial Times (print or online		5	3	3	5	2	3	5	4	11	4	2	2	6	4	2	4	7	4	10
Telegra	'	3	2	2	3	2	2	4	2	4	2	2	1	3	1	2	2	3	2	7
Sign		0	0	0	0	0	1	1	0	1	0	1	0	0	0	0	0	1	0	1
None of thes		6	6	8	6	7	7	7	4	5	6	6	6	6	8	6	6	5	6	4
Not applicable - I never read, see or hear politics related content		6	13	7	12	13	9	11	10	7	6	10	15	7	3	14	11	5	10	7
n a scale of 0 to 10, where 0 means you would never consider oting for them, and 10 means you would definitely consider voting r them, how likely are you to consider voting for the following arties at the next election? onservatives																				
0 - Would never consider voting for the	m 38	35	41	43	43	42	28	36	31	36	33	37	46	45	43	36	36	41	37	41
	1 7	8	6	8	7	7	6	6	6	8	6	6	8	9	11	6	6	9	7	6
	27	8	6	6	8	7	8	9	5	7	6	7	4	9	3	6	7	9	7	10
	36	6	6	5	4	6	6	6	7	5	6	6	5	6	5	5	6	6	6	5
	4 4	5	4	5	3	5	4	4	5	6	6	5	2	3	3	4	5	5	4	6
	5 11	11	11	11	8	11	12	10	13	12	9	10	11	13	11	10	13	9	11	12
	65	6	4	6	5	5	6	6	6	4	5	4	4	3	5	5	5	4	5	4
	76	6	6	5	5	4	7	6	6	6	8	8	6	3	6	7	6	5	6	6
	8 5	5	5	4	4	4	6	5	6	4	6	6	5	4	5	7	4	4	5	4
	9 2	2	2	2	3	1	5	1	3	3	3	2	1	1	0	3	3	1	2	2
10 - Would definitely consider voting for the		9	8	6	8	7	11	8	11	7	10	9	6	4	5	11	8	6	9	4
																			-	
TOTAL CURIOUS (6-		28	25	23	25	21	35	26	32	24	32	29	22	15	21	33	26	20	27	20

YouGov / Persuasion Survey Results

Sample Size: 5346 adults in UK (18+) Fieldwork: 12th - 27th March 2025

			Househo	ld Income	,		5	Savings Am	ount		1	Religion		Но	use Ter	ure
		Under	20,000 -	40,000 -		Less than	£5.000 -	£20,000 -	£50,000 -	£100.000						
	Total	20,000	39,999	69,999	70,000+	£5,000	£19,999	£49,999	£99,999	and above	None	Christian	Other	Own	Rent	Othe
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Through which of these media outlets and platforms, if any, have																
You seen or heard politics-related content in the last few days? This an be content of any nature. Please tick all that apply.																
BBC (online or television)	54	47	57	57	59	47	61	66	68	70	52	59	51	60	44	47
Facebook		25	27	29	26	27	28	26	23	23	23	26	30	25	27	19
Radio		24	28	26	30	23	26	30	35	38	23	29	23	31	19	11
ITV news (online or television)		27	25	21	20	21	21	25	29	30	18	33	21	28	19	14
YouTube		26	20	24	20	25	23	21	19	17	22	18	32	17	26	30
TikTok		12	11	13	12	16	13	12	6	5	12	8	17	7	17	17
Sky News (online or television)	18	17	17	20	22	18	18	21	13	24	16	20	21	19	17	16
Instagram		14	14	18	26	20	22	16	11	14	18	12	26	12	22	24
The Guardian (print or online)	16	13	13	18	22	15	19	19	20	24	17	12	20	16	15	16
The Daily Mail (print or online)	14	12	17	14	13	14	13	15	18	21	11	19	14	17	11	10
GB News (online or television)	12	14	12	12	10	12	12	12	9	15	10	15	12	14	10	9
Podcasts	-	7	7	9	14	9	10	10	7	12	8	6	14	7	9	11
The Daily Telegraph (print or online)		6	8	8	8	7	8	8	9	15	6	9	12	8	6	7
WhatsApp	8	9	9	8	10	10	9	8	5	11	7	8	16	7	10	8
The Sun (print or online)	6	7	7	6	6	7	5	6	5	9	5	8 5	7	6	7	5
The Daily Mirror (print or online)	5	5	5	5 5	3 9	5	4	5	5	2 7	4		7	4	5	4
The Financial Times (print or online)	5	3 2	3 2	э 3	9 3	5 3	6 2	6 3	6 2	3	4 2	4 3	9	4	5 3	5 3
Telegram		2	2	0	3	3 1	2	3 1	2	3 0	2	0	4 0	2 0	3	3 0
Signal None of these	6	5	5	7	5	5	5	6	5	7	6	5	6	5	7	7
Not applicable - I never read, see or hear politics related content		11	9	7	5	9	6	4	2	4	11	6	7	7	12	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																
0 - Would never consider voting for them	38	44	35	34	33	41	35	27	33	25	45	25	44	32	46	49
1	7	7	7	9	8	8	7	9	7	9	9	6	4	7	8	7
2		4	6	8	10	8	7	8	7	5	6	7	8	6	7	, 10
23	6	6	6	5	7	6	6	8	5	4	6	6	4	5	5	8
4	4	4	5	6	4	4	7	4	4	3	4	5	5	5	5	3
5	11	10	11	10	10	10	10	13	6	10	10	12	8	11	11	9
6	5	5	6	6	5	5	5	5	10	6	4	7	5	6	5	3
7	6	4	6	5	8	5	6	6	8	12	4	8	10	7	4	3
8	5	4	6	5	5	3	5	7	7	8	4	7	5	7	3	3
9		3	3	3	2	2	3	3	2	4	2	4	2	3	1	1
10 - Would definitely consider voting for them		8	9	7	10	7	8	8	10	14	5	13	6	11	6	3
TOTAL CURIOUS (6+)		24	30	26	30	22	27	29	37	44	19	39	28	34	19	13
Prefer not to say		0	0	1	0	1	1	0	0	0	1	1	1	0	1	2



				V	Vestminste	er VI			1	Vote in 20	24 GE			Vote i	n 2019 GE			Vot	te in 2017	GE	-	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past
		Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wall	Rema
	Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142	735	370	644	285	396	189
	Unweighted Sample			1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369 1	1405	283	116	128	1085	751	698	302	407	199
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
abour																											
	0 - Would never consider voting for them		56	0	16	74	14	58	7	17	72	17	59	7	11	20	57	10	14	75	26	4	12	39	39	29	1
	1	6	9	0	5	6	5	9	3	5	7	6	9	3	3	7	9	4	3	7	9	2	3	5	6	6	Ę
	2	5	7	0	6	5 5	9	6 8	1 3	5 9	6	8	6 6	2 4	5	5	6	2	6	8	11	1	1 6	4	7 6	5 7	
	3	5	8 5	0	11 8	5 3	10 10	8	3	9	4	9 10	ь 4	4	8	8 13	6 5	4 5	10 3	4	4	2	5	3	2	5	
	4	12	7	5	。 17	3	15	8	4 12	17	3	10	7	4 10	21	19	5	5 11	16	1	12	3	17	10	2 14	11	1
	5	6	4	8	13	1	12	3	10	13	2	10	3	9	11	10	4	8	11	0	7	8	13	5	6	8	
	7	6	1	15	11	1	11	2	12	9	1	11	3	11	12	6	2	10	13	1	7	12	13	6	7	6	ç
	8	6	1	20	6	0	6	1	13	7	1	8	2	13	8	4	2	13	7	0	7	15	11	6	4	6	1
	9	-	0	11	1	Ő	4	0	7	2	0	3	1	7	4	1	0	6	5	0	5	9	5	3	2	5	
	10 - Would definitely consider voting for them	9	1	39	6	0	4	1	28	8	0	6	1	29	10	7	2	26	12	3	5	37	14	12	9	11	1
	TOTAL CURIOUS (6+)		7	93	37	2	37	7	70	39	4	38	10	69	45	28	10	63	48	4	31	81	56	32	28	36	4
	Prefer not to say	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
beral Democrats													i.														
	0 - Would never consider voting for them		34	12	0	57	16	37	15	2	60	17	42	14	3	16	41	17	4	61	21	14	16	37	34	21	1
	1	6	7	3	0	8	4	8	4	2	6	4	8	4	2	1	7	4	1	8	4	3	5	5	5	7	
	2	•	9	5	0	7	8	9	5	2	8	10	8	5	1	8	8	5	2	2	10	5	5	7	10	6	
	3	-	12	(1	1	8	10	8	2	9	9	9	1	3	11	9	8	2	5 7	8	7	9	6	7	11	
	4	7 16	9 16	9 20	2	ь 8	8 20	9 16	8 19	3 11	4 8	6 19	6 13	8 18	4 13	5 22	7 13	7 18	3 10	7 12	8 16	8 18	7 20	7 16	5 20	6 11	1
	5	0	6	20 12	10	0	10	6	19	12	о З	19	5	13	13	14	6	13	10	2	9	10	20 11	7	20	9	
	7	7	4	13	13	2	13	3	12	15	1	13	3	12	16	14	4	11	15	0	8	14	10	5	4	8	1
	8	5	3	9	21	1	6	2	8	19	1	6	3	8	17	5	3	8	16	0	5	8	10	5	5	6	
	9	-	1	4	11	0	1	1	3	7	0	1	1	3	7	2	1	2	8	Ő	2	3	3	1	0	4	
	10 - Would definitely consider voting for them		1	6	34	0	6	1	6	26	0	7	1	8	22	6	2	6	29	1	8	6	6	3	3	8	8
	TOTAL CURIOUS (6+)	27	15	44	89	7	36	13	41	79	5	37	13	44	74	38	16	40	79	3	32	44	40	21	19	35	4
	Prefer not to say	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	(
eform UK																											
	0 - Would never consider voting for them		34	79	74	1	83	28	72	68	3	81	25	75	70	69	28	69	71	7	69	77	64	47	42	53	7
	1	5	6	4	5	1	4	6	4	5	1	5	4	4	6	3	4	5	6	0	5	4	6	4	4	4	
	2	-	8	3	5	1	2	6	4	5	1	3	5	3	5	4	5	3	5	2	1	3	3	4	7	7	
	3	3 3	6 9	3	2 2	0	3	4	3	3 1	1	2 0	4 5	2 2	2	3	4	3	2	3	2	2	2 2	3	2 2	2 4	
	4	3 8	13	1	2	3	4	8 12	2	5	2	3	5 10	2	2	3	5 10	2	2	5	3	2	2	3	2 10	4 11	
	5	2	6	4	3	3	4	5	4	2	5	3	5	2	1	2	5	4	1	2	1	2	3	1	4	3	
	7	5	9	1	3	11	1	9	2	2	8	2	9	2	3	2	9	2	3	4	1	2	3	3	4	5	
	, 8	4	4	1	2	12	1	6	2	2	9	1	7	1	2	1	6	2	1	10	2	1	4	4	6	2	
	9	2	2	0	0	9	0	3	1	1	8	0	5	1	0	2	4	2	1	6	3	1	2	3	2	- 1	
	10 - Would definitely consider voting for them			Ő	0	60	1	13	3	3	56	2	22	3	2	7	21	5	2	60	7	2	5	17	18	9	1
	TOTAL CURIOUS (6+)		24	4	8	95	4	36	10	10	86	6	48	9	8	14	45	14	8	82	14	8	17	31	34	20	9
	Prefer not to say		0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0	0	1

			e 2016	Po	litical Attent	ion	G	ender		Α	ge	
		Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
	Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
	Unweighted Sample		2042	555	3412	1379	2437	2909	346	2160	1411	142
		%	%	%	%	%	%	%	%	%	%	%
Labour				=0								
	0 - Would never consider voting for them 1	35 6	57 7	50 6	33 6	28 5	36 6	35 6	19 3	29 5	39 6	49 8
	2	5	5	6	5	4	4	6	7	5	5	6
	3	6	5	5	6	6	6	6	6	6	5	6
	4	5	5	4	6	4	5	5	5	6	5	4
	5	12	7	11	13	8	11	12	17	13	11	7
	6	6	4	5	7	6	7	6	9	8	5	4
	7	6	3	3	7	8	7	6	10	8	5	4
	8	6	2	4	5	9	6	6	9	7	5	3
	9	3	1	1	2	5	3	3	3	3	2	2
	10 - Would definitely consider voting for them	9	4	3	8	17	9	9	9	10	11	7
	TOTAL CURIOUS (6+)	30	14	16	29	45	32	30	40	36	28	20
	Prefer not to say	1	0	2	1	0	1	1	4	1	0	0
Liberal Democrats	0 - Would never consider voting for them	20		40	07	200	200	20	40	20	20	20
	0 - Would never consider voting for them	30 6	44 8	43 6	27 6	26 5	33 6	26 5	18 4	29 5	30 7	36 6
	2	6	° 7	4	7	6	6	6	6	6	8	6
	3	7	7	7	8	6	7	8	9	7	8	7
	4	7	6	6	8	6	7	8	8	7	7	7
	5	16	13	16	17	13	14	18	20	18	14	. 12
	6	8	6	4	8	8	7	8	5	8	7	8
	7	7	3	3	7	9	7	7	10	7	6	6
	8	5	3	3	5	8	5	6	6	6	5	5
	9	2	1	1	2	2	2	2	4	2	2	2
	10 - Would definitely consider voting for them	5	2	2	5	9	5	5	7	5	5	5
	TOTAL CURIOUS (6+)	27	15	13	27	36	26	28	32	28	25	26
Reform UK	Prefer not to say	1	0	3	1	0	1	1	5	1	0	0
	0 - Would never consider voting for them	50	24	48	48	59	47	53	59	57	46	40
	1	5	3	6	5	3	5	4	4	5	4	5
	2	5	5	6	5	3	5	4	6	5	4	4
	3	3	4	2	4	2	3	4	3	3	3	4
	4	3	4	3	4	2	4	3	3	3	3	4
	5	8	10	9	8	5	7	8	6	7	7	9
	6 7	3 5	4 8	4	3 5	3 4	4 5	3 5	4	3 4	4 6	3 6
	8	э 4	8 7	4	5 4	4	э 4	5 3	2	4	5	5
	9	2	5	1	3	2	3	2	2	1	3	4
	10 - Would definitely consider voting for them	12	25	11	11	14	14	10	4	9	16	17
	TOTAL CURIOUS (6+)	26	49	23	26	26	30	23	14	19	34	35
	Prefer not to say	1	0	3	1	0	1	2	5	1	1	0

			Social G	due				,		Region	1			1	1		<u> </u>	Educatio		Eth	hnicity
		Total	ABC1 (2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minori Ethnie
	Weighted Sample				195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
	Unweighted Sample	5346	3178 2	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
abour																					
	0 - Would never consider voting for them	35	30	42	36	35	37	42	39	39	21	39	37	34	32	33	52	38	19	38	19
	1	6	5	6	6	6	7	8	4	4	6	4	6	7	7	6	7	6	4	6	5
	2	5	5	5	4	4	4	4	6	4	4	6	4	7	9	7	5	6	5	5	4
	3	6	6	6	4	6	3	7	7	5	6	6	6	6	6	5	4	5	7	5	8
	4	5	5	5	5	4	4	5	3	5	6	5	5	6	7	5	4	6	5	5	(
	5	12	12	11	14	8	12	9	9	14	15	12	13	14	12	11	9	12	13	11	1
	6	6	7	6	4	6	4	6	6	5	9	7	7	4	9	9	4	6	9	6	1
	7	6	8	5	6	5	9	5	7	8	7	6	3	4	9	6	4	5	9	6	1
	8	6	7	4	4	10	6	4	6	5	6	5	5	5	5	10	3	5	9	6	
	9	3	3	2	4	3	2	1	4	3	4	1	4	3	2	2	1	2	5	3	4
	10 - Would definitely consider voting for them	9	11	7	14	12	11	8	8	7	14	7	9	8	5	3	6	7	14	9	1
	TOTAL CURIOUS (6+)	30	36	24	32	36	32	24	31	28	40	26	28	24	30	30	18	25	46	30	4
	Prefer not to say	1	1	1	0	1	1	0	1	0	2	1	1	1	0	3	1	1	0	1	
eral Democrats																					
	0 - Would never consider voting for them	30	25	35	31	33	32	33	30	29	26	28	26	36	26	33	41	30	20	31	2
	1	6	5	6	7	5	5	6	4	6	4	6	6	3	7	12	7	6	4	6	1
	2	6	7	6	10	6	5	6	9	5	6	6	5	8	7	8	5	7	7	6	(
	3	7	7	8	5	7	7	8	7	8	9	8	7	9	6	3	7	7	8	7	9
	4	7	7	7	5	7	8	8	6	7	7	6	8	7	8	7	7	7	7	7	1
	5	16	16	16	19	17	17	15	17	17	15	13	16	16	18	14	15	16	16	15	2
	6	8	8	6	5	6	8	6	8	9	8	8	8	6	8	7	5	7	10	8	
	7	7	8	5	9	5	6	8	8	7	7	6	8	4	8	4	4	6	10	7	8
	8	5	7	4	4	6	5	4	5	5	7	7	6	3	5	3	3	5	7	5	
	9	2	2	2	1	2	2	1	2	1	2	3	3	1	2	0	1	2	3	2	1
	10 - Would definitely consider voting for them	5	6	4	3	5	4	4	3	5	6	8	6	5	4	4	3	5	7	5	4
	TOTAL CURIOUS (6+)		31	21	22	24	25	23	26	27	30	32	31	19	27	18	16	25	37	27	2
	Prefer not to say	1	1	1	0	1	2	0	2	0	2	1	1	1	0	5	1	2	1	1	2
form UK																					
	0 - Would never consider voting for them	50	55	44	46	50	51	40	48	46	61	49	47	48	57	57	37	47	64	49	6
	1	5	5	5	7	3	5	5	4	4	6	4	4	4	6	5	5	4	5	5	
	2	5	4	5	3	6	5	7	3	4	4	4	4	4	4	5	3	6	4	4	8
	3	3	3	3	2	3	3	4	3	3	3	3	5	2	2	4	4	3	3	3	4
	4	3	3	3	4	2	3	4	4	4	2	3	5	3	3	3	4	3	3	3	
	5	8	7	9	5	6	6	6	8	11	7	10	7	9	5	7	10	8	5	8	1
	6	3	3	3	4	5	2	5	6	2	2	3	3	4	2	3	3	4	3	3	3
	7	5	4	5	3	4	5	8	7	4	3	5	5	5	3	2	6	5	3	5	3
	8	4	3	4	4	2	3	5	3	6	3	4	2	3	6	4	5	4	2	4	2
	9	2	2	2	3	2	2	4	2	2	2	2	2	2	2	0	3	2	1	2	1
	10 - Would definitely consider voting for them		10	15	17	14	13	13	12	13	5	13	14	15	9	8	18	12	6	13	3
	TOTAL CURIOUS (6+)	26	22	29	31	27	25	35	30	27	15	27	26	29	22	17	35	27	15	27	12

Fieldwork: 12th - 27th March 20	JZJ			Househo	ld Income	9		s	Savings Am	ount		1	Religion		Но	use Ter	nure
		Total	Under 20.000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19.999	£20,000 - £49.999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Oth
	Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	70
	Unweighted Sample		946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	(
abour																	
	0 - Would never consider voting for them		42	37	27	25	33	29	31	30	37	34	40	31	38	33	:
	1	6	7	6	5	5	6	4	5	6	5	5	8	5	6	5	
	2	5 6	5 5	5 6	6 6	5 6	6 5	6 8	6 5	4 9	6 7	5 5	5 6	5 8	5 6	4 5	
	4	5	5	5	5	6	5	5	4	5 7	4	5	5	4	5	5	
	5	12	11	12	10	11	11	9	11	11	10	12	10	10	11	12	
	6	6	5	6	8	8	6	9	10	4	4	7	5	11	5	8	
	7	6	3	7	8	9	7	8	8	4	7	7	5	5	6	7	
	8	6	5	5	7	9	7	8	6	8	5	6	5	8	5	6	
	9	3	2	2	4	4	3	2	4	5	5	3	3	1	3	3	
10 -	Would definitely consider voting for them		8	8	12	13	10	10	10	13	11	11	7	10	9	9	
	TOTAL CURIOUS (6+)		23	28	39	43	33	37	38	34	32	34	25	35	28	33	
iberal Democrats	Prefer not to say	1	0	0	1	0	1	1	0	0	0	1	1	1	0	1	
	0 - Would never consider voting for them		36	31	24	22	29	23	26	22	25	29	30	31	30	32	
	1	6	7	6	6	4	6	5	4	6	6	6	6	4	6	6	
	2	6	6	7	6	8	6	7	5	10	6	7	6	5	7	6	
	3	7 7	8 7	7 8	8 7	7 6	7 8	9 6	7	6 6	5 7	7 7	8 7	9 8	7 7	8 7	
	4	16	16	8 16	/ 17	16	8 17	ю 15	8 16	ь 18	7 16	17	7 15	8 16	16	7 16	
	6	8	6	8	10	9	6	11	10	6	9	8	8	8	8	7	
	7	7	5	7	8	9	8	9	6	9	8	7	7	7	7	5	
	8	5	3	5	7	7	5	7	8	7	9	5	6	6	5	6	
	9	2	2	1	1	3	2	2	2	3	2	2	2	0	2	2	
10 -	Would definitely consider voting for them	5	4	4	5	9	5	6	6	6	8	6	4	3	5	4	
	TOTAL CURIOUS (6+)		20	25	31	37	26	35	32	31	36	28	27	24	27	24	1
leform UK	Prefer not to say	1	0	1	1	1	1	1	0	1	0	1	1	1	0	1	
	0 - Would never consider voting for them		46	45	52	58	49	54	52	51	47	57	38	61	48	51	
	1	5	5	5	5	4	5	4	5	6	3	5	4	4	5	5	
	2	5	6	4	5	5	5	4	5	4	4	4	6	5	5	5	
	3	3 3	3 3	3 4	4	2 4	3 3	3	3 4	4	2 1	2	4 4	3	3 3	4 3	
	4	3 8	3	4 9	3 8	4 5	3	3 7	4	4 7	7	3 7	4 9	5 7	3	3 7	
	5	3	3	4	2	5	3	4	2	6	7	2	6	3	4	3	
	7	5	5	5	5	3	4	4	5	4	9	4	7	2	5	4	
	8	4	4	4	3	3	4	4	4	3	3	3	5	2	4	4	
	9	2	3	3	1	2	2	3	2	1	2	2	3	2	2	2	
10 -	Would definitely consider voting for them	12	14	12	11	9	13	9	11	11	13	11	15	5	13	11	
	TOTAL CURIOUS (6+)		29	28	22	22	26	24	24	25	34	22	36	14	28	24	1
	Prefer not to say	1	0	1	1	0	1	1	0	0	0	1	1	2	1	2	

					Westminst	er VI		1	۷	ote in 20	24 GE			Vote i	n 2019 GE			Vo	te in 2017	GE		Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Pa
		Tota			Lib Dem									Lab	Lib Dem	Green	Con		Lib Dem			(Labour Loyalist)	(Labour Joiner)	won, Reform came second		Blue Wall	Re
	Weighted Sample Unweighted Sample			991 1105	430 425	903 1094	362 330	931 657	1326 2162	481 415	561 457		1586 1547	1098 1410	361 367	158 160	1408 1369	1073 1405	271 283	114 116	142 128	735 1085	370 751	644 698	285 302	396 407	18
	Unweighted Sample	534 %		%	425	1094 %	330	%	%	415	457	%	1547 %	%	%	%	%	1405 %	203	%	120 %	%	%	%	302 %	407	10
reen Party Inswered by N=4041]																											
	0 - Would never consider voting for them		-		14	60	0	48	18	19	59	2	51	14	16	6	50	18	15	68	7	15	24	36	41	24	
	1	6 6	8 9	5 5	3 4	6 9	0 0	7 9	5 6	5 6	6 10	1 0	8 9	5 4	4 6	2 2	7 9	4 5	5 7	7 3	0 3	5 5	6 9	6 5	4 6	5 12	
	3		7	9	9	6	1	7	9	7	6	1	6	8	10	2	6	8	10	4	2	9	9	6	7	7	
	4	5	8	9	6	4	1	7	6	6	3	1	7	4	5	2	7	7	2	2	4	6	9	5	6	8	
	5				19	7	2	14	17	17	7	4	10	17	21	9	10	17	19	10	7	17	16	16	15	12	
	6		4	12	13	3	2	3	10	11	4	3	3	11	8	9	4	9	10	1	4	11	8	5	7	8	
	7 8	•	2	11 7	9 7	2 1	6 14	2 1	11 7	8 6	2	7 14	2 1	10 7	9 6	11 7	2 2	10 8	8 7	1 0	12 8	12 7	8 4	5 4	4	6 5	
	9			3	6	0	8	0	3	4	0	8	0	3	3	8	0	3	4	0	5	3	1	2	1	2	
	10 - Would definitely consider voting for them			7	9	2	67	2	9	9	2	59	2	16	12	42	2	11	12	4	49	10	8	10	6	10	
	TOTAL CURIOUS (6+)			40	44	8	97	8	40	38	9	91	8	47	38	77	10	41	41	6	78	43	29	26	21	31	
	Prefer not to say	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	l
uation? hown to a random third of	respondents; N=1738] Conservative	24	97	1	8	26	1	82	7	11	24	4	59	4	6	8	61	5	11	30	3	4	15	20	28	32	1
	Conservative Labour			1 95	8 41	26 1	1 28	82 3	7 70	11 36	24 2	4 29	59 7	4 64	6 44	8 21	61 8	5 58	11 47	30 1	3 19	4 82	15 55	20 31	28 23	32 34	
	Reform UK			95	41	64	20	6	4	4	2 59	29	18	5	44 5	8	。 16	9	47 5	64	17	3	55	16	23 13	34 11	
	Green			1	2	0	62	0	3	3	0	51	1	7	6	35	1	6	1	2	41	2	3	5	3	3	
	Liberal Democrat		0	1	40	0	1	3	1	25	0	4	1	4	18	15	2	3	23	0	5	1	2	3	2	6	
	Scottish National Party (SNP)		0	0	1 0	0	1	0	0	0 0	0	0	0	0	1 0	0	0	0	0	0	0	0	1 0	0	0	0	
	Plaid Cymru Some other party		0	0 0	0	0 1	0 0	0	0 0	1	0 2	0	0 1	0 2	0	0 0	0	0 2	0	0 0	0 0	0	0	1	0 1	0 1	
	Would not vote		-	Ő	2	5	1	1	4	6	6	4	4	6	3	3	4	6	3	0	2	2	6	11	17	6	
	Don't know			0	5	2	3	4	6	12	5	5	6	7	15	11	6	10	8	3	13	4	10	7	14	5	
	Refused	3	2	1	0	0	3	0	3	2	2	1	1	2	0	0	1	1	0	0	0	1	3	4	1	1	
nat could realistically win	ext UK general election the only parties i in your area were Reform UK or Labour, and parties would still be on the ballot.																										
Ithough other candidates low do you think you wou Shown to a random third of	respondents; N=1841]																										
w do you think you wou	respondents; N=1841] Labour			97	48	0	50	10	77	48	0	45	10	74	55	53	14	69	59	6	47	85	61	34	31	44	
w do you think you wou	[;] respondents; N=1841] Labour Reform UK	26	38	1	9	98	3	42	10	12	94	5	55	8	6	14	52	13	8	78	17	7	20	32	34	22	
w do you think you wou	respondents; N=1841] Labour	26 6	38	1							-																
w do you think you wou	respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat	26 6 4 3	38 42	1 0	9 1	98 1	3 0	42 30	10 1	12 2	94 0	5 0	55 18	8 1	6 2	14 0	52 20	13 1	8 2	78 4	17 0	7 1	20 2	32 4	34 4	22 12	
w do you think you wou	respondents; N=1841] Reform UK Conservative Green Liberal Democrat Scottish National Party (SNP)	26 6 4 3	38 42 0 0	1 0 0 0	9 1 0 33 0	98 1 0 0 0	3 0 43 0 0	42 30 0 3 0	10 1 1 1 0	12 2 19 0	94 0 0 0 0	5 0 42 4 0	55 18 1 2 0	8 1 4 2 0	6 2 5 18 0	14 0 16 2 0	52 20 2 1 0	13 1 4 2 0	8 2 3 17 0	78 4 0 2 0	17 0 27 2 0	7 1 0 1 0	20 2 2 3 0	32 4 4 3 0	34 4 3 6 0	22 12 1 0 0	
w do you think you wou	respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru	26 6 4 3 1 0	38 42 0 0 0 0	1 0 0 0 0	9 1 33 0 0	98 1 0 0 0 0	3 0 43 0 0 0	42 30 0 3 0 0	10 1 1 1 0 0	12 2 19 0 0	94 0 0 0	5 0 42 4 0 0	55 18 1 2 0 0	8 1 4 2 0 0	6 2 5 18 0 0	14 0 16 2 0 0	52 20 2 1 0 0	13 1 4 2 0 0	8 2 3 17 0 0	78 4 0 2 0 5	17 0 27 2 0 0	7 1 0 1 0 0	20 2 3 0 0	32 4 3 0 1	34 4 3 6 0	22 12 1 0 0 0	
ow do you think you wou	respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party	26 6 3 1 0	38 42 0 0 0 0 1	1 0 0 0	9 1 0 33 0 0 0	98 1 0 0 0 0 0	3 0 43 0 0 0 0	42 30 0 3 0 0 0 1	10 1 1 1 0	12 2 19 0	94 0 0 0 0	5 0 42 4 0 0 1	55 18 1 2 0 0 1	8 4 2 0 0	6 2 5 18 0 0 1	14 0 16 2 0 0 0	52 20 2 1 0	13 1 4 2 0	8 2 3 17 0 0 0	78 4 0 2 0	17 0 27 2 0	7 1 0 1 0	20 2 3 0 0 0	32 4 3 0 1	34 4 3 6 0 0 0	22 12 1 0 0	
w do you think you wou	respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru	26 6 4 3 1 0 1 12	38 42 0 0 0 0 1 3	1 0 0 0 0 0	9 1 33 0 0	98 1 0 0 0 0	3 0 43 0 0 0	42 30 0 3 0 0	10 1 1 0 0 0	12 2 19 0 2	94 0 0 0 0 0 1	5 0 42 4 0 0	55 18 1 2 0 0	8 1 4 2 0 0	6 2 5 18 0 0	14 0 16 2 0 0	52 20 2 1 0 0	13 1 4 2 0 0	8 2 3 17 0 0	78 4 0 2 0 5 0	17 0 27 2 0 0 0	7 1 0 1 0 0 0	20 2 3 0 0	32 4 3 0 1	34 4 3 6 0	22 12 1 0 0 0 1	

		e 2016	Po	litical Attent	ion	Ge	ender		Ag	je	
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65-
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	125
Unweighted Sample	5346	2042	555	3412	1379	2437	2909	346	2160	1411	142
	%	%	%	%	%	%	%	%	%	%	%
Green Party											
[Answered by N=4041]											
0 - Would never consider voting for them	34	48	47	31	28	38	30	19	32	35	45
1	6	7	5	6	4	6	5	2	5	8	7
2	6	8	5	7	6	7	6	7	6	7	7
3	7	6	6	7	6	6	7	6	7	6	7
4	5	6	5	6	4	6	5	5	5	6	5
5	14 6	12 4	15 3	14 7	12 8	13 6	15 7	13 10	15 7	14 5	12 4
6 7	5	4	3	6	8	ь 5	6	6	6	5 5	4
7 8	э 4	3	3	ь 5	8 6	э 4	ь 5	9	ь 5	э 3	4
9	2	0	1	2	3	2	2	4	2	2	1
10 - Would definitely consider voting for them	10	3	8	9	15	8	11	20	11	8	5
TOTAL CURIOUS (6+)	27	12	16	29	40	25	31	49	31	23	17
Prefer not to say	0	0	0	0	0	0	0	0	0	0	0
would still be on the ballot. How do you think you would vote in this											
would still be on the ballot. How do you think you would vote in this situation? [Shown to a random third of respondents; N=1738]											
situation?	24	42	22	27	20	25	24	10	15	29	43
situation? [Shown to a random third of respondents; N=1738] Conservative Labour	26	9	7	27	43	26	27	33	31	26	16
situation? [Shown to a random third of respondents; N=1738] Conservative Labour Reform UK	26 11	9 22	7 10	27 12	43 11	26 14	27 8	33 4	31 10	26 14	16 13
situation? [Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green	26 11 5	9 22 2	7 10 5	27 12 6	43 11 4	26 14 4	27 8 7	33 4 9	31 10 6	26 14 5	16 13 2
situation? [Shown to a random third of respondents; N=1738] Labour Reform UK Green Liberal Democrat	26 11 5 4	9 22 2 2	7 10 5 1	27 12 6 4	43 11 4 6	26 14 4 4	27 8 7 4	33 4 9 3	31 10 6 3	26 14 5 4	16 13 2 5
situation? [Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP)	26 11 5 4 1	9 22 2 2 0	7 10 5 1 0	27 12 6 4 1	43 11 4 6 3	26 14 4 4 1	27 8 7 4 2	33 4 9 3 1	31 10 6 3 2	26 14 5 4 2	16 13 2 5 1
situation? [Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru	26 11 5 4 1 0	9 22 2 0 0	7 10 5 1 0 1	27 12 6 4 1 0	43 11 4 6 3 0	26 14 4 1 0	27 8 7 4 2 0	33 4 9 3 1 1	31 10 6 3 2 0	26 14 5 4 2 0	10 13 2 5 1 1
situation? [Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party	26 11 5 4 1 0 2	9 22 2 0 0 3	7 10 5 1 0 1 2	27 12 6 4 1 0 2	43 11 4 6 3 0 2	26 14 4 1 0 2	27 8 7 4 2 0 2	33 4 9 3 1 1 2	31 10 6 3 2 0 2	26 14 5 4 2 0 2	10 13 2 5 1 1 2
situation? [Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote	26 11 5 4 1 0 2 14	9 22 2 0 0 3 9	7 10 5 1 0 1 2 32	27 12 6 4 1 0 2 11	43 11 4 6 3 0 2 4	26 14 4 1 0 2 13	27 8 7 4 2 0 2 14	33 4 9 3 1 1 2 22	31 10 6 3 2 0 2 17	26 14 5 4 2 0 2 8	16 13 5 1 1 2 8
situation? (Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democra Scottish National Party (SNP) Plaid Cymru Some other party Would not vote Don't know Refused Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour,	26 11 5 4 1 0 2	9 22 2 0 0 3	7 10 5 1 0 1 2	27 12 6 4 1 0 2	43 11 4 6 3 0 2	26 14 4 1 0 2	27 8 7 4 2 0 2	33 4 9 3 1 1 2	31 10 6 3 2 0 2	26 14 5 4 2 0 2	10 1: 2 5 1 1 2 8 8
situation? (Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote Don't know Refused Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation? [Shown to a random third of respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat	26 11 5 4 1 0 2 14 9 3 3 5 5 6 6 4 3	9 22 2 0 0 3 9 8 2 16 55 9 1 2	7 10 5 1 0 1 2 32 16 5 17 21 5 5 2	27 12 6 4 1 0 2 11 8 3 3 35 30 7 2 4	43 11 4 6 3 0 2 4 5 0 5 2 2 2 5 6 2	26 14 4 1 0 2 13 7 3 3 3 5 29 6 4 3	27 8 7 4 2 0 2 14 10 3 3 5 24 6 3 3	33 4 9 3 1 1 2 22 10 6 6 42 12 0 5 5	31 10 6 3 2 0 2 17 8 4 388 4 5 3	26 14 5 4 2 0 2 8 10 0 32 37 7 2 2	16 13 2 5 1 1 2 8 8 1 2 7 37 12 27 14 4
situation? (Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote Don't know Refused Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation? (Shown to a random third of respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat Scottish National Party (SNP)	26 11 5 4 1 0 2 14 9 3 3 5 26 6 4 3 1	9 22 2 0 0 3 9 8 2 9 8 2 16 55 9 1 2 0	7 10 5 1 0 1 2 32 16 5 17 21 5 5 2 0	27 12 6 4 1 0 2 11 8 3 3 3 3 3 7 2 4 1	43 11 4 6 3 0 2 4 5 0 5 2 2 5 6 2 3	26 14 4 1 0 2 13 7 3 3 3 5 29 6 4 3 2	27 8 7 4 2 0 2 14 10 3 35 24 6 3 3 1	33 4 9 3 1 1 2 22 20 6 6 42 12 0 5 5 3	31 10 6 3 2 0 2 17 8 4 38 4 5 3 1	26 14 5 4 2 0 2 8 10 0 32 37 7 2 2 1	16 13 2 5 1 1 2 8 8 1 27 37 12 27 12 1 4 1
situation? [Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote Don't know Refused Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation? [Shown to a random third of respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru	26 11 5 4 1 0 2 14 9 3 3 5 26 6 4 3 1 0	9 22 2 0 0 3 9 8 2 16 55 9 1 2 0 1	7 10 5 1 0 1 2 32 16 5 17 21 5 5 2 0 0	27 12 6 4 1 0 2 11 8 3 3 3 5 30 7 2 4 1 0	43 11 4 6 3 0 2 4 5 0 5 22 5 6 2 3 0	26 14 4 1 0 2 13 7 3 3 5 29 6 4 3 2 0	27 8 7 4 2 0 2 14 10 3 3 5 24 6 3 3 1 0	33 4 9 3 1 1 2 22 10 6 42 12 0 5 5 3 0	31 10 6 3 2 0 2 17 8 4 38 4 5 3 1 1	26 14 5 4 2 0 2 8 10 0 32 37 7 2 2 1 0	16 13 2 5 1 1 2 8 8 1 27 37 2 37 2 37 2 1 4 1 0
situation? (Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote Don't know Refused Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation? (Shown to a random third of respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat Scottish National Party (SNP)	26 11 5 4 1 0 2 14 9 3 3 5 26 6 4 3 1	9 22 2 0 0 3 9 8 2 9 8 2 16 55 9 1 2 0	7 10 5 1 0 1 2 32 16 5 17 21 5 5 2 0	27 12 6 4 1 0 2 11 8 3 3 3 3 3 7 2 4 1	43 11 4 6 3 0 2 4 5 0 5 2 2 5 6 2 3	26 14 4 1 0 2 13 7 3 3 5 29 6 4 3 2	27 8 7 4 2 0 2 14 10 3 35 24 6 3 3 1	33 4 9 3 1 1 2 22 20 6 6 42 12 0 5 5 3	31 10 6 3 2 0 2 17 8 4 38 4 5 3 1	26 14 5 4 2 0 2 8 10 0 32 37 7 2 2 1	10 11 25 11 28 8 1 27 37 12 12 37 12 14 10 2
situation? (Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote Don't know Refused Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation? (Shown to a random third of respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party	26 11 5 4 1 0 2 14 9 3 26 6 4 3 1 0 1	9 22 2 0 0 3 9 8 2 16 55 9 1 2 0 1	7 10 5 1 0 1 2 32 16 5 17 21 5 5 2 0 0 0 0	27 12 6 4 1 0 2 11 8 3 3 5 30 7 2 4 1 0 2	43 11 4 6 3 0 2 4 5 0 5 2 2 5 6 2 3 0 2	26 14 4 1 0 2 13 7 3 3 5 29 6 4 3 2 0 2	27 8 7 4 2 0 2 14 10 3 3 5 24 6 3 3 1 0 1	33 4 9 3 1 1 2 22 10 6 42 12 0 5 5 3 0 0	31 10 6 3 2 0 2 17 8 4 38 8 4 5 3 1 1 1	26 14 5 4 2 0 2 8 10 0 32 37 7 2 2 1 0 2	1 1 2 8 1 1 27 37 12 12

Ethnicity High White Minority 1797 4424 762 1799 4490 6.79 % % %

		Social	Grade		-				Region							E	Education		Ethni	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High		Mino Ethn
Weighted Sample				195	568	466	404	446	527	615	713	540	278	444	150	1412			4424	762
Unweighted Sample		3178		224	584	493	410	473	522	594	690	502	218	488	148	1477	2076		4490	679
en Party swered by N=4041]	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
0 - Would never consider voting for them		29	40	30	33	36	39	33	32	26	34	31	41	39	34	45	36	21	36	2
1	6	5	6	10	4	3	6	8	4	5	5	5	6	6	10	7	5	5	6	
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7	-	7	4	5	6	7	5	0 7	4	6	6	4 5	3	4	7	3	5	8	5	
8	•	5	3	4	4	4	3	3	4 6	6	4	8	4	3	2	2	4	6	4	
g		2	2	2	2	1	2	1	3	2	2	3	2	2	1	1	2	3	2	
10 - Would definitely consider voting for them		11	8	8	9	7	9	7	10	12	9	12	15	12	10	5	9	15	10	
TOTAL CURIOUS (6+)		32	23	24	27	29	25	26	30	33	27	32	27	26	23	16	26	40	27	
Prefer not to say		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
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Labour Reform UK Green Liberal Democral Scottish National Party (SNP) Plaid Cymru Some other party Would not vote	26 11 5 4 1 0 2 14 9	31 10 5 4 2 0 2 10	21 13 5 4 1 0 2 18	24 21 2 3 0 0 0 11	30 16 6 1 0 0 3 17	31 10 4 1 0 0 2 19	18 12 5 4 0 0 2 14	22 11 5 2 0 0 1 1	20 18 11 5 0 0 1 9	38 4 6 4 0 0 1 10	26 9 5 7 0 0 2 13	28 9 6 5 1 0 2 11	28 14 2 4 0 7 0 11	23 11 3 6 16 0 0 16	22 6 0 2 0 0 23 15	14 15 4 1 0 2 16	21 13 3 4 1 0 2 16	42 7 9 4 2 1 3 9	25 13 5 4 2 0 2 13	:
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	Total	Under	20,000 -	40,000 -	70,000+	Less than	£5,000 -	£20,000 -	£50,000 -	£100,000	None	Christian	Other	Own	Rent	Oth
		20,000	39,999	69,999		£5,000	£19,999	£49,999	£99,999	and above						
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	70
Unweighted Sample		946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	-56
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Breen Party																
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0 - Would never consider voting for them	34	39	36	27	28	32	26	31	36	32	33	37	30	35	33	3
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9	2	2	1	2	2	2	4	2	1	2	2	1	2	2	3	1
10 - Would definitely consider voting for them	10	10	8	11	11	11	12	10	8	5	12	6	13	8	12	1
TOTAL CURIOUS (6+)	27	24	24	32	32	30	36	30	25	22	31	20	33	26	32	3
Prefer not to say	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	(
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Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote Don't know	26 11 5 4 1 0 2	21 12 6 4 1 0 2	22 12 4 3 1 1 1	35 12 5 3 0 2	38 6 8 3 1 0 5	25 11 5 4 1 0 2	33 9 8 5 1 1 2	35 12 8 5 0 0 2	36 12 3 1 5 0 3	28 10 2 6 1 1 1	30 11 7 4 1 0 2 15 9	23 14 3 4 1 0 2	26 3 4 1 0 4 24 7	27 12 4 5 1 0 2	24 10 7 3 2 0 2	3
vould still be on the ballot. How do you think you would vote in this situation? Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote	26 11 5 4 1 0 2 14 9	21 12 6 4 1 0 2 16 9	22 12 4 3 1 1 15 9	35 12 5 3 0 2 9 7	38 6 3 1 0 5 7 4	25 11 5 4 1 0 2 20 8	33 9 8 5 1 1 2 9 4	35 12 8 5 0 2 7 4	36 12 3 1 5 0 3 3 6	28 10 2 6 1 1 1 3 5	30 11 7 4 1 0 2 15	23 14 3 4 1 0 2 8 8	26 3 5 4 1 0 4 24	27 12 4 5 1 0 2 7 8	24 10 7 3 2 0 2 21 11	1 3 1 2 1 2 2 9 5
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vould still be on the ballot. How do you think you would vote in this situation? Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote Don't know Refused Now imagine that at the next UK general election the only parties hat could realistically win in your area were Reform UK or Labour, lithough other candidates and parties would still be on the ballot. How do you think you would vote in this situation? Shown to a random third of respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat	26 11 5 4 1 0 2 14 9 3 35 26 6 4 3	21 12 6 4 1 0 2 16 9 4 29 27 6 3 3	22 12 4 3 1 1 15 9 2 32 32 32 8 2 2	35 12 5 5 3 0 2 9 7 1 43 44 6 5 3	38 6 8 3 1 0 5 7 4 1 4 6 6 6 4	25 11 5 4 1 0 2 20 8 2 20 8 2 2 41 21 5 5 3	33 9 8 5 1 2 9 4 2 41 28 9 3 5	35 12 8 5 0 2 7 4 0 39 31 7 1 3	36 12 3 1 5 0 3 6 1 3 4 28 9 3 2	28 10 2 6 1 1 3 5 0 35 32 13 1 4	30 11 7 4 1 0 2 15 9 3 15 9 3 3 23 5 5 3	23 14 3 4 1 0 2 8 8 2 2 8 2 2 6 37 9 2 4	26 3 5 4 1 0 4 24 7 5 4 41 9 8 5 4	27 12 4 5 1 0 2 7 8 1 35 31 8 3 3 3	24 10 7 3 2 0 2 21 11 4 32 22 4 4 3	3 1 2 2 3 1 2 3 1 2 3 1 2 3 1 2 3 1 2 3 1 2 3 1 3 1
would still be on the ballot. How do you think you would vote in this situation? Shown to a random third of respondents; N=1738] Conservative Labour Reform UK Green Liberal Democrat Scottish National Party (SNP) Plaid Cymru Some other party Would not vote Don't know Refused Now imagine that at the next UK general election the only parties hat could realistically win in your area were Reform UK or Labour, ulthough other candidates and parties would still be on the ballot. Iow do you think you would vote in this situation? Shown to a random third of respondents; N=1841] Labour Reform UK Conservative Green Liberal Democrat	26 11 5 4 1 0 2 14 9 3 26 6 4 3 1	21 12 6 4 1 0 2 16 9 4 29 27 6 3 3 2	22 12 4 3 1 1 1 5 9 2 32 32 8 2 2 1	35 12 5 5 3 0 2 9 7 1 43 44 6 5 3 2	38 6 8 3 1 0 5 7 4 1 46 6 6 4 1	25 11 5 4 1 0 2 20 8 2 2 8 2 2 41 21 5 5	33 9 8 5 1 1 2 9 4 2 41 28 9 3 5 2	35 12 8 5 0 2 7 4 0 39 31 7 1 3 0	36 12 3 1 5 0 3 6 1 3 4 28 9 3 2 2	28 10 2 6 1 1 1 3 5 0 35 32 13 1 4 0	30 111 7 4 1 0 2 15 9 3 3 5 5 3 2 2	23 14 3 4 1 0 2 8 8 2 2 26 37 9 2 4 1	26 3 5 4 1 0 4 24 7 5 4 1	27 12 4 5 1 0 2 7 8 1 35 31 8 3 3 1	24 10 7 3 2 0 2 21 11 4 3 2 22 4 4 3 2	3 1 2 2 3 1
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Weighted Sample	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Groon	Con	Lab		-					-	(Labour	NotLab19 - Lab24	won, Reform came	Red Wall	Blue Wal	,
									2.0 20		Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green	Loyalist)	(Labour Joiner)	second			Rem
				430	903	362			481	561		1586		361	158		1073	271	114		735	370	644	285	396	189
Unweighted Sample			1105	425	1094	330	657	2162	415	457	271	1547		367	160	1369	1405	283	116	128	1085	751	698	302	407	199
ow imagine that at the next UK general election the only parties at could realistically win in your area were the Green Party or abour, although other candidates and parties would still be on the allot. How do you think you would vote in this situation?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
hown to a random third of respondents; N=1768]		1.40	4.5		40	~~	1.40	~ 1	~~~	40		47	~~			10			~	~ ~			10			1
Gree Labou		18 7	15 78	44 18	12 4	96 1	19 8	24 52	33 24	10 2	84 4	17 10	32 50	34 26	68 12	19 10	30 48	33 26	3 4	64 16	22 63	28 39	19 23	23 17	30 25	3
Reform UI	< 14	2	1	0	71	0	13	4	2	60	2	23	5	0	4	22	6	2	72	4	3	5	21	24	7	
Conservative	ə 10	61	0	1	1	0	40	1	4	8	1	25	1	8	0	25	2	3	4	0	0	3	6	3	10	
Liberal Democra Scottish National Party (SNF Plaid Cymr Some other part) 1 J 0	1 0 0 0	1 0 0 0	33 0 0 0	0 0 0 1	0 1 0 0	1 0 0 1	2 0 0	22 0 0 1	1 0 0 3	1 0 0 0	2 0 0 2	3 0 0 0	25 0 0 0	0 0 0 0	3 0 0 2	2 0 0	22 0 0 0	0 0 0 0	0 0 0 0	1 0 0 0	4 1 0 1	1 0 3 1	2 0 2 1	4 0 0 0	
Would not vot		6	1	1	10	0	5	4	6	8	5	11	2	1	10	10	4	4	11	10	2	6	16	15	12	
Don't knov Refuse	v 9	4 1	4 1	3 0	1 1	1 0	11 0	9 2	8 0	5 3	2 1	9 1	6 2	6 0	7 0	8 1	7 1	11 0	3 3	7 0	7 2	12 2	6 4	13 0	12 0	
Do you have a positive or negative opinion of the following people and politicians? Keir Starmer																										
Very negative		33	2	9	69	19	37	10	12	70	18	43	12	7	14	40	15	6	79	22	8	13	33	35	22	
Fairly negative			6	24	20	28	34	14	20	17	27	28	16	17	17	29	17	17	10	23	12	15	20	21	22	
TOTAL NEGATIVI		70	8	33	89	47	71	24	32	87	45	71	28	24	31	69	32	23	89	45	20	28	53	56	44	
Neither positive nor negative		18	23	33	8	35	19	27	31	9	33	17	26	32	37	18	25	28	8	26	25	27	23	26	25	
Fairly positiv		10	50	28	2	17	9	37	28	4	18	9	34	34	27	11	32	41	2	23	41	35	18	15	24	
Very positiv TOTAL POSITIV		1 11	20 70	6 34	0 2	1 18	1 10	12 49	8 36	0	3 21	2 11	11 45	10 44	5 32	2 13	11 43	8 49	1 3	5 28	14 55	9 44	5 23	3 18	6 30	
I don't know this perso		1	0	34	2	10	0	49 0	0	4	1	0	4 5 0	44 0	0	0	4 3 0	49	3 0	20	0	44	23	0	2	1
olodymyr Zelenskyy Very negativ		3	2	3	12	3	3	4	4	16	3	6	5	1	3	6	4	3	12	4	4	2	7	8	6	
Fairly negativ		8	2	4	15	6	6	5	3	14	7	8	5	2	6	8	5	2	14	7	4	4	9	8	6	
TOTAL NEGATIVI		11	4	7	27	9	9	9	7	30	10	14	10	3	9	14	9	5	26	11	8	6	16	16	12	de la
Neither positive nor negative		20	15	17	25	19	19	18	16	26	22	19	19	13	14	19	17	12	19	13	16	14	24	24	20	
Fairly positive		34	33	32	22	36	32	32	31	23	37	31	32	31	41	32	32	30	19	35	33	33	26	28	31	
Very positiv	ə 30	33	44	42	22	34	37	38	43	19	30	33	37	50	34	33	38	52	31	39	39	43	26	26	33	
TOTAL POSITIV	E 60	67	77	74	44	70	69	70	74	42	67	64	69	81	75	65	70	82	50	74	72	76	52	54	64	
I don't know this perso	ר 6	3	3	2	4	2	2	3	3	3	3	3	3	3	2	3	3	1	4	2	3	4	7	6	4	I
Very negative	ə 79	82	85	89	69	90	84	85	88	65	87	82	84	91	88	83	85	90	74	88	86	90	75	80	81	
Fairly negative		11	6	6	15	6	9	8	6	17	8	10	7	5	6	9	7	6	12	5	6	7	10	10	9	
TOTAL NEGATIVI		93	91	95	84	96	93	93	94	82	95	92	91	96	94	92	92	96	86	93	92	97	85	90	90	
Neither positive nor negative		4	6	2	11	3	4	5	3	12	4	6	6	4	4	5	6	3	6	5	5	2	11	6	6	
Fairly positiv		2	2	1	3	1	1	1	2	4	0	2	2	0	1	1	1	0	7	1	2	1	2	2	1	1
Very positiv		1	0	0	2	1	0	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0	1	1	1	
TOTAL POSITIVI		3	2	1	5	2	1	1	2	6	0	2	2	0	1	1	1	0	8	1	2	1	3	3	2	1
I don't know this perso	ו 1	0	0	1	0	0	0	0	1	0	1	0	1	0	1	0	1	1	0	1	0	0	2	1	1	
Very negative		54	79	77	33	86	55	76	78	31	83	52	80	77	74	54	77	81	52	77	81	73	59	54	64	
Fairly negative			11	16	19	9	21	12	14	16	9	19	10	17	13	19	12	13	11	14	9	17	13	18	17	
TOTAL NEGATIVI		75	90	93	52	95	76	88	92	47	92	71	90	94	87	73	89	94	63	91	90	90	72	72	81	
Neither positive nor negative		15	6	4	20	3	14	6	4	23	6	15	6	4	8	14	7	3	12	5	6	6	13	16	12	
Fairly positiv		5	3	2	15	1	5	3	2	17	1	8	2	1	3	7	2	1	16	2	3	2	6	6	4	
Very positive		3	2	0	13	0	4	1	1	12	0	5	1	1	1	5	1	2	9 25	1 3	1 4	1	5 11	4 10	2	
TOTAL POSITIVI		8	5	2	28		9	4	3	29	1	13	3	2	4	12	3	3							6	

					•			<u> </u>		9~	-
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample		2042	555	3412	1379	2437	2909	346	2160	1411	1429
с .	%	%	%	%	%	%	%	%	%	%	%
Now imagine that at the next UK general election the only parties that could realistically win in your area were the Green Party or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?											
[Shown to a random third of respondents; N=1768]	~ ~	40		00	07	1.40	~~~		~	00	~~
Green Labour	24 21	18 14	14 15	26 21	27 29	18 25	29 18	36 25	24 24	23 22	20 15
Reform UK	21 14	28	15	13	29 16	25 17	18	25 8	24 10	22 16	15
Conservative	14	20 12	8	10	10	9	10	о 4	7	9	19
Liberal Democrat	3	3	8 4	3	4	9 4	3	4	4	9 2	4
Scottish National Party (SNP)	3 1	0	4	1	4	4	3 1	2	4	2	4
Plaid Cymru	0	0	0	0	0	1	0	0	0	0	1
Some other party	1	2	2	1	2	2	1	1	1	2	2
Would not vote	13	13	27	13	4	13	14	7	16	15	10
Don't know	9	8	11	9	6	7	11	6	9	9	9
Refused	3	1	5	3	2	3	3	8	5	1	0
Trefueed	Ũ		Ŭ	0	-	Ŭ	0	. 0	0		0
Do you have a positive or negative opinion of the following people and politicians? Keir Starmer											
Very negative	28	47	36	26	24	30	25	13	23	34	35
Fairly negative	22	24	19	23	19	19	24	21	20	22	25
TOTAL NEGATIVE	50	71	55	49	43	49	49	34	43	56	60
Neither positive nor negative	25	17	27	27	19	23	27	33	29	20	19
Fairly positive	19	9	11	20	26	21	17	24	21	18	16
Very positive	5	2	1	4	12	6	4	4	4	6	4
TOTAL POSITIVE	24	11	12	24	38	27	21	28	25	24	20
I don't know this person	2	1	6	1	0	1	2	6	2	0	0
Volodymyr Zelenskyy	•	~		-	0		-		-	-	-
Very negative	6 7	9 9	8 9	5 7	6 7	8 8	5 6	4 8	7 9	7 7	5 5
Fairly negative											-
TOTAL NEGATIVE Neither positive nor negative	13 21	18 21	17 26	12 21	13 17	16 22	11 19	12 24	16 25	14 19	10 14
Fairly positive	30	21	20	33	29	22	31	24 31	25 29	30	30
Very positive	30 30	30	21 19	33 31	29 40	28 31	30	20	29 23	30 34	30 44
TOTAL POSITIVE	60	50 57	40	64	40 69	59	50 61	20 51	23 52	54 64	74
I don't know this person	6	4	40 17	4	09	2	8	13	7	3	2
Vladimir Putin	U	4		4	U	-	U	15	'	5	2
Viduinin Futin Very negative	79	79	73	80	79	75	82	68	73	82	89
Fairly negative	10	11	11	10	10	12	9	13	12	10	7
	89	90	84	90	89	87	91	81	85	92	96
TOTAL NEGATIVE						9	6	12	9	6	3
TOTAL NEGATIVE Neither positive nor negative		7	10	6	8	9					1
TOTAL NEGATIVE Neither positive nor negative Fairly positive	7	7 2	10 2	6 2	8 2	3	1	1	3	1	
Neither positive nor negative			-			-			3 1	1	0
Neither positive nor negative Fairly positive	7 2	2	2	2	2	3	1	1			
Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE	7 2 1 3	2 1	2 1 3	2 1	2 1	3 1 4	1 0 1	1 2	1 4	1	0 1
Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person	7 2 1	2 1 3	2 1	2 1 3	2 1 3	3 1	1 0	1 2 3	1	1 2	0
Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person	7 2 1 3	2 1 3 1	2 1 3	2 1 3	2 1 3	3 1 4	1 0 1	1 2 3	1 4	1 2	0 1
Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Elon Musk Very negative	7 2 1 3 1	2 1 3 1 51	2 1 3 4 44	2 1 3 1	2 1 3 0	3 1 4 1 56	1 0 1 2 63	1 2 3 3 59	1 4 2 54	1 2 1 61	0 1 0 68
Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Elon Musk Very negative Fairly negative	7 2 1 3 1	2 1 3 1 51 19	2 1 3 4	2 1 3 1 62	2 1 3 0 68	3 1 4 1	1 0 1 2	1 2 3 3	1 4 2 54 18	1 2 1 61 16	0 1 0 68 15
Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Elon Musk Very negative	7 2 1 3 1 60 16	2 1 3 1 51	2 1 3 4 44 21	2 1 3 1 62 17	2 1 3 0 68 10	3 1 4 1 56 15	1 0 1 2 63 17	1 2 3 3 59 13	1 4 2 54	1 2 1 61	0 1 0 68 15 83
Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Elon Musk Very negative Fairly negative TOTAL NEGATIVE	7 2 1 3 1 60 16 76	2 1 3 1 51 19 70	2 1 3 4 44 21 65	2 1 3 1 62 17 79	2 1 3 0 68 10 78	3 1 4 1 56 15 71	1 0 1 2 63 17 80	1 2 3 3 59 13 72	1 4 2 54 18 72	1 2 1 61 16 77	0 1 0 68 15 83
Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Elon Musk Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative	7 2 1 3 1 60 16 76 13	2 1 3 1 51 19 70 15	2 1 3 4 21 65 21	2 1 3 1 62 17 79 12	2 1 3 0 68 10 78 10	3 1 4 1 56 15 71 14	1 0 1 2 63 17 80 12	1 2 3 3 59 13 72 16	1 2 54 18 72 14	1 2 1 61 16 77 13	0 1 0 68 15 83 10
Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Elon Musk Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive	7 2 1 3 1 60 16 76 13 6	2 1 3 1 51 19 70 15 8	2 1 3 4 44 21 65 21 6	2 1 3 1 62 17 79 12 5	2 1 3 0 68 10 78 10 7	3 1 4 1 56 15 71 14 8	1 0 1 2 63 17 80 12 3	1 2 3 3 59 13 72 16 7	1 4 2 54 18 72 14 7	1 2 1 61 16 77 13 5	0 1 0 68 15 83 10 3

e 2016

Political Attention

Gender

Age



		Socia	al Grade						Region								Education	<u>n</u>	Eth	hnicit
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Min
Weighted Samp	le 5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	
Unweighted Samp				224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	6
ow imagine that at the next UK general election the only parties at could realistically win in your area were the Green Party or blour, although other candidates and parties would still be on the llot. How do you think you would vote in this situation? hown to a random third of respondents; N=1768]	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gre		26	21	26	19	22	23	26	24	24	27	28	22	22	20	16	22	32	23	
Labo	ur 21	24	18	25	26	27	13	23	15	28	19	16	25	17	29	15	18	30	20	
Reform L		12	16	23	17	15	23	13	15	3	14	12	21	10	6	22	14	7	15	
Conservati	/e 10	10	9	5	9	7	10	5	19	7	12	16	5	7	3	11	11	8	10	
Liberal Democ		4	3	0	4	2	1	4	1	4	5	6	4	7	0	2	4	4	3	
Scottish National Party (SN	P) 1	1	0	0	0	0	0	0	0	0	0	0	0	10	3	0	0	2	1	
Plaid Cym		0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	
Some other pa		1	1	2	1	1	1	1	0	1	4	0	0	0	9	0	2	1	1	
Would not vo		11	16	11	16	15	16	17	14	14	10	8	4	16	18	21	13	7	14	
Don't kno	w 9	8	10	7	5	10	7	9	9	11	6	13	12	9	6	7	11	7	9	
Refus	ed 3	2	5	2	3	1	6	1	3	8	4	0	2	2	5	4	3	2	2	
Do you have a positive or negative opinion of the following people and politicians? Keir Starmer Very negati	/A 28	23	33	31	31	30	30	28	27	21	27	27	29	29	21	42	28	16	29	
Fairly negative		23	23	23	20	23	30 24	20 21	27	21 17	27	27	29 25	29 24	21	42 21	20	20	29	
TOTAL NEGATI		44	23 56	23 54	20 51	23 53	24 54	21 49	49	38	21 48	23 50	25 54	24 53	21 42	63	23 51	20 36	51	
								49 24	49 27											
Neither positive nor negati Fairly positi		26 23	24 14	24 18	20 22	23 18	28 13	24	17	28 25	26 21	26 18	26 12	23 19	27 25	21 11	25 18	28 27	24 19	
Very positi		6	3	3	6	5	4	4	5	8	4	4	6	3	4	3	4	7	5	
TOTAL POSITI		29	17	21	28	23	17	25	22	33	25	22	18	22	29	14	22	34	24	
I don't know this pers		1	3	0	20	2	2	2	3	1	2	1	2	1	1	2	2	0	2	
Very negati	/e 6	5	7	5	8	7	7	4	6	7	4	5	5	8	6	8	6	4	5	
Fairly negati		7	8	10	8	9	5	5	8	9	6	7	4	9	6	8	7	7	7	
TOTAL NEGATI		12	15	15	16	16	12	9	14	16	10	12	9	17	12	16	13	11	12	
Neither positive nor negati		20	23	21	23	19	22	24	16	25	21	22	20	16	16	22	20	21	19	
Fairly positi		32	27	32	25	29	31	35	32	29	32	25	28	32	28	25	30	33	31	
Very positi		32	28	25	30	29	30	27	28	26	31	35	34	33	43	29	30	32	33	
TOTAL POSITI		64	55	57	55	58	61	62	60	55	63	60	62	65	71	54	60	65	64	
I don't know this pers		4	7	6	6	6	5	5	9	4	6	5	8	3	0	8	7	3	5	
/ladimir Putin Very negati		81	75	83	77	79	80	78	79	70	79	80	83	81	83	78	77	82	82	
Fairly negati		10	11	8	9	12	8	11	12	12	11	9	8	10	10	9	12	9	9	
TOTAL NEGATI		91	86	91	86	91	88	89	91	82	90	89	91	91	93	87	89	91	91	
Neither positive nor negati		6	8	8	9	4	8	9	4	12	5	9	5	5	8	8	8	6	5	
Fairly positi		2	2	1	2	2	2	1	1	3	2	1	0	3	0	3	1	2	1	
Very positi		1	1	0	2	1	0	1	1	2	0	0	0	0	0	1	1	0	1	
TOTAL POSITIV		3	3	1	4	3	2	2	2	5	2	1	0	3	0	4	2	2	2	
I don't know this pers		1	2	0	2	1	1	1	2	1	1	1	4	0	0	2	2	1	1	
l on Musk Very negati	/e 60	63	55	64	58	59	54	57	56	59	63	60	63	63	69	54	57	68	61	
Fairly negati	/e 16	16	16	12	14	19	20	18	18	15	15	17	16	14	19	18	17	14	17	
TOTAL NEGATIN		79	71	76	72	78	74	75	74	74	78	77	79	77	88	72	74	82	78	
Neither positive nor negati	/e 13	11	16	13	16	11	14	14	16	14	13	11	10	11	5	15	15	9	12	
Fairly positi		5	6	7	6	4	7	5	4	6	5	7	4	7	4	6	6	4	5	
			4	4	4	5	3	5	3	5	3	2	3	4	3	4	3	4	3	
Very positi	/e 4	4	4	-	-	0	0													
Very positi TOTAL POSITI		4 9	10	11	10	9	10	10	7	11	8	9	7	11	7	10	9	8	8	

			Househo	d Income			9	Savings Am	ount			Religion		Hou	use Te	nuro
		Under	20,000 -	40,000 -		Less than	£5,000 -	£20,000 -	£50,000 -	£100,000						1
	Total	20,000	39,999	69,999	70,000+	£5,000	£19,999	£49,999	£99,999	and above	None	Christian	Other	Own	Rent	Ot
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	7
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	5
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Now imagine that at the next UK general election the only parties that could realistically win in your area were the Green Party or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation? (Shown to a random third of respondents; N=1768)																
Green	24	22	23	26	26	22	31	24	23	19	26	19	26	23	24	2
Labour	21	18	22	26	25	25	24	25	24	23	21	22	27	20	20	
Reform UK	14	20	14	12	11	15	10	12	15	13	12	20	5	15	14	
Conservative	10	7	11	8	15	9	7	11	11	28	8	14	15	14	5	
Liberal Democrat	3	4	3	6	3	2	6	7	6	4	4	3	2	3	3	
Scottish National Party (SNP)	1	1	0	2	1	1	2	1	0	1	1	1	1	1	1	
Plaid Cymru	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	
Some other party	1	0	2	3	0	2	0	3	0	0	2	1	1	2	1	
Would not vote	13	17	14	9	9	12	11	8	12	6	16	10	11	12	16	
Don't know	9	10	6	6	8	8	7	9	7	5	9	9	4	8	9	
Refused		2	2	2	2	3	2	0	2	0	3	2	7	2	5	
Do you have a positive or negative opinion of the following people and politicians? Keir Starmer				00	10		00		00			00	05		00	
Very negative		36	28	22	19	28	20	22	20	24	26	32	25	28	30	
Fairly negative		20	25	21	22	21	26	22	20	24	21	23	23	23	19	
TOTAL NEGATIVE		56	53	43	41	49	46	44	40	48	47	55	48	51	49	
Neither positive nor negative	25	24	24	25	24	27	26	24	27	17	26	22	25	23	28	
Fairly positive	19	13 4	17	25	28 7	18	23 4	27	26 7	26 9	20	17	21	20	16 4	
Very positive TOTAL POSITIVE	5 24	4 17	5 22	6 31	35	5 23	4 27	5 32	33	35	5 25	5 22	6 27	5		
														25	20	
I don't know this person	24	3	1	1	0	2	1	0	0	0	2	1	1	25 1	3	
l don't know this person Volodymyr Zelenskyy	2	3	1	1	0	2	1	0	0	0	2	1	1	1	3	
I don't know this person Volodymyr Zelenskyy Very negative	2 6	3 8	1 5	1 4	0 5	2 7	1 4	0 4	0 2	0 3	2	1 7	1 13	1 5	3 8	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative	2 6 7	3 8 8	1 5 8	1 4 8	0 5 7	2 7 9	1 4 7	0 4 5	0 2 4	0 3 5	2 4 7	1 7 8	1 13 10	1 5 6	3 8 9	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE	2 6 7 13	3 8 8 16	1 5 8 13	1 4 8 12	0 5 7 12	2 7 9 16	1 4 7 11	0 4 5 9	0 2 4 6	0 3 5 8	2 4 7 11	1 7 8 15	1 13 10 23	1 5 6 11	3 8 9 17	1
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative	2 6 7 13 21	3 8 8 16 23	1 5 8 13 21	1 4 8 12 21	0 5 7 12 18	2 7 9 16 23	1 4 7 11 18	0 4 5 9 15	0 2 4 6 17	0 3 5 8 20	2 4 7 11 20	1 7 8 15 19	1 13 10 23 30	1 5 6 11 19	3 8 9 17 23	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive	2 6 7 13 21 30	3 8 8 16 23 26	1 5 8 13 21 30	1 4 8 12 21 33	0 5 7 12 18 33	2 7 9 16 23 28	1 4 7 11 18 33	0 4 5 9 15 38	0 2 4 6 17 37	0 3 5 8 20 31	2 4 7 11 20 30	1 7 8 15 19 31	1 13 10 23 30 24	1 5 6 11 19 31	3 9 17 23 29	:
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive	2 6 7 13 21 30 30	3 8 8 16 23 26 28	1 5 8 13 21 30 32	1 4 8 12 21 33 30	0 5 7 12 18 33 35	2 7 9 16 23 28 28 28	1 4 7 11 18 33 34	0 4 5 9 15 38 34	0 2 4 6 17 37 38	0 3 5 8 20 31 42	2 4 7 11 20 30 33	1 7 8 15 19 31 32	1 13 10 23 30 24 17	1 5 6 11 19 31 35	3 9 17 23 29 23	-
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE	2 6 7 13 21 30 30 60	3 8 8 16 23 26 28 28 54	1 5 8 13 21 30 32 62	1 4 8 12 21 33 30 63	0 5 7 12 18 33 35 68	2 7 9 16 23 28 28 28 28 56	1 4 7 11 18 33 34 67	0 4 5 9 15 38 34 72	0 2 4 6 17 37 38 75	0 3 5 8 20 31 42 73	2 4 7 11 20 30 33 63	1 7 8 15 19 31 32 63	1 13 10 23 30 24 17 41	1 5 6 11 19 31 35 66	3 9 17 23 29 23 52	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person	2 6 7 13 21 30 30 60	3 8 8 16 23 26 28	1 5 8 13 21 30 32	1 4 8 12 21 33 30	0 5 7 12 18 33 35	2 7 9 16 23 28 28 28	1 4 7 11 18 33 34	0 4 5 9 15 38 34	0 2 4 6 17 37 38	0 3 5 8 20 31 42	2 4 7 11 20 30 33	1 7 8 15 19 31 32	1 13 10 23 30 24 17	1 5 6 11 19 31 35	3 9 17 23 29 23	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive Very positive TOTAL POSITIVE I don't know this person Vladimir Putin	2 6 7 13 21 30 30 60 6	3 8 8 16 23 26 28 28 54 8	1 5 8 13 21 30 32 62 4	1 4 8 12 21 33 30 63 4	0 5 7 12 18 33 35 68 2	2 7 9 16 23 28 28 28 28 56 5	1 4 7 11 18 33 34 67 3	0 4 5 9 15 38 34 72 4	0 2 4 6 17 37 38 75 1	0 3 5 8 20 31 42 73 0	2 4 7 11 20 30 33 63 7	1 7 8 15 19 31 32 63 3	1 13 10 23 30 24 17 41 5	1 5 6 11 19 31 35 66 3	3 9 17 23 29 23 52 8	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Vladimir Putin Very negative	2 6 7 13 21 30 30 60 6 79	3 8 8 16 23 26 28 54 8 75	1 5 8 13 21 30 32 62 4 79	1 4 8 12 21 33 30 63 4 80	0 5 7 12 18 33 35 68 2 81	2 7 9 16 23 28 28 28 56 5 75	1 4 7 11 18 33 34 67 3 81	0 4 5 9 15 38 34 72 4 86	0 2 4 6 17 37 38 75 1 85	0 3 5 8 20 31 42 73 0 86	2 4 7 11 20 30 33 63 7 83	1 7 8 15 19 31 32 63 3 78	1 13 10 23 30 24 17 41 5 59	1 5 6 11 19 31 35 66 3 83	3 8 9 17 23 29 23 52 8 72	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Vladimir Putin Very negative Fairly negative	2 6 7 13 21 30 30 60 6 79 10	3 8 8 16 23 26 28 54 8 75 12	1 5 8 13 21 30 32 62 4 79 11	1 4 8 12 21 33 30 63 4 80 9	0 5 7 12 18 33 35 68 2 81 11	2 7 9 16 23 28 28 56 5 75 75 12	1 4 7 11 18 33 34 67 3	0 4 5 9 15 38 34 72 4 86 7	0 2 4 6 17 37 38 75 1 85 8 8	0 3 5 8 20 31 42 73 0	2 4 7 11 20 30 33 63 7 83 9	1 7 8 15 19 31 32 63 3 78 12	1 13 10 23 30 24 17 41 5 59 14	1 5 6 11 31 35 66 3 83 9	3 8 9 17 23 29 23 52 8 72 13	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive User TOTAL POSITIVE I don't know this person Vladimir Putin Very negative Fairly negative Fairly negative TOTAL NEGATIVE	2 6 7 13 21 30 30 60 6 79 10 89	3 8 8 16 23 26 28 54 8 75 12 87	1 5 8 13 21 30 32 62 4 79 11 90	1 4 8 12 21 33 30 63 4 80 9 89	0 5 7 12 18 33 35 68 2 81 11 92	2 7 9 16 23 28 28 56 5 5 75 12 87	1 4 7 11 18 33 34 67 3 81 11 92	0 4 5 9 15 38 34 72 4 86 7 93	0 2 4 6 17 37 38 75 1 85 8 93	0 3 5 8 20 31 42 73 0 86 7 93	2 4 7 11 20 30 33 63 7 83 9 9 92	1 7 8 15 19 31 32 63 3 78 12 90	1 13 10 23 30 24 17 41 5 59 14 73	1 5 6 11 31 35 66 3 83 9 92	3 8 9 17 23 29 23 52 8 72 13 85	-
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive Utadimir Putin Very negative Fairly negative Neither positive nor negative	2 6 7 13 21 30 30 60 6 79 10 89 7	3 8 8 16 23 26 28 54 8 75 12 87 8 8	1 5 8 13 21 30 32 62 4 79 11 90 7	1 4 8 21 33 30 63 4 80 9 89 8	0 5 7 12 18 33 35 68 2 81 11 92 6	2 7 9 16 23 28 28 28 56 5 75 12 87 9	1 4 7 11 18 33 34 67 3 81 11 92 6	0 4 5 9 15 38 34 72 4 86 7 93 4	0 2 4 6 17 37 38 75 1 85 8 93 4	0 3 5 8 20 31 42 73 0 86 7 93 5	2 4 7 11 20 30 33 63 7 83 9 9 92 5	1 7 8 15 19 31 32 63 3 78 12 90 7	1 13 10 23 30 24 17 41 5 59 14 73 17	1 5 6 11 19 31 35 66 3 83 9 92 5	3 8 9 17 23 29 23 52 8 72 13 85 9	-
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Vladimir Putin Very negative Fairly negative TOTAL NEGATIVE Neither positive or negative Fairly positive Fairly positive	2 6 7 13 21 30 30 60 6 7 9 10 89 7 2	3 8 8 16 23 26 28 54 8 75 12 87 8 2	1 5 8 13 21 30 32 62 4 79 11 90 7 2	1 4 8 12 21 33 30 63 4 80 9 89 8 8 2	0 5 7 12 18 33 35 68 2 81 11 92 6 2	2 7 9 16 23 28 28 56 5 5 75 12 87 9 2	1 4 7 11 18 33 34 67 3 81 11 92 6 1	0 4 5 9 15 38 34 72 4 86 7 93 4 3	0 2 4 6 17 37 38 75 1 85 8 93 4 2	0 3 5 8 20 31 42 73 0 86 7 93 5 2	2 4 7 11 20 30 33 63 7 83 9 92 5 1	1 7 8 15 19 31 32 63 3 7 8 12 90 7 2	1 13 10 23 30 24 17 41 5 59 14 73 17 5	1 5 6 11 19 31 35 66 3 83 9 92 5 1	3 8 9 17 23 29 23 52 8 72 13 85 9 3	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Vladimir Putin Very negative Fairly negative Fairly negative Fairly negative Fairly positive Very positive Very positive	2 6 7 13 21 30 30 60 6 7 9 10 89 7 2 1	3 8 8 23 26 28 54 8 75 12 87 8 2 1	1 5 8 21 30 32 62 4 79 11 90 7 2 1	1 4 8 21 33 30 63 4 80 9 89 8 8 2 1	0 5 7 12 18 33 35 68 2 81 11 92 6 2 1	2 7 9 16 23 28 28 28 56 5 75 12 87 9	1 4 7 11 18 33 34 67 3 81 11 92 6	0 4 5 9 15 38 34 72 4 86 7 93 4 3 0	0 2 4 6 17 37 38 75 1 85 8 93 4	0 3 5 8 20 31 42 73 0 86 7 93 5 2 1	2 4 7 11 20 30 33 63 7 83 9 9 92 5	1 7 8 15 19 31 32 63 3 78 12 90 7	1 13 10 23 30 24 17 41 5 59 14 73 17 5 2	1 5 6 11 19 31 35 66 3 83 9 92 5	3 8 9 17 23 29 23 52 8 72 13 85 9	
I don't know this person /olodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive I don't know this person /ladimir Putin Very negative Fairly negative Fairly negative Fairly negative Fairly positive Very positive Fairly positive Very positive	2 6 7 13 21 30 30 60 6 7 9 10 89 7 2 1 3	3 8 8 23 26 28 54 8 75 12 87 87 8 2 1 3	1 5 8 13 21 30 32 62 4 79 11 90 7 2 1 3	1 4 8 21 33 30 63 4 80 9 89 8 89 8 2 1 3	0 5 7 12 18 33 35 68 2 81 11 92 6 2 1 3	2 7 9 16 23 28 28 56 5 75 12 87 9 9 2 1	1 4 7 11 18 33 34 67 3 81 11 92 6 1 0 1	0 4 5 9 15 38 34 72 4 86 7 93 4 3 0 3	0 2 4 6 17 37 38 75 1 85 8 93 4 2 0 2	0 3 5 8 20 31 42 73 0 86 7 93 5 2 1 3	2 4 7 11 20 30 33 63 7 83 9 92 5 1 0 0	1 7 8 15 19 31 32 63 3 7 8 12 90 7 2 1 3	1 13 10 23 30 24 17 41 5 59 14 73 17 5 2 7	1 5 6 11 35 66 3 83 9 92 5 1 0 1	3 8 9 17 23 29 23 52 8 72 13 85 9 3 1 4	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive Userson Vladimir Putin Very negative Fairly negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive Very positive Very negative TOTAL POSTIVE Neither positive nor negative Fairly positive Very positive Very negative TOTAL POSTIVE I don't know this person	2 6 7 13 21 30 30 60 6 7 9 10 89 7 2 1 3	3 8 8 23 26 28 54 8 75 12 87 8 2 1	1 5 8 21 30 32 62 4 79 11 90 7 2 1	1 4 8 21 33 30 63 4 80 9 89 8 8 2 1	0 5 7 12 18 33 35 68 2 81 11 92 6 2 1	2 7 9 16 23 28 56 5 75 12 87 9 2 1 3	1 4 7 11 18 33 34 67 3 81 11 92 6 1 0	0 4 5 9 15 38 34 72 4 86 7 93 4 3 0	0 2 4 6 17 37 38 75 1 85 8 93 4 2 0	0 3 5 8 20 31 42 73 0 86 7 93 5 2 1	2 4 7 11 20 30 33 63 7 83 9 92 5 1 0	1 7 8 15 19 31 32 63 3 78 12 90 7 2 1	1 13 10 23 30 24 17 41 5 59 14 73 17 5 2	1 5 6 11 35 66 3 83 9 92 5 1 0	3 8 9 17 23 29 23 52 8 72 13 85 9 3 1	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Vladimir Putin Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person I don't know this person Elon Musk	2 6 7 13 21 30 60 6 7 9 10 89 7 2 1 3 1	3 8 16 23 26 28 54 8 75 12 87 8 2 1 3 2	1 5 8 21 30 32 62 4 79 11 90 7 2 1 3 1	1 4 8 21 33 30 63 4 80 9 89 8 8 2 1 3 1	0 5 7 12 18 33 35 68 2 81 11 92 6 2 1 92 6 2 1 3 0	2 7 9 16 23 28 56 5 75 12 87 9 2 1 3 1	1 4 7 11 18 33 34 67 3 81 11 92 6 1 0 1 1	0 4 5 9 15 38 34 7 2 4 86 7 93 4 3 0 3 0	0 2 4 6 17 37 38 75 1 85 8 93 4 2 0 2 1	0 3 5 8 20 31 42 73 0 86 7 93 5 2 1 3 0	2 4 7 11 20 30 33 63 7 83 9 92 5 1 0 1 2	1 7 8 15 19 31 32 63 3 78 12 90 7 2 1 3 1	1 13 10 23 30 24 17 41 5 59 14 73 17 5 2 7 2	1 5 6 11 19 31 35 66 3 3 83 9 92 5 1 0 0 1 1	3 8 9 17 23 29 23 52 8 72 13 85 9 3 1 4 2	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Vladimir Putin Very negative Fairly negative Fairly negative Fairly positive Very positive TOTAL POSITIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Elon Musk Very negative	2 6 7 13 30 30 60 6 7 9 10 89 7 2 1 3 1 5 60	3 8 16 23 26 28 54 8 75 12 87 8 2 1 3 2 57	1 5 8 13 21 30 32 62 4 79 11 90 7 2 1 3 1 57	1 4 8 12 21 33 30 63 4 80 9 89 8 8 2 1 3 1 60	0 5 7 12 18 33 5 68 2 81 11 11 92 6 2 1 3 0 6 2	2 7 9 16 23 28 56 5 75 12 87 9 2 1 3 1 56	1 4 7 11 18 33 34 67 3 81 11 92 6 1 0 1 1 6	0 4 5 9 15 38 34 72 4 86 7 93 4 3 0 3 0 61	0 2 4 6 17 38 75 1 85 8 93 4 2 0 2 1 65	0 3 5 8 20 31 42 73 0 86 7 93 5 2 1 1 3 0 69	2 4 7 11 20 30 33 63 7 83 9 92 5 1 0 1 2 4 4	1 7 8 15 19 31 32 63 3 7 8 12 90 7 2 1 3 1 56	1 13 10 23 30 24 17 5 59 14 73 17 5 2 7 2 53	1 5 6 11 19 31 35 66 3 3 83 9 92 5 1 0 1 1 1 5	3 8 9 17 23 29 23 52 8 72 13 85 9 3 1 4 2 56	
I don't know this person Volodymyr Zelenskyy Very negative Fairly negative TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive I don't know this person Vladimir Putin Very negative Fairly negative Fairly negative Fairly positive Very positive TOTAL NEGATIVE Neither positive nor negative Fairly positive Very positive TOTAL POSITIVE I don't know this person Elon Musk Very negative Fairly negative	2 6 7 13 30 30 60 6 7 9 10 89 7 2 1 3 1 60 16	3 8 8 23 26 54 8 75 12 87 8 2 1 3 2 57 16	1 5 8 21 30 32 62 4 79 11 90 7 2 1 3 1 57 19	1 4 8 12 21 33 30 63 4 80 9 89 8 2 1 3 1 60 17	0 5 7 12 18 33 5 68 2 81 11 92 6 2 1 1 92 6 2 1 3 0 62 17	2 7 9 16 23 28 56 5 75 12 87 9 2 1 3 1 56 16	1 4 7 11 18 33 34 67 3 81 11 92 6 1 0 1 1 1 20	0 4 5 9 15 38 34 72 4 86 7 93 4 3 0 3 0 61	0 2 4 6 17 37 38 75 1 85 8 93 4 2 0 2 1 65 18	0 3 5 8 20 31 42 73 0 86 7 93 5 2 1 3 0 69 15	2 4 7 11 20 30 33 63 7 83 9 92 5 1 0 0 1 2 4 5 1 0 1 2 4 5 1 1 0 5 1 1 0 5 1 1 20 30 33 3 7	1 7 8 19 31 32 63 3 7 8 12 90 7 2 1 3 1 56 19	1 13 10 23 30 24 17 5 59 14 73 17 5 2 7 2 53 19	1 5 6 11 19 31 35 66 3 3 83 9 92 5 1 0 0 1 1 1 1 1 2 2 17	3 8 9 17 23 29 23 52 8 72 13 85 9 3 1 4 2 56 15	
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-ieldwork: 12th - 27th March 2025		e 2016	De	litical Attenti		C.	nder	1		~~	
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	Total	Leave	Low (0-2)	7)	10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	125
Unweighted Sample		2042	555	3412	1379	2437	2909	346	2160	1411	142
	%	%	%	%	%	%	%	%	%	%	%
Donald Trump Very negative	62	50	57	62	67	57	67	61	60	62	67
Fairly negative	15	50 17	16	16	11	16	14	15	15	02 14	16
TOTAL NEGATIVE	77	67	73	78	78	73	81	76	75	76	83
Neither positive nor negative	10	14	13	10	8	11	10	12	11	10	8
Fairly positive	7	11	6	7	8	9	5	6	8	7	5
Very positive	5	7	5	4	6	6	3	3	5	6	4
TOTAL POSITIVE		18	11	11	14	15	8	9	13	13	9
I don't know this person	1	0	3	0	0	1	1	2	1	0	0
Vigel Farage Very negative	42	18	30	41	55	42	42	52	46	40	33
Fairly negative	42	18	30 19	19	55 13	42	42 19	17	40 19	40 17	17
TOTAL NEGATIVE		36	49	60	68	58	61	69	65	57	50
Neither positive nor negative	18	23	27	18	11	17	20	16	18	18	21
Fairly positive	13	25	10	13	12	14	11	7	10	16	17
Very positive	8	17	8	7	8	10	6	3	5	9	13
TOTAL POSITIVE		42	18	20	20	24	17	10	15	25	30
I don't know this person	2	1	7	1	0	1	3	5	3	0	0
The economy Immigration & Asylum Health Defence and security Crime Housing The environment & climate change Tax Welfare benefits Britain leaving the EU Education Pensions Family life & childcare Transport None of these Don't know	42 37 27 19 19 19 14 13 12 9 7 5 2 1	46 69 32 35 24 11 9 14 15 4 5 11 3 1 0 1	41 42 30 13 21 20 15 16 16 10 9 9 5 2 2 2 6	51 44 38 29 21 18 18 14 13 10 9 7 5 2 0 1	55 35 38 32 15 21 25 14 12 5 4 10 5 5 2 0 0	53 45 29 31 19 18 18 12 14 7 7 3 3 1 2	47 39 44 23 20 20 21 11 15 10 11 7 6 2 0 2	51 21 31 13 16 31 25 15 9 14 14 2 5 6 1 6	 53 33 36 18 23 22 18 13 12 10 3 7 2 1 2 	49 50 37 12 15 18 11 16 13 9 8 2 2 0 1	45 58 41 43 20 11 14 11 13 10 5 16 2 1 0 1
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fieldwork: 12th - 27th March 2025		Socia	Grade						Region								Educatio	n	Eth	nicity
	Total	ABC1	-			Yorkshire and the Humber	East Midlands	West Midlands	East of England		South East	South West	Wales		Northern Ireland	Low	Medium	5	White	Minori Ethni
Weighted Sample				195	568	466	404	446	527	615	713	540	278	444	150	1412		1797		762
Unweighted Sample	5346 %	3178	2168 %	224 %	584 %	493 %	410 %	473	522 %	594 %	690 %	502 %	218 %	488 %	148 %	1477 %	2076 %	1792 %	4490 %	67 %
onald Trump	70	70	/0	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	
Very negative	62	66	58	64	61	63	57	57	58	61	65	67	65	65	69	57	58	71	63	5
Fairly negative		14	16	13	16	15	17	18	20	14	14	12	14	10	16	15	17	13	15	1
TOTAL NEGATIVE		80	74	77	77	78	74	75	78	75	79	79	79	75	85	72	75	84	78	7
Neither positive nor negative		9	13	12	10	10	13	11	11	11	10	10	12	9	5	12	12	8	9	1
Fairly positive Very positive		7 4	7 5	5 6	7 6	6 6	10 2	7 6	7 3	8 6	7 4	7 4	5 3	7 7	6 4	8 6	8 5	5 3	7 5	
TOTAL POSITIVE		11	12	11	13	12	12	13	10	14	4	11	8	14	10	14	13	8	12	
I don't know this person		0	1	0	1	0	1	1	1	0	1	0	1	2	0	1	1	0	1	
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Very negative	42	48	34	43	40	45	29	37	37	52	39	41	40	51	47	27	38	58	40	;
Fairly negative	17	17	18	11	17	17	18	18	19	16	17	18	21	18	20	16	19	16	18	
TOTAL NEGATIVE		65	52	54	57	62	47	55	56	68	56	59	61	69	67	43	57	74	58	(
Neither positive nor negative		16	22	22	21	16	22	20	21	16	18	19	15	13	19	24	19	14	18	2
Fairly positive		11	15	13	12	12	18	16	13	8	15	13	12	11	10	19	13	8	14	
Very positive		6	10	10	8	9	10	7	8	4	8	9	10	5	2	12	9	3	9	
TOTAL POSITIVE I don't know this person		17 1	25 3	23 1	20 2	21 2	28 2	23 2	21 2	12 4	23 2	22 1	22 3	16 2	12 1	31 2	22 3	11	23 2	
r don't know this person	2		3		2	2	2	2	2	4	2	1	3	2	1	2	3		2	
The economy Immigration & Asylum Health Defence and security Crime Housing The environment & climate change Tax Welfare benefits Britain leaving the EU Education Pensions Family life & childcare Transport None of these	42 37 27 19 19 19 14 13 12 9 7 5 2	54 37 39 29 18 19 23 14 11 5 5 2 0	44 48 34 21 20 15 14 16 11 7 10 4 2 1	51 52 32 29 21 17 10 15 11 12 6 8 2 4 1	49 46 31 28 20 17 17 17 15 13 7 8 7 8 7 2 0	52 47 37 24 17 18 17 11 17 10 13 8 5 3 0	47 47 34 31 22 15 18 15 16 11 8 9 4 1 1	52 49 32 26 25 15 23 13 13 12 11 5 4 3 0	46 44 36 29 17 19 17 15 12 10 10 7 6 1 0	60 25 36 22 25 32 20 16 12 13 7 4 3 4 1	54 42 36 21 15 19 14 10 11 11 6 5 2 1	42 42 38 27 18 19 28 12 13 12 9 8 4 2 1	45 41 45 28 12 15 25 16 12 7 6 4 2 0	48 35 40 27 14 24 15 18 14 15 8 9 4 2 1	46 37 66 26 15 19 8 11 17 13 8 7 1 0	42 58 33 28 23 16 11 13 18 8 5 13 4 2 1	50 44 36 27 20 19 17 15 13 12 9 7 4 2 0	57 27 41 25 15 22 29 14 10 15 12 3 6 3 1	48 45 38 29 19 18 20 13 13 13 11 9 8 5 2 0	
Don't know When it comes to the economy, which of these are the most mportant issues facing the UK? Please tick up to two. Shown to those who chose 'the economy' as one of their top three ssues; N=2666] Cost of living Energy costs Economic growth Inflation Inequality/poverty	66 27 26 20 16	2 65 23 30 21 17	3 69 32 20 19 13	67 31 21 25 16	2 69 25 24 21 17	2 68 31 22 20 17	2 62 35 25 22 11	2 69 23 32 16 13	3 67 29 23 18 15	66 16 33 25 17	3 67 23 29 18 18	2 63 27 26 20 14	1 64 34 21 25 14	1 66 33 23 14 16	0 66 26 20 25 17	2 68 36 20 18 11	2 66 28 26 20 14	1 65 19 30 21 20	2 66 30 26 18 15	: 6 1 2 2 1
Wages Interest rates Local job availability/security Run-down local high streets Opportunities for young people Unemployment Other [See Tab 1] Don't know	6 5 5 5 2	10 7 5 4 6 4 2 1	11 6 4 6 4 8 2 1	8 9 2 3 6 1	17 6 3 5 6 2 0	11 4 4 5 6 2 0	8 5 5 7 4 1 1	8 12 5 3 7 1 1	8 6 6 5 5 3 1	12 4 5 2 7 7 1 1	8 6 4 5 5 3 1	10 7 6 7 4 4 3 1	8 2 3 5 6 3 5 1	11 5 6 9 5 6 1 1	13 9 4 9 6 3 0 0	10 4 7 5 7 1 2	9 6 4 6 3 1	12 7 4 5 4 2 0	9 7 5 6 5 2 1	

Fieldwork: 12th - 27th March 2025																
		Under	Househo 20,000 -	Id Income 40,000 -		Less than	£5,000 -	avings Am £20,000 -	ount £50,000 -	£100,000		Religion		Ho	use Ten	iure
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	£5,000	£5,000 - £19,999	£20,000 - £49,999	£99,999	and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	707
Unweighted Sample		946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Donald Trump																
Very negative		61	61	63	65	60	66	63	69	68	68	56	56	64	59	62
Fairly negative		14	16	15	14	15	16	17	15	14	14	18	15	15	16	14
TOTAL NEGATIVE		75	77	78	79	75	82	80	84	82	82	74	71	79	75	76
Neither positive nor negative		10	11	8	9	10	8	10	6	10	8	11	16	9	11	13
Fairly positive Very positive		8 6	7 5	8 5	7 4	9 6	7 4	7 4	7 3	5 4	6 4	9 6	7 6	7 4	8 5	6 5
TOTAL POSITIVE		14	12	13	4	15	11	11	10	9	10	15	13	4 11	13	11
I don't know this person		0	0	1	0	1	0	0	0	9	1	0	0	0	1	0
Nigel Farage	•	0	0	'	0		0	0	0	0		0	0	0		0
Very negative	42	38	36	44	52	41	46	47	44	41	48	30	49	40	41	51
Fairly negative		17	18	19	15	17	18	17	17	16	17	19	13	18	16	17
TOTAL NEGATIVE		55	54	63	67	58	64	64	61	57	65	49	62	58	57	68
Neither positive nor negative		19	20	16	14	18	17	14	18	19	15	22	23	18	20	16
Fairly positive		12	15	12	12	13	12	14	14	13	11	16	8	14	11	9
Very positive	8	12	9	6	6	8	6	8	7	10	6	11	4	9	8	4
TOTAL POSITIVE	21	24	24	18	18	21	18	22	21	23	17	27	12	23	19	13
I don't know this person	2	3	2	2	0	2	1	0	0	0	2	2	3	1	4	3
Which of these do you think are the most important issues facing the UK at this time? Please tick up to three. The economy		42	49	57	57	48	55	56	60	58	51	48	55	51	47	51
Immigration & Asylum	42	49	47	38	30	41	35	40	39	49	38	52	30	46	40	32
Health		35	38	38	40	34	40	35	46	40	37	38	37	39	33	34
Defence and security		24	28	26	28	22	26	33	38	36	24	35	14	33	18	19
Crime		23	20	17	17	20	16	16	13	16	17	21	27	19	20	19
Housing		21	22	19	17	22	23	23	18	10	21	14	22	11	32	27
The environment & climate change		16	17	21	24	17	25	25	23	20	23	14	16	19	18	22
Tax		11	15	16	17	15	13	15	10	16	13	13	20	14	13	12
Welfare benefits		21	13	13	7	14	13	9	11	14	13	13	14	13	17	9
Britain leaving the EU		11 7	11	13	17	12	12	14	11	13 7	14	9	14	12	13	12
Education Pensions		10	7 9	10 6	15 3	9 7	12 6	8 7	8 4	7	10 6	8 11	9 3	9 9	8 5	10 4
Family life & childcare		3	9 5	6	3 7	6	6	2	4	3	5	4	6	5	5	4
Transport		3	3	2	1	3	3	1	3	1	2	2	4	2	3	4
None of these		0	0	0	1	1	0	0	0	0	1	0	1	0	1	1
Don't know		2	1	1	1	2	1	1	õ	0	2	2	2	1	2	5
When it comes to the economy, which of these are the most important issues facing the UK? Please tick up to two. [Shown to those who chose 'the economy' as one of their top three issues; N=2666]																
Cost of living		69	67	66	64	73	65	58	61	45	68	64	65	62	75	67
Energy costs		37	30	24	19	25	27	27	29	24	26	31	21	28	29	16
Economic growth		17	27	26	35	16	26	31	39	52	26	29	24	33	16	19
Inflation		19	19	23	22	22	17	24	22	19	18	19	27	20	21	18
Inequality/poverty		15	13	16	17	16	20	16	11	19	18	11	15	13	18	23
Wages		9	9	13 9	10 10	13	10 9	10	5	3	10	9 7	10	8	15	14 4
Interest rates Local job availability/security		2 4	5 5	9 5	10 4	5 5	9 6	7	8 7	8 6	6 5	5	8 6	8 4	2 6	4 5
Run-down local high streets		4	5 5	5	4	5 5	6 3	4 5	0	6 5	5	5 6	6 3	4 5	ь 5	5 4
Opportunities for young people		б 7	5 3	3	2	5	3 7	5 7	6	5 4	4 5	5	3 5	5 5	5 3	4 10
Unemployment		8	5	4	4	6	4	5	3	4 6	5	5	12	4	5	10
Other /See Tab 1]		0 1	2	4	4	2	2	2	3	3	2	2	0	3	1	2
Don't know		1	1	0	0	1	1	0	1	0	1	1	1	1	0	1
Don't know	•		•	Ū	5			0		v					0	

Fieldwork: 12th - 27th March 2025		1					1					1				1						1				
			1	Vestminst	er VI	1	 	V	ote in 202	24 GE			Vote ir	2019 GE			Vo	ote in 2017	GE		Lab19 - Lab24 (Labour	NotLab19 - Lab24	Seats where Labour won. Reform came	Ded Well	Blue Wall	Past vote
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green	Loyalist)	(Labour Joiner)	second	Reu wali	Diue wali	Remain
Weighted Sample	5346	752	991	430	903	362	931 1	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142	735	370	644	285	396	1893
Unweighted Sample			1105	425	1094	330	657 2	2162	415	457	271	1547		367	160	1369		283	116	128	1085	751	698	302	407	1995
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
When it comes to health, which of these are the most important																										
issues facing the UK? Please tick up to two. [Shown to those who chose 'health' as one of their top three issues;																										
N=2054]																										
Hospital waiting lists	44	48	40	47	48	37	49	43	47	46	40	46	44	45	24	47	44	42	43	41	43	39	42	32	49	45
Shortages of healthcare professionals	29	24	36	37	13	37		32	37	13	37	25	33	37	36	27	30	37	13	36	35	28	30	35	34	33
GP waiting times	28	30	28	27	31	24		27	29	29	20	27	24	25	29	30	28	24	14	20	24	30	26	30	22	27
A&E waiting times	25	26	26	18	30	22	24	27	16	31	19	26	24	18	20	27	26	14	18	26	26	30	31	31	18	24
Access to dentistry	16	17	14	14	20	16	18	16	16	20	19	18	19	14	11	15	18	15	35	14	19	11	19	17	17	15
Ambulance waiting times	15	15	13	14	20	18	14	15	13	19	14	16	14	15	23	14	16	12	33	15	15	17	18	16	15	14
Quality of care	14	12	15	19	10	15	13	13	14	12	18	11	15	17	17	12	13	20	15	15	12	12	13	14	20	14
Social care costs	13	13	13	15	12	13	13	15	16	15	13	15	12	18	20	15	12	22	20	22	14	18	13	11	12	14
Hospital closures / lack of local hospital	5	3	6	6	7	5	4	4	7	7	8	6	4	4	6	5	5	4	7	5	4	5	3	6	3	6
Free prescriptions	2	5	1	1	1	1	4	1	1	0	1	2	2	2	0	3	1	2	1	0	1	1	1	0	1	1
Other [See Tab 2]	2	2	3	1	2	6	2	3	1	2	6	2	2	1	4	1	3	2	0	3	3	2	1	2	4	2
Don't know	1	1	1	0	1	1	0	0	1	1	0	1	1	1	1	1	0	1	0	1	0	1	1	1	1	0
When it comes to immigration, which of these are the most important issues facing the UK? Please tick up to two. [Shown to those who chose 'immigration' as one of their top three issues; N=2373] People arriving illegally in the UK on 'small boats' Asylum seekers in hotels The overall amount of legal migration being too high Lack of integration among existing migrants The overall amount of legal migration being too low Barriers to asylum seekers and refugees being too strict Other [See Tab 3] Don't know	40 40 21	85 46 38 18 1 1 1 1	67 32 40 29 3 8 2 2	77 35 35 20 7 1 4 2	81 45 40 21 1 0 3 1	73 31 38 17 4 8 6 2	49 38	74 35 40 25 3 4 2 2	75 38 30 24 3 3 5 6	81 40 41 25 0 0 4 1	76 28 42 19 3 9 5 2	83 44 41 20 1 1 2 1	72 39 35 25 3 4 1 3	79 34 33 30 4 1 5 2	74 37 41 23 2 6 6 2	85 43 41 19 1 0 3 1	75 44 36 22 2 3 2 1	87 31 29 23 4 0 5 2	86 47 40 19 1 0 4 0	70 42 47 19 3 3 0 4	71 39 34 26 3 5 2 2	78 35 45 25 2 2 2 1 1	81 38 41 19 1 1 3 2	74 45 38 23 2 2 4 2	82 44 29 26 4 3 2 0	74 41 37 24 2 4 2 3
When it comes to housing, which of these are the most important issues facing the UK? Please tick up to two. [Shown to those who chose 'housing' as one of their top three issues; N=1006] The affordability of home ownership The availability of social housing/council housing High private sector rents Homelessness The quality of housing Over-development / too much housebuilding Other [See Tab 4]	49 36 28	50 49 33 35 7 6 0	59 47 43 24 14 1 3	56 55 34 24 13 7 6	52 61 30 22 6 7 4	54 45 47 30 9 1 4	58 30 33	57 47 45 21 15 2 4	58 55 28 31 11 6 4	60 53 39 15 5 12 2	59 52 42 27 6 6 2	52 63 27 28 7 7 1	54 47 23 13 2 4	48 60 29 18 21 6 4	59 53 29 47 6 0 0	43 62 30 25 9 7 2	53 55 47 24 10 1 3	50 58 41 23 10 0 7	52 34 58 7 2 27 0	51 67 25 36 12 0 4	56 49 49 19 15 2 4	48 56 38 19 22 0 5	45 54 39 27 12 4 5	56 30 28 32 25 3 6	57 40 31 27 19 5 3	55 49 37 26 13 3 4
Don't know	1	0	0	0	1	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	1	1	1	0	0	1

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	ou		V

		e 2016	Po	litical Attenti	on	Ge	ender		Ag	ge	
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2042	555	3412	1379	2437	2909	346	2160	1411	1429
-	%	%	%	%	%	%	%	%	%	%	%

When it comes to health, which of these are the most important

issues facing the UK? Please tick up to two.

[Shown to those who chose 'health' as one of their top three issues;

. N=2054]

N=2054]											
Hospital waiting lists	44	47	44	46	40	43	46	48	42	44	46
Shortages of healthcare professionals	29	23	23	31	29	28	30	34	32	23	30
GP waiting times	28	29	30	28	28	27	29	29	27	30	28
A&E waiting times	25	25	29	25	25	28	24	22	25	24	29
Access to dentistry	16	19	18	16	15	16	16	8	16	19	18
Ambulance waiting times	15	17	19	15	13	14	16	7	17	15	14
Quality of care	14	11	19	13	14	12	16	24	17	13	7
Social care costs	13	14	5	12	19	13	12	9	9	16	16
Hospital closures / lack of local hospital	5	5	3	6	5	7	4	1	5	8	4
Free prescriptions	2	3	3	1	2	2	1	1	1	1	3
Other [See Tab 2]	2	2	3	2	3	2	3	7	2	2	3
Don't know	1	1	1	1	1	2	0	3	1	0	1
When it comes to immigration, which of these are the most											
mportant issues facing the UK? Please tick up to two.											
Shown to those who chose 'immigration' as one of their top three issues;											
V=2373]											
People arriving illegally in the UK on 'small boats'	80	84	75	82	77	79	81	74	74	81	85
Asylum seekers in hotels	40	42	36	42	37	36	44	27	35	39	48
The overall amount of legal migration being too high	40	41	51	38	39	42	38	41	41	43	37
Lack of integration among existing migrants	21	19	12	21	30	24	17	31	22	22	17
The overall amount of legal migration being too low	2	1	1	2	2	2	2	7	3	0	1
Barriers to asylum seekers and refugees being too strict	2	0	3	1	2	2	2	9	3	0	1
Other [See Tab 3]	3	4	3	3	3	3	3	1	4	3	3
Don't know	1	1	3	1	0	1	2	0	3	1	1
						-					
Nhen it comes to housing, which of these are the most important						-					
ssues facing the UK? Please tick up to two. Shown to those who chose 'housing' as one of their top three issues;											
ssues facing the UK? Please tick up to two. Shown to those who chose 'housing' as one of their top three issues; I=1006]	54	39	51	56	51	57	52	70	56	49	36
ssues facing the UK? Please tick up to two. Shown to those who chose 'housing' as one of their top three issues; J=1006] The affordability of home ownership	54 49	39 67	51 43	56 50	51 52	57 54	52 45	70 40	56 40	49 65	36 74
ssues facing the UK? Please tick up to two. Shown to those who chose 'housing' as one of their top three issues; J=1006] The affordability of home ownership The availability of social housing/council housing	49	67	43	50	52	54	45	40	40	65	74
ssues facing the UK? Please tick up to two. Shown to those who chose 'housing' as one of their top three issues; J=1006] The affordability of home ownership	49 36	67 35						-	40 43		74 35
ssues facing the UK? Please tick up to two. Shown to those who chose 'housing' as one of their top three issues; V=1006] The affordability of home ownership The availability of social housing/council housing High private sector rents Homelessness	49 36 28	67 35 25	43 31 30	50 36	52 43 28	54 35 23	45 38 31	40 22	40 43 23	65 34 24	74 35 28
ssues facing the UK? Please tick up to two. Shown to those who chose 'housing' as one of their top three issues; V=1006] The affordability of home ownership The availability of social housing/council housing High private sector rents Homelessness The quality of housing	49 36 28 13	67 35 25 11	43 31	50 36 27	52 43	54 35 23 13	45 38 31 13	40 22 45	40 43 23 16	65 34 24 12	74 35 28 7
The availability of social housing/council housing High private sector rents Homelessness	49 36 28	67 35 25	43 31 30 15	50 36 27 14	52 43 28 10	54 35 23	45 38 31	40 22 45 10	40 43 23	65 34 24	74 35 28



		Socia	Grade						Region								Education		Ethr	nicitv
	Total		1	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	WIL:4-	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample			2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
When it comes to health, which of these are the most important issues facing the UK? Please tick up to two.																				
Shown to those who chose 'health' as one of their top three issues;																				
[5///win to anose who chose health as one of their top three issues, N=2054]																				
Hospital waiting lists	44	43	46	38	38	47	43	49	47	44	41	39	42	50	62	45	46	42	46	39
Shortages of healthcare professionals	29	32	25	31	28	26	23	27	31	36	30	24	31	32	30	20	29	36	28	35
GP waiting times	28	28	29	30	21	30	40	24	31	27	31	28	19	29	32	32	26	29	28	36
A&E waiting times	25	24	27	26	31	24	17	28	23	31	23	23	33	21	28	30	26	22	25	27
Access to dentistry	16	15	19	26	23	21	26	9	15	7	17	28	8	11	3	19	17	14	17	13
Ambulance waiting times	15	14	17	18	12	12	19	19	15	11	13	15	25	12	19	18	16	13	16	11
Quality of care	14	16	12	10	17	13	9	15	15	18	21	12	12	12	5	11	15	15	14	19
Social care costs		14	10	6	16	15	10	14	9	10	12	16	12	15	9	9	12	16	13	8
Hospital closures / lack of local hospita		5	6	5	4	4	3	5	5	6	5	6	4	6	8	6	5	5	5	5
Free prescriptions		1	2	0	3	2	0	4	2	1	1	2	1	2	0	3	1	1	2	1
Other [See Tab 2]		2	3	3	1	2	3	2	4	2	2	3	1	5	0	2	2	3	2	3
Don't knov	/ 1	1	1	0	2	1	1	0	0	2	0	1	4	0	0	2	1	1	1	0
When it comes to immigration, which of these are the most important issues facing the UK? Please tick up to two. [Shown to those who chose 'immigration' as one of their top three issues; N=2373]																				
People arriving illegally in the UK on 'small boats	80	79	81	74	76	86	83	78	82	68	80	80	81	82	86	84	79	74	81	71
Asylum seekers in hotels	40	39	42	41	39	34	45	43	39	37	42	41	35	41	43	45	39	32	41	33
The overall amount of legal migration being too high		39	42	41	42	45	31	38	48	39	40	37	51	33	35	44	39	38	40	40
Lack of integration among existing migrants		25	17	19	22	18	22	23	18	27	22	19	14	21	29	13	21	35	21	22
The overall amount of legal migration being too lov		2	1	1	1	2	2	1	2	7	2	3	0	2	0	0	3	3	1	7
Barriers to asylum seekers and refugees being too stric		2	2	2	2	2	1	2	1	9	1	1	0	1	1	1	2	4	1	9
Other [See Tab 3]		3	3	4	3	2	4	2	2	1	3	5	2	5	2	2	4	3	3	1
Don't knov	/ 1	1	2	3	2	1	3	2	0	0	1	1	2	2	0	2	1	1	1	2
When it comes to housing, which of these are the most important issues facing the UK? Please tick up to two. [Shown to those who chose 'housing' as one of their top three issues; N=1006]		1		1												I		I		
The affordability of home ownership		61	46	45	51	63	63	57	54	55	62	46	47	47	53	37	54	64	52	63
The availability of social housing/council housing		46	54	54	53	55	35	43	53	43	39	50	47	68	52	67	49	39	53	37
High private sector rents		36	38	45	34	27	46	29	35	46	40	38	20	30	31	28	38	40	36	38
Homelessness		27	28	10	33	29	22	39	34	24	18	33	34	21	39	29	30	25	28	27
The quality of housing		13	14	20	12	10	9	17	6	16	18	11	18	15	3	12	11	16	12	18
Over-development / too much housebuilding		3	5	6	3	0	6	6	1	1	11	6	0	4	3	6	5	2	4	4
Other [See Tab 4]		3 1	2	8	3	2	3 0	0	2	4 1	4	0	11 4	0	2 0	4 1	2	3 0	4 1	0
Don't knov	1		1	U	1	U	U	U	Т	1	1	U	4	U	U		Т	U	1	U

ieldwork: 12th - 27th March 2025	-					-										
				Id Income				avings Am				Religion		Но	use Ter	ure
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Vhen it comes to health, which of these are the most important																
sues facing the UK? Please tick up to two.																
Shown to those who chose 'health' as one of their top three issues;																
=2054]						ı					1					
Hospital waiting lists		39	45	45	45	41	48	48	48	45	45	44	44	46	42	41
Shortages of healthcare professionals GP waiting times		25	26	31	32	30	27	31	36	29	30	29	30	30	27	32
5		31 22	28 26	26 31	30 24	29 23	29 27	29 25	20 23	30 28	27 23	30 28	33 25	29 25	29 28	28 24
A&E waiting times Access to dentistry		22	20 18	16	24 14	23	14	25 16	23 16	20 15	18	20 14	25 15	25 16	20 20	24 10
Access to denisity Ambulance waiting times		20 15	10	16	14	15	14	15	14	13	14	14	10	16	20 13	14
Quality of care		17	13	13	15	16	15	12	16	6	16	10	19	12	17	20
Social care costs		12	17	12	13	10	13	17	15	27	13	14	9	14	10	10
Hospital closures / lack of local hospital		5	6	5	5	7	3	5	5	1	6	4	4	5	5	3
Free prescriptions		3	2	1	1	2	1	1	1	0	1	3	1	2	1	1
Other [See Tab 2]		3	2	1	4	3	3	1	3	0	3	2	4	2	3	3
Don't know		3	0	0	0	1	0	0	1	1	1	1	1	0	1	5
Shown to those who chose 'immigration' as one of their top three issues; [=2373] People arriving illegally in the UK on 'small boats' Asylum seekers in hotels The overall amount of legal migration being too high Lack of integration among existing migrants The overall amount of legal migration being too low Barriers to asylum seekers and refugees being too strict Other [See Tab 3] Don't know	40 40 21 2 2 3	83 43 43 11 3 2 3 2	81 41 38 24 2 1 2 1 2	79 40 41 21 1 3 1	76 36 40 30 2 2 2 2 0	78 38 40 20 3 4 3 2	80 42 40 28 1 1 2 0	78 45 35 26 2 1 2 1	82 45 39 19 1 0 1 3	82 38 36 31 2 1 2 0	80 39 41 21 2 2 3 2	82 43 39 20 2 0 3	66 24 51 26 4 8 4 2	81 41 39 22 1 2 3 1	80 43 41 17 3 1 2 2	74 27 46 28 4 4 3 2
When it comes to housing, which of these are the most important seues facing the UK? Please tick up to two. Shown to those who chose 'housing' as one of their top three issues; I=1006]																
The affordability of home ownership		34	52	63	64	53	60	58	53	59	55	45	61	53	47	68
The availability of social housing/council housing		65	53	36	37	48	47	49	57	50	49	59	41	56	49	40
High private sector rents		29	37	41	39	39	36	33	56	25	36	36	44	31	42	35
Homelessness		35	23	29	23	25	29	26	16	21	27	31	22	29	26	31
The quality of housing		15	14	14	13	16	15	7	11	11	14	7	17	11	15	11
Over-development / too much housebuilding		3 6	4 1	4	2	4 2	5 1	5	2 1	8 6	4	3 2	5 1	4 3	4	3 2
Other [See Tab 4] Don't know		6 1	1	4 0	4	2	1	4 2	0	0	4 1	2	1	3	4 1	2
DOILT KIOW			'	0		U	U	2	0	U	I '	0	0			U



Fieldwork: 12th - 27th March 2025 Vote in 2012 GE Vote in 2019 GE Vote in 2017 GE Lab19 - Lab24 NotLab19 - Lab24 Seats where Labour NotLab19 - Lab24 Seats where Labour NotLab19 - Lab24 NotLab21 NotLab21	Past vot Remain 1893 1995 % 45 37 29 29 29 29 29 29 29
Weighted Sample Total Con Lab Lib Dem Ref UK Green Con Lab Lib Dem Ref UK Green Con Lab Lib Dem Lib Dem Con Lab Lib Dem Con Lab Lib Dem Con Lab Lib Dem Ref UK Green Con Lab Lib Dem Lib Dem Con Lab Lib Dem Con Lab Lib Dem <	1893 1995 % 45 37 29 29
Unweighted Sample 5346 629 1105 425 1094 330 657 2162 415 457 271 1547 1410 367 160 1369 1405 283 116 128 1085 751 698 302 407 % % % % % % % % % % % % % % % % % % %	45 37 29 29
Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do	% 45 37 29 29
Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do	45 37 29 29
	37 29 29
Labour deserve a longer period of time to fix the mess created by the last government 28 6 66 46 4 45 5 54 45 5 41 8 55 49 41 9 51 48 5 36 62 46 26 25 28	29 29
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister 24 14 38 46 2 47 12 39 39 3 40 11 38 44 37 12 34 41 6 32 41 36 23 22 27	29
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister 19 5 34 34 4 37 6 33 26 3 34 6 36 28 26 7 33 29 5 26 38 28 15 15 22	
Labour are the party of investing in the NHS 19 8 48 27 5 20 8 36 26 6 24 8 37 32 16 8 35 33 3 14 41 30 19 17 23	
Keir Starmer has done a good job on the issue of Ukraine 19 15 35 32 7 18 15 30 31 6 18 15 27 37 27 15 27 38 6 24 30 35 13 17 24	27
Labour are the party of ordinary workers and working people 12 5 28 15 2 15 4 22 15 2 15 3 23 17 13 4 21 12 4 12 25 15 13 10 12	17
I think Keir Starmer is doing a good job as a Prime Minister and want to 11 4 36 18 1 7 5 24 19 1 8 6 21 23 13 6 20 24 1 16 24 28 8 6 15	18
see him continue in that role 7 2 24 9 0 6 1 16 8 1 7 1 15 10 7 2 15 12 0 6 19 11 6 6 10	12
Labour will invest in new public transport 6 2 14 7 2 11 2 10 8 1 1 2 11 8 5 2 10 9 0 5 11 6 6 4 5	8
I have always voted Labour 5 2 16 3 2 2 2 15 2 2 3 2 16 2 7 2 15 3 2 6 20 7 11 9 2	8
Labour are the party of action on climate change/clean energy 5 2 14 8 1 7 1 10 7 2 7 2 10 8 2 9 10 1 6 11 9 3 3 6	8
Labour are making progress on the issue of illegal immigration 4 3 9 5 1 3 2 7 3 1 3 2 7 4 2 2 5 7 2 4 8 6 4 4 3 Labour will invest in new schools 4 3 10 4 1 6 2 7 5 1 6 1 8 7 6 2 7 6 0 6 8 5 4 2 6	4
Labour will invest in new schools 4 3 10 4 1 6 2 7 5 1 6 1 8 7 6 2 7 6 0 6 8 5 4 2 6 I am happy with their work so far to bring down immigration 2 1 7 3 0 1 1 5 2 0 1 4 2 3 1 3 2 0 3 5 4 3 4 2	6 3
None of these 12 12 2 5 13 10 14 5 6 14 8 13 6 7 10 12 7 6 15 9 4 8 13 13 10 14 5 10	8
Not applicable - there is no good reason to consider voting Labour 35 54 1 15 71 15 56 8 21 71 21 58 9 13 21 56 14 14 71 30 5 15 36 35 33	18
Below are some reasons that other people have put forward in favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five.	
Labour removed the winter fuel allowance from most pensioners 34 49 19 33 49 26 51 28 34 42 25 49 27 32 32 49 34 32 45 24 27 35 35 40 32	30
Labour have not done enough to reduce the cost of living 32 37 23 38 35 32 34 30 32 36 33 31 26 33 32 32 32 34 32 31 Labour have failed to control immigration 30 47 9 18 73 7 50 17 20 73 9 54 14 16 21 53 19 15 87 21 13 26 36 36 28	31 16
Labour have put up too many taxes 27 45 12 25 44 10 45 17 24 45 11 42 14 22 15 43 16 24 37 14 14 21 26 25 28	19
Labour have not improved public services (e.g. the NHS) 21 27 14 27 20 28 25 17 26 18 27 23 19 23 20 22 20 22 18 21 17 18 23 20 20 20	21
Labour have not sufficiently addressed income/wealth inequality 20 10 25 35 11 43 8 29 26 9 39 11 32 28 28 11 30 32 9 23 29 29 18 14 21	28
Labour have just generally been incompetent/chaotic 20 36 4 13 42 10 34 10 11 43 9 34 10 9 9 32 11 11 45 6 8 13 23 24 21	12
Labour are bad for businesses 14 30 5 12 26 2 32 6 11 23 3 28 5 11 9 29 6 13 24 8 5 11 11 14 19 Labour have spent too much money wastefully 13 20 4 11 26 6 20 7 9 30 8 21 6 9 12 21 7 9 29 12 5 9 14 16 12	11 8
Too many Labour ministers/MPs have behaved in dishonest ways 13 15 6 10 22 16 16 8 11 19 12 17 8 11 11 17 9 10 28 10 8 11 16 20 12	10
l just do not like Keir Starmer as a person 13 16 5 9 21 14 16 8 10 20 14 16 10 5 7 15 11 5 20 9 8 6 14 19 10	9
Labour have not stood up to Israel sufficiently 13 5 19 19 3 39 4 17 17 4 36 5 23 14 17 6 20 20 2 19 20 12 10 7 12	20
Labour are too close to the Trade Unions 11 27 6 7 19 3 30 6 7 17 3 25 4 13 8 26 5 11 18 10 3 10 9 12 13	8
Labour have not improved the state of my local area 10 12 8 12 9 7 11 9 7 11 10 9 10 8 9 11 10 10 7 Labour's climate change/environment policies have gone too far 9 12 3 2 24 2 16 3 3 27 2 18 3 6 16 5 2 32 6 3 4 10 9 9	10 4
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l just have a very positive view of a different party 5 6 3 11 5 11 6 3 8 4 12 5 3 9 9 5 3 10 2 11 2 2 4 5 6	5
None of these 10 2 12 5 1 6 3 10 12 6 4 9 8 10 3 9 6 1 14 10 9 10 11 11 Not applicable - there is no good reason against voting Labour 12 3 22 9 5 8 4 17 10 5 11 4 18 11 6 4 16 12 5 12 20 11 12 8 9	10 13

Weighted Sample 5	Total 5346 5346 %	e 2016 Leave 1903 2042	Low (0-2) 1016 555	litical Attenti Medium (3- 7) 3207	High (8- 10) 1123	Male 2593	Female	1 8-24 562	25-49	ge 50-64	65+
Unweighted Sample 5	5346	2042		3207	1123	2593	2753	562	0000	1005	
Unweighted Sample 5	5346	2042	555	0.140				302	2208	1325	1250
low are some reasons that other people have put forward in	%			3412	1379	2437	2909	346	2160	1411	1429
low are some reasons that other people have put forward in		%	%	%	%	%	%	%	%	%	%
your of voting for Labour at the next general election. Which do u personally find most convincing? Please choose up to five.											
abour deserve a longer period of time to fix the mess created by the last government	28	12	14	28	40	28	27	34	31	26	21
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister	24	10	11	25	32	23	24	37	24	22	18
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister	19	9	7	19	28	19	18	25	20	19	14
Labour are the party of investing in the NHS	19	9	9	19	28	19	19	24	21	17	15
	19	13	8	19	29	20	17	21	16	20	21
Labour are the party of ordinary workers and working people	12	6	6	12	14	12	11	16	14	10	7
I think Keir Starmer is doing a good job as a Prime Minister and want to see him continue in that role	11	5	4	11	18	12	10	10	12	11	10
I trust Labour to competently manage the economy	7	2	4	7	11	9	5	11	8	7	4
Labour will invest in new public transport	6	2	2	6	10	6	5	10	6	5	4
I have always voted Labour	5	4	3	6	5	5	6	4	6	6	5
Labour are the party of action on climate change/clean energy	5	2	2	5	10	7	5	12	6	5	3
Labour are making progress on the issue of illegal immigration	4	3	2	4	6	5	3	4	4	3	3
Labour will invest in new schools	4	2	1	4	6	5	4	8	5	3	2
I am happy with their work so far to bring down immigration	2	1	2	2	3	3	1	4	2	1	1
	12	13	19	12	6	11	13	13	13	13	10
Not applicable - there is no good reason to consider voting Labour	35	57	50	33	26	35	34	17	29	39	49
Now are some reasons that other people have put forward in your of voting against Labour at the next general election. Which you personally find most convincing? Please choose up to five.						1		I			
	34	47	28	36	32	31	36	14	22	39	57
÷ *	32	33	26	35	29	29	35	27	34	33	30
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	21	23	19	23	20	18	25	20	20	22	23
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Labour have not improved the state of my local area	10		4	0	10	10	e				
Labour have not improved the state of my local area Labour's climate change/environment policies have gone too far	9	16	4	9	13 17	12	6	5 16	5	10	15
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YouGov



Processes Image	Fieldwork: 12th - 27th March 2025		Social	Grade						Region								Education		Eth	nicity
$ \frac{1}{10^{10}} \frac{1}{10^{10}}$		Total	ABC1	CODE	North East	North West		Fast Midlands			London	South East	South West	Wales	Scotland		Low	Medium	High	White	
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Badenoch bacoming Prime Miniger mig Value		24	27	19	25	22	25	21	21	20	28	24	25	19	28	27	13	23	32	23	30
Keir Stammer has done a good job on tessue of Ukraine 19 12 15 16 11 10		19	22	15	19	17	18	15	17	17	24	18	17	18	24	21	11	16	28	18	24
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Labour are the party of ordinary workers and working equal to a 17 13 9 9 9 11 14 9 12 14 9 13 8 10 17 11 17 11 17 11 16 11 10 10 10 10 10 8 10 17 11 17	Keir Starmer has done a good job on the issue of Ukraine	19		15	18	18	18	15	17	18	20	21	20	13	23	19			24	19	15
1 1 1 8 10 13 10<	Labour are the party of ordinary workers and working people	12	13	9	15	15	13	9	9	11	14	9	12	14	9	13		10	17	11	17
Labour will invest in new gubic range of the party of action on climate change/clean energy 7 7 3 5 5 6 4 4 3 4 10 5 5 6 4 4 3 4 10 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 5 6 4 4 5 7 5 5<		11	13	8	8	11	11	8	10	13	16	11	10	10	8	16	6	10	16	10	14
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			Househo	ld Income				avings Am	ount		1	Religion		Цa	use Ter	nuro
		Under	20,000 -	40,000 -		Less than	£5,000 -	£20,000 -	£50,000 -	£100,000			r			
	Total	20,000	39,999	69,999	70,000+	£5,000	£19,999	£49,999	£99,999	and above	None	Christian	Other	Own	Rent	Oth
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	70
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	-	-
ennerginea eanipie	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do you personally find most convincing? Please choose up to five.																
Labour deserve a longer period of time to fix the mess created by the last government	28	22	24	34	38	29	33	35	36	30	32	22	26	27	26	33
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister	24	19	20	25	31	24	30	29	25	20	27	19	25	22	23	3
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister	19	15	17	22	23	20	24	21	23	19	22	14	20	17	20	2
Labour are the party of investing in the NHS	19	14	21	24	22	19	25	22	27	21	21	16	21	18	20	2
Keir Starmer has done a good job on the issue of Ukraine	19	15	17	20	23	18	22	22	28	22	19	20	12	20	15	2
Labour are the party of ordinary workers and working people	12	10	11	16	13	13	12	15	14	12	12	11	12	10	12	1
I think Keir Starmer is doing a good job as a Prime Minister and want to see him continue in that role	11	8	8	14	17	11	12	13	20	16	11	10	12	12	9	1
I trust Labour to competently manage the economy	7	7	6	10	11	8	10	8	8	10	8	5	10	7	7	7
Labour will invest in new public transport	6	3	6	7	8	6	7	6	8	8	6	5	8	5	6	g
I have always voted Labour	5	5	6	7	5	6	5	6	4	5	5	5	7	4	7	5
Labour are the party of action on climate change/clean energy	5	5	5	5	8	6	7	7	8	6	6	5	8	5	7	7
Labour are making progress on the issue of illegal immigration	4	4	3	5	4	5	5	3	5	4	3	4	6	4	4	3
Labour will invest in new schools	4	2	4	7	5	5	6	4	4	3	4	4	5	4	5	3
I am happy with their work so far to bring down immigration	2	2	1	3	3	3	2	2	2	3	2	2	2	2	2	3
None of these Not applicable - there is no good reason to consider voting Labour	12 35	13 42	12 38	10 28	10 23	11 32	10 28	9 30	10 27	9 38	12 33	12 40	10 31	11 38	14 33	1
favour of voting against Labour at the next general election. Which																
Below are some reasons that other people have put forward in favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five. Labour removed the winter fuel allowance from most pensioners	34	40	39	30	24	31	32	37	33	36	29	44	22	38	30	
favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five.	34 32	40 33	39 34	30 34	24 28	31 34	32 36	37 33	33 27	36 22	29 30	44 35	22 32	38 31	30 35	
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YouGov Past vote

Fieldwork: 12th - 27th March 2025			W	/estminste	er VI			V	/ote in 20	24 GE			Vote i	n 2019 GE			V	ote in 201	7 GE		Lab19 - Lab24		Seats where Labour			Past vote
	Total	Con		Lib Dem	Ref UK	Green	Con		Lib Dem		Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	1	Green	(Labour	NotLab19 - Lab24 (Labour Joiner)	won, Reform came	Red Wall	Blue Wall	Remain
Weighted Sample			991	430	903	362		1326	481	561	308	1586		361	158	1408		271	114	142	Loyalist) 735	370	second 644	285	396	1893
Unweighted Sample			1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128	1085	751	698	302	407	1995
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Below are some reasons that other people have put forward in favour of voting for Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.																										
Reform UK stand for allowing fewer immigrants into the country		34	7	11	73	4	41	12	12	71	3	46	10	11	11	43	13	14	71	14	9	19	29	38	22	11
Reform UK would oppose 'wokeness' in all its forms Reform UK would stand up for biological women against the demands of		26	5	6	50	3	31	8	7	50	4	34	6	7	14	32	8	8	43	10	6	13	19	23	18	8
the trans lobby	11	17	3	5	29	3	18	5	7	30	3	20	5	7	8	19	6	7	33	6	3	7	11	14	12	6
Reform UK will stand up for the UK on the national stage		14	3 3	5 6	36 32	2	18 17	5	5 6	34	4	21	4 4	5 6	11 9	20	6 6	6 5	41	7	3 3	9 8	13	11	9	4
Reform UK would cut wasteful government spending Reform UK will stand up for working people		14 10	3	5	32	1 3	17	5 5	5	31 31	3 4	20 16	4 5	6	8	19 16	б 7	5 3	25 25	10 8	5	8	12 13	13 13	13 10	4 4
Reform UK would fight to reinstate the winter fuel allowance		14	2	6	25	4	15	5	6	20	3	16	4	4	6	15	7	5	23	10	4	7	12	16	8	5
Reform UK stand for scrapping Net Zero and rolling back environmental		12	2	2	32	1	15	3	2	37	1	20	2	1	1	18	4	2	38	3	1	5	11	10	10	3
policies We might as well roll the dice and try something new, and that might as well be Reform UK	8	9	3	5	16	2	10	5	5	14	2	11	5	5	4	11	6	4	9	5	4	7	10	8	7	4
Voting Reform UK would be the best way to get Labour out		9	2	3	20	0	12	3	2	18	2	12	3	2	2	12	4	5	20	2	2	4	9	10	5	2
Reform UK would stand up for the interests of white people over non-	h	6	3	3	16	1	8	3	2	14	1	9	2	1	5	9	2	2	23	4	2	4	5	6	3	2
white people Nigel Farage has a good relationship with President Trump and that could be good for the country	6	8	2	4	16	1	10	3	3	14	2	10	2	4	5	10	3	3	12	3	2	5	7	8	3	3
I think Reform UK would serve well and competently		6	3	1	22	0	7	2	1	21	1	9	2	1	2	9	3	3	19	3	1	3	7	10	3	2
Reform UK would cut taxes for people like me		9	3	4	17	1	10	4	3	15	3	9	3	5	6	9	4	5	10	6	3	4	8	6	5	4
Reform UK's economic policies would create more good jobs		4	2	3	12	3	5	2	3	10	2	6	2	2	3	6	2	2	8	2	1	2	3	4	4	2
I just really like Nigel Farage as leader of the Reform UK party None of these		3 9	1 9	3 7	11 1	1 6	5 9	1 10	2 6	11 1	1 6	6 7	1 9	2 6	2 12	6 7	2 10	3 5	4 5	2 6	1 8	2 10	4 11	6 14	2 9	1
Not applicable - there is no good reason to consider voting for Reform UK		32	74	70	1	82	30	67	70	4	81	25	72	69	61	28	66	69	6	66	74	56	45	36	52	70
Below are some reasons that other people have put forward in favour of voting against Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.							1					1														
I worry that Reform are racist/extreme Nigel Farage is too sympathetic to Donald Trump		32 27	62 35	59 37	6 9	64 32	29 26	54 33	59 32	7 8	60 32	24 23	59 32	58 42	57 34	26 25	53 33	57 43	8 10	55 34	60 33	48 37	34 22	29 19	48 33	55 34
I would not trust Reform UK to competently serve in government		27	42	37	2	34	25	37	39	4	34	23	37	42	35	23	36	43	0	34	38	38	24	20	31	40
Reform UK's denial of climate change - and opposition to reducing	21	14	34	38	5	50	14	30	33	5	45	12	32	40	38	13	29	39	3	41	30	30	15	14	27	32
greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage			31	30	4		17		26	5		14	30	31	25		27	29	5	21	32	28	21	16	24	
Reform UK are divisive and polarising generally		19 17	37	28	4	24 30	14	29 33	20	4	30 29	14	33	38	25 31	16 15	31	29 37	2	34	32	28 31	16	14	24 24	29 34
Nigel Farage is too sympathetic to Vladimir Putin		20	27	27	8	21	19	24	26	6	20	16	23	30	25	17	24	30	9	27	25	26	17	17	18	23
I worry that Reform UK might use any power they get to harm people		8	25	22	1	33	6	21	22	1	32	5	24	16	24	6	19	16	2	22	23	17	14	13	12	20
Reform UK would damage the NHS and public services generally Reform UK's economic policies would only favour the richest in society		8 5	26 21	20 21	3 2	26 28	6 3	23 20	17 14	4 4	20 25	5 4	25 21	19 18	13 14	6 4	24 18	16 16	4 3	11 17	27 21	16 13	15 12	9 11	13 12	21 17
Reform UK and their candidates are just too unprofessional		15	16	15	5	13	15	20 16	15	5	13	12	15	15	14	4 13	13	14	2	12	16	18	12	9	12	14
Reform UK would cut public services that people rely on		4	13	16	1	18	3	12	11	1	17	3	13	11	6	4	12	8	1	7	12	8	6	4	10	9
Reform UK and Nigel Farage have undermined Ukraine		7	12	11	2	7	7	9	10	2	9	6	10	11	10	6	10	13	1	12	11	8	6	8	6	9
Reform UK might just be the same as the other major parties and politicians we have		11	3	4	10	2	10	5	4	15	2	11	4	4	5	11	5	5	10	4	4	6	9	10	7	5
Reform UK would threaten support for free bus travel, free prescriptions and free school meals	6	6	7	9	2	9	5	8	6	2	8	5	7	7	3	5	7	6	3	2	7	8	6	5	7	6
I worry that Reform UK are a new party and so might not win, wasting my vote		14	3	2	10	2	14	4	3	9	2	13	3	2	2	12	4	3	9	0	3	5	7	10	7	3
None of these Not applicable - there is no good reason against voting Reform UK		11 14	4 4	5 6	15 51	4 4	12 19	6 8	7 8	16 49	5 7	13 25	6 7	4 5	13 5	11 24	7 10	4 5	22 47	8 13	5 6	8 8	11 24	16 24	10 12	7 9

Sample Size: 5346 adults in UK (18+) Fieldw

		e 2016	Po	litical Attenti	on	Ge	nder		A	ge	
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample		2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%
show are some reasons that other people have put forward in your of voting for Reform UK at the next general election. Which do u personally find most convincing? Please choose up to five.											
Reform UK stand for allowing fewer immigrants into the country	25	47	19	27	25	27	23	11	18	33	35
Reform UK would oppose 'wokeness' in all its forms	18	32	12	19	18	22	14	9	13	22	24
Reform UK would stand up for biological women against the demands of			-	40	40	40		~	~	45	45
the trans lobby	11	20	7	13	13	12	11	6	9	15	15
Reform UK will stand up for the UK on the national stage	11	23	9	12	12	12	11	4	7	15	17
Reform UK would cut wasteful government spending	11	20	8	11	13	13	9	8	9	13	14
Reform UK will stand up for working people	10	18	10	11	9	11	10	6	10	13	10
Reform UK would fight to reinstate the winter fuel allowance	9	18	9	10	8	8	11	3	6	11	18
Reform UK stand for scrapping Net Zero and rolling back environmental policies	9	19	5	10	11	12	7	5	5	14	15
We might as well roll the dice and try something new, and that might as well be Reform UK	8	13	5	8	7	7	8	6	7	8	9
Voting Reform UK would be the best way to get Labour out	7	12	7	7	6	8	6	2	5	7	12
Reform UK would stand up for the interests of white people over non- white people	6	10	6	6	5	6	5	4	5	6	8
ligel Farage has a good relationship with President Trump and that could	6	10	5	7	5	7	5	4	6	8	6
be good for the country I think Reform UK would serve well and competently	6	10	6	6	5	7	5	7	5	6	8
Reform UK would cut taxes for people like me	6	9	6		7	7	6	6	7	7	6
				6							
Reform UK's economic policies would create more good jobs	4	6	2	4	5	5	3	4	4	4	5
I just really like Nigel Farage as leader of the Reform UK party	3	6	4	3	3	4	3	2	2	3	6
None of these	10	7	17	10	6	9	12	14	12	9	7
ot applicable - there is no good reason to consider voting for Reform UK	48	25	49	46	54	46	50	59	52	44	41
elow are some reasons that other people have put forward in ivour of voting against Reform UK at the next general election. /hich do you personally find most convincing? Please choose up to ve.											
I worry that Reform are racist/extreme	37	21	22	39	46	34	41	45	41	34	30
Nigel Farage is too sympathetic to Donald Trump	26	22	14		30	23	27	22	20	28	34
	26			27	30						27
I would not trust Reform UK to competently serve in government		17	14	27 27			26	21	25	28	
I would not trust Reform UK to competently serve in government Reform UK's denial of climate change - and opposition to reducing areenhouse aasses - is danaerous	21	17 11	14 9		34 29	26 20	26 22	21 29	25 23	28 19	16
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous	21	11	9	27 22	34 29	26 20	22	29	23	19	16
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage	21 20	11 12	9 14	27 22 21	34 29 22	26 20 20	22 20	29 23	23 20	19 21	16 17
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally	21 20 20	11 12 11	9 14 9	27 22 21 20	34 29 22 31	26 20 20 20	22 20 20	29 23 15	23 20 20	19 21 23	16 17 20
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin	21 20 20 18	11 12 11 17	9 14 9 11	27 22 21 20 19	34 29 22 31 22	26 20 20 20 18	22 20 20 18	29 23 15 16	23 20 20 17	19 21 23 18	16 17 20 21
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people	21 20 20 18 14	11 12 11 17 5	9 14 9 11 7	27 22 21 20 19 15	34 29 22 31 22 18	26 20 20 20 18 13	22 20 20 18 16	29 23 15 16 31	23 20 20 17 18	19 21 23 18 10	16 17 20 21 5
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people Reform UK would damage the NHS and public services generally	21 20 20 18 14 14	11 12 11 17 5 6	9 14 9 11 7 7	27 22 21 20 19 15 14	34 29 22 31 22 18 22	26 20 20 18 13 15	22 20 20 18 16 14	29 23 15 16 31 23	23 20 20 17 18 15	19 21 23 18 10 12	16 17 20 21 5 11
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people Reform UK would damage the NHS and public services generally Reform UK's economic policies would only favour the richest in society	21 20 20 18 14 14 12	11 12 11 17 5 6 5	9 14 9 11 7 7 4	27 22 21 20 19 15 14 12	34 29 22 31 22 18 22 20	26 20 20 18 13 15 14	22 20 20 18 16 14 11	29 23 15 16 31 23 21	23 20 20 17 18 15 14	19 21 23 18 10 12 10	16 17 20 21 5 11 7
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people Reform UK would damage the NHS and public services generally Reform UK's economic policies would only favour the richest in society Reform UK and their candidates are just too unprofessional	21 20 20 18 14 14 12 12	11 12 11 17 5 6 5 11	9 14 9 11 7 7 4 5	27 22 21 20 19 15 14 12 12	34 29 22 31 22 18 22 20 17	26 20 20 18 13 15 14 13	22 20 20 18 16 14 11 11	29 23 15 16 31 23 21 14	23 20 20 17 18 15 14 11	19 21 23 18 10 12 10 12	16 17 20 21 5 11 7 13
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people Reform UK would damage the NHS and public services generally Reform UK's economic policies would only favour the richest in society Reform UK and their candidates are just too unprofessional Reform UK would cut public services that people rely on	21 20 18 14 14 12 12 8	11 12 11 17 5 6 5 11 4	9 14 9 11 7 4 5 3	27 22 21 20 19 15 14 12 12 8	34 29 22 31 22 18 22 20 17 13	26 20 20 18 13 15 14 13 9	22 20 20 18 16 14 11 11 7	29 23 15 16 31 23 21 14 14	23 20 20 17 18 15 14 11 9	19 21 23 18 10 12 10 12 7	16 17 20 21 5 11 7 13 5
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people Reform UK would damage the NHS and public services generally Reform UK's economic policies would only favour the richest in society Reform UK and their candidates are just too unprofessional Reform UK would cut public services that people rely on Reform UK and Nigel Farage have undermined Ukraine	21 20 20 18 14 14 12 12	11 12 11 17 5 6 5 11	9 14 9 11 7 7 4 5	27 22 21 20 19 15 14 12 12	34 29 22 31 22 18 22 20 17	26 20 20 18 13 15 14 13	22 20 20 18 16 14 11 11	29 23 15 16 31 23 21 14	23 20 20 17 18 15 14 11	19 21 23 18 10 12 10 12	16 17 20 21 5 11 7 13
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people Reform UK would damage the NHS and public services generally Reform UK's economic policies would only favour the richest in society Reform UK and their candidates are just too unprofessional Reform UK would cut public services that people rely on Reform UK and Nigel Farage have undermined Ukraine Reform UK might just be the same as the other major parties and politicians we have	21 20 18 14 14 12 12 8	11 12 11 17 5 6 5 11 4	9 14 9 11 7 4 5 3	27 22 21 20 19 15 14 12 12 8	34 29 22 31 22 18 22 20 17 13	26 20 20 18 13 15 14 13 9	22 20 20 18 16 14 11 11 7	29 23 15 16 31 23 21 14 14	23 20 20 17 18 15 14 11 9	19 21 23 18 10 12 10 12 7	16 17 20 21 5 11 7 13 5
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people Reform UK would damage the NHS and public services generally Reform UK's economic policies would only favour the richest in society Reform UK and their candidates are just too unprofessional Reform UK and Nigel Farage have undermined Ukraine Reform UK mould LK and Nigel Farage have undermined Ukraine Reform UK mould threaten support for free bus travel, free prescriptions and free school meals	21 20 18 14 14 12 12 8 7	11 12 11 17 5 6 5 11 4 6	9 14 9 11 7 4 5 3 6	27 22 21 20 19 15 14 12 12 8 7	34 29 22 31 22 18 22 20 17 13 9	26 20 20 18 13 15 14 13 9 8	22 20 20 18 16 14 11 7 6	29 23 15 16 31 23 21 14 14 5	23 20 17 18 15 14 11 9 7	19 21 23 18 10 12 10 12 7 6	16 17 20 21 5 11 7 13 5 10
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people Reform UK would damage the NHS and public services generally Reform UK's economic policies would only favour the richest in society Reform UK and their candidates are just too unprofessional Reform UK and Nigel Farage have undermined Ukraine Reform UK might just be the same as the other major parties and politicians we have Reform UK would threaten support for free bus travel, free prescriptions and free school meals I worry that Reform UK are a new party and so might not win, wasting my vote	21 20 20 18 14 14 12 8 7 7 6	11 12 11 17 5 6 5 11 4 6 11 5 11	9 14 9 11 7 7 4 5 3 6 4 5 5	27 22 21 20 19 15 14 12 12 8 7 8 7 8 7	34 29 22 31 22 18 22 20 17 13 9 7 6	26 20 20 18 13 15 14 13 9 8 8 8 5 6	22 20 20 18 16 14 11 11 7 6 7 7 7	29 23 15 16 31 23 21 14 14 5 5 10 4	23 20 20 17 18 15 14 11 9 7 6 5 4	19 21 23 18 10 12 10 12 7 6 8 5 8	16 17 20 21 5 11 7 13 5 10 10 10 6
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous I don't like Reform UK's leader, Nigel Farage Reform UK are divisive and polarising generally Nigel Farage is too sympathetic to Vladimir Putin I worry that Reform UK might use any power they get to harm people Reform UK would damage the NHS and public services generally Reform UK seconomic policies would only favour the richest in society Reform UK and their candidates are just too unprofessional Reform UK and their candidates are just too unprofessional Reform UK and Nigel Farage have undermined Ukraine Reform UK might just be the same as the other major parties and politicians we have Reform UK would threaten support for free bus travel, free prescriptions and free school meals I worry that Reform UK are a new party and so might not win, wasting my	21 20 20 18 14 14 12 12 8 7 7 6	11 12 11 17 5 6 5 11 4 6 11 5	9 14 9 11 7 4 5 3 6 4 5	27 22 21 20 19 15 14 12 12 8 7 8 7	34 29 22 31 22 18 22 20 17 13 9 7 6	26 20 20 18 13 15 14 13 9 8 8 5	22 20 20 18 16 14 11 7 6 7 7	29 23 15 16 31 23 21 14 14 5 5 10	23 20 17 18 15 14 11 9 7 6 5	19 21 23 18 10 12 10 12 7 6 8 5	16 17 20 21 5 11 7 13 5 10 10 6

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Fieldwork: 12th - 27th March 2025		Socia	l Grade						Region								Educatior	1	Ethr	nicity
	Total		C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands		London	South East	South West	Wales	Scotland	Northern Ireland	1	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample				224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Below are some reasons that other people have put forward in favour of voting for Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.																				
Reform UK stand for allowing fewer immigrants into the country	25	23	28	32	25	25	33	26	25	16	26	25	27	22	24	34	26	16	27	11
Reform UK would oppose 'wokeness' in all its forms		17	18	19	17	14	24	20	19	14	17	21	17	17	15	22	19	13	19	11
Reform UK would stand up for biological women against the demands of the trans lobby		11	11	13	10	11	14	11	11	9	12	14	11	12	15	14	11	10	12	7
Reform UK will stand up for the UK on the national stage		10	13	14	12	11	14	13	12	7	12	11	15	9	6	17	11	7	12	5
Reform UK would cut wasteful government spending	11	11	11	16	10	10	12	13	11	8	11	12	11	11	8	13	12	9	12	8
Reform UK will stand up for working people		9	13	11	11	13	11	10	12	8	12	10	12	7	10	16	10	6	11	5
Reform UK would fight to reinstate the winter fuel allowance	9	8	12	10	7	11	11	9	11	7	9	11	11	8	13	16	8	6	11	4
Reform UK stand for scrapping Net Zero and rolling back environmental policies	9	9	9	11	10	10	12	11	10	7	9	9	10	6	9	11	11	7	10	5
We might as well roll the dice and try something new, and that might as well be Reform UK	8	7	9	10	8	7	9	11	8	7	5	8	8	6	8	11	7	6	8	7
Voting Reform UK would be the best way to get Labour out	7	5	9	10	7	5	11	7	8	5	5	8	6	3	6	10	7	4	7	5
Reform UK would stand up for the interests of white people over non- white people	6	5	7	4	9	4	6	7	7	4	5	4	5	6	9	9	5	4	6	4
Nigel Farage has a good relationship with President Trump and that could be good for the country	6	6	7	5	6	6	7	7	6	4	7	5	6	8	9	9	6	4	7	4
I think Reform UK would serve well and competently	6	5	7	11	7	6	9	7	5	6	7	4	3	5	2	8	6	4	6	7
Reform UK would cut taxes for people like me	6	7	6	6	6	5	9	6	7	6	6	6	5	7	8	7	6	6	6	6
Reform UK's economic policies would create more good jobs	4	4	3	3	4	4	4	4	4	4	3	4	6	4	4	3	4	4	4	5
I just really like Nigel Farage as leader of the Reform UK party	3	3	4	4	2	4	4	3	4	2	4	4	4	2	0	5	4	1	4	2
None of these Not applicable - there is no good reason to consider voting for Reform UK		9 52	12 43	13 44	12 47	8 52	9 40	11 45	12 45	10 56	10 49	9 49	9 49	14 50	6 50	10 38	13 46	9 60	10 47	14 57
Below are some reasons that other people have put forward in favour of voting against Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.																				
I worry that Reform are racist/extreme		44	28	35	34	36	34	35	33	46	42	38	38	36	38	23	35	52	36	48
Nigel Farage is too sympathetic to Donald Trump		28	23	25	24	26	27	23	24	24	26	26	27	29	33	23	24	29	26	22
I would not trust Reform UK to competently serve in government	26	30	20	25	24	29	22	21	23	33	27	24	18	31	29	15	25	34	25	28
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous	21	25	16	21	18	19	18	19	18	22	25	25	17	22	29	11	17	33	21	20
I don't like Reform UK's leader, Nigel Farage		22	17	23	16	20	11	19	19	22	19	26	19	24	23	15	19	24	19	25
Reform UK are divisive and polarising generally		25	14	14	18	20	16	16	17	26	23	22	17	24	24	10	17	31	20	23
Nigel Farage is too sympathetic to Vladimir Putin	18	19	17	18	16	22	18	19	15	18	19	17	19	18	21	15	18	20	19	13
I worry that Reform UK might use any power they get to harm people		17	11	15	15	14	12	9	11	22	14	16	13	16	12	6	14	22	13	22
Reform UK would damage the NHS and public services generally		17	11	14	13	14	12	13	15	17	12	12	15	20	20	7	14	20	13	20
Reform UK's economic policies would only favour the richest in society		14	10	14	13	10	15	11	10	18	9	10	11	13	17	6	11	18	11	18
Reform UK and their candidates are just too unprofessional		14	9	16	12	11	10	13	12	14	12	10	10	12	9	7	12	15	11	15
Reform UK would cut public services that people rely on	8 7	9	6	9	6	7 7	7 7	7 7	6	13	7 7	7 7	7	12	11	4 7	8	12	7	12
Reform UK and Nigel Farage have undermined Ukraine Reform UK might just be the same as the other major parties and politicians we have	7	8 7	6 7	5 11	8 8	8	9	7	5 7	6 7	8	6	10 5	8 6	8 6	8	6 8	8 7	7 7	6 7
Reform UK would threaten support for free bus travel, free prescriptions and free school meals	6	6	6	5	5	6	8	6	6	9	5	4	6	6	4	5	6	7	6	9
I worry that Reform UK are a new party and so might not win, wasting my vote	6	6	6	6	6	7	8	9	6	6	7	5	8	3	5	8	7	5	6	7
None of these		10	17	9	16	11	12	11	16	11	12	14	13	16	16	18	14	8	13	12
Not applicable - there is no good reason against voting Reform UK	18	14	24	21	20	19	23	23	21	12	17	18	21	14	10	27	19	10	19	13

Fieldwork: 12th - 27th March 2025											1	D. I'. '			-	
		Under	Houseno 20.000 -	Id Income		1		avings Am £20.000 -	£50.000 -	C400.000		Religion		но	use Ter	nure
	Total	Under 20.000	20,000 - 39,999	40,000 - 69.999	70,000+	Less than £5.000	£5,000 - £19.999	£20,000 - £49,999	£99.999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	707
Unweighted Sample		946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Below are some reasons that other people have put forward in																
favour of voting for Reform UK at the next general election. Which do																
you personally find most convincing? Please choose up to five.																
Reform UK stand for allowing fewer immigrants into the country		27	27	24	22	24	25	25	29	32	21	35	12	29	20	16
Reform UK would oppose 'wokeness' in all its forms		17	20	18	16	17	18	20	19	23	16	22	12	21	13	12
Reform UK would stand up for biological women against the demands of		11	13	11	11	10	12	16	12	15	9	16	8	13	9	8
the trans lobby Reform UK will stand up for the UK on the national stage		12	12	10	9	10	11	11	14	11	9	17	6	13	10	7
Reform UK would cut wasteful government spending		9	12	10	9 14	10	11	11	14	16	10	13	10	13	9	7
Reform UK will stand up for working people		9 12	11	10	14	12	9	8	14	10	9	15	6	13	9 10	8
Reform UK would fight to reinstate the winter fuel allowance		14	12	7	7	9	8	10	10	10	7	15	5	10	10	6
Reform UK stand for scrapping Net Zero and rolling back environmental														10		
policies	9	11	9	8	8	7	10	10	11	16	8	13	5	11	7	7
We might as well roll the dice and try something new, and that might as well be Reform UK		9	10	7	7	9	7	7	8	9	7	10	6	8	8	7
Voting Reform UK would be the best way to get Labour out	7	10	7	6	4	6	8	7	9	5	6	9	4	7	7	5
Reform UK would stand up for the interests of white people over non-	6	8	6	5	4	6	3	6	7	4	5	8	3	6	6	4
white people		Ũ	Ū	Ū	-	Ū	Ū	0	,	-	Ŭ	Ū	0	Ŭ	0	-
Nigel Farage has a good relationship with President Trump and that could		8	6	7	5	7	5	6	7	6	6	8	4	7	5	6
be good for the country		9	6	~	~	7	~	7	~	0	-	0	~	<u> </u>	~	
I think Reform UK would serve well and competently		9 7	6	5	5	7	5 7		5 7	6	5	8	5	6	6	5
Reform UK would cut taxes for people like me		5	6 3	8 4	9 6	4	4	8 3	5	7 6	5 3	8 5	6 5	7 4	6 4	5 3
Reform UK's economic policies would create more good jobs I just really like Nigel Farage as leader of the Reform UK party		5	4	4	3	4	4	4	4	2	3	5	2	4	4	3 1
None of these		5 11	4 10	2 10	3	4 11	3	4	4	2 5	10	э 9	∠ 16	9	4 12	11
Not applicable - there is no good reason to consider voting for Reform UK		43	46	51	50	47	51	51	49	44	55	37	55	9 46	51	55
Below are some reasons that other people have put forward in																
favour of voting against Reform UK at the next general election.																
Which do you personally find most convincing? Please choose up to five.																
I worry that Reform are racist/extreme		29	33	43	52	37	46	45	44	41	41	32	41	37	36	42
Nigel Farage is too sympathetic to Donald Trump		25	28	26	25	24	28	30	33	31	27	25	19	28	22	24
I would not trust Reform UK to competently serve in government		20	24	31	32	23	32	33	29	32	27	25	27	28	22	24
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous		15	19	25	29	20	26	29	34	24	24	17	18	21	20	24
I don't like Reform UK's leader, Nigel Farage		18	17	22	23	18	21	27	19	21	21	17	23	20	19	22
Reform UK are divisive and polarising generally		18	17	22	23 31	18	21	27 28	25	21	21	17	23 20	20 23	19	17
Nigel Farage is too sympathetic to Vladimir Putin		17	19	19	19	18	23	20	19	20	19	18	11	19	16	19
I worry that Reform UK might use any power they get to harm people		13	12	17	18	16	23	16	10	12	16	9	20	11	16	24
Reform UK would damage the NHS and public services generally		12	11	17	20	15	17	14	18	12	15	12	17	13	14	19
Reform UK's economic policies would only favour the richest in society		11	11	14	16	13	15	14	14	9	13	9	16	10	13	18
Reform UK and their candidates are just too unprofessional		9	12	12	15	11	14	13	13	20	11	12	14	13	10	12
Reform UK would cut public services that people rely on		7	8	9	11	8	11	10	7	8	9	6	9	6	10	11
Reform UK and Nigel Farage have undermined Ukraine		7	8	7	7	6	6	9	11	7	7	7	7	8	5	8
Reform UK might just be the same as the other major parties and politicians we have	7	7	8	7	7	7	7	8	7	10	6	9	6	8	6	5
Reform UK would threaten support for free bus travel, free prescriptions	6	6	7	6	5	7	6	5	7	7	5	6	8	5	7	7
and free school meals I worry that Reform UK are a new party and so might not win, wasting my		7	7	7	5	5	7	7	6	9	5	9	5	7	5	4
vote None of these		7 14	7 13	7 10	э 10	э 13	7	9	8	9	э 12	9 13	э 14	7 12	5 15	4 13
Not applicable - there is no good reason against voting Reform UK		25	19	14	10	20	13	9 15	13	9 18	12	19	14	12	22	14



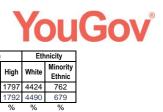
Sample Size: 5346 adults in UK (18+)																							You	G	0\	8
Fieldwork: 12th - 27th March 2025		1		Westminst	or VI			Vo	te in 2024	I GE		1	Voto i	n 2019 GE			Va	te in 201	7.05		Lab19 - Lab24		Seats where Labour			Past vote
	Total	Con	Lab	Lib Dem		Green	Con La	T		Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem		Green	(Labour	NotLab19 - Lab24 (Labour Joiner)	won, Reform came	Red Wall	Blue Wall	Remain
Weighted Sample			991		903	362	931 13		481	561	308		1098	361	158	1408		271	114		Loyalist) 735	370	second 644	285	396	1893
Unweighted Sample			1105		1094	330		62	415	457	271	1547	1410	367	160	1369	1405	283	114	128	1085	751	698	302	407	1995
	%	%	%	%	%	%	% %	6	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sometimes people talk about governments being tough on groups within society. If you had to prioritise, which of the below groups would you most like to see the Labour government be tough on? Please select up to three.																										
Asylum seekers crossing the channel illegally on small boats		53	16	18	76	9		2	22	76	11	62	18	20	31	59	23	22	75	29	20	29	40	46	33	20
Water companies who pollute rivers Oil and gas companies making large profits		26 22	49 46	48 39	20 20	62 65	26 4 19 4	7 7	50 37	20 19	57 60	26 22	52 52	52 39	48 43	28 22	50 48	52 42	26 28	52 50	52 52	44 42	30 37	31 29	41 34	47 43
People who claim benefits when they don't need to		42	40 24	28	32	18	41 2		31	33	17	39	21	39	27	40	21	31	39	24	22	31	29	35	28	28
Migrants who do not integrate into British society		31	9	12	48	6		3	11	51	8	35	11	14	14	34	14	11	43	19	11	17	23	26	19	13
Publicly funded bodies who spend money wastefully	20	22	19	23	19	17	23 2	20	24	22	18	23	21	22	24	23	21	24	12	25	21	20	21	19	20	21
People committing anti-social behaviour		19	21	18	14	16		20	18	13	19	17	18	23	16	18	18	22	14	15	19	20	18	20	18	19
Businesses who don't pay the minimum wage Businesses who rip off consumers through hidden charges/making it hard		9	26	23	6	28	6 2	22	22	6	25	5	27	19	22	6	27	20	4	21	26	13	17	12	19	23
to cancel services	14	7	21	21	7	15	9 1	9	19	7	15	9	18	21	19	9	18	20	6	13	18	20	13	12	15	18
Businesses who treat their employees badly		6	23	17	3	28	6 1	9	15	3	28	5	22	14	18	4	20	14	3	20	21	13	11	12	15	19
Campaign groups who organise disruptive protests		11	3	5	14	2	13 4		4	13	2	13	3	6	3	13	4	6	15	3	4	7	5	5	7	5
Trade Unions seeking to organise strike action		17	2	5	11	2	19 2	2	5	9	1	15	1	8	3	15	2	5	10	3	1	4	5	8	7	5
Residents and organisations who consistently oppose development ('NIMBYs')	4	3	6	6	2	4	3 5	5	6	2	5	3	5	6	3	3	4	5	1	3	5	5	3	2	4	4
Pensioners who receive benefits when they don't need them	3	5	4	2	2	4	3 4	4	3	2	3	2	3	2	8	2	3	3	3	5	4	4	3	2	4	3
None of these		1	1	3	2	1	2 2	2	4	2	1	2	2	2	1	2	2	3	2	1	1	2	2	5	3	2
Don't know	7	5	4	5	3	6	4	5	4	3	6	3	5	2	4	3	4	2	3	4	4	4	9	7	5	5
And based on what you've seen in the news or elsewhere, is the government being too tough, not tough enough, or getting about the right balance on the below groups or not? [Respondents were randomly shown 6 groups to answer the question on] Businesses who rip off consumers through hidden charges/making it hard to cancel services [N=2208]																										
They are being too tough on this group		2	1	1	2	0	2	-	1	2	0	2	2	1	0	2	0	2	3	0	2	0	2	4	2	1
They are getting the balance about right with this group They are not being tough enough on this group		11 63	13 62	9 71	6 75	8 69		1 54	11 59	9 70	9 71	8 67	11 64	4 60	6 72	8 66	10 68	6 64	3 91	11 76	12 64	8 67	5 67	4 68	14 65	10 64
Don't know		24	24	19	17	22	25 2		28	19	20	23	23	35	22	24	22	27	3	14	22	25	26	23	19	25
Businesses who treat their employees badly																										•
[N=2281] They are being too tough on this group	2	3	1	1	5	1	3	4	0	4	0	3	1	2	0	2	1	3	9	0	1	2	2	3	2	I 1
They are getting the balance about right with this group		21	24	13	21	10	22 2	-	18	18	11	22	18	15	10	24	13	19	9 14	9	16	20	13	19	20	16
They are not being tough enough on this group		50	53	62	47	61	47 5		54	48	64	48	55	54	52	44	60	57	57	54	56	53	56	51	48	54
Don't know	29	26	22	23	28	28	27 2	25	27	29	25	27	26	29	38	29	26	21	19	37	27	26	29	27	30	28
Businesses who don't pay the minimum wage [N=2284]							i.																			1
They are being too tough on this group They are getting the balance about right with this group		3 21	3 19	1 17	3 17	1 10	3 22 1	1 6	1 19	5 17	1 8	3 22	2 16	1 14	0 12	2 23	1 16	3 17	2 2	0 10	2 17	1 14	4 15	3 12	3 22	1 17
They are getting the balance about right with this group They are not being tough enough on this group		50	54	60	55	61	48 5		49	53	61	48	57	47	51	23 46	59	54	2 75	46	54	57	52	50	54	54
Don't know		25	25	22	24	28	27 2		31	25	31	28	26	38	37	29	24	26	21	44	27	28	30	36	21	28
People committing anti-social behaviour		•					•					•														•
[N=2262]	•							~		•	0		~	0	-	•				-		0				
They are being too tough on this group They are getting the balance about right with this group		0 8	4 28	1 22	3 8	4 21	0 : 8 2		1 19	2 7	6 22	1 8	3 24	0 22	7 18	2 8	1 20	0 17	4 4	5 21	2 23	2 20	1 15	1 14	2 14	2 19
They are getting the balance about right with this group They are not being tough enough on this group		82	48	55	81	45		5	52	, 81	43	79	24 52	22 54	53	79	20 59	58	83	51	23 54	63	61	71	59	59
Don't know		10	20	23	8	29		9	28	10	29	12	22	24	22	11	19	25	9	24	21	15	24	14	25	20

V	ou	C	®
	UU	U	

		e 2016	Po	litical Attenti	on	Ge	ender		A	ge	
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%

Sometimes people talk about governments being tough on groups	
within society. If you had to prioritise, which of the below groups	
would you most like to see the Labour government be tough on?	

would you most like to see the Labour government be tough on? Please select up to three.											
Asylum seekers crossing the channel illegally on small boats	37	62	35	39	31	37	36	15	27	47	53
Water companies who pollute rivers	35	26	19	36	46	33	36	35	32	35	38
Oil and gas companies making large profits	34	26	26	35	39	30	38	37	35	34	32
People who claim benefits when they don't need to	29	34	26	31	24	25	32	18	27	32	34
Migrants who do not integrate into British society	21	35	21	22	21	25	18	9	17	28	27
Publicly funded bodies who spend money wastefully	20	23	16	21	20	19	20	14	18	21	25
People committing anti-social behaviour	17	16	12	18	21	18	16	13	16	21	17
Businesses who don't pay the minimum wage	16	8	14	17	18	15	18	20	19	14	12
Businesses who rip off consumers through hidden charges/making it hard to cancel services	14	10	11	14	17	16	12	15	15	15	11
Businesses who treat their employees badly	13	5	9	12	18	14	12	18	15	12	8
Campaign groups who organise disruptive protests	7	11	5	7	9	8	6	2	5	10	11
Trade Unions seeking to organise strike action	6	11	6	7	7	7	6	2	4	6	14
Residents and organisations who consistently oppose development ('NIMBYs')	4	2	2	3	7	5	2	7	4	2	3
Pensioners who receive benefits when they don't need them	3	3	3	3	4	4	3	5	4	3	2
None of these	4	2	8	3	1	4	3	8	5	2	1
Don't know	7	4	18	6	2	7	8	17	11	3	2
Businesses who rip off consumers through hidden charges/making hard to cancel services V=2208]						1.0		1.			
They are being too tough on this group	1	2	1	1	2	2	1	1	2	1	2
They are getting the balance about right with this group	8	6	4	8	13	9	7	12	10	6	5
They are not being tough enough on this group	66	70	59	67	71	69	64	58	62	70	73
Don't know	25	22	36	25	14	21	28	29	27	23	21
Businesses who treat their employees badly N=2281]											
They are being too tough on this group	2	3	2	2	3	3	1	1	2	2	2
They are getting the balance about right with this group	16	19	11	16	23	20	13	16	16	15	19
They are not being tough enough on this group	52	50	45	52	58	53	51	49	52	54	51
Don't know Businesses who don't pay the minimum wage N=2284]	29	27	42	30	15	24	34	35	29	29	28
They are being too tough on this group	2	3	2	2	3	3	1	1	3	2	2
They are getting the balance about right with this group	16	17	5	17	22	17	14	13	14	17	18
They are not being tough enough on this group	53	52	47	54	55	55	51	52	51	55	55
Don't know	29	27	47	27	55 19	25	34	34	33	26	25
eople committing anti-social behaviour 4=2262]	23	21	40	21	15	23	54	54	55	20	25
-	2	2	2	2	4	2	2	5	3	2	1
They are being too tough on this group								- ×			
They are being too tough on this group They are getting the balance about right with this group	14	7		14	21	15	14	29	15	12	10
They are getting the balance about right with this group	14 62	7 76	9	14 64	21 65	15 65	14 59	29 32	15 55	12 71	10 77
They are getting the balance about right with this group They are not being tough enough on this group	62	76	9 51	64	65	65	59	32	55	71	7
They are getting the balance about right with this group			9			-					



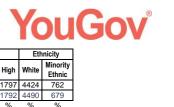
Fieldwork. 12th - 27th March 2025		Socia	Grade						Region								Education		Ethr	nicity
	Total	ABC1		North East	North West	Yorkshire and	East Midlands	West	East of England	London	South East	South West	Wales	Scotland	Northern	Low	Medium	1		Minority
Webster Downste				195	568	the Humber		Midlands 446	527					444	Ireland		2136	-	4424	Ethnic
Weighted Sample Unweighted Sample	5346	3047 3178	2299 2168	224	584	466 493	404 410	446	527	615 594	713 690	540 502	278 218	444	150 148	1412 1477	2136	1797 1792	4424	762 679
Unweighted Sample	%	%	2100	%	%	493 %	410	473	%	%	%	%	%	%	140 %	%	2010	%	4490 %	%
	70	,0	,0	70	70	70	,0	,,,	70	70	70	70	70	70	70	,0	,0	70	70	,0
Sometimes people talk about governments being tough on groups																				
within society. If you had to prioritise, which of the below groups																				
would you most like to see the Labour government be tough on?																				
Please select up to three.		1							10										1	
Asylum seekers crossing the channel illegally on small boats Water companies who pollute rivers		32 39	42 29	46 33	38 30	38 32	45 29	42 33	40 32	22 38	37 41	36 40	35 33	35 32	35 39	52 25	39 33	22 44	40 35	16 33
Oil and gas companies making large profits		35	32	42	30	32	32	33	27	34	31	38	35	36	39 49	23	33	44	35	31
People who claim benefits when they don't need to		32	24	25	28	29	33	29	26	24	33	29	31	24	35	28	29	28	29	26
Migrants who do not integrate into British society		20	23	17	23	23	25	23	23	14	21	18	25	25	18	27	22	16	23	11
Publicly funded bodies who spend money wastefully	20	21	18	20	22	20	21	20	16	20	17	19	20	25	19	16	20	23	19	24
People committing anti-social behaviour		18	16	20	16	17	21	19	16	19	17	14	18	15	15	16	16	19	17	20
Businesses who don't pay the minimum wage		18	15	15	16	16	14	13	17	21	14	19	17	16	23	13	14	22	16	20
Businesses who rip off consumers through hidden charges/making it hard to cancel services	14	14	13	16	13	16	14	12	11	18	14	11	13	18	11	11	12	18	13	21
Businesses who treat their employees badly		14	12	13	11	14	11	16	12	16	10	15	9	14	15	8	12	18	12	19
Campaign groups who organise disruptive protests		7	7	6	4	6	10	6	9	8	8	8	3	8	8	9	7	6	8	5
Trade Unions seeking to organise strike action		6	6	7	5	6	8	8	7	8	8	7	6	4	2	8	7	5	7	5
Residents and organisations who consistently oppose development	4	4	3	3	4	4	4	2	2	6	5	4	0	3	2	2	3	5	3	8
('NIMBYs')	-		-			-	•	_	-	-		-	-		-			-		
Pensioners who receive benefits when they don't need them		3	3 5	4	4	1 2	4	3 4	4 5	5 4	2	2 3	1	3 6	2 4	3	3 4	4	3	6
None of these Don't know		3 6	5 10	3	4 9	2 10	3	4	э 11	4 8	3	3 6	6 8	6 6	4	5 9	4 9	2 5	4 7	3 9
And based on what you've seen in the news or elsewhere, is the government being too tough, not tough enough, or getting about the right balance on the below groups or not? [Respondents were randomly shown 6 groups to answer the question on] Businesses who rip off consumers through hidden charges/making it hard to cancel services [N=2208]																				
They are being too tough on this group		2	1	3	1	1	1	0	1	3	1	2	1	2	2	1	1	2	1	1
They are getting the balance about right with this group		9	7	5	8	5	7	8	9	11	8	5	12	9	5	6	7	11	8	9
They are not being tough enough on this group Don't know		66 24	66 26	62 30	67 23	72 22	70 21	71 21	58 33	64 22	63 28	64 29	65 21	70 20	70 23	68 25	66 26	64 23	66 25	63 27
Businesses who treat their employees badly	20	24	20	00	20		21	21	00	22	20	20	21	20	20	20	20	20	20	21
[N=2281]																				
They are being too tough on this group		2	2	4	3	1	2	2	1	5	0	1	5	1	0	1	3	2	2	3
They are getting the balance about right with this group		19	13	17	16	16	18	16	15	18	21	14	19	12	12	15	16	18	16	19
They are not being tough enough on this group Don't know		49 29	56 29	54 25	55 26	61 22	55 25	51 32	42 42	51 27	47 31	50 35	44 32	60 27	68 20	52 32	51 31	54 26	52 30	52 26
Businesses who don't pay the minimum wage [N=2284]	25	23	23	23	20	22	25	52	72	21	51	55	52	21	20	52	51	20	50	20
They are being too tough on this group		3	2	1	3	2	1	2	1	7	1	2	3	0	1	2	2	2	2	4
They are getting the balance about right with this group		18	13	16	14	13	17	17	14	15	19	16	16	13	22	13	16	17	15	19
They are not being tough enough on this group		50	57	59	55	56	55	52	52	53	49	45	50	61	59	54	51	54	53	52
Don't know People committing anti-social behaviour	29	30	29	24	28	29	27	30	33	26	31	37	31	26	18	30	31	27	30	25
They are being too tough on this group		2	2	0	3	2	2	3	3	5	0	3	0	2	0	2	2	3	2	6
They are getting the balance about right with this group		16	13	16	15	13	9	15	15	21	11	14	18	16	12	10	13	20	13	19
They are not being tough enough on this group		61	63	67	60	65	75	63	57 25	53 22	66	58	54	62	73	70	62	54	64	51
Don't know	21	21	22	17	23	20	14	19	20	22	23	26	28	20	15	18	23	23	21	24



Fieldwork: 12th - 27th March 2025			Househo	d Income)		5	Savings Am	ount		r	Religion		Но	use Ter	nure
	T . (.)	Under	20,000 -	40,000 -	70.000.	Less than	£5,000 -	£20,000 -	£50,000 -	£100,000		0	0.1	•		~
	Total	20,000	39,999	69,999	70,000+	£5,000	£19,999	£49,999	£99,999	and above	None	Christian	Other	Own	Rent	Oth
Weighted Sample		928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	70
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	56
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sometimes people talk about governments being tough on groups within society. If you had to prioritise, which of the below groups would you most like to see the Labour government be tough on?																
Please select up to three.																
Asylum seekers crossing the channel illegally on small boats	37	41	42	35	27	35	33	35	36	45	33	47	22	42	32	2
Water companies who pollute rivers	35	33	35	36	37	32	39	39	39	37	37	31	34	36	33	3
Oil and gas companies making large profits	34	36	33	36	37	37	38	31	38	27	37	31	30	33	37	3
People who claim benefits when they don't need to	29	22	30	34	33	28	29	32	32	37	28	33	23	35	19	2
Migrants who do not integrate into British society	21	20	24	20	22	21	22	18	21	26	20	27	12	24	20	1
Publicly funded bodies who spend money wastefully	20	15	20	22	23	17	24	22	25	24	19	20	24	22	17	1
People committing anti-social behaviour	17	16	16	21	16	17	17	18	22	17	16	19	18	18	16	1
Businesses who don't pay the minimum wage	16	16	18	18	16	18	21	17	17	12	18	13	21	14	22	1
Businesses who rip off consumers through hidden charges/making it hard	14	15	12	14	16	15	13	20	14	14	14	13	17	13	16	1.
to cancel services				14		15			14		14			15		
Businesses who treat their employees badly		13	12	14	13	13	14	15	15	9	14	10	16	11	16	1
Campaign groups who organise disruptive protests		8	8	6	8	5	6	8	9	14	6	9	7	9	6	4
Trade Unions seeking to organise strike action		6	7	5	7	5	6	9	7	14	5	9	5	8	4	4
Residents and organisations who consistently oppose development		2	3	5	6	3	5	5	4	6	4	3	5	3	4	6
('NIMBYs')						-							-	-		
Pensioners who receive benefits when they don't need them	-	4	2	3	5	3	4	2	3	4	3	3	5	3	3	4
None of these Don't know		4 10	3 6	2 5	3 5	4	3 4	2 4	2 2	0 2	4 8	3 4	4 11	2 5	5 10	6 1
jovernment being too tough, not tough enough, or getting about the ight balance on the below groups or not? Respondents were randomly shown 6 groups to answer the question on] Businesses who rip off consumers through hidden charges/making thard to cancel services N=2208]																
They are being too tough on this group	1	1	2	2	2	2	1	1	4	2	1	2	3	1	2	2
They are getting the balance about right with this group	8	6	8	9	9	9	5	12	10	9	8	8	9	8	8	7
They are not being tough enough on this group	66	72	66	65	62	66	69	64	69	73	65	70	62	67	66	62
Don't know	25	21	24	23	26	24	24	23	17	16	26	21	27	24	24	2
Businesses who treat their employees badly /N=2281]																
They are being too tough on this group		2	2	1	3	3	2	2	2	3	2	2	2	2	2	1
They are getting the balance about right with this group		12	16	21	23	16	18	21	20	34	15	19	14	18	15	1:
They are not being tough enough on this group		57	54	51	48	58	52	52	47	38	53	52	47	51	57	4
Don't know	29	29	29	26	27	24	28	25	32	26	30	27	37	29	26	3
Businesses who don't pay the minimum wage N=2284]		i.														
They are being too tough on this group		2	2	2	3	3	2	1	2	3	2	3	4	2	3	2
They are getting the balance about right with this group		13	15	23	16	16	19	20	21	19	13	17	19	18	12	1'
They are not being tough enough on this group		54	56	52	52	55	50	50	48	50	53	53	52	52	54	5
Don't know	29	31	27	23	29	26	29	28	29	28	32	27	25	28	31	3
People committing anti-social behaviour N=2262]																
They are being too tough on this group	2	3	1	2	5	2	4	3	4	1	2	2	3	2	2	2
They are getting the balance about right with this group		15	13	15	20	16	15	15	18	16	14	13	17	12	16	19
They are not being tough enough on this group		60	66	65	60	60	63	63	67	70	59	71	53	69	55	50
Don't know		21	20	18	15	21	18	19	11	14	25	15	26	17	27	29

Image: Provide state stat				١	Vestminst	ter VI			1	Vote in 20	24 GE			Vote	in 2019 GE			Vo	ote in 2017	' GE		Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past vote
Unvergine Set S		Total	I Con	Lab	Lib Dem	Ref UK	Green	n Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green			won, Reform came	Red Wall	Blue Wall	Remain
Mate companies who pollute fivers Mater Source									-																		
State	Unweighted Sample																										
Decision They are being bot bough on this group, at a large and bough and this group, at a large and bough andis group, at a large and	Martin and a state of the state	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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They are getting the bialmace about right with this grow of the status and the status an		5	13	1	2	10	0	12	1	1	11	1	10	1	4	2	10	1	2	16	0	1	3	7	4	7	2
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They are not being tough enough on this group 1 9 27 24 19 21 23 23 23 24 0 93 24 94				40	26										-												-
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They are being too tough on this group 8 5 10 8 6 22 3 8 6 4 21 3 12 5 11 3 11 6 0 14 9 6 7 8 6 9 They are getting the balance about right with this group 19 12 33 24 14 24 12 30 18 9 18 11 29 21 16 13 26 23 17 11 33 20 19 13 20 23 They are points for this group 53 72 39 47 71 31 72 43 52 74 37 38 52 52 71 43 53 68 52 39 54 57 75 59 48 Don't know 21 0 7 13 19 24 13 20 22 21 13 23 13 20 22 21 13 23 15 13 23 15 <td></td>																											
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They are getting the balance about right with this group 13 9 27 23 3 17 9 20 18 2 16 7 22 17 18 10 17 12 10 17 They are not being tough enough on this group 61 72 47 54 85 55 74 53 51 85 55 78 48 53 62 78 65 48 62 61 61 60 56			1 1	3	2	2	2	2	2	2	1	3	1	2	3	4	1	2	2	0	3	2	2	3	з	1	2
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	DONTKIOV	. 24	1 17	20	21		20	1 13	27	50		21	1 14	21	21	20		20	20	10	20	20	13	20	20	~~	25

			e 2016	Po	litical Attent	ion	G	ender	<u> </u>	A	ge	
		Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24		50-64	65+
	Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
	Unweighted Sample	5346	2042	555	3412	1379	2437	2909	346	2160	1411	1429
		%	%	%	%	%	%	%	%	%	%	%
Water compani	ies who pollute rivers											
[N=2291]												
	They are being too tough on this group	1	1	1	1	2	1	1	1	2	1	1
	They are getting the balance about right with this group	8	9	7	8	9	9	7	10	8	7	7
	They are not being tough enough on this group	74	77	55	77	81	76	72	60	67	81	84
	Don't know	17	13	38	15	8	14	20	29	23	11	8
-	mpanies making large profits											
[N=2296]			1									
	They are being too tough on this group	5	9	2	5	7	8	2	1	4	5	8
	They are getting the balance about right with this group	11	11	6	10	15	14	7	15	9	11	11
	They are not being tough enough on this group	66	64	50	69	71	62	70	61	63	69	69
	Don't know	19	17	41	16	7	16	22	24	24	15	12
	organisations who consistently oppose development											
('NIMBYs')												
[N=2327]	They are being too tough on this group	10	16	4	10	13	10	9	5	7	12	14
		24	21	4 12	25	32	27	9 21	э 21	21	26	28
	They are getting the balance about right with this group They are not being tough enough on this group	24	21	12	25 21	32 26	27	16	18	21	20	20
	Don't know		42	68	44	20	37	54	56	20 52	23 39	23 36
Trada Unione e	seeking to organise strike action	40	42	00	44	29	57	54	50	52	29	30
[N=2338]	seeking to organise strike action											
[]	They are being too tough on this group	9	4	4	9	16	11	8	15	12	8	4
	They are getting the balance about right with this group	26	19	13	26	36	29	23	33	26	26	23
	They are not being tough enough on this group	34	53	37	33	34	38	29	14	24	38	54
	Don't know	31	24	47	33	14	22	40	38	38	28	20
Campaign grou	ups who organise disruptive protests											
[N=2314]												
	They are being too tough on this group	12	5	2	12	22	11	13	21	14	10	7
	They are getting the balance about right with this group	20	15	12	21	25	21	18	27	20	18	18
	They are not being tough enough on this group	45	66	45	46	40	50	40	17	36	55	64
	Don't know	23	14	40	20	13	17	28	34	29	17	11
People who cla	aim benefits when they don't need to											
[N=2263]												
	They are being too tough on this group	8	4	3	8	11	8	7	15	9	7	3
	They are getting the balance about right with this group	19	12	11	19	25	20	17	28	18	19	14
	They are not being tough enough on this group	53	68	47	55	52	54	52	26	49	58	65
	Don't know	21	16	39	19	11	18	23	32	23	16	17
-	d bodies who spend money wastefully											
[N=2330]												
	They are being too tough on this group	2	2	1	2	4	3	2	2	3	2	1
	They are getting the balance about right with this group	13	6	9	11	22	13	13	18	16	11	7
	They are not being tough enough on this group Don't know	61 24	77 15	48 42	65 22	62 12	63 20	59 27	47 33	50 31	71 16	76 15



		Social	Grade						Region	-				-			Education	1	Eth	nicity
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minori
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample				224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Water companies who pollute rivers [N=2291]																				
They are being too tough on this group		1	1	0	1	0	2	3	0	3	1	0	0	2	0	1	1	2	1	2
They are getting the balance about right with this group		8	8	4	9	8	10	10	8	10	8	6	5	5	4	6	8	9	7	14
They are not being tough enough on this group		75	72	77	72	77	71	69	72	67	73	77	76	81	86	72	74	75	76	61
Don't know	17	16	19	19	17	14	17	18	20	20	19	17	19	12	10	21	17	15	16	22
Oil and gas companies making large profits [N=2296]																				
[IN=2296] They are being too tough on this group	5	5	4	7	6	2	8	3	4	5	3	4	6	9	0	4	5	5	5	4
They are getting the balance about right with this group		11	4 10	7 12	14	2	0 14	10	4 10	13	10	4	9	9 11	12	4 11	10	12	10	4 14
They are not being tough enough on this group		67	64	64	63	8 70	66	67	59	63	69	68	9 67	62	79	64	65	67	66	64
Don't know		17	22	17	17	20	12	20	27	19	18	21	18	18	9	21	20	16	19	18
Residents and organisations who consistently oppose development		I ''		.,		20	12	20	21	10	10	21	10	10	0	1 - '	20	10	10	10
('NIMBYs') [N=2327]																				
They are being too tough on this group	10	10	9	10	13	12	14	3	11	9	8	12	5	10	3	11	9	9	10	7
They are getting the balance about right with this group	24	26	22	25	23	24	27	33	20	23	24	20	25	20	33	21	22	29	25	18
They are not being tough enough on this group	21	22	20	24	22	16	22	19	15	24	22	21	22	24	27	23	19	22	20	27
Don't know	46	42	50	41	43	48	37	45	54	44	46	47	49	46	37	45	50	41	45	48
Trade Unions seeking to organise strike action [N=2338]																				
They are being too tough on this group		10	8	7	9	6	9	7	8	13	6	8	9	17	20	4	8	14	8	16
They are getting the balance about right with this group		28	23	24	23	29	33	29	22	29	21	26	26	26	25	20	24	33	25	32
They are not being tough enough on this group		33	34	39	36	33	35	39	31	30	39	31	28	28	31	46	34	24	35	25
Don't know	31	29	34	31	32	32	24	25	38	28	34	35	37	29	24	30	34	29	32	27
Campaign groups who organise disruptive protests [N=2314]		1	1				_						_			ı.			1	
They are being too tough on this group		14	10	16	12	13	7	9	9	20	10	13	8	17	16	4	12	19	12	17
They are getting the balance about right with this group They are not being tough enough on this group		21	19	19 41	21 48	18	18	25	24 41	20	17	17	24 47	17	26	15 61	20	24	19	25
Don't know		43 22	48 24	41 25	48 19	46 22	52 23	42 23	26	42 18	46 27	44 26	47 22	43 23	45 12	20	44 24	33 24	47 22	35 23
People who claim benefits when they don't need to	23	22	24	25	19	22	23	23	20	10	21	20	22	23	12	20	24	24	22	23
[N=2263]																				
They are being too tough on this group	8	8	8	8	7	6	8	6	10	8	9	7	6	10	7	6	7	9	7	10
They are getting the balance about right with this group		19	18	21	18	20	15	18	21	25	16	16	20	20	11	14	19	22	17	24
They are not being tough enough on this group		55	50	58	57	57	54	52	49	45	57	56	42	49	64	58	53	48	55	43
Don't know		19	23	13	18	17	22	25	20	22	19	21	32	21	19	22	21	20	21	23
Publicly funded bodies who spend money wastefully [N=2330]		•														•			•	
They are being too tough on this group	2	3	1	4	0	2	3	3	1	3	2	3	0	5	1	2	2	3	2	3
They are getting the balance about right with this group		16	9	9	11	14	11	14	14	17	14	12	10	12	10	6	11	21	11	21
They are not being tough enough on this group	61	57	66	68	62	55	63	68	56	55	58	62	62	65	75	67	64	52	63	53
																25			24	

				Id Income				avings Am				Religion		Ho	use Te	nure
	Total	Under 20.000	20,000 - 39.999	40,000 - 69,999	70,000+	Less than £5.000	£5,000 - £19.999	£20,000 - £49.999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Othe
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	70
Unweighted Sample		946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	_
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Water companies who pollute rivers																
[N=2291]																
They are being too tough on this group		1	1	1	2	1	2	2	1	2	1	1	2	1	2	(
They are getting the balance about right with this group	8	8	9	10	7	7	10	9	8	13	6	10	11	7	9	7
They are not being tough enough on this group	74	72	77	76	74	73	75	77	82	71	74	76	65	79	70	5
Don't know	17	19	13	13	17	18	12	12	10	14	19	13	22	13	19	3
Oil and gas companies making large profits																
[N=2296]																
They are being too tough on this group		5	4	6	6	3	4	9	10	15	4	6	6	6	2	3
They are getting the balance about right with this group		12	11	11	12	10	10	10	14	24	9	12	13	11	9	1
They are not being tough enough on this group		64	71	68	64	68	74	66	65	49	66	67	66	66	69	6
Don't know	19	19	15	15	17	20	12	15	11	11	22	15	15	17	20	24
Residents and organisations who consistently oppose development																
('NIMBYs') [N=2327]																
They are being too tough on this group	10	10	11	8	7	8	9	12	11	14	8	12	10	12	7	6
They are getting the balance about right with this group		21	27	27	28	25	29	25	32	40	24	26	18	27	21	1
They are not being tough enough on this group		19	19	24	27	22	27	23	25	25	21	22	24	23	20	1
Don't know	46	50	43	40	37	46	36	40	32	21	47	40	48	38	52	63
Trade Unions seeking to organise strike action [N=2338]																
They are being too tough on this group	9	7	9	11	11	12	7	9	7	6	9	7	11	7	12	13
They are getting the balance about right with this group	26	25	26	35	27	30	30	33	31	28	27	25	29	25	26	29
They are not being tough enough on this group		36	36	29	34	29	32	35	38	50	31	40	27	41	24	19
Don't know	31	33	30	25	28	29	32	22	24	16	33	28	33	27	38	38
Campaign groups who organise disruptive protests [N=2314]																
They are being too tough on this group	12	12	8	13	17	14	16	12	14	5	15	8	15	10	14	18
They are getting the balance about right with this group	20	17	23	22	25	20	25	22	26	31	20	21	22	21	16	24
They are not being tough enough on this group		55	49	42	38	44	34	50	45	54	40	56	39	50	42	2
Don't know	23	16	21	23	20	22	25	15	15	10	26	16	23	19	28	2
People who claim benefits when they don't need to [N=2263]																
They are being too tough on this group		12	8	7	5	9	9	8	5	5	8	6	7	5	11	1
They are getting the balance about right with this group		20	20	22	19	22	19	19	17	20	19	17	20	17	22	2
They are not being tough enough on this group		41	56	59	57	48	52	57	64	66	51	59	50	62	42	34
Don't know Publicly funded bodies who spend money wastefully	21	27	16	12	19	20	20	16	14	10	22	18	23	16	25	3
[N=2330]	~		~		~		~		0						~	_
They are being too tough on this group		3	2	3	2	3	2	2	3	1	2	2	4	2	3	2
They are getting the balance about right with this group		11	10	16	21	14	14	14	15	20	13	11	19	12	12	17
They are not being tough enough on this group		63	64	59	55	62	58	63	63	64	58	70	54	66	58	4
Don't know	24	23	24	22	22	21	26	21	19	15	27	18	23	19	28	35

Fieldwork: 12th - 27th March 2025												-				-						- 1				
		_		Westminst	er VI				/ote in 20	24 GE			Vote i	1 2019 GE			V	ote in 2017	7 GE		Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour		.	Past vote
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wall	Remain
Weighted Sample				430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142	735	370	644	285	396	1893
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547		367	160	1369	1405	283	116	128	1085	751	698	302	407	1995
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Asylum seekers crossing the channel illegally on small boats [N=2302]																										
They are being too tough on this group	9	1	13	12	1	31	1	11	11	1	30	1	16	8	13	1	13	5	0	14	14	5	8	2	7	13
They are getting the balance about right with this group	16	6	40	29	1	23	6	30	30	3	24	5	34	33	18	6	29	39	0	18	35	27	15	14	20	27
They are not being tough enough on this group	58	84	28	41	95	27	87	41	37	94	27	87	32	42	52	86	41	45	96	43	31	56	61	72	55	41
Don't know	17	8	19	18	2	20	7	18	22	3	19	7	19	17	17	8	17	11	4	26	20	12	16	12	17	18
Migrants who do not integrate into British society [N=2283]																										
They are being too tough on this group	8	1	12	13	0	33	1	8	11	1	37	1	14	9	17	0	12	9	0	17	9	4	10	5	14	11
They are getting the balance about right with this group	14	6	32	19	2	19	6	26	16	3	14	5	24	17	13	7	21	23	5	7	30	17	9	8	16	20
They are not being tough enough on this group	52	77	26	42	91	21	78	36	38	88	26	78	29	43	36	78	34	42	85	46	28	53	59	63	43	37
Don't know	27	16	30	26	6	27	16	30	35	8	22	16	33	30	34	15	34	26	10	30	33	26	22	24	27	32
Pensioners who receive benefits when they don't need them																										
[N=2297]												i i														
They are being too tough on this group		25	11	13	23	24	25	15	5	23	20	23	15	10	12	22	17	9	37	17	14	16	15	14	20	14
They are getting the balance about right with this group		26	41	34	27	23	23	36	36	28	28	27	37	38	14	29	37	38	26	12	40	31	27	28	30	33
They are not being tough enough on this group Don't know		24	23	23 30	21 29	21 32	23 30	22 28	24 35	20 29	15 37	21 29	18	17 35	35 39	20	18 28	23 31	19 19	21 50	17 29	27 27	24 34	25 32	23 27	23 30
DOILI KIIOW	35	25	26	30	29	32	30	28	35	29	31	29	30	35	39	29	28	31	19	50	29	27	34	32	27	30
Where would you place your view and the views of these parties on this spectrum? Yourself																										
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses		25	59	48	20	60	23	50	44	18	63	23	56	46	42	23	52	49	14	46	55	46	35	33	40	47
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	16	30	9	8	33	3	30	9	9	35	3	30	6	11	8	30	8	10	35	8	7	10	15	13	19	10
Neither		14	10	17	11	8	14	12	17	13	8	15	9	19	15	14	10	20	18	15	10	16	11	13	12	13
Don't know		32	22	27	36	30	33	29	30	34	26	33	29	25	35	33	30	21	33	31	28	29	39	40	28	30
Labour party		02			00	00	00	20	00	0.	20	00	20	20	00	00	00		00	0.	20	20		10	20	
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses		40	52	44	44	32	40	47	39	47	33	43	45	47	31	43	43	48	49	30	49	44	37	37	41	42
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	11	13	11	9	12	14	11	11	9	9	16	10	13	8	9	10	12	7	5	13	11	10	11	11	13	11
Neither		9	8	10	9	15	10	9	12	10	12	9	9	11	17	9	10	13	8	15	9	10	9	10	8	10
Don't know		38	28	37	35	38	40	33	40	34	40	38	33	34	43	37	35	32	38	41	31	36	44	42	38	38
Reform UK party																										
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses		12	6	7	14	5	10	8	5	12	5	11	6	6	6	11	8	6	8	3	6	9	9	11	7	6
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses		34	57	51	38	56	35	51	44	40	56	36	55	50	44	37	51	53	39	48	55	44	34	33	46	49
Neither		9	7	5	9	6	8	8	8	10	5	9	7	6	10	8	7	7	8	8	7	8	9	10	8	6
Don't know		46	30	37	39	32	47	34	43	39	34	44	32	37	40	45	35	33	45	41	31	39	48	46	39	39
Bontaion		1.5					•				÷.	1														

		e 2016	De	litical Attent	ian	<u> </u>	ender		۸.	~~	
		e 2010	PU		-	Ge	inder		A	je	r
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%
Asylum seekers crossing the channel illegally on small boats [N=2302]											
They are being too tough on this group	9	1	2	8	15	7	10	18	12	5	4
They are getting the balance about right with this group	16	5	7	14	28	20	12	22	17	16	10
They are not being tough enough on this group	58	86	60	62	47	59	57	34	47	68	79
Don't know	17	8	30	16	9	13	21	26	24	11	7
Migrants who do not integrate into British society [N=2283]											
They are being too tough on this group	8	1	4	7	14	7	8	18	10	4	2
They are getting the balance about right with this group		5	8	13	22	15	12	23	16	13	7
They are not being tough enough on this group		79	50	55	45	56	47	24	41	64	71
Don't know		15	39	26	19	21	32	36	33	19	20
Pensioners who receive benefits when they don't need them [N=2297]		-									
They are being too tough on this group	17	22	13	16	22	18	15	14	13	19	21
They are getting the balance about right with this group		26	13	29	37	29	26	24	27	28	28
They are not being tough enough on this group		20	18	22	22	22	20	22	20	24	20
Don't know		32	56	34	19	31	38	40	39	29	30
this spectrum? Yourself											
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	36	25	24	37	47	39	34	46	40	34	29
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	16	26	11	15	24	21	12	9	10	20	24
Neither		14	11	13	13	14	11	7	12	14	14
Don't know	35	35	54	35	17	27	43	37	38	32	32
Labour party											
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	38	40	21	39	53	46	31	39	36	42	38
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses		11	7	11	15	12	10	12	11	10	11
Neither		10	9	10	11	11	9	7	10	10	10
Don't know	41	39	64	41	22	31	51	42	43	38	41
Reform UK party		i									
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	9	11	9	8	9	9	8	7	8	9	9
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses		34	12	40	64	47	32	47	39	41	36
Neither	8	10	11	8	6	9	8	6	9	8	8
Don't know	44	45	67	44	21	35	52	40	44	41	47



		Social	Grade						Region			r		-	-	L	Educatio	n	Eth	nnicity
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minor Ethn
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Asylum seekers crossing the channel illegally on small boats [N=2302]																				
They are being too tough on this group		10	7	8	6	7	5	9	9	17	5	6	7	13	15	4	7	14	7	16
They are getting the balance about right with this group	16	19	12	9	15	20	10	17	13	27	17	15	6	17	8	7	14	26	14	28
They are not being tough enough on this group	58	54	64	64	61	56	69	61	62	39	59	55	70	60	57	75	62	41	63	32
Don't know	/ 17	17	17	19	19	18	16	13	15	17	18	23	17	10	19	14	17	19	16	24
Migrants who do not integrate into British society [N=2283]																				
They are being too tough on this group		9	6	11	7	6	7	7	5	17	7	7	4	5	10	3	7	13	6	18
They are getting the balance about right with this group		16	11	12	12	12	13	13	14	19	12	16	13	15	12	6	14	20	12	23
They are not being tough enough on this group		49	56	56	60	56	58	54	51	35	54	43	52	51	65	70	53	36	56	3′
Don't know	27	26	27	21	21	26	23	26	30	29	27	34	31	28	13	21	26	31	26	29
Pensioners who receive benefits when they don't need them [N=2297]																				
They are being too tough on this group		15	19	13	21	11	22	13	15	18	17	15	11	18	17	19	17	14	17	16
They are getting the balance about right with this group		31	23	30	23	30	33	30	26	27	25	32	31	20	29	21	28	32	28	25
They are not being tough enough on this group		22	20	27	21	23	20	21	21	22	20	15	18	27	31	21	20	23	20	25
Don't know	35	32	38	30	35	36	26	35	38	33	39	37	40	35	22	38	35	31	35	34
Where would you place your view and the views of these parties on this spectrum? Yourself In general, it is usually in the interests of ordinary people that there is		1														I			1	
MORE regulation placed on businesses	36	39	33	34	40	35	37	34	28	46	33	31	41	39	48	26	35	47	35	45
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	16	17	15	18	14	16	20	17	16	14	18	18	14	12	16	16	18	14	16	14
Neither		13	12	15	13	13	9	15	15	12	11	10	11	14	10	13	12	13	12	13
Don't know	35	31	40	32	33	36	34	35	40	28	38	41	34	34	26	44	36	26	36	28
Labour party In general, it is usually in the interests of ordinary people that there is		i i	j													i i			1	
MORE regulation placed on businesses	38	42	33	40	43	36	42	39	33	38	39	39	35	36	45	31	37	47	39	39
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses		11	11	12	10	12	13	13	9	15	8	7	8	14	10	10	10	12	10	16
LESS regulation placed on businesses Neither		9	11	6	8	12	7	9	10	11	9	10	13	12	9	10	10	0	10	9
Don't know		38	11 46	43	8 39	41	38	39	48	36	9 44	44	43	38	36	49	10 43	9 33	10 42	9 36
Reform UK party		00	40		00		00	00	-10	00			40	00	00	40	-10	00	1 74	50
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses		7	11	9	9	9	9	9	7	9	8	8	8	9	7	12	9	6	9	9
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	40	47	30	36	45	37	40	37	36	47	40	36	33	41	47	22	39	54	39	45
Neither		7	10	9	6	10	8	9	6	10	8	9	11	7	8	12	8	6	8	11
Don't know		39	49	47	41	44	43	44	50	34	45	47	49	43	37	53	45	34	45	35
Bontaion													. 5							5

			Househo	ld Income)		5	Savings Am	ount			Religion		Но	use Ter	ure
		Under	20,000 -	40,000 -		Less than	£5,000 -	£20,000 -	£50,000 -	£100,000						
	Total	20,000	39,999	69,999	70,000+	£5,000	£19,999	£49,999	£99,999	and above	None	Christian	Other	Own	Rent	Oth
Weighted Sample		928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	70
Unweighted Sample		946	1292	1069	780	1742	677	489	266	299	2770		389	3234	1445	56
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Asylum seekers crossing the channel illegally on small boats [N=2302]																
They are being too tough on this group		7	6	9	12	9	10	12	9	7	10	5	14	6	10	14
They are getting the balance about right with this group		12	14	22	24	15	22	22	18	20	17	12	24	15	16	1
They are not being tough enough on this group		62	65	55	46	58	50	56	58	62	53	72	39	65	53	4
Don't know Migrants who do not integrate into British society	17	19	14	14	18	18	18	10	16	11	20	11	23	13	21	20
[N=2283]											i.					
They are being too tough on this group		7	6	7	12	8	10	9	6	2	9	4	12	5	12	1
They are getting the balance about right with this group		11	12	21	19	15	14	17	14	19	14	11 63	24 38	12	15	1
They are not being tough enough on this group Don't know		57 24	58 24	50 22	44 25	53 24	50 26	48 26	61 20	61 17	48 29	63 22	38 25	59 23	46 26	34 4(
Pensioners who receive benefits when they don't need them	21	24	24	22	25	24	20	20	20	17	29	22	25	23	20	41
[N=2297]																
They are being too tough on this group		20	18	15	17	16	16	17	11	21	15	19	18	17	17	1
They are getting the balance about right with this group		24	30	33	29	30	30	27	31	33	28	29	21	30	25	2
They are not being tough enough on this group Don't know		21 35	22 30	21 31	27 27	23 31	23 32	21 35	22 37	29 18	20 37	21 31	27 34	22 31	21 38	2 4
		00	00	01	21	01	02	00	07	10	0,	01	04	01	00	
Where would you place your view and the views of these parties on this spectrum? Yourself																
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses		34	34	43	40	39	39	43	41	36	38	34	39	35	37	43
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	16	14	18	15	21	14	18	20	22	30	13	21	15	19	12	1(
Neither		13	13	12	13	12	14	14	12	15	11	15	12	13	13	g
Don't know		39	35	29	26	35	29	23	25	19	37	31	34	32	38	38
Labour party		-														
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses		31	37	44	50	37	43	46	47	56	38	41	31	42	33	35
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses		13	12	12	10	13	10	12	11	10	10	12	14	10	13	1
Neither		12	10	11	9	11	11	9	10	8	10	9	10	10	10	8
Don't know	41	45	41	34	32	39	36	32	32	26	42	39	44	39	43	4
Reform UK party		•														
In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses		11	9	9	6	11	7	7	9	7	6	12	11	8	10	7
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	40	31	37	45	56	40	47	52	49	54	42	36	37	42	36	3
Neither		10	9	9	5	10	8	7	6	8	7	9	7	8	9	8
Don't know	44	48	44	37	32	40	39	34	35	31	44	43	45	42	44	46



Sample Size: 5346 adults in UK (18+)																							You	G	0\	®
Fieldwork: 12th - 27th March 2025																										
			W	/estminst	er VI			١	Vote in 20	24 GE			Vote i	n 2019 GE			V	ote in 201	7 GE		Lab19 - Lab24	4 NotLab19 - Lab24	Seats where Labour			Past vote
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wall	Remain
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142	735	370	644	285	396	1893
Unweighted Sample		629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128	1085	751	698	302	407	1995
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Where would you place your view and the views of these parties on																										
this spectrum? Yourself																										
The NHS should remain publicly funded and free at the point of use	73	72	85	82	65	87	69	84	78	64	85	69	85	83	78	68	85	83	77	78	85	82	71	70	73	81
The NHS should move to an insurance-based model, like that in other	9	12	5	6	16	4	14	5	8	15	4	14	3	7	7	15	4	7	14	7	4	8	9	9	11	5
countries	-		0	-		·		-	-		•		-	'	'	15	-	'		'	-	-	Ū.	-		-
Neither		6	3	5	5	4	7	4	6	6	3	6	4	4	5	6	3	4	4	4	4	4	5	7	6	4
Labour party Don't know	13	10	6	7	14	6	10	8	8	14	8	11	8	6	10	11	8	5	5	11	7	7	16	14	9	10
The NHS should remain publicly funded and free at the point of use	54	52	80	68	50	59	53	72	64	52	58	54	71	68	56	56	70	68	45	56	76	70	51	52	62	65
The NHS should move to an insurance-based model, like that in other																										
countries	11	13	5	7	19	12	11	7	6	17	13	12	8	6	13	12	9	7	20	11	6	7	14	14	9	9
Neither	8	9	3	6	7	9	8	5	9	9	9	7	6	7	8	7	6	8	12	8	5	4	7	9	6	6
Don't know	27	27	12	20	23	20	28	16	21	23	20	26	15	20	23	25	15	17	23	26	13	19	28	24	23	20
Reform UK party																										
The NHS should remain publicly funded and free at the point of use The NHS should move to an insurance-based model, like that in other	17	23	7	9	43	7	25	10	7	41	9	28	9	8	10	27	11	9	44	12	8	15	20	21	13	8
countries	41	29	65	57	24	64	27	59	53	24	61	28	63	51	43	30	58	54	27	43	65	49	39	34	52	56
Neither		9	5	6	7	5	8	6	7	9	4	8	5	5	8	7	6	6	6	8	6	5	8	12	5	5
Don't know		39	22	29	26	24	40	25	32	26	26	36	23	36	38	37	24	31	23	37	21	30	33	33	30	31
Where would you place your view and the views of these parties on this spectrum? Yourself																										
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	31	21	55	44	15	50	18	48	43	14	46	20	49	49	42	20	49	52	25	42	53	45	29	29	31	46
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services		39	14	13	43	8	40	14	12	46	11	38	12	8	9	39	13	8	38	9	11	19	24	27	24	15
Neither		17	13	19	18	17	19	15	23	18	18	19	15	23	22	17	16	22	18	27	15	15	13	11	20	17
Don't know		22	18	24	23	25	23	22	23	22	25	23	23	19	26	24	21	18	20	22	21	20	34	33	24	22
Labour party																										
Right now, the priority should be investing in front-line public services -	46	48	56	51	56	37	50	51	48	57	44	52	52	49	37	53	50	49	52	43	56	46	45	44	50	48
even if that means raising taxes on ordinary people		40	00	01	00	01	00	01	40	01		02	02	40	01	00	00	40	02	40	00	40	40		00	40
Right now, the priority should be cutting taxes on ordinary people – even if	10	10	11	11	9	18	8	12	8	9	15	9	11	10	12	9	11	11	10	9	10	15	10	12	8	10
that means cutting spending on front-line public services Neither	12	12	11	11	10	14	12	11	12	11	12	12	11	13	16	11	12	13	15	20	11	12	10	9	13	12
Don't know		29	22	27	24	31	29	26	33	22	29	27	26	27	35	27	27	27	23	20	22	27	35	9 35	29	30
Reform UK party																			_0							1
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people		11	8	9	11	8	8	9	6	10	9	9	8	7	5	8	7	9	18	10	8	10	7	11	8	7
Right now, the priority should be cutting taxes on ordinary people - even if	20	35	53	44	48	48	38	47	42	49	46	40	48	46	43	40	47	49	40	44	50	43	36	41	48	46
that means cutting spending on front-line public services Neither		13	9	10	11	10	11	9	9	12	10	12	9	8	13	11	10	7	13	14	9	10	13	7	9	9
Don't know		41	30	36	30	35	43	9 35	9 43	29	34	39	9 34	38	38	40	36	36	29	32	32	37	44	, 41	35	38
Dontkilow	~		00	50	50	50		00	10	20	34			00	50	10	00	50	20	52	02	51			50	

		e 2016	De	litical Attent	ian	<u>^</u>	ender		•	~~	
		e 2010	PU			Ge	iluei		Ag	Je	
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%
Where would you place your view and the views of these parties on this spectrum?											
Yourself											
The NHS should remain publicly funded and free at the point of use	73	68	63	74	77	73	73	74	70	75	74
The NHS should move to an insurance-based model, like that in other						-	-				
countries	9	12	6	8	11	10	7	5	8	10	11
Neither	5	7	5	5	5	6	5	3	5	6	6
Don't know		12	26	12	6	11	16	18	17	10	10
Labour party	10	12	20	12	Ū		10	10		10	10
The NHS should remain publicly funded and free at the point of use	54	51	31	56	72	60	49	56	54	58	51
The NHS should move to an insurance-based model, like that in other		-	•				-				
countries	11	14	12	11	11	10	12	10	11	11	13
Neither		9	10	7	6	8	7	5	8	8	8
Don't know		26	47	26	11	22	32	30	28	23	28
Reform UK party		20	47	20			02	00	20	20	20
The NHS should remain publicly funded and free at the point of use	17	29	17	18	15	19	16	12	15	19	21
The NHS should move to an insurance-based model, like that in other		-				-	-				
countries	41	28	20	41	59	45	37	46	43	42	33
Neither		8	10	7	6	8	7	5	8	7	8
Don't know		35	53	35	20	29	41	36	35	32	38
Where would you place your view and the views of these parties on											
this spectrum?											
Yourself											
Right now, the priority should be investing in front-line public services –		1				1					
even if that means raising taxes on ordinary people	31	21	18	31	44	33	29	34	29	32	32
Right now, the priority should be cutting taxes on ordinary people – even if											
that means cutting spending on front-line public services		33	21	24	26	28	19	19	21	26	28
Neither		20	16	19	16	17	18	13	18	20	16
Don't know		26	45	27	14	22	33	34	32	22	24
Labour party	20	20	40	21	14		00	04	02	~~	24
Right now, the priority should be investing in front-line public services –						1					
even if that means raising taxes on ordinary people	46	49	26	47	59	51	40	40	44	50	45
Right now, the priority should be cutting taxes on ordinary people – even if											
that means cutting spending on front-line public services		10	7	11	13	11	10	15	10	8	11
Neither		12	14	11	13	13	11	7	11	12	14
Don't know	32	29	53	32	15	25	39	37	34	30	30
Reform UK party		-									
Right now, the priority should be investing in front-line public services –											
even if that means raising taxes on ordinary people		10	9	9	8	8	10	12	9	8	9
Right now, the priority should be cutting taxes on ordinary people – even if					= 0		~ .				
that means cutting spending on front-line public services		38	18	38	59	47	31	37	39	42	37
Neither	11	13	14	11	9	12	10	8	12	11	11
Don't know	41	39	59	42	23	33	48	43	41	39	43
					-		-	-			-



Fieldwork: 12th - 27th March 2025		Socia	Grade						Region								Education	 _	Eth	nicity
	Tatel		1	North Ford	Na ath Maria	Yorkshire and	Fact Midlan (West		Lauria	Cauth Front	Courth March	Wale	Continue	Northern					Minority
	Total		-	North East	North West	the Humber	East Midlands	Midlands	East of England					Scotland	Ireland	Low	Medium	High	White	Ethnic
Weighted Sample				195	568	466	404	446	527	615	713	540	278	444	150	1412		1797		762
Unweighted Sample			2168	224 %	584 %	493 %	410 %	473 %	522 %	594	690	502 %	218	488 %	148 %	1477 %	2076	1792		679 %
Where would you place your view and the views of these parties on this spectrum? Yourself	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The NHS should remain publicly funded and free at the point of use	73	75	70	77	72	73	73	71	72	70	70	74	76	75	76	68	71	78	73	71
The NHS should move to an insurance-based model, like that in other countries	9	10	7	10	7	8	9	10	7	13	9	11	5	4	10	8	9	9	8	10
Neither	5	5	6	2	5	5	4	5	4	5	8	4	5	7	7	6	5	4	5	7
Don't know	13	11	17	10	16	14	14	14	16	13	13	11	14	13	6	17	15	8	14	12
Labour party The NHS should remain publicly funded and free at the point of use	54	61	46	53	54	55	51	56	55	56	57	53	51	53	57	42	53	66	55	54
The NHS should move to an insurance-based model, like that in other	11	10	13	14	13	10	14	10	7	12	10	10	11	15	14	15	11	9	11	14
countries Neither		7	9	6	8	9	6	7	8	8	6	8	7	10	8	10	7	7	7	8
Don't know		23	32	28	25	26	28	27	31	24	28	29	31	22	20	33	30	, 19	27	23
Reform UK party		20	02	20	20	20	20	21	01	24	20	20	01	22	20	00	00	10	1 -1	20
The NHS should remain publicly funded and free at the point of use		14	20	22	18	17	20	20	19	11	16	15	19	17	15	24	18	10	18	11
The NHS should move to an insurance-based model, like that in other		46	34	41	43	38	38	37	36	47	41	40	38	45	46	26	38	56	40	47
countries Neither		7	8	6	7	8	6	7	6	10	7	6	10	6	12	11	6	6	7	11
Don't know		33	38	31	32	38	36	36	39	32	36	38	33	32	27	40	37	28	35	32
Where would you place your view and the views of these parties on this spectrum? Yourself																			_	
Right now, the priority should be investing in front-line public services even if that means raising taxes on ordinary people	31	35	26	32	31	31	30	29	29	36	28	30	25	34	44	22	29	40	31	30
Right now, the priority should be cutting taxes on ordinary people – even it that means cutting spending on front-line public services		23	24	28	24	21	29	24	23	23	28	23	21	19	21	26	24	21	23	28
that means cutting spending on front-line public services Neither		18	18	18	16	21	15	17	20	16	15	20	15	24	14	19	16	18	17	19
Don't know		24	32	22	30	27	25	30	28	24	29	27	38	23	21	33	30	20	28	22
Labour party		•																		
Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people		48	42	46	47	45	46	43	42	46	49	45	39	47	50	37	44	54	46	46
Right now, the priority should be cutting taxes on ordinary people – even it that means cutting spending on front-line public services		11	9	12	10	11	8	10	9	14	11	9	8	10	10	11	9	11	9	15
Neither		12	12	10	10	14	14	12	14	14	9	9	9	14	12	14	11	11	11	13
Don't know	32	29	37	32	34	30	32	34	35	26	32	36	44	28	28	38	36	24	33	26
Reform UK party Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people		8	10	9	9	10	9	10	7	10	9	10	6	8	12	10	10	7	9	11
Right now, the priority should be cutting taxes on ordinary people that means cutting spending on front-line public services	20	43	33	38	40	36	38	38	38	42	41	36	30	43	40	27	35	52	39	40
Neither		10	13	11	11	14	13	9	11	12	8	8	13	12	15	15	11	8	11	13
Don't know		39	44	41	40	40	40	43	45	36	41	45	51	37	33	48	44	32	42	36

			Househo	ld Income			s	avings Am	ount		1	Religion		Но	use Ter	nure
	Total	Under	20,000 -	40,000 -	70.000+	Less than	£5,000 -	£20,000 -	£50,000 -	£100,000	None	Christian	Other	Own	Rent	Othe
		20,000	39,999	69,999		£5,000	£19,999	£49,999	£99,999	and above				-		
Weighted Samp		928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138		
Unweighted Samp	e 5346	946 %	1292	1069	780 %	1742	677 %	489 %	266 %	299 %	2770 %	1928 %	389 %	3234 %	1445 %	56
Where would you place your view and the views of these parties on his spectrum? /ourself	%	%	%	%	%	%	%	%	%	%	%	%	%	70	70	70
The NHS should remain publicly funded and free at the point of us The NHS should move to an insurance-based model, like that in oth	er 9	71 6	72 8	76 10	74 13	73 8	78 9	78 11	79 10	70 15	74 8	73 9	69 11	74 10	70 8	73 5
countrie Neith		7	6	4	5	6	5	4	6	7	5	6	5	5	6	4
Don't kno		16	14	4 10	8	14	8	4	5	8	14	12	15	11	16	4
_abour party	15	10	14	10	0	14	0	'	5	0	1.4	12	15		10	
The NHS should remain publicly funded and free at the point of us	e 54	46	52	62	71	53	61	66	66	70	57	53	49	58	47	54
The NHS should move to an insurance-based model, like that in other	^{ər} 11	15	12	10	8	13	9	10	10	8	10	13	15	11	13	10
countrie	S	-			-					-						
Neith		9	7	8	4	9	8	4	7	4	7	8	9	7	9	7
Don't kno	w 27	30	29	20	17	25	22	20	17	18	26	26	27	24	31	29
Reform UK party The NHS should remain publicly funded and free at the point of us	e 17	20	19	17	15	19	15	15	21	17	14	23	12	10	18	1
The NHS should remain publicly funded and free at the point of us		20	19	17	15	19	15	15	21	17	14	23	12	18	18	1
countrie	41	35	37	48	51	42	46	46	46	47	46	34	42	41	39	4
Neith	er 7	10	7	6	7	9	7	6	8	5	6	8	10	7	9	6
Don't kno	w 35	35	38	29	28	31	33	33	26	31	34	35	36	34	34	38
Where would you place your view and the views of these parties on his spectrum? /ourself						I					T			I		
Right now, the priority should be investing in front-line public services even if that means raising taxes on ordinary peop	e 31	28	31	36	39	31	41	36	35	41	33	30	29	33	27	3
Right now, the priority should be cutting taxes on ordinary people – even that means cutting spending on front-line public service		23	27	24	24	25	23	28	26	26	21	27	28	26	21	19
Neith		18	15	16	20	17	16	16	19	17	18	18	16	18	19	1
Don't kno		31	27	24	16	26	20	20	20	16	29	25	27	23	33	3
_abour party		•														
Right now, the priority should be investing in front-line public services even if that means raising taxes on ordinary peop	e 46	37	46	50	57	45	51	55	53	57	46	47	43	49	39	43
Right now, the priority should be cutting taxes on ordinary people – even that means cutting spending on front-line public service	10 s	12	11	11	10	13	10	9	10	9	9	10	14	9	13	g
Neith		12 39	11 32	12 27	10 23	12 30	11 28	11 25	12 25	15 20	11 34	12 30	13 30	12 29	12 37	1
Reform UK party	w 32	39	32	27	23	30	28	25	25	20	34	30	30	29	37	3
Right now, the priority should be investing in front-line public services even if that means raising taxes on ordinary peop		10	9	9	10	11	7	9	11	8	8	11	10	8	11	ε
Right now, the priority should be cutting taxes on ordinary people - even	if 20	31	39	44	52	39	47	45	43	53	40	38	38	43	32	3
that means cutting spending on front-line public service																



Sample Size: 5346 adults in UK (18+) Fieldwork: 12th - 27th March 2025																										
				Westmins	ter VI			1	Vote in 20	24 GE			Vote	in 2019 GE			Vo	te in 201	7 GE		Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past v
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wal	Rema
Weighted Sample	5346	5 752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142	735	370	644	285	396	189
Unweighted Sample		629			1094		657	2162		457		1547	1410			1369	1405	283	116	128	1085	751	698	302	407	1998
Where would you place your view and the views of these parties on this spectrum? Yourself	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's		21	65	52	25	72	18	59	49	24	66	21	64	50	50	21	60	50	37	45	65	49	41	36	41	52
expense Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something	21	43	10	12	41	8	44	10	11	44	9	41	8	17	9	40	10	17	28	14	8	16	22	21	24	15
of value that benefits the wider economy Neither	12	14	11	16	11	6	13		16	11	8	14	9	18	11	13	10	15	16	15	10	14	11	13	12	12
Don't know	25	22	15	20	23	13	25	18	24	21	17	25	19	15	30	25	20	19	20	26	17	21	27	30	23	20
Labour party Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	35	39	44	36	45	30	40	39	35	49	30	42	37	38	28	41	34	38	40	26	41	36	35	34	41	36
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	16	16	15	17	15	27	13	17	15	13	26	13	20	14	12	13	20	13	15	14	18	17	15	19	13	18
Neither Don't know	13	11 35	16 24	14 33	11 30	13 30	12 35	15 29	15 35	9 28	13 31	11 34	15 28	17 31	16 44	12 34	16 30	19 30	13 32	19 41	15 27	15 32	11 39	12 36	15 32	14 33
Reform UK party Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	8	12	6	7	15	5	10	8	6	13	3	11	7	6	4	10	8	9	22	7	7	10	9	11	9	6
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	45	35	64	55	44	70	38	57	49	46	64	40	61	55	51	41	56	54	36	49	62	48	43	42	49	55
Neither Don't know		14 39	7 23	8 30	9 31	4 21	12 39		7 38	11 29	8 24	12 37	7 26	5 33	7 39	11 37	8 29	5 31	12 30	10 34	7 24	8 34	10 38	12 34	9 33	7 31
Where would you place your view and the views of these parties on this spectrum? Yourself																										
Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	t 41	23	72	65	8	78	19	62	62	7	73	15	69	66	55	17	63	64	7	58	69	52	35	32	47	65
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sign for everyone else – they are probably getting rich at other people's expense		28	32	42	50	41	42	59	44	40	30
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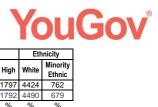
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Reform UK partyBritain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what576458443466564Britain should keep human rights legislation in place, even if it restricts what576458443466564Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what58505765695762697271615650615456Neither5756465364468574																							•
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repeal relevant human rights legislation if it helps to increase what 58 50 57 65 69 57 62 69 72 71 61 56 50 61 54 56 government can do to reduce immigration Neither 5 7 5 6 4 6 5 3 6 4 4 6 8 5 7 4	should keep human rights legislation in place, even if it restricts what 5 7 6 4 5 8 4 4 3 4 government can do to reduce immigration	4 4	3	3		4	4			4	4	4	4	4	3	4	4	4	6	6	5	6	4
Neither 5 7 5 6 4 6 5 3 6 4 4 6 8 5 7 4	repeal relevant human rights legislation if it helps to increase what 58 50 57 65 69 57 62 69 72 71	71 61	72	72		69	62	e		62	62	62	6	69	72	71	61	1	56	50	61	54	56
		4 4	6	6		3	5	1		5	5	5	:	3	6	4	4	4	6	8	5	7	4
	Don't know 32 36 32 25 22 29 29 24 19 21																		32	37	29	, 34	37



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Sample Size: 5346 adults in UK (18+) Fieldwork: 12th - 27th March 2025							1									1						1				
	Total	Con	V Lab	Vestminste Lib Dem		Green	Con	Lab	/ote in 20 Lib Dem	24 GE Ref UK	Green	Con	Vote in Lab	n 2019 GE Lib Dem	Green	Con	Vo Lab	te in 201 Lib Dem	1	Green	Lab19 - Lab24 (Labour	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came	Red Wall	Blue Wall	Past vote Remain
Weighted Sample				430	903	362	931		481	561				361		1408		271	114	142	Loyalist) 735	370	second 644	285	396	1893
Unweighted Sample			1105	425	1094 %	330	657	2162	415	457	271	1547	1410	367	160 %	_	1405	283	116	128	1085	751	698	302	407	1995
	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	70	/0	70	70	76	78	70	70	70
Where would you place your view and the views of these parties on this spectrum? Yourself																										
Government should take greater action to reduce the UK's greenhouse											=0									-						
gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term		29	69	64	17	83	28	60	59	15	78	25	63	65	68	28	58	61	19	72	65	52	38	33	53	61
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people		35	9	10	52	4	37	12	11	57	5	42	10	10	8	41	14	9	55	4	8	18	24	24	22	12
– even if that means missing climate change targets Neither		14	9	10	11	4	13	12	11	9	5	13	10	8	7	12	10	12	6	11	10	15	12	16	10	10
Don't know		22	9 13	17	20	9	21	17	19	9 19	12	20	18	18	17	12	18	12	19	13	17	16	27	26	16	18
Labour party Government should take greater action to reduce the UK's greenhouse		1					1					i i														1
gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	47	46	62	51	58	40	49	55	47	59	39	51	53	54	45	51	54	53	53	39	57	53	45	47	51	49
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people	9	10	7	8	7	17	7	7	8	8	19	8	9	7	15	9	8	5	8	15	7	9	8	8	10	9
 even if that means missing climate change targets Neither 		9	10	12	10	16	11	12	13	9	13	11	11	12	14	11	12	12	8	13	11	14	9	12	12	11
Don't know Reform UK party	34	35	21	29	25	27	33	25	32	24	28	30	27	27	26	30	27	30	31	32	25	24	38	34	28	30
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to	6	8	4	5	10	2	7	6	4	7	4	7	6	5	5	7	6	5	5	7	6	6	6	5	4	5
ordinary people in the short-term Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people		42	67	63	55	72	44	61	55	58	69	47	62	64	58	48	60	64	54	59	63	58	46	51	57	60
– even if that means missing climate change targets Neither		12	6	5	10	5	12	8	8	10	4	12	6	3	6	10	7	6	10	6	7	8	11	11	8	6
Don't know		37	23	28	26	21	37	26	33	25	23	34	26	28	31	35	27	26	31	29	24	28	37	33	31	29
Where would you place your view and the views of these parties on this spectrum? Yourself																										
We should not reintroduce the death penalty, even for people convicted of the most serious crimes		30	61	60	17	66	27	55	59	19	61	27	59	64	48	29	52	64	18	53	59	51	31	29	46	56
We should reintroduce the death penalty for people convicted of the most serious crimes	33	44	18	17	62	18	47	22	17	61	18	49	19	20	25	47	23	20	63	24	18	28	36	39	30	20
Neither	7	8	7	8	5	4	8	7	10	5	5	7	6	7	8	7	8	5	6	7	7	6	8	8	9	7
Don't know	21	18	14	15	16	13	18	16	14	15	17	17	17	9	19	17	17	12	13	15	16	15	25	24	16	17
We should not reintroduce the death penalty, even for people convicted of the most serious crimes		45	64	52	56	53	44	58	51	57	49	49	58	54	48	50	57	54	54	53	61	56	46	47	51	55
We should reintroduce the death penalty for people convicted of the most serious crimes	7	8	8	6	8	3	8	7	5	8	3	7	7	5	4	7	7	6	5	3	7	6	8	9	8	5
Neither	10	11	8	12	8	10	11	8	14	8	10	10	8	13	12	9	8	14	12	10	7	9	8	10	8	9
Don't know Reform UK party	36	36	21	30	28	34	37	27	30	28	38	34	28	28	36	34	28	25	29	35	25	29	38	33	33	30
We should not reintroduce the death penalty, even for people convicted of the most serious crimes		11	8	7	11	8	11	7	7	10	7	11	7	9	8	11	7	8	11	8	7	8	8	12	6	8
We should reintroduce the death penalty for people convicted of the most serious crimes	40	35	55	48	41	53	34	52	46	39	50	36	53	51	38	37	51	51	40	39	56	48	38	40	44	50
Selitos Uniter Don't know	8	12 42	6 31	8 37	8 40	4 35	10 44	6 34	9 39	8 42	4 39	10 43	5 35	5 34	11 43	9 43	7 35	7 35	9 40	10 42	6 31	7 37	8 46	7 41	9 42	6 36

ieldwork: 12th - 27th March 2025											
		e 2016	Po	litical Attent		Ge	nder		A	ge	
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample		2042	555	3412	1379	2437	2909	346	2160	1411	1429
g	%	%	%	%	%	%	%	%	%	%	%
Where would you place your view and the views of these parties on his spectrum?											
Courself Government should take greater action to reduce the UK's greenhouse		1	1			I .	1	1			
gas emissions, even if that causes some inconvenience or cost to		24	28	43	54	41	44	58	46	38	35
ordinary people in the short-term		24	20	40	04			00	40	00	00
Government should NOT take action to reduce the UK's greenhouse gas											
emissions if it is going to mean cost or inconvenience for ordinary people		40	16	24	26	28	17	9	15	31	33
 even if that means missing climate change targets 								-			
Neither		14	13	11	11	13	11	7	12	12	13
Don't know		23	43	22	10	18	28	26	27	19	20
abour party											
Government should take greater action to reduce the UK's greenhouse			I			I .	1				
gas emissions, even if that causes some inconvenience or cost to		50	24	48	63	52	41	43	44	51	48
ordinary people in the short-term		00	24	40	00	02	41	40		01	40
Government should NOT take action to reduce the UK's greenhouse gas											
emissions if it is going to mean cost or inconvenience for ordinary people		7	5	9	11	9	8	11	9	8	8
 even if that means missing climate change targets 		-	-	-		-	-		-	-	-
Neither		12	13	11	10	12	10	10	11	12	12
Don't know		31	58	32	16	26	41	36	36	29	32
Reform UK party											
Government should take greater action to reduce the UK's greenhouse			1			I					
gas emissions, even if that causes some inconvenience or cost to		8	6	7	5	5	7	3	6	6	7
ordinary people in the short-term		Ũ	Ŭ		0	Ŭ		Ŭ	Ũ	Ũ	•
Government should NOT take action to reduce the UK's greenhouse gas											
emissions if it is going to mean cost or inconvenience for ordinary people		46	23	51	74	57	44	59	50	55	43
 even if that means missing climate change targets 		-	-			-					
Neither		11	12	9	7	10	8	4	9	8	11
Don't know		35	59	34	15	27	41	34	35	30	39
Where would you place your view and the views of these parties on his spectrum? /ourself											
Ve should not reintroduce the death penalty, even for people convicted of the most serious crimes	39	24	23	39	55	38	40	51	40	37	34
We should reintroduce the death penalty for people convicted of the most	પપ	51	34	34	28	37	29	17	29	38	42
serious crimes		-									
Neither	-	7	8	7	6	7	7	5	7	8	7
Don't know	21	18	34	20	10	17	24	28	24	16	16
abour party						i		1			
Ve should not reintroduce the death penalty, even for people convicted of		47	24	48	67	55	41	50	45	51	46
the most serious crimes											
We should reintroduce the death penalty for people convicted of the most		8	7	7	8	8	7	7	7	6	8
serious crimes		10	44	10	7	10	9	4	10	40	40
Neither		10	11	10		10		4	10	10	10
Don't know	36	34	58	35	17	28	43	39	37	32	36
Reform UK party		j	1				j	I			
Ve should not reintroduce the death penalty, even for people convicted of		10	7	9	9	10	8	7	9	8	10
the most serious crimes											
						1					~ .
We should reintroduce the death penalty for people convicted of the most	40	35	20	40	58	44	36	41	41	45	34
serious crimes	40		-								
	40 8	35 11 44	20 10 62	40 8 42	58 6 27	44 8 37	36 8 48	41 6 46	41 8 42	45 8 39	34 10 47



	-	ooolui	Grade						Region				1				Educatior	1	Lu	hnicity
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minorit Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample		3178		224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Where would you place your view and the views of these parties on this spectrum? Yourself																				
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	o 43 n	48	35	39	42	41	42	39	39	50	41	44	47	41	43	27	40	58	42	50
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change target	e 23 s	22	24	28	21	23	24	25	23	17	23	21	21	24	26	26	24	17	24	16
Neithe		11	13	14	12	11	13	10	10	12	12	11	9	13	13	14	11	11	11	14
Labour party	v 23	20	28	20	24	24	21	25	27	21	24	23	22	22	18	32	25	14	24	20
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	o 47 n	50	42	46	46	46	46	46	46	46	46	45	49	47	53	38	46	54	47	44
Government should NOT take action to reduce the UK's greenhouse gar emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change target	ə 9	8	9	9	10	7	10	9	8	12	7	7	6	11	8	8	7	10	8	12
Neithe		11	11	10	9	14	11	11	10	12	11	11	12	11	14	13	11	10	11	12
Reform UK party		31	38	35	35	33	33	33	36	30	36	37	33	31	24	40	36	25	34	31
Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	5 6 n	5	7	6	4	7	7	8	6	6	5	5	9	7	5	9	6	4	6	7
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	ə 51	56	43	46	53	48	48	47	46	56	51	51	45	57	55	36	47	67	51	52
Neithe Don't knov		8 31	10 39	12 35	8 34	12 33	8 38	8 37	9 39	9 28	8 36	8 35	8 38	6 31	13 26	13 43	8 39	6 23	8 35	11 30
Where would you place your view and the views of these parties on this spectrum? Yourself We should not reintroduce the death penalty, even for people convicted o		1		1				0.		20					20					
We should reintroduce the death penalty for people convicted of the most serious crimes	s 39	46	31	29	38	34	37	34	41	49	41	39	38	39	41	25	37	53	39	42
serious crimes		29	37	45	33	33	38	34	33	23	32	35	28	35	35	43	33	24	34	30
Neithe Don't knov		7 18	8 24	9 17	6 22	10 23	7 18	8 24	7 20	7 20	8 19	7 19	6 28	8 19	9 15	8 23	7 23	7 16	7 20	8 20
Labour party We should not reintroduce the death penalty, even for people convicted o the most serious crime:	^{if} 47	53	40	40	48	46	46	24 44	44	20 53	48	46	20 47	51	50	39	23 45	57	48	20 45
We should reintroduce the death penalty for people convicted of the mos	^t 7	6	9	8	8	8	6	7	7	10	6	6	7	6	8	9	7	6	6	11
serious crime: Neithe		9	11	11	11	11	11	8	9	8	8	9	9	12	12	12	9	8	10	10
Don't know		32	40	40	33	36	37	40	40	29	37	39	38	32	30	40	39	28	36	34
Reform UK party		•																		
We should not reintroduce the death penalty, even for people convicted o the most serious crimes	s 9	9	9	10	10	7	8	11	7	10	10	9	8	6	11	10	8	9	9	12
We should reintroduce the death penalty for people convicted of the mos	t in	45	34	42	42	37	44	35	38	43	38	38	41	47	46	30	38	51	40	39
serious crime: Neithe		45	10	7	10	11	5	7	6	10	8	7	7	10	8	12	8	5	8	9

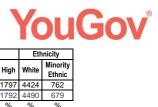
V	οu	G	
	UU		

Fieldwork: 12th - 27th March 2025			Househo	ld Income			s	avings Am	ount			Religion		Но	use Te	nure
	T . (.)	Under	20,000 -	40,000 -		Less than	£5,000 -	£20,000 -	£50,000 -	£100,000			01	-		T
	Total	20,000	39,999	69,999	70,000+	£5,000	£19,999	£49,999	£99,999	and above	None	Christian	Other	Own	Rent	Ot
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	
Unweighted Sample		946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Where would you place your view and the views of these parties on his spectrum?																
Courself Government should take greater action to reduce the UK's greenhouse		I				l					I.			1		
gas emissions, even if that causes some inconvenience or cost to	43	35	41	50	52	44	51	50	52	46	46	36	47	41	43	
ordinary people in the short-term		00		00	02		0.	00	02	.0		00			.0	
Government should NOT take action to reduce the UK's greenhouse gas																
emissions if it is going to mean cost or inconvenience for ordinary people	23	25	25	20	24	21	20	27	26	30	20	30	16	27	17	
 even if that means missing climate change targets 																
Neither		12	13	10	10	12	13	8	7	12	11	13	14	12	12	
Don't know	23	28	21	20	14	23	15	15	15	12	24	22	24	20	28	
Labour party																
Government should take greater action to reduce the UK's greenhouse	47	40	40	E4	50	40	50	E 4	50	60	40	50	44	FO	44	
gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	47	40	46	51	56	46	52	54	53	60	46	50	41	50	41	
Government should NOT take action to reduce the UK's greenhouse gas																
emissions if it is going to mean cost or inconvenience for ordinary people		11	8	9	9	10	8	8	12	8	8	8	10	8	10	
 even if that means missing climate change targets 	-		•	-	-		•	-		•	-	•		-		
Neither	11	12	12	11	11	11	13	9	10	11	12	10	12	11	11	
Don't know	34	37	33	29	25	33	27	28	25	20	34	31	38	31	38	
Reform UK party																
Government should take greater action to reduce the UK's greenhouse																
gas emissions, even if that causes some inconvenience or cost to	6	7	8	6	4	7	4	5	7	6	5	7	9	6	7	
ordinary people in the short-term																
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people	51	44	47	56	65	50	57	59	63	63	54	48	44	53	45	
 – even if that means missing climate change targets 	51		-1	50	00	50	57	55	00	00	54	40		55	45	
Neither	9	12	9	8	7	10	8	8	6	6	8	10	11	8	10	
Don't know		37	35	30	24	33	31	29	23	25	34	35	36	33	37	
Where would you place your view and the views of these parties on this spectrum? Yourself																
We should not reintroduce the death penalty, even for people convicted of	39	33	37	42	53	38	47	49	48	45	42	37	36	39	37	
the most serious crimes		55	57	42	55	30	47	49	40	45	42	57	30	39	57	
We should reintroduce the death penalty for people convicted of the most		35	36	32	27	33	31	33	33	32	31	37	31	36	32	
serious crimes Neither		9	7	7	7	9	7	4	7	8	c	8	9	0	8	
INFILIE	-	9 23	20	18	14	9 20	7 15	4 14	7 11	8 15	6 21	8 18	9 24	8 17	8 23	
Don't know	Z I	25	20	10	14	20	15	14		15	21	10	24	17	25	
Don't know																
Labour party	47		40	50	50	45			50	00	40	47	40	50		
Labour party	47	39	48	52	59	45	55	55	59	62	49	47	43	50	41	
Labour party We should not reintroduce the death penalty, even for people convicted of the most serious crimes						-										
Labour party We should not reintroduce the death penalty, even for people convicted of the most serious crimes We should reintroduce the death penalty for people convicted of the most serious crimes	7	11	8	6	8	9	5	6	6	6	6	7	11	6	10	
Labour party We should not reintroduce the death penalty, even for people convicted of the most serious crimes We should reintroduce the death penalty for people convicted of the most serious crimes Neither	7 10	11 12	8 8	6 11	8 7	9 11	5 10	6 11	6 11	6	6 9	7 11	11 9	6 10	10 10	
Labour party We should not reintroduce the death penalty, even for people convicted of the most serious crimes We should reintroduce the death penalty for people convicted of the most serious crimes Neither Don't know	7 10	11	8	6	8	9	5	6	6	6	6	7	11	6	10	
Labour party We should not reintroduce the death penalty, even for people convicted of the most serious crimes We should reintroduce the death penalty for people convicted of the most serious crimes Neither Don't know	7 10	11 12	8 8	6 11	8 7	9 11	5 10	6 11	6 11	6	6 9	7 11	11 9	6 10	10 10	
Labour party We should not reintroduce the death penalty, even for people convicted of the most serious crimes We should reintroduce the death penalty for people convicted of the most serious crimes Neither Don't know Reform UK party We should not reintroduce the death penalty, even for people convicted of	7 10 36	11 12	8 8	6 11	8 7	9 11	5 10	6 11	6 11	6	6 9	7 11	11 9	6 10	10 10	
Labour party We should not reintroduce the death penalty, even for people convicted of the most serious crimes We should reintroduce the death penalty for people convicted of the most serious crimes Neither Don't know Reform UK party We should not reintroduce the death penalty, even for people convicted of the most serious crimes	7 10 36 9	11 12 38 10	8 8 36 9	6 11 31 10	8 7 27 9	9 11 34 10	5 10 31 10	6 11 28 8	6 11 25 14	6 6 25 9	6 9 36 8	7 11 35 10	11 9 37 9	6 10 34 9	10 10 38 10	:
Labour party We should not reintroduce the death penalty, even for people convicted of the most serious crimes We should reintroduce the death penalty for people convicted of the most serious crimes Neither Don't know Reform UK party We should not reintroduce the death penalty, even for people convicted of the most serious crimes We should reintroduce the death penalty, even for people convicted of the most serious crimes	7 10 36 9	11 12 38	8 8 36	6 11 31	8 7 27	9 11 34	5 10 31	6 11 28	6 11 25	6 6 25	6 9 36	7 11 35	11 9 37	6 10 34	10 10 38	:
Labour party We should not reintroduce the death penalty, even for people convicted of the most serious crimes We should reintroduce the death penalty for people convicted of the most serious crimes Neither Don't know Reform UK party We should not reintroduce the death penalty, even for people convicted of the most serious crimes	7 10 36 9 40	11 12 38 10	8 8 36 9	6 11 31 10	8 7 27 9	9 11 34 10	5 10 31 10	6 11 28 8	6 11 25 14	6 6 25 9	6 9 36 8	7 11 35 10	11 9 37 9	6 10 34 9	10 10 38 10	:



Sample Size: 5346 adults in UK (18+) Fieldwork: 12th - 27th March 2025																										
			١	Vestminst	ter VI			v	ote in 20	24 GE			Vote i	in 2019 GE			Vo	te in 2017	GE		Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past vo
	Tota	I Con	Lab	Lib Dem	Ref UK	Green	n Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wal	Remain
Weighted Sample			991	430	903		931	1326	481	561	308	1586	6 1098	361	158	1408	1073	271	114	142	735	370	644	285	396	1893
Unweighted Sample			1105	425	1094	330		2162	415	457	271		1410	367	160		1405	283	116	128	1085	751	698	302	407	1995
Where would you place your view and the views of these parties on this spectrum?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yourself																										
The UK should have closer economic ties with the European Union to																										
help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas		31	76	72	14	77	25	69	65	13	73	21	72	77	61	24	66	72	8	64	75	61	39	35	53	72
The UK should NOT have closer economic ties with the European Union if	f																									
it involves giving up ultimate authority on rules and regulations in some		39	7	7	55	3	46	9	10	59	6	48	5	7	13	47	10	7	63	13	5	15	24	31	23	6
areas, even if that involves some economic cost to the UK			_	-		-		_	_						_											
Neither		13	7	5	9	5	11	7	7	8	4	11	6	4	7	10	6	8	15	8	6	8	9	9	9	5
Labour party Don't know	/ 22	18	10	16	21	15	18	16	18	19	17	19	17	12	19	19	18	13	14	14	14	16	28	25	15	16
The UK should have closer economic ties with the European Union to		1					i i					i i														1
help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	50	51	66	53	63	46	55	57	51	64	46	57	58	53	48	57	56	56	68	53	61	54	48	51	56	53
The UK should NOT have closer economic ties with the European Union if	f																									
it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK		9	9	9	8	12	8	9	8	8	12	8	9	9	11	8	10	9	6	13	9	9	8	10	9	9
Neither	r 10	12	8	9	7	15	10	9	9	8	14	10	9	10	11	9	10	11	10	13	8	11	11	9	10	10
Don't know	/ 31	28	17	30	21	28	27	24	32	20	29	25	24	29	30	26	25	24	16	21	22	26	33	29	25	28
Reform UK party																										
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate		7	4	4	8	4	7	4	3	6	4	5	5	4	1	5	5	4	2	4	4	4	6	6	4	4
authority on rules and regulations in some areas	5		7	-	0	-		-	0	0	-	Ŭ	0	4		0	0	-	-	-	-	-	0	0	-	7
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some		50	76	69	64	75	54	71	64	66	74	59	71	72	65	60	69	72	72	72	73	71	52	56	65	68
areas. even if that involves some economic cost to the UK		50	70	69	04	75	54	/ 1	04	00	74	59	/ 1	12	65	60	69	12	12	12	73	71	52	50	65	00
Neither		11	5	4	6	3	9	5	6	6	4	8	5	4	8	8	5	5	11	7	5	5	9	8	7	5
Don't know			15	23	22	18	30	20	27	23	19	27	20	20	26	28	22	19	16	17	18	21	33	30	24	23
Where would you place your view and the views of these parties on this spectrum?																										
Yourself																										1
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	38	28	56	52	21	72	24	51	49	24	67	25	56	53	53	26	52	55	24	46	56	44	39	39	43	50
In general, feminism has gone too far in this country and has had negative effects on Britain		30	11	11	40	4	30	12	9	43	6	31	9	11	17	31	11	12	39	18	9	19	19	17	21	11
Neither	r 20	24	21	20	18	15	26	20	23	14	13	25	17	22	13	23	19	18	14	24	19	20	17	19	19	21
Don't know	/ 23	19	13	17	21	10	20	17	19	19	14	19	18	14	17	19	18	15	23	11	16	17	25	24	16	18
Labour party																										
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won		31	51	41	40	34	31	44	35	41	37	32	43	41	36	35	41	44	36	34	48	38	33	36	37	40
In general, feminism has gone too far in this country and has had negative		10		•	40	•		-	•		~	10	•	0			•	•	-	0	7	0	10	10	10	-
effects on Britain	9	12	8	8	13	8	11	7	8	14	9	12	8	6	6	11	8	8	7	6	/	9	12	12	10	7
Neither		18	19	17	15	28	19	20	20	14	25	18	18	21	23	18	20	18	21	24	18	21	15	15	18	18
Don't know	/ 38	39	23	34	32	30	40	29	38	32	29	38	30	32	35	37	30	31	35	36	28	33	40	37	35	34
Reform UK party							1					1														
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won		9	4	5	15	2	8	4	4	17	2	9	4	7	6	10	5	7	16	2	4	6	8	8	5	4
In general, feminism has gone too far in this country and has had negative			a -		c						<i>c</i> -				F =	a -					<i>c</i> -			<i>i</i> -		
effects on Britain		33	65	61	37	70	34	59	52	35	66	34	62	57	55	35	57	58	42	53	65	50	41	42	51	56
Neither			9	5	16	6	16	10	9	15	7	17	8	6	11	16	10	6	10	13	8	11	12	12	10	9
Don't know	/ 37	43	22	29	32	22	41	27	35	33	25	40	27	30	28	39	28	29	33	33	24	33	40	38	35	31

		e 2016	De	litical Attent	ian	<u> </u>	ender				
		e 2010	FU			G	ender	l	A	je	
	Total	Leave	Low (0-2)	Medium (3-	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	7) 3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2042	555	3412	1379	2393	2909	346	2160	1411	1429
Unweighted Sample	5340 %	2042	%	341Z %	1379 %	2437	2909	340 %	2160	1411 %	1429
Where would you place your view and the views of these parties on this spectrum? Yourself	76	70	70	70	70	70	70	70	70	70	70
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas The UK should NOT have closer even with the concernent strength of the second strengt of t	46	17	32	46	62	49	44	61	52	43	34
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	23	49	15	25	23	27	19	7	13	31	38
Neither	9	11	11	8	7	9	8	7	8	9	9
Don't know		22	42	21	8	16	28	24	27	17	19
Labour party					Ũ		20				
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas The UK should NOT have closer economic ties with the European Union if	50	55	27	51	66	56	43	44	47	55	51
it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the U		8	8	9	11	10	9	13	9	9	9
Neither		10	12	9	10	11	9	8	10	10	11
Don't know	31	27	53	30	14	23	38	35	33	27	29
Reform UK party The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas The UK should NOT have closer economic ties with the European Union if	5	6	5	6	5	5	6	5	6	5	5
it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK		57	29	59	80	66	51	58	56	64	55
Neither		9	11	7	4	8	6	4	7	7	9
Don't know	30	29	55	28	11	22	37	32	31	25	31
Where would you place your view and the views of these parties on this spectrum? Yourself The fight for feminism and women's equality in Britain has not gone far			1			i		i			
enough to reminish and women's equality in brian has not goile an enough – there are still many battles to be won In general, feminism has gone too far in this country and has had negative	38	26	23	39	51	29	48	53	41	34	31
effects on Britain	19	31	17	20	19	27	12	12	16	22	26
Neither		21	20	20	19	23	17	15	18	22	22
Don't know	23	23	41	21	11	22	23	21	25	21	21
Labour party The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	35	33	16	35	52	42	28	38	33	39	32
In general, feminism has gone too far in this country and has had negative effects on Britain	9	11	8	9	10	9	10	8	9	8	11
Neither	18	18	16	18	18	17	18	16	18	17	18
Don't know		38	60	38	20	31	45	38	39	35	39
Reform UK party The fight for feminism and women's equality in Britain has not gone far						I		I			
enough – there are still many battles to be won In general, feminism has gone too far in this country and has had negative	7	11	6	7	7	6	7	6	6	8	9
effects on Britain	44	34	23	44	64	49	40	53	47	45	34
Neither		16	15	11	11	13	11	8	12	12	14
Don't know	37	40	57	37	19	32	41	33	35	36	43



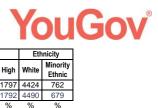
Fieldwork: 12th - 27th March 2025	-	Socia	l Grade						Region								Education		Eth	nicity
			1			Yorkshire and		West		1					Northern			1		Minority
	Total	ABC1	C2DE	North East	North West	the Humber	East Midlands	Midlands	East of England	London	South East	South West	st Wale	s Scotland	Ireland	Low	Medium	High	White	Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	3 444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Where would you place your view and the views of these parties on this spectrum? Yourself																				
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	46	54	37	41	47	42	41	42	43	60	44	41	45	53	61	26	46	63	44	63
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some	f	21	25	32	19	24	29	28	24	14	24	23	26	18	17	30	24	16	25	10
areas, even if that involves some economic cost to the UK		21	20	52	13	24	23	20	24	14	24	25	20	10	17	50	24	10	25	10
Neither	9	7	10	11	11	11	7	7	9	8	7	10	8	7	8	12	9	6	8	9
Don't know	22	18	28	16	23	23	23	23	25	18	25	26	22	22	14	32	22	15	23	18
Labour party																				
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	50	54	44	51	54	45	52	51	49	48	52	49	45	46	57	41	48	58	50	49
The UK should NOT have closer economic ties with the European Union it it involves giving up ultimate authority on rules and regulations in some		9	11	10	8	12	7	12	7	12	8	8	10	12	7	10	9	10	9	14
areas, even if that involves some economic cost to the UK												10					-			
Neither Don't know		10 28	10 35	11 28	9 29	11 31	10 31	10 27	8 37	13 27	8 32	10 32	12 33		12 23	11 38	10 33	9 23	10 32	12 25
Reform UK party	51	20	55	20	29	51	51	21	57	21	52	52	55	52	23	50	55	23	52	25
The UK should have closer economic ties with the European Union to		5	6	6	5	8	5	7	7	6	5	4	3	4	5	6	6	4	5	8
help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas		5	0	0	5	0	5	/	/	0	5	4	3	4	5	0	0	4	5	0
The UK should NOT have closer economic ties with the European Union it it involves giving up ultimate authority on rules and regulations in some	58	65	49	56	60	54	60	58	53	58	59	58	57	61	62	44	55	73	59	57
areas, even if that involves some economic cost to the UK		-	0	8	0	44	5	7	-	8	6	6	8	5	40	40	7	4	7	0
Neither Don't know		5 25	9 36	8 30	6 28	11 27	5 30	28	5 35	8 27	6 30	ы 31	8 31		10 22	10 40	32	4 19	7 30	9 27
Dont know	50	25	50	50	20	21	30	20	35	21	30	51	51	51	22	40	52	19	30	21
Where would you place your view and the views of these parties on this spectrum? Yourself																				
The fight for feminism and women's equality in Britain has not gone far		44	31	41	37	40	37	35	36	45	38	36	40	36	42	26	35	52	37	45
enough – there are still many battles to be won In general, feminism has gone too far in this country and has had negative		18			21	40 19	24	21	20	43 15	19	19				23	21			
effects on Britain			21	22									18		19			15	20	16
Neither		20	19	20	19	17	15	22	20	19	21	21	20		20	19	20	20	19	19
Don't know	23	18	28	17	23	24	24	23	24	21	22	24	22	24	19	32	24	14	23	19
Labour party The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be wor		39	30	32	36	37	35	33	32	38	34	35	34	34	40	27	33	44	34	41
In general, feminism has gone too far in this country and has had negative		9	10	12	12	9	12	9	8	8	8	8	6	12	11	10	9	9	9	11
effects on Britain Neither		17	18	20	14	18	17	19	19	20	16	15	20	20	18	19	16	19	18	16
Don't know		35	42	36	38	37	37	40	41	34	43	42	40		31	44	42	29	39	31
Reform UK party					50	5.	2.			2.	.0		.0	00	5.	• • •				
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be wor		6	8	6	7	8	7	8	6	6	7	6	9	7	8	8	7	6	7	6
In general, feminism has gone too far in this country and has had negative effects on Britain	44	50	36	45	45	41	45	40	39	49	44	46	41	47	51	30	42	59	43	51
Neither		11	13	14	10	16	11	11	12	11	12	11	12	12	11	16	12	9	12	12
Don't know		32	43	35	37	35	36	41	42	33	37	37	38		31	46	40	26	38	31
													50							

Fieldwork: 12th - 27th March 2025			Househo	ld Income)		s	Savings Am	ount		1	Religion		Но	use Ter	enure
	Tetal	Under	20,000 -	40,000 -	70,000+	Less than	£5,000 -	£20,000 -	£50,000 -	£100,000	News	Christian	Other	Own	Rent	
	Total	20,000	39,999	69,999		£5,000	£19,999	£49,999	£99,999	and above	None			-		
Weighted Sample		928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	70
Unweighted Sample		946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	56
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Where would you place your view and the views of these parties on this spectrum? Yourself																
The UK should have closer economic ties with the European Union to																
help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	46	37	40	57	64	47	52	58	54	55	51	38	53	45	46	5
The UK should NOT have closer economic ties with the European Union if																
it involves giving up ultimate authority on rules and regulations in some		25	27	19	16	20	21	24	26	31	19	31	12	28	17	1
areas, even if that involves some economic cost to the UK																
Neither	9	12	10	6	6	10	9	5	11	5	7	11	7	8	9	1
Don't know	22	26	23	17	14	24	19	13	9	9	23	20	27	19	27	2
Labour party																
The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	50	43	49	56	60	51	53	59	54	64	49	52	45	54	43	4
The UK should NOT have closer economic ties with the European Union if																
it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK		11	8	10	10	10	9	10	14	10	8	11	10	9	10	1
Neither	10	14	10	9	8	11	11	6	10	9	10	10	12	9	11	1
Don't know	31	32	32	25	22	28	27	25	22	17	32	27	33	28	36	3
Reform UK party											•					
The UK should have closer economic ties with the European Union to											1					
help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas		7	5	5	6	7	5	4	7	6	4	7	8	5	6	6
The UK should NOT have closer economic ties with the European Union if																_
it involves giving up ultimate authority on rules and regulations in some	58	48	57	65	71	57	63	69	70	72	61	57	50	62	51	5
areas, even if that involves some economic cost to the UK																
Neither		10	7	5	5	8	5	4	7	7	6	8	9	7	8	6
Don't know	30	35	31	24	18	28	27	24	15	15	29	28	33	26	35	33
Where would you place your view and the views of these parties on this spectrum? Yourself																
The fight for feminism and women's equality in Britain has not gone far	38	32	36	40	50	39	45	44	38	36	43	32	40	37	40	4
enough – there are still many battles to be won In general, feminism has gone too far in this country and has had negative		22	22	21	18	17	20	19	21	30	16	26	16	22	40 16	 1-
effects on Britain																
Neither		19	21	18	20	20	18	22	28	22	19	21	19	21	16	1
Don't know	23	27	21	21	12	23	16	15	13	11	22	21	25	20	28	2
Labour party																
The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	35	31	31	40	46	35	40	41	43	44	36	33	35	37	31	3
In general, feminism has gone too far in this country and has had negative	9	10	11	9	9	10	8	8	11	9	8	12	11	9	10	
effects on Britain	3	10		3	5	10	0	0		5	0	12		3	10	,
Neither		19	20	17	17	19	17	20	18	18	18	17	16	18	18	1
Don't know	38	40	37	34	28	35	35	31	28	29	38	37	37	36	41	4
Reform UK party																
The fight for feminism and women's equality in Britain has not gone far	_	-	~	~	~	-	~	-	<u> </u>	<u>_</u>	_	40	~	-	~	
enough – there are still many battles to be won	7	7	8	6	6	7	5	7	8	8	6	10	6	7	8	:
In general, feminism has gone too far in this country and has had negative		25	44	54	64		F 4	40	F 4	50	40	20	45	45	40	
effects on Britain	44	35	41	51	61	44	54	49	54	56	48	39	45	45	42	4
Neither	12	14	14	11	8	14	10	13	12	8	11	14	12	12	13	1
Don't know	37	44	36	31	25	35	31	31	27	28	36	38	38	36	38	37
Don t know			50	51	-0	55	51	51		20		50	50		00	0



Sample Size: 5346 adults in UK (18+)																							You	G	0\	8
Fieldwork: 12th - 27th March 2025			W	Vestminste	ar VI			v	ote in 202	A GE		1	Vote i	n 2019 GE	-	T	Ve	ote in 2017	GE		Lab19 - Lab24		Seats where Labour			Past vote
	Total	Con		Lib Dem		Green	Con	1	Lib Dem		Green	Con		Lib Dem	1	Con	Lab	Lib Dem	r i	Green	(Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	won, Reform came second	Red Wall	Blue Wall	Remain
Weighted Sample	5346	752	991	430	903	362	931 1	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142	735	370	644	285	396	1893
Unweighted Sample	5346	629	1105	425	1094	330	657 2	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128	1085	751	698	302	407	1995
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Where would you place your view and the views of these parties on this spectrum? Yourself																										
We should increase military aid and support to Ukraine in their fight against Russia	44	48	61	58	31	49	48	53	55	33	47	46	51	66	46	48	54	67	35	49	55	57	38	39	49	55
We should decrease military aid and support to Ukraine in their fight against Russia	16	16	9	8	34	10		11	7	34	13	20	11	5	9	18	10	6	34	11	9	12	19	21	16	10
Neither	15	15	13	14	14	17		14	17	14	15	14	15	13	19	14	14	12	9	18	14	12	15	13	14	14
Don't know	26	22	17	20	21	23	22	21	20	20	24	20	23	16	26	20	22	15	23	22	21	19	28	26	21	21
Labour party		1					ı					ı														1
We should increase military aid and support to Ukraine in their fight against Russia We should decrease military aid and support to Ukraine in their fight	56	52	72	69	59	62	55	68	65	59	61	56	68	72	60	56	66	73	62	61	72	67	54	59	58	63
against Russia Neither	6 9	9 12	5	4 5	11 8	4 8	8 11	5	4 8	9 9	5 8	8 10	5 6	4 5	3 10	8	5 6	4 6	10 5	2 11	4 5	3 7	7 8	5 9	4 9	5 8
Don't know	29	27	, 17	22	23	26		20	24	23	25	26	21	19	27	9 26	22	17	24	26	18	22	32	9 27	28	24
Reform UK party	20			~~	20	20	20	20	24	20	20	20	21	10	21	20	~~		24	20	10	22	02	21	20	24
We should increase military aid and support to Ukraine in their fight against Russia	12	18	7	7	23	5	19	9	7	20	8	19	7	7	8	18	8	8	28	11	8	9	11	13	9	7
We should decrease military aid and support to Ukraine in their fight against Russia	40	31	58	54	36	53	30	52	50	34	48	31	53	54	47	32	51	57	31	34	57	48	41	40	44	50
Neither	9	10	7	6	9	8	10	7	8	10	8	10	7	5	8	9	7	5	3	8	7	7	9	11	6	7
Don't know	40	41	28	33	32	34	41	32	35	36	36	40	32	33	37	41	33	29	38	47	29	36	39	36	41	36
On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved?																										
Reducing the number of people illegally entering the UK (e.g. on 'small boats')	36	46	23	26	54	17	49	29	27	47	17	48	24	27	26	48	28	25	49	28	26	34	35	46	32	27
Processing and - where needed - deporting asylum seekers more quickly	19	24	21	24	18	15	21	21	25	23	16	23	19	28	23	24	21	31	14	20	20	21	19	14	22	21
Improving the integration of existing migrants into UK society	11	6	19	18	2	24	5	15	16	3	25	4	18	15	13	5	14	14	1	16	18	12	10	9	12	16
Reducing low-skill migration, while increasing high-skill migration	9	7	13	12	6	6	-	11	10	6	8	7	12	10	8	6	11	10	7	11	12	10	11	9	8	11
Reducing the total number of all kinds of legal migration to the UK	9	13	5	4	18	5	13	7	4	19	6	14	5	6	7	13	7	4	26	6	6	9	9	9	8	5
Increasing the number of asylum seekers and refugees we take into the UK	4	1	6	3	0	18	0	5	4	0	14	1	8	2	11	1	6	5	0	10	6	3	3	3	5	6
Increasing migration to the UK generally	2	0	3	6	1	5	1	2	3	1	5	0	3	4	2	0	3	5	0	2	3	2	2	1	3	3
None of these Don't know	3 8	1 3	3 7	4 4	0 1	3 7	1 3	3 7	4 5	1 1	4 6	1 2	3 8	3 4	5 6	1 2	3 7	2 4	1 3	3 5	3 7	4 6	2 8	2 7	3 7	3 7

		e 2016	Po	litical Attenti	on	Ge	nder		Ag	ge	
	Total	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%
Where would you place your view and the views of these parties on this spectrum? Yourself											
We should increase military aid and support to Ukraine in their fight against Russia	44	42	25	44	58	49	39	38	35	46	58
We should decrease military aid and support to Ukraine in their fight against Russia	16	20	16	15	17	18	13	19	16	18	11
Neither	15	15	16	16	14	15	16	15	16	16	13
Don't know	26	24	43	25	11	18	32	27	32	20	18
Labour party		i				i i					
We should increase military aid and support to Ukraine in their fight against Russia	56	56	29	57	76	62	50	55	52	60	58
We should decrease military aid and support to Ukraine in their fight against Russia	6	8	7	7	6	7	6	7	7	6	7
Neither	9	9	11	8	7	9	8	8	8	9	10
Don't know	29	27	52	28	11	22	36	30	33	26	25
Reform UK party		1									
We should increase military aid and support to Ukraine in their fight against Russia	12	18	8	12	15	14	10	11	9	11	18
We should decrease military aid and support to Ukraine in their fight against Russia	40	32	22	40	55	45	35	44	43	42	29
Neither	9	9	11	8	7	9	8	9	8	8	10
Don't know	40	41	59	40	23	32	47	36	39	39	43
On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved? Reducing the number of people illegally entering the UK (e.g. on 'small		1				I		I			
boats') Processing and - where needed - deporting asylum seekers more quickly	36	47	40	37	29	37	35	21	32	41	44
Improving the integration of existing migrants into UK society	19 11	23 3	14 6	20 11	23 15	20 10	18 13	12 17	14 14	24 9	26 6
Reducing low-skill migration, while increasing high-skill migration	9	6	7	10	9	9	9	13	11	3 7	7
Reducing the total number of all kinds of legal migration to the UK		15	11	9	8	9	9	6	8	10	12
Increasing the number of asylum seekers and refugees we take into the UK	4	0	2	3	7	3	4	7	4	2	2
Increasing migration to the UK generally	2	0	1	2	4	3	2	3	2	2	1
None of these	2	1	4	2	4	3	2	3	4	2	1
Don't know	8	3	4 15	7	2	6	9	18	11	2	2
Dontkilow	0	5	10	'	4		3	. 10		5	2



Fieldwork: 12th - 27th March 2025	Social Grade Region															Education		Eth	nicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and	East Midlands	West	East of England	London	South East	South West	Wales	Scotland	Northern	Low	Medium	High	White	Minority
						the Humber		Midlands	v						Ireland			•		Ethnic
Weighted Sample Unweighted Sample				195 224	568 584	466 493	404	446 473	527 522	615 594	713 690	540 502	278 218	444 488	150 148	1412 1477	2136 2076	1797 1792	4424 4490	762 679
Unweighted Sample	5346 %	3178	2168	224 %	584 %	493	410 %	473	522 %	594 %	690 %	502 %	218	488	148 %	1477 %	2076	%	4490	%
Where would you place your view and the views of these parties on this spectrum? Yourself	70	70	70	78	70	70	70	70	70	76	78	78	78	70	70	70	76	78	70	70
We should increase military aid and support to Ukraine in their fight against Russia	44	48	38	43	39	44	46	42	43	43	44	46	42	46	48	37	43	49	45	34
We should decrease military aid and support to Ukraine in their fight against Russia	16	15	17	20	16	16	15	16	14	20	15	11	16	15	17	17	16	14	14	24
Neither		15	15	14	17	16	16	17	14	14	15	15	13	17	19	15	15	15	15	17
Don't know	26	22	30	23	28	25	23	25	30	23	27	27	29	22	15	31	26	21	26	24
Labour party																		1		
We should increase military aid and support to Ukraine in their fight against Russia		60	51	60	57	52	54	53	53	59	59	51	51	62	59	47	53	65	56	56
We should decrease military aid and support to Ukraine in their fight against Russia		6	7	7	5	6	7	9	7	8	5	8	4	5	6	8	7	5	6	12
Neither		8	9	5	10	11	11	12	6	8	6	10	8	7	13	10	9	8	9	9
Don't know	29	26	34	28	28	31	28	26	34	24	31	32	37	26	22	35	32	22	30	23
Reform UK party We should increase military aid and support to Ukraine in their fight against Russia	12	11	12	14	11	12	11	14	13	14	12	11	9	8	9	15	10	10	11	14
We should decrease military aid and support to Ukraine in their fight against Russia	40	44	35	43	41	39	41	35	36	41	40	39	36	46	44	30	39	49	40	40
Neither	9	8	9	6	11	9	10	13	5	10	8	7	9	7	10	11	9	7	8	12
Don't know	40	37	44	37	37	40	38	39	45	36	40	42	45	39	37	44	42	34	41	34
On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved? Reducing the number of people illegally entering the UK (e.g. on 'small																.a				
boats')	36	32	41	33	37	39	38	37	39	30	34	35	41	37	35	48	36	27	38	29
Processing and - where needed - deporting asylum seekers more quickly		21	17	24	18	19	23	20	15	14	24	21	12	19	21	19	20	18	20	13
Improving the integration of existing migrants into UK society Reducing low-skill migration, while increasing high-skill migration	11	13	8 7	6	12	10 7	9	9	10	17	10	13	9	11	17 9	4	9	19	10	14
Reducing the total number of all kinds of legal migration to the UK	9	10 8	11	10 14	9 10	9	10 9	10 9	5 11	12 7	9 9	8 9	6 11	10 7	9 5	5 11	9 10	11 7	8 10	15 4
Increasing the number of asylum seekers and refugees we take into the	э	0		14	10	9	9	Э		'	э	э		'	5		10	'	10	4
UK		4	3	2	3	3	1	5	4	6	3	2	5	4	3	2	3	6	3	5
Increasing migration to the UK generally		2	2	4	2	1	2	1	2	3	2	2	0	3	2	1	2	3	2	5
None of these	3	3	3	3	2	2	2	2	3	3	3	3	4	3	4	2	3	4	2	6
Don't know	8	1 (8	4	(10	(8	10	9	7	8	12	6	4	9	8	6	1	9

	Household Income						S	avings Am	ount	T	Religion		Но	nure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	3138	1372	707
Unweighted Sample		946	1292	1069	780	1742	677	489	266	299	2770	1928	389	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Where would you place your view and the views of these parties on this spectrum? Yourself																
We should increase military aid and support to Ukraine in their fight against Russia	44	39	45	46	48	41	49	57	61	58	46	45	29	48	36	42
We should decrease military aid and support to Ukraine in their fight against Russia		18	16	17	17	18	17	13	15	11	14	17	24	14	17	17
Neither		16	14	15	14	15	14	14	8	17	14	16	18	15	16	14
Don't know	26	28	25	22	21	27	21	16	16	14	26	22	29	22	31	27
Labour party																
We should increase military aid and support to Ukraine in their fight against Russia	56	49	54	61	65	55	64	64	68	65	56	57	54	59	49	57
We should decrease military aid and support to Ukraine in their fight against Russia	6	9	6	7	7	8	8	6	3	6	5	8	9	6	7	6
Neither		11	9	8	8	10	6	10	6	10	8	10	8	9	9	7
Don't know	29	31	31	24	20	28	22	20	23	19	31	25	29	26	34	30
We should increase military aid and support to Ukraine in their fight against Russia		12	14	10	11	12	10	12	16	16	9	15	11	13	11	11
We should decrease military aid and support to Ukraine in their fight against Russia	40	35	37	47	50	43	48	40	44	44	43	36	38	40	38	44
Neither	9	11	9	8	7	9	7	10	7	8	7	10	11	8	9	9
Don't know	40	42	41	35	31	36	35	38	34	32	41	38	40	39	42	36
On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved?																
Reducing the number of people illegally entering the UK (e.g. on 'small boats')	36	39	42	36	28	36	33	28	38	37	33	41	37	38	37	27
Processing and - where needed - deporting asylum seekers more quickly		20	20	19	18	17	18	26	20	28	18	23	13	22	15	12
Improving the integration of existing migrants into UK society		8	9	15	16	12	16	14	13	11	13	8	13	10	12	14
Reducing low-skill migration, while increasing high-skill migration	9	7	8	10	14	9	11	12	13	11	9	8	12	9	8	11
Reducing the total number of all kinds of legal migration to the UK		11	9	7	7	9	10	7	6	6	9	9	7	9	9	8
Increasing the number of asylum seekers and refugees we take into the UK		4	3	3	5	4	5	4	1	2	4	2	4	3	4	6
Increasing migration to the UK generally		1	2	2	4	2	2	3	3	2	2	2	4	2	2	2
None of these		3	2	3	2	3	3	2	3	1	3	2	4	2	3	4
Don't know	8	8	6	5	5	8	3	4	4	2	9	6	7	5	10	17