

YouGov / The Times Survey Results

Sample Size: 2287 GB Adults

Fieldwork: 10th - 11th September 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2287	412	588	210	247	134	803	816	1107	1180	240	945	565	537	1304	983	1978	110	199	542	375	277	784
Unweighted Sample	2287	412	629	219	258	146	889	902	1004	1283	136	869	605	677	1412	875	1977	120	190	569	365	222	821
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking ahead, do you expect life in Britain to be better or worse in five years time, or will it be much the same?

Much better	2	1	3	0	1	1	1	1	2	1	7	1	1	2	2	1	2	1	4	2	1	1	2
A little better	8	4	12	12	3	5	10	4	9	7	15	8	6	5	11	4	8	10	3	7	6	14	8
TOTAL BETTER	10	5	15	12	4	6	11	5	11	8	22	9	7	7	13	5	10	11	7	9	7	15	10
Much the same	21	21	27	26	9	19	26	16	23	19	25	21	21	20	21	21	21	26	20	24	18	23	20
A little worse	27	31	28	32	16	38	29	24	24	30	27	27	26	27	29	24	27	19	33	26	28	23	29
Much worse	36	40	24	25	68	30	28	50	37	34	15	34	41	43	32	41	36	34	35	36	41	33	34
TOTAL WORSE	63	71	52	57	84	68	57	74	61	64	42	61	67	70	61	65	63	53	68	62	69	56	63
Don't know	7	3	6	5	3	8	7	5	4	9	11	8	5	3	6	8	7	11	5	5	7	5	8

Do you personally expect your life to get better or worse over the next five years, or will things stay much the same?

Much better	5	3	6	4	4	4	4	3	6	4	12	7	3	1	6	4	5	7	5	5	6	7	4
A little better	16	12	24	19	6	16	19	8	17	16	32	21	12	5	20	12	17	18	12	17	14	25	15
TOTAL BETTER	21	15	30	23	10	20	23	11	23	20	44	28	15	6	26	16	22	25	17	22	20	32	19
Much the same	30	36	30	34	23	31	35	30	29	31	15	27	34	38	31	29	30	25	37	34	30	20	30
A little worse	21	29	18	24	24	26	22	26	21	21	13	18	23	29	22	20	21	17	22	19	22	21	23
Much worse	18	18	14	12	40	12	12	28	19	18	11	16	21	23	15	23	19	16	13	18	20	15	20
TOTAL WORSE	39	47	32	36	64	38	34	54	40	39	24	34	44	52	37	43	40	33	35	37	42	36	43
Don't know	9	2	8	7	3	10	8	5	7	10	17	11	6	4	7	11	8	16	10	7	7	12	8

Do you think the British economy as a whole has got better or worse over the last twelve months, or has it stayed much the same?

Has got much better	1	0	1	1	0	1	0	0	1	0	4	0	0	0	1	0	0	0	3	0	0	2	0
Has got a little better	6	3	12	8	0	8	9	2	8	4	11	6	5	4	8	3	6	5	6	6	4	7	7
TOTAL BETTER	7	3	13	9	0	9	9	2	9	4	15	6	5	4	9	3	6	5	9	6	4	9	7
Has stayed much the same	19	10	29	28	5	23	26	11	21	16	19	23	18	12	20	16	19	15	17	17	19	23	18
Has got a little worse	32	35	31	34	20	44	34	27	28	35	25	33	33	31	33	30	31	29	38	34	32	30	30
Has got much worse	36	52	21	26	72	19	25	56	36	37	22	29	41	51	32	42	37	42	31	35	40	30	38
TOTAL WORSE	68	87	52	60	92	63	59	83	64	72	47	62	74	82	65	72	68	71	69	69	72	60	68
Don't know	7	1	6	4	3	5	5	4	6	7	19	8	3	2	6	7	7	9	6	8	5	8	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you expect the British economy as a whole to get better or worse over the NEXT twelve months, or will it stay much the same?

Get much better	1	0	2	0	0	1	1	0	1	0	3	1	0	0	1	1	1	0	4	0	0	2	1
Get a little better	8	3	16	11	2	8	12	3	10	5	12	8	7	6	10	5	8	7	7	8	7	10	8
TOTAL BETTER	9	3	18	11	2	9	13	3	11	5	15	9	7	6	11	6	9	7	11	8	7	12	9
Stay much the same	21	16	28	27	9	23	24	15	21	21	21	23	21	17	21	21	21	19	19	21	21	24	21
Get a little worse	30	34	28	34	20	41	32	29	28	31	26	31	27	31	31	28	30	24	30	30	33	26	30
Get much worse	31	43	17	18	66	20	22	48	32	30	14	26	37	42	28	35	31	37	30	31	33	25	32
TOTAL WORSE	61	77	45	52	86	61	54	77	60	61	40	57	64	73	59	63	61	61	60	61	66	51	62
Don't know	10	3	9	10	2	8	9	5	7	12	23	12	6	3	9	11	9	13	10	9	7	13	9

Do you think your own personal finances have got better or worse over the last twelve months, or have they stayed much the same?

Has got much better	2	0	3	2	1	1	2	1	2	2	5	2	2	1	2	2	2	0	4	2	2	3	2
Has got a little better	15	13	20	17	10	23	18	11	18	13	19	21	12	8	18	12	16	11	16	17	13	17	15
TOTAL BETTER	17	13	23	19	11	24	20	12	20	15	24	23	14	9	20	14	18	11	20	19	15	20	17
Has stayed much the same	35	42	38	40	25	36	40	32	36	35	38	31	34	44	35	36	35	36	37	40	35	30	33
Has got a little worse	26	30	24	29	29	24	26	32	24	27	11	25	26	33	26	25	26	27	24	22	29	21	29
Has got much worse	17	15	14	9	34	15	12	23	15	19	11	17	22	15	14	20	17	17	15	16	17	20	17
TOTAL WORSE	43	45	38	38	63	39	38	55	39	46	22	42	48	48	40	45	43	44	39	38	46	41	46
Don't know	4	0	2	3	1	1	2	1	5	4	17	4	3	0	3	6	4	9	4	3	3	8	4

And do you expect your own personal finances to get better or worse over the NEXT twelve months, or will they stay much the same?

Get much better	3	1	3	2	3	4	2	2	4	3	6	5	1	1	3	3	3	3	5	4	2	3	3
Get a little better	15	12	22	19	10	15	17	9	17	14	27	19	13	6	19	10	16	13	12	17	15	21	14
TOTAL BETTER	18	13	25	21	13	19	19	11	21	17	33	24	14	7	22	13	19	16	17	21	17	24	17
Stay much the same	34	40	39	37	21	38	42	32	34	35	21	31	38	43	34	35	34	38	36	39	36	26	33
Get a little worse	24	29	22	27	30	30	23	28	25	23	22	23	22	29	25	23	24	26	24	21	23	21	28
Get much worse	15	16	10	8	33	8	10	24	14	16	3	13	20	19	12	19	15	12	13	13	17	15	16
TOTAL WORSE	39	45	32	35	63	38	33	52	39	39	25	36	42	48	37	42	39	38	37	34	40	36	44
Don't know	8	2	5	7	4	6	6	4	6	10	20	9	6	3	7	10	8	9	9	7	6	12	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the Government's budget this
Autumn will see...

Taxes rise a lot	37	56	22	27	70	16	27	57	40	33	13	28	44	56	35	39	37	40	34	35	37	28	41
Taxes rise a little	39	32	50	54	20	45	49	27	39	38	41	41	40	31	42	34	39	36	39	38	41	44	36
TOTAL RISE	76	88	72	81	90	61	76	84	79	71	54	69	84	87	77	73	76	76	73	73	78	72	77
Taxes stay much the same	6	3	10	5	1	13	7	2	6	6	13	8	4	2	6	6	6	9	2	9	5	7	5
Taxes fall a little	1	1	0	1	0	0	0	1	1	1	1	1	1	0	1	1	1	0	0	1	0	3	0
Taxes fall a lot	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
TOTAL FALL	1	1	1	1	0	0	0	1	1	1	1	1	1	0	1	1	1	0	0	1	0	3	1
Don't know	18	8	17	12	9	26	16	13	14	22	31	22	12	11	16	20	17	16	25	18	16	18	17

And thinking about its impact on you personally,
do you expect the Government's Budget in the
Autumn to result in you being...

Much worse off	22	28	10	17	47	12	15	34	23	21	7	19	28	27	20	25	22	24	16	20	23	21	24
A little worse off	40	51	41	47	39	38	44	43	39	40	29	37	42	48	42	37	40	36	40	40	41	33	43
TOTAL WORSE OFF	62	79	51	64	86	50	59	77	62	61	36	56	70	75	62	62	62	60	56	60	64	54	67
Not much difference either way	23	16	33	26	10	35	30	14	25	22	28	25	22	20	24	22	24	19	25	25	25	25	22
A little better off	1	0	2	1	0	2	1	1	1	1	1	2	0	0	1	0	1	0	0	1	1	2	1
Much better off	1	0	1	0	1	1	0	0	1	0	3	1	1	0	1	1	1	0	2	1	0	2	0
TOTAL BETTER OFF	2	0	3	1	1	3	1	1	2	1	4	3	1	0	2	1	2	0	2	2	1	4	1
Don't know	13	5	13	9	3	12	10	9	10	16	32	16	7	5	12	15	12	22	17	14	10	17	11

Overall, do you think Donald Trump's
Presidency of the USA has had positive or
negative impact on the UNITED KINGDOM, or
has it not really made much difference?

A very positive impact	3	2	2	0	10	0	0	4	4	1	2	3	3	3	3	3	3	1	3	4	2	3	3
A fairly positive impact	6	6	3	4	20	1	2	10	7	4	4	5	7	6	6	6	6	8	5	6	7	4	5
TOTAL POSITIVE IMPACT	9	8	5	4	30	1	2	14	11	5	6	8	10	9	9	9	9	9	8	10	9	7	8
Has not really made much difference	27	42	17	24	44	8	20	37	27	26	13	25	31	30	24	29	27	29	24	26	27	25	27
A fairly negative impact	26	27	31	37	13	35	32	22	26	26	27	26	24	29	29	22	27	26	22	24	26	30	28
A very negative impact	27	17	40	31	5	51	38	18	28	26	33	25	29	26	28	25	27	21	31	27	27	26	27
TOTAL NEGATIVE IMPACT	53	44	71	68	18	86	70	40	54	52	60	51	53	55	57	47	54	47	53	51	53	56	55
Don't know	12	7	8	4	8	5	8	9	7	16	20	16	6	7	10	15	11	14	16	13	10	11	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Donald Trump is arriving in the UK for a second state visit next week. Do you think it was right or wrong to invite President Trump for a second state visit?

Right	29	40	18	19	62	11	20	40	37	22	22	28	35	28	30	28	30	28	25	28	34	31	29
Wrong	48	41	64	67	18	76	63	40	47	50	50	45	47	55	50	46	48	46	55	49	46	48	48
Don't know	22	19	18	14	20	12	17	20	16	29	28	26	18	17	20	26	22	26	20	23	20	21	23

How important, if at all, do you think it is for the British Government to maintain a positive relationship with Donald Trump?

Very important	26	36	17	23	57	6	19	38	32	21	20	23	31	29	27	26	26	29	27	23	27	22	29
Fairly important	41	45	48	48	31	37	46	38	39	44	38	40	40	46	44	38	42	43	36	40	45	42	42
TOTAL IMPORTANT	67	81	65	71	88	43	65	76	71	65	58	63	71	75	71	64	68	72	63	63	72	64	71
Not very important	12	9	15	12	4	22	15	10	12	12	13	14	10	11	10	14	12	8	15	14	11	16	10
Not important at all	9	4	10	8	2	22	11	5	10	7	12	10	8	6	9	8	9	7	9	9	8	10	9
TOTAL NOT IMPORTANT	21	13	25	20	6	44	26	15	22	19	25	24	18	17	19	22	21	15	24	23	19	26	19
Don't know	12	6	9	9	5	14	9	9	7	16	17	13	10	8	10	14	11	13	13	14	10	10	11

Do you think the state visit will improve Britain's relationship with the Trump government, damage it, or not make much difference?

Improve relations a lot	4	3	4	1	12	1	2	5	6	3	5	4	4	4	4	4	4	6	4	3	3	6	4
Improve relations a little	22	30	21	28	24	12	22	24	26	19	23	22	22	24	25	19	22	33	20	18	20	26	24
TOTAL IMPROVE RELATIONS	26	33	25	29	36	13	24	29	32	22	28	26	26	28	29	23	26	39	24	21	23	32	28
Not make much difference	51	55	57	52	43	64	56	52	50	52	38	48	54	59	50	52	52	35	53	51	55	49	51
Damage relations a little	4	4	4	9	3	2	5	3	5	3	5	4	3	4	4	4	4	4	3	5	4	6	3
Damage relations a lot	3	1	3	2	2	8	3	2	3	3	4	3	3	1	3	3	3	2	1	2	2	1	4
TOTAL DAMAGE RELATIONS	7	5	7	11	5	10	8	5	8	6	9	7	6	5	7	7	7	6	4	7	6	7	7
Don't know	16	8	12	8	16	13	11	13	11	21	26	19	13	8	15	17	15	20	20	20	15	11	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think Keir Starmer has been too close to Donald Trump, not close enough, or got the balance about right?

Too close	23	22	22	22	10	51	25	21	24	22	30	19	22	28	23	23	23	16	27	22	24	24	23
Not close enough	15	19	5	6	48	2	7	25	18	12	4	15	19	15	13	17	15	19	13	17	14	9	15
Has got the balance about right	31	31	47	48	11	25	43	22	36	26	34	31	31	28	36	24	32	23	25	27	33	42	30
Don't know	32	28	25	24	31	22	25	33	22	41	32	35	28	29	28	36	31	41	34	34	28	25	32

Do you think Donald Trump's state visit to the UK does or does not risk wrongly involving the Royal Family into politics?

Does have a real risk of wrongly involving the Royal family into politics	26	30	29	30	17	31	30	27	25	26	19	21	27	35	26	24	26	21	27	26	26	23	26
Does not have any real risk of wrongly involving the Royal Family into politics	43	50	41	43	66	41	43	48	48	38	42	39	48	45	45	40	44	40	39	41	44	44	45
Don't know	31	20	30	27	17	28	27	25	27	36	39	41	24	20	28	35	31	39	33	33	30	32	29

Do you think Lord Mandelson should remain as Britain's Ambassador to the USA or should he be replaced with someone else?

Should remain Ambassador	9	8	12	17	7	5	12	7	12	6	11	7	10	10	10	7	9	6	9	8	8	11	9
Should be replaced with someone else	46	64	40	45	69	48	48	60	51	42	21	35	57	67	48	45	47	40	46	47	46	41	49
Don't know	45	28	47	38	24	47	40	34	37	53	68	58	34	23	42	48	44	54	46	45	46	48	42

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.