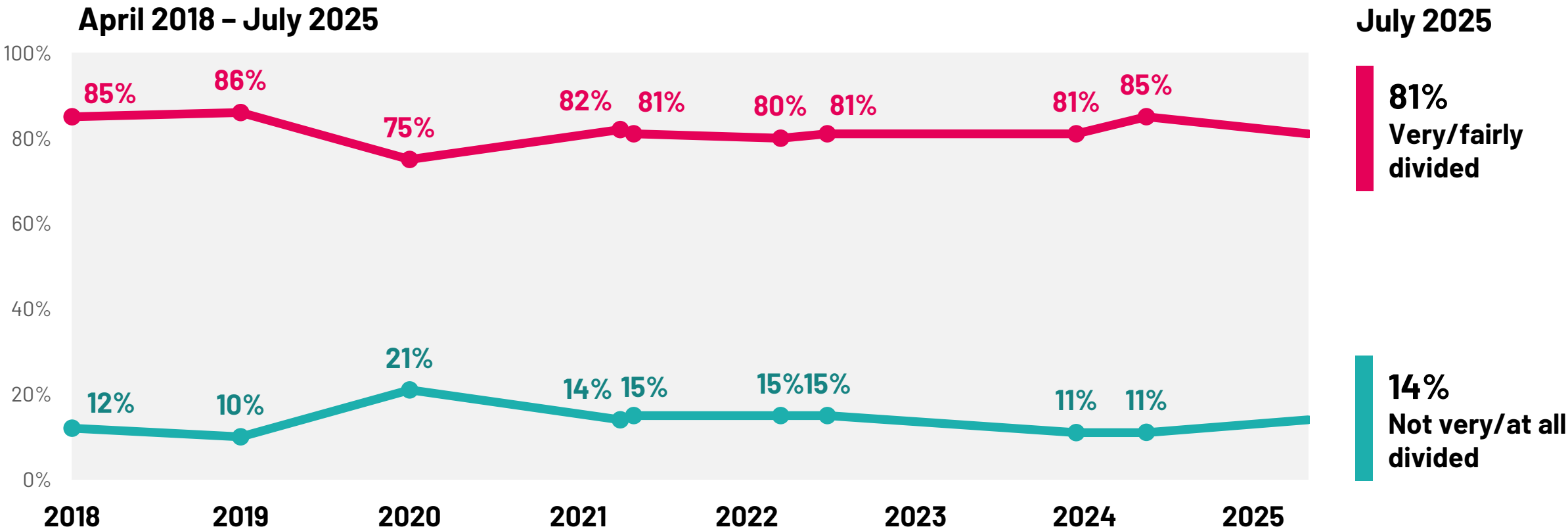


# Ipsos Divided Britain polling

July 2025

# Four in five British adults think British society is divided

Overall, how divided do you think British society is these days? *Long term trend*



Base: 1,100 Online British Adults 16-75, 25-28 July 2025

\* 2018 trends are for ages 16-64



# Older adults are more likely than younger adults to think that British society is divided

Overall, how divided do you think British society is these days?

**Base: 1100** Online British adults aged 16-75, including (351) 16-34-year-olds, (403) 35-54s, (346) 55-75s, (358) 2024 Labour voters, (151) 2024 Conservative voters, abd (107) 2024 Reform UK voters, 25-28 July 2025.

Very/ fairly divided

Not very/ not at all divided

Among all

81%

14%

## By age

Among 16-34s

69%

22%

Among 35-54s

83%

13%

Among 55-75s

91%

7%

## By GE2024 vote

Among Labour voters

78%

17%

Among Conservative voters

82%

18%

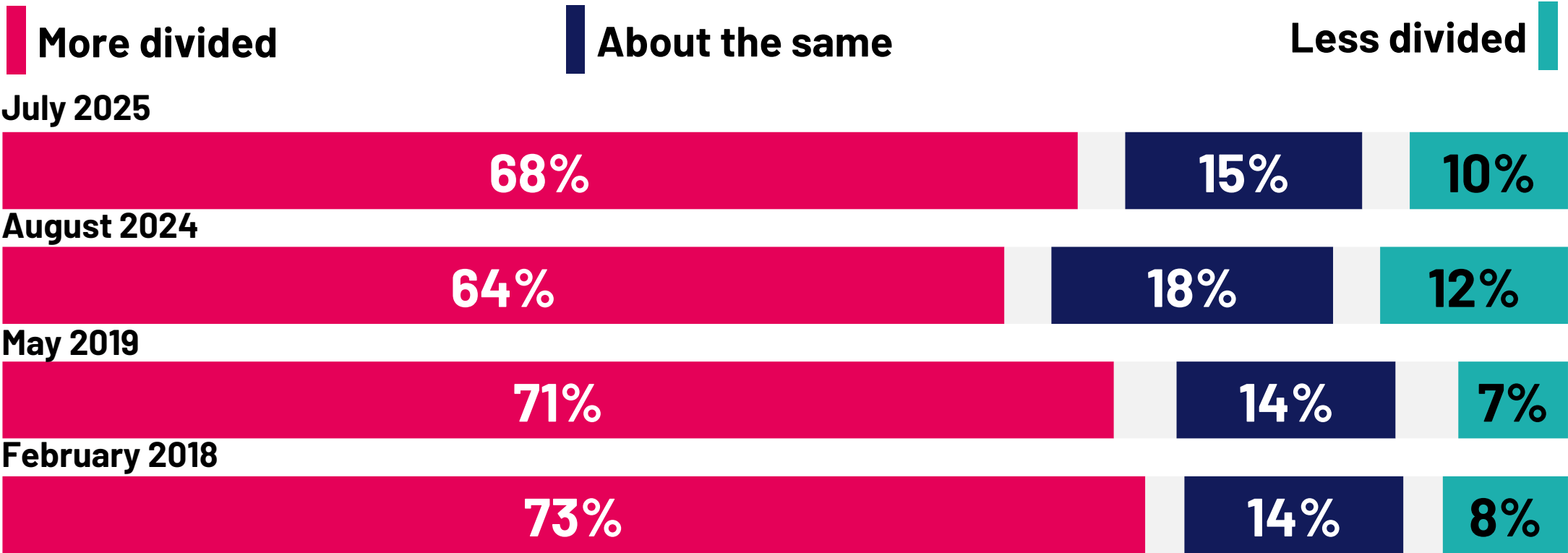
Among Reform UK voters

90%

9%

# Around two thirds of British adults continue to think British society is more divided than it was ten years ago

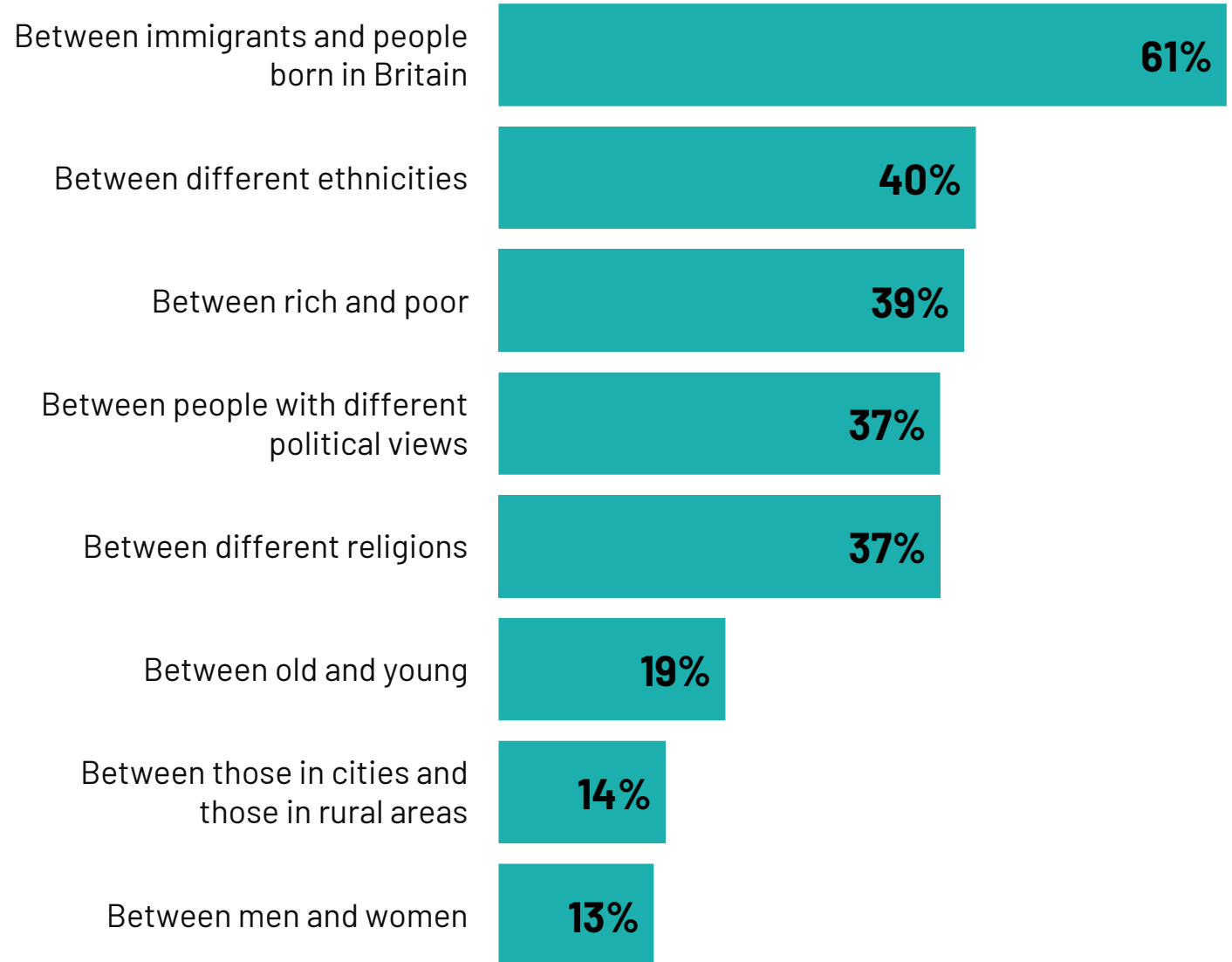
And do you think British society is more or less divided than it was ten years ago or is about the same?



Base: 1,100 Online British Adults 16-75, 25-28 July 2025  
\*Note: The fieldwork dates for data from August 2024 was 2-5 August. This was after the attack in Southport (29 July 2024).

# Three in five British adults think there is most tension between immigrants and people born in Britain

Between which of the following groups, if any, do you think there is most tension in Britain today?



Base: 1,100 Online British Adults 16-75, 25-28 July 2025

# Between which of the following groups, if any, do you think there is most tension in Britain today? : Trends

July 2025

May 2019

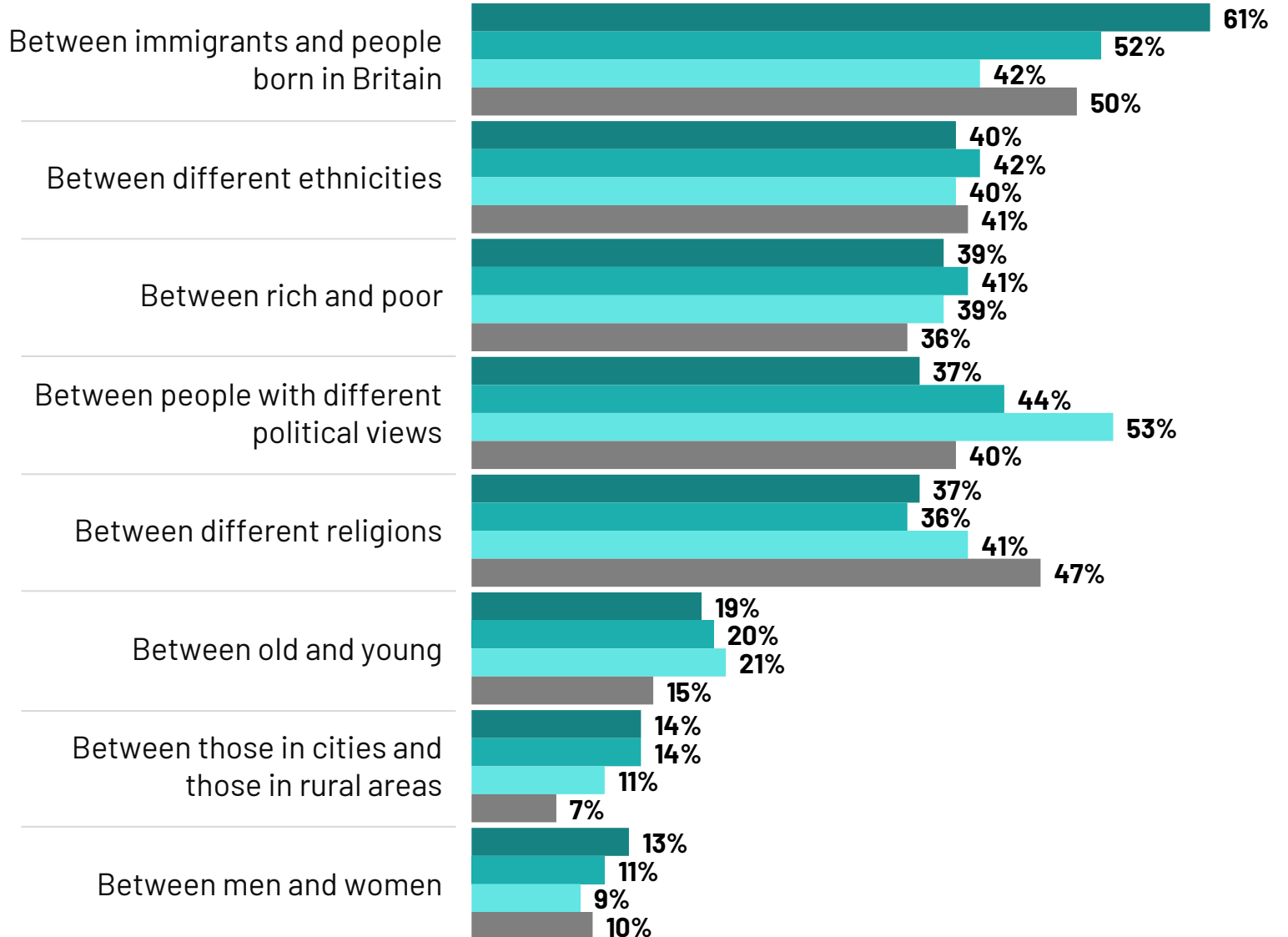
July 2024 (pre Southport attack)

February 2018

Base: 1,100 Online British Adults 16-75, 25-28 July 2025

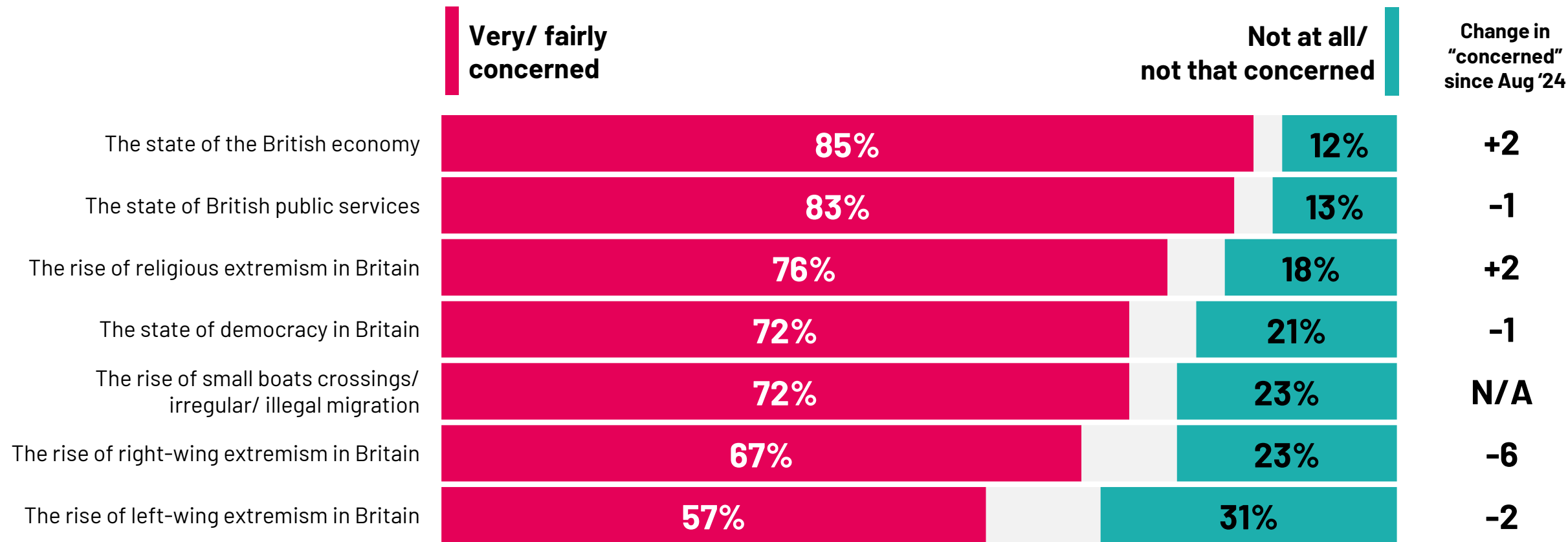
\*Note: The fieldwork dates for data from July 2024 was 22-24 July. This was before the attack in Southport (29 July 2024).

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# Britons are most concerned about the state of the British economy and public services

How concerned or not concerned are you about each of the following?



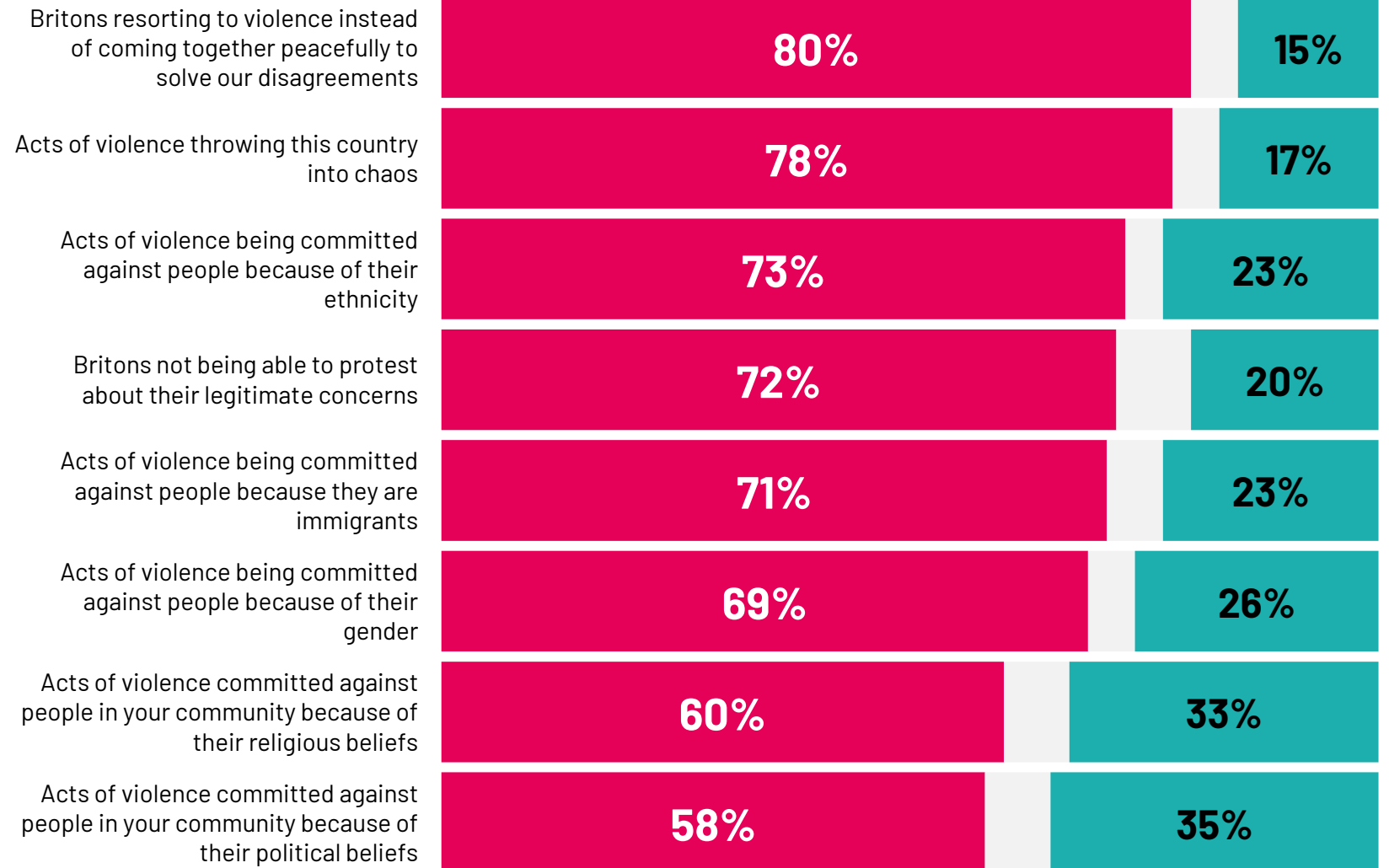
Base: 1,100 Online British Adults 16-75, 25-28 July 2025

\*Note: The fieldwork dates for data from August 2024 was 2-5 August. This was after the attack in Southport (29 July 2024).

# Four in five Britons are concerned about Britons resorting to violence instead of coming together to peacefully solve our disagreements

Please indicate how concerned you are, if at all, about the following?

Base: 1,100 Online British Adults 16-75, 25-28 July 2025



# Britons are slightly more concerned about Britons resorting to violence instead of coming together peacefully to solve disagreements, compared to last year before the attack in Southport

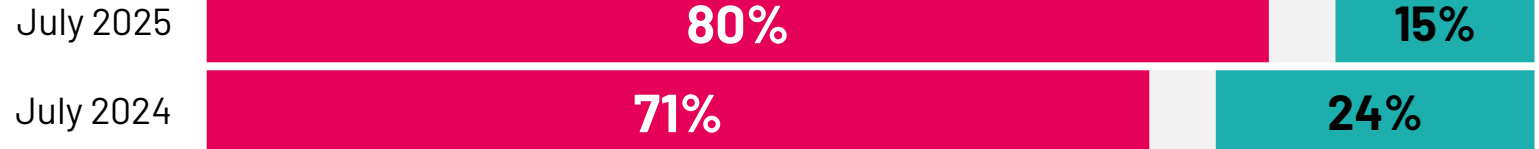
Please indicate how concerned you are, if at all, about the following? *Trends*

**Base:** 1,100 Online British Adults 16-75, 25-28 July 2025  
 \*Note: The fieldwork dates for data from July 2024 was 22-24 July. This was before the attack in Southport (29 July 2024).

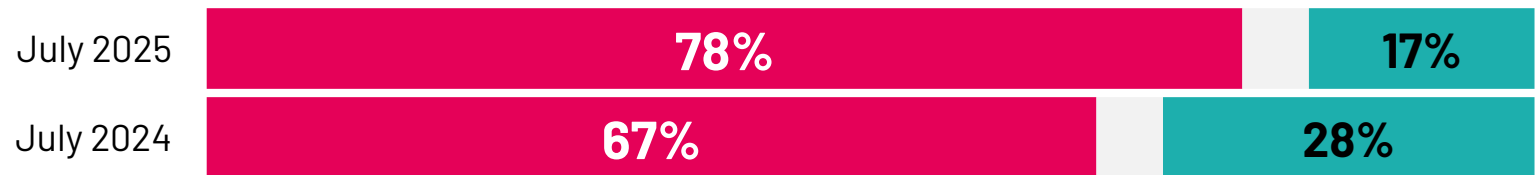
Concerned

Not concerned

Britons resorting to violence instead of coming together peacefully to solve our disagreements



Acts of violence throwing this country into chaos



Acts of violence committed against people in your community because of their religious beliefs

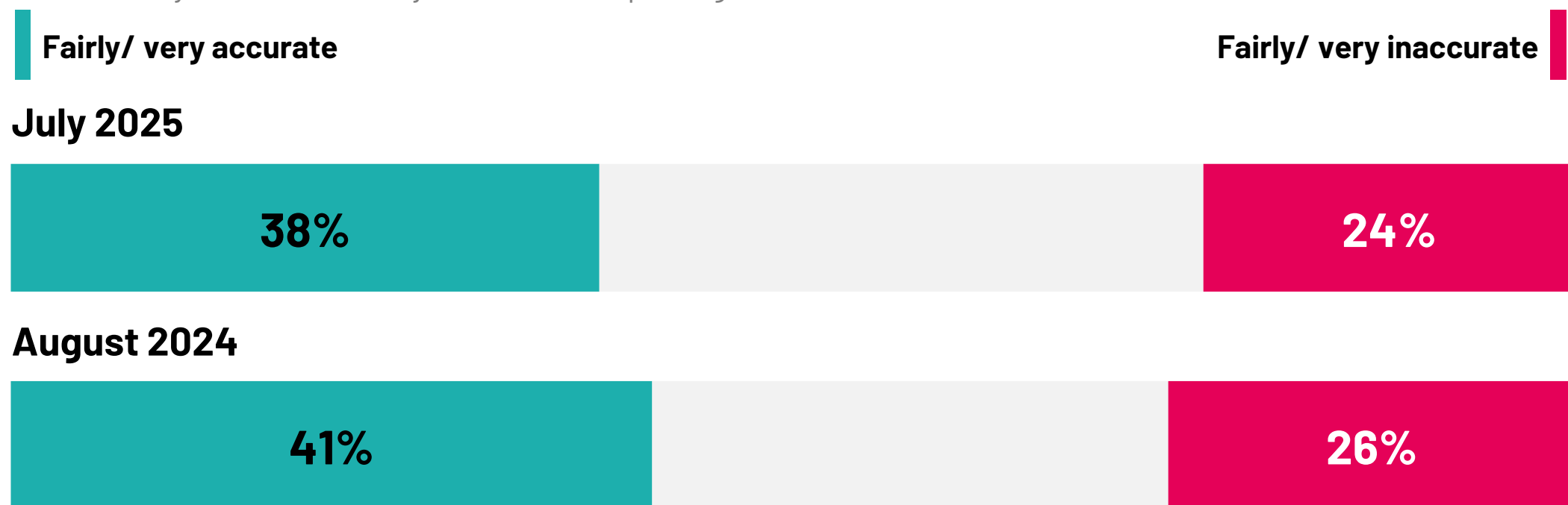


Acts of violence committed against people in your community because of their political beliefs



# There is little difference now compared to August 2024 in terms of whether Britons think mob rule is replacing democratic rule, a statement originally used by Rishi Sunak

To what extent, if at all, do you think the below statement provides an accurate or inaccurate description of Britain today? "In Britain today, mob rule is replacing democratic rule."

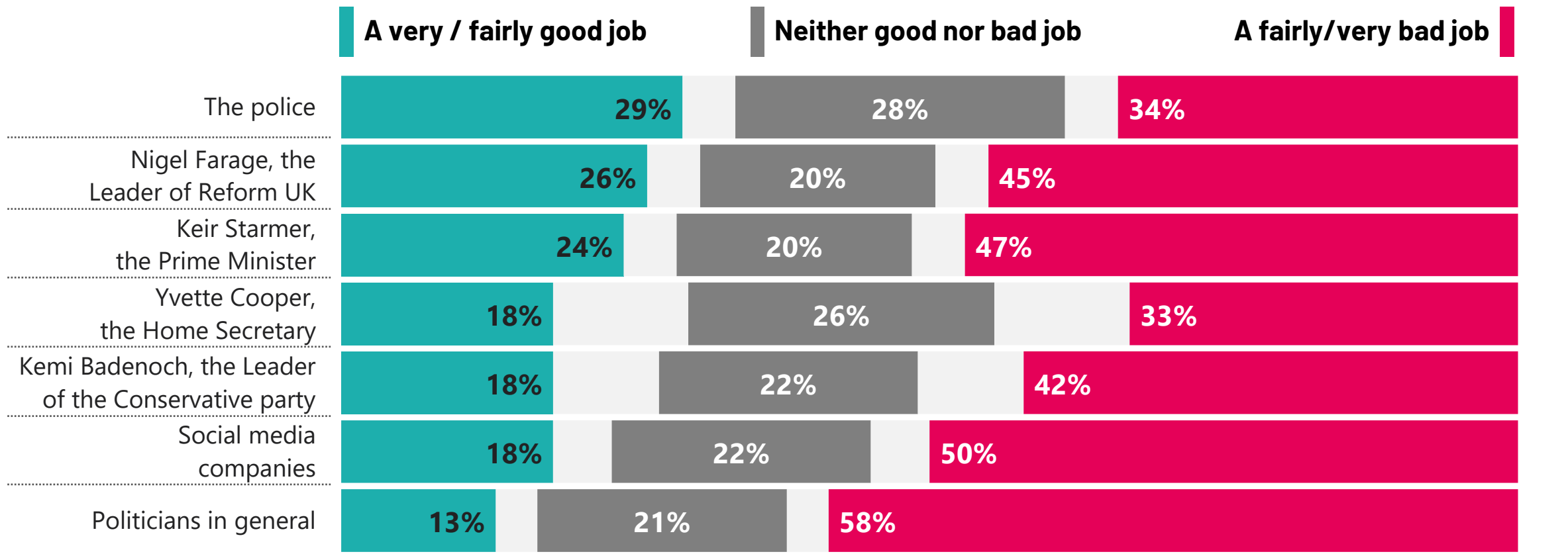


**Base: 1,100** Online British Adults 16-75, 25-28 July 2025

\*Note: The fieldwork dates for data from August 2024 was 2-5 August. This was after the attack in Southport (29 July 2024).

# Over half of Britons think that politicians in general are doing a bad job at encouraging people from different background and beliefs to get on well together

To what extent, do you think each of the following have been doing a good or a bad job, if either, in encouraging people from different backgrounds and different opinions/ beliefs to get on well together?



Base: 1,100 Online British Adults 16-75, 25-28 July 2025



July 2025

Ipsos Divided Britain polling

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