

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q2MILESTONES. How much, if anything, would you say you personally know about each of the following? - Summary

All Adults aged 18+ in Great Britain

	Q2MILESTONES. How much, if anything, would you say you personally know about each of the following?	
	The Governme nt's Plan for Change	The Governme nt's five missions
	(A)	(B)
Unweighted base	1094	1094
Weighted base	1094	1094
I know a great deal	58 5%	55 5%
I know a fair amount	268 24% B	200 18%
I don't know very much	348 32%	329 30%
I've heard of them but don't know anything	183 17%	171 16%
I've never heard of them	174 16%	281 26% A
Don't know	63 6%	58 5%

NET: Know a great deal/ a fair amount	326 30% B	255 23%
NET: Don't know very much/ Anything	531 49%	500 46%
NET: Heard of	857 78% B	755 69%
NET: Don't know very much/ Don't know anything/ Never heard of	705 64%	781 71% A

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

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Milestone - July

Adults aged 18-75 in GB

Q2MILESTONES. How much, if anything, would you say you personally know about each of the following? - The Government's Plan for Change

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334	
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373	
I know a great deal	58 5%	43 8% C	15 3%	37 11% EF	10 3%	11 3%	40 6%	18 4%	18 7%	17 6%	9 4%	11 7%	1 3% *	2 2% *	39 10% P	19 3%	51 7% R	7 2%	1 1%	7 3% S	17 7% ST	31 11% ST	37 4%	20 12% W	7 5% Ya	33 11% Ya	1 1% *	8 5%	3 4% *	1 4% **	27 6%	17 5%	
I know a fair amount	268 24%	151 28% C	113 21%	87 26%	92 23%	89 24%	161 26%	107 22%	79 31% J	53 18%	66 26% J	42 27%	8 16% *	20 21% *	113 29% P	154 22%	192 26%	75 21%	36 19%	74 27%	62 24%	81 30% S	227 25%	39 23%	43 27% c	99 32% c	23 27% *	54 33%	14 19% *	6 17% **	117 28%	102 27%	
I don't know very much	348 32%	169 32%	175 32%	89 27%	110 28%	150 41% DE	201 33%	147 31%	83 32%	92 32%	77 31%	50 32%	21 41% *	26 28% *	118 30%	230 33%	227 31%	121 34%	74 38% V	89 32%	92 36% V	68 25%	304 33% X	41 24%	55 34%	100 33%	35 41% b*	43 26%	26 34% *	12 39% **	143 34%	116 31%	
I've heard of them but don't know anything	183 17%	75 14%	105 19%	45 14%	75 19%	62 17%	109 18%	74 15%	30 12%	51 18%	54 22% I	21 13%	9 17% *	17 18% *	53 14%	129 18%	111 15%	72 20%	35 18%	42 15%	41 16%	44 16%	156 17%	24 14%	27 17%	39 13%	18 21% *	23 14%	17 22% *	6 19% **	64 15%	58 15%	
I've never heard of them	174 16%	77 14%	93 17%	51 15%	78 20% F	45 12%	79 13%	95 20% G	36 14%	57 20% K	28 11%	24 15%	12 23% k*	17 18% *	56 14%	118 17%	121 16%	53 15%	30 15%	52 19%	33 13%	34 13%	137 15%	33 20%	25 16%	33 11%	7 8% *	30 18%	13 16% *	7 21% **	57 14%	71 19%	
Don't know	63 6%	18 3%	44 8% B	25 8% F	28 7% F	10 3%	27 4%	37 8% G	12 5%	18 6%	14 6%	8 5%	- - *	11 12% IM*	10 3%	53 8% O	36 5%	27 8%	18 9%	12 5%	14 5%	10 4%	49 5%	13 8%	4 2%	4 1%	1 1% *	6 3%	4 5% *	- - **	12 3%	10 3%	
NET: Know a great deal/ a fair amount	326 30%	194 36% C	129 24%	123 37% EF	103 26%	100 27%	201 33%	125 26%	96 37% JMN	69 24%	75 30%	53 34%	10 19% *	22 24% *	152 39% P	174 25%	243 33% R	82 23%	37 19%	82 30% S	79 30% S	112 42% STU	265 29%	59 35%	50 31%	132 43% Yac	24 28% *	62 38%	17 23% *	7 22% **	143 34%	119 32%	
NET: Don't know very much/ Anything	531 49%	244 46%	281 51%	134 40%	185 47%	212 58% DE	310 50%	221 46%	113 44%	144 50%	131 53%	71 45%	30 58% *	43 46% *	171 44% O	360 51%	338 46%	193 54% Q	109 56% V	130 47%	133 51%	112 42%	460 50% X	65 38%	82 51%	140 45%	52 62% zb*	66 41%	43 56% *	18 57% **	207 49%	174 47%	
NET: Heard of	857 78%	439 82% C	409 75%	257 77%	288 73%	312 85% DE	511 83% H	346 72%	209 81% N	213 74%	206 83% JN	124 79%	39 77% *	65 70% *	323 83% P	533 76%	581 79%	275 77%	146 75%	212 77%	212 82%	224 84%	725 80%	124 73%	132 82%	272 88% b	76 90% b*	128 78%	60 79% *	25 79% **	350 84%	293 79%	
NET: Don't know very much/ Don't know anything/ Never heard of	705 64%	321 60%	374 68% B	185 56%	263 67% D	257 70% D	389 63%	316 66%	149 58%	201 70% I	159 64%	94 61%	42 81% IKL*	60 64% *	228 58%	477 68% O	459 62%	246 69%	139 71%	182 66% V	166 64%	146 55%	597 66%	98 58%	107 66%	172 56%	59 70% Z*	96 59%	56 73% Z*	25 78% **	263 63%	244 65%	

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ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L/M,N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c/d,e,f Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L/M,N,O/P,Q/R,S,T/U/V,W/X,Y/Z/a/b/c/d,e,f Minimum Base: 30(**) Small Base: 100(*)

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Q2MILESTONES. How much, if anything, would you say you personally know about each of the following? - The Government's five missions

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334		
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373		
I know a great deal	55 5%	39 7% C	16 3%	37 11% EF	7 2%	11 3%	33 5%	21 4%	20 8% K	16 6%	8 3%	6 4%	1 3% *	3 3% *	36 9% P	18 3%	48 6% R	7 2%	1 *	7 3%	15 6% S	31 11% ST	39 4%	14 8%	8 5%	29 9% a	1 1% *	13 8%	1 2% *	1 2% **	25 6%	17 4%		
I know a fair amount	200 18%	118 22% C	79 15%	63 19%	73 19%	65 18%	137 22% H	63 13%	47 18%	40 14%	52 21% N	45 29% LN	7 14% *	9 10% *	95 24% P	106 15%	139 19%	61 17%	26 14%	57 21%	47 18%	58 22% S	164 18%	36 21%	35 22%	85 28% b	17 20% *	29 18%	12 15% *	5 15% **	89 21%	73 20%		
I don't know very much	329 30%	157 29%	168 31%	77 23%	113 29%	139 38%	190 31%	139 29%	87 34%	81 28%	74 30%	41 26%	17 33% *	29 31% *	118 30%	212 30%	230 31%	99 28%	70 36%	77 28%	83 32%	72 29%	290 32% X	39 23%	49 30%	98 32%	31 37% *	48 30%	23 29% *	13 41% **	141 34%	109 29%		
I've heard of them but don't know anything	171 16%	82 15%	86 16%	46 14%	63 16%	62 17%	94 15%	77 16%	43 17% N	54 19% N	36 15%	20 13%	11 22% N*	6 7% *	52 13%	119 17%	104 14%	66 19%	32 16%	42 15%	42 16%	43 16%	138 15%	31 18%	22 13%	37 12%	17 20% *	29 18%	17 22% 2*	3 10% **	54 13%	62 17%		
I've never heard of them	281 26%	120 22%	159 29% B	88 26%	111 28%	82 22%	137 22% G	144 30%	50 19%	82 28% I	64 26%	35 22%	15 29% *	36 38% IKL*	79 20% O	202 29%	186 25%	96 27%	48 25%	80 29%	60 23%	57 21%	236 26%	37 22%	44 27%	57 18%	17 20% *	41 25%	20 26% **	10 32% **	98 23%	104 28%		
Don't know	58 5%	18 3%	39 7% B	23 7% F	27 7% F	8 2%	25 4%	33 7%	9 4%	15 5%	14 6%	9 6%	- - *	11 11% IM*	11 3%	47 7% O	32 4%	26 7%	17 9% V	13 5%	12 5%	7 3%	44 5%	13 7%	4 2%	3 1%	1 2% *	4 3%	4 5% *	- - **	12 3%	8 2%		
NET: Know a great deal/ a fair amount	255 23%	157 29% C	95 17%	99 30% EF	80 20%	76 21%	170 28% H	84 18%	68 26% N	56 19%	60 24% H	51 33% JN	8 16% *	12 13% *	131 34% P	124 18%	187 25% R	68 19%	27 14%	64 23% S	62 24% S	89 33% STU	202 22%	50 29%	43 27%	114 37% abc	18 22% *	42 26%	13 17% *	6 17% **	114 27%	90 24%		
NET: Don't know very much/ Anything	500 46%	239 45%	254 46%	124 37%	176 45%	200 55% DE	284 46%	216 45%	130 51%	135 47%	111 45%	61 39%	28 55% *	35 38% *	170 43%	330 47%	334 45%	166 47%	102 52%	119 43%	125 48%	115 43%	428 47%	70 41%	70 44%	135 44%	48 56% *	77 47%	40 52% *	16 51% **	195 47%	171 46%		
NET: Heard of	755 69%	395 74% C	349 64%	223 67%	255 65%	276 75% DE	455 74% H	300 63%	198 77% JN	191 66% N	170 69% N	112 72% N	37 71% N*	47 50% *	300 77% P	454 65%	521 71%	233 66%	129 66%	183 66%	187 72%	204 76% ST	631 69%	120 71%	114 70%	249 81% Y	66 78% *	119 73%	53 69% *	22 68% **	309 74%	261 70%		
NET: Don't know very much/ Don't know anything/ Never heard of	781 71%	359 67%	413 75% B	212 63%	287 73% D	282 77% D	422 68% G	360 75%	180 70%	216 75% L	174 70%	96 61%	43 84% L*	71 76% L*	249 64% O	532 76%	520 70%	261 73%	150 77% V	200 72%	185 71%	172 64%	664 73% X	107 63%	114 71%	191 62%	65 77% 2*	118 72%	60 78% 2*	26 83% **	293 70%	275 74%		

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Q3AMILESTONES. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Summary
All Adults aged 18+ in Great Britain

	Q3AMILESTONES. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?				
	Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off.	Make Britain a cleaner energy superpower to the world, create cheaper, zero-carbon electricity for everyone, not just a few, better off.	Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers in a fairer Britain, where justice for all lives well for longer.	Break down barriers to opportunity by reforming our streets by halving serious and violent crime and raising confidence in the police and criminal justice system to protect the ambitions of young people in Britain.	
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1094	1094	1094	1094	1094
Weighted base	1094	1094	1094	1094	1094
Very good job (2)	69 6%	76 7%	78 7%	66 6%	65 6%
Fairly good job (1)	117 11%	162 15% AD	169 15% AD	129 12% AD	172 16% AD
Neither a good nor a bad job (0)	250 23%	289 26% ACD	245 22% ACD	246 22% ACD	313 29% ACD
Fairly bad job (-1)	253 23% BE	196 18%	272 25% BDE	218 20%	199 18%
Very bad job (-2)	316 29% BCE	261 24%	257 24%	347 32% ABCE	236 22%
Don't know	89 8%	110 10% ACD	73 7%	88 8%	110 10% ACD
NET: Very/ Fairly good job	186 17%	239 22% AD	246 23% AD	195 18%	237 22% AD
NET: Very/ Fairly bad job	569 52%	457 42% BCE	530 48% BE	565 52% BCE	435 40%
Mean	-0.63	-0.41 AD	-0.45 AD	-0.65 AD	-0.38 ACD

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Columns/Rows shown (N%): A/B/C/D/E Minimum Base: 302 (*) Small Base: 100 (*)

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Adults aged 18-75 in GB

Q3AMILESTONES. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334		
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373		
Very good job (2)	69	43	26	52	12	5	51	18	18	15	8	15	7	6	47	22	56	12	12	10	5	40	38	29	8	39	1	5	3	1	34	16		
	6%	8%	5%	16% EF	3%	1%	8% H	4%	7%	5%	3%	9% K	14% JK*	6% *	12% P	3%	8% R	3%	6% U	4%	2%	15% STU	4%	17% W	5%	13% Yab	1% *	3%	4% *	2% **	8%	4%		
Fairly good job (1)	117	77	39	53	43	22	82	35	31	22	26	26	6	5	72	45	97	20	8	29	24	51	83	34	10	62	13	5	3	2	61	23		
	11%	14% C	7%	16% F	11% F	6%	13% H	7%	12%	8%	11%	16% JN	12% *	6% *	18% P	6%	13% R	6%	4%	11% S	9%	19% STU	9%	20% W	6%	20% Ybc	15% bc*	3%	4% *	7% **	14% f	6%		
Neither a good nor a bad job (0)	250	113	133	81	91	78	144	106	68	55	52	40	10	26	96	155	169	82	51	58	68	54	204	46	23	91	19	22	18	6	122	51		
	23%	21%	24%	24%	23%	21%	23%	22%	26%	19%	21%	26%	19% *	28% *	24%	22%	23%	23%	26%	21%	26%	20%	22%	27%	14%	30% Yb	22% *	13%	24% *	18% **	29% f	14%		
Fairly bad job (-1)	253	118	133	66	91	96	121	132	58	75	67	21	14	19	73	180	169	84	55	60	61	54	230	21	45	59	27	32	25	6	88	96		
	23%	22%	24%	20%	23%	26%	20%	28% G	22%	26% L	27% L	14%	26% *	20% *	19%	26% O	23%	24%	28%	22%	24%	20%	25% X	12%	28%	19%	32% Z*	20%	33% Z*	18% **	21%	26%		
Very bad job (-2)	316	161	149	49	122	145	175	141	70	93	71	42	11	28	81	235	193	123	51	101	81	56	283	25	70	30	22	92	20	15	88	163		
	29%	30%	27%	15% D	31% D	39% DE	28%	29%	27%	32%	29%	27%	21% *	30% *	21%	33% O	26%	35% Q	26%	37% SV	31% V	21%	31% X	15%	44% Zac	10%	26% Z*	56% Zac	27% Z*	46% **	21% f	44% e		
Don't know	89	22	66	32	36	21	44	45	12	28	23	12	4	10	23	66	54	35	18	18	20	14	74	15	5	26	3	9	7	3	26	25		
	8%	4%	12% B	10%	9%	6%	7%	9%	5%	10%	9%	8%	8% *	10% *	6%	9% O	7%	10%	9%	7%	8%	5%	8%	9%	3%	8%	3% *	5%	9% *	9% **	6%	7%		
NET: Very/ Fairly good job	186 17%	120 22% C	65 12%	105 31% EF	54 14% F	27 7%	133 21% H	53 11%	49 19%	37 13%	35 14%	40 26% JKN	13 26% J*	11 12% *	118 30% P	67 10%	153 21% R	32 9%	20 10%	40 14%	29 11%	91 34% STU	121 13%	63 37% W	18 11%	102 33% Yabc	14 16% b*	9 6%	6 8% *	3 9% **	94 22% f	38 10%		
NET: Very/ Fairly bad job	569 52%	279 52%	282 52%	116 35%	213 54% D	240 66% DE	296 48%	273 57% G	128 50%	168 59% L	138 56% L	63 41%	25 48% *	47 50% *	154 39%	415 59% O	362 49%	207 58% Q	106 54%	161 58% V	143 55% V	109 41%	513 56% X	46 27%	116 72% Z	90 29%	50 58% Z*	124 76% Zac	46 60% Z*	20 64% **	176 42% f	259 69% e		
Mean	-0.63	-0.54	-0.71	-0.03 EF	-0.75 F	-1.02	-0.50 H	-0.79	-0.53 J	-0.81	-0.74	-0.35 JK	-0.32 J*	-0.70 *	-0.19 P	-0.88	-0.51 R	-0.89	-0.71	-0.82	-0.80	-0.14 STU	-0.76	0.14 W	-1.03	0.07 Yabc	-0.70 b*	-1.30 *	-0.82 b*	-1.09 **	-0.35 f	-1.06		

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Adults aged 18-75 in GB

Q3AMILESTONES. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334	
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373	
Very good job (2)	76 7%	46 9%	30 6%	53 16% EF	17 4%	6 2%	60 10% H	16 3%	17 7%	17 6%	10 4%	24 15% LMN	4 8% *	5 6% *	51 13% P	25 4%	66 9% R	11 3%	10 5%	9 3%	10 4%	43 16% STU	44 5%	31 18% W	12 7% b	47 15% Yabc	2 2% *	2 1%	3 4% *	- 13% **	37 21% f	18 5%	
Fairly good job (1)	162 15%	98 18% C	63 11%	66 20% F	63 16% F	33 9%	108 18% H	54 11%	48 19%	37 13%	30 12%	23 15%	8 16% *	16 17% *	94 24% P	68 10%	122 17% R	40 11%	20 10%	49 18%	30 12%	57 21% SU	122 13%	39 23% W	18 11% b	76 25% Ybc	19 23% Yb*	6 4%	9 11% *	4 13% **	88 21% f	27 7%	
Neither a good nor a bad job (0)	289 26%	127 24%	157 29%	84 25%	99 25%	105 29%	154 25%	135 28%	73 28%	68 23%	69 28%	41 27%	17 33% *	21 22% *	103 26%	185 26%	185 25%	104 29%	56 29%	71 26%	83 32% v	58 22%	245 27%	39 23%	31 19%	98 32% Yb	28 23% Yb*	33 20%	15 20% *	7 13% **	129 31% f	85 23%	
Fairly bad job (-1)	196 18%	103 19%	91 17%	49 15%	62 16%	85 23% DE	108 18%	87 18%	45 17%	59 21%	44 18%	21 13%	9 18% *	17 18% *	57 15%	138 20% O	128 17%	68 19%	36 19%	42 15%	47 18%	49 18%	171 19%	24 14%	36 22% z	42 14%	14 17% *	30 18%	20 27% z*	9 30% **	67 16%	72 19%	
Very bad job (-2)	261 24%	136 26%	120 22%	42 12%	115 29% D	105 29% D	134 22%	127 27%	56 22%	77 27%	64 26%	32 20%	8 15% *	25 27% *	54 14%	208 30% O	163 22%	98 28%	49 25% v	82 30% v	68 26% v	42 16%	237 26% x	19 11%	51 32% Za	20 6%	12 15% Z*	81 50% YZa	26 35% Za*	10 30% **	68 16%	141 38% e	
Don't know	110 10%	24 4%	86 16% B	40 12%	38 10%	32 9%	52 8%	58 12%	18 7%	30 11%	32 13%	14 9%	5 10% *	9 10% *	31 8%	79 11%	76 10%	34 10%	23 12%	24 9%	21 8%	19 7%	92 10%	18 10%	14 9%	26 9%	8 10% *	12 7%	3 4% *	2 6% **	29 7%	30 8%	
NET: Very/ Fairly good job	239 22%	144 27% C	93 17%	119 36% EF	80 20% F	40 11%	168 27% H	70 15%	65 25% K	54 19%	40 16%	47 30% JK	12 24% *	21 22% *	145 37% P	94 13%	188 25% R	51 14%	30 15%	59 21%	40 16%	100 37% STU	166 18%	70 41% W	30 18% b	123 40% Yabc	21 25% b*	8 5%	11 15% b*	4 13% **	126 30% f	45 12%	
NET: Very/ Fairly bad job	457 42%	239 45%	211 39%	91 27%	177 45% D	190 52% D	243 39%	214 45%	101 39%	136 47% L	108 44%	53 34%	17 33% *	42 45% *	111 28%	346 49% O	291 39%	166 47% Q	85 44%	124 45% v	115 44% v	91 34%	408 45% x	43 25%	87 54% Za	61 20%	27 32% Z*	111 68% YZa	47 61% Za*	19 59% **	135 32%	213 57% e	
Mean	-0.41	-0.36	-0.45	0.14 EF	-0.55	-0.74	-0.26 H	-0.61	-0.32	-0.55	-0.57	-0.10 JK*	-0.19 *	-0.49 *	0.09 P	-0.70	-0.30 R	-0.63	-0.55	-0.54	-0.56	0.04 STU	-0.53	0.26 W	-0.66 b	0.31 Yabc	-0.21 Ybc*	-1.21 *	-0.80 b*	-0.81 **	-0.10 f	-0.85	

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ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J,K/L,M/N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c/d,e/f/ Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M/N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q3AMILESTONES. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade			Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334		
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373		
Very good job (2)	78	47	31	49	18	10	60	18	16	12	19	21	5	4	51	26	67	10	9	13	12	41	47	31	11	43	5	2	3	-	34	14		
	7%	9%	6%	15% EF	5%	3%	10% H	4%	6%	4%	8%	14% I	9% *	5% *	13% P	4%	9%	3%	5%	5%	5%	15% STU	5%	18% W	7%	14% bc	6% b*	1%	3%	3%	-	8%	4%	
Fairly good job (1)	169	97	68	68	50	50	104	64	53	37	34	24	11	9	85	84	119	50	22	49	39	56	126	41	14	90	17	3	8	1	89	36		
	15%	18% C	12%	20% EF	13%	14%	17% JN	13%	21%	13%	14%	15%	22% *	10% *	22% P	12%	16%	14%	11%	18%	15%	21% S	14%	24% W	9%	21% Ybc	21% Yb*	2%	10%	10%	21% f	10%		
Neither a good nor a bad job (0)	245	126	117	68	104	73	139	105	65	57	62	32	10	18	88	156	170	74	43	56	70	56	211	34	35	76	25	35	14	6	112	73		
	22%	24%	21%	20%	26%	20%	23%	22%	25%	20%	25%	21%	20% *	19% *	23%	22%	23%	21%	22%	20%	27%	21%	23%	20%	22%	25%	30% *	21%	19%	19%	20% f	20%		
Fairly bad job (-1)	272	120	149	73	88	111	146	126	59	86	59	27	14	27	89	184	169	103	51	70	62	53	245	24	46	64	17	44	26	9	112	93		
	25%	22%	27%	22%	22%	30% DE	24%	26%	23%	30% L	24%	18%	28% *	28% *	23%	26%	23%	29%	26%	25%	24%	20%	27% X	14%	28%	21%	20% *	27%	34% Z*	28% **	27%	25%		
Very bad job (-2)	257	120	132	48	108	102	136	121	47	73	60	42	7	29	60	198	165	93	52	77	58	49	220	29	50	22	18	71	22	16	57	138		
	24%	23%	24%	14%	27% D	28% D	22%	25%	18%	25%	24%	27%	13% *	31% IM*	15%	28% O	22%	26%	27%	28% V	23%	18%	24%	17%	31% Z	7%	21% Z*	43% Za	29% Z*	49% **	14%	37% e		
Don't know	73	23	50	27	26	20	31	43	16	23	14	9	4	7	17	56	48	25	17	11	18	13	63	10	6	14	1	9	4	-	14	19		
	7%	4%	9% B	8%	7%	6%	5% G	9% G	6%	8%	6%	6%	7% *	7% *	4%	8% O	6%	7%	8%	4%	7%	5%	7%	6%	4%	4%	1% *	6%	5% *	- **	3%	5%		

NET: Very/ Fairly good job	246 23%	144 27% C	98 18%	117 35% EF	69 17%	60 17%	165 27% H	82 17%	70 27% JN	49 17%	53 21%	45 29% JN	16 31% N*	14 14% *	136 35% P	110 16%	186 25% R	60 17%	32 16%	63 23%	51 20%	97 36% STU	173 19%	72 43% W	26 16% b	133 43% Yabc	23 27% b*	5 3%	10 14% b*	1 3% **	124 30% f	51 14%
NET: Very/ Fairly bad job	530 48%	240 45%	282 51%	122 36%	196 50% D	212 58% D	282 46%	247 52%	106 41%	159 55% I	118 48%	70 45%	21 42% *	55 59% I*	148 38%	381 54% O	334 45%	196 55% Q	103 53% V	147 53% V	120 46%	102 38%	465 51% X	53 31%	95 59% Za	87 28%	35 42% Z*	115 70% Za	48 63% Za*	25 77% **	169 40% f	230 62% e

Mean	-0.45	-0.33 C	-0.57	-0.01 EF	-0.59	-0.70	-0.33 H	-0.62	-0.28 JN	-0.64	-0.45	-0.31 JN	-0.16 JN*	-0.76 *	-0.06 P	-0.68	-0.35 R	-0.66	-0.64	-0.56	-0.48	-0.05 STU	-0.55	0.13 W	-0.70 b	0.22 Yabc	-0.30 Ybc*	-1.15 *	-0.79 b*	-1.23 **	-0.17 f	-0.86
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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K,L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c/d,e,f/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q3AMILESTONES. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)			
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334			
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373			
Very good job (2)	66	36	30	46	17	3	50	17	18	10	7	18	7	6	45	21	54	12	12	8	7	36	39	27	10	36	3	1	1	1	32	11			
	6%	7%	6%	14% EF	4% F	1%	8% H	3%	7%	4%	3%	11% JK	14% JK*	6% *	12% P	3%	7% R	3%	6%	3%	3%	13% STU	4%	16% W	6% b	12% bc	4% *	1%	1% *	4% **	8% f	3%			
Fairly good job (1)	129	84	44	54	44	31	88	41	34	30	31	21	5	9	72	57	96	33	15	33	27	48	101	28	5	77	11	8	4	2	71	26			
	12%	16% C	8%	16% F	11% F	8%	14% H	9%	13%	10%	12%	13%	9% *	10% *	18% P	8%	13%	9%	8%	12%	10%	18% SU	11% W	17% Yabc	3% Yabc	25% Yabc	12% Y*	5%	5% *	7% **	17% f	7%			
Neither a good nor a bad job (0)	246	114	128	86	97	63	146	100	68	55	53	33	16	21	100	146	177	69	44	63	65	55	198	44	26	88	27	12	21	4	118	52			
	22%	21%	23%	26% F	25% F	17%	24% H	21%	27%	19%	21%	21%	31% *	23% *	26%	21%	24%	20%	20%	23%	23%	25%	21%	22%	26%	16%	28%	32% Yb	8%	27% Yb*	11% b*	28% **	14%		
Fairly bad job (-1)	218	88	129	60	64	94	113	106	45	62	61	19	10	21	71	147	138	81	41	49	57	53	195	21	41	53	21	21	20	11	96	71			
	20%	17%	24% B	18%	16% DE	26% DE	18% H	22%	17%	21% L	25% L	12%	20% *	23% *	18%	21%	19%	23%	21%	18%	22%	20%	21% X	13% X	26% b	17% *	24% *	13%	26% b*	34% **	23%	19%			
Very bad job (-2)	347	184	156	55	137	155	174	173	75	103	76	52	11	29	75	271	215	131	61	107	81	64	305	34	76	27	16	118	26	13	75	197			
	32%	35%	29%	16%	35% D	42% D	28% G	36% G	29%	36%	30%	33%	21% *	31% *	19%	39% O	29%	37% Q	31%	39% V	31%	24%	24% X	34% X	20% Za	9% Za	19% Z*	72% YZac	34% Z*	40% **	18% f	53% e			
Don't know	88	27	59	32	34	22	47	40	17	28	21	13	2	7	27	61	58	29	21	16	22	13	73	15	3	28	7	3	5	1	27	17			
	8%	5%	11% B	10%	9% D	6%	8% H	8% G	7%	10%	8%	8%	4% *	8% *	7%	9%	8%	8%	11% V	6% V	9%	5%	8% X	9% X	2% Za	9% Yb	8% Yb*	2% Yb*	7% *	4% **	7% f	5%			
NET: Very/ Fairly good job	195 18%	120 22% C	75 14%	100 30% EF	61 16% F	34 9%	137 22% H	58 12%	51 20%	41 14%	38 15%	39 25% JK	12 23% *	15 16% *	117 30% P	78 11%	151 20% R	44 13%	27 14%	42 15%	34 13%	84 31% STU	140 15%	55 33% W	15 10%	113 37% Yabc	14 16% b*	9 5%	5 6% *	3 11% **	102 24% f	37 10%			
NET: Very/ Fairly bad job	565 52%	273 51%	285 52%	115 35%	201 51% D	248 68% DE	286 46%	279 58% G	120 47%	165 57% I	137 55%	72 46%	21 42% *	50 54% *	146 38%	418 59% O	353 48%	212 60% Q	102 52%	156 56% V	137 53%	117 43%	500 55% X	56 33%	117 72% Za	80 26%	37 43% Z*	140 85% YZac	46 60% Z*	24 74% **	171 41% f	267 72% e			
Mean	-0.65	-0.59	-0.69	-0.08 EF	-0.72 F	-1.06	-0.48 H	-0.86	-0.53 J	-0.83	-0.73	-0.47 J	-0.27 JK*	-0.69 *	-0.16 P	-0.92	-0.53 R	-0.88	-0.71	-0.82	-0.75	-0.24 STU	-0.75	-0.05 W	-1.06 b	0.15 Yabc	-0.46 Ybc*	-1.55 *	-0.93 b*	-1.04 **	-0.29 f	-1.17			

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K,L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q3AMILESTONES. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334	
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373	
Very good job (2)	65 6%	37 7%	27 5%	42 13% EF	15 4%	8 2%	49 8% H	15 3%	16 6%	14 5%	11 4%	17 11% JK	2 3% *	5 6% *	45 12% P	19 3%	56 8% R	9 2%	6 3%	8 3%	13 5%	35 13% STU	39 4%	24 14% W	11 7% b	39 13% abc	2 3% *	1 1%	1 2% *	1 3% **	30 7%	15 4%	
Fairly good job (1)	172 16%	104 20% C	66 12%	77 23% EF	58 15%	37 10%	111 18%	61 13%	41 16%	41 14%	37 15%	24 16%	14 28% J*	14 15% *	85 22% P	87 12%	124 17%	48 14%	31 16%	38 14%	33 13%	57 21% U	129 14%	42 25% W	7 4%	83 27% Ybc	15 18% Yb*	12 7%	9 29% *	5 15% **	86 20% f	29 8%	
Neither a good nor a bad job (0)	313 29%	154 29%	154 28%	96 29%	119 30%	97 27%	176 29%	136 29%	75 29%	75 26%	74 30%	50 32%	15 29% *	24 25% *	107 27%	205 29%	218 30%	95 27%	47 24%	86 31%	84 32%	77 29%	256 28%	56 33%	41 26%	100 32% b	33 18% b*	34 21%	22 29% *	6 18% **	131 31%	99 26%	
Fairly bad job (-1)	199 18%	91 17%	105 19%	49 15%	57 15%	93 25% DE	115 19%	84 18%	56 22%	53 18%	40 16%	21 13%	10 20% *	18 19% *	76 20%	123 17%	113 15%	86 24% Q	38 20%	42 15%	51 20%	45 17%	180 20% X	15 9%	44 27% Z	41 13%	15 18% *	34 21%	18 23% *	6 20% **	81 19%	74 20%	
Very bad job (-2)	236 22%	117 22%	114 21%	39 12%	101 26% D	96 26% D	115 19%	121 25% G	49 19%	74 26% L	60 24%	24 15%	7 13% *	23 25% *	45 12%	191 27% O	156 21%	80 23%	47 24% V	80 29% V	57 22% V	32 12%	211 23% X	18 11%	47 29% Za	20 6%	13 15% Z*	69 42% YZa	21 28% Z*	11 35% **	63 15%	122 33% e	
Don't know	110 10%	30 6%	80 15% B	31 9%	43 11%	36 10%	50 8%	60 12% G	21 8%	31 11%	26 10%	19 12%	4 8% *	9 10% *	31 8%	78 11%	73 10%	37 10%	24 13%	21 8%	20 8%	21 8%	96 11%	14 8%	12 7%	26 8%	7 8% *	14 9%	5 6% *	2 7% **	29 7%	35 9%	

NET: Very/ Fairly good job	237 22%	141 26% C	93 17%	119 36% EF	73 19% F	45 12%	160 26% H	76 16%	57 22%	55 19%	48 19%	42 27%	16 31% *	19 21% *	130 33% P	107 15%	179 24% R	57 16%	38 19%	47 17%	47 18%	92 34% STU	168 18%	67 39% W	18 11%	122 39% Yabc	18 21% b*	13 8%	11 14% *	6 19% **	115 28% f	44 12%
NET: Very/ Fairly bad job	435 40%	208 39%	219 40%	88 26% D	158 40% D	189 52% DE	230 37%	205 43%	105 41% L	128 44% L	100 40% L	45 29%	17 32% *	41 44% L*	122 31%	313 44% O	269 36%	166 47% Q	85 44% V	122 44% V	108 42% V	77 29%	392 43% X	33 19%	91 56% Za	61 20%	28 33% Z*	102 62% Za	39 51% Za*	18 55% **	143 34%	196 52% e

Mean	-0.38	-0.29	-0.45	0.11 EF	-0.49 F	-0.70	-0.24 H	-0.56	-0.35	-0.52	-0.45	-0.07 JKN*	-0.12 *	-0.47 *	0.02 P	-0.60	-0.28 R	-0.57	-0.51	-0.57	-0.44	0.07 STU	-0.49	0.26 W	-0.73 b	0.28 Yabc	-0.26 Ybc*	-1.05 *	-0.66 b*	-0.74 **	-0.16 f	-0.76
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ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J,K/L,M,N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c/d,e/f/ Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q3BIMILESTONES. And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? - Summary

All Adults aged 18+ in Great Britain

	Q3BIMILESTONES. And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)?				
	Kickstart economic growth to secure the highest sustained growth in the £7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off.	Make Britain a cleaner energy superpower to create jobs and security with cheaper, zero-carbon electricity by 2030, where everyone is accelerating to net zero.	Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers in a fairer Britain, where justice for everyone lives well for longer.	Break down barriers to opportunity by reforming our streets by halving childcare and violent crime and making sure there is no class ceiling on the ambitions of young people in Britain.	
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1094	1094	1094	1094	1094
Weighted base	1094	1094	1094	1094	1094
Very good job (2)	67 6%	80 7%	97 9%	66 6%	71 6%
Fairly good job (1)	164 15%	190 17%	192 18%	158 14%	194 18%
Neither a good nor a bad job (0)	232 21%	247 23%	218 20%	210 19%	246 22%
Fairly bad job (-1)	195 18%	182 17%	201 18%	209 19%	187 17%
Very bad job (-2)	308 28%	267 24%	281 26%	330 30%	262 24%
Don't know	127 12%	128 12%	105 10%	121 11%	135 12%

NET: Very/ Fairly good job	231 21%	269 25%	289 26%	224 21%	264 24%
NET: Very/ Fairly bad job	503 46%	449 41%	482 44%	539 49%	449 41%

Mean	-0.53 D	-0.38 AD	-0.38 AD	-0.59 AD	-0.39 AD
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Columns/Rows/Items (N%): A/B/C/D/E Minimum Base: 302 (*) Small Base: 100 (*)

Columns/Items (N%): A/B/C/D/E Minimum Base: 302 (*) Small Base: 100 (*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q38MILESTONES. And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? - Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334		
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373		
Very good job (2)	67 6%	38 7%	28 5%	44 13% EF	14 3%	10 3%	50 8% H	17 4%	23 9%	13 5%	10 4%	16 10% K	2 3% *	4 4% *	48 12% P	19 3%	57 8% R	10 3%	8 4%	8 3%	10 4%	40 15% STU	38 4%	29 17% W	6 4%	48 15% Yabc	3 3% *	1 1%	4 5% b*	- 8% **	35 23% f	14 4%		
Fairly good job (1)	164 15%	96 18% C	68 13%	71 21% EF	55 14%	38 10%	117 19% H	48 10%	37 14%	33 11%	37 15%	26 17%	17 32% UKLN*	14 15% *	101 26% P	63 9%	121 16%	43 12%	21 11%	43 16%	33 13%	62 23% STU	128 14%	36 21% W	9 5%	89 29% Ybc	16 19% Yb*	6 4%	8 11% *	3 11% **	97 23% f	20 5%		
Neither a good nor a bad job (0)	232 21%	111 21%	119 22%	79 24%	88 22%	66 18%	130 21%	103 22%	60 23%	54 19%	58 23%	33 21%	7 14% *	20 21% *	81 21%	152 22%	161 22%	72 20%	48 25%	62 22%	50 19%	55 21%	190 21%	40 23%	33 20% b	76 25% b	22 26% b*	16 10%	11 14% *	5 16% **	100 24% f	60 16%		
Fairly bad job (-1)	195 18%	96 18%	96 18%	49 15%	67 17%	79 22% D	99 16%	96 20%	47 18%	58 20%	46 18%	20 13%	8 15% *	17 18% *	61 16%	134 19%	127 17%	68 19%	43 22%	47 17%	45 17%	39 15%	171 19%	22 13%	34 21% z	37 12%	17 20% *	31 19%	21 27% z*	7 21% **	71 17%	69 19%		
Very bad job (-2)	308 28%	157 29%	144 26%	51 15%	120 30% D	138 38% D	154 25%	154 32% G	59 23%	96 33% I	73 29%	41 26%	12 23% *	27 29% *	65 17%	243 34% O	185 25%	123 35% Q	54 28% V	91 33% V	85 33% V	49 18%	272 30% X	28 17%	69 43% Za	24 8%	18 22% Z*	101 62% YZac	25 32% Z*	13 41% **	71 17%	181 48% e		
Don't know	127 12%	36 7%	91 17% B	41 12% B	51 13%	36 10%	67 11%	60 13%	31 12%	34 12%	24 10%	20 13%	6 12% *	11 12% *	34 9%	94 13% O	87 12%	40 11%	19 10%	26 10%	37 14%	22 8%	112 12%	15 9%	11 7%	34 11%	8 10% *	10 6%	8 11% *	4 11% **	43 10%	29 8%		
NET: Very/ Fairly good job	231 21%	134 25% C	97 18%	115 34% EF	68 17%	48 13%	167 27% H	64 14%	60 23%	46 16%	47 19%	41 27% J	18 36% JK*	18 20% *	149 38% P	82 12%	178 24% R	53 15%	29 15%	51 18%	43 17%	102 38% STU	166 18%	64 38% W	15 9%	137 44% Yabc	19 22% Yb*	7 4%	12 16% b*	3 11% **	133 32% f	34 9%		
NET: Very/ Fairly bad job	503 46%	253 47%	240 44%	100 30%	187 47% D	217 59% DE	253 41%	250 52% G	106 41%	154 53% IL	119 48%	61 39%	20 38% *	44 47% *	126 32%	377 53% O	312 42%	191 54% Q	98 50% V	137 50% V	129 50% V	88 33%	443 49% X	51 30%	103 64% Za	61 20%	35 42% Z*	131 80% YZac	45 59% Z*	20 62% **	142 34%	250 67% e		
Mean	-0.53	-0.48	-0.57	0.03 EF	-0.65 F	-0.89	-0.35 H	-0.77	-0.36 J	-0.75	-0.60	-0.33 J*	-0.26 J*	-0.59 *	0.02 P	-0.85	-0.40 R	-0.79	-0.65	-0.67	-0.73	0.02 STU	-0.64	0.09 W	-1.00 b	0.37 Yabc	-0.42 Yb*	-1.46 *	-0.79 b*	-1.04 **	-0.12 f	-1.11		

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q38MILESTONES. And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? - Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334		
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373		
Very good job (2)	80	49	29	48	22	10	62	18	16	16	11	22	7	8	55	25	61	19	14	13	7	43	51	27	12	49	5	*	3	-	45	16		
	7%	9% C	5%	14% EF	6%	3%	10% H	4%	6%	6%	4%	14% UK	14% K*	8% *	14% P	4%	8%	5%	7%	5%	3%	16% STU	6%	16% W	8% b	16% Yabc	6% b*	*	4% *	-	11%	4%		
Fairly good job (1)	190	110	78	80	64	46	128	61	56	37	39	28	11	18	105	84	135	55	24	50	46	66	145	44	16	94	18	8	11	6	98	35		
	17%	21% C	14%	24% EF	16%	12%	21% H	13%	22% J	13%	16%	18%	22% *	20% *	27% P	12%	18%	15%	12%	18%	18%	25% S	16%	26% W	10% Ybc	31% Yb*	22% Yb*	5%	15% b*	19% **	23% f	9%		
Neither a good nor a bad job (0)	247	109	135	77	92	78	138	109	57	63	65	33	10	18	87	160	174	73	45	57	60	58	207	37	31	80	25	26	12	5	113	63		
	23%	20%	25%	23%	23%	21%	22%	23%	22%	22%	26%	21%	20% *	20% *	22%	23%	24%	21%	23%	21%	23%	21%	23%	22%	19%	26% b	29% b*	16%	16% *	17% **	27% f	17%		
Fairly bad job (-1)	182	97	83	43	51	88	87	95	42	57	44	13	10	16	50	132	112	71	41	48	42	39	161	20	38	37	19	29	14	7	55	80		
	17%	18%	15%	13%	13%	24% DE	14%	20% G	16%	20% L	18% L	8%	19% *	17% *	13%	19% O	15%	20%	21%	17%	16%	14%	18%	12%	24% Z	12% Z*	22% Z*	18%	19% *	23% **	13% Z	21% e		
Very bad job (-2)	267	138	124	43	117	107	129	138	62	78	62	37	8	19	55	212	172	94	51	85	62	42	234	25	48	16	10	92	29	11	66	150		
	24%	26%	23%	13%	30% D	29% D	21% G	29% G	24%	27%	25%	24%	16% *	21% *	14%	30% O	23%	27%	26% V	31% V	24% V	16%	26% X	15%	30% Za	5%	12% Z*	56% YZac	38% Za*	33% **	16% Z	40% e		
Don't know	128	30	96	43	48	38	72	56	23	36	27	23	5	14	38	90	85	43	19	24	42	21	112	16	16	32	8	9	7	2	42	29		
	12%	6%	18% B	13%	12%	10%	12%	12%	9%	13%	11%	15%	9% *	15% *	10%	13%	11%	12%	10%	9%	16% TV	8%	12%	10%	10%	10%	10% *	5%	9% *	7% **	10%	8%		
NET: Very/ Fairly good job	269 25%	160 30% C	108 20%	128 38% EF	86 22% F	56 15%	190 31% H	79 17%	72 28% J	53 18%	49 20%	50 32% JK	19 36% JK*	26 28% *	160 41% P	109 16%	196 27%	74 21%	38 20%	63 23%	53 20%	109 40% STU	196 22%	71 42% W	28 17% b	143 46% Yabc	23 27% b*	8 5%	14 19% b*	6 19% **	143 34% f	51 14%		
NET: Very/ Fairly bad job	449 41%	235 44%	207 38%	86 26% D	168 43% D	195 53% DE	216 35%	233 49% G	105 41%	135 47% L	106 43%	50 32%	18 34% *	35 38% *	105 27% O	344 49% O	284 38%	165 46% Q	91 47% V	133 48% V	104 40% V	81 30% X	396 43% X	45 27% Za	87 54% Za	53 17%	29 34% Z*	121 74% YZac	43 57% Za*	18 57% **	121 29% Z	230 62% e		
Mean	-0.38	-0.33	-0.43	0.16 EF	-0.51	-0.72	-0.17 H	-0.65	-0.33	-0.57	-0.49	-0.12 JK*	* JK*	-0.26 *	0.16 P	-0.69	-0.31 R	-0.54	-0.51	-0.56	-0.48	0.11 STU	-0.48	0.18 W	-0.65 b	0.45 Yabc	-0.15 Ybc*	-1.32 *	-0.80 b*	-0.77 **	* f	-0.91		

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q38MILESTONES. And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? - Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334		
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373		
Very good job (2)	97	67	29	63	17	17	74	23	27	17	22	18	6	7	59	38	80	17	17	18	12	49	62	34	8	60	8	5	6	3	47	28		
	9%	13% C	5%	19% EF	4%	5%	12% H	5%	11%	6%	9%	11%	12% *	7% *	15% P	5%	11% R	5%	9%	7%	5%	18% STU	7%	20% W	5%	19% Ybc	10% *	3%	7% *	8% **	11%	8%		
Fairly good job (1)	192	102	88	63	72	56	133	59	53	38	37	37	12	15	108	84	127	65	19	55	46	64	155	36	13	96	21	5	12	4	120	22		
	18%	19%	16%	19%	18%	15%	22% H	12%	21% J	13%	15%	24% J	23% *	16% *	28% P	12%	17%	18%	10%	20% S	18% S	24% S	17%	21%	8%	31% Ybc	25% Yb*	3%	15% b*	12% **	29% f	6%		
Neither a good nor a bad job (0)	218	100	116	70	85	62	119	99	56	47	54	27	11	22	72	146	158	60	44	47	60	49	179	37	32	69	15	29	12	4	92	62		
	20%	19%	21%	21%	22%	17%	19% H	21%	22%	16%	22%	18%	22% *	24% *	18% P	21%	21%	17%	23%	17%	23%	18%	20%	22%	20%	22%	17% *	18%	16% *	13% **	22%	17%		
Fairly bad job (-1)	201	104	95	49	57	95	93	108	42	72	45	15	9	18	59	142	121	80	45	51	45	40	179	20	33	44	20	27	15	7	66	76		
	18%	20%	17%	15%	15%	26% DE	15% G	23% G	16%	25% IL	18% L	10%	18% *	20% *	15% O	20% O	16%	23% Q	23% V	18%	17%	15%	20% X	12%	21%	14%	23% *	16%	20% *	23% **	16%	20%		
Very bad job (-2)	281	131	144	50	120	111	143	138	56	85	67	41	9	22	63	218	181	100	52	86	64	49	245	28	67	13	16	89	26	11	64	162		
	26%	25%	26%	15%	31% D	30% D	23% G	29%	22%	30%	27%	26%	17% *	23% *	16% O	31% O	25%	28%	27% V	31% V	25%	18%	18%	27% X	16%	41% Za	4%	18% Z*	55% YZac	34% Z*	12% **	15%	43% e	
Don't know	105	30	75	38	42	25	55	50	23	29	23	18	4	9	29	76	72	33	17	19	32	18	91	14	7	26	5	8	6	3	29	22		
	10%	6%	14% B	11%	11%	7%	9%	11%	9%	10%	9%	11%	8% *	9% *	7%	11%	10%	9%	9%	7%	12% V	7%	10%	8%	5%	8%	6% *	5%	8% *	10% **	7%	6%		
NET: Very/ Fairly good job	289 26%	169 32% C	117 21%	127 38% EF	89 23%	73 20%	207 34% H	82 17%	80 31% J	55 19%	59 24%	55 35% JK	18 36% J*	22 24% *	167 43% P	122 17%	206 28%	82 23%	36 18%	73 27%	58 22%	113 42% STU	217 24%	70 41% W	22 14%	156 51% Yabc	29 35% Yb*	11 6%	17 23% b*	6 20% **	167 40% f	50 14%		
NET: Very/ Fairly bad job	482 44%	235 44%	239 44%	99 30%	178 45% D	206 56% DE	236 38%	246 52% G	98 38%	158 55% ILM	112 45%	56 36%	18 35% *	40 43% *	122 31% O	360 51% O	303 41%	180 51% Q	97 50% V	137 50% V	109 42%	89 33%	423 46% X	48 28%	100 62% Za	57 19%	36 42% Z*	116 71% Zac	41 53% Z*	18 57% **	130 31%	238 64% e		
Mean	-0.38	-0.26 C	-0.50	0.14 EF	-0.54	-0.67	-0.17 H	-0.66	-0.20 J	-0.66	-0.44	-0.18 J*	-0.05 J*	-0.39 *	0.11 P	-0.67	-0.30 R	-0.56	-0.55	-0.51	-0.45	0.10 STU	-0.47	0.19 W	-0.88 b	0.51 Yabc	-0.17 Yb*	-1.22 *	-0.62 b*	-0.69 **	0.05 f	-0.92		

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24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q38MILESTONES. And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? - Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels.

All Adults aged 18+ in Great Britain

	Total	Gender		Age		Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373
Very good job (2)	66 6%	40 8%	26 5%	44 13% EF	14 4%	8 2%	52 8% H	14 3%	22 9% J	9 3%	11 4%	14 9% J	4 8% *	5 5% *	50 13% P	16 2%	57 8% R	9 3%	9 5%	5 2%	9 3%	42 16% STU	40 4%	26 15% W	7 4%	45 14% Yabc	5 5% b*	1 1%	1 1% *	1 2% **	34 8% f	14 4%
Fairly good job (1)	158 14%	83 16%	73 13%	64 19% F	52 13%	42 12%	101 16%	57 12%	38 15%	30 10%	39 16%	26 16%	13 25% J*	12 13% *	89 23% P	69 10%	117 16%	41 12%	18 9%	45 16%	38 15%	55 20% S	119 13%	38 22% W	12 7% b	84 27% Ybc	16 19% Yb*	2 1%	9 24% b*	4 13% **	88 21% f	25 7%
Neither a good nor a bad job (0)	210 19%	102 19%	106 19%	73 22% F	88 22% F	50 14%	129 21%	82 17%	53 21%	52 18%	44 18%	31 20%	9 18% *	20 22% *	84 22%	126 18%	149 20%	61 17%	45 23%	53 19%	38 15%	59 22%	173 19%	36 21%	19 12%	72 23% Yb	18 26% b*	12 7%	18 24% Yb*	6 18% **	111 27% f	38 10%
Fairly bad job (-1)	209 19%	109 20%	97 18%	52 16%	62 16%	95 26% DE	104 17%	104 22%	47 18%	58 20% L	54 22% L	18 11%	8 15% *	25 26% L*	55 14%	154 22% O	125 17%	84 24% Q	49 25% V	55 20%	49 19%	35 13%	182 20%	25 15%	40 25% Z	49 16%	22 26% *	24 15%	14 18% *	6 19% **	66 16%	77 21%
Very bad job (-2)	330 30%	167 31%	158 29%	55 16%	129 33% D	146 40% D	161 26%	169 35% G	66 26%	106 37% IN	78 31%	46 30%	12 24% *	21 23% *	76 20%	253 36% O	209 28%	121 34% Q	51 26%	93 34% V	88 34% V	61 23% Z	294 32% X	28 17%	77 48% Za	22 7%	17 20% Z*	120 73% YZac	26 33% Z*	12 36% **	76 18%	199 53% e
Don't know	121 11%	32 6%	87 16% B	46 14% F	49 13% F	25 7%	70 11%	51 11%	30 12%	33 12%	21 9%	21 13%	5 11% *	10 11% *	36 9%	85 12%	82 11%	38 11%	23 12% V	25 9%	38 14% V	16 6%	103 11%	17 10%	7 4%	37 12% Yb	7 8% *	5 3%	9 12% b*	4 12% **	44 10% f	20 5%
NET: Very/ Fairly good job	224 21%	124 23%	98 18%	108 32% EF	66 17%	50 14%	153 25% H	71 15%	61 24% J	39 14%	50 20%	40 26% J	17 33% J*	17 18% *	139 36% P	86 12%	174 24% R	51 14%	27 14%	50 18%	47 18%	97 36% STU	159 17%	63 37% W	19 12% b	129 42% Yabc	21 25% Yb*	3 2%	10 13% b*	5 15% **	122 29% f	39 11%
NET: Very/ Fairly bad job	539 49%	276 52%	255 47%	107 32%	190 48% D	241 66% DE	265 43%	273 57% G	113 44%	164 57% ILM	132 53% L	64 41%	20 39% *	46 49% *	131 34% O	407 58% O	333 45%	205 58% Q	100 51% V	148 54% V	137 53% V	96 36% X	476 52% X	53 31%	117 73% Zac	71 23%	39 46% Z*	144 88% YZac	39 51% Z*	18 55% **	142 34% f	275 74% e
Mean	-0.59	-0.55	-0.63	-0.03 EF	-0.69 F	-0.97	-0.40 H	-0.84	-0.42 J	-0.87	-0.66	-0.41 J*	-0.24 J*	-0.54 *	-0.05 P	-0.90	-0.47 R	-0.84	-0.67	-0.74	-0.77	-0.07 STU	-0.71	0.05 W	-1.09 b	0.29 Yabc	-0.39 Yb*	-1.63 *	-0.79 b*	-0.84 **	-0.16 f	-1.19

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24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q38MILESTONES. And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? - Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334	
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373	
Very good job (2)	71	43	28	47	14	10	56	15	22	10	13	17	3	5	54	17	58	13	9	10	12	38	44	25	11	44	6	2	2	-	38	12	
	6%	8%	5%	14% EF	4%	3%	9% H	3%	9% J	4%	5%	11% J	6% *	5% *	14% P	2%	8% R	4%	5%	4%	5%	14% STU	5%	15% W	7% b	14% Ybc	8% b*	1%	2% *	- **	9% f	3%	
Fairly good job (1)	194	107	83	74	72	47	130	64	48	41	39	29	17	19	106	87	132	62	24	47	43	70	150	42	9	106	13	5	15	5	108	30	
	18%	20%	15%	22% F	18%	13%	21% H	13%	19%	14%	16%	19%	33% UK*	21% *	27% P	12%	18%	17%	24%	17%	17%	26% STU	17%	25% W	6% Yabc	34% Yb*	15% Yb*	3%	20% Yb*	17% **	26% f	8%	
Neither a good nor a bad job (0)	246	124	121	85	90	71	140	105	53	62	64	37	8	21	79	167	181	65	41	66	59	57	201	43	28	71	26	30	15	5	107	70	
	22%	23%	22%	25%	23%	19%	23%	22%	21%	22%	26%	24%	15% *	22% *	20%	24%	24% R	18%	21%	24%	23%	21%	22%	25%	17%	23%	31% Y*	18%	20% *	17% **	26% f	19%	
Fairly bad job (-1)	187	87	99	41	50	97	94	93	54	55	37	14	11	17	59	129	115	72	48	45	44	39	165	21	48	34	14	32	13	6	60	76	
	17%	16%	18%	12%	13%	26% DE	15%	19%	21% L	19% L	15%	9%	22% *	18% *	15%	18%	16%	20%	25% V	16%	17%	14%	18%	13%	30% Za	11%	16% *	19% Z	17% *	18% f	14%	20%	
Very bad job (-2)	262	130	126	46	112	104	129	133	50	83	65	36	7	20	53	208	167	95	43	82	66	43	230	23	52	19	15	84	25	10	62	150	
	24%	24%	23%	14%	28% D	28% D	21% G	28% G	19%	29% I	26%	23%	14% *	21% *	14%	30% O	23%	27%	22%	30% V	26% V	16%	25% X	14%	32% Za	6% Z*	18% YZac	51% Z*	33% Z*	33% f	15% e	40%	
Don't know	135	43	91	42	56	37	67	67	30	36	31	21	5	12	39	96	87	48	29	27	34	21	121	14	14	35	10	11	7	5	43	35	
	12%	8%	17% B	13%	14%	10%	11%	14%	12%	12%	12%	14%	10% *	12% *	10%	14%	12%	14%	15% V	10%	13%	8%	13%	8%	8%	11%	12% *	7% *	9% *	15% f	10%	9%	
NET: Very/ Fairly good job	264 24%	150 28% C	110 20%	121 36% EF	87 22%	57 16%	186 30% H	79 17%	70 27% J	52 18%	51 21%	47 30% J	20 39% JK*	24 26% *	160 41% P	104 15%	189 26%	75 21%	34 17%	56 20%	55 21%	108 40% STU	194 21%	67 40% W	20 12% b	150 49% Yabc	20 23% b*	7 4%	17 22% b*	5 17% f	146 35% f	43 11%	
NET: Very/ Fairly bad job	449 41%	216 41%	225 41%	86 26%	161 41%	201 55% DE	223 36%	226 47% G	103 40%	138 48% L	102 41%	50 32%	19 36% *	37 39% *	112 29%	337 48% O	282 38%	167 47% Q	90 47% V	127 46% V	111 43% V	81 30%	395 43% X	45 26%	100 62% Za	53 17%	29 34% Z*	116 71% Zac	38 50% Z*	16 51% f	122 29%	226 61% e	
Mean	-0.39	-0.31	-0.47	0.12 EF	-0.51 F	-0.73	-0.20 H	-0.65	-0.27 J	-0.63	-0.47	-0.17 J*	-0.07 J*	-0.33 *	0.14 P	-0.70	-0.31 R	-0.57	-0.55	-0.57	-0.49	0.09 STU	-0.49	0.16 W	-0.82 b	0.44 Yabc	-0.24 Yb*	-1.25 *	-0.65 b*	-0.79 **	* f	-0.95	

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q4MILESTONES. Which of the below, if any, are the most important priorities for you?

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334		
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373		
Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer.	672 61%	293 55%	373 68% B	190 57%	249 63%	233 64%	384 62%	288 60%	161 63%	182 63%	148 59%	87 56%	38 74% L*	57 61% *	238 61%	434 62%	441 60%	231 65%	120 62%	172 62%	172 66%	156 58%	580 64% X	88 52%	88 55%	216 70% Yb	58 69% *	95 58%	52 68% *	20 64% **	271 65%	237 63%		
Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off.	387 35%	210 39% C	174 32%	118 35%	139 35%	130 35%	241 39% H	146 31%	73 28%	110 38% I	92 37%	52 33%	26 51% I*	34 37% *	163 42% P	224 32%	270 37%	117 33%	52 27%	98 35%	91 35%	115 43% S	312 34%	72 42%	82 51% Zbc	107 35%	36 42% *	48 29%	21 27% *	7 22% **	157 38%	132 35%		
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels.	376 34%	176 33%	198 36%	97 29%	132 33%	148 40% D	191 31% G	185 39% G	94 37% M	98 34% M	93 38% MN	60 39% MN	8 16% *	22 24% *	102 26%	274 39% O	244 33%	133 37%	65 33%	106 39%	82 32%	92 34%	324 36%	50 30%	61 38% c	88 28%	26 31% *	102 62% YZac	16 21% *	7 21% **	114 27%	174 47% e		
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero.	220 20%	126 24% C	88 16% EF	86 26% EF	71 18% F	62 17% G	146 24% H	74 15% I	68 26% JK	52 18%	41 16%	36 23%	9 18% *	15 16% *	100 26% P	120 17%	151 20%	69 19%	36 18%	51 18%	60 23%	59 22%	175 19%	42 25%	17 11%	87 28% Yb	21 25% Yb*	18 11%	33 43% YZab*	5 15% **	119 28% f	48 13%		
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain.	152 14%	67 12%	83 15% EF	88 26% EF	45 11% F	20 5% G	87 14% H	65 14% I	40 15%	32 11%	31 13%	22 14%	7 14% *	20 21% J*	83 21% P	69 10% Q	120 16% R	33 9%	35 18%	36 13%	32 12%	42 16%	111 12%	39 23% W	13 8% Yb	61 20% Yb	12 15% b*	7 4%	15 20% Yb*	8 27% **	72 17% f	26 7%		
I have other priorities	59 5%	32 6%	24 4%	10 3%	20 5%	29 8% D	37 6% G	21 4%	12 5%	17 6%	14 6%	10 6%	1 2% *	4 5% *	18 5%	41 6%	35 5%	24 7%	12 6%	11 4%	18 7%	9 3%	54 6%	5 3%	10 1%	4 1%	3 3%	19 12% Z	2 3% *	2 6% **	15 4%	31 8% e		
None of these	36 3%	22 4%	14 3%	10 3%	14 3%	12 3%	12 2% G	24 5% G	6 3%	8 3%	14 5% L	1 5% *	- 7% *	7 4% L*	6 2%	29 4% O	30 4%	6 2%	4 2%	8 3%	9 3%	8 3%	26 3%	6 3%	6 4% b	6 2%	- 4% *	- 4% *	1 1% *	4 12% **	14 3%	7 2%		
Don't know	36 3%	15 3%	20 4%	13 4%	18 5% F	5 1%	19 3%	17 4%	4 2%	11 4%	5 2%	8 5%	3 7% *	4 4% *	5 1%	31 4% O	22 3%	14 4%	9 5%	6 2%	6 2%	6 2%	31 3%	4 2%	7 4% Zb	2 1%	- 4% *	- 4% *	1 1% *	1 3% **	3 1%	8 2%		

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L/M/N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 111th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

QSMILESTONES. Which of the following political parties, if any, do you think would do the best job achieving each of the following? - Summary

All Adults aged 18+ in Great Britain

	QSMILESTONES. Which of the following political parties, if any, do you think would do the best job achieving each of the following?				
	Kickstartin g economic growth to secure the highest sustained growth in the G7 – with good jobs and productivi ty growth in every part of the country making everyone not just a few, better off.	Making Britain a clean energy superpow er to cut bills, create jobs and deliver security with cheaper, zero- carbon electricity by 2030, accelerati ng to net zero.	Building an NHS fit for the future that is need it; with fewer lives lost to the biggest killer; in a fairer Britain, where everyone lives well its highest for longer.	Taking back our streets by our halving serious violence crime and raising confidenc e in the police and criminal justice system to young people in Britain.	Breaking down barriers to opportunit y by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain.
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1094	1094	1094	1094	1094
Weighted base	1094	1094	1094	1094	1094
The Conservative party	184 17% BCDE	96 9%	112 10%	117 11%	106 10%
The Labour party	205 19% A	163 15%	238 22% ABCDE	204 19% B	214 20% A
The Liberal Democrats	60 5%	60 5%	90 8% ABD	60 5%	101 9% ABD
Reform UK	167 15% B	112 10%	165 15% B	262 24% ABCE	166 15% B
The Green Paty	55 5%	269 25% ACDE	56 5%	46 4%	69 6% D
The Scottish National Party (SNP)	10 1%	13 1%	13 1%	9 1%	15 1% AD
Plaid Cymru	1 + D	1 + D	2 + D	- + -	+ + D
Another party (Please specify)	3 +	5 +	4 +	3 +	3 +
None of the above	144 13%	154 14%	171 16% A	164 15% A	169 15% A
Don't know	265 24% BD	221 20%	244 22%	238 21%	250 23% B

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ColumnsProportions (5%): A/B/C/D/E Minimum Base: 30(*) Small Base: 100(*)

ColumnsMeans (5%): A/B/C/D/E Minimum Base: 30(*) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025																																	
Public																																	
Milestone - July																																	
Adults aged 18-75 in GB																																	
Q5MILESTONES. Which of the following political parties, if any, do you think would do the best job achieving each of the following? - Kickstarting economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off.																																	
All Adults aged 18+ in Great Britain																																	
	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334	
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373	
The Labour party	205	124	79	83	69	52	143	62	66	40	36	38	12	13	119	86	158	46	26	42	45	87	158	46	3	158	10	4	6	1	129	32	
	19%	23%	14%	25%	18%	14%	23%	13%	25%	14%	15%	24%	23%	14%	30%	12%	21%	13%	13%	15%	17%	33%	17%	27%	2%	51%	12%	2%	8%	3%	31%	8%	
		C		EF			H		JK			JK	*	*	P	12%	21%	13%	13%	15%	17%	STU	17%	W	2%	Yabc	Yb*	2%	Y*	**	f		
The Conservative party	184	95	88	36	61	87	112	72	38	54	42	34	2	14	70	114	124	60	21	51	49	54	156	24	84	16	13	23	8	5	63	89	
	17%	18%	16%	11%	16%	24%	18%	15%	15%	19%	17%	22%	4%	15%	18%	16%	17%	17%	11%	18%	19%	20%	17%	14%	52%	15%	14%	11%	15%	15%	24%		
					DE					M	M	M	*	*		16%	17%	17%	11%	18%	19%	S	17%	14%	Zabc	5%	Z*	Z	*	**	e		
Reform UK	167	101	65	46	62	59	77	90	38	54	42	17	7	10	35	132	110	57	30	50	36	36	150	15	21	17	4	97	5	2	22	109	
	15%	19%	12%	14%	16%	16%	12%	19%	15%	19%	17%	11%	14%	10%	9%	19%	15%	16%	15%	18%	14%	13%	17%	9%	13%	6%	5%	59%	6%	5%	5%	29%	
		C					G						*	*	O	19%	15%	16%	15%	18%	14%	13%	17%	9%	13%	Z	6%	5%	6%	**	e		
The Liberal Democrats	60	29	30	25	20	15	38	22	10	7	25	6	7	4	27	33	40	20	9	13	20	18	51	9	3	15	23	3	3	1	27	14	
	5%	5%	6%	7%	5%	4%	6%	5%	4%	2%	10%	4%	13%	4%	7%	5%	5%	6%	5%	5%	8%	7%	6%	6%	2%	5%	27%	2%	4%	4%	6%	4%	
										U			UJL*	*		5%	5%	5%	5%	5%	8%	7%	6%	6%	2%	YJbc*	4%	2%	*	**			
The Green Paty	55	27	23	34	13	8	38	17	14	13	14	7	2	5	20	35	38	17	15	8	14	11	40	15	1	11	4	3	25	1	31	8	
	5%	5%	4%	10%	3%	2%	6%	4%	5%	5%	6%	4%	4%	5%	5%	5%	5%	5%	8%	3%	6%	4%	4%	9%	*	4%	5%	2%	33%	5%	7%	2%	
				EF									*	*	T	5%	5%	5%	8%	3%	6%	4%	4%	9%	W	*	4%	5%	2%	YZab*	**		
The Scottish National Party (SNP)	10	4	6	1	3	6	4	6	-	-	-	-	-	10	5	6	7	3	1	7	1	1	10	-	-	-	-	-	1	9	9	1	
	1%	1%	1%	*	1%	2%	1%	1%	-	-	-	-	-	11%	1%	1%	1%	1%	*	2%	*	*	1%	-	-	-	-	-	1%	29%	2%	*	
													*	UKLM*					*								*		*	**	f		
Plaid Cymru	1	-	1	-	-	1	1	-	-	-	-	-	1	-	-	1	1	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	
	*	-	*	-	-	*	*	-	-	-	-	-	2%	-	-	*	*	-	1%	-	-	-	*	-	-	*	-	-	-	-	*	-	
													J*	*													*		*	**			
Another party (Please specify)	3	1	2	3	1	-	3	1	1	1	-	1	-	1	3	1	3	1	1	2	-	1	3	1	-	1	-	-	1	2	1	-	
	*	*	*	1%	*		*	*	*	*		1%	-	1%	1%	*	*	*	*	1%	-	*	*	*	*	*	*	-	-	1%	5%	*	-
													*	*												*	-	-	*	**			
None of the above	144	74	68	22	66	56	70	74	32	50	28	16	5	11	40	104	87	57	35	37	33	19	122	19	19	28	11	10	14	6	53	43	
	13%	14%	12%	7%	17%	15%	11%	16%	13%	18%	11%	10%	11%	12%	10%	15%	12%	16%	18%	13%	13%	7%	13%	11%	12%	9%	13%	6%	19%	18%	13%	11%	
				D	D	D							*	*		O			V	V	V	15%	13%	11%	12%	*	6%	Zb*	**				
Don't know	265	78	186	85	98	82	132	133	59	69	60	37	15	26	71	194	171	94	55	68	61	40	220	40	31	61	19	24	14	5	83	78	
	24%	15%	34%	25%	25%	22%	21%	28%	23%	24%	24%	24%	29%	28%	18%	28%	23%	26%	28%	25%	24%	15%	24%	24%	19%	20%	22%	15%	18%	16%	20%	21%	
			B					G					*	*		O			V	V	V	15%	24%	24%	19%	*	15%	*	**				

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24-089497-28 - 11th - 14th July 2025																																	
Public																																	
Milestone - July																																	
Adults aged 18-75 in GB																																	
Q5MILESTONES. Which of the following political parties, if any, do you think would do the best job achieving each of the following? - Making Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero.																																	
All Adults aged 18+ in Great Britain																																	
	Total	Gender			Age			Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334	
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373	
The Green Paty	269	103	159	102	80	88	168	101	64	78	62	29	14	23	128	142	183	86	39	60	88	64	239	27	26	87	25	25	55	9	133	76	
	25%	19%	29% B	30% E	20%	24%	27% H	21%	25%	27%	25%	19%	27% *	25% *	33% P	20%	25%	24%	20%	22%	34% STV	24%	26% X	16%	16%	28% Yb	29% Yb*	15%	71% YZab*	28% **	32%	20%	
The Labour party	163	105	57	74	48	41	114	49	50	30	35	31	8	10	88	75	124	39	24	34	30	68	119	43	5	128	5	-	3	2	95	33	
	15%	20% C	10%	22% EF	12%	11%	18% H	10%	19% J	10%	14%	20% J	15% *	10% *	23% P	11%	17% R	11%	13%	12%	12%	25% STU	13%	26% W	3%	42% Yabc	5% b*	-	3% b*	7% **	23%	9%	
Reform UK	112	65	46	29	44	38	43	68	34	29	24	12	6	6	23	89	74	37	24	32	19	28	97	13	12	9	2	74	3	-	14	74	
	10%	12%	8%	9%	11%	10%	7% G	14% G	13%	10%	10%	8%	12% *	7% *	6% O	13% O	10%	10%	13%	12%	7%	11%	11%	8%	7% Z	3% *	3% *	45% YZac	4% *	-	3% **	3%	20% e
The Conservative party	96	52	44	20	37	39	60	36	23	29	13	26	1	3	36	60	68	27	13	27	17	32	78	17	58	11	5	5	1	-	43	35	
	9%	10%	8%	6%	9%	11%	10%	7%	9%	10%	5%	17% IKMN	2% *	4% *	9%	8%	9%	8%	7%	10%	7%	12%	9%	10%	36% Zabc	4%	6% *	3%	1%	-	10%	9%	
The Liberal Democrats	60	36	22	24	22	14	37	23	12	11	21	6	5	5	22	38	47	13	9	15	14	20	44	15	4	11	22	4	1	3	26	15	
	5%	7%	4%	7%	6%	4%	6%	5%	5%	4%	9% J	4%	9% *	6% *	6%	5%	6%	4%	5%	5%	5%	7%	5%	9%	3%	4%	26% YZbc*	2%	1%	8% **	6%	4%	
The Scottish National Party (SNP)	13	6	7	2	4	7	6	7	-	-	-	-	-	13	6	7	8	5	3	6	2	1	13	-	-	-	-	-	1	11	11	1	
	1%	1%	1%	1%	1%	2%	1%	1%	-	-	-	-	-	13% UKLM*	1%	1%	1%	1%	2%	2%	1%	*	1%	-	-	-	-	-	1% *	33% **	3%	*	
Plaid Cymru	1	-	1	-	-	1	1	-	-	-	-	-	1	-	-	1	1	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	
	*	-	*	-	-	*	*	-	-	-	-	-	2% J*	-	-	*	*	-	1%	-	-	-	*	-	-	*	-	-	-	-	*	-	
Another party (Please specify)	5	1	3	3	1	1	3	2	1	2	-	1	-	1	4	2	4	2	2	2	-	2	4	1	1	1	-	1	2	1	1		
	*	*	1%	1%	*	*	*	*	*	1%	-	1%	-	1% *	1%	*	*	*	1%	1%	-	1%	*	1%	1%	*	-	*	1% *	5% **	*	*	
None of the above	154	90	64	21	66	68	84	71	22	54	39	22	5	14	31	123	78	76	34	46	33	19	129	22	33	14	11	28	9	3	42	68	
	14%	17% C	12%	6%	17% D	18% D	14%	15%	9%	19% I	16% I	14%	9% *	14% *	8%	17% O	11%	21% Q	18% V	17% V	13%	7%	14%	13%	20% Z	5%	13% Z*	17% Z	12% Z*	10% **	10%	18% e	
Don't know	221	76	145	59	91	71	100	121	52	55	54	30	12	18	53	168	151	70	44	54	55	34	188	30	23	46	15	29	3	2	53	70	
	20%	14%	26% B	18%	23%	19%	16%	25% G	20%	19%	22%	19%	23% *	19% *	14%	24% O	20%	20%	23% V	20%	21% V	13%	21%	18%	14% c	15% c	18% c*	18% c	4% *	8% **	13%	19% e	

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M/N,O,P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q5MILESTONES. Which of the following political parties, if any, do you think would do the best job achieving each of the following? - Building an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)				
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334				
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373				
The Labour party	238 22%	129 24%	108 20%	83 25%	77 20%	78 21%	168 27% H	70 15%	75 29% JKN	48 17%	44 18%	43 28% JK	13 24% *	15 16% *	142 36% P	96 14%	172 23%	66 19%	29 15%	59 21%	51 20%	93 35% STU	192 21%	46 27%	11 7% Vabc	175 17% Yb*	15 2%	3 2%	6 8% b*	4 12% **	149 36% f	46 12%				
Reform UK	165 15%	98 18% C	66 12%	42 13%	57 15%	66 18%	71 11%	94 20% G	37 14%	50 17%	44 18%	19 12%	6 11% *	9 9% *	30 8% O	135 19%	110 15%	55 15%	32 17%	50 18%	40 16%	30 11%	144 16%	19 11%	20 12% Za	14 5%	1 2% *	94 58% YZac	4 5% *	1 5% **	15 4%	113 30% e				
The Conservative party	112 10%	57 11%	53 10%	34 10%	37 9%	41 11%	68 11%	43 9%	24 9%	35 12%	18 7%	24 15% KM	1 2% *	10 11% *	45 12%	67 9%	78 11%	33 9%	15 8%	22 8%	27 11%	42 16% ST	94 10%	16 10%	61 38% Zabc	10 3%	5 6% *	10 6%	3 4% *	2 8% **	43 10%	48 13%				
The Liberal Democrats	90 8%	49 9%	40 7%	35 10%	32 8%	23 6%	57 9%	33 7%	17 6%	25 9%	30 12% N	10 7%	7 14% N*	2 2% *	36 9%	54 8%	59 8%	31 9%	8 4%	22 8%	28 11% S	29 11% S	75 8%	13 8%	5 3%	30 10% Yb	34 40% YZbc*	5 3%	2 3% *	- - **	48 11% f	20 5%				
The Green Paty	56 5%	25 5%	27 5%	34 10% EF	12 3%	11 3%	36 6%	20 4%	13 5%	10 4%	18 7%	7 4%	2 4% *	6 7% *	23 6%	34 5%	34 5%	22 6%	17 9% T	10 3%	11 4%	11 4%	44 5%	12 7%	1 *	10 3%	4 4% Yb*	- -	31 41% YZab*	1 4% **	31 7% f	6 2%				
The Scottish National Party (SNP)	13 1%	7 1%	6 1%	1 *	4 1%	8 2%	6 1%	7 1%	- -	- -	- -	- -	- -	13 14% UKLM*	6 2%	7 1%	8 1%	5 1%	3 2%	7 2%	2 1%	1 *	13 1%	- -	- -	- -	- -	- -	1 1% *	11 34% **	11 3% f	1 *				
Plaid Cymru	2 *	- -	2 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	2 4% UKL*	- 1% *	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	2 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -				
Another party (Please specify)	4 *	1 *	2 *	3 1%	1 *	- -	3 *	1 *	1 *	1 *	1 *	1 1%	- -	1 1% *	3 1%	1 *	3 *	1 *	1 *	2 1%	- -	1 *	3 *	1 1%	- -	1 *	- -	- -	2 2% *	2 5% **	1 *	- -				
None of the above	171 16%	90 17%	78 14%	27 8%	81 21% D	63 17% D	83 13%	88 18%	41 16%	54 19%	34 14%	25 16%	7 14% *	9 10% *	45 12%	125 18% O	114 15%	57 16%	42 22% V	45 16% V	36 14%	26 10%	133 15%	34 20%	33 21% Z	24 8%	12 14% *	24 15%	12 16% *	6 19% **	55 13%	65 18%				
Don't know	244 22%	77 14%	166 30% B	74 22%	92 23%	78 21%	124 20%	120 25%	49 19%	65 23%	60 24%	27 18%	14 27% *	29 31% IL*	60 15%	185 26% O	160 22%	84 24%	47 24% V	60 22% V	63 24% V	34 13%	212 23%	28 17%	31 19%	45 14%	14 17% *	28 17%	16 21% *	4 14% **	65 16%	75 20%				

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ColumnMeans (5%): A,B/C,D/E,F,G,H,I/J/K/L,M/N,O,P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q5MILESTONES. Which of the following political parties, if any, do you think would do the best job achieving each of the following? - Taking back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels.

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334			
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373			
Reform UK	262 24%	148 28% C	114 21%	59 18%	96 24%	108 30% D	125 20%	137 29% G	58 22%	85 30% LN	63 25%	29 19%	13 26% *	14 15% *	58 15%	205 29% O	171 23%	92 26%	43 22%	76 28%	66 26%	58 21%	239 26% X	22 13%	40 25% Zac	39 13%	6 7% *	132 80% YZac	9 11% *	3 9% **	41 10%	176 47% e			
The Labour party	204 19%	114 21%	88 16%	79 24% EF	66 17%	60 16%	147 24% H	57 12%	67 26% JKN	39 14%	34 14%	38 24% JK	13 25% *	14 15% *	122 31% P	82 12%	157 21% R	47 13%	19 10%	49 18%	45 17%	87 32% STU	163 18%	42 25%	3 2% Yabc	156 51% Yabc	14 16% Yb*	1 1% *	7 10% Yb*	2 7% **	129 31% f	35 9%			
The Conservative party	117 11%	63 12%	53 10%	27 8%	36 9%	53 15% DE	78 13% H	38 8%	16 6%	31 11%	30 12% I	24 15% I	2 4% *	13 14% *	46 12%	71 10%	82 11%	35 10%	15 8%	29 10%	23 9%	44 16% SU	101 11%	15 9%	66 41% Zabc	10 3%	6 7% *	9 5%	4 5% *	3 10% **	45 11%	51 14%			
The Liberal Democrats	60 5%	35 7%	24 4%	33 10% EF	19 5%	8 2%	37 6%	23 5%	16 6%	17 6%	17 7%	6 4%	* 1%	3 4% *	24 6%	36 5%	44 6%	16 4%	10 5%	18 7%	11 4%	18 7% W	40 4%	19 11% W	1 1% Zabc*	12 4%	22 26% YZbc*	4 2%	4 6% *	1 2% **	27 7%	10 3%			
The Green Paty	46 4%	23 4%	18 3%	32 10% EF	11 3%	3 1%	24 4%	22 5%	11 4%	11 4%	11 4%	5 3%	3 6% *	5 5% *	15 4%	31 4%	32 4%	14 4%	13 7% TV	6 2%	13 5%	4 2%	31 3%	15 9% W	- -	6 2%	- -	3 2%	23 30% YZab*	- -	21 5% f	7 2%			
The Scottish National Party (SNP)	9 1%	5 1%	5 1%	1 *	2 1%	6 2%	3 *	7 1%	- -	- -	- -	- -	- -	9 10% UKLM*	3 1%	7 1%	5 1%	4 1%	2 1%	6 2%	1 *	1 *	9 1%	- -	- -	- -	- -	- -	- -	8 25% **	8 2% f	1 *			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -			
Another party (Please specify)	3 *	1 *	2 *	3 1%	1 *	- -	3 *	1 *	1 *	1 *	- -	1 1%	- -	1 1% *	3 1%	1 *	3 *	1 *	1 *	2 1%	- -	1 *	3 *	1 *	- -	1 *	- -	- -	1 1% *	2 5% **	1 *	- -			
None of the above	164 15%	85 16%	78 14%	25 8%	74 19% D	66 18% D	83 14%	81 17%	36 14%	55 19% MN	44 18%	19 12%	3 5% *	8 8% *	47 12%	118 17% O	97 13%	68 19% Q	43 22% TV	37 14%	41 16%	25 9%	137 15%	24 14%	27 17% b	35 11%	19 22% Zb*	9 5%	13 17% b*	6 20% **	67 16%	46 12%			
Don't know	228 21%	59 11%	165 30% B	75 23%	90 23%	63 17%	115 19%	112 24%	51 20%	49 17%	49 20%	34 22%	17 33% J*	28 29% J*	73 19%	155 22%	149 20%	79 22%	47 24% V	54 20% V	59 23% V	31 12%	189 21%	33 20%	23 14% b	51 17% b	19 22% b*	7 4%	15 20% b*	7 22% **	79 19% f	47 13%			

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M/N,O,P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q5MILESTONES. Which of the following political parties, if any, do you think would do the best job achieving each of the following? - Breaking down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain.

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)				
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334				
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373				
The Labour party	214 20%	121 23% C	89 16% F	80 24% F	74 19% F	60 16% F	147 24% H	67 14% H	64 25% JK	44 15% JK	40 16% J	40 26% J	11 22% *	14 15% *	117 30% P	96 14% P	156 21% P	58 16% P	24 12% P	52 19% P	50 19% P	81 30% STU	170 19% P	42 25% P	7 4% b	162 52% Vabc	7 8% b*	*	5 6% b*	3 9% **	131 31% f	37 10% f				
Reform UK	166 15%	96 18% C	69 13% C	51 15% C	60 15% C	56 15% C	78 13% G	89 19% G	46 18% G	47 16% G	38 15% G	18 11% G	7 13% *	11 12% *	36 9% O	130 18% O	109 15% O	57 16% O	35 18% O	50 18% O	33 13% O	38 14% O	148 16% O	17 10% O	24 15% Zac	20 6% Zac	2 2% *	98 60% YZac	2 3% *	3 9% **	25 6% e	108 29% e				
The Conservative party	106 10%	58 11% C	48 9% C	30 9% C	37 9% C	39 11% C	61 10% G	45 9% G	16 6% G	35 12% I	21 9% I	25 16% I	2 4% *	6 7% *	40 10% P	66 9% P	75 10% P	31 9% P	14 7% ST	21 8% ST	26 10% ST	41 15% ST	80 9% P	23 14% P	59 36% Zabc	8 3% Zabc	3 4% *	7 5% *	2 2% *	- **	33 8% e	50 13% e				
The Liberal Democrats	101 9%	46 9% C	54 10% C	35 10% C	31 8% C	34 9% C	68 11% G	33 7% G	20 8% G	22 8% G	33 13% G	12 8% G	7 13% *	7 7% *	49 13% P	52 7% P	70 9% P	31 9% P	10 5% P	30 11% P	26 10% P	29 11% P	87 10% P	13 8% P	8 5% P	25 8% P	41 48% YZbc*	4 3% YZbc*	6 8% *	4 12% **	58 14% f	23 6% f				
The Green Paty	69 6%	33 6% C	31 6% C	36 11% EF	20 5% EF	13 3% EF	43 7% G	26 5% G	17 7% G	15 5% G	15 6% G	9 6% G	5 10% *	8 8% *	32 8% P	37 5% P	46 6% P	23 6% P	16 8% P	12 4% P	16 6% P	16 6% P	51 6% P	17 10% W	3 2% b	15 5% b	5 6% b*	*	33 43% YZab*	2 6% **	37 9% f	12 3% f				
The Scottish National Party (SNP)	15 1%	8 1% C	7 1% C	4 1% C	3 1% C	8 2% C	8 1% G	7 2% G	- -	- -	- -	- -	- -	15 16% UKLM*	6 2% P	9 1% P	11 1% P	5 1% P	3 2% P	7 2% P	1 * P	3 1% P	15 2% P	- -	- -	- -	- -	- -	- -	1 1% *	11 35% **	11 3% f	1 * f			
Plaid Cymru	* *	* *	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	* 1%	- *	* *	- -	* *	- -	- -	- -	* *	- *	- -	* *	- *	* *	- *	- *	- *	- *	- *	* *	- *			
Another party (Please specify)	3 *	1 *	2 *	3 1%	1 *	- -	3 *	1 *	1 *	1 *	- -	1 1%	- *	1 1%	3 1%	1 *	3 *	1 *	1 *	2 1%	- -	1 *	3 *	1 *	- -	1 *	- -	- -	- -	1 1%	2 5% **	1 * f	- -			
None of the above	169 15%	93 17% C	75 14% C	21 6% D	79 20% D	69 19% D	89 14% G	81 17% G	32 13% G	56 20% N	43 17% N	26 17% N	4 8% *	8 9% *	40 10% O	129 18% O	103 14% O	66 19% O	41 21% V	41 15% V	45 17% V	21 8% V	138 15% P	28 17% P	33 20% Z	25 8% Z	10 12% *	19 12% *	19 24% Zb*	4 12% **	59 14% f	58 16% f				
Don't know	250 23%	78 15% B	171 31% B	74 22% B	88 22% B	88 24% B	121 20% G	129 27% G	60 23% G	67 23% G	58 23% G	26 17% G	15 29% *	23 25% *	66 17% O	183 26% O	166 22% O	84 24% O	50 26% V	61 22% V	61 24% V	38 14% V	218 24% P	27 16% P	29 18% P	53 17% P	16 18% *	33 20% *	9 11% *	4 13% **	64 15% f	84 22% e				

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24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q6MILESTONES. Do you think the current Labour government are doing a good or bad job in delivering a mission-led government?

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373
Very good job (2)	64 6%	40 8%	24 4%	43 13% EF	17 4% F	4 1%	52 8% H	12 3%	20 8%	9 3%	9 4%	20 13% JKN	4 9% *	2 2% *	49 12% P	16 2%	58 8% R	6 2%	9 5%	9 3%	5 2%	41 15% STU	40 4%	24 14% W	11 7% b	39 13% bc	4 5% *	2 1%	1 1% *	1 3% **	35 8% f	13 3%
Fairly good job (1)	151 14%	90 17% C	60 11%	68 20% EF	45 12%	38 10%	102 17% H	49 10%	43 17% J	27 9%	28 11%	29 19% J	11 22% J*	12 13% *	82 21% P	69 10%	117 16% R	34 9%	15 8%	37 14%	32 12%	63 23% STU	112 12%	37 22% W	10 6%	86 28% Yabc	10 11% *	9 5%	9 11% *	3 10% **	84 20% f	24 6%
Neither a good nor a bad job (0)	270 25%	122 23%	145 26%	82 25% F	115 29% F	73 20%	161 26% F	109 23%	62 24%	71 25%	74 30% M	32 20%	7 13% *	24 26% *	96 25%	174 25%	183 25%	88 25%	50 26%	71 26%	70 27%	55 21%	214 24%	53 31%	23 14%	92 30% Yb	22 26% Yb*	20 12%	19 25% b*	6 20% **	117 28% f	69 18%
Fairly bad job (-1)	220 20%	109 20%	108 20%	61 18%	64 16%	96 26% DE	119 19%	101 21%	47 18%	65 23%	42 17%	26 17%	11 21% *	28 30% IKL*	79 20%	141 20%	141 19%	80 22%	42 21%	51 19%	60 23%	44 16%	201 22% X	18 11%	50 31% Zb	49 16%	24 28% Zb*	21 13%	21 27% Zb*	10 30% **	97 23%	65 18%
Very bad job (-2)	300 27%	144 27%	151 28%	45 14%	115 29% D	139 38% DE	147 24%	152 32% G	70 27%	87 30%	80 32% N	34 22%	12 23% *	17 18% *	61 16%	239 34% O	183 25%	117 33% Q	59 30% V	90 32% V	70 27%	52 20%	271 30% X	21 12%	64 40% Z	20 7%	23 27% Z*	103 63% YZac	19 25% Z*	11 34% **	60 14%	184 49% e
Don't know	89 8%	28 5%	60 11% B	35 10% F	37 9% F	17 5%	35 6% G	53 11% G	15 6%	28 10%	15 6%	14 9%	7 13% *	10 10% *	23 6%	65 9%	57 8%	32 9%	20 10%	18 7%	22 8%	13 5%	72 8%	17 10%	4 2%	23 7% Y	2 3% *	9 6%	8 10% Y*	1 3% **	27 6%	18 5%
NET: Very/ Fairly good job	215 20%	131 24% C	84 15%	111 33% EF	63 16%	42 11%	154 25% H	61 13%	63 24% JK	37 13%	37 15%	49 31% JKN	16 30% JK*	14 15% *	131 33% P	85 12%	175 24% R	40 11%	24 12%	46 17%	37 14%	104 39% STU	152 17%	61 36% W	21 13%	125 40% Yabc	14 16% b*	10 6%	10 13% *	4 12% **	119 28% f	37 10%
NET: Very/ Fairly bad job	520 48%	253 47%	259 47%	106 32% D	179 45% D	235 64% DE	266 43% G	253 53% G	117 45%	152 53% L	122 49%	61 39%	23 44% *	46 49% *	140 36% O	380 54% O	324 44%	196 55% Q	101 52% V	141 51% V	130 50% V	96 36% X	472 52% X	39 23%	114 71% Zac	69 22%	47 55% Z*	124 76% Zac	40 53% Z*	20 64% **	156 37%	249 67% e
Mean	-0.54	-0.45	-0.62	0.01 EF	-0.60 F	-0.94	-0.36 H	-0.78	-0.43 J	-0.74	-0.66	-0.19 JK	-0.33 *	-0.55 *	-0.06 P	-0.81	-0.40 R	-0.82	-0.72	-0.68	-0.66	-0.02 STU	-0.66	0.17 W	-0.93 b	0.26 Yabc	-0.63 b*	-1.39 *	-0.72 b*	-0.86 **	-0.16 f	-1.08

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24-089497-28 - 11th - 14th July 2025

Public

Milestone - July

Adults aged 18-75 in GB

Q7MILESTONES. To what extent would you say the way in which the Labour party are governing the country feels similar or different to previous Conservative Governments?

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1094	529	551	352	397	345	674	420	262	284	248	153	53	94	601	493	717	377	194	260	239	311	902	179	163	350	92	132	79	37	459	334	
Weighted base	1094	533	547	334	394	367	617	477	257	288	248	156	52	93	390	704	739	355	194	276	259	268	911	170	162	308	85	164	76	32	419	373	
Very similar (2)	119	73	40	45	37	37	65	54	27	35	24	16	5	13	49	70	80	39	27	29	25	26	95	20	8	24	10	27	17	10	45	47	
	11%	14% C	7%	14%	9%	10%	11%	11%	10%	12%	10%	10%	9% *	14% *	13%	10%	11%	11%	14%	10%	10%	10%	10%	12%	5%	8%	12% *	16% YZ	22% YZ*	30% **	11%	13%	
Fairly similar (1)	278	150	125	83	97	97	162	116	56	80	66	49	10	17	105	173	193	84	44	68	71	69	226	48	28	79	28	46	28	8	116	92	
	25%	28%	23%	25%	25%	27%	26%	24%	22%	28%	26%	31%	19% *	19% *	27%	25%	26%	24%	22%	25%	27%	26%	25%	28%	17%	26%	33% Y*	28% Y	37% Y*	24% **	28%	25%	
Neither similar nor different (0)	256	128	123	87	106	62	127	128	63	64	54	33	16	25	66	189	183	73	54	68	64	51	205	47	29	63	19	34	20	4	83	73	
	23%	24%	23%	26% F	27% F	17%	21%	27% G	25%	22%	22%	21%	31% *	27% *	17%	27% O	25%	21%	28%	25%	25%	19%	23%	28%	18%	20%	23% *	21%	27% *	14% **	20%	20%	
Fairly different (-1)	243	110	133	60	82	101	148	95	68	59	61	25	10	21	108	135	161	82	35	64	61	69	218	24	45	94	18	31	6	6	112	81	
	22%	21%	24%	18%	21%	28% D	24%	20%	26% L	20%	25%	16%	19% *	22% *	28% P	19%	22%	23%	18%	23%	23%	26%	24% X	14%	28% c	30% bc	22% c*	19%	8% *	19% **	27%	22%	
Very different (-2)	127	61	65	31	38	59	82	45	28	33	26	23	9	9	43	84	76	51	20	33	26	41	107	18	45	39	8	20	*	2	47	67	
	12%	11%	12%	9%	10%	16% DE	13%	9%	11%	11%	11%	15%	17% *	9% *	11%	12%	10%	14%	10%	12%	10%	15%	12%	11%	13% Zabc	13% c	10% c*	12% c	1% *	6% **	11%	18% e	
Don't know	72	12	60	28	34	10	33	39	16	18	17	11	3	8	20	52	46	26	16	15	13	11	59	12	6	10	*	6	4	2	16	12	
	7%	2%	11% B	8% F	9% F	3%	5%	8%	6%	6%	7%	7%	5% *	9% *	5%	7%	6%	7%	8%	5%	5%	4%	6%	7%	4%	3%	* *	4%	5% *	7% **	4%	3%	
NET: Very/ Fairly similar	397	222	165	128	134	134	226	170	83	114	90	65	15	30	154	243	273	123	71	97	96	95	322	68	36	103	39	73	45	17	160	139	
	36%	42% C	30%	38%	34%	37%	37%	36%	32%	40%	36%	42%	29% *	32% *	39%	35%	37%	35%	36%	35%	37%	36%	35%	40%	22%	33% Y	45% Y*	45% YZ	59% YZ*	55% **	38%	37%	
NET: Very/ Fairly different	370	171	198	91	119	160	230	140	96	92	87	47	18	30	151	219	237	133	54	97	87	110	325	43	90	133	27	51	7	8	160	148	
	34%	32%	36%	27%	30%	44% DE	37% H	29%	37%	32%	35%	30%	35% *	32% *	39% P	31%	32%	37%	28%	35%	33%	41% S	36% X	25%	56% Zabc	43% bc	32% c*	31% c	9% *	25% **	38%	40%	
Mean	0.02	0.12 C	-0.12	0.17 F	0.04	-0.13	-0.04	0.09	-0.06	0.09	*	0.07	-0.15 *	0.06 *	0.02	0.01	0.06	-0.07	0.13	-0.02	0.03	-0.11	-0.02	0.18	-0.58	-0.15 Y	0.16 Y*	0.19 YZ*	0.75 YZab*	0.58 **	*	-0.08	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c/d,e/f/ Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f/ Minimum Base: 30(**) Small Base: 100(*)