

Table Names	Table Filters
0001 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Summary	All Adults aged 18-75 in Great Britain
0002 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Raising living standards in every part of the UK	All Adults aged 18-75 in Great Britain
0003 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Delivering economic stability to keep taxes, inflation and mortgages as low as possible	All Adults aged 18-75 in Great Britain
0004 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Building 1.5m homes in England	All Adults aged 18-75 in Great Britain
0005 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment	All Adults aged 18-75 in Great Britain
0006 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Putting police back on the beat with a named officer for every neighbourhood	All Adults aged 18-75 in Great Britain
0007 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Recruiting 6,500 new teachers in key subjects	All Adults aged 18-75 in Great Britain
0008 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Cutting energy bills and boosting home energy security by setting up Great British Energy	All Adults aged 18-75 in Great Britain
0009 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system	All Adults aged 18-75 in Great Britain
0010 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command	All Adults aged 18-75 in Great Britain
0011 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Strengthening Britain's armed forces and protecting the country's national security	All Adults aged 18-75 in Great Britain
0012 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends	All Adults aged 18-75 in Great Britain
0013 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders and a new network of youth hubs	All Adults aged 18-75 in Great Britain
0014 Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school	All Adults aged 18-75 in Great Britain
0015 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Summary	All Adults aged 18-75 in Great Britain
0016 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Raising living standards in every part of the UK	All Adults aged 18-75 in Great Britain
0017 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Delivering economic stability to keep taxes, inflation and mortgages as low as possible	All Adults aged 18-75 in Great Britain
0018 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Building 1.5m homes in England	All Adults aged 18-75 in Great Britain
0019 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment	All Adults aged 18-75 in Great Britain
0020 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Putting police back on the beat with a named officer for every neighbourhood	All Adults aged 18-75 in Great Britain
0021 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Recruiting 6,500 new teachers in key subjects	All Adults aged 18-75 in Great Britain
0022 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Cutting energy bills and boosting home energy security by setting up Great British Energy	All Adults aged 18-75 in Great Britain
0023 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system	All Adults aged 18-75 in Great Britain
0024 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command	All Adults aged 18-75 in Great Britain
0025 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Strengthening Britain's armed forces and protecting the country's national security	All Adults aged 18-75 in Great Britain
0026 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends	All Adults aged 18-75 in Great Britain
0027 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders and a new network of youth hubs	All Adults aged 18-75 in Great Britain
0028 Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school	All Adults aged 18-75 in Great Britain
0029 Q3. Which of the below, if any, are the most important priorities for you?	All Adults aged 18-75 in Great Britain

24-089497-33 - 15th - 18th August 2025

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Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Summary
All Adults aged 18-75 in Great Britain

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas?													
	Raising living standards in every part of the UK (A)	Delivering economic stability to keep taxes, inflation and mortgage as low as possible (B)	Building and improving 1.5m homes in England (C)	Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment (D)	Putting police back on the beat with a named officer for every neighbourhood (E)	Recruiting 6,500 new teachers in key subjects (F)	Cutting energy bills and boosting home energy savings (G)	Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing shortages and stopping criminal gangs and exploit the visa (H)	Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing Britain's more armed forces and protecting the county's national security (I)	Strengthening times with 40,000 more appointments each week, during evenings and weekends (J)	Cutting NHS waiting times with more neighbourhood police, tougher penalties for offenders in England and a new network of youth hubs (K)	Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders in England and a new network of youth hubs (L)	Ensuring that at least 75% of five-year-olds start school (M)
Unweighted base	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085
Weighted base	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085
Very good job	63 6%	70 6%	74 7%	72 7%	64 6%	61 6%	63 6%	57 5%	61 6%	75 7%	68 6%	72 7%	59 5%
Fairly good job	120 11%	131 12%	163 15% ABCDEFGHI	175 16% ABCDEFGHI	140 13% I	147 14% I	119 11%	119 11%	110 10%	200 18% ABCDEFGHI	194 18% ABCDEFGHI	120 11%	167 15% ABCDEFGHI
Neither a good nor a bad job	187 17%	225 21% AD	237 22% ADK	179 16% I	215 20% D	248 23% ABCDEFGHI	209 19%	204 18%	194 18%	302 28% ABCDEFGHIJL	194 18% ABCDEFGHI	222 20% AD	265 24% ABCDEFGHIKL
Fairly bad job	283 26% BCDEFGHILM	245 23% FGHLM	210 19% HLM	217 20% HLM	243 22% JKLM	188 17% JKLM	247 23% JKLM	169 16% I	156 14% I	155 14% ABCDEFGHIJL	228 21% FGHLM	221 20% HLM	142 13% ABCDEFGHIKL
Very bad job	350 32% CDEFGHLM	340 31% CDEFGHLM	250 23% FHM	282 26% CFHM	286 26% CFHM	211 19% M	348 32% CDEFGHLM	431 40% ABCDEFGHIJLM	475 44% ABCDEFGHIJLM	211 19% M	298 27% CFHM	322 30% CDEFGHLM	183 17% CDEFGHLM
Don't know	81 7%	74 7%	151 14% ABCDEFGHI	161 15% ABCDEFGHI	137 13% ABCDEFGHI	230 21% ABCDEFGHIKL	100 9%	105 10% AD	89 8%	142 13% ABCDEFGHI	102 9% ABCDEFGHI	129 12% ABCDEFGHI	269 25% ABCDEFGHIKL

NET Good job	183 17%	201 19%	237 22% I	247 23% ABCDEFGHI	204 19% I	208 19% H	182 17%	176 16%	172 16%	276 25% ABCDEFGHIJLM	262 24% ABCDEFGHILM	191 18%	227 21% ABCDEFGHI
NET Bad job	633 58%	586 54%	460 42% BCDEFGHLM	499 46% CFHM	429 40% CFHM	399 37% M	595 55% CDEFGHLM	600 55% BCDEFGHLM	611 56% M	365 34% M	526 48% CFHM	543 50% CFHM	325 30% CDEFGHLM

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.

ColumnsProportion (5%) A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 302** Small Base: 102**

ColumnsMeans (5%) A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 302** Small Base: 102**

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Raising living standards in every part of the UK

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very good job	63 6%	43 8% C	19 4%	44 13% EF	18 5% F	1 *	48 8% H	15 3%	15 6%	17 6%	8 3%	18 11% K	2 4% *	4 4% *	43 11% P	20 3%	60 8% R	3 1%	2 1%	2 1%	14 5% T	46 15% STU	33 4%	30 19% W	9 6%	41 12% abc	1 2% *	4 2% *	1 1% *	31 7%	15 4%		
Fairly good job	120 11%	76 14% C	42 8%	69 21% EF	27 7%	25 7%	89 15% H	31 7%	28 11%	33 12%	16 6%	29 19% K	5 10% *	9 15% *	74 19% P	46 7%	104 14% R	16 5%	6 4%	21 8%	26 9%	65 22% STU	85 9%	35 22% W	16 10%	63 19% Ybc	5 7% *	9 6% *	9 8% *	68 15% e	16 5%		
Neither a good nor a bad job	187 17%	93 18%	91 17%	57 17%	67 17%	64 18%	112 18% H	75 16%	54 21%	43 15%	40 17%	28 18%	8 14% *	14 15% *	70 18%	117 17%	132 18%	55 16%	23 14%	57 22%	47 17%	51 17%	158 17%	28 18%	23 14%	86 25% Ybc	21 31% Ybc*	12 8% *	13 11% *	94 21% e	40 11%		
Fairly bad job	283 26%	127 24%	149 28%	69 21%	107 27%	108 30% D	154 25% H	129 28%	56 22%	81 29%	64 26%	35 22%	17 31% *	31 33% *	91 23%	193 28%	182 25%	102 29%	59 35% V	68 26% V	76 27% V	53 18%	250 27%	31 20%	46 28%	86 25%	24 36% b*	28 18% *	46 41% zb*	139 31%	88 25%		
Very bad job	350 32%	167 32%	179 33%	58 17% D	147 38% D	145 40% D	171 28% G	179 38% G	82 32%	90 32%	101 41% JL	36 23%	14 26% *	27 29% *	85 22%	265 38% O	209 28%	141 40% Q	63 37% V	98 37% V	93 33% V	68 23%	319 35% X	22 14%	70 42% Za	43 13%	12 17% *	93 60% YZac*	38 34% Z*	90 20%	177 50% d		
Don't know	81 7%	21 4%	61 11% B	37 11% F	26 7%	18 5%	42 7% H	39 8% H	21 8%	21 7%	15 6%	10 6%	7 14% *	8 8% *	30 8%	51 7%	49 7%	32 9%	16 10%	16 6%	23 8%	15 5%	69 7% H	11 7%	* *	21 6% Y	4 6% Y*	8 5% Y*	6 5% Y*	23 5%	14 4%		

NET Good Job	183 17%	119 23% C	61 11%	113 34% EF	45 11%	26 7%	138 22% H	46 10%	43 17%	49 17% K	24 10%	47 30% IKLN	8 14% *	13 14% *	117 30% P	66 10%	164 22% R	20 6%	8 5%	23 9%	39 14% S	111 37% STU	119 13%	65 41% W	26 16%	105 31% Yabc	6 10% *	13 8% *	11 10% *	99 22% e	31 9%
NET Bad Job	633 58%	294 56%	328 61%	127 38%	254 65% D	252 70% D	325 53% G	308 66% G	138 54%	171 60% L	165 68% IL	71 45%	30 58% *	58 62% L*	176 45%	457 66% O	390 53%	243 69% Q	121 72% V	167 63% V	170 61% V	122 41%	570 62% X	52 33%	116 70% Za	129 38%	35 53% Z*	121 78% Za*	85 74% Za*	229 52%	265 76% d

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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 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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Delivering economic stability to keep taxes, inflation and mortgages as low as possible

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very good job	70 6%	49 9%	21 4%	53 16% EF	16 4% F	1 *	58 9% H	12 3%	18 7%	14 5%	10 4%	21 14% JKN	4 8% *	3 3% *	51 13% P	19 3%	66 9% R	4 1%	2 1%	4 2%	17 6% ST	47 16% STU	39 4%	30 19% W	8 5%	37 11% c	4 6% *	7 5% *	2 2% *	34 8% e	12 4%		
Fairly good job	131 12%	84 16% C	43 8%	58 18% EF	37 9%	36 10%	95 15% H	36 8%	30 12%	26 9%	29 12%	28 18% J	6 12% *	11 12% *	73 19% P	58 8%	104 14% R	27 8%	7 4%	30 11% S	33 12% S	58 19% STU	98 11%	32 20% W	14 9%	86 25% Yabc	5 8% *	7 4% *	7 6% *	84 19% e	24 7%		
Neither a good nor a bad job	225 21%	110 21%	111 21%	71 21%	87 22%	67 19%	131 21%	94 20%	56 22%	61 22%	40 16%	33 22%	10 19% *	24 26% *	84 21%	141 20%	158 22%	66 19%	31 18%	64 24%	54 19%	65 22%	177 19%	48 30% W	27 16%	91 27% Yb	24 36% Yb*	17 11% *	31 27% b*	117 26% e	49 14%		
Fairly bad job	245 23%	110 21%	131 24%	54 16%	91 23% D	100 28% D	139 23%	106 23%	62 24%	68 24%	57 23%	28 18%	13 25% *	17 18% *	68 17%	177 26% O	163 22%	82 23%	53 31% TV	55 21%	67 24%	52 17%	225 25% X	20 13%	40 24%	68 20%	18 28% *	27 18% *	35 31% zb*	102 23%	82 23%		
Very bad job	340 31%	166 31%	170 31%	62 19%	139 36% D	139 39% D	153 25%	187 40% G	74 29%	97 34% L	93 38% L	35 23%	14 26% *	27 29% *	88 22%	253 37% O	200 27%	140 40% Q	61 37% V	97 37% V	91 33% V	61 21%	313 34% X	19 12%	74 44% Zac	44 13%	11 17% *	94 61% YZac*	32 28% Z*	85 19%	175 50% d		
Don't know	74 7%	9 2%	65 12% B	35 11% EF	22 6%	17 5%	40 7%	33 7%	16 6%	17 6%	15 6%	9 6%	6 11% *	11 12% *	29 7%	45 6%	44 6%	30 8%	15 9%	13 5%	17 6%	15 5%	63 7%	8 5%	2 1%	16 5%	4 6% *	2 1% *	7 6% Y*	23 5%	9 3%		

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NET Bad Job	586 54% H	276 52% H	301 56% H	116 35% D	230 59% D	240 67% D	293 47% H	293 63% G	136 53% L	165 58% LN	151 62% LN	63 41% H	27 51% *	44 47% *	156 40% O	430 62% O	364 49% H	222 64% Q	114 68% V	152 58% V	157 56% V	113 38% H	538 59% X	39 25% H	113 69% Za	111 33% H	30 45% *	121 79% Zac*	67 59% Z*	187 42% H	256 73% d

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Building 1.5m homes in England

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)			
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320			
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351			
Very good job	74 7%	47 9% C	24 4%	46 14% EF	22 6% F	5 2%	58 9% H	16 3%	14 6%	15 5%	17 7%	21 13% UN	4 8% *	2 2% *	50 13% P	24 3%	62 8% R	12 3%	5 3%	5 2%	16 6%	47 16% STU	37 4%	35 22% W	10 6%	32 9%	4 6% *	8 5% *	3 3% *	34 8%	20 6%			
Fairly good job	163 15%	90 17%	70 13%	82 24% EF	49 12%	33 9%	107 17% H	56 12%	43 17%	37 13%	26 11%	38 25% JKN	9 17% *	9 10% *	82 21% P	81 12%	130 18% R	33 9%	16 10%	32 12%	45 16%	63 21% ST	130 14%	31 20%	21 13%	88 26% Ybc	9 13% *	12 8% *	11 10% *	93 21% e	22 6%			
Neither a good nor a bad job	237 22%	110 21%	125 23%	76 23%	90 23%	72 20%	136 22% H	101 22%	61 24%	78 28% M	47 19%	28 18%	6 11% *	18 20% *	89 23%	148 21%	171 23%	66 19%	29 17%	55 21%	61 22%	76 25%	196 21%	37 24%	27 16%	88 26% Y	20 31% Y*	26 17% *	25 22% *	101 23%	64 18%			
Fairly bad job	210 19%	108 20%	100 19%	38 12%	64 16%	108 30% DE	122 20%	88 19%	44 17%	60 21%	56 23%	22 14%	11 21% *	17 18% *	61 16%	149 22% O	126 17%	84 24% Q	35 21%	65 25% V	53 19%	45 15%	191 21% X	19 12%	41 25%	58 17%	19 28% *	29 19% *	25 22% *	80 18%	81 23%			
Very bad job	250 23%	125 24%	124 23%	47 14%	104 27% D	98 27% D	109 18%	141 30% G	58 23%	67 24%	62 25%	35 23%	12 22% *	16 18% *	60 15%	190 27% O	156 21%	94 27%	50 30% V	67 25% V	68 24% V	45 15%	230 25% X	18 11%	55 33% Za	31 9%	7 11% *	73 48% YZac*	26 23% Z*	66 15%	134 38% d			
Don't know	151 14%	49 9%	98 18% B	44 13%	63 16%	44 12%	85 14%	67 14%	36 14%	27 9%	36 15%	12 7%	11 21% JL*	30 32% UKL*	51 13%	100 14%	91 12%	61 17%	35 21% V	41 15% V	35 13%	23 8%	130 14%	18 11%	12 7%	45 13% b	8 11% *	6 4% *	23 21% Yb*	71 16% e	29 8%			

NET Good Job	237 22%	136 26% C	94 17%	128 38% EF	70 18% F	38 11%	165 27% H	71 15%	57 22%	52 18%	44 18%	59 38% UKN	13 25% *	11 12% *	132 34% P	105 15%	192 26% R	45 13%	21 12%	36 14%	61 22% ST	110 37% STU	168 18%	65 42% W	31 19%	120 35% Yabc	13 20% *	20 13% *	15 13% *	126 28% e	42 12%
NET Bad Job	460 42%	232 44%	224 41%	86 26%	168 43% D	206 57% DE	231 37%	229 49% G	102 40%	127 45%	118 48%	57 37%	23 43% *	33 36% *	121 31%	339 49% O	282 38%	178 51% Q	84 50% V	131 50% V	121 43% V	90 30%	422 46% X	36 23%	96 58% Za	89 26%	26 38% *	103 67% Zac*	51 44% Z*	146 33%	216 62% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very good job	72 7%	46 9%	26 5%	45 14%	20 5%	7 2%	65 11%	7 1%	18 7%	13 5%	14 6%	18 12%	2 4%	5 6%	50 13%	22 3%	62 8%	10 3%	1 1%	8 3%	13 5%	50 17%	42 5%	30 19%	6 3%	45 13%	4 5%	9 6%	3 3%	44 10%	13 4%		
Fairly good job	175 16%	111 21%	61 11%	86 26%	47 12%	42 12%	119 19%	56 12%	40 16%	45 16%	34 14%	35 22%	7 13%	14 15%	92 23%	83 12%	142 19%	33 9%	19 11%	32 12%	34 12%	87 29%	142 15%	33 21%	16 10%	93 27%	12 18%	10 7%	17 14%	83 19%	33 9%		
Neither a good nor a bad job	179 16%	83 16%	93 17%	61 18%	65 16%	53 15%	101 16%	78 17%	42 16%	41 14%	39 16%	33 22%	5 10%	18 19%	70 18%	108 16%	131 18%	48 14%	21 12%	29 11%	69 25%	45 15%	145 16%	33 21%	33 20%	66 19%	14 21%	19 12%	12 11%	81 18%	51 15%		
Fairly bad job	217 20%	91 17%	123 23%	48 14%	82 21%	87 24%	104 17%	113 24%	62 24%	65 23%	47 19%	20 13%	12 23%	11 12%	65 16%	152 22%	142 19%	75 21%	42 25%	65 25%	56 20%	38 13%	195 21%	21 14%	46 28%	56 16%	14 22%	32 21%	33 29%	94 21%	79 22%		
Very bad job	282 26%	135 26%	140 26%	50 15%	112 29%	119 33%	134 22%	148 32%	57 22%	82 29%	84 34%	28 18%	12 22%	20 22%	75 19%	207 30%	166 23%	116 33%	58 34%	74 28%	75 27%	55 19%	252 27%	21 13%	58 35%	36 10%	14 21%	72 47%	27 24%	68 15%	146 42%		
Don't know	161 15%	60 11%	99 18%	43 13%	66 17%	52 14%	94 15%	67 14%	37 14%	37 13%	26 11%	21 14%	15 28%	24 26%	41 10%	120 17%	92 13%	68 20%	28 17%	56 21%	32 11%	24 8%	141 15%	19 12%	6 4%	46 14%	9 13%	12 8%	23 20%	75 17%	29 8%		

NET Good Job	247 23% C	157 30% C	86 16% EF	131 39% EF	67 17% F	49 14% F	184 30% H	62 13% H	59 23% H	58 21% H	48 20% H	53 34% IKM	9 17% *	20 21% *	142 36% P	105 15% P	204 28% R	42 12% R	20 12% R	40 15% R	48 17% STU	136 46% STU	183 20% W	63 40% W	22 13% Yabc	138 40% Yabc	16 24% *	19 12% *	20 17% *	127 28% e	46 13% e
NET Bad Job	499 46% C	227 43% C	262 48% EF	98 29% EF	194 50% D	206 57% D	238 39% H	261 56% G	119 46% LN	147 52% LN	131 54% LN	48 31% LN	24 45% *	31 33% *	139 36% O	359 52% O	308 42% R	191 55% Q	100 59% UV	139 53% V	130 47% V	93 31% V	446 49% X	42 27% X	103 63% Za	92 27% Za	28 42% Z*	104 67% Zac*	60 52% Z*	163 37% e	224 64% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Putting police back on the beat with a named officer for every neighbourhood

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)			
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320			
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351			
Very good job	64 6%	43 8% C	21 4%	42 13% EF	19 5% F	3 1%	49 8% H	15 3%	10 4%	16 6%	12 5%	17 11% IK	6 10% *	3 3% *	45 11% P	19 8% 3%	61 8% R	3 1%	3 2%	9 3%	10 4%	42 14% STU	35 4%	29 18% W	6 4%	36 11% Ybc	4 5% *	6 4% *	2 2% *	31 7%	15 4%			
Fairly good job	140 13%	83 16% C	57 10%	59 18% EF	45 11%	36 10%	101 16% H	39 8%	39 15%	31 11%	22 9%	28 18% K	5 10% *	14 15% *	80 20% P	60 9%	107 15%	33 10%	20 12%	26 10%	30 11%	62 21% STU	108 12%	33 21% W	19 11%	78 23% Ybc	9 13% *	8 5% *	12 10% *	84 19% e	20 6%			
Neither a good nor a bad job	215 20%	104 20%	104 19%	82 25% F	75 19%	58 16%	127 21%	88 19%	51 20%	53 19%	48 20%	35 23%	6 11% *	20 22% *	89 23%	126 18%	159 22%	55 16%	20 12%	51 19%	57 21%	71 24% S	173 19%	37 24%	24 15%	85 25% Yb	19 29% Yb*	15 10% *	26 23% b*	101 23% e	54 15%			
Fairly bad job	243 22%	107 20%	131 24%	53 16% D	99 25% D	91 25% D	120 20% 20%	123 26% G	60 24%	72 25% N	54 22%	34 22% 22%	12 22% *	12 12% *	53 14% 14%	190 27% O	169 23%	74 21%	45 27% V	75 28% V	65 24% V	42 14%	219 24% X	24 15%	37 23%	75 22%	22 33% *	30 19% *	26 22% *	109 24%	71 20%			
Very bad job	286 26%	149 28%	135 25%	45 14% D	114 29% D	127 35% D	147 24% 24%	139 30%	61 24%	76 27% L	83 34% IL	25 16%	14 26% *	27 29% L*	74 19% 19%	212 31% O	162 22%	124 36% Q	52 31% V	71 27% V	82 30% V	56 19%	263 29% X	18 11%	66 40% Za	27 8% 8%	8 12% *	89 58% YZac*	31 27% Za*	70 16%	161 46% d			
Don't know	137 13%	42 8%	93 17% B	52 16%	39 10%	45 12%	74 12%	63 14%	34 13%	36 13%	26 10%	15 9%	11 20% *	16 18% *	53 13%	84 12%	78 11%	59 17% Q	28 16% V	32 12%	33 12%	26 9%	118 13%	17 11%	13 8%	40 12% b	6 8% *	7 4% *	18 16% b*	49 11%	31 9%			

NET Good Job	204 19%	126 24% C	77 14%	101 30% EF	64 16%	39 11%	149 24% H	55 12%	50 19%	47 17%	34 14%	46 29% JK	11 21% *	17 18% *	124 32% P	80 12%	168 23% R	37 10%	23 14%	35 13%	40 14%	105 35% STU	142 16%	61 39% W	25 15%	114 33% Yabc	12 18% *	14 9% *	13 12% *	115 26% e	35 10%
NET Bad Job	529 49%	255 48%	266 49%	98 29%	213 54% D	218 61% D	267 43% 43%	262 56% G	122 47%	148 52% L	137 56% LN	60 38%	25 48% *	39 42% *	127 32%	403 58% O	331 45%	198 57% Q	97 57% V	146 55% V	148 53% V	98 33%	482 53% X	41 26%	103 62% Za	102 30%	30 45% Z*	119 77% YZac*	56 49% Z*	179 40%	232 66% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Recruiting 6,500 new teachers in key subjects

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very good job	61 6%	41 8% C	18 3%	43 13% EF	14 4% F	3 1%	55 9% H	6 1%	17 7%	11 4%	11 5%	15 10% J	5 9% *	2 2% *	52 13% P	9 1%	56 8% R	5 2%	2 1%	3 1%	13 5% T	43 14% STU	33 4%	28 18% W	9 6%	35 10% bc	2 3% *	3 2% *	3 2% *	38 8% e	8 2%		
Fairly good job	147 14%	95 18% C	51 10%	77 23% EF	36 9%	33 9%	93 15%	54 12%	33 13%	30 11%	23 9%	41 27% IUKM	6 11% *	14 15% *	72 18% P	75 11%	117 16% R	30 8%	11 7%	30 11%	34 12%	69 23% STU	107 12%	38 24% W	21 13%	73 21% bc	11 17% *	12 8% *	9 8% *	76 17% e	25 7%		
Neither a good nor a bad job	248 23%	122 23%	122 23%	73 22%	92 24%	83 23%	148 24%	100 21%	65 25%	80 28% K	44 18%	29 19%	8 16% *	22 23% *	90 23%	158 23%	189 26% R	59 17%	26 15%	62 23%	72 26% S	72 24%	214 23%	33 21%	34 21%	85 25%	22 33% *	30 19% *	22 19% *	105 24%	74 21%		
Fairly bad job	188 17%	84 16%	99 18%	37 11%	71 18% D	80 22% D	101 16%	87 19%	48 19%	46 16%	54 22% L	20 13%	7 14% *	13 14% *	50 13%	138 20% O	117 16%	72 21%	26 15%	58 22% V	61 22% V	32 11%	168 18%	20 13%	37 22% Z	42 12%	12 18% *	28 18% *	31 28% Z*	72 16%	69 20%		
Very bad job	211 19%	103 20%	106 20%	40 12%	85 22% D	86 24% D	100 16%	111 24% G	45 18%	60 21%	59 24% L	22 14%	9 16% *	17 19% *	59 15%	152 22% O	124 17%	87 25% Q	39 23% V	52 20%	58 21%	43 14%	190 21% X	16 10%	47 28% Za	24 7%	6 10% *	60 39% Zac*	19 17% Z*	50 11%	114 33% d		
Don't know	230 21%	83 16%	145 27% B	63 19%	93 24%	75 21%	121 20%	109 23%	49 19%	56 20%	53 22%	28 18%	18 34% IUL*	25 27% *	70 18%	160 23% O	133 18%	97 28% Q	64 38% TUV	59 22% V	40 15%	40 14%	202 22% X	22 14%	17 10%	82 24% Yb	13 19% *	22 14% *	30 26% Yb*	105 24%	60 17%		

NET Good Job	208 19%	135 26% C	70 13%	121 36% EF	50 13%	37 10%	148 24% H	60 13%	50 19%	41 14%	34 14%	56 36% IUKN	11 20% *	16 17% *	123 31% P	84 12%	173 24% R	35 10%	13 8%	33 12%	47 17% S	112 37% STU	140 15%	66 42% W	31 19%	108 32% Ybc	13 20% *	15 10% *	12 11% *	113 25% e	33 9%
NET Bad Job	399 37%	188 36%	204 38%	78 23%	157 40% D	165 46% D	201 33%	199 42% G	93 36%	106 38%	112 46% LN	41 27%	16 30% *	30 32% *	109 28%	290 42% O	241 33%	159 45% Q	65 39% V	110 42% V	118 42% V	75 25%	359 39% X	36 23%	83 50% Za	66 19%	18 28% *	88 57% Za*	51 44% Z*	122 27%	184 52% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Cutting energy bills and boosting home energy security by setting up Great British Energy

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very good job	63 6%	38 7%	24 4%	42 13% EF	16 4% F	4 1%	55 9% H	8 2%	11 4%	12 4%	13 5%	20 13% UKN	4 8% *	2 3% *	48 12% P	14 7% 2%	55 2% R	8 2% 2%	2 1%	4 2%	11 4% 16%	46 16% STU	31 3%	30 19% W	9 5%	35 10% bc	2 3% *	6 4% *	1 1% *	34 8% e	12 3%		
Fairly good job	119 11%	74 14% C	41 7%	65 20% EF	31 8%	22 6%	95 15% H	23 5%	29 11%	28 10%	15 6%	33 21% UKN	7 13% *	6 6% *	80 20% P	39 6%	98 13% R	21 6%	7 4%	23 9%	26 9%	59 20% STU	90 10%	28 18% W	10 6%	79 23% Ybc	7 11% b*	3 2% *	10 9% b*	75 17% e	16 5%		
Neither a good nor a bad job	209 19%	109 21%	97 18%	70 21%	79 20%	59 17%	114 18%	95 20%	56 22%	56 20%	44 18%	25 16%	10 18% *	18 20% *	80 20%	129 19%	151 20%	58 17%	24 14%	52 20%	68 25% s	52 17%	169 18%	40 25%	32 19%	79 23%	15 23% *	24 15% *	20 18% *	98 22% e	52 15%		
Fairly bad job	247 23%	120 23%	122 23%	70 21%	89 23%	89 25%	137 22%	110 24%	53 21%	71 25%	53 22%	32 21%	9 17% *	29 31% *	69 18%	178 26% O	169 23%	78 22%	53 31% UV	62 24%	52 19%	63 21%	221 24%	25 16%	38 23%	68 20%	20 31% b*	25 16% *	43 38% YZb*	111 25% e	80 23%		
Very bad job	348 32%	164 31%	180 33%	50 15% D	144 37% D	154 43% D	159 26% G	189 40% G	79 31%	93 33%	97 40% L	35 22%	18 34% *	27 29% *	80 20%	268 39% O	209 28%	139 40% Q	66 39% V	104 39% V	96 34% V	57 19%	318 35% X	22 14%	71 43% Za	52 15%	17 25% *	91 59% YZac*	33 29% Z*	95 21% e	174 50% d		
Don't know	100 9%	21 4%	77 14% B	36 11%	32 8%	32 9%	57 9%	43 9%	28 11%	23 8%	21 9%	10 7%	6 11% *	11 12% *	36 9%	64 9%	54 7%	46 13% Q	17 10%	19 7%	26 9%	21 7%	86 9%	11 7%	6 3%	29 8%	5 7% *	6 4% *	5 5% *	32 7%	16 5%		

NET Good Job	182 17%	112 21% C	64 12%	108 32% EF	48 12%	26 7%	150 24% H	31 7%	40 16%	41 14%	29 12%	53 34% UKN	11 20% *	8 9% *	128 33% P	53 8%	153 21% R	29 8%	9 5%	27 10%	37 13% s	106 35% STU	121 13%	59 37% W	19 12%	114 33% Yabc	9 13% *	9 6% *	11 10% *	108 24% e	28 8%
NET Bad Job	595 55%	285 54%	302 56%	120 36%	233 60% D	242 67% D	296 48%	299 64% G	132 51%	164 58% L	150 61% L	67 43%	27 50% *	55 60% L*	149 38%	446 64% O	378 51%	217 62% Q	119 70% UV	166 63% V	148 53% V	120 40%	539 59% X	48 30%	109 66% Z	121 35%	37 56% Z*	116 75% Za*	77 67% Z*	206 46%	254 73% d

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)	
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320	
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351	
Very good job	57 5%	41 8% C	17 3%	39 12% EF	17 4% F	1 *	49 8% H	9 2%	11 4%	15 5%	8 3%	18 11% IK	2 4% *	3 3% *	43 11% P	14 2%	54 7% R	4 1%	- - S	10 4% S	8 3%	37 12% STU	34 4%	22 14% W	3 2%	31 9% Yc	4 5% *	8 5% *	* *	26 6%	13 4%	
Fairly good job	119 11%	74 14% C	40 7%	66 20% EF	30 8%	23 6%	96 16% H	23 5%	28 11%	22 8%	17 7%	34 22% UK	5 10% *	13 14% *	78 20% P	41 6%	100 14% R	19 5%	4 3%	20 8%	21 8%	69 23% STU	80 9%	38 24% W	23 14%	55 16% b	4 6% *	9 6% *	14 12% *	70 16% e	19 5%	
Neither a good nor a bad job	204 19%	102 19%	97 18%	92 27% EF	70 18%	43 12%	123 20% JK	81 17%	67 26% JK	47 17%	40 16%	27 17%	8 15% *	16 17% *	82 21% 18%	122 18% 20%	151 20%	53 15%	28 17% 14%	38 14% 23% T	65 23% 21%	62 21%	165 18% 24%	37 24% 9%	14 9%	104 31% Ybc	24 37% Ybc*	7 4% *	20 18% b*	113 25% e	31 9%	
Fairly bad job	169 16%	63 12% B	103 19% 10% D	33 10% 15% 21% D	60 15% 7% DE	75 21% 6%	96 16% 5% G	73 16% 10% 7%	35 14% 20%	56 20% 16%	39 16% 12%	18 12% 15% *	8 15% *	13 14% *	55 14% 16%	114 16% 16%	114 16% 16%	54 16% 16%	29 17% 17% V	57 21% 15% V	42 15% 10%	30 10% 16%	147 16% 14%	21 15% 18% b	24 18% 23% b	15 23% 4% b*	5 4% *	27 24% b*	92 21% e	41 12%		
Very bad job	431 40%	231 44% C	198 37%	55 17% 17% 6% D	178 46% 55% DE	198 55% 32% 50% DE	199 32% 50% 35% G	232 50% 35% 42% G	89 35% 42% 30%	120 42% 49% IL	121 49% 30%	47 30% 39% IL	21 37% *	34 37% *	99 25% 48% O	332 48% 35% 49% O	259 35% 49% 35%	173 49% 25%	78 47% 47% V	118 45% 44% V	123 44% 27% V	82 27% 44% X	401 44% 15% Zac	24 15% 60% 17% Zac	99 60% 17% 17% Zac	59 17% 26% *	17 26% 79% YZac*	122 79% 31% Z*	36 31% 24% Z*	108 24% 24% d	229 65% 65% d	
Don't know	105 10%	16 3% 16% B	85 16% 15% F	49 15% 9%	36 9%	20 6%	55 9% 11%	49 11% 10%	26 10% 8%	23 8% 8%	20 8% 8%	12 8% 18% *	9 18% 15% *	14 15% *	36 9% 10%	69 10% 8%	59 8% 13% Q	46 13% 17% Q	29 17% 8% TUV	21 8% 7%	19 6% 6%	88 10% 9%	14 9% 1%	2 9% 3% Yb	32 9% 3% Yb	2 3% 2% *	4 2% 15% *	17 15% 8% Yab*	35 8% 5%	18 5%		

NET Good Job	176	115	57	105	47	24	144	32	40	37	25	51	7	16	121	55	153	23	4	31	30	106	114	60	26	86	8	17	14	97	32
	16%	22%	11%	31%	12%	7%	23%	7%	15%	13%	10%	33%	14%	17%	31%	8%	21%	7%	3%	12%	11%	36%	12%	38%	16%	25%	12%	11%	12%	22%	9%
	C			EF	F		H					UKMN	*	*	P		R			S	S	STU		W		Yabc	*	*	*	e	
NET Bad Job	600	294	302	88	239	273	295	305	124	176	160	65	28	47	154	446	373	227	107	175	164	112	548	45	123	119	32	127	63	200	270
	55%	56%	56%	26%	61%	76%	48%	65%	48%	62%	65%	42%	54%	51%	39%	64%	51%	65%	64%	66%	59%	37%	60%	29%	75%	35%	49%	82%	55%	45%	77%
				D	D	DE		G		IL	ILN		*	*		O		Q	V	V	V		X	Zac		Zac*	Zac*	Z*		d	

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)			
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320			
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351			
Very good job	61 6%	43 8% C	19 3%	45 14% EF	14 3% F	3 1%	52 8% H	9 2%	14 5%	14 5%	13 5%	16 10% N	3 7% *	2 2% *	52 13% P	9 1%	56 8% R	6 2%	2 1%	6 2%	8 3%	45 15% STU	30 3%	30 19% W	9 5% c	34 10% bc	3 4% *	4 2% *	- - *	36 8% e	8 2%			
Fairly good job	110 10%	67 13% C	39 7%	55 16% EF	38 10% F	18 5%	83 13% H	27 6%	29 11%	21 7%	14 6%	30 20% JK	5 9% *	11 12% *	68 17% P	42 6%	89 12% R	21 6%	11 6%	21 8%	25 9%	49 16% STU	80 9%	30 19% W	17 10%	50 15% b	7 10% *	7 4% *	11 10% *	62 14% e	19 5%			
Neither a good nor a bad job	194 18%	95 18%	98 18%	84 25% EF	69 18% F	41 11%	119 19%	75 16%	47 18%	44 16%	44 18%	35 22%	6 11% *	17 18% *	77 20%	117 17%	147 20% R	47 13%	20 12%	47 18%	54 20%	64 21% S	148 16%	43 27% W	12 7%	91 27% Yb	25 37% Yb*	14 9% *	24 21% Yb*	100 22% e	33 9%			
Fairly bad job	156 14%	62 12%	89 17%	46 14% EF	52 13% F	58 16%	90 15%	66 14%	39 15%	46 16%	31 13%	21 14%	4 8% *	13 14% *	48 12%	107 15%	105 14%	50 14%	25 15%	32 12%	45 16%	40 13%	139 15%	16 10%	18 11%	58 17% b	13 19% b*	8 5% *	24 21% b*	81 18% e	38 11%			
Very bad job	475 44%	245 46%	227 42%	60 18% D	191 49% DE	224 62% DE	228 37%	247 53% G	105 41% L	136 48% L	125 51% L	43 28%	27 50% L*	39 42% L*	116 30%	359 52% O	288 39%	187 54% Q	93 55% V	138 52% V	128 46% V	83 28%	445 49% X	27 17% Zac	107 65% Zac	80 23%	18 27% *	120 78% YZac*	46 40% Z*	139 31% d	243 69%			
Don't know	89 8%	16 3%	70 13% B	44 13% EF	28 7%	17 5%	45 7%	44 9%	21 8%	22 8%	18 7%	10 6%	8 15% *	10 11% *	31 8%	58 8%	51 7%	38 11%	18 11%	20 7%	18 6%	17 6%	73 8%	12 7%	2 1%	28 8% Yb	2 3% *	2 1% *	8 7% Yb*	27 6%	11 3%			

NET Good Job	172 16%	110 21% C	57 11%	100 30% EF	51 13% F	21 6%	135 22% H	36 8%	43 17%	35 12%	26 11%	46 30% IKN	8 15% *	13 14% *	120 31% P	51 7%	145 20% R	27 8%	13 8%	27 10%	33 12%	95 32% STU	110 12%	60 38% W	26 16% b	84 25% Ybc	10 14% *	11 7% *	11 10% *	98 22% e	27 8%
NET Bad Job	631 58%	307 58%	316 58%	106 32% D	243 62% DE	282 78% DE	318 52%	313 67% G	145 56% L	183 64% L	156 64% L	64 41%	31 59% *	52 56% L*	164 42%	466 67% O	393 53%	237 68% Q	117 70% V	170 64% V	173 62% V	123 41%	584 64% X	43 27% Zac	125 76% Zac	138 40%	31 46% *	128 83% Zac*	70 62% Z*	219 49%	280 80% d

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Strengthening Britain's armed forces and protecting the country's national security

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very good job	75 7%	49 9% C	26 5%	48 14% EF	23 6% F	4 1%	61 10% H	15 3%	18 7%	16 6%	9 4%	20 13% JK	5 9% *	7 7% *	56 14% P	20 3%	66 9% R	10 3%	7 4%	7 3%	13 5%	48 16% STU	42 5%	32 20% W	8 5%	40 12% Yb	3 5% *	7 5% *	6 6% *	40 9% e	15 4%		
Fairly good job	200 18%	122 23% C	78 14%	73 22% E	56 14%	71 20%	145 23% H	56 12%	47 18%	44 15%	41 17%	40 26% J	13 25% *	16 17% *	99 25% P	101 15%	140 19%	60 17%	22 13%	40 15%	50 18%	80 27% STU	163 18%	37 24%	33 20% b	110 32% Yabc	10 15% *	13 8% *	18 15% *	115 26% e	46 13%		
Neither a good nor a bad job	302 28%	149 28%	145 27%	87 26%	107 27%	107 30%	168 27%	134 29%	66 26%	90 32%	65 27%	46 30%	12 23% *	24 25% *	95 24%	207 30%	207 28%	95 27%	38 23%	80 30%	88 32%	76 25%	258 28%	44 28%	42 25%	96 28%	32 48% YZbc*	33 21% *	29 25% *	134 30%	82 23%		
Fairly bad job	155 14%	74 14%	80 15%	42 13%	59 15%	54 15%	71 12%	83 18% G	46 18%	39 14%	33 13%	16 11%	6 12% *	14 15% *	45 12%	109 16%	104 14%	51 15%	28 17%	48 18% V	39 14%	32 11%	137 15%	18 11%	35 21% Z	34 10%	12 18% *	20 13% *	28 24% Zb*	61 14%	58 17%		
Very bad job	211 19%	103 20%	106 20%	28 8%	87 22% D	96 27% D	92 15%	118 25% G	45 17%	61 21% L	63 26% L	19 12%	10 18% *	14 15% *	49 13%	161 23% O	122 17%	88 25% Q	43 25% V	48 18%	65 23% V	36 12%	193 21% X	11 7%	42 26% Zac	18 5%	5 7% *	73 47% YZac*	14 12% Z*	41 9%	122 35% d		
Don't know	142 13%	30 6%	106 20% B	55 17% F	59 15% F	27 7%	80 13%	62 13%	35 14%	35 12%	34 14%	14 9%	7 13% *	18 19% *	49 12%	93 13%	96 13%	46 13%	30 18% UV	41 16% UV	24 9%	27 9%	123 13%	15 9%	6 4%	43 13% Y	4 6% *	9 6% *	20 17% Yb*	53 12%	26 8%		

NET Good Job	276 25%	170 32% C	103 19% 19%	121 36% EF	79 20% 20%	76 21% 21%	205 33% H	70 15% 15%	65 25% 25%	59 21% 21%	50 21% 21%	60 38% UK	18 34% *	23 25% *	155 39% P	121 17% 17%	206 28% R	70 20% 20%	30 18% 18%	47 18% 18%	63 23% 23%	127 43% STU	205 22% 22%	69 44% W	40 24% b	150 44% Yabc	13 20% *	20 13% *	24 21% *	155 35% e	62 18% 18%
NET Bad Job	365 34%	178 34% 34%	186 34% 34%	70 21% 21%	146 37% D	150 42% D	163 26% 26%	202 43% G	90 35% L	100 35% L	96 39% L	35 23% 23%	16 30% *	28 31% *	95 24% 24%	271 39% O	226 31% 31%	139 40% Q	70 42% V	95 36% V	103 37% V	68 23% 23%	329 36% X	29 19% 19%	77 47% Za	52 15% 15%	17 26% *	93 60% YZac*	41 36% Z*	102 23% 23%	181 52% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very good job	68 6%	45 9% C	22 4%	42 13% EF	18 5%	8 2%	55 9% H	13 3%	18 7%	14 5%	11 4%	20 13% JKN	4 7% *	2 2% *	52 13% P	16 2%	58 8% R	10 3%	3 2%	7 3%	19 7% S	39 13% STU	43 5%	25 16% W	7 4%	43 13% Ybc	4 6% *	5 3% *	1 1% *	41 9% e	13 4%		
Fairly good job	194 18%	120 23% C	72 13%	89 27% EF	46 12%	59 16%	134 22% H	61 13%	39 15%	54 19%	29 12%	44 28% IK	9 17% *	19 21% *	91 23% P	103 15%	156 21% R	38 11%	19 11%	34 13%	40 14%	94 31% STU	152 17%	40 26% W	27 17%	99 29% Ybc	13 20% b*	13 8% *	17 15% *	104 23% e	40 11%		
Neither a good nor a bad job	194 18%	89 17%	102 19%	61 18%	79 20%	55 15%	118 19%	76 16%	54 21%	43 15%	52 21%	22 14%	5 9% *	17 19% *	72 18%	122 18%	139 19%	55 16%	30 18%	48 18%	56 20%	48 16%	155 17%	40 25% W	16 9%	72 21% Y	17 26% Y*	25 16% *	18 16% *	94 21% e	49 14%		
Fairly bad job	228 21%	98 19%	125 23%	46 14%	88 22% D	94 26% D	110 18%	118 25% G	57 22%	59 21%	55 23%	26 17%	15 28% *	15 17% *	72 18%	156 23%	145 20%	83 24%	35 21%	67 25% V	69 25% V	39 13%	210 23% X	16 10%	47 28% Z	59 17%	19 28% *	30 19% *	37 32% Zb*	88 20%	90 26%		
Very bad job	298 27%	140 26%	153 28%	54 16%	120 31% D	124 35% D	137 22% G	161 34% G	62 24%	93 33% L	76 31% L	28 18%	13 25% *	26 28% *	68 17%	230 33% O	175 24%	123 35% Q	62 37% UV	83 32% V	71 26%	58 20%	267 29% X	23 15%	64 39% Za	39 11%	11 16% *	77 50% Zac*	30 26% Z*	81 18%	142 41% d		
Don't know	102 9%	36 7%	66 12% B	42 13% F	41 10% F	20 6%	63 10%	39 8%	26 10%	21 7%	21 9%	15 10%	8 14% *	13 14% *	38 10%	64 9%	61 8%	41 12%	21 13%	23 9%	24 9%	20 7%	89 10%	13 8%	4 2%	30 9% Y	2 3% *	6 4% *	11 10% Y*	36 8%	17 5%		

NET Good Job	262 24%	165 31% C	94 17%	131 39% EF	64 16%	67 19%	189 31% H	74 16%	57 22%	68 24%	40 16%	64 41% IKN	13 24% *	21 23% *	143 36% P	119 17%	215 29% R	48 14%	21 13%	42 16%	59 21%	133 45% STU	195 21%	65 42% W	35 21%	142 42% Yabc	17 26% b*	18 11% *	18 16% *	146 33% e	54 15%
NET Bad Job	526 48%	237 45%	278 52%	100 30%	208 53% D	218 61% D	247 40% G	279 60% G	119 46%	152 54% L	131 54% L	54 35%	28 53% L*	42 45% *	139 35%	387 56% O	320 44%	206 59% Q	97 57% V	150 57% V	140 50% V	98 33%	477 52% X	39 25%	111 67% Za	98 29%	29 44% Z*	106 69% Za*	66 58% Z*	169 38%	232 66% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders and a new network of youth hubs

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)	
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320	
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351	
Very good job	72 7%	50 9% C	22 4%	46 14% EF	23 6% F	3 1%	65 11% H	6 1%	14 6%	11 4%	12 5%	24 15% UKN	7 13% J*	4 4%	57 15% P	15 2%	62 8% R	9 3%	2 1%	6 2%	13 5%	51 17% STU	37 4%	34 22% W	12 7%	38 11% bc	6 8% *	5 3% *	2 2% *	40 9% e	12 3%	
Fairly good job	120 11%	77 15% C	41 8%	62 18% EF	31 8%	27 8%	83 13% H	36 8%	34 13% K	32 11%	16 6%	26 17% K	5 9% *	7 7% *	71 18% P	49 7%	100 14% R	20 6%	12 7%	28 11%	27 10%	51 17% SU	88 10%	31 20% W	18 11%	72 21% Yabc	3 5% *	6 4% *	9 8% *	66 15% e	22 6%	
Neither a good nor a bad job	222 20%	97 18%	120 22%	76 23% 23%	78 20% 20%	68 19% 19%	126 20% 20%	95 20% 20%	53 21% 21%	70 25% K	40 16% 16%	30 19% 19%	6 12% *	23 25% *	79 20% 20%	143 21% 21%	163 22% 22%	58 17% 17%	30 18% 18%	44 17% 26% T	73 26% T	61 21% 21%	182 20% 20%	39 25% 25%	27 16% 16%	84 25% b	24 36% yb*	14 9% *	25 22% b*	108 24% e	46 13% 13%	
Fairly bad job	221 20%	103 20%	115 21%	53 16% 16%	89 23% D	79 22% 22%	121 20% 20%	99 21% 21%	53 21% 21%	56 20% 20%	58 24% 24%	28 18% 18%	7 13% *	18 20% *	62 16% 16%	158 23% O	137 19% 19%	84 24% 24%	44 26% v	61 23% 23%	48 17% 17%	50 17% 17%	204 22% x	14 9% 9%	31 19% 19%	66 19% 19%	23 35% yZb*	28 18% *	29 25% *	99 22% 22%	68 19% 19%	
Very bad job	322 30%	164 31%	151 28%	47 14% 14%	130 33% D	145 40% D	148 24% 24%	174 37% G	70 27% 27%	85 30% 30%	90 37% L	36 23% 23%	17 32% *	26 28% *	76 19% 19%	246 36% O	191 26% 26%	131 38% Q	59 35% v	90 34% v	85 31% v	60 20% 20%	291 32% x	23 15% 15%	69 42% Zac	36 10% 10%	7 11% *	96 62% YZac*	32 28% Za*	78 17% 17%	174 50% d	
Don't know	129 12%	36 7%	91 17% B	51 15% 15%	41 10% 10%	38 10% 10%	72 12% 12%	57 12% 12%	32 12% 12%	30 11% 11%	29 12% 12%	12 8% 8%	11 20% L*	16 17% *	48 12% 12%	82 12% 12%	82 11% 11%	47 13% 13%	22 13% 13%	35 13% 13%	33 12% 12%	25 8% 8%	113 12% 12%	15 10% 10%	8 5% 5%	46 14% yb	3 4% *	5 3% *	17 15% yb*	54 12% 12%	28 8% 8%	

NET Good Job	191 18%	127 24% C	63 12% 12%	107 32% EF	54 14% F	30 8% 8%	149 24% H	43 9% 9%	48 19% 19%	43 15% 15%	28 11% 11%	50 32% UKN	12 22% *	10 11% *	128 33% P	63 9% 9%	162 22% R	29 8% 8%	13 8% 8%	34 13% 13%	40 14% 14%	102 34% STU	125 14% 14%	66 42% W	30 18% b	110 32% Yabc	9 13% *	11 7% *	11 10% *	106 24% e	34 10% 10%
NET Bad Job	543 50%	267 51%	267 49%	100 30% 30%	219 56% D	224 62% D	270 44% 44%	273 58% G	123 48% 48%	141 50% 50%	148 60% UL	63 41% 41%	24 46% *	44 47% *	138 35% 35%	404 58% O	328 45% 45%	215 62% Q	103 61% UV	151 57% V	133 48% V	110 37% 37%	495 54% X	37 24% 24%	100 60% Z	101 30% 30%	31 47% Z*	124 81% YZac*	61 53% Z*	176 40% 40%	243 69% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very good job	59 5%	40 8% C	20 4%	42 13% EF	14 4% F	3 1%	47 8% H	12 3%	11 4%	16 5%	8 3%	19 12% UKN	3 6% *	3 3% *	44 11% P	15 2%	53 7% R	7 2%	* *	6 2%	12 4% S	41 14% STU	26 3%	31 20% W	12 7% b	33 10% bc	2 3% *	1 1% *	2 2% *	28 6%	13 4%		
Fairly good job	167 15%	101 19% C	64 12%	75 23% EF	55 14%	37 10%	126 20% H	42 9%	42 17%	40 14%	23 9%	38 24% JK	8 15% *	16 17% *	92 23% P	76 11%	137 19% R	31 9%	16 9%	30 12%	35 13%	83 28% STU	128 14%	40 25% W	12 7%	87 26% Ybc	10 16% *	22 14% *	17 15% *	100 22% e	29 8%		
Neither a good nor a bad job	265 24%	134 25%	128 24%	84 25% 25%	91 23%	90 25%	137 22% 22%	128 27%	62 24%	78 28%	52 21%	34 22% 22%	14 26% *	24 26% *	90 23%	174 25%	191 26%	73 21%	38 23%	65 25%	75 27%	66 22%	231 25%	32 20%	33 20%	100 29%	28 43% Ybc*	30 19% *	21 18% *	110 25%	67 19%		
Fairly bad job	142 13%	71 14%	65 12%	31 9% 9%	43 11% 11%	68 19% DE	72 12% 12%	70 15%	38 15% N	40 14%	37 15% N	16 10%	8 14% *	5 5% *	40 10%	102 15% O	90 12%	52 15%	19 12%	50 19% V	50 18% V	19 6%	131 14% X	11 7% 7%	40 24% Za	29 9%	6 9% *	24 16% *	17 15% *	54 12% 12%	64 18% d		
Very bad job	183 17%	78 15%	103 19%	34 10% 10%	81 21% D	68 19% D	81 13% 13%	102 22% G	44 17%	50 18%	48 20% M	22 14%	3 6% *	15 16% *	50 13%	133 19% O	116 16%	66 19%	34 20%	37 14%	51 18%	42 14%	157 17% 17%	21 13%	39 24% Za	14 4%	4 6% *	54 35% Zac*	18 15% Z*	38 9%	98 28% d		
Don't know	269 25%	104 20%	161 30% B	67 20% 20%	107 27%	95 26%	154 25% 25%	115 24%	59 23%	60 21%	77 31% JL	26 17%	17 32% L*	30 32% L*	76 19%	192 28% O	148 20%	121 35% Q	60 36% UV	75 28% V	56 20%	47 16%	242 26% X	23 15%	29 17%	79 23%	16 24% *	23 15% *	39 34% YZb*	115 26%	81 23%		

NET Good Job	227 21%	141 27% C	84 16%	117 35% EF	69 18% F	40 11%	173 28% H	54 12%	54 21% K	56 20%	31 13%	57 37% UKN	11 21% *	19 20% *	136 35% P	91 13%	189 26% R	38 11%	16 10%	36 14%	47 17%	124 42% STU	154 17%	71 45% W	24 14%	120 35% Yabc	12 18% *	24 15% *	19 17% *	128 29% e	41 12%
NET Bad Job	325 30%	149 28%	168 31%	66 20% 20%	124 32% D	135 38% D	153 25% 25%	171 37% G	82 32%	89 31%	85 35% N	38 25%	11 20% *	20 22% *	90 23%	235 34% O	207 28%	118 34%	54 32% V	87 33% V	101 36% V	61 20%	288 31% X	32 20%	79 48% Zac	43 13%	10 14% *	78 50% Zac*	35 30% Za*	92 21%	162 46% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Summary
All Adults aged 18-75 in Great Britain

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029?													
	Raising living standards in every part of the UK (A)	Delivering economic stability to keep taxes, inflation and mortgage as low as possible (B)	Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment (C)	Putting police back on the beat with a named officer for every neighbourhood (D)	Recruiting 6,500 new teachers in key subjects (E)	Cutting energy bills and boosting home energy security by setting up Great British Energy (F)	Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing shortages and stopping criminal gangs and exploit the who a border visa Security Command (G)	Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing return, armed forces and protecting the county's national security (H)	Strengthening Britain's more appointme its each week, during evenings and weekends (I)	Cutting NHS waiting times with 40,000 more police, tougher penalties for offenders and a new network of youth hubs (J)	Reducing anti-social behaviour by providing more neighbour hood police, for in England are ready to learn when they start school (K)	Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school (L)	Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school (M)
Unweighted base	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085
Weighted base	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085	1085
Very likely	49 5%	71 7%	79 7%	71 7%	60 6%	84 8%	78 7%	71 7%	74 7%	92 8%	64 6%	62 6%	91 8%
Fairly likely	146 13%	153 14%	182 17%	156 14%	183 17%	173 16%	150 14%	133 12%	123 11%	238 22%	186 17%	149 14%	192 18%
Neither likely nor unlikely	167 15%	190 18%	187 17%	179 17%	212 20%	214 20%	179 16%	176 16%	176 16%	238 22%	176 16%	211 19%	229 21%
Fairly unlikely	260 24%	221 20%	231 21%	261 24%	237 22%	224 21%	254 23%	213 20%	204 19%	176 16%	247 23%	241 22%	191 18%
Very unlikely	378 35%	346 32%	286 26%	317 29%	292 27%	246 22%	344 32%	405 37%	418 39%	236 22%	321 30%	322 30%	211 19%
Don't know	86 8%	103 10%	121 11%	102 9%	101 9%	143 12%	81 7%	88 8%	90 8%	105 10%	92 8%	100 9%	171 16%

NET Likely	19% 18%	224 21%	261 24%	227 21%	243 22%	257 24%	228 21%	203 19%	198 18%	330 30%	250 23%	212 20%	283 26%
NET Unlikely	638 59%	567 52%	516 48%	577 53%	529 49%	471 43%	597 55%	618 57%	622 57%	412 38%	568 52%	563 52%	402 37%

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Raising living standards in every part of the UK

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)			
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320			
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351			
Very likely	49 5%	34 6% C	15 3%	33 10% EF	14 4% F	2 1%	44 7% H	5 1%	12 5%	8 3%	5 2%	16 10% JK	4 8% *	4 4% *	42 11% P	8 1%	44 6% R	5 1%	2 1%	4 2%	9 3%	34 11% STU	27 3%	21 14% W	4 2%	29 8% yb	4 6% b*	- *	5 4% b*	30 7% e	6 2%			
Fairly likely	146 13%	91 17% C	52 10%	75 23% EF	35 9%	36 10%	104 17% H	42 9%	33 13%	37 13%	30 12%	31 20%	5 9% *	10 10% *	78 20% P	68 10%	117 16% R	29 8%	7 4%	27 10%	37 13% S	70 23% STU	108 12%	37 24% W	25 15% b	84 24% Yabc	6 9% *	6 4% *	14 12% b*	75 17% e	29 8%			
Neither likely nor unlikely	167 15%	85 16%	78 14%	58 17%	61 16%	47 13%	98 16%	69 15%	51 20%	38 14%	36 15%	22 14%	4 8% *	15 16% *	65 16%	102 15%	124 17%	43 12%	24 14%	39 15%	50 18%	45 15%	134 15%	33 21%	12 8%	68 20% y	11 16% *	25 16% *	15 13% *	82 18% e	40 12%			
Fairly unlikely	260 24%	115 22%	143 26%	68 20%	93 24%	100 28%	147 24%	113 24%	57 22%	82 29% L	55 23%	28 18%	17 33% *	20 22% *	77 20%	183 26% O	168 23%	92 26%	45 27%	66 25%	74 26%	58 19%	236 26% X	22 14%	39 24% b	95 28% b	21 32% b*	18 12% *	33 29% b*	128 29% e	67 19%			
Very unlikely	378 35%	177 33%	193 36%	67 20% D	159 41% D	152 42% D	183 30% G	195 42% G	85 33%	97 34%	102 42% L	45 29%	19 36% *	30 32% *	100 25% O	278 40% O	227 31%	150 43% Q	74 44% V	109 41% V	93 33%	74 25%	335 37% X	34 22% Za	80 49% Za	49 14%	21 31% Z*	97 63% YZac*	42 36% Z*	102 23% e	190 54% d			
Don't know	86 8%	25 5%	60 11% B	33 10%	29 8%	23 7%	41 7%	45 10%	18 7%	21 8%	16 7%	13 9%	4 7% *	14 15% JK*	31 8%	54 8%	55 8%	30 9%	15 9%	18 7%	16 6%	18 6%	76 8%	9 6%	5 3%	18 5%	4 6% *	9 6% *	6 5% *	27 6%	19 5%			

NET Likely	195 18%	125 24% C	67 12%	108 32% EF	49 13%	38 11%	148 24% H	47 10%	46 18%	45 16%	35 14%	47 30% IKN	9 17% *	14 15% *	120 30% P	75 11%	161 22% R	34 10%	9 5%	31 12%	46 17% S	104 35% STU	136 15%	59 37% W	29 17% b	113 33% Yabc	10 15% b*	6 4% *	18 16% b*	105 24% e	35 10%
NET Unlikely	638 59%	292 55%	336 62%	135 40%	252 64% D	251 70% D	330 54% G	307 66% G	142 55%	179 63% L	158 64% L	73 47%	36 68% L*	50 54% *	177 45% O	461 67% O	395 54%	243 69% Q	120 71% V	175 67% V	167 60% V	132 44%	570 62% X	56 36%	119 72% Z	143 42%	42 63% Z*	115 75% Z*	75 66% Z*	230 52%	257 73% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Delivering economic stability to keep taxes, inflation and mortgages as low as possible

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very likely	71 7%	55 10% C	15 3%	42 13% EF	22 6% F	6 2%	56 9% H	15 3%	26 10% JKN	9 3%	11 4%	19 12% JKN	5 9% *	2 2% *	48 12% P	22 3%	64 9% R	7 2%	1 1%	6 2% JKN ST	27 10% ST	37 12% ST	50 5%	19 12% W	6 3%	42 12% Ybc	2 3% *	8 5% *	3 3% *	37 8% e	14 4%		
Fairly likely	153 14%	89 17% C	62 11%	71 21% EF	43 11%	40 11%	109 18% H	44 9%	33 13%	32 11%	34 14%	39 25% JKN	6 11% *	10 11% *	83 21% P	71 10%	118 16% R	36 10%	17 10%	30 11%	32 12%	73 24% STU	112 12%	41 26% W	18 11%	90 26% Ybc	10 15% b*	8 5% *	7 6% *	89 20% e	26 7%		
Neither likely nor unlikely	190 18%	99 19%	89 16%	62 19%	62 16%	66 18%	117 19%	73 16%	40 15%	60 21%	35 14%	25 16%	9 18% *	20 22% *	73 18%	118 17%	139 19%	51 15%	21 13%	54 21%	46 17%	57 19%	151 16%	39 25% W	22 13%	75 22% Yb	14 22% *	16 11% *	20 18% *	91 20% e	47 14%		
Fairly unlikely	221 20%	95 18%	124 23%	57 17%	79 20%	85 24%	123 20%	99 21%	59 23%	63 22%	53 22%	22 14%	7 13% *	18 19% *	63 16%	158 23% O	144 20%	78 22%	45 27% V	58 22% V	65 23% V	40 13%	207 23% X	14 9%	41 25%	63 18%	24 37% Zb*	23 15% *	39 34% Zb*	101 23% e	73 21% e		
Very unlikely	346 32%	164 31%	175 32%	57 17%	147 38% D	141 39% D	162 26% G	184 39% G	75 29%	90 32%	93 38% L	38 25%	21 40% *	27 29% *	89 23%	257 37% O	205 28%	141 40% Q	65 39% V	96 36% V	87 31%	71 24%	308 34% X	29 18%	76 46% Zac	47 14%	13 20% *	90 59% Zac*	32 28% Z*	92 21% e	174 49% d		
Don't know	103 10%	26 5%	77 14% B	44 13% F	38 10%	22 6%	49 8%	55 12%	23 9%	30 10%	18 7%	12 8%	5 9% *	15 16% K*	37 9%	67 10%	67 9%	37 10%	19 11%	19 7%	21 8%	20 7%	87 9%	15 9%	4 2%	25 7%	3 5% *	9 6% *	12 11% Y*	35 8%	17 5%		

NET Likely	224 21% C	144 27% C	76 14% EF	113 34% EF	65 17% F	46 13% H	166 27% H	59 13% H	59 23% J	41 15% J	45 18% J	57 37% JKN	11 20% *	12 13% *	131 33% P	93 13% R	181 25% R	43 12% R	17 10% R	36 14% ST	59 21% S	110 37% STU	162 18% W	60 38% W	23 14% Ybc	131 38% Yabc	12 17% *	16 10% *	10 9% *	127 28% e	40 11% e
NET Unlikely	567 52% C	259 49% C	299 55% EF	115 34% EF	226 58% F	227 63% H	285 46% H	282 60% H	135 53% J	153 54% J	146 60% J	60 39% JKN	28 53% *	45 49% *	152 39% P	415 60% R	348 47% R	219 63% R	110 65% V	154 59% V	151 54% V	111 37% V	515 56% X	43 28% X	116 70% Z	110 32% Z	37 56% Z*	114 74% Za*	71 62% Z*	193 43% e	247 70% d

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Building 1.5m homes in England

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			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+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (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)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very likely	79	56	22	47	21	11	57	22	23	17	16	15	3	4	47	32	66	13	8	5	17	45	51	26	7	37	6	12	2	38	21		
	7%	11% C	4%	14% EF	5%	3%	9% H	5%	9%	6%	7%	10%	5% *	5% *	12% P	5%	9% R	4%	5%	2%	6%	15% STU	6%	17% W	4%	11% Yc	9% *	8% *	2% *	9%	6%		
Fairly likely	182 17%	92 17%	86 16%	90 27% EF	54 14%	38 10%	120 19% H	62 13%	41 16%	57 20% K	30 12%	37 24% KN	8 15% *	10 11% *	91 23% P	91 13%	143 19% R	39 11%	19 11%	34 13%	61 22% ST	63 21% ST	139 15%	42 27% W	21 13%	91 27% Yabc	8 12% *	15 10% *	17 15% *	97 22% e	31 9%		
Neither likely nor unlikely	187 17%	81 15%	103 19%	60 18%	70 18%	56 16%	113 18%	74 16%	53 21% M	46 16%	47 19%	22 14%	4 7% *	17 18% *	79 20%	108 16%	136 18%	51 15%	25 15%	46 18%	49 17%	56 19%	156 17%	30 19%	22 14%	77 22% Yb	12 18% b*	9 6% *	21 18% b*	88 20% e	41 12%		
Fairly unlikely	231 21%	115 22%	111 21%	55 16%	72 18%	104 29% DE	132 21%	99 21%	55 22%	58 20%	56 23%	31 20%	13 25% *	17 19% *	71 18%	159 23%	148 20%	83 24%	41 24%	73 28% UV	50 18%	56 19%	202 22%	25 16%	39 24%	63 18%	24 37% Zb*	27 17% *	37 33% Zb*	99 22%	75 21%		
Very unlikely	286 26%	149 28%	132 24%	44 13%	123 31% D	119 33% D	131 21%	155 33% G	55 21%	80 28%	74 30%	39 25%	15 28% *	23 25% *	68 17% O	217 31% O	164 22%	122 35% Q	54 32% V	76 29% V	81 29% V	49 16%	259 28% X	26 17%	63 38% Zac	46 13%	13 20% *	82 53% YZac*	24 21% *	79 18%	158 45% d		
Don't know	121 11%	34 6%	87 16% B	37 11%	52 13%	32 9%	64 10%	57 12%	29 11%	27 10%	21 9%	11 7%	11 20% KL*	21 23% UKL*	37 9%	84 12%	79 11%	42 12%	21 13%	29 11%	20 7%	29 10%	109 12% X	7 5%	12 8%	29 8%	3 5% *	9 6% *	14 12% *	44 10%	25 7%		
NET Likely	261 24%	148 28% C	108 20%	137 41% EF	75 19%	49 14%	177 29% H	84 18%	64 25%	74 26%	46 19%	52 34% KN	11 20% *	14 15% *	137 35% P	123 18%	209 28% R	52 15%	27 16%	39 15%	78 28% ST	109 36% ST	190 21%	69 44% W	28 17%	128 37% Yabc	14 21% *	27 18% *	19 16% *	135 30% e	52 15%		
NET Unlikely	516 48%	264 50%	243 45%	99 30%	195 50% D	223 62% DE	263 43%	253 54% G	110 43%	137 48%	130 53%	70 45%	28 53% *	40 44% *	140 36%	377 54% O	312 42%	205 59% Q	95 56% V	148 56% V	131 47% V	105 35%	460 50% X	51 32%	102 62% Z	109 32%	37 56% Z*	109 71% Zc*	61 54% Z*	178 40%	233 66% d		

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very likely	71 7%	52 10% C	18 3%	37 11% EF	23 6%	10 3%	58 9% H	12 3%	14 6%	15 5%	14 6%	19 12% U	3 6% *	5 6% *	46 12% P	25 4%	58 8% R	12 4%	6 3%	9 3%	19 7%	38 13% STU	42 5%	28 18% W	5 3%	44 13% Yb	4 6% *	2 1% *	7 6% *	41 9% e	10 3%		
Fairly likely	156 14%	86 16%	66 12%	78 23% EF	36 9%	42 12%	113 18% H	43 9%	32 13%	42 15%	32 13%	34 22% I	5 9% *	12 13% *	99 25% P	57 8%	123 17% R	33 9%	11 6%	33 12%	27 10%	81 27% STU	123 13%	33 21% W	22 14%	84 25% Ybc	9 13% *	10 7% *	9 7% *	76 17% e	38 11%		
Neither likely nor unlikely	179 17%	90 17%	87 16%	69 21% F	63 16%	48 13%	109 18% H	70 15%	56 22%	41 14%	36 15%	23 15%	9 17% *	14 15% *	63 16% P	116 17%	137 19% R	42 12%	30 18%	37 14%	58 21%	47 16%	144 16% X	35 22%	14 8%	74 22% Y	16 24% Y*	20 13% *	14 12% *	86 19% e	35 10%		
Fairly unlikely	261 24%	113 21%	145 27%	59 18% D	93 24%	109 30% D	134 22% H	126 27%	58 23%	85 30% L	61 25%	25 16%	12 22% *	20 21% *	69 17% P	192 28% O	172 23%	89 25%	42 25%	77 29% V	73 26% V	50 17%	239 26% X	21 13%	56 34% Z	65 19%	16 24% *	37 24% *	39 34% Z*	105 24%	102 29%		
Very unlikely	317 29%	155 29%	153 28%	59 18% D	134 34% D	124 34% D	150 24% H	167 36% G	74 29%	78 28%	82 34%	41 27%	17 32% *	24 26% *	86 22% P	231 33% O	185 25%	132 38% Q	61 36% V	78 29%	83 30%	66 22%	277 30% X	31 20%	62 37% Z	48 14%	18 27% Z*	80 52% YZac*	36 32% Z*	97 22%	149 43% d		
Don't know	102 9%	30 6%	71 13% B	32 10%	42 11%	27 8%	52 8%	49 11%	22 8%	23 8%	20 8%	12 8%	8 14% *	17 18% UKL*	31 8%	71 10%	60 8%	41 12%	18 11%	30 11% V	19 7%	17 6%	91 10% X	10 6%	7 4%	27 8%	3 5% *	5 3% *	10 9% *	39 9%	17 5%		

NET Likely	227 21%	139 26% C	84 16%	115 35% EF	60 15%	52 14%	171 28% H	55 12%	46 18%	57 20%	46 19%	53 34% UKMN	8 15% *	17 19% *	145 37% P	82 12%	182 25% R	45 13%	16 10%	41 16%	46 16%	118 40% STU	165 18%	61 39% W	27 16%	128 37% Yabc	13 20% b*	13 8% *	15 13% *	117 26% e	48 14%
NET Unlikely	577 53%	268 51%	298 55%	118 35%	227 58% D	233 65% D	284 46% H	293 63% G	132 52%	163 58% L	143 58% L	67 43%	29 54% *	44 48% *	154 39%	423 61% O	357 48%	221 63% Q	104 62% V	155 59% V	155 56% V	117 39%	516 56% X	51 33%	118 71% Za	112 33%	34 51% Z*	117 76% Za*	75 66% Z*	202 45%	251 72% d

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Putting police back on the beat with a named officer for every neighbourhood

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very likely	60 6%	38 7%	22 4%	36 11% EF	17 4%	6 2%	49 8% H	11 2%	11 4%	12 4%	6 3%	24 16% UKN	3 6% *	3 4% *	44 11% P	16 2%	54 7% R	6 2%	3 2%	4 2%	9 3%	44 15% STU	29 3%	31 19% W	9 6%	35 10% bc	3 5% *	3 2% *	1 1% *	37 8% e	10 3%		
Fairly likely	183 17%	109 21% C	72 13%	85 26% EF	49 12%	49 14%	128 21% H	54 12%	40 15%	53 19%	31 13%	35 22% K	7 14% *	17 19% *	99 25% P	84 12%	138 19% R	45 13%	16 10%	37 14%	50 18% S	73 24% ST	146 16%	36 23%	20 12%	95 28% Yabc	9 14% *	16 11% *	17 15% *	96 22% e	37 11%		
Neither likely nor unlikely	212 20%	101 19%	104 19%	76 23% E	60 15%	76 21%	122 20% H	90 19%	51 20%	54 19%	54 22%	26 17%	8 16% *	19 20% *	74 19%	138 20%	143 19%	69 20%	31 19%	48 18%	60 21%	62 21%	170 19%	41 26%	29 18%	75 22% b	22 34% Yb*	18 12% *	25 22% *	93 21%	60 17%		
Fairly unlikely	237 22%	111 21%	124 23%	57 17% D	96 25% D	84 23%	130 21% H	108 23%	67 26%	72 25%	44 18%	26 17%	13 24% *	16 17% *	62 16% O	176 25% O	166 23%	72 21%	46 28% V	68 26% V	61 22%	46 15%	228 25% X	9 6%	37 23%	67 20%	16 24% *	28 18% *	28 25% *	108 24%	70 20%		
Very unlikely	292 27%	143 27%	147 27%	42 12% D	127 32% D	123 34% D	138 22% H	154 33% G	62 24%	72 25%	86 35% UL	33 21%	15 27% *	24 26% *	76 19%	216 31% O	173 24%	119 34% Q	51 30% V	80 30% V	79 28% V	56 19%	255 28% X	28 18%	66 40% Zac	41 12%	13 19% *	85 55% YZac*	29 26% Z*	76 17%	159 45% d		
Don't know	101 9%	25 5%	72 13% B	38 11% F	42 11% F	21 6%	50 8% H	51 11%	26 10%	21 7%	22 9%	11 7%	7 13% *	13 14% *	38 10%	63 9%	62 8%	39 11%	20 12%	26 10%	20 7%	19 6%	87 10% Y	11 7%	4 2%	27 8% Y	4 5% *	4 3% *	13 11% Yb*	35 8%	14 4%		

NET Likely	243 22%	147 28% C	94 17%	121 36% EF	66 17%	55 15%	178 29% H	65 14%	51 20%	65 23%	38 15%	59 38% UKMN	10 20% *	21 22% *	143 36% P	100 14%	192 26% R	51 15%	20 12%	41 16%	59 21% S	116 39% STU	174 19% W	67 43% W	29 18%	130 38% Yabc	12 18% *	19 12% *	19 16% *	133 30% e	47 13%
NET Unlikely	529 49%	254 48%	271 50%	98 29% D	224 57% D	208 58% D	268 43% H	262 56% G	129 50% L	144 51% L	130 53% L	59 38% L	27 51% *	40 43% *	138 35% O	392 57% O	339 46% Q	191 55% Q	97 58% V	148 56% V	140 50% V	101 34%	484 53% X	37 24%	103 62% Za	109 32%	28 42% *	113 73% Zac*	57 50% Z*	184 41%	229 65% d

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Recruiting 6,500 new teachers in key subjects

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)	
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320	
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351	
Very likely	84 8%	60 11% C	24 4%	53 16% EF	21 5%	10 3%	67 11% H	17 4%	24 9% J	11 4%	13 5% UKN	27 18% UKN	4 8% *	4 5% *	57 14% P	28 4%	75 10% R	9 3%	5 3%	7 3%	21 7% T	52 17% STU	55 6%	29 18% W	10 6%	48 14% Ybc	4 7% *	7 4% *	4 4% *	48 11% e	16 4%	
Fairly likely	173 16%	95 18%	76 14%	86 26% EF	43 11%	44 12%	114 18% H	59 13%	34 13%	46 16%	36 15%	35 22% I	5 10% *	17 18% *	86 22% P	87 13%	131 18% R	42 12%	15 9%	32 12%	48 17% S	71 24% ST	135 15%	37 23% W	19 12%	90 26% Yb	13 19% *	16 10% *	18 16% *	97 22% e	32 9%	
Neither likely nor unlikely	214 20%	103 20%	108 20%	73 22%	69 18%	72 20%	133 22% H	81 17%	56 22%	61 21%	41 17%	31 20%	7 13% *	18 20% *	75 19%	139 20%	165 22% R	50 14%	37 22%	52 20%	47 17%	68 23%	169 19%	40 25%	25 15%	72 21%	17 26% *	27 17% *	21 19% *	94 21%	58 16%	
Fairly unlikely	224 21%	103 20%	118 22%	43 13%	92 23% D	89 25% D	119 19%	105 22%	52 20% L	67 24% L	55 23% L	16 10%	11 21% *	23 25% L*	69 18%	155 22%	142 19%	83 24%	29 17%	76 29% SV	64 23% V	41 14%	208 23% X	16 10%	39 24%	55 16%	17 25% *	26 17% *	31 27% Z*	91 20%	74 21%	
Very unlikely	246 23%	121 23%	120 22%	41 12%	108 28% D	98 27% D	120 19%	127 27% G	55 22%	63 22%	69 28%	29 19%	13 24% *	17 18% *	65 17%	181 26% O	136 19%	110 31% Q	43 26% V	64 24% V	72 26% V	40 13%	221 24% X	23 15%	56 34% Za	32 9%	9 13% *	65 42% Zac*	29 25% Z*	65 15% d	129 37%	
Don't know	143 13%	46 9%	95 18% B	37 11%	59 15%	47 13%	64 10%	79 17% G	35 14%	36 13%	30 12%	17 11%	12 23% *	14 15% *	41 10%	102 15% O	87 12%	56 16%	39 23% TUV	33 13%	26 9%	27 9%	126 14%	13 8%	16 10%	45 13%	6 9% *	14 9% *	10 9% *	49 11%	43 12%	

NET Likely	257 24%	154 29% C	100 18%	139 42% EF	64 16%	54 15%	181 29% H	76 16%	58 23%	58 20%	49 20%	62 40% UKMN	10 18% *	21 23% *	143 36% P	115 17%	206 28% R	51 15%	20 12%	38 15%	69 25% ST	123 41% STU	190 21%	65 42% W	29 18%	138 40% Ybc	17 26% *	23 15% *	23 20% *	145 33% e	47 13%
NET Unlikely	471 43%	224 42%	238 44%	84 25%	200 51% D	187 52% D	239 39%	232 50% G	108 42% L	130 46% L	124 51% L	45 29%	24 46% *	40 43% *	134 34%	336 49% O	278 38%	193 55% Q	73 43% V	140 53% V	136 49% V	81 27%	429 47% X	39 25%	95 57% Za	86 25%	25 38% *	90 59% Za*	60 52% Z*	156 35%	203 58% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Cutting energy bills and boosting home energy security by setting up Great British Energy

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very likely	78 7%	54 10% C	23 4%	53 16% EF	18 5%	7 2%	65 11% H	13 3%	19 7%	16 6%	11 5%	22 14% JKN	6 12% *	4 4% *	58 15% P	20 3%	71 10% R	7 2%	3 2%	4 1%	17 6% T	53 18% STU	46 5%	31 20% W	6 4%	48 14% Ybc	4 6% *	5 3% *	4 3% *	43 10% e	10 3%		
Fairly likely	150 14%	82 16%	62 12%	70 21% EF	41 10%	39 11%	108 17% H	42 9%	37 14%	32 11%	27 11%	38 25% JKN	6 12% *	9 10% *	83 21% P	66 10%	116 16% R	33 9%	12 7%	31 12%	46 17% S	56 19% ST	119 13%	30 19%	19 11%	84 25% Ybc	8 12% *	8 5% *	12 10% *	84 19% e	27 8%		
Neither likely nor unlikely	179 16%	93 18%	84 16%	72 21% EF	54 14%	53 15%	110 18% H	68 15%	48 19%	53 19%	35 14%	21 13%	5 9% *	17 18% *	70 18%	109 16%	131 18%	48 14%	26 15%	43 16%	50 18%	50 17%	141 15%	37 24% W	23 14%	67 20%	13 19% *	22 14% *	18 16% *	85 19% e	44 12%		
Fairly unlikely	254 23%	108 20%	141 26%	58 17% D	108 27% D	88 24%	139 22% H	115 25%	66 26% L	77 27% L	58 24% L	20 13%	11 21% *	22 24% *	69 18%	184 27% O	172 23%	82 23%	45 27%	66 25%	67 24%	64 21%	228 25% X	22 14%	39 24%	71 21%	21 32% b*	27 18% *	41 36% zb*	110 25%	85 24%		
Very unlikely	344 32%	167 32%	172 32%	52 16% D	137 35% D	154 43% D	158 26% H	186 40% G	68 27%	92 32%	93 38% I	43 28%	19 36% *	29 31% *	84 21%	260 38% O	195 27%	148 42% Q	67 40% V	97 37% V	88 32% V	61 21%	310 34% X	27 17%	72 44% Zac	54 16%	16 24% *	88 57% Zac*	33 29% Z*	97 22% d	171 49%		
Don't know	81 7%	22 4%	58 11% B	29 9%	33 9%	19 5%	38 6%	43 9%	19 7%	13 5%	20 8%	12 7%	5 9% *	12 13% J*	28 7%	53 8%	50 7%	31 9%	15 9%	23 9%	11 4%	14 5%	71 8%	9 6%	6 3%	18 5%	4 6% *	4 3% *	6 6% *	26 6%	14 4%		

NET Likely	228 21%	137 26% C	85 16%	123 37% EF	59 15%	46 13%	173 28% H	55 12%	56 22%	48 17%	39 16%	60 39% JKN	13 24% *	13 14% *	141 36% P	86 12%	187 25% R	41 12%	16 9%	35 13%	63 23% ST	109 37% STU	165 18%	61 39% W	25 15%	132 39% Yabc	12 18% *	13 9% *	16 14% *	128 29% e	37 11%
NET Unlikely	597 55%	275 52%	313 58%	110 33%	245 63% D	242 67% D	296 48% H	301 64% G	134 52%	169 59% L	151 62% L	63 41%	31 58% *	51 55% *	154 39%	444 64% O	367 50%	230 66% Q	112 66% V	163 62% V	154 55% V	125 42%	539 59% X	49 31%	111 67% Z	125 37%	37 56% Z*	115 75% Za*	74 65% Z*	206 46%	256 73% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very likely	71 7%	50 9% C	21 4%	43 13% EF	25 6% F	2 1%	62 10% H	8 2%	15 6%	13 4%	9 4%	26 17% LKN	4 7% *	5 5% *	57 14% P	14 2%	63 9% R	7 2%	4 3%	7 3%	10 4%	47 16% STU	37 4%	33 21% W	8 5%	36 11% b	4 6% *	3 2% *	6 5% *	40 9% e	9 3%		
Fairly likely	133 12%	79 15% C	49 9%	69 21% EF	37 9%	26 7%	103 17% H	30 6%	29 11%	33 12%	28 12%	23 15%	6 12% *	13 14% *	77 20% P	56 8%	93 13%	39 11%	13 8%	28 11%	23 8%	62 21% STU	102 11%	31 20% W	21 13% b	64 19% b	10 14% b*	5 3% *	12 11% b*	68 15% e	24 7%		
Neither likely nor unlikely	176 16%	80 15%	92 17%	77 23% EF	53 14%	46 13%	102 17%	74 16%	51 20% K	50 18%	28 12%	28 18%	4 8% *	14 15% *	65 17%	111 16%	130 18%	46 13%	31 19%	34 13%	52 19%	49 16%	141 15%	33 21%	9 5% Yb	81 24% Yb	15 23% Y*	20 13% Y*	21 18% Y*	94 21% e	38 11%		
Fairly unlikely	213 20%	95 18%	114 21%	56 17%	70 18%	88 24% D	114 18%	99 21%	45 18%	57 20%	56 23% L	21 13%	14 26% *	20 22% *	66 17%	147 21%	140 19%	73 21%	33 20%	62 24% V	63 23%	48 16%	188 21%	23 15%	40 24% b	73 21% b	23 34% b*	14 9% *	30 26% b*	106 24% e	58 16%		
Very unlikely	405 37%	206 39%	196 36%	50 15%	174 45% D	180 50% D	190 31%	214 46% G	94 37%	114 40%	99 41%	48 31%	19 36% *	30 33% *	97 25%	307 44% O	254 34%	151 43% Q	70 41% V	111 42% V	114 41% V	73 25% X	371 40% X	27 17%	85 52% Zac	66 19% b	13 19% *	108 70% YZac*	34 29% *	109 25% d	209 60% d		
Don't know	88 8%	18 3%	68 13% B	38 11% F	32 8%	18 5%	45 7%	43 9%	22 8%	17 6%	23 9%	11 7%	6 11% *	11 11% *	31 8%	57 8%	55 8%	33 9%	17 10%	20 8%	16 6%	19 6%	76 8%	10 7%	2 1%	22 6% Y	2 3% *	4 2% *	12 10% Yb*	28 6%	13 4%		

NET Likely	203 19% C	129 25% C	70 13% EF	113 34% EF	62 16% F	29 8% H	165 27% H	38 8% C2DE	44 17% I	46 16% J	37 15% K	48 31% L	10 19% M	17 19% N	134 34% P	69 10% R	156 21% R	47 13% Q	18 11% S	36 14% T	33 12% U	110 37% STU	139 15% W	64 41% X	29 17% b	100 29% Ybc	14 20% a	9 6% b	18 16% c	108 24% d	34 10% e
NET Unlikely	618 57% D	301 57% D	310 57% D	106 32% D	244 62% D	268 74% DE	304 49% D	314 67% G	140 54% I	171 60% L	156 64% L	68 44% M	33 61% N	50 54% N	163 42% P	455 66% O	394 54% Q	224 64% Q	103 61% V	174 66% V	177 64% V	121 41% U	559 61% X	50 32% Y	126 76% Zac	139 41% b	35 53% a	122 79% Zac*	63 55% c	215 48% d	267 76% 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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)			
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320			
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351			
Very likely	74 7%	50 10% C	24 4%	54 16% EF	18 5% F	2 1%	61 10% H	14 3%	20 8%	16 5%	9 4%	22 14% JKN	5 9% *	3 4% *	57 15% P	17 2%	71 10% R	4 1%	2 1%	6 2%	18 7% ST	49 16% STU	46 5%	27 17% W	5 3%	39 11% Yc	2 3% *	8 5% *	4 3% *	39 9% e	12 4%			
Fairly likely	123 11%	75 14% C	45 8%	68 20% EF	34 9%	22 6%	94 15% H	29 6%	24 9%	28 10%	28 11%	28 18% U	4 8% *	11 12% *	74 19% P	49 7%	96 13% R	27 8%	13 8%	22 8%	30 11%	55 18% STU	83 9%	37 23% W	22 13% b	58 17% bc	7 10% *	5 3% *	9 7% *	66 15% e	21 6%			
Neither likely nor unlikely	176 16%	81 15%	92 17%	74 22% EF	60 15%	42 12%	97 16%	79 17%	49 19%	45 16%	36 15%	23 15%	5 10% *	18 20% *	63 16%	113 16%	122 17%	54 15%	31 18%	46 17%	31 11%	56 19% U	140 15%	34 22%	12 7%	70 21% Yb	20 30% Yb*	16 10% *	27 24% Yb*	91 20% e	36 10%			
Fairly unlikely	204 19%	93 18%	108 20%	48 14% H	74 19%	82 23% D	108 17%	96 21%	49 19%	55 19%	49 20%	25 16%	13 24% *	13 14% *	54 14%	149 22% O	136 19%	67 19%	34 20%	47 18%	71 25% V	45 15%	183 20% X	19 12%	25 15%	89 26% Yb	19 29% Yb*	12 7% *	27 24% b*	107 24% e	47 13%			
Very unlikely	418 39%	210 40%	202 37%	51 15% D	175 45% D	192 53% DE	209 34%	208 45% G	92 36%	120 42% L	103 42% L	45 29%	21 40% *	36 39% *	111 28%	307 44% O	256 35%	162 46% Q	75 44% V	120 46% V	112 40% V	78 26% X	383 42% X	33 21%	98 59% Zac	59 17%	17 25% *	110 71% Zac*	40 35% Z*	117 26%	223 63% d			
Don't know	90 8%	18 3%	70 13% B	39 12% F	31 8%	20 6%	48 8%	42 9%	23 9%	20 7%	20 8%	11 7%	5 10% *	11 12% *	33 9%	56 8%	55 7%	35 10%	14 8%	23 9%	16 6%	17 6%	80 9%	7 5%	3 2%	27 8% Yb	2 3% *	3 2% *	6 6% *	25 6%	11 3%			

NET Likely	198 18% H	125 24% C	69 13% H	122 37% EF	52 13% F	23 7% H	155 25% H	43 9% H	44 17% H	44 15% H	37 15% H	50 32% UKN	9 16% *	15 16% *	132 33% P	66 10% H	166 23% R	31 9% H	15 9% H	28 11% H	48 17% S	103 35% STU	129 14% H	64 41% W	26 16% H	97 28% Yabc	9 13% *	13 9% *	13 11% *	105 24% e	34 10% H
NET Unlikely	622 57% H	304 58% H	310 57% H	98 30% H	249 64% D	274 76% DE	317 51% H	305 65% G	141 55% H	175 62% L	153 62% L	71 46% H	34 63% *	49 53% *	165 42% H	457 66% O	392 53% H	230 66% Q	109 65% V	167 64% V	183 66% V	122 41% H	566 62% X	52 33% H	123 75% Zac	148 43% H	36 54% *	122 79% Zac*	68 59% Z*	223 50% H	270 77% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Strengthening Britain's armed forces and protecting the country's national security

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very likely	92 8%	65 12% C	26 5%	48 14% EF	30 8%	14 4%	74 12% H	18 4%	24 9%	18 7%	17 7%	21 14% J	4 8% *	8 8% *	60 15% P	32 5%	78 11% R	14 4%	5 3%	15 6%	16 6%	55 18% STU	58 6%	32 21% W	8 5%	53 15% Ybc	7 11% *	7 5% *	5 4% *	53 12% e	18 5%		
Fairly likely	238 22%	134 25% C	98 18%	78 23% EF	77 20%	82 23%	161 26% H	77 16%	49 19%	59 21%	52 21%	45 29% IN*	18 34% IN*	16 17% *	121 31% P	117 17%	159 22%	79 23%	33 20%	46 18%	58 21%	87 29% T	195 21%	43 27%	37 22% b	116 34% Yab	12 19% *	14 9% *	25 22% b*	137 31% e	50 14%		
Neither likely nor unlikely	238 22%	120 23%	117 22%	88 26% E	71 18%	79 22%	131 21%	107 23%	56 22%	69 24%	51 21%	33 21%	8 15% *	21 22% *	70 18%	168 24% O	165 22%	73 21%	38 23%	63 24%	71 25%	56 19%	206 22%	32 20%	29 18%	86 25%	21 31% *	29 19% *	29 25% *	91 20%	76 22%		
Fairly unlikely	176 16%	66 13%	107 20% B	45 14%	64 16%	67 19%	90 15%	86 18%	50 20%	54 19%	37 15%	18 11%	4 7% *	13 15% *	45 12%	131 19% O	115 16%	61 18%	23 14%	53 20% V	56 20% V	34 11%	157 17%	19 12%	27 16%	37 11%	19 28% z*	24 15% *	23 20% z*	68 15%	59 17%		
Very unlikely	236 22%	113 22%	121 22%	36 11% D	104 27% D	96 27% D	107 17%	129 28% G	54 21%	60 21%	63 26%	27 17%	15 28% *	18 19% *	62 16%	175 25% O	146 20%	90 26%	50 30% V	61 23% V	56 20%	44 15%	211 23% X	19 12%	57 34% Zac	25 7% Z	5 7% *	74 48% YZac*	21 18% z*	58 13%	129 37% d		
Don't know	105 10%	28 5%	73 13% B	38 12% F	45 12% F	21 6%	54 9%	51 11%	24 9%	23 8%	26 11%	12 8%	5 9% *	17 18% JL*	35 9%	70 10%	72 10%	33 9%	19 11%	25 9%	21 8%	22 7%	89 10%	12 8%	7 5%	26 8%	3 4% *	6 4% *	11 10% *	38 8%	19 5%		

NET Likely	330 30%	199 38% C	124 23%	126 38% EF	107 27%	96 27%	235 38% H	95 20%	73 28%	78 27%	68 28%	66 42% IKN	22 42% *	24 26% *	181 46% P	149 21%	237 32%	93 27%	38 22%	62 23%	75 27%	142 48% STU	253 28%	76 48% W	45 27% b	168 49% Yabc	20 30% b*	21 14% *	31 27% b*	190 43% e	69 20%
NET Unlikely	412 38%	180 34%	227 42% B	81 24% D	168 43% D	164 45%	197 32%	215 46% G	104 41% L	114 40% L	100 41%	45 29%	18 35% *	31 34% *	107 27%	305 44% O	261 36%	151 43% Q	73 44% V	114 43% V	112 40% V	78 26%	368 40% X	38 24%	84 51% Z	62 18%	24 35% z*	98 63% Zac*	44 38% z*	126 28%	188 53% d

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)	
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320	
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351	
Very likely	64 6%	50 10% C	14 3%	34 10% EF	19 5%	11 3%	50 8% H	14 3%	19 7%	10 4%	13 5%	17 11% JN	3 6% *	1 2% *	44 11% P	20 3%	56 8% R	8 2%	4 2%	7 3%	20 7% T	34 11% ST	42 5%	21 14% W	5 3%	42 12% Ybc	6 9% bc*	1 1% *	1 1% *	40 9% e	12 3%	
Fairly likely	186 17%	108 21% C	75 14%	83 25% EF	53 13%	50 14%	139 23% H	47 10%	43 17%	49 17%	28 11%	42 27% UKM	6 12% *	18 19% *	99 25% P	86 12%	139 19%	46 13%	21 12%	38 14%	39 14%	84 28% STU	148 16%	37 23%	17 10%	111 32% Ybc	13 19% b*	9 6% *	18 16% b*	98 22% e	35 10%	
Neither likely nor unlikely	176 16%	87 16%	85 16%	66 20%	55 14%	55 15%	101 16%	75 16%	38 15%	55 19%	35 14%	25 16%	8 15% *	14 16% *	71 18%	105 15%	137 19% R	39 11%	23 14%	40 15%	47 17%	53 18%	139 15%	35 22%	26 16%	62 18%	13 19% *	24 15% *	11 10% *	75 17%	50 14%	
Fairly unlikely	247 23%	107 20%	137 25%	64 19%	92 24%	91 25%	131 21%	116 25%	60 24% L	67 24% L	65 27% L	19 12%	13 24% *	23 25% L*	73 19%	174 25% O	153 21%	94 27%	47 28% V	70 26% V	70 25% V	47 16%	220 24%	26 16%	47 29% Z	63 18%	22 33% Z*	29 18% *	41 36% Zb*	116 26%	78 22%	
Very unlikely	321 30%	148 28%	164 30%	58 18% D	132 34% D	131 36% D	150 24%	171 37% G	75 29%	84 30%	85 35%	40 26%	15 29% *	21 23% *	77 20%	244 35% O	197 27%	124 35% Q	58 34% V	84 32% V	88 32% V	64 22%	284 31% X	28 18%	65 39% Za	44 13%	11 16% *	84 55% YZac*	34 29% Z*	83 19%	159 45% d	
Don't know	92 8%	27 5%	65 12% B	28 8%	41 10%	23 6%	47 8%	45 10%	20 8%	19 7%	18 8%	12 8%	8 14% *	14 15% J*	28 7%	64 9%	54 7%	37 11%	15 9%	25 10%	15 5%	17 6%	81 9%	10 6%	4 3%	20 6%	3 4% *	8 5% *	9 8% *	32 7%	16 5%	

NET Likely	250 23%	159 30% C	89 17%	117 35% EF	72 18%	61 17%	189 31% H	61 13%	62 24%	59 21%	41 17%	59 38% UKMN	9 17% *	19 21% *	144 37% P	106 15%	195 27% R	55 16%	25 15%	45 17%	59 21%	118 40% STU	191 21%	58 37% W	22 13%	153 45% Yabc	19 28% Yb*	10 7% *	19 17% b*	138 31% e	47 14%
NET Unlikely	568 52%	255 48%	302 56% B	123 37%	224 57% D	221 61% D	281 46%	287 61% G	136 53% L	151 53% L	150 61% L	59 38% O	28 53% *	44 48% *	150 38% O	418 60% O	349 47%	218 62% Q	105 62% V	154 58% V	158 57% V	111 37%	504 55% X	54 34%	112 68% Za	107 31%	32 49% Z*	113 73% Za*	74 65% Z*	199 45%	238 68% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders and a new network of youth hubs

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			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+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (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)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320		
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351		
Very likely	62	44	18	38	19	6	54	8	13	13	8	20	4	3	51	11	56	7	5	7	9	41	35	27	6	36	4	2	3	34	12		
	6% C	8% C	3%	11% EF	5% F	2%	9% H	2%	5%	5%	3%	13% UKN	7% *	4% *	13% P	2%	8% R	2%	3%	3%	3%	14% STU	4%	17% W	4%	10% Ybc	5% *	1% *	2% *	8% e	3%		
Fairly likely	149	84	60	77	37	35	107	42	29	43	24	31	10	13	78	72	108	41	14	25	38	67	112	36	19	78	5	13	17	75	34		
	14%	16%	11%	23% EF	9%	10%	17% H	9%	11%	15%	10%	20% K	18% *	14% *	20% P	10%	15%	12%	8%	10%	14%	22% STU	12%	23% W	12%	23% Yab	8% *	8% *	15% *	17% e	10%		
Neither likely nor unlikely	211	105	101	78	68	65	129	82	60	55	43	31	4	18	83	128	153	58	32	48	52	66	168	43	24	92	22	14	20	109	39		
	19%	20%	19%	23%	17%	18%	21%	17%	23% M	19%	17%	20%	8% *	19% *	21%	18%	21%	16%	19%	18%	19%	22%	18%	27% W	14%	27% Yb	33% Ybc*	9% *	17% *	25% e	11%		
Fairly unlikely	241	101	136	56	94	90	121	120	54	71	59	25	12	19	64	177	167	74	41	70	72	46	227	14	43	58	22	29	35	109	79		
	22%	19%	25% B	17%	24% D	25% D	20%	26% G	21%	25%	24%	16%	24% *	21% *	16%	26% O	23%	21%	24% V	26% V	26% V	16%	25% X	9%	26% Z	17%	33% Z*	19% *	31% Z*	24%	23%		
Very unlikely	322	168	152	49	140	133	156	166	71	80	90	37	16	27	85	237	194	128	59	84	87	63	287	27	68	45	11	92	33	85	168		
	30%	32%	28%	15% D	36% D	37% D	25%	35% G	28%	28%	37% L	24%	31% *	30% *	22%	34% O	26%	37% Q	35% V	32% V	31% V	21%	31% X	17%	41% Za	13%	17% *	60% YZac*	29% Z*	19%	48% d		
Don't know	100	25	74	35	34	31	50	50	29	21	21	11	6	11	32	68	58	41	17	28	20	15	87	11	4	33	2	5	6	33	19		
	9%	5%	14% B	11%	9%	9%	8%	11%	11%	8%	9%	7%	12% *	12% *	8%	10%	8%	12%	10%	11% V	7%	5%	9%	7%	3%	10% Yb	3% *	3% *	6% *	7%	5%		
NET Likely	212	128	78	115	56	41	161	51	43	56	32	51	13	16	128	83	164	48	19	33	47	107	147	63	26	114	9	15	19	108	46		
	20%	24% C	14%	35% EF	14%	11%	26% H	11%	17%	20%	13%	33% UKN	25% *	18% *	33% P	12%	22% R	14%	11%	12%	17%	36% STU	16%	40% W	16%	33% Yabc	13% *	10% *	17% *	24% e	13%		
NET Unlikely	563	269	288	105	234	224	277	286	125	151	149	62	29	47	149	414	360	203	100	154	159	110	514	41	111	103	33	121	68	194	247		
	52%	51%	53%	32%	60% D	62% D	45%	61% G	49%	53% L	61% IL	40%	54% *	50% *	38%	60% O	49%	58% Q	59% V	58% V	57% V	37%	56% X	26%	67% Za	30%	50% Z*	78% Zac*	60% Z*	44%	70% d		

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24-089497-33 - 15th - 18th August 2025

PUBLIC

Milestones

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	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	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)			
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320			
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351			
Very likely	91 8%	60 11% C	29 5%	56 17% EF	24 6%	12 3%	67 11% H	24 5%	25 10%	19 7%	12 5%	24 15% JKN	6 12% *	5 5% *	58 15% P	34 5%	76 10% R	15 4%	6 4%	9 4%	17 6%	57 19% STU	54 6%	34 21% W	12 7%	44 13% b	8 12% b*	5 3% *	12 11% b*	53 12% e	14 4%			
Fairly likely	192 18%	105 20%	83 15%	87 26% EF	54 14%	51 14%	129 21% H	63 13%	43 17%	47 17%	37 15%	38 24%	12 22% *	15 16% *	96 24% P	96 14%	146 20% R	46 13%	22 13%	33 13%	52 19%	80 27% STU	147 16%	45 29% W	23 14%	100 29% Ybc	11 17% *	21 14% *	14 12% *	104 23% e	39 11%			
Neither likely nor unlikely	229 21%	117 22%	111 20%	66 20%	88 23%	75 21%	137 22% H	93 20%	52 20%	72 25%	42 17%	29 19%	10 19% *	24 26% *	75 19%	154 22%	163 22%	66 19%	37 22%	62 23%	61 22%	56 19%	201 22%	29 18%	27 16%	78 23%	19 28% *	24 15% *	17 15% *	88 20%	59 17%			
Fairly unlikely	191 18%	87 16%	101 19%	45 14%	66 17%	79 22% D	98 16% H	92 20%	52 20% L	51 18%	54 22% LN	17 11%	7 13% *	10 11% *	55 14%	136 20% O	120 16%	71 20%	21 13%	61 23% SV	69 25% SV	32 11%	174 19% X	16 10%	34 20%	53 16%	18 27% *	27 17% *	25 22% *	82 18%	78 22%			
Very unlikely	211 19%	102 19%	106 20%	37 11%	90 23% D	84 23% D	97 16% H	114 24% G	48 19%	53 19%	53 22%	31 20%	9 16% *	17 18% *	61 15%	151 22% O	129 18%	82 23%	43 25% V	48 18%	57 21%	44 15%	186 20% X	22 14%	52 32% Zac	21 6%	3 4% *	67 44% Zac*	20 18% Za*	48 11%	117 33% d			
Don't know	171 16%	57 11%	110 20% B	43 13%	68 17%	60 17%	89 14% H	81 17%	36 14%	41 15%	46 19%	17 11%	9 18% *	22 23% L*	49 12%	122 18% O	101 14%	70 20% Q	39 23% UV	50 19%	23 8%	30 10%	155 17% X	12 8%	17 10%	46 13%	8 12% *	11 7% *	26 23% YZb*	69 16%	44 13%			

NET Likely	283 26%	165 31% C	112 21%	143 43% EF	78 20%	62 17%	196 32% H	87 19%	69 27%	66 23%	49 20%	62 40% JKN	18 34% *	20 21% *	154 39% P	129 19%	222 30% R	61 17%	28 17%	43 16%	68 25%	137 46% STU	201 22%	79 50% W	35 21%	144 42% Ybc	19 29% *	26 17% *	26 23% *	157 35% e	53 15%
NET Unlikely	402 37%	189 36%	207 38%	82 25%	157 40% D	163 45% D	195 32% H	207 44% G	100 39%	104 37%	107 44% LN	48 31%	16 30% *	27 29% *	115 29%	287 41% O	249 34%	153 44% Q	64 38% V	109 41% V	126 45% V	76 25%	359 39% X	38 24%	86 52% Za	22 22%	21 31% *	94 61% Zac*	45 40% Z*	130 29%	195 55% d

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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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-33 - 15th - 18th August 2025

PUBLIC
Milestones
1,000 GB 18 - 75

Q3. Which of the below, if any, are the most important priorities for you?

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			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+ (F)	ABCI (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (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 (aa)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320	
Weighted base	1085	527	541	334	391	360	617	468	256	284	244	155	53	92	393	692	736	349	168	264	278	299	915	157	165	342	66	154	114	445	351	
Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends	605 56%	281 53%	314 58%	153 46%	216 55%	236 66%	354 57%	251 54%	142 55%	169 60%	141 58%	70 45%	33 62%	50 54%	203 52%	403 58%	380 52%	225 64%	101 60%	159 60%	156 56%	141 47%	519 57%	74 47%	90 55%	196 57%	47 70%	82 53%	68 60%	256 58%	201 57%	
Cutting energy bills and boosting home energy security by setting up Great British Energy	577 53%	286 54%	282 52%	157 47%	211 54%	208 58%	311 50%	266 57%	132 51%	152 53%	138 56%	76 49%	32 61%	47 51%	202 51%	375 54%	377 57%	200 67%	113 54%	143 54%	152 55%	130 44%	499 55%	70 45%	75 57%	195 57%	38 57%	82 53%	69 60%	244 55%	183 52%	
Delivering economic stability to keep taxes, inflation and mortgages as low as possible	555 51%	286 54%	260 48%	158 47%	195 50%	202 56%	349 57%	206 44%	118 46%	140 49%	129 53%	84 54%	27 52%	56 61%	215 55%	340 49%	380 52%	175 50%	79 47%	144 55%	136 49%	152 51%	463 51%	82 52%	87 53%	170 50%	28 42%	89 58%	64 56%	234 53%	180 51%	
Raise living standards in every part of the UK	551 51%	264 50%	277 51%	171 51%	211 54%	169 47%	313 51%	238 51%	128 50%	141 50%	123 50%	75 48%	24 45%	60 65%	217 55%	333 48%	370 50%	180 52%	87 52%	146 56%	132 48%	142 47%	474 52%	69 44%	63 38%	187 55%	31 47%	82 53%	66 58%	238 53%	161 46%	
Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment	543 50%	258 49%	274 51%	157 47%	175 45%	210 58%	324 52%	219 47%	140 55%	154 54%	125 51%	73 47%	20 37%	31 34%	205 52%	338 49%	367 50%	176 50%	83 49%	132 50%	135 49%	153 51%	469 51%	67 42%	73 44%	188 55%	35 53%	87 56%	64 56%	215 48%	189 54%	
Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command	507 47%	262 50%	240 44%	88 26%	198 51%	222 62%	261 42%	246 53%	113 44%	138 49%	131 54%	60 39%	27 51%	39 43%	141 36%	367 53%	337 46%	170 49%	76 45%	141 53%	145 52%	113 38%	452 49%	49 31%	103 62%	117 34%	24 36%	123 79%	46 40%	152 34%	254 72%	
Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system	437 40%	233 44%	197 36%	92 28%	162 41%	183 51%	238 39%	199 42%	88 34%	123 43%	108 44%	67 43%	19 36%	32 35%	133 34%	304 44%	296 40%	141 40%	74 44%	118 45%	115 41%	103 34%	376 41%	55 35%	83 50%	98 29%	21 32%	118 52%	31 27%	131 29%	217 62%	
Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders and a new network of youth hubs	401 37%	199 38%	197 36%	100 30%	139 35%	162 45%	230 37%	170 36%	93 36%	102 36%	96 39%	62 40%	17 33%	30 32%	147 37%	253 35%	264 30%	137 39%	61 36%	99 37%	97 35%	108 36%	337 37%	57 37%	72 44%	111 33%	23 34%	81 54%	44 26%	156 35%	159 45%	
Putting police back on the beat with a named officer for every neighbourhood	348 32%	188 36%	159 29%	58 17%	134 34%	156 43%	184 30%	164 35%	71 28%	95 34%	92 37%	45 29%	18 33%	27 29%	108 27%	240 35%	217 30%	131 37%	54 32%	98 37%	92 33%	75 25%	313 34%	33 21%	66 40%	92 27%	22 33%	74 48%	30 26%	120 27%	161 46%	
Strengthening Britain's armed forces and protecting the country's national security	320 30%	191 36%	129 24%	67 20%	103 26%	150 42%	173 28%	147 31%	68 27%	80 28%	74 30%	51 33%	19 37%	27 30%	108 28%	212 31%	198 27%	122 35%	48 29%	80 31%	81 29%	88 29%	270 30%	45 29%	72 44%	22 22%	75 33%	22 49%	76 20%	23 25%	112 42%	
Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school	210 19%	109 21%	96 18%	88 26%	63 16%	59 17%	136 22%	74 16%	59 23%	51 18%	40 16%	35 22%	11 20%	15 16%	105 27%	105 15%	155 21%	56 16%	24 14%	46 17%	54 19%	74 25%	168 18%	41 26%	27 16%	79 23%	16 24%	32 21%	25 22%	99 22%	60 17%	
Recruiting 6,500 new teachers in key subjects	200 18%	100 19%	93 17%	6 21%	67 17%	62 17%	130 21%	69 15%	47 18%	45 16%	40 16%	39 25%	14 27%	14 16%	97 25%	102 15%	144 20%	56 16%	18 11%	39 15%	58 15%	75 15%	155 17%	41 21%	25 15%	79 23%	12 18%	25 16%	21 19%	89 20%	59 17%	
Building 1.5m homes in England	170 16%	103 20%	64 12%	58 15%	58 15%	54 15%	90 17%	79 18%	46 11%	31 17%	42 17%	35 23%	4 11%	10 13%	74 14%	96 15%	109 17%	60 15%	26 15%	43 16%	42 15%	46 15%	133 15%	33 21%	10 6%	63 21%	14 18%	28 12%	14 17%	78 13%	44 13%	
I have other priorities	25 2%	11 2%	12 2%	6 2%	4 1%	4 4%	14 2%	13 2%	12 1%	13 2%	12 2%	7 4%	5 4%	6 2%	2 2%	10 2%	15 2%	8 1%	16 5%	8 2%	6 1%	4 1%	2 1%	21 2%	4 2%	5 2%	6 2%	1 1%	2 3%	4 1%	11 2%	6 2%
None of these	16 1%	8 2%	8 1%	8 1%	4 1%	4 1%	5 1%	11 2%	3 1%	7 2%	2 1%	2 1%	- 1%	2 1%	4 1%	12 1%	13 1%	3 1%	4 1%	3 1%	4 1%	4 1%	12 1%	5 1%	2 1%	2 1%	1 1%	1 1%	- 1%	3 1%	6 2%	
Don't know	43 4%	17 3%	26 5%	20 6%	10 3%	14 4%	13 2%	30 6%	11 4%	8 3%	5 2%	9 6%	5 10%	5 6%	7 2%	37 5%	26 4%	17 5%	7 4%	7 3%	10 3%	8 3%	39 4%	4 3%	5 3%	12 3%	1 2%	1 1%	2 1%	15 3%	5 2%	

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.

Columns/Rows (S): 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,aa/bb/cc/dd Minimum Base: 30 (**) Small Base: 100 (*)

Columns/Rows (S): 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,aa/bb/cc/dd Minimum Base: 30 (**) Small Base: 100 (*)