8/2

/26,	/202	5	
	0001	Table Names 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	Table Filters 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	All Adults aged 18-75 in Great Britain
	0006	wait no longer than 18 weeks for elective treatment 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
	8000	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
	2009	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
		Q.1. 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
		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	appointment seat week, using evenings and weekenss QL 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
		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
		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 Q2. How likely or unlikely do you think it is that each of the	All Adults aged 18-75 in Great Britain All Adults aged 18-75 in Great Britain
		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 Q2. How likely or unlikely do you think it is that each of the	All Adults aged 18-75 in Great Britain
		following will be achieved by the end of this Parliament in 2029? - Building 1.5m homes in England Q2. How likely or unlikely do you think it is that each of the	All Adults aged 18-75 in Great Britain
		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	
		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
		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 Q2. How likely or unlikely do you think it is that each of the	All Adults aged 18-75 in Great Britain All Adults aged 18-75 in Great Britain
		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	
	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
		Q.2. 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
		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 Q2. How likely or unlikely do you think it is that each of the	All Adults aged 18-75 in Great Britain All Adults aged 18-75 in Great Britain
		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	
		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

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? - Summary All Adults aged 18-75 in Great Britain

		Q1. In your	opinion, do	you think S	tarmer/Lab	our are doin	ng a good job	or a bad joi	o, if either, a	at delivering	in the follo	wing areas?	
	Raising living standards in every part of the UK	possible	Building 1.5m homes in England	Ensuring at least 92% of NHS hospital patients in England walt no longer than 18 weeks for elective treatment	the beat with a named officer for every neighbour hood	6,500 new teachers in key subjects	Cutting energy bills and boosting home energy security by setting up setting up setting up	employers who exploit the visa	the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command	ning Britain's armed forces and protecting the country's national security	Cutting NHS waiting times with 40,000 more appointme nts each week, during evenings and weekends	police, tougher penalties for offenders and a new network of youth hubs	Ensuring that at least 75% of five- year-olds in England are ready to learn when the start school
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(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% ABGHIL	175 16% ABEGHIL	140 13%	147 14%	119 11%	119 11%	110 10%	200 18% ABCEFGHE	194 18% ABEFGHIL	120 11%	167 15% ABGHIL
Neither a good nor a bad job	187 17%	225 21% AD	237 22% ADIK	179 16%	215 20% D	248 23% ADGHIK	209 19%	204 19%	194 18%	302 28% ABCDEFGHK L	194 18%	222 20% AD	265 24% ABDEGHIKL
Fairly bad lob	283 26% BCDEFHUKL M	245 23% PHUM	210 19% HUM	217 20% HUM	243 22% rsum	188 17% _{JM}	247 23% FHIIM	169 16%	156 14%	155 14%	228 21% FHIM	221 20% HUM	142 13%
Very bad job	350 32% CDEFIXM	340 31% CDEFIKM	250 23% rsm	282 26% CFJM	286 26% CFIM	211 19% M	348 32% CDEFIEM	431 40% ABCDEFGIKI. M	475 44% ABCDEFGHIK LM	211 19% M	298 27% Crim	322 30% CDEFIM	183 17%
Don't know	81 7%	74 7%	151 14% ABGHK	161 15% ABGHEL	137 13% ABGHK	230 21% ABCDEGHIM	100 9% As	105 10% AB	89 8%	142 13% ABGHIX	102 9% AB	129 12% ABGHK	269 25% ABCDEFGHII KL
NET Good Job	183 17%	201 19%	237 22% ABGHIL	247 23% ABEFGHIL	204 19%	208 19% HI	182 17%	176 16%	172 16%	276 25% ABCEFGHILM	262 24% ABEFGHLM	191 18%	227 21% AGHL
NET Bad Job	633 58% BCDEFGIKLM	586 54% CDEFAUM	460 42% FIM	499 46% CFJM	529 49% CFIM	399 37% M	595 55% CDEFIXIM	600 55% CDEFAUM	631 58% scoergaux.	365 34% M	526 48% CRIM	543 50% CDFIM	325 30%

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

ColumnProportions (5%): A/B/C/D/E/P/G/H/I/I/I/M Minimum Base: 30(**) Small Base: 100(*)
ColumnPrans (5%): A/B/C/D/E/P/G/H/I/I/M/M Minimum Base: 30(**) Small Base: 30(*)

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

		Ge	nder	Aggre	gated Age b	reaks	Social	grade			Reg	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity		Genera	I Election 20	24 Vote		Referendur	n 2016 ·
																							White	Minority							
	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		£55,000+	ethnic group	ethnic group	Conservati ve	Labour	Liberal Democrats	Reform UK	Other	Remain	Leav
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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% н	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	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% н	31 7%	28 11%	33 12%	16 6%	29 19% K	5 10% *	9 10% *	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%	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%	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%	147 38% D	145 40% D	171 28%	179 38% _G	82 32%	90 32%	101 41% JL	36 23%	14 26% *	27 29% *	85 22%	265 38% 0	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%	39 8%	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%	11 7%	•	21 6% Y	4 6% Y*	8 5% Y*	6 5% Y*	23 5%	14 4%

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.

58

62%

176

45%

457

66%

390

53%

243

69%

Q

121

72%

167

63%

170

61%

122

41%

570

62%

52

33%

116

70%

129

38%

35

53%

121

78%

85

74%

229

52%

265

76%

30

58%

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

633

58%

294

56%

328

61%

127

38%

254

65%

252

70%

325

53%

308

66%

138

54%

171

60%

165

68%

71

45%

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

		Ge	nder	Aggre	egated Age b	oreaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity		Genera	l Election 20	24 Vote		Referendu	m 2016 v
	Total	Male	Female	18-34	35-54	55+	ABC1	CZDE	North	Midlands	South	London	Wales	Scotland	Graduates	Non- graduates	Working	Not working	UP TO £19.999	£20,000- £34,999	£35,000 -	£55.000+	White ethnic group	Minority ethnic group	Conservati ve	Labour	Liberal	Reform UK	Other	Remain	Leav
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
nweighted 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
eighted 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
ery good job	70 6%	49 9% c	21 4%	53 16% EF	16 4% F	1 *	58 9% н	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%
sirly 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%
either 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%
airly 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% 0	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%
ery 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% 0	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
on'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%

NET Good J	Job	201	132	65	111	53	37	153	48	48	40	39	49	11	14	124	77	169	31	9	34	50	105	137	62	23	123	9	14	9	118	37
		19%	25%	12%	33%	13%	10%	25%	10%	19%	14%	16%	32%	20%	15%	32%	11%	23%	9%	5%	13%	18%	35%	15%	39%	14%	36%	14%	9%	8%	26%	11%
			с		EF			н					IJKN		•	Р		R			S	s	STU		w		Yabc	•	•		e	
NET Bad Jo	b	586	276	301	116	230	240	293	293	136	165	151	63	27	44	156	430	364	222	114	152	157	113	538	39	113	111	30	121	67	187	256
		54%	52%	56%	35%	59%	67%	47%	63%	53%	58%	62%	41%	51%	47%	40%	62%	49%	64%	68%	58%	56%	38%	59%	25%	69%	33%	45%	79%	59%	42%	73%
						D	D		G	L	L	LN		•	•		0		Q	v	v	v		х		Za		•	Zac*	Z*		d

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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

		Ge	nder	Aggr	egated Age b	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethn	icity		Gener	al Election 20	024 Vote		Referendu	m 201f
																Non-		Not	UPTO	£20,000-	£35,000 -		White ethnic	Minority ethnic	Conservati		Liberal				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	graduates	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group	ve	Labour	Democrats	Reform UK	Other	Remain	Le
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	
Inweighted 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	
Veighted 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	3
Very good job	74 7%	47 9% c	24 4%	46 14% EF	22 6% F	5 2%	58 9% н	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%	6
Fairly good job	163 15%	90 17%	70 13%	82 24% EF	49 12%	33 9%	107 17% н	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	6
Neither a good nor a bad job	237 22%	110 21%	125 23%	76 23%	90 23%	72 20%	136 22%	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%	1
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% 0	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%	2
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%	3
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	

NET Good Job	237	136	94	128	70	38	165	71	57	52	44	59	13	11	132	105	192	45	21	36	61	110	168	65	31	120	13	20	15	126	42
	22%	26%	17%	38%	18%	11%	27%	15%	22%	18%	18%	38%	25%	12%	34%	15%	26%	13%	12%	14%	22%	37%	18%	42%	19%	35%	20%	13%	13%	28%	12%
		с		EF	F		н					IJKN	•	•	Р		R				ST	STU		w		Yabc	•	•	٠	e	
NET Bad Job	460	232	224	86	168	206	231	229	102	127	118	57	23	33	121	339	282	178	84	131	121	90	422	36	96	89	26	103	51	146	216
	42%	44%	41%	26%	43%	57%	37%	49%	40%	45%	48%	37%	43%	36%	31%	49%	38%	51%	50%	50%	43%	30%	46%	23%	58%	26%	38%	67%	44%	33%	62%
					D	DE		G					•	•		0		Q	v	v	v		х		Za		•	Zac*	Z*		d

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.

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

		Ge	ender	Agg	regated Age I	breaks	Social	grade			Re	gion			Edu	cation	Employm	ent status		Inc	ome		Ethi	nicity		Genera	l Election 20	24 Vote		Referendu	n 2016 v
	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		Conservati ve	Labour	Liberal	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	£19,999 (S)	£34,999 (T)	£54,999 (U)	(V)	group (W)	group (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% c	26 5%	45 14% EF	20 5% F	7 2%	65 11% н	7 1%	18 7%	13 5%	14 6%	18 12% J	2 4% *	5 6% *	50 13% P	22 3%	62 8% R	10 3%	1 1%	8 3%	13 5%	50 17% STU	42 5%	30 19% W	6 3%	45 13% Ybc	4 5% +	9 6% +	3 3% *	44 10% e	13 4%
Fairly good job	175 16%	111 21% c	61 11%	86 26% EF	47 12%	42 12%	119 19% н	56 12%	40 16%	45 16%	34 14%	35 22%	7 13% •	14 15% •	92 23% P	83 12%	142 19% R	33 9%	19 11%	32 12%	34 12%	87 29% STU	142 15%	33 21%	16 10%	93 27% Ybc	12 18% b*	10 7% •	17 14% •	83 19% e	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% STV	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% D	87 24% D	104 17%	113 24% G	62 24% LN	65 23% LN	47 19%	20 13%	12 23% *	11 12% *	65 16%	152 22% 0	142 19%	75 21%	42 25% V	65 25% V	56 20% V	38 13%	195 21%	21 14%	46 28% z	56 16%	14 22% +	32 21% +	33 29% z*	94 21%	79 22%
Very bad job	282 26%	135 26%	140 26%	50 15%	112 29% D	119 33% D	134 22%	148 32% G	57 22%	82 29% L	84 34% IL	28 18%	12 22% •	20 22% •	75 19%	207 30% o	166 23%	116 33% Q	58 34% V	74 28% V	75 27% V	55 19%	252 27% x	21 13%	58 35% z	36 10%	14 21% z*	72 47% Zac*	27 24% z*	68 15%	146 42% d
Don't know	161 15%	60 11%	99 18% B	43 13%	66 17%	52 14%	94 15%	67 14%	37 14%	37 13%	26 11%	21 14%	15 28% UKL*	24 26% UKL*	41 10%	120 17% 0	92 13%	68 20% Q	28 17% V	56 21% UV	32 11%	24 8%	141 15%	19 12%	6 4%	46 14% Y	9 13% Y*	12 8% •	23 20% Yb*	75 17% e	29 8%
NET Good Job	247 23%	157 30%	86 16%	131 39% EF	67 17%	49 14%	184 30%	62 13%	59 23%	58 21%	48 20%	53 34% UKM	9 17%	20 21%	142 36%	105 15%	204 28%	42 12%	20 12%	40 15%	48 17%	136 46% stu	183 20%	63 40% W	22 13%	138 40% Yabc	16 24%	19 12%	20 17%	127 28%	46 13%

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.

24

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42%

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52%

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37%

224

64%

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

499

46%

227

43%

262

48%

98

29%

194

50%

206

57%

238

39%

261

56%

119

46%

147

52%

LN

131

54%

LN

48

31%

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

		Ge	nder	Aggı	egated Age	breaks	Social	l grade			Re	gion			Educ	ation	Employme	ent status		Inc	ome		Ethn			Genera	al Election 20	24 Vote		Referendu	ım 2016
	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-	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservati	Labour	Liberal	Reform UK	Other	Remain	Lea
	(A)	(B)	(c)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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	32
Veighted 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	35
Very good job	64 6%	43 8% c	21 4%	42 13% EF	19 5% F	3 1%	49 8% н	15 3%	10 4%	16 6%	12 5%	17 11% IK	6 10% *	3 3% *	45 11% P	19 3%	61 8% R	3 1%	3 2%	9	10 4%	42 14% stu	35 4%	29 18% w	6 4%	36 11% Ybc	4 5% •	6 4% +	2 2% *	31 7%	15
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	54 159
Fairly bad job	243 22%	107 20%	131 24%	53 16%	99 25% D	91 25% D	120 20%	123 26% G	60 24%	72 25% N	54 22%	34 22%	12 22% *	12 12% *	53 14%	190 27% 0	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%	71 209
Very bad job	286 26%	149 28%	135 25%	45 14%	114 29% D	127 35% D	147 24%	139 30%	61 24%	76 27% L	83 34% IL	25 16%	14 26% •	27 29% L*	74 19%	212 31% 0	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 12% *	89 58% YZac*	31 27% za*	70 16%	161 469 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%	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		101 30% EF	16%	39 11%				29%	21%		32%	12%	168 23% R	10%					15%	18%			115 26% e	
NET Bad Job		98 29%	213 54%	218 61%									331 45%										179 40%	
			D	D	G	L	LN		•	•		0		Q	V	V	v	х	Za	Z*	YZac*	Z*		d

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.

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

		Ge	nder	Aggr	egated Age b	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity		Genera	al Election 20	24 Vote		Referendu	m 2016
																Non-		Not	UPTO	£20,000-	£35,000 -		White ethnic	Minority ethnic	Conservati		Liberal				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland		graduates		working	£19,999	£34,999	£54,999	£55,000+	group	group	ve	Labour	Democrats	Reform UK		Remain	Lea
	(A)	(B)	(c)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(
Inweighted 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	32
Veighted 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	35
/ery good job	61 6%	41 8% c	18 3%	43 13% EF	14 4% F	3 1%	55 9% н	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 29
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% UKM	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	2! 79
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%	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%	11 33
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% IJL*	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	135	70	121	50	37	148	60	50	41	34	56	11	16	123	84	173	35	13	33	47	112	140	66	31	108	13	15	12	113	33
	19%	26%	13%	36%	13%	10%	24%	13%	19%	14%	14%	36%	20%	17%	31%	12%	24%	10%	8%	12%	17%	37%	15%	42%	19%	32%	20%	10%	11%	25%	9%
		с		EF			н					IJKN	•	•	P		R				s	STU		w		Ybc		•	•	e	
NET Bad Job	399	188	204	78	157	165	201	199	93	106	112	41	16	30	109	290	241	159	65	110	118	75	359	36	83	66	18	88	51	122	184
	37%	36%	38%	23%	40%	46%	33%	42%	36%	38%	46%	27%	30%	32%	28%	42%	33%	45%	39%	42%			39%								52%
					D	D		G			LN		•	•		0		Q	v	v	v		x		Za			Za*	Z*		d

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.

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

		Ge	nder	Ager	egated Age b	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity		Gener	al Election 20	024 Vote		Referendu	m 2016
	*	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	14/-1	Scotland	Graduates	Non-		Not working	UP TO £19,999	£20,000- £34,999	£35,000 -	CEE 000.	White ethnic	Minority ethnic	Conservati	Labour	Liberal	Reform UK	Other	Remain	
	Total (A)	(B)	(C)	(D)	35-54 (E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	Wales (M)	(N)	(O)	(P)	(Q)	(R)	£19,999 (S)	£34,999 (T)	£54,999 (U)	£55,000+ (V)	group (W)	group (X)	(Y)	(Z)	(a)	(b)	(c)	(d)	Lea (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	32
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	35:
Very good job	63 6%	38 7%	24 4%	42 13% EF	16 4% F	4 1%	55 9% н	8 2%	11 4%	12 4%	13 5%	20 13% UKN	4 8% •	2 3% •	48 12% P	14 2%	55 7% R	8 2%	2 1%	4 2%	11 4%	46 16% stu	31 3%	30 19% w	9	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% н	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	52 159
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% 0	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%	80 239
Very bad job	348 32%	164 31%	180 33%	50 15%	144 37% D	154 43% D	159 26%	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%	174 509 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	112	64	108	48	26	150	31	40	41	29	53	11	8	128	53	153	29	9	27	37	106	121	59	19	114	9	9	11	108	28
	17%	21%	12%	32%	12%	7%	24%	7%	16%	14%	12%	34%	20%	9%	33%	8%	21%	8%	5%	10%	13%	35%	13%	37%	12%	33%	13%	6%	10%	24%	8%
		С		EF			н					IJKN		•	P		R				s	STU		w		Yabc	•	•	•	e	
NET Bad Job	595	285	302	120	233	242	296	299	132	164	150	67	27	55	149	446	378	217	119	166	148	120	539	48	109	121	37	116	77	206	254
	55%	54%	56%	36%	60%	67%	48%	64%	51%	58%	61%	43%	50%	60%	38%	64%	51%	62%	70%	63%	53%	40%	59%	30%	66%	35%	56%	75%	67%	46%	73%
					D	D		G		L	L			L*		0		Q	UV	v	v		х		Z		Z*	Za*	Z*		d

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.

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

		Ge	nder	Aggre	egated Age b	reaks	Socia	grade			Re	gion			Edu	cation	Employm	ent status		Inc	ome			nicity		Gener	l Election 20	24 Vote		Referendur	n 2016
	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	Conservati	Labour	Liberal	Reform UK	Other	Remain	Leav
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
nweighted 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
eighted 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
ery good job	57 5%	41 8% c	17 3%	39 12% EF	17 4% F	1 *	49 8% н	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%	-	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%
sirly 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%
either a good nor a bad job	204 19%	102 19%	97 18%	92 27% EF	70 18%	43 12%	123 20%	81 17%	67 26% JK	47 17%	40 16%	27 17%	8 15% +	16 17% *	82 21%	122 18%	151 20%	53 15%	28 17%	38 14%	65 23% T	62 21%	165 18%	37 24%	14 9%	104 31% Ybc	24 37% Ybc*	7 4% •	20 18% b*	113 25% e	31 9%
sirly bad job	169 16%	63 12%	103 19% B	33 10%	60 15%	75 21% D	96 16%	73 16%	35 14%	56 20%	39 16%	18 12%	8 15% *	13 14% *	55 14%	114 16%	114 16%	54 16%	29 17% V	57 21% v	42 15%	30 10%	147 16%	21 14%	24 15% b	60 18% b	15 23% b*	5 4% •	27 24% b*	92 21% e	41 129
ery bad job	431 40%	231 44% c	198 37%	55 17%	178 46% D	198 55% DE	199 32%	232 50% G	89 35%	120 42% L	121 49% IL	47 30%	21 39% *	34 37% *	99 25%	332 48% 0	259 35%	173 49% Q	78 47% v	118 45% V	123 44% V	82 27%	401 44% x	24 15%	99 60% Zac	59 17%	17 26% *	122 79% YZac*	36 31% z*	108 24%	229 65% d
on't know	105 10%	16 3%	85 16% B	49 15% F	36 9%	20 6%	55 9%	49 11%	26 10%	23 8%	20 8%	12 8%	9 18% +	14 15% •	36 9%	69 10%	59 8%	46 13% Q	29 17% TUV	21 8%	19 7%	19 6%	88 10%	14 9%	2 1%	32 9% Yb	2 3% *	4 2% •	17 15% Yab*	35 8%	18 5%

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.

47

51%

154

39%

446

64%

373

51%

227

65%

Q

107

64%

175

66%

164

59%

112

37%

548

60%

45

29%

123

75%

Zac

119

35%

32

49%

127

82%

Zac*

63

55%

200

45%

270

77%

28

54%

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

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

600

55%

294

56%

302

56%

88

26%

239

61%

273

76%

DE

295

48%

305

65%

124

48%

176

62%

160

65%

ILN

65

42%

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

| | Ge | nder | Aggre | egated Age b | oreaks | Social

 | grade

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 |

 | Re | gion

 | | | Educ | cation | Employm | ent status
 | | Inc | ome | | Ethn | nicity |
 | Gener | I Election 20 | 24 Vote | | Referendu
 | m 2016 v |
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Total	Male	Eemale	19.24

 | CZDE

 | North
 | Midlands

 | |

 | Wales | Scotland | Graduates | Non- | Working | Not
 | UP TO | ., | | £55 000± | White | |
 | Labour | Liberal | Paform III | Other | Pamain
 | Leave |
| (A) | (B) | (C) | (D) | (E) | (F) | (G)

 | (H)

 | (1)
 | (J)

 | (K) | (L)

 | (M) | (N) | (O) | (P) | (Q) | (R)
 | (S) | (T) | (U) | (V) | (W) | (X) | (Y)
 | (Z) | (a) | (b) | (c) | (d)
 | (e) |
| 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 |
| 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 |
| 61
6% | 43
8%
c | 19
3% | 45
14%
EF | 14
3%
F | 3
1% | 52
8%
н

 | 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%
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bc | 3
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+ | 4
2%
+ | - | 36
8%
e
 | 8
2% |
| 110
10% | 67
13%
c | 39
7% | 55
16%
EF | 38
10%
F | 18
5% | 83
13%
н

 | 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%
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15%
b | 7
10%
+ | 7
4%
• | 11
10%
* | 62
14%
e
 | 19
5% |
| 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% |
| 156
14% | 62
12% | 89
17% | 46
14% | 52
13% | 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% |
| 475
44% | 245
46% | 227
42% | 60
18% | 191
49%
D | 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% | 107
65%
zac
 | 80
23% | 18
27%
* | 120
78%
YZac* | 46
40%
z* | 139
31%
 | 243
69%
d |
| 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
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* | 8
7%
Yb* | 27
6%
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3% |
| | 1085 1085 61 6% 110 10% 194 18% 156 14% 475 44% | Total (a) (b) (c) 1085 527 1085 527 1085 527 61 43 6% 8% c c 110 67 10% 13% c c 194 95 18% 186 62 14% 12% 475 44% 46% 89 16 | Total Male (B) Female (C) (A) (B) (C) 1085 527 541 1085 527 541 61 43 19 6% 8% 3% c 110 67 39 10% 13% 7% c 194 95 98 18% 18% 18% 156 62 89 12% 475 245 227 44% 46% 42% 89 16 70 | Total Male (A) (B) (C) (D) 1085 527 541 344 1085 527 541 334 61 43 19 45 6% 8% 3% 14% EF 110 67 39 55 10% 13% 7% 16% EF 194 95 98 84 18% 18% 25% EF 156 62 89 46 14% 12% 17% 14% 475 245 227 60 44% 46% 42% 18% 89 16 70 44 8% 3% 13% 13% | Total Male Female 18-34 35-54 (A) (B) (C) (D) (E) 1085 527 541 344 398 1085 527 541 334 391 61 43 19 45 14 6% 8% 3% 14% 3% 10 67 39 55 38 10% 13% 7% 16% 10% C FF F F 194 95 98 84 69 18% 18% 25% 18% FF F F F 156 62 89 46 52 14% 12% 17% 14% 13% 475 245 227 60 191 44% 46% 42% 18% 9% 89 16 70 44 28 8% | Total Male (B) Female (C) 18-34 35-54 (F) 55+ (F) (A) (B) (C) (D) (E) (F) 1085 527 541 344 398 343 1085 527 541 334 391 360 61 43 19 45 14 3 1% 6% 8% 3% 14% 3% 14 3 3 18 18 18 18 18 <t< td=""><td>Total Male Female 18-34 35-54 55+ ABC1 (A) (B) (C) (D) (E) (F) (G) 1085 527 541 344 398 343 709 1085 527 541 334 391 360 617 61 43 19 45 14 3 52 6% 8% 3% 14% 3% 1% 8% 60% 28 3% 14% 3% 1% 8% H 110 67 39 55 38 18 83 3 10% 13% 10% 5% 13% H 13% 13% 13% 13% 13% 13% 13% 13% 13% 11% 19% 12% 11% 19% 11% 19% 11% 19% 11% 19% 11% 19% 14% 11% 19% 12% 11% <t< td=""><td>Total Male Female 18-34 35-54 55+ ABC1 C2DE (A) (B) (C) (D) (E) (F) (G) (H) 1085 527 541 344 398 343 709 376 1085 527 541 334 391 360 617 468 61 43 19 45 14 3 52 9 6% 8% 3% 14% 3% 1% 8% 2% c c EF F H H 1% 6% 2% 110 67 39 55 38 18 83 27 10% 13% 7% 16% 10% 5% 13% 6% eF F F H 119 75 18% 11% 119 75 18% 18% 25% 18% 111 119</td><td>Total Male Female 18-34 35-54 55+ ABC1 C2DE North (A) (B) (C) (D) (E) (F) (G) (H) (I) 1085 527 541 344 398 343 709 376 260 1085 527 541 334 391 360 617 468 256 61 43 19 45 14 3 52 9 14 6% 8% 3% 14% 3% 1% 8% 2% 5% 110 67 39 55 38 18 83 27 29 10% 13% 7% 16% 10% 5% 13% 6% 11% 194 95 98 84 69 41 119 75 47 18% 18% 25% 18% 11% 11% 16% 18% <t< td=""><td>Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands (A) (B) (C) (D) (E) (F) (G) (H) (U) (J) 1085 527 541 344 398 343 709 376 260 281 1085 527 541 334 391 360 617 468 256 284 61 43 19 45 14 3 52 9 14 14 666 8% 2% 5%</td><td>Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South (A) (B) (C) (D) (E) (F) (G) (H) (U) (U) (K) 1085 527 541 344 398 343 709 376 260 281 243 61 43 19 45 14 3 52 9 14 14 13 6% 8% 3% 14% 3% 1% 8% 2% 5% 5% 5% 110 67 39 55 38 18 83 27 29 21 14 10% 13% 7% 16% 10% 5% 13% 6% 11% 7% 6% 194 95 98 84 69 41 119 75 47 44 44 43 18% 18% 18%<!--</td--><td>Total Male Female (a) 18-34 35-54 55+ ABC1 (G) C2DE (H) North (I) Midlands (I) Count (I) London (I) 1085 527 541 344 398 343 709 376 260 281 243 155 1085 527 541 334 391 360 617 468 256 284 244 155 61 43 19 45 14 3 52 9 14 14 13 16 6% 8% 3% 14% 3% 1% 2% 5% 5% 5% 5% 10% N 110 67 39 55 38 18 83 27 29 21 14 30 10% 13% 7% 6% 20% 11% 7% 6% 20% 11% 11% 7% 6% 20% 11% 14 30 30 15</td><td>Total Male Female 18-34 35-54 55+ ABC1 C2DE North (I) Midlands (I) South (I) London (II) Wales (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (II) (IV)
(IV)</td><td>Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (II) (M) (IV) (IV)</td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduates (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (N) (D) (D) (D) (D) (D) (D) (E) (F) (G) (H) (I) (I) (I) (I) (I) (I) (II) (I</td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduates Radiuates Radiuates</td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduates Graduates</td><td> Note Female 18-34 35-54 S5+ ABC1 C2DE North Midlands South London Wales Scotland Graduates Gradu</td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduates graduates Working Working Hope 19,999 </td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midfands South London Wales Scotland Graduates graduates Working working 119,999 220,000-234,999 </td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduates graduates Working Working £19.99 £20,000 £35,000</td><td> Total Male Female 18-34 35-54 55+ ABC1 CZDE North Midlands South London Wales Scotland Graduates Routing Paduates Working Working Paduates Paduates Working Paduates Pad</td><td> Protate Maile Female 18-34 38-54 55+ ABCL CDE North Midlands South London Wales Scotland Graduates Graduat</td><td> Total Male Female 18-34 35-54 55+ ABCL C2DE North Midlands South Condon Wales Scotland Graduates South Condon Wales South Condon Co</td><td> Total Male Female 18-34 35-54 55-5 ABC1 C2DE North Midlands South Called North North Called South Called South Called South Called Called </td><td> Total Male Female 18-34 35-4 55-5 ABC C/2D North Midal and South London Wales South Midal and South London Wales South Midal and South Midal and South London Wales South Midal and So</td><td> Total Male Female 18-34 35-54 55-4 55</td><td> Total Nale Penale 18-34 38-54 58-5 ARC C20E North Nidering South North Nidering South North Nidering South North Nidering Nidering North Nidering Nidering North Nidering Nidering</td><td> Total Male Penale 18-34 35-54 55-5</td><td> Male Male </td></td></t<></td></t<></td></t<> | Total Male Female 18-34 35-54 55+ ABC1 (A) (B) (C) (D) (E) (F) (G) 1085 527 541 344 398 343 709 1085 527 541 334 391 360 617 61 43 19 45 14 3 52 6% 8% 3% 14% 3% 1% 8% 60% 28 3% 14% 3% 1% 8% H 110 67 39 55 38 18 83 3 10% 13% 10% 5% 13% H 13% 13% 13% 13% 13% 13% 13% 13% 13% 11% 19% 12% 11% 19% 11% 19% 11% 19% 11% 19% 11% 19%
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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.

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

		Ge	nder	Aggr	egated Age I	breaks	Social	grade			Re	gion			Educ	cation	Employm	ent status		Inc	ome			nicity		Genera	l Election 20	24 Vote		Referendu	ım 2016
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	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 (1)	Wales (M)	Scotland (N)	Graduates (O)	graduates (P)	Working (Q)	working (R)	£19,999 (S)	£34,999	£54,999	£55,000+ (V)	group (W)	group (X)	ve (Y)	Labour (Z)	(a)	Reform UK (b)	Other (c)	Remain (d)	Lea
nweighted 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	32
eighted 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	35
ery 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 49
airly good job	200 18%	122 23% c	78 14%	73 22% E	56 14%	71 20%	145 23% н	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	13
either 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%	23
airly 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%	5 17
ery 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%	12 35
on'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 89

NET Good Job	276	170 32%		121	79 20%	76 21%	205 33%	70 15%				60 38%							47 18%	63 23%		205 22%					20		155 35%	
	23/6	C C	15%	EF EF		21%	33 <i>7</i> 0 Н	13/0	23/6	2176	21%			*		R R		10%	10%	2376	STU	22/6	W		Yabc	+	+	*	e e	10/0
NET Bad Job					146 37%		163 26%											70 42%									93 60%			
					D	D		G	L	L	L		•	•	0		Q	v	v	v		х		Za		•	YZac*	Z*		d

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.

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

		Ge	nder	Aggre	gated Age b	reaks	Social	grade			Reg	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity		Genera	al Election 2	024 Vote		Referendur	m 2016 v
																Non-		Not	UP TO	£20,000-	£35,000 -		White ethnic	Minority ethnic	Conservati		Liberal				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	graduates	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group	ve	Labour	Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Inweighted 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
eighted 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
ery good job	68	45	22	42	18	8	55	13	18	14	11	20	4	2	52	16	58	10	3	7	19	39	43	25	7	43	4	5	1	41	13
	6%	9% c	4%	13% EF	5%	2%	9% н	3%	7%	5%	4%	13% JKN	7%	2%	13% P	2%	8% R	3%	2%	3%	7% s	13% STU	5%	16% W	4%	13% Ybc	6%	3%	1%	9% e	4%
airly good job	194	120	72	89	46	59	134	61	39	54	29	44	9	19	91	103	156	38	19	34	40	94	152	40	27	99	13	13	17	104	40
	18%	23% c	13%	27% EF	12%	16%	22% н	13%	15%	19%	12%	28% IK	17%	21%	23% P	15%	21% R	11%	11%	13%	14%	31% STU	17%	26% W	17%	29% Ybc	20% b*	8%	15%	23% e	11%
leither a good nor a bad job	194	89	102	61	79	55	118	76	54	43	52	22	5	17	72	122	139	55	30	48	56	48	155	40	16	72	17	25	18	94	49
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airly bad job	228	98	125	46	88	94	110	118	57	59	55	26	15	15	72	156	145	83	35	67	69	39	210	16	47	59	19	30	37	88	90
	21%	19%	23%	14%	22% D	26% D	18%	25% G	22%	21%	23%	17%	28%	17%	18%	23%	20%	24%	21%	25% V	25% V	13%	23% x	10%	28% z	17%	28%	19%	32% zb*	20%	26%
'ery bad job	298	140	153	54	120	124	137	161	62	93	76	28	13	26	68	230	175	123	62	83	71	58	267	23	64	39	11	77	30	81	142
	27%	26%	28%	16%	31% D	35% D	22%	34% G	24%	33% L	31% L	18%	25%	28%	17%	33% o	24%	35% Q	37% UV	32% v	26%	20%	29% x	15%	39% Za	11%	16%	50% Zac*	26% z*	18%	41% d
on't know	102	36	66	42	41	20	63	39	26	21	21	15	8	13	38	64	61	41	21	23	24	20	89	13	4	30	2	6	11	36	17
	9%	7%	12%	13%	10%	6%	10%	8%	10%	7%	9%	10%	14%	14%	10%	9%	8%	12%	13%	9%	9%	7%	10%	8%	2%	9%	3%	4%	10%	8%	5%
			В																							v			Y*		

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.

28

53%

42

45%

139

35%

387

56%

320

44%

206

59%

Q

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57%

150

57%

140

50%

98

33%

477

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39

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111

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29

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106

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66

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169

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232

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Column Proportions~(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(*)~Column Proportions~(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:~30(*

526

48%

237

45%

278

52%

100

30%

208

53%

218

61%

247

40%

279

60%

119

46%

152

54%

131

54%

54

35%

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

| e Female (C) 7 541 | 18-34
(D) | 35-54
(E)
398 | 55+
(F) | ABC1 (G) 709 | C2DE
(H) | North
(I) | Midlands
(J) | South
(K) | London
(L) | Wales
(M) | Scotland
(N)

 | Graduates
(O) | Non-
graduates
(P) | Working (Q)

 | working | £19,999 | £34,999 | | £55,000+ | White
ethnic
group | Minority
ethnic
group | Conservati
ve
 | Labour | Liberal
Democrats I | | Other | Remain | Leav
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| (C)
7 541 | (D) | (E) | (F) | (G) | (H) | (1) | (J) | | | |

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 | | | | | £55,000+ | group | group | ve
 | Labour | Democrats | | | | Lea
 |
| | 344 | 398 | 343 | 709 | 276 | | | | | |

 | | | (Q)

 | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y)
 | (Z) | (a) | (b) | (c) | (d) | (e)
 |
| 541 | | | | | 370 | 260 | 281 | 243 | 155 | 53 | 93

 | 643 | 442 | 759

 | 326 | 151 | 243 | 246 | 368 | 905 | 169 | 165
 | 380 | 68 | 133 | 112 | 485 | 320
 |
| | 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
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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.

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Q

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YZac*

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

543

50%

267

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267

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44%

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141

50%

148

60%

63

41%

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

		Ge	nder	Aggre	egated Age b	oreaks	Social	grade			Re	gion			Educ	cation	Employm	ent status		Inc	ome		Ethn	nicity		Genera	al Election 20	24 Vote		Referendu	m 2016
																							White	Minority							
																Non-		Not	UP TO		£35,000 -		ethnic		Conservati		Liberal				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	graduates	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group	ve	Labour	Democrats	Reform UK	Other	Remain	Leav
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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% н	12 3%	11 4%	16 5%	8 3%	19 12% IJKN	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% н	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%	91 23%	90 25%	137 22%	128 27%	62 24%	78 28%	52 21%	34 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%	67 199
Fairly bad job	142 13%	71 14%	65 12%	31 9%	43 11%	68 19% DE	72 12%	70 15%	38 15% N	40 14%	37 15% N	16 10%	8 14% +	5 5% +	40 10%	102 15% 0	90 12%	52 15%	19 12%	50 19% V	50 18% v	19 6%	131 14% x	11 7%	40 24% za	29 9%	6 9% +	24 16% +	17 15% •	54 12%	64 189 d
Very bad job	183 17%	78 15%	103 19%	34 10%	81 21% D	68 19% D	81 13%	102 22% G	44 17%	50 18%	48 20% M	22 14%	3 6% •	15 16% *	50 13%	133 19% 0	116 16%	66 19%	34 20%	37 14%	51 18%	42 14%	157 17%	21 13%	39 24% za	14 4%	4 6% •	54 35% zac*	18 15% z*	38 9%	98 289 d
Don't know	269 25%	104 20%	161 30% B	67 20%	107 27%	95 26%	154 25%	115 24%	59 23%	60 21%	77 31% JL	26 17%	17 32% L*	30 32% L*	76 19%	192 28% 0	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%	81 239

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11

20%

20

22%

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23%

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34%

207

28%

118

34%

54

32%

87

33%

101

36%

61

20%

288

31%

32

20%

79

48%

Zac

43

13%

10

14%

78

50%

35

30%

92

21%

162

46%

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

325

30%

149

28%

168

31%

66

20%

124

32%

135

38%

153

25%

171

37%

G

82

32%

89

31%

85

35%

38

25%

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

		O2 How	likalır or uni	ikely do you	think it is s	hat each of	the followin	a will be ac	Navad by th	o and of thi	r Parliament	In 20202	
	Raising living standards in every part of the UK	Delivering economic stability to keep taxes, inflation and mortgages as low as possible	Building 1.5m homes in	Ensuring at least 92% of NHS hospital patients in England walt no longer than 18 weeks for elective treatment	Putting police back on the beat with a named officer for every	Recruiting	Cutting energy bills and boosting home energy security by settling up Great British Energy	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	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	Strengthe ning Britain's armed forces and protecting the country's national	Cutting NHS waiting	Reducing anti-social behaviour by providing more neighbour hood police, tougher penalties for	Ensuring that at least 75% of five- year-olds in England are ready to learn when the start school
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(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% A	79 7% A	71 7% A	60 6%	84 8% AEKL	78 7% A	71 7% A	74 7% A	92 8% ADEXL	64 6%	62 6%	91 8% ADEKL
Fairly likely	146 13%	153 14%	182 17% AGHI	156 14%	183 17% AGHIL	173 16% н	150 14%	133 12%	123 11%	238 22% ABCDEFGHK LM	186 17% ABDGHIL	149 14%	192 18% ABDGHIL
Neither likely nor unlikely	167 15%	190 18%	187 17%	179 17%	212 20% AGHIK	214 20% ADGHIK	179 16%	176 16%	176 16%	238 22% ABCDGHK	176 16%	211 19% AGHIK	229 21% ABCDGHIK
Fairly unlikely	260 24% BHIIM	221 20% J	231 21% .m	261 24% BIHLIM	237 22% .m	224 21%	254 23% HUM	213 20%	204 19%	176 16%	247 23% um	241 22% .m	191 18%
Verv unlikely	378 35% BCDEFGIKLM	346 32% CEFIM	286 26% FIM	317 29% rim	292 27% rsm	246 23% M	344 32% cerum	405 37% BCDEFGRUM	418 39% ABCDEFGJRL M	236 22%	321 30% cefim	322 30% cerim	211 19%
Don't know	86 8%	103 10% AG	121 11% AGHEL	102 9% G	101 9% G	143 13% ABCDEGHUKL	81 7%	88 8%	90 8%	105 10% AG	92 8%	100 9% G	171 16% ABCDEFGHII KL
NET Likely	195 18%	224 21% A	261 24% ABDGHIL	227 21% A	243 22% AHIL	257 24% ABDGHIL	228 21% Al	203 19%	198 18%	330 30% ABCDEFGHIK LM	250 23% AML	212 20%	283 26% ABDEGHIKL
NET Unlikely	638 59% BCDEFGIKLM	567 52% CERIM	516 48%	577 53% CEUM	529 49%	471 43%	597 55% BCEFILM	618 57% BCDEFIKIM	622 57% BCDEFIKLM	412 38%	568 52% CEUM	563 52% cersm	402 37%

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ColumnProportions (5%): A/B/C/D/E/F/G/H/U/K/L/M Minimum Base: 20(**) Small Base: 100(*)
ColumnMeans (5%): A/B/C/D/E/F/G/H/U/K/L/M Minimum Base: 30(**) Small Base: 200(*)

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

		Ge	nder	Appr	egated Age b	reaks	Social	grade			Re	gion			Educ	ation	Employme	ent status		Inc	ome		Ethr	nicity		Gener	al Election 20	24 Vote		Referendu	m 2016
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland		Non- graduates		Not	UP TO £19,999		£35,000 - £54,999	£55,000+	White ethnic group	Minority	Conservati ve		Liberal	Reform UK	Other	Remain	Lea
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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	32
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	35
Very likely	49 5%	34 6% c	15 3%	33 10% EF	14 4% F	2 1%	44 7% н	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	34 11% stu	27 3%	21 14% W	4 2%	29 8% Yb	4 6% b*	-	5 4% b*	30 7% e	6 29
Fairly likely	146 13%	91 17% c	52 10%	75 23% EF	35 9%	36 10%	104 17% н	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 89
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	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%	159 41% D	152 42% D	183 30%	195 42% G	85 33%	97 34%	102 42% L	45 29%	19 36% *	30 32% *	100 25%	278 40% o	227 31%	150 43% Q	74 44% V	109 41% V	93 33%	74 25%	335 37% x	34 22%	80 49% za	49 14%	21 31% z*	97 63% YZac*	42 36% z*	102 23%	19 54'
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%	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 59

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.

36

68%

50

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177

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461

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395

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243

69%

Q

120

71%

175

67%

167

60%

132

44%

570

62%

56

36%

119

72%

143

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42

63%

115

75%

75

66%

230

52%

257

73%

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

638

59%

292

55%

336

62%

135

40%

252

64%

251

70%

330

54%

307

66%

142

55%

179

63%

158

64%

73

47%

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

		Ge	ender	Aggr	egated Age I	oreaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethi	nicity		Genera	I Election 20	24 Vote		Referendu	m 2016
																Non-		Not	UPTO	£20,000-			White ethnic		Conservati		Liberal				
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North	Midlands (J)	South (K)	London	Wales (M)	Scotland (N)	Graduates (O)	graduates (P)	Working (Q)	working (R)	£19,999 (S)	£34,999	£54,999 (U)	£55,000+	group (W)	group (X)	ve (Y)	Labour (Z)	Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Lea (e
nweighted base	1085	527							250			(L)						- ' '	151	(1)					- 11	380	(a)				
nweighted 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	32
eighted 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	35
ery likely	71	55	15	42	22	6	56	15	26	9	11	19	5	2	48	22	64	7	1	6	27	37	50	19	6	42	2	8	3	37	14
	7%	10% c	3%	13% EF	6% F	2%	9% н	3%	10% JKN	3%	4%	12% JKN	9%	2%	12% P	3%	9% R	2%	1%	2%	10% ST	12% ST	5%	12% W	3%	12% Ybc	3%	5%	3%	8% e	49
airly likely	153	89	62	71	43	40	109	44	33	32	34	39	6	10	83	71	118	36	17	30	32	73	112	41	18	90	10	8	7	89	26
	14%	17% c	11%	21% EF	11%	11%	18% H	9%	13%	11%	14%	25% IJKN	11%	11%	21% P	10%	16% R	10%	10%	11%	12%	24% STU	12%	26% W	11%	26% Ybc	15% b*	5%	6%	20% e	79
either likely nor unlikely	190	99	89	62	62	66	117	73	40	60	35	25	9	20	73	118	139	51	21	54	46	57	151	39	22	75	14	16	20	91	47
	18%	19%	16%	19%	16%	18%	19%	16%	15%	21%	14%	16%	18%	22%	18%	17%	19%	15%	13%	21%	17%	19%	16%	25% W	13%	22% Yb	22%	11%	18%	20% e	149
airly unlikely	221	95	124	57	79	85	123	99	59	63	53	22	7	18	63	158	144	78	45	58	65	40	207	14	41	63	24	23	39	101	73
	20%	18%	23%	17%	20%	24%	20%	21%	23%	22%	22%	14%	13%	19%	16%	23% 0	20%	22%	27% v	22% V	23% v	13%	23% x	9%	25%	18%	37% Zb*	15%	34% zb*	23%	219
ery unlikely	346	164	175	57	147	141	162	184	75	90	93	38	21	27	89	257	205	141	65	96	87	71	308	29	76	47	13	90	32	92	17-
	32%	31%	32%	17%	38% D	39% D	26%	39% G	29%	32%	38% L	25%	40%	29%	23%	37% 0	28%	40% Q	39% v	36% v	31%	24%	34% x	18%	46% Zac	14%	20%	59% Zac*	28% z*	21%	499 d
on't know	103	26	77	44	38	22	49	55	23	30	18	12	5	15	37	67	67	37	19	19	21	20	87	15	4	25	3	9	12	35	17
	10%	5%	14% B	13% F	10%	6%	8%	12%	9%	10%	7%	8%	9%	16% K*	9%	10%	9%	10%	11%	7%	8%	7%	9%	9%	2%	7%	5%	6%	11% Y*	8%	59
ET Likely	224	144	76	113	65	46	166	59	59	41	45	57	11	12	131	93	181	43	17	36	59	110	162	60	23	131	12	16	10	127	
	21%	27%	14%	34%	17%	13%	27%	13%	23%	15%	18%	37%	20%	13%	33%	13%	25%	12%	10%	14%	21%	37%	18%	38%	14%	38%	17%	10%	9%	28%	119

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28

53%

45

49%

152

39%

415

60%

348

47%

219

63%

Q

110

65%

154

59%

151

54%

111

37%

515

56%

43

28%

116

70%

110

32%

37

56%

114

74%

71

62%

Z*

193

43%

247

70%

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

567

52%

259

49%

299

55%

115

34%

226

58%

227

63%

285

46%

282

60%

135

53%

153

54%

146

60%

60

39%

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

		Ge	nder	Aggre	gated Age b	oreaks	Social	grade			Re	gion			Educ	ation	Employme	ent status		Inc	ome		Ethr	nicity		Gener	al Election 20	24 Vote		Referendu	n 2016 ı
	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-		£55,000+	White ethnic group	Minority ethnic group	Conservati	Labour	Liberal Democrats	Reform UK	Other	Remain	Leav
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
nweighted 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
eighted 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
ery likely	79 7%	56 11% c	22 4%	47 14% EF	21 5%	11 3%	57 9% н	22 5%	23 9%	17 6%	16 7%	15 10%	3 5% +	4 5% *	47 12% P	32 5%	66 9% R	13 4%	8 5%	5 2%	17 6%	45 15% STU	51 6%	26 17% W	7 4%	37 11% Yc	6 9% +	12 8% +	2 2% *	38 9%	21 6%
airly likely	182 17%	92 17%	86 16%	90 27% EF	54 14%	38 10%	120 19% н	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%
either 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%
airly 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%
ery 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%	217 31% 0	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
on'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	14 12%	44 10%	25 7%

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.

28

53%

40

44%

140

36%

377

54%

312

42%

205

59%

Q

95

56%

148

56%

131

47%

105

35%

460

50%

51

32%

102

62%

109

32%

37

56%

109

71%

61

54%

178

40%

233

66%

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

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

516

48%

264

50%

243

45%

99

30%

195

50%

223

62%

DE

263

43%

253

54%

110

43%

137

48%

130

53%

70

45%

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

Figure F	ethnic group (X)	Conservati ve Labour (Y) (Z) 165 380	Liberal Democrats Reform UK Other (a) (b) (c) 68 133 112	(d) (
Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduates graduates Working £19,999 £34	(X) 169	ve Labour (Y) (Z)	Democrats Reform UK Other (a) (b) (c)	(d) (
(A) (B) (C) (D) (E) (F) (G) (H) (I) (V) (W) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W) (U) (W) (W) (N) (N) (N) (N) (N) (N) (N) (N) (N) (N	(X) 169	(Y) (Z)	(a) (b) (c)	(d) (
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	
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				485 3
	157	165 342	66 154 114	445 3
Very likely 71 52 18 37 23 10 58 12 14 15 14 19 3 5 46 25 58 12 6 9 19 38 42	28	5 44	4 2 7	41 1
7% 10% 3% 11% 65% 3% 9% 3% 6% 5% 65% 12% 6% 65% 12% 4% 8% 4% 3% 3% 7% 13% 5%	18%	3% 13%	6% 1% 6%	9% 3
C EF H U * * P R STU	w	Yb		e
Fairly likely 156 86 66 78 36 42 113 43 32 42 32 34 5 12 99 57 123 33 11 33 27 81 123	33	22 84	9 10 9	76 3
14% 16% 12% 23% 9% 12% 18% 9% 13% 15% 13% 22% 9% 13% 25% 8% 17% 9% 6% 12% 10% 27% 13%		14% 25%	13% 7% 7%	17% 1
EF H I I • • P R STU	w	Ybc		e
Neither likely nor unlikely 179 90 87 69 63 48 109 70 56 41 36 23 9 14 63 116 137 42 30 37 58 47 144	35	14 74	16 20 14	86 3
17% 17% 16% 21% 16% 13% 18% 15% 22% 14% 15% 15% 15% 17% 17% 19% 12% 18% 14% 21% 16% 16% 16%		8% 22%	24% 13% 12%	19% 1
		Y	γ• • •	e
Fairly unlikely 261 113 145 59 93 109 134 126 58 85 61 25 12 20 69 192 172 89 42 77 73 50 239	21	56 65	16 37 39	105 1
24% 21% 27% 18% 24% 30% 22% 27% 23% 30% 25% 16% 22% 21% 17% 28% 23% 25% 25% 29% 26% 17% 26%	13%	34% 19%	24% 24% 34%	24% 2
D L C C C C C C C C C C C C C C C C C C		Z	* * Z*	
Very unlikely 317 155 153 59 134 124 150 167 74 78 82 41 17 24 86 231 185 132 61 78 83 66 277	31	62 48	18 80 36	97 1
29% 29% 28% 18% 34% 34% 24% 36% 29% 28% 34% 27% 32% 26% 22% 33% 25% 38% 36% 29% 30% 22% 30%		37% 14%		22% 4
D D G G O O Q V X		z	Z* YZac* Z*	
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Don't know 102 30 71 32 42 27 52 49 22 23 20 12 8 17 31 71 60 41 18 30 19 17 91	10			9% 5
Don't know 102 30 71 32 42 27 52 49 22 23 20 12 8 17 31 71 60 41 18 30 19 17 91 9% 6% 13% 10% 11% 8% 8% 8% 11% 8% 8% 8% 8% 8% 14% 18% 8% 10% 8% 12% 11% 11% 7% 6% 10%	6%	4% 8%		
29% 29% 28% 18% 34% 34% 24% 36% 29% 28% 34% 27% 32% 26% 22% 33% 25% 38% 36% 29% 30% 22% 30% v v v		37% 14% z 7 27	27% 52%	32%

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29

54%

44

48%

154

39%

423

61%

357

48%

221

63%

Q

104

62%

155

59%

155

56%

117

39%

516

56%

51

33%

118

71%

Za

112

33%

34

51%

117

76%

75

66%

202

45%

251

72%

577

53%

268

51%

298

55%

118

35%

227

58%

233

65%

284

46%

293

63%

132

52%

163

58%

143

58%

67

43%

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

| | Ge | nder | Aggr | egated Age I | breaks | Social | grade | |

 | Re | gion

 | | | Educ | cation
 | Employm | ent status | | Inc | ome
 | | Ethn | nicity | | Genera
 | al Election 20 | 24 Vote | | Referendu | m 2016 v
 |
|------------|---|--|---|---|--|---|--|---
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---|---|--|--|--
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Total			

 | |

 | Wales | Scotland | Graduates | Non-
 | | Not | UP TO | £20,000- | £35,000 -
 | £55 000± | White
ethnic | | |
 | Liberal | Reform LIK | Other | Remain | Leav
 |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (1) | (J)

 | (K) | (L)

 | (M) | (N) | (O) | (P)
 | (Q) | (R) | (S) | (T) | (U)
 | (V) | (W) | (X) | (Y) | (Z)
 | (a) | (b) | (c) | (d) | (e)
 |
| 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
 |
| 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
 |
| 60
6% | 38
7% | 22
4% | 36
11%
EF | 17
4% | 6
2% | 49
8%
н | 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
 | 44
15%
stu | 29
3% | 31
19%
w | 9 | 35
10%
bc
 | 3
5%
* | 3
2%
* | 1
1%
* | 37
8%
e | 10
3%
 |
| 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%
 |
| 212
20% | 101
19% | 104
19% | 76
23%
E | 60
15% | 76
21% | 122
20% | 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%
 |
| 237
22% | 111
21% | 124
23% | 57
17% | 96
25%
D | 84
23% | 130
21% | 108
23% | 67
26% | 72
25%

 | 44
18% | 26
17%

 | 13
24%
* | 16
17%
+ | 62
16% | 176
25%
0
 | 166
23% | 72
21% | 46
28%
V | 68
26%
v | 61
22%
 | 46
15% | 228
25%
x | 9 | 37
23% | 67
20%
 | 16
24%
+ | 28
18%
* | 28
25%
* | 108
24% | 70
20%
 |
| 292
27% | 143
27% | 147
27% | 42
12% | 127
32%
D | 123
34%
D | 138
22% | 154
33%
G | 62
24% | 72
25%

 | 86
35%
IJL | 33
21%

 | 15
27%
* | 24
26%
* | 76
19% | 216
31%
0
 | 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
 |
| 101
9% | 25
5% | 72
13%
B | 38
11%
F | 42
11%
F | 21
6% | 50
8% | 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% | 11
7% | 4
2% | 27
8%
Y
 | 4
5%
+ | 4
3%
+ | 13
11%
Yb* | 35
8% | 14
4%
 |
| | 1085 1085 60 6% 183 17% 212 20% 237 22% 292 27% | Total (a) (b) (c) (c) (d) (e) (d) (e) (e) (e) (e) (e) (e) (e) (e) (e) (e | (A) (B) (C) 1085 527 541 1085 527 541 60 38 22 6% 7% 4% 183 109 72 17% 21% 13% c 212 101 104 20% 19% 19% 237 111 124 22% 21% 23% 292 143 147 27% 27% 27% | Total Male (a) (b) (c) (c) (c) (d) (e) (e) (e) (e) (e) (e) (e) (e) (e) (e | Total Male Female 18-34 35-54 (A) (B) (C) (D) (E) 1085 527 541 344 398 1085 527 541 334 391 60 38 22 36 17 6% 7% 4% 11% 4% 183 109 72 85 49 17% 21% 13% 26% 12% c EF 12% 12% 200% 19% 19% 23% 15% 237 111 124 57 96 22% 21% 23% 17% 25% D 292 143 147 42 127 27% 27% 12% 32% 0 101 25 72 38 42 | Total Male Female (e) 18-34 35-54 55+ (A) (B) (C) (D) (E) (F) 1085 527 541 344 398 343 1085 527 541 334 391 360 60 38 22 36 17 6 6% 7% 4% 11% 4% 2% 183 109 72 85 49 49 17% 21% 13% 26% 12% 14% c EF 12% 14% 21% 14% 20% 19% 19% 23% 15% 21% 237 111 124 57 96 84 22% 21% 23% 17% 25% 23% 292 143 147 42 127 123 27% 27% 27% 12% 34% D 0< | Total Male (A) Female (B) 18-34 (C) 35-54 (F) 55+ (F) ABC1 (G) 1085 527 541 344 398 343 709 1085 527 541 334 391 360 617 60 38 22 36 17 6 49 6% 7% 4% 11% 4% 2% 8% 183 109 72 85 49 49 128 17% 21% 13% 26% 12% 14% 21% c 19% 23% 15% 21% 20% 20% 19% 23% 15% 21% 20% 237 111 124 57 96 84 130 22% 21% 23% 17% 25% 23% 21% 292 143 147 42 127 123 34% 22% 27% 27% < | Total Male Female 18-34 35-54 55+ ABC1 C2DE (A) (B) (C) (D) (E) (F) (G) (H) 1085 527 541 344 398 343 709 376 1085 527 541 334 391 360 617 468 60 38 22 36 17 6 49 11 6% 7% 4% 11% 4% 2% 8% 2% 183 109 72 85 49 49 128 54 17% 21% 13% 26% 12% 14% 21% 12% 212 101 104 76 60 76 122 90 20% 19% 23% 15% 21% 20% 19% 237 111 124 57 96 84 130 108 2 | Total Male Female 18-34 35-54 55+ ABC1 C2DE North (A) (B) (C) (D) (E) (F) (G) (H) (I) 1085 527 541 344 398 343 709 376 260 1085 527 541 334 391 360 617 468 256 60 38 22 36 17 6 49 11 11 14 15 4% 21% 4% 2% 8% 2% 4% 4% 4% 21% 4% 21% 4% 2% 4% 4% 11% 4% 21% 12% 40 15% 15% 14% 21% 12% 15% 14% 12% 12% 15% 15% 15% 15% 15% 15% 21% 20% 19% 20% 15% 21% 20% 19% 20% 20% 20% </td <td>Total Male Female 18-34 35-54 55+ ABC1 C2DE North (I) Midlands (I) (A) (B) (C) (D) (E) (F) (G) (H) (I) (I)</td> <td>Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South (A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) 1085 527 541 334 391 360 617 468 256 284 244 60 38 22 36 17 6 49 11 11 12 6 6% 7% 4% 11% 4% 2% 8% 2% 4% 4% 3% 183 109 72 85 49 49 128 54 40 53 31 17% 21% 13% 26% 12% 14% 21% 12% 15% 19% 13% 21 101 104 76 60 76 122 90 51 54 54 20% 19% <t< td=""><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London (A) (B) (C) (D) (E) (F) (G) (H) (I) (I)</td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales </td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (I) (I) (I) (M) (M) (M) (II) (II) (III) (II</td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduates (a) (b) (c) (b) (c) (e) (f) (d) (h) (l) (l) (k) (l) (k) (l) (m) (n) (o) (d) (e) (e)</td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduates Graduates</td><td> Total Male Female 18-34 35-54 S5+ ABC1 C2DE North Midlands South London Wales Scotland Graduates Graduates</td><td> Note Permate 18-34 35-54 S5+ ABC1 C2DE North Midlands South London Wales Scotland Graduates Ron- Graduates Working Working Working (A) (B) (C) (D) (E) (F) (G) (H) (D) (D) (K) (L) (M) (M)</td><td> Total Male Female 18-34 35-54 S5+ ABCL C2DE North Midlands South London Wales Scotland Graduates Graduates</td><td> Total Male Female 18-34 35-54 55+ ABC1 CZDE North Midlands South London Wales Scotland Graduates Female Graduates Working Working Working CI 599 623,4999 (A) (B) (C) (C</td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Mildlands South London Wales Scotland Graduates Graduate</td><td> Total Male Female 18-34 35-54 55+ A8C1 CZDE North Midlands South London Wales Scotland Graduates Roth Roth </td><td> Protate Maile Female 18-34 38-54 55+ ABCL C2DE North Midflands South London Wales Scotland Graduates Gradu</td><td> Total Male Female 18-34 35-54 55+ ABCL CZD North Mildlands South London Wales Soctiand Graduates Working Working Working City City </td><td> Total Male Female 18-34 35-54 S5+ ABCL C2DE North Midlands South London Wales South Condend Graduates South Condend Graduates South Condend Graduates South Condend Co</td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South Lindon Wales South Midlands South Lindon Wales South Graduates graduates Working Lindon Lindon </td><td> Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Social and Graduates graduates Working North (21) 9399 253,000 - 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NET Likely	243	147	94	121	66	55	178	65	51	65	38	59	10	21	143	100	192	51	20	41	59	116	174	67	29	130	12	19	19	133	47
	22%	28%	17%	36%	17%	15%	29%	14%	20%	23%	15%	38%	20%	22%	36%	14%	26%	15%	12%	16%	21%	39%	19%	43%	18%	38%	18%	12%	16%	30%	13%
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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.

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

55+ ABC (F) (G)	(G) (H) 709 376 517 468 667 17 411% 4% H 1114 59 13% H	North (I) 260 256 24 9% J 34 13%	Midlands (J) 281 284 11 4% 46 16%	South (K) 243 244 13 5% 36 15%	London (L) 155 155 27 18% UKN 35 22%	Wales (M) 53 53 53 53 6 5 10% 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	Scotland (N) 93 92 4 5% 17 18%	Graduates (O) 643 393 57 14% P 86 22%	Non-graduates (P) 442 692 28 4%	Working (Q) 759 736 75 10% R	Not working (R) 326 349 9 3%	UP TO £19,999 (S) 151 168 5 3%	£34,999 (T) 243 264 7 3%	£35,000 - £54,999 (U) 246 278 21 7% T	£55,000+ (V) 368 299 52 17% STU	White ethnic group (W) 905 915 55 6%	Minority ethnic group (X) 169 157 29 18%	Conservati ve (Y) 165 165	Labour (z) 380 342 48 14%	Liberal Democrats (a) 68 66 4 7%	Reform UK (b) 133 154 7 4%	Other (c) 112 114 4 4%	Remain (d) 485 445 48 11%
(F) (G) 343 709 360 617 10 67 3% 119 H 44 114 12% 189 H 72 133	(G) (H) 709 376 517 468 667 17 411% 4% H 1114 59 13% H	(I) 260 256 24 9% J 34 13%	(J) 281 284 11 4% 46 16%	(K) 243 244 13 5%	(L) 155 155 27 18% UKN	(M) 53 53 4 8% •	93 92 4 5% •	(O) 643 393 57 14% P	(P) 442 692 28 4%	(Q) 759 736 75 10% R 131	(R) 326 349 9 3%	(S) 151 168 5 3%	(T) 243 264 7 3%	(U) 246 278	(V) 368 299 52 17%	(W) 905 915	(X) 169 157	(Y) 165 165	(z) 380 342 48	(a) 68 66	(b) 133 154	(c) 112 114	(d) 485 445 48
360 617 10 67 3% 119 H 44 114 12% 189 H	517 468 67 17 111% 4% H 1114 59 13% H	256 24 9% J 34 13%	284 11 4% 46 16%	244 13 5%	155 27 18% UKN	53 4 8% *	92 4 5% •	393 57 14% P	692 28 4%	759 736 75 10% R	349 9 3%	168 5 3%	264 7 3%	278	299 52 17%	905 915 55	157	165	342 48	66	154	114	485 445 48
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		56					•	P		18% R	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
		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%
	119 105 19% 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%
		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%
		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%
98 27% D	1	120 127 19% 27% 6 64 79 10% 17%	120 127 55 19% 27% 22% 6 6 64 79 35 10% 17% 14%	L L 120 127 55 63 19% 27% 22% 22% 6 64 79 35 36 10% 17% 14% 13%	L L L 120 127 55 63 69 19% 27% 22% 22% 28% 6 6 64 79 35 36 30 10% 17% 14% 13% 12%	L L L 120 127 55 63 69 29 19% 27% 22% 22% 28% 19% 6 64 79 35 36 30 17 10% 17% 14% 13% 12% 11%	L L L L L 120 127 55 63 69 29 13 19% 27% 22% 22% 28% 19% 24% 6 * * * 64 79 35 36 30 17 12 10% 17% 14% 13% 12% 11% 23%	L L L L L L* L* 120 127 55 63 69 29 13 17 19% 27% 22% 22% 28% 19% 24% 18% 6 * * * * * * 64 79 35 36 30 17 12 14 10% 17% 14% 13% 12% 11% 23% 15%	L L L L L . L* 120 127 55 63 69 29 13 17 65 19% 27% 22% 22% 28% 19% 24% 18% 17% 6 * * * * * * * 64 79 35 36 30 17 12 14 41 10% 17% 14% 13% 12% 11% 23% 15% 10%	L L L L L L L* L*	120 127 55 63 69 29 13 17 65 181 136 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 6 * * * * * * O 64 79 35 36 30 17 12 14 41 102 87 10% 17% 14% 13% 12% 11% 23% 15% 10% 15% 12%	120 127 55 63 69 29 13 17 65 181 136 110 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 6 0 0 0 0 0 0 0 0 64 79 35 36 30 17 12 14 41 102 87 56 10% 17% 14% 13% 12% 11% 23% 15% 10% 15% 12% 16%	L L L L L L L L L L	120 127 55 63 69 29 13 17 65 181 136 110 43 64 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 6	L L L L L L L L SV V 120 127 55 63 69 29 13 17 65 181 136 110 43 64 72 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 26% 26% 24% 26% 26% 24% 26% <t< td=""><td>L L L L L L* L*</td><td>L L L L L L L* L*</td><td> 120 127 55 63 69 29 13 17 65 181 136 110 43 64 72 40 221 23 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 26% 13% 24% 11% 64 79 35 36 30 17 12 14 41 102 87 56 39 33 26 27 126 13 10% 17% 14% 13% 12% 11% 23% 15% 10% 15% 12% 16% 23% 13% 9% 9% 14% 8% </td><td> 120 127 55 63 69 29 13 17 65 181 136 110 43 64 72 40 221 23 56 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 26% 24% 26% 13% 24% 15% 34% 64 79 35 36 30 17 12 14 41 102 87 56 39 33 26 27 126 13 16 10% 17% 14% 13% 12% 11% 23% 15% 10% 15% 12% 16% 23% 13% 9% 9% 14% 8% 10% </td><td> 120 127 55 63 69 29 13 17 65 181 136 110 43 64 72 40 221 23 56 32 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 26% 26% 13% 24% 15% 34% 9% 6</td><td> 120 127 55 63 69 29 13 17 65 181 136 110 43 64 72 40 221 23 56 32 9 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 26% 24% 26% 13% 24% 15% 34% 9% 13% 26% 24% 24%</td><td>L L L L L L S S S S S S S S S S S S S S</td><td>L L L L L L S S S S S S S S S S S S S S</td></t<>	L L L L L L* L*	L L L L L L L* L*	120 127 55 63 69 29 13 17 65 181 136 110 43 64 72 40 221 23 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 26% 13% 24% 11% 64 79 35 36 30 17 12 14 41 102 87 56 39 33 26 27 126 13 10% 17% 14% 13% 12% 11% 23% 15% 10% 15% 12% 16% 23% 13% 9% 9% 14% 8%	120 127 55 63 69 29 13 17 65 181 136 110 43 64 72 40 221 23 56 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 26% 24% 26% 13% 24% 15% 34% 64 79 35 36 30 17 12 14 41 102 87 56 39 33 26 27 126 13 16 10% 17% 14% 13% 12% 11% 23% 15% 10% 15% 12% 16% 23% 13% 9% 9% 14% 8% 10%	120 127 55 63 69 29 13 17 65 181 136 110 43 64 72 40 221 23 56 32 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 26% 26% 13% 24% 15% 34% 9% 6	120 127 55 63 69 29 13 17 65 181 136 110 43 64 72 40 221 23 56 32 9 19% 27% 22% 22% 28% 19% 24% 18% 17% 26% 19% 31% 26% 24% 26% 24% 26% 13% 24% 15% 34% 9% 13% 26% 24% 24%	L L L L L L S S S S S S S S S S S S S S	L L L L L L S S S S S S S S S S S S S S

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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.

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

		Ge	ender	Agg	regated Age I	breaks	Social	l grade			Re	gion			Edu	cation	Employm	nent status		Inc	ome		Ethi	nicity		Genera	al Election 20	24 Vote		Referendu	n 2016 vc
	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	Conservati ve	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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% н	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% UKN	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%	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%	108 27% D	88 24%	139 22%	115 25%	66 26% L	77 27% L	58 24% L	20 13%	11 21% •	22 24% +	69 18%	184 27% 0	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%	137 35% D	154 43% D	158 26%	186 40% G	68 27%	92 32%	93 38%	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%	171 49% d
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%
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NET Likely	228 21%	137 26% c	85 16%	123 37% EF	59 15%	46 13%	173 28% н	55 12%	56 22%	48 17%	39 16%	60 39% IJKN	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	

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.

31

58%

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206

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256

73%

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

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151

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63

41%

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

| | | nder | | egated Age I | breaks | Social | grade

 | | | Re | gion |

 |

 | Educ | ation | Employme | ent status | | Inc | ome
 | | Ethn | nicity | | Genera | l Election 20 | 24 Vote | | Referendu | ım 2016 س |
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 | | Non- | | Not | UP TO | £20,000- | £35,000 -
 | | White ethnic | Minority | Conservati | | Liberal | | | | |
| Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE

 | North | Midlands | South | London | Wales

 |

 | | | | working | £19,999 | £34,999 | £54,999
 | £55,000+ | group | group | ve | Labour | | | | Remain | Leav |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H)

 | (1) | (1) | (K) | (L) | (M)

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 | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| 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 |
| 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 |
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11% |
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x | 27
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• | 109
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d |
| 88
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| | (A) 1085 1085 71 7% 133 12% 176 16% 213 20% 405 37% | (A) (B) 1085 527 1085 527 71 50 7% 9% c 1333 79 12% 15% c 176 80 16% 15% 213 95 20% 18% 405 206 37% 39% 88 18 | (A) (B) (C) 1085 527 541 1085 527 541 71 50 21 7% 9% 4% c 12% 15% 12% 15% 9% c 15% 17% 213 95 114 20% 18% 21% 405 206 196 37% 39% 36% 88 18 68 | (A) (B) (C) (D) 1085 527 541 344 1085 527 541 334 71 50 21 43 7% 9% 4% 13% | (A) (B) (C) (D) (E) 1085 527 541 344 398 1085 527 541 334 391 71 50 21 43 25 7% 9% 4% 13% 6% c FF F F 133 79 49 69 37 12% 15% 9% 21% 9% c FF F 7 53 16% 15% 17% 23% 14% FF 123 95 114 56 70 20% 18% 21% 17% 18% 405 206 196 50 174 37% 39% 36% 15% 45% D 88 18 68 38 32 | (A) (B) (C) (D) (E) (F) 1085 527 541 344 398 343 1085 527 541 334 391 360 71 50 21 43 25 2 7% 9% 4% 13% 6% 1% c EF F 1% 12% 15% 9% 21% 9% 7% 12% 15% 9% 21% 9% 7% 7% 176 80 92 77 53 46 13% 16% 15% 17% 23% 14% 13% EF 14% 13% 24% 0 0 213 95 114 56 70 88 20% 18% 21% 17% 18% 24% 405 206 196 50 174 180 37% 39% | (A) (B) (C) (D) (E) (F) (G) 1085 527 541 344 398 343 709 1085 527 541 334 391 360 617 71 50 21 43 25 2 62 7% 9% 4% 13% 6% 1% 10% C EF F H H 10% H 133 79 49 69 37 26 103 17% 17% 17% 17% 17% 17% 17% 17% 17% 17% 17% 17% 17% 17% 17% 17% 17% 13% 17% 17% 17% 18% 14% 12% 17% 17% 18% 14% 18% 14% 18% 14% 18% 14% 18% 14 14 15% 15% 15% 45% 50% 31% 18 <td>(A) (B) (C) (D) (E) (F) (G) (H) 1085 527 541 344 398 343 709 376 1085 527 541 334 391 360 617 468 71 50 21 43 25 2 62 8 7% 9% 4% 13% 6% 1% 10% 2% c EF F H 10% 2% 17% 17% 6% 12% 15% 9% 21% 9% 7% 17% 6% 176 80 92 77 53 46 102 74 16% 15% 17% 23% 14% 13% 17% 16% 213 95 114 56 70 88 114 99 20% 18% 21% 17% 18% 24% 18% 21%</td> <td>(A) (B) (C) (D) (E) (F) (G) (H) (I) 1085 527 541 344 398 343 709 376 260 1085 527 541 334 391 360 617 468 256 71 50 21 43 25 2 62 8 15 7% 9% 4% 13% 6% 1% 10% 2% 6% 133 79 49 69 37 26 103 30 29 12% 15% 9% 21% 9% 7% 17% 6% 11% 16% 15% 17% 23% 14% 13% 17% 16% 20% 16% 15% 17% 23% 14% 13% 17% 16% 20% 18 21% 17% 18% 24% 18% 21% 18%</td> <td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) 1085 527 541 344 398 343 709 376 260 281 1085 527 541 334 391 360 617 468 256 284 71 50 21 43 25 2 62 8 15 13 7% 9% 4% 13% 6% 1% 10% 2% 6% 4% 133 79 49 69 37 26 103 30 29 33 12% 15% 9% 21% 9% 7% 17% 6% 11% 12% 176 80 92 77 53 46 102 74 51 50 16% 15% 17% 23% 14% 13% 17% 16% 20% K 21</td> <td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) 1085 527 541 344 398 343 709 376 260 281 243 1085 527 541 334 391 360 617 468 256 284 244 71 50 21 43 25 2 62 8 15 13 9 7% 9% 4% 13% 6% 1% 10% 2% 6% 4% 4% 133 79 49 69 37 26 103 30 29 33 28 12% c EF F 7% 17% 6% 11% 12% 12% 16% 15% 17% 23% 146 102 74 51 50 28 16% 15% 17% 23% 14% 1</td> <td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (U) (K) (L) 1085 527 541 344 398 343 709 376 260 281 243 155 1085 527 541 334 391 360 617 468 256 284 244 155 71 50 21 43 25 2 62 8 15 13 9 26 7% 9% 4% 13% 6% 1% 10% 2% 6% 4% 4% 17% 133 79 49 69 37 26 103 30 29 33 28 23 12% 15% 9% 21% 9% 7% 17% 6% 11% 12% 12% 15% 16% 15% 17% 23 46 102 74 51 <t< td=""><td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) 1085 527 541 344 398 343 709 376 260 281 243 155 53 1085 527 541 334 391 360 617 468 256 284 244 155 53 71 50 21 43 25 2 62 8 15 13 9 26 4 7% 9% 4% 13% 6% 1% 10% 2% 6% 4% 4% 17% 7% 133 79 49 69 37 26 103 30 29 33 28 23 6 12% 15% 9% 21% 9% 7% 17% 6% 11% 12% 12% 12% 12% 12% 12% <td< td=""><td> (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (N) (NS) (</td><td> (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (O) (1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643</td><td> A</td><td> CA CB CC CD CD CE CF CG CH CD CD CD CD CD CD CD</td><td> (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (I) (I) (I) (II) (III) (III)</td><td> A</td><td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (X) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643 442 759 326 151 243</td><td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) 1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643 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(H) (I) (I) (X) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643 442 759 326 151 243</td><td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) 1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643 442 759 326 151 243 246 1085 527 541 334 391 360 617 468 256 284 244 155 53 92 393 692 736 349 168 264 278 71 50 21 43 25 2 62 8 15 13 9 26 4 5 57 14 63 7 4 7 10 72 78 78 48 13% 6% 11% 10% 278 6% 4% 4% 4% 17% 77 78 55 14% 22% 9% 25 28 33 34 4% 133 79 49 69 37 26 103 30 29 33 28 23 12% 15% 23% 13% 11% 8% 11% 8% 126 80 92 77 53 46 102 74 51 50 28 28 4 14 65 111 130 46 31 34 52 166 157 176 238 14% 13% 17% 16% 20% 18% 12% 12% 18% 8% 15% 17% 16% 18% 13% 19% 213 95 114 56 70 88 114 99 45 57 56 21 14 20 66 147 140 73 33 62 63 20% 18% 21% 15% 21% 15% 22% 13% 26% 22% 17% 21% 19% 21% 20% 24% 23% 88 18 68 38 32 18 45 43 22 17 23 11 6 11 31 57 55 33 17 20 16 1085 527 541 344 398 343 399 376 260 288 28 4 4 4 65 48 48 48 48 48 48 48 4</td><td> CA CB CC CD CE CF CG CH CF CG CH CF CG CH CF CF CG CH CF CF CF CF CF CF CF</td><td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (V) (K) (L) (M) (N) (O) (P) (Q) (N) (S) (T) (U) (V) (V) (W) (1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643 442 759 326 151 243 246 368 905 1085 527 541 334 391 360 617 468 256 284 244 155 53 92 393 692 736 349 168 264 278 299 915 11 50 21 43 25 2 62 8 151 243 154 45 154 154 155 154 155 154 155 155</td><td>(A) (B) (C) (D) (E) (F) (G) (M) (I) (I) (V) (V) (V) (V) (V) (V) (V) (V) (V) (V</td><td>(A) (B) (C) (D) (E) (F) (G) (H) (O) (N) (N) (N) (N) (N) (N) (N) (N) (N) (N</td><td>(A) (B) (C) (C) (E) (F) (G) (G) (H) (O) (N) (N) (N) (N) (N) (N) (N) (N) (N) (N</td><td> California Cal</td><td>(A) (B) (C) (D) (E) (F) (G) (H) (H) (I) (I) (I) (I) (I) (I) (II) (I</td><td> CA CA CA CA CA CA CA CA</td><td> California Cal</td></td<></td></t<> | (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) 1085 527 541 344 398 343 709 376 260 281 243 155 53 1085 527 541 334 391 360 617 468 256 284 244 155 53 71 50 21 43 25 2 62 8 15 13 9 26 4 7% 9% 4% 13% 6% 1% 10% 2% 6% 4% 4% 17% 7% 133 79 49 69 37 26 103 30 29 33 28 23 6 12% 15% 9% 21% 9% 7% 17% 6% 11% 12% 12% 12% 12% 12% 12% <td< td=""><td> (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (N) (NS) (</td><td> (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (O) (1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643</td><td> A</td><td> CA CB CC CD CD CE CF CG CH CD CD CD CD CD CD CD</td><td> (A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (I) (I) (I) (II) (III) (III)</td><td> A</td><td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (X) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643 442 759 326 151 243</td><td>(A) (B) (C) (D) (E) (F) (G) (H) (I) (I) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) 1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643 442 759 326 151 243 246 1085 527 541 334 391 360 617 468 256 284 244 155 53 92 393 692 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(M) (N) (O) (P) (Q) (N) (S) (T) (U) (V) (V) (W) (1085 527 541 344 398 343 709 376 260 281 243 155 53 93 643 442 759 326 151 243 246 368 905 1085 527 541 334 391 360 617 468 256 284 244 155 53 92 393 692 736 349 168 264 278 299 915 11 50 21 43 25 2 62 8 151 243 154 45 154 154 155 154 155 154 155 155 | (A) (B) (C) (D) (E) (F) (G) (M) (I) (I) (V) (V) (V) (V) (V) (V) (V) (V) (V) (V | (A) (B) (C) (D) (E) (F) (G) (H) (O) (N) (N) (N) (N) (N) (N) (N) (N) (N) (N | (A) (B) (C) (C) (E) (F) (G) (G) (H) (O) (N) (N) (N) (N) (N) (N) (N) (N) (N) (N | California Cal | (A) (B) (C) (D) (E) (F) (G) (H) (H) (I) (I) (I) (I) (I) (I) (II) (I | CA CA CA CA CA CA CA CA | California Cal |

NET Likely	203	129	70	113	62	29	165	38	44	46	37	48	10	17	134	69	156	47	18	36	33	110	139	64	29	100	14	9	18	108	34
	19%	25%	13%	34%	16%	8%	27%	8%	17%	16%	15%	31%	19%	19%	34%	10%	21%	13%	11%	14%	12%	37%	15%	41%	17%	29%	20%	6%	16%	24%	10%
		с		EF	F		н					IJК	•	•	P		R					STU		w	b	Ybc	b*	•	b*	e	
NET Unlikely	618	301	310	106	244	268	304	314	140	171	156	68	33	50	163	455	394	224	103	174	177	121	559	50	126	139	35	122	63	215	267
	57%	57%	57%	32%	62%	74%	49%	67%	54%	60%	64%	44%	61%	54%	42%	66%	54%	64%	61%	66%	64%	41%	61%	32%	76%	41%	53%	79%	55%	48%	76%
					D	DE		G		L	L			•		0		Q	v	v	v		x		Zac			Zac*	Z*		d

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.

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

		G	ender	Aggr	egated Age	breaks	Social	grade			Re	gion			Educ	cation	Employm	ent status		Inc	ome			nicity		Genera	l Election 20	24 Vote		Referendu	m 2010
																Non-		Not	UP TO	£20,000-	£35,000 -		White ethnic	Minority ethnic	Conservati		Liberal				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland		graduates	_	working	£19,999	£34,999	£54,999	£55,000+	group	group	ve	Labour	Democrats	Reform UK	Other	Remain	Le
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	
nweighted 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	
eighted 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	
ery likely	74	50	24	54	18	2	61	14	20	16	9	22	5	3	57	17	71	4	2	6	18	49	46	27	5	39	2	8	4	39	
	7%	10%	4%	16%	5%	1%	10%	3%	8%	5%	4%	14%	9%	4%	15%	2%	10%	1%	1%	2%	7%	16%	5%	17%	3%	11%	3%	5%	3%	9%	
		с		EF	F		н					JKN		•	P		R				ST	STU		w		Yc	•	•	•	e	
airly likely	123	75	45	68	34	22	94	29	24	28	28	28	4	11	74	49	96	27	13	22	30	55	83	37	22	58	7	5	9	66	
	11%	14%	8%	20%	9%	6%	15%	6%	9%	10%	11%	18%	8%	12%	19%	7%	13%	8%	8%	8%	11%	18%	9%	23%	13%	17%	10%	3%	7%	15%	
		С		EF			н					IJ	•	•	Р		R					STU		w	b	bc	•	•	•	e	
either likely nor unlikely	176	81	92	74	60	42	97	79	49	45	36	23	5	18	63	113	122	54	31	46	31	56	140	34	12	70	20	16	27	91	
	16%	15%	17%	22%	15%	12%	16%	17%	19%	16%	15%	15%	10%	20%	16%	16%	17%	15%	18%	17%	11%	19%	15%	22%	7%	21%	30%	10%	24%	20%	
				EF										•								U				Yb	Yb*	•	Yb*	e	
irly unlikely	204	93	108	48	74	82	108	96	49	55	49	25	13	13	54	149	136	67	34	47	71	45	183	19	25	89	19	12	27	107	
	19%	18%	20%	14%	19%	23%	17%	21%	19%	19%	20%	16%	24%	14%	14%	22%	19%	19%	20%	18%	25%	15%	20%	12%	15%	26%	29%	7%	24%	24%	
						D										0					V		х			Yb	Yb*	•	b*	e	
ery unlikely	418	210	202	51	175	192	209	208	92	120	103	45	21	36	111	307	256	162	75	120	112	78	383	33	98	59	17	110	40	117	
	39%	40%	37%	15%	45%	53%	34%	45%	36%	42%	42%	29%	40%	39%	28%	44%	35%	46%	44%	46%	40%	26%	42%	21%	59%	17%	25%	71%	35%	26%	
					D	DE		G		L	L			•		0		Q	v	V	V		х		Zac		•	Zac*	Z*		
on't know	90	18	70	39	31	20	48	42	23	20	20	11	5	11	33	56	55	35	14	23	16	17	80	7	3	27	2	3	6	25	
	8%	3%	13%	12%	8%	6%	8%	9%	9%	7%	8%	7%	10%	12%	9%	8%	7%	10%	8%	9%	6%	6%	9%	5%	2%	8%	3%	2%	6%	6%	
			В	F																						Yb					
T Likely	198	125	69	122	52	23	155	43	44	44	37	50	9	15	132	66	166	31	15	28	48	103	129	64	26	97	9	13	13	105	
	18%	24%	13%	37%	13%	7%	25%	9%	17%	15%	15%	32%	16%	16%	33%	10%	23%	9%	9%	11%	17%	35%	14%	41%	16%	28%	13%	9%	11%	24%	
		-		ec.	e e							HIVN									e	CTII		14/		Value					

N	NET Likely	198	125	69	122	52	23	155	43	44	44	37	50	9	15	132	66	166	31	15	28	48	103	129	64	26	97	9	13	13	105	34
		18%	24%	13%	37%	13%	7%	25%	9%	17%	15%	15%	32%	16%	16%	33%	10%	23%	9%	9%	11%	17%	35%	14%	41%	16%	28%	13%	9%	11%	24%	10%
			c		EF	F		н					IJKN	٠	•	Р		R				s	STU		w		Yabc	•	•	•	e	
N	NET Unlikely	622	304	310	98	249	274	317	305	141	175	153	71	34	49	165	457	392	230	109	167	183	122	566	52	123	148	36	122	68	223	270
		57%	58%	57%	30%	64%	76%	51%	65%	55%	62%	62%	46%	63%	53%	42%	66%	53%	66%	65%	64%	66%	41%	62%	33%	75%	43%	54%	79%	59%	50%	77%
						D	DE		G		L	L		٠	•		0		Q	v	v	v		x		Zac		•	Zac*	Z*		d

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.

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

		Ge	nder	Aggre	gated Age b	oreaks	Social	grade			Reg	gion			Educ	ation	Employme	ent status		Inc	ome		Ethn	icity		Genera	l Election 20	24 Vote		Referendu	n 2016 v
	7-4-1	Male	Famala	18-34	35-54	55+	ABC1	C2DE	No. and	Midlands	Count		M/-1	Cartland	Cdut	Non-	Madda	Not working	UP TO		£35,000 -	CEE 000.	White		Conservati		Liberal	D-f 111/	Other	Di-	
	Total (A)	(B)	Female (C)	18-34 (D)	35-54 (E)	(F)	(G)	(H)	North (I)	(J)	South (K)	London (L)	Wales (M)	Scotland (N)	(O)	graduates (P)	Working (Q)	(R)	£19,999 (S)	£34,999 (T)	£54,999 (U)	£55,000+ (V)	group (W)	group (X)	ve (Y)	Labour (Z)	(a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
nweighted 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
eighted 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
ery 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%	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%
airly likely	238 22%	134 25% c	98 18%	78 23%	77 20%	82 23%	161 26% н	77 16%	49 19%	59 21%	52 21%	45 29%	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%
either 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%
airly 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%
ery unlikely	236 22%	113 22%	121 22%	36 11%	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% 0	146 20%	90 26%	50 30% V	61 23% v	56 20%	44 15%	211 23% x	19 12%	57 34% Zac	25 7%	5 7% +	74 48% YZac*	21 18% z*	58 13%	129 37% d
on'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%

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.

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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

		Ge	nder	Aggre	Aggregated Age breaks		Social grade		Region						Education Employment			ent status	ment status Income				Ethn	icity		General Election 2024 Vote					m 2016 v
	T-4-1	Male	Famala	18-34	35-54	55+	ABC1	C2DE	No. at	a di di a a da	Count		M/-1	Castland	C44	Non-	Madda	Not working	UP TO		£35,000 -	CEE 000.	White		Conservati		Liberal	D-f 111/	Other	Danielo.	
	Total (A)	(B)	Female (C)	(D)	35-54 (E)	(F)	(G)	(H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	(O)	graduates (P)	Working (Q)	(R)	£19,999 (S)	£34,999 (T)	£54,999 (U)	£55,000+ (V)	group (W)	group (X)	ve (Y)	Labour (Z)	(a)	Reform UK (b)	Other (c)	Remain (d)	Leav (e)
Inweighted 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
Veighted 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
ery likely	64 6%	50 10% c	14 3%	34 10% EF	19 5%	11 3%	50 8% н	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%
airly likely	186 17%	108 21% c	75 14%	83 25% EF	53 13%	50 14%	139 23% н	47 10%	43 17%	49 17%	28 11%	42 27% икм	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%
leither 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%
airly 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% 0	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%
ery unlikely	321 30%	148 28%	164 30%	58 18%	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
on'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%

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.

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49%

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

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53%

150

61%

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38%

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

Female (C) 541	18-34 (D) 344	35-54 (E) 398	55+ (F) 343	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	£19,999	£34,999	. ,	£55,000+	ethnic group	Minority ethnic group	Conservati ve	Labour	Liberal Democrats		Other	Remain	Leave
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	344	398	343	709	376	200									(R)	(S)	(T)	(U)	(V)	(w)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
541						260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	112	485	320
	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
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60 11%	77 23% EF	37 9%	35 10%	107 17% н	42 9%	29 11%	43 15%	24 10%	31 20% K	10 18% •	13 14% •	78 20% P	72 10%	108 15%	41 12%	14 8%	25 10%	38 14%	67 22% STU	112 12%	36 23% W	19 12%	78 23% Yab	5 8% +	13 8% •	17 15% •	75 17% e	34 10%
101 19%	78 23%	68 17%	65 18%	129 21%	82 17%	60 23% M	55 19%	43 17%	31 20%	4 8% •	18 19% *	83 21%	128 18%	153 21%	58 16%	32 19%	48 18%	52 19%	66 22%	168 18%	43 27% W	24 14%	92 27% Yb	22 33% Ybc*	14 9% •	20 17% *	109 25% e	39 11%
136 25% B	56 17%	94 24% D	90 25% D	121 20%	120 26% G	54 21%	71 25%	59 24%	25 16%	12 24% •	19 21% •	64 16%	177 26% 0	167 23%	74 21%	41 24% V	70 26% v	72 26% V	46 16%	227 25% x	14 9%	43 26% z	58 17%	22 33% z*	29 19% •	35 31% z*	109 24%	79 23%
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74 14% B	35 11%	34 9%	31 9%	50 8%	50 11%	29 11%	21 8%	21 9%	11 7%	6 12% *	11 12% *	32 8%	68 10%	58 8%	41 12%	17 10%	28 11% v	20 7%	15 5%	87 9%	11 7%	4 3%	33 10% Yb	2 3% *	5 3% +	6 6% *	33 7%	19 5%
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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.

47

50%

149

38%

414

60%

360

49%

203

58%

Q

100

59%

154

58%

159

57%

110

37%

514

56%

41

26%

111

67%

103

30%

33

50%

121

78%

Zac*

68

60%

194

44%

247

70%

29

54%

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

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

563

52%

269

51%

288

53%

105

32%

234

60%

224

62%

277

45%

286

61%

125

49%

151

53%

149

61%

IL

62

40%

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

Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Conductor	Non-		Not	UP TO				White ethnic	Minority ethnic	Conservati		Liberal				
(B)							North	Midlands	South	London																			
	(0)	(-)				(H)	(1)	(1)	(K)	(1)	(M)	(N)	(O)	graduates (P)	Working (Q)	working (R)	£19,999 (S)	£34,999	£54,999 (U)	£55,000+ (V)	group (W)	group (X)	ve (Y)	Labour (Z)	Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leav (e)
/	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
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
60 11% c	29 5%	56 17% EF	24 6%	12 3%	67 11% н	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%
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	39 119
117 22%	111 20%	66 20%	88 23%	75 21%	137 22%	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%	59 179
87 16%	101 19%	45 14%	66 17%	79 22% D	98 16%	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%	78 229
102 19%	106 20%	37 11%	90 23% D	84 23% D	97 16%	114 24% G	48 19%	53 19%	53 22%	31 20%	9 16% *	17 18% +	61 15%	151 22% 0	129 18%	82 23%	43 25% v	48 18%	57 21%	44 15%	186 20%	22 14%	52 32% zac	21 6%	3 4% +	67 44% zac*	20 18% za*	48 11%	117 339 d
57 11%	110 20% B	43 13%	68 17%	60 17%	89 14%	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% UV	23 8%	30 10%	155 17% x	12 8%	17 10%	46 13%	8 12% +	11 7% •	26 23% yzb*	69 16%	44 139
	60 11% c 105 20% 117 22% 87 16% 102 19%	60 29 11% 5% c 105 83 20% 15% 117 111 22% 20% 87 101 16% 19% 102 106 19% 20% 57 110	60 29 56 11% 5% 17% c EF 105 83 87 20% 15% 26% EF 117 111 66 22% 20% 20% 87 101 45 16% 19% 14% 102 106 37 19% 20% 11%	60 29 56 24 11% 5% 17% 6% c EF 105 83 87 54 20% 15% 26% 14% EF 117 111 66 88 22% 20% 20% 23% 87 101 45 66 16% 19% 14% 17% 102 106 37 90 19% 20% 11% 23% 0	60 29 56 24 12 11% 5% 17% 6% 3% c EF 105 83 87 54 51 20% 15% 26% 14% 14% 117 111 66 88 75 22% 20% 20% 23% 21% 87 101 45 66 79 16% 19% 14% 17% 22% D 102 106 37 90 84 19% 20% 11% 23% 23% D 57 110 43 68 60	60 29 56 24 12 67 11% 5% 17% 6% 3% 11% 105 83 87 54 51 129 20% 15% 26% 14% 14% 21% 17 22% 20% 20% 23% 21% 22% 87 101 45 66 79 98 16% 19% 14% 17% 22% 16% 102 106 37 90 84 97 19% 20% 11% 23% 23% 0 104 57 110 43 68 60 89	60 29 56 24 12 67 24 11% 5% 17% 6% 3% 11% 5% EF 6% 3% 111% 15% 105 83 87 54 51 129 63 20% 15% 26% 14% 14% 21% 13% EF 14% 21% 22 22 22 20% 87 101 45 66 79 98 92 16% 19% 14% 17% 22% 16% 20% 102 106 37 90 84 97 119 20% 11% 23% 23% 16% 24% 0 0 0 6 57 110 43 68 60 89 81	60 29 56 24 12 67 24 25 11% 5% 17% 6% 3% 11% 5% 10% c eF 105 83 87 54 51 129 63 43 20% 15% 26% 14% 14% 21% 13% 17% eF 117 111 66 88 75 137 93 52 22% 20% 20% 23% 21% 22% 20% 20% 87 101 45 66 79 98 92 52 16% 19% 14% 17% 22% 16% 20% 20% c c c c c c c c c c c c c c c c c c c	60 29 56 24 12 67 24 25 19 11% 5% 17% 6% 3% 11% 5% 10% 7% 105 83 87 54 51 129 63 43 47 20% 15% 26% 14% 14% 21% 13% 17% 17% 117 111 66 88 75 137 93 52 72 22% 20% 20% 23% 21% 22% 20% 20% 25% 87 101 45 66 79 98 92 52 51 16% 19% 14% 17% 22% 16% 20% 20% 18% 102 106 37 90 84 97 114 48 53 19% 20% 11% 23% 23% 16% 24% 19% 19% 57 110 43 68 60 89 81 36 41	60 29 56 24 12 67 24 25 19 12 11% 5% 10% 7% 5% 10% 7% 5% 11% 5 5% 10% 7% 5% 10% 7% 5% 10% 7% 5% 10% 15% 26% 14% 14% 21% 13% 17% 17% 15% 15% 22% 20% 20% 20% 22% 20% 20% 25% 17% 16% 19% 14% 14% 21% 16% 20% 20% 25% 17% 15% 15% 22% 16% 20% 20% 25% 11% 22% 16% 20% 20% 18% 22% 10% 100 100 11% 23% 23% 16% 20% 20% 20% 18% 22% 10% 100 100 11% 23% 23% 16% 20% 20% 19% 19% 22% 15% 15% 15% 15% 100 100 100 100 11% 23% 23% 16% 24% 19% 19% 22% 15% 100 100 100 100 11% 23% 23% 16% 24% 19% 19% 22% 15% 10% 100 100 100 100 100 100 100 100 10	60 29 56 24 12 67 24 25 19 12 24 15% 15% 15% 15% 15% 15% 16 88 7 101 45 66 79 98 92 52 51 19% 12 29% 11% 15% 15% 15% 15% 15% 16% 19% 16% 19% 16% 19% 16% 19% 19% 12% 11% 100 100 100 100 100 100 100 100 10	60 29 56 24 12 67 24 25 19 12 24 6 11% 5% 15% 15% 12% 12% 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	60 29 56 24 12 67 24 55 19 12 24 6 5 5 11% 5% 17% 5% 15% 12% 5% 11% 5% 11% 5% 11% 5% 11% 7% 5% 15% 12% 5% 12% 5% 11% 5% 15% 15% 12% 5% 15% 15% 15% 15% 15% 15% 15% 15% 15%	60 29 56 24 12 67 24 25 19 12 24 6 5 58 11% 5% 11% 5% 11% 5% 10% 7% 5% 15% 12% 5% 11% 5% 11% 5% 11% 5% 10% 7% 5% 15% 12% 5% 115% 5% 115% 5% 12% 5% 115% 5% 12% 5% 115% 5% 12% 5% 115% 5% 12% 5% 11% 5% 12% 5% 11% 5% 12% 5% 11% 5% 12% 5% 11% 5% 12% 5% 11% 5% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 5% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 11% 12% 5% 12% 5% 11% 12% 5	Column C	Column C	Column C	Column C	Column C	Column C	Column C	Column C	Column C	Column C	Color Colo	Column C	Column C	Column C	Column C

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.

16

30%

27

29%

115

29%

287

41%

249

34%

153

44%

Q

64

38%

109

41%

126

45%

STU

76

25%

359

39%

w

38

24%

86

52%

Ybc

75

22%

21

31%

94

61%

45

40%

IJKN

48

31%

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

402

37%

С

189

36%

207

38%

EF

82

25%

157

40%

163

45%

Н

195

32%

207

44%

100

39%

104

37%

107

44%

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(*)

e

130

29%

195

55%

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

		Ge	nder	Agen	egated Age	breaks	Social	grade			Rei	gion			Educ	ation	Employm	ent status		Inc	ome		Ethi	nicity		Genera	I Election 20	24 Vote		Kereren	dum 2 ote
				-														Not					White	Minority				Peform			
	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+	ethnic group	ethnic group	Conservati ve	Labour	Liberal Democrats	Reform	Other	Remain	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(v)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	
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	
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	
Cutting NHS waiting times with 40,000 more																															
appointments each week, during evenings and																															
weekends	605	281	314	153	216	236	354	251	142	169	141	70	33	50	203	403	380	225	101	159	156	141	519	74	90	196	47	82	68	256	
	56%	53%	58%	46%	55%	66% DF	57%	54%	55%	60%	58%	45%	62%	54%	52%	58%	52%	64%	60%	60%	56%	47%	57% x	47%	55%	57%	70%	53%	60%	58%	
Cutting energy bills and boosting home energy						DE												ų					^								
security by setting up Great British Energy	577	286	282	157	211	208	311	266	132	152	138	76	32	47	202	375	377	200	113	143	152	130	499	70	75	195	38	82	69	244	
	53%	54%	52%	47%	54%	58%	50%	57%	51%	53%	56%	49%	61%	51%	51%	54%	51%	57%	67%	54%	55%	44%	55%	44%	45%	57%	57%	53%	60%	55%	
						D													TUV	v	v		×			Y			γ*		
Delivering economic stability to keep taxes, inflation and mortgages as low as possible	555	286	260	158	195	202	349	206	118	140	129	84	27	56	215	340	380	175	79	144	136	152	463	82	87	170	28	89	64	234	
and mortgages as low as possible	51%	54%	48%	47%	50%	56%	57%	44%	46%	49%	53%	54%	52%	61%	55%	49%	52%	50%	47%	55%	49%	51%	463 51%	52%	53%	50%	42%	58%	56%	53%	
			10,12				н							1*										92.1						-	
Raising living standards in every part of the UK	551	264	277	171	211	169	313	238	128	141	123	75	24	60	217	333	370	180	87	146	132	142	474	69	63	187	31	82	66	238	
manana avena Statitudius III every part of the UK	51%	50%	51%	51%	54%	47%	51%	51%	50%	50%	50%	48%	45%	65%	55%	48%	50%	52%	52%	56%	48%	47%	52%	44%	38%	55%	47%	53%	58%	53%	
														UKLM*	P											Y		γ*	γ*		
Ensuring at least 92% of NHS hospital patients in																															
England wait no longer than 18 weeks for elective treatment	543	258	274	157	175	210	324	219	140	154	125	73	20	31	205	338	367	176	83	132	135	153	469	67	73	188	35	87	64	215	
	50%	49%	51%	47%	45%	58%	52%	47%	55%	54%	51%	47%	37%	34%	52%	49%	50%	50%	49%	50%	49%	51%	51%	42%	44%	55%	53%	56%	56%	48%	
						DE			MN	N	N																				
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	262	240	88	198	222	261	246	113	138	131	60	27	39	141	367	337	170	76	141	145	113	452	49	103	117	24	123	46	152	
	47%	50%	44%	26%	51% D	62% DE	42%	53% G	44%	49%	54% L	39%	51%	43%	36%	53%	46%	49%	45%	53% V	52% V	38%	49% x	31%	62% Zac	34%	36%	79% YZac*	40%	34%	
Reducing net migration from the record high levels						DE					L												^		240			1295			
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	233	197	92	162	183	238	199	88	123	108	67	19	32	133	304	296	141	74	118	115	103	376	55	83	98	21	118	31	131	
	40%	44%	36%	28%	41%	51%	39%	42%	34%	43%	44%	43%	36%	35%	34%	44%	40%	40%	44%	45%	41%	34%	41%	35%	50%	29%	32%	77%	27%	29%	
Reducing anti-social behaviour by providing more		c			D	DE										0				٧					Zac			YZac*			
neighbourhood police, tougher penalties for																															
offenders and a new network of youth hubs	401 37%	199	197	100	139	162	230	170	93	102 36%	96 39%	62 40%	17	30	147 37%	253 37%	264 36%	137	61	99 38%	97	108	337	57	72	111	23	81	44	156	
	37%	38%	36%	30%	35%	45% DE	37%	36%	36%	36%	39%	40%	33%	32%	37%	37%	36%	39%	36%	38%	35%	36%	37%	37%	44% z	33%	34%	52% za*	39%	35%	
Putting police back on the beat with a named officer																									-						
for every neighbourhood	348	188	159	58	134	156	184	164	71	95	92	45	18	27	108	240	217	131	54	98	92	75	313	33	66	92	22	74	30	120	
	32%	36%	29%	17%	34% D	43% DE	30%	35%	28%	34%	37%	29%	33%	29%	27%	35%	30%	37%	32%	37% V	33%	25%	34% x	21%	40% z	27%	33%	48% zc*	26%	27%	
Strengthening Britain's armed forces and protecting					В	DE												Q		٧			×		z			Zc*			
the country's national security	320	191	129	67	103	150	173	147	68	80	74	51	19	27	108	212	198	122	48	80	81	88	270	45	72	75	22	76	23	112	
	30%	36%	24%	20%	26%	42%	28%	31%	27%	28%	30%	33%	37%	30%	28%	31%	27%	35%	29%	31%	29%	29%	30%	29%	44%	22%	33%	49%	20%	25%	
E		c				DE												Q							Zc			Zc*			
Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school	210	109	96	88	63	59	136	74	59	51	40	35	11	15	105	105	155	56	24	46	54	74	168	41	27	79	16	32	25	99	
	19%	21%	18%	26%	16%	17%	22%	16%	23%	18%	16%	22%	20%	16%	27%	15%	21%	16%	14%	17%	19%	25%	18%	26%	16%	23%	24%	21%	22%	22%	
				EF			н								P							s							•		
Recruiting 6,500 new teachers in key subjects	200	100	93	70	67	62	130	69	47	45	40	39	14	14	97	102	144	56	18	39	58	75	155	41	25	79	12	25	21	89	
	18%	19%	17%	21%	17%	17%	21%	15%	18%	16%	16%	25%	27%	16%	25%	15%	20%	16%	11%	15%	21%	25%	17%	26%	15%	23%	18%	16%	19%	20%	
							н					1			Р						5	ST		w							
Building 1.5m homes in England	170	103	64 12%	58 17%	58 15%	54 15%	90 15%	79 17%	46 18%	31 11%	42 17%	35 23%	4 8%	10	74 19%	96 14%	109	60 17%	26 15%	43 16%	42 15%	46 15%	133	33 21%	10 6%	63 19%	14 21%	28 18%	14	78 17%	
	16%	20% C	12%	1/%	15%	15%	15%	17%	18%	11%	17%	JMN	8%	11%	19% p	14%	15%	1/%	15%	16%	15%	15%	15%	21%	676	19%	21% Y*	18% Y*	12%	17%	
I have other priorities	25	11	12			14	13	12	3				2	2	10	15		16	8	6	4	2	21	4	5				4	11	
i nave other priorities	2%	2%	2%	6 2%	4 1%	4%	2%	2%	1%	7 2%	5 2%	4%	4%	2%	2%	2%	1%	5%	5%	2%	1%	1%	2%	2%	3%	6 2%	1 2%	1%	3%	2%	
						£												Q	v												
None of these	16		8	8	4	4	5	11	3	7	2	2		2	4	12	13	3	4	3	4	4	12	5	2	2	1	1		3	
	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%		3%	1%	2%	2%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%		1%	
Don't know	43	17	26	20	10	14	13	30	11	8	5	9	5	5	7	37	26	17	7	7	10	8	39	4	5	12	1	1	2	15	
	4%	3%	5%	6%	3%	4%	2%	6%	4%	3%	2%	6%	10%	6%	2%	5%	4%	5%	4%	3%	3%	3%	4%	3%	3%	3%	2%	1%	1%	3%	
													100*			0															

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.