24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Right direction (1)	345 15%	245 22% C	99 9%	189 28% EFGHI	97 13% F	58 7%	334 16% FH	341 15% F	338 16% FH	254 20% K	92 9%	93 17% M	70 12%	66 13%	76 24% LMNPQ	12 11% *	28 14%	209 29% S	136 9%	279 20% U	66 7%	40 10%	63 11%	62 11%	167 31% VWX	258 14%	82 27% Z	31 9%	162 27% befg	33 20% beg	27 10%	17 15% *	7 8% *	166 20% i	73 10%
Wrong direction (-1)	1520 67%	692 63%	811 71% B	330 49%	498 69% D	692 79% DEGHI	1423 67% DI	1508 67% DGI	1435 66% D	790 62%	730 73% J	359 66%	402 68% O	379 73% LOQ	186 59%	70 64% *	124 63%	370 51%	1150 74% R	858 62%	662 74% T	276 69% Y	416 74% Y	383 71% Y	295 54%	1342 70% a	142 47%	295 82% cdf	311 52%	108 65% c	233 85% cdf	79 70% c*	71 82% cd*	511 63%	618 81% h
Neither (0)	280 12%	129 12%	147 13%	100 15% FGHI	94 13%	87 10%	260 12% F	273 12% F	268 12% F	177 14% K	104 10%	66 12%	84 14% N	46 9%	40 13%	14 13% *	31 16% N	110 15% S	170 11%	173 13%	107 12%	48 12%	65 11%	68 13%	69 13%	212 11%	58 19% Z	32 9% e	95 16% be	21 13% e	9 3%	15 13% e*	7 8% *	113 14% i	56 7%
Don't know	126 6%	36 3%	89 8% B	53 8% FGHI	38 5%	36 4%	115 5%	120 5%	121 6% G	53 4%	73 7% J	24 4%	36 6%	27 5%	13 4%	14 12% LNO*	13 7%	32 4%	94 6%	67 5%	59 7%	37 9% WXY	21 4%	24 4%	17 3%	95 5%	22 7%	3 1%	27 4% be	4 3%	3 1%	2 1% *	2 2% *	22 3%	12 2%
Mean	-0.55	-0.42 C	-0.67	-0.23 EFGHI	-0.58 F	-0.76	-0.54 FH	-0.55 F	-0.54 FH	-0.44 K	-0.69	-0.51 N	-0.60	-0.64	-0.37 LMNP	-0.60 *	-0.53	-0.23 S	-0.70	-0.44 U	-0.71	-0.65	-0.65	-0.63	-0.24 VWX	-0.60	-0.21 Z	-0.74	-0.26 bdefg	-0.46 beg	-0.76	-0.56 be*	-0.75 *	-0.44 i	-0.73

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

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

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

24-089497-36 - 5th - 9th September 2025

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Political Pulse - September

Adults aged 16+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Right direction (1)	345 15%	158 35% CEGHIJKM	127 11% EGIM	244 49% BCEFGHIJKLM	28 2%	180 33% CEGIJKM	58 8% E	181 29% CEGIJKM	50 7% E	148 20% CEGIKM	125 13% CEGIM	128 33% CEGIJKM	79 8% E
Wrong direction (-1)	1520 67%	243 53% D	841 74% BDFHKL	145 29%	1052 91% BCDFGHIJKLM	267 49% D	587 83% BCDFHJKL	342 56% DF	576 84% BCDFHJKLM	553 74% BDFHKL	617 66% BDFHL	200 51% D	841 81% BCDFHJKL
Neither (0)	280 12%	44 10% EJ	130 12% EGIJM	94 19% BCEFGHIJLM	57 5%	75 14% BEGIJM	49 7% E	72 12% EGIJ	47 7% E	40 5%	152 16% BCEGHIJM	54 14% BEGIJM	96 9% EGIJ
Don’t know	126 6%	11 2%	32 3% E	19 4% EJM	16 1%	22 4% EGIJM	13 2%	20 3% EJ	13 2%	12 2%	39 4% CEGIJM	10 3%	19 2%
Mean	-0.55	-0.19 CEGIJKM	-0.65 EGIM	0.20 BCEFGHIJKLM	-0.90	-0.17 CEGHIJKM	-0.76 E	-0.27 CEGIJKM	-0.78 E	-0.55 CEGIM	-0.55 CEGIM	-0.19 CEGIJKM	-0.75 E

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
Right direction (1)	242 52% OQRSTUVWXYZabcdegijklmno	44 4%	191 57% NOQRSTUVWXYZabcdefghiiklmno	39 3%	138 34% OQSTUWYacegikmo	131 14% OQWYacegikmo	143 19% OQSUWYacegikmo	122 12% OQWYacegikmo	199 37% OQSTUWXYabcegiklmo	45 7% OQgiko	170 33% OQSTUWYacegikmo	82 7% OQgiko	142 41% OQRSTUWXYabcegiklmo
Wrong direction (-1)	115 25%	1115 90% NPRSTUVWXYZabcdefghjlmno	80 24%	1054 90% NPRSTUVWXYZabcdefghjlmno	220 54% NPVZfhjn	705 73% NPRUVXZbdfhjln	545 74% NPRUVXZbdfhjln	688 68% NPRVXZdfhjln	249 47% NPfhjn	518 85% NPRSTUVXYZabcdfhjln	269 52% NPVZfhjn	920 82% NPRSTUVXZbcdfhjln	158 45% NPfhj
Neither (0)	96 21% OPQRSTUVWXYZabcdefghiklmno	61 5%	56 17% OQRSTWXYZabdegiklmo	71 6% O	43 10% OQTWbgiko	108 11% OQTWabegikmo	41 5%	158 16% OQRSTWXYZabcdegiklmo	73 14% OQTWYabegikmo	38 6%	62 12% OQTWabegikmo	103 9% OQTWbgiko	39 11% OQTWbgiko
Don’t know	15 3% OQdik	18 1%	7 2%	13 1%	9 2%	24 2% OQik	12 2%	45 4% OQSTVWYabdegikmo	12 2%	9 1%	18 3% OQTWabdegiko	22 2% Qk	12 3% OQdik
Mean	0.28 OQRSTUVWXYZabcdefghijklmno	-0.88	0.34 OQRSTUVWXYZabcdefghijklmno	-0.87	-0.20 OQSTUWYabcegikmo	-0.61 OQWYacegikmo	-0.55 OQWYacegikmo	-0.58 OQWYacegikmo	-0.09 OQRSTUWXYabcegiklmo	-0.79 OQgiko	-0.20 OQSTUWYabcegikmo	-0.76 OQgiko	-0.05 OQRSTUWXYabcegiklmo

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Right direction (1)	68 8% OQgiko	152 30% OQSTUWYacegikmo	126 9% OQYgiko	146 36% OQSTUWYabcegiklmo	50 8% OQgiko	192 48% OQRSTUVWXYZabcdegiklmno	48 4% Q	198 49% OQRSTUVWXYZabcdegiklmno	38 4% Q	202 47% OQRSTUVWXYZabcdegiklmno	33 5%	196 30% OQSTUWYacegikmo	31 7% OQgi	179 41% OQRSTUWXYabcegiklmo	49 5% OQ
Wrong direction (-1)	670 82% NPRSTUVXZbcdfhjln	320 64% NPRVXZdfhjln	958 72% NPRUVXZbdfhjln	202 50% NPZfhjn	494 83% NPRSTUVXZbcdfhjln	130 33% NP	1003 88% NPRSTUVXYZabcdefhjlmn	126 31% NP	757 89% NPRSTUVWXYZabcdefhjlmn	137 32% NP	645 89% NPRSTUVWXYZabcdefhjlmn	369 56% NPVZdfhjn	393 84% NPRSTUVXZbcdfhjln	182 41% NPfhj	883 88% NPRSTUVWXYZabcdefhjlmn
Neither (0)	67 8% OQTbgiko	22 4%	187 14% OQSTWYabegikmo	48 12% OQTWbegiko	43 7% O	65 16% OQRSTWXYZabdegiklmo	74 6% O	71 17% OQRSTVWXYZabdegiklmo	47 6%	76 18% OQRSTVWXYZabdegiklmo	41 6%	76 11% OQTWabegiko	35 8% Ob	66 15% OQRSTWYZabegiklmo	56 6%
Don’t know	13 2%	8 2%	58 4% OQRSTVWYabdegikmo	6 1%	9 1%	13 3% OQTdik	19 2% Q	13 3% OQdik	10 1%	16 4% OQTWYabdegikmo	7 1%	21 3% OQTadgik	6 1%	13 3% OQdik	17 2% Q
Mean	-0.75 OQgiko	-0.34 OQSTUWYacegikmo	-0.66 OQWYaegikmo	-0.14 OQSTUWYabcegiklmo	-0.76 OQgiko	0.16 OQRSTUVWXYZabcdegiklmno	-0.85 OQ	0.18 OQRSTUVWXYZabcdegiklmno	-0.85	0.16 OQRSTUVWXYZabcdegiklmno	-0.85	-0.27 OQSTUWYacegikmo	-0.79 OQgiko	-0.01 OQRSTUVWXYabcdegiklmo	-0.84 OQ

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

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Political Pulse - September

Adults aged 16+ in GB

QDIRECTIONA. Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the wrong direction?

All who think Great Britain are heading in the wrong direction

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1416	625	773	299	515	602	1329	1407	1338	862	554	338	393	362	150	56	117	686	730	802	614	236	352	352	337	1242	145	267	329	114	193	80	70	530	531
Weighted base	1520	692	811	330	498	692	1423	1508	1435	790	730	359	402	379	186	70	124	370	1150	858	662	276	416	383	295	1342	142	295	311	108	233	79	71	511	618
Mostly the current Labour government	422 28%	193 28%	224 28%	71 21%	121 24%	231 33% DEGHI	379 27% D	418 28% DGI	383 27% D	199 25%	222 30%	90 25%	127 32% Q	109 29% Q	53 29%	21 30% *	21 17% *	83 22%	339 29% R	218 25%	204 31% T	81 29%	124 30%	103 27%	70 24%	382 28% a	27 19%	168 57% cdefg	39 12%	16 15% *	97 41% cdfg	12 15% *	6 8% *	108 21%	232 38% h
Mostly the previous Conservative governments	235 15%	113 16%	120 15%	68 21% FGHI	87 17% F	80 12%	223 16% F	234 16% F	224 16% F	139 18% K	96 13%	65 18% M	47 12%	55 14%	39 21% M	8 12% *	22 17% *	88 24% S	147 13%	154 18% U	81 12%	34 12%	69 17%	55 14%	64 22% VX	198 15%	30 21%	8 3%	130 42% bdefg	22 21% be*	5 2%	15 19% be*	14 20% be*	128 25% i	49 8%
A combination of the two	774 51%	353 51%	410 51%	155 47%	253 51%	365 53%	732 51%	768 51%	738 51%	401 51%	373 51%	181 51%	211 53%	189 50%	84 45%	30 43% *	78 63% LNOP*	186 50%	587 51%	430 50%	343 52%	137 50%	205 49%	212 55%	138 47%	694 52%	70 49%	115 39%	133 43%	67 63% bc*	122 52% b	48 61% bc*	48 67% bc*	252 49%	320 52%
Neither	45 3%	25 4%	20 2%	11 3%	20 4%	14 2%	45 3%	45 3%	45 3%	22 3%	23 3%	13 4%	6 1%	18 5% MOQ	* *	7 10% MOQ*	- - *	6 2%	39 3%	27 3%	18 3%	16 6% X	10 2%	6 2%	9 3%	35 3%	6 4%	3 1%	7 2%	- - *	7 3%	- - *	3 5% *	9 2%	13 2%
Don't know	45 3%	7 1%	36 4% B	25 8% EFGHI	18 4% F	2 *	44 3% F	44 3% F	45 3% F	29 4%	16 2%	10 3%	12 3%	8 2%	8 4%	4 5% *	3 2% *	7 2%	38 3%	29 3%	16 2%	8 3%	8 2%	7 2%	13 4%	34 3%	9 6% Z	1 *	2 1%	2 2% *	4 2%	4 5% bc*	- - *	14 3% i	3 1%

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

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Adults aged 16+ in GB

QDIRECTIONA. Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the wrong direction?

All who think Great Britain are heading in the wrong direction

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1416	229	811	152	959	299	519	356	518	452	652	213	758
Weighted base	1520	243	841	145	1052	267	587	342	576	553	617	200	841
Mostly the current Labour government	422 28%	162 67% CDEFGHIJKLM	128 15% L	14 10%	375 36% CDFHKL	42 16% L	211 36% CDFHKL	51 15% L	234 41% CDEFGHKL	237 43% CDEFGHKLM	87 14% L	18 9%	312 37% CDFHKL
Mostly the previous Conservative governments	235 15%	15 6%	200 24% BEGIJM	96 67% BCEFGHIJKLM	68 6%	101 38% BCEGIJKM	43 7% J	121 35% BCEGIJKM	35 6%	26 5%	179 29% BCEGIJM	79 40% BCEGIJKM	76 9% EIJ
A combination of the two	774 51%	64 26%	485 58% BDFGHIJKLM	30 21%	579 55% BDFHIJLM	118 44% BD	311 53% BDFH	153 45% BD	289 50% BD	278 50% BD	320 52% BDFH	94 47% BD	427 51% BD
Neither	45 3%	2 1%	21 3%	3 2%	24 2%	3 1%	18 3%	11 3% F	15 3%	10 2%	17 3%	4 2%	20 2%
Don’t know	45 3%	1 *	7 1%	2 1%	7 1%	2 1%	4 1%	7 2% EJ	3 1%	2 *	14 2% CEGIJM	4 2% J	6 1%

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	114	1028	87	972	199	692	445	711	281	453	280	829	171
Weighted base	115	1115	80	1054	220	705	545	688	249	518	269	920	158
Mostly the current Labour government	19 16% *	376 34% NPSUVXZcdfhjln	17 21% XZf*	364 35% NPSUVXZcdfhjln	142 65% NOPQSTUVWXYZabcdefghiklmno	118 17% XZf	248 45% NOPQSUVWXYZcdfghijklno	100 14%	46 18% XZf	193 37% NPSUVXZcdfhjln	32 12%	328 36% NPSUVXZcdfhjln	15 10%
Mostly the previous Conservative governments	74 65% OPQRSTUVWXYZabcdeghijklmno*	85 8% T	41 51% OQRSTUVWXYabcdegijklmo*	108 10% OTWabegimo	14 6%	166 24% OQRTWYabegikmo	25 5%	180 26% OQRTWYabcegikmo	91 36% OQRSTUWYabcegikmo	40 8% T	89 33% OQRSTUWYabcegikmo	89 10% OTbemo	66 42% OQRSTUWXYabcegiklmo
A combination of the two	18 16% *	615 55% NPQRTVYZabdefghijlmn	21 26% *	550 52% NPRVadefhjln	58 26%	398 56% NPQRTVWYZabdefghijlmn	261 48% NPRfhj	372 54% NPRVZadefhjln	110 44% NPRf	263 51% NPRfhjn	137 51% NPRdfhjn	475 52% NPRVadfhjln	72 46% NPRf
Neither	3 3% *	28 3% g	1 1% *	23 2%	6 3%	20 3% V	8 1%	20 3% V	2 1%	17 3% Tg	7 3% V	18 2%	4 2%
Don’t know	* * *	11 1% akm	* 1% *	8 1% m	1 *	3 *	3 1%	16 2% OQSTVYaegiklmno	* *	5 1% am	5 2% Sakm	10 1% akm	1 1%

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	608	258	951	219	437	146	913	140	677	153	571	373	346	210	773
Weighted base	670	320	958	202	494	130	1003	126	757	137	645	369	393	182	883
Mostly the current Labour government	280 42% NOPQSUVWXYZcdfghijklno	143 45% NOPQSUVWXYZcdfghijklno	191 20% SUXZf	31 15% Z	211 43% NOPQSUVWXYZcdfghijklno	12 9%	366 37% NOPSUVXZcdfhjln	20 16% f*	281 37% NOPSUVXZcdfhjln	32 24% UXZf	228 35% NPSUVXZcdfhjln	73 20% UXZf	165 42% NOPQSUVXYZcdfghijklno	32 17% XZf	325 37% NOPSUVXZcdfhjln
Mostly the previous Conservative governments	55 8% Tb	14 5%	204 21% OQRTWYabegikmo	74 37% OQRSTUWYabcegikmo	31 6%	74 57% OQRSTUVWXYZabcdeghijklmno	83 8% Tbo	56 44% OQRSTUWXYabcegiklmo*	63 8% Tbo	51 37% OQRSTUWYabcegikmo	61 9% Tbemo	120 32% OQRSTUWYabcegikmo	24 6%	72 39% OQRSTUWYabcegikmo	59 7%
A combination of the two	318 47% NPRfhj	151 47% NPRfj	520 54% NPRTVZadefhjln	87 43% NPRf	236 48% NPRfhj	39 30% N	527 53% NPRTVadefhjln	46 36% N*	391 52% NPRVadfhjln	50 36% N	337 52% NPRVadfhjln	167 45% NPRfj	191 49% NPRfhj	75 41% NPRf	469 53% NPRTVadefhjln
Neither	15 2%	5 2%	25 3% V	8 4% V	13 3%	5 3% V	18 2%	3 2% *	17 2%	2 1%	17 3%	7 2%	13 3% TVg	4 2%	23 3% g
Don’t know	2 *	6 2% STaikm	17 2% OQSVaegikmo	2 1%	3 1%	* *	9 1% akm	1 1% *	4 1%	3 2% Vakm	2 *	2 1%	- -	* *	6 1% m

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

QDIRECTIONB. Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the right direction?

All who think Great Britain are heading in the right direction

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	435	309	124	236	133	66	425	432	428	365	70	113	79	85	117	15	26	355	80	367	68	33	58	71	258	307	122	45	230	42	29	14	7	216	91
Weighted base	345	245	99	189	97	58	334	341	338	254	92	93	70	66	76	12	28	209	136	279	66	40	63	62	167	258	82	31	162	33	27	17	7	166	73
Mostly the current Labour government	186 54%	136 56%	49 50% *	88 47%	62 64% DGHI*	35 60% *	181 54% DI	186 54% DI	181 53% D	140 55%	45 50% *	46 50% *	38 54% *	38 58% *	42 55%	8 62% **	13 47% **	119 57%	67 49% *	156 56%	29 44% *	7 18% **	40 65% *	33 53% *	100 60%	143 55%	41 51%	5 17% *	118 73% b	14 43% **	16 57% **	7 41% **	3 38% **	107 64%	38 52% *
Mostly the previous Conservative governments	60 17%	43 18%	16 16% *	33 17%	14 15% *	13 22% *	57 17%	59 17%	58 17%	47 18%	13 14% *	19 21% *	11 16% *	14 21% *	11 15%	1 5% **	3 12% **	35 17%	25 18% *	51 18%	9 13% *	10 25% **	9 15% *	15 24% Y*	21 13%	44 17%	15 18%	17 54% c*	15 10%	7 21% **	5 17% **	4 22% **	1 17% **	28 17%	16 22% *
A combination of the two	68 20%	47 19%	22 22% *	48 26% EFGHI	14 14% *	6 11% *	67 20%	67 20%	68 20%	54 21%	14 16% *	19 20% *	13 18% *	9 14% *	18 24%	3 27% **	6 22% **	46 22%	22 16% *	56 20%	13 19% *	11 28% **	8 13% *	8 12% *	39 23%	43 17%	24 29% Z	8 24% *	27 16%	9 28% **	2 9% **	1 7% **	2 28% **	25 15%	14 20% *
Neither	13 4%	8 3%	5 5% *	3 2%	6 6% *	3 6% *	13 4% D	13 4% D	13 4% D	7 3%	6 7% *	5 5% *	3 4% *	1 2% *	3 4%	- - **	1 4% **	3 1%	10 7% R*	8 3%	5 7% *	5 12% **	2 3% *	3 5% *	3 2%	12 4%	1 1%	1 4% *	1 1%	3 9% **	2 6% **	- - **	1 16% **	5 3%	4 6% *
Don't know	19 5%	11 4%	7 7% *	17 9% EGHI	1 1% *	1 2% *	16 5% E	16 5% E	19 6% EGH	6 2%	13 14% J*	4 5% *	5 8% *	2 4% *	2 2%	1 7% **	4 15% **	7 3%	12 9% R*	9 3%	10 16% T*	7 16% **	3 5% *	3 6% *	4 2%	17 6% a	1 1%	- - *	1 1%	- - **	3 11% **	5 30% **	- - **	1 1%	- - *

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

QDIRECTIONB. Would you say that the current Labour government or previous Conservative governments are most responsible for things heading in the right direction?

All who think Great Britain are heading in the right direction

	Total	Favourable to parties												Favourable to politicians																																			
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	435	216	136	325	25	242	56	233	55	192	138	174	93	326	34	251	38	193	150	196	136	256	46	226	87	186	83	208	142	205	55	256	49	266	38	275	29	264	32	253	46
Weighted base	345	158	127	244	28	180	58	181	50	148	125	128	79	242	44	191	39	138	131	143	122	199	45	170	82	142	68	152	126	146	50	192	48	198	38	202	33	196	31	179	49
Mostly the current Labour government	186 54%	82 52%	79 62% GM*	151 62% BJM	5 17% **	106 59% B	27 47% *	103 57%	26 52% *	80 54%	77 61% M*	81 63% BJ	39 50% *	146 60% RTWabgo	14 31% **	116 61% RTWabgo	12 31% **	70 51%	83 64% RTWYaego	74 52%	72 59% Wago*	118 59% RTago	19 41% *	104 61% RTWabgo	40 49% *	83 58% RTago	29 43% *	82 54%	73 58% Wago*	86 59% RTago	23 47% *	120 62% RTWYabgo	18 37% *	132 67% NPRTVWXYZabdeglo	11 28% **	129 64% RTWYabego	7 22% **	118 60% RTWabgo	11 35% **	114 64% RTWYabego	19 40% *
Mostly the previous Conservative governments	60 17%	30 19% L	22 17% *	42 17%	7 23% **	28 16%	13 23% *	31 17%	8 16% *	24 16%	23 18% *	18 14%	18 23% *	38 16%	12 28% **	34 18% h	8 21% **	23 17%	25 19%	25 17%	23 19% *	35 17%	10 23% *	27 16%	17 21% *	25 18%	18 27% Nfhn*	26 17%	28 22% h*	25 17%	8 17% *	28 14%	10 20% *	28 14%	9 24% **	35 17% h	5 16% **	37 19% fhn	8 26% **	27 15%	11 22% *
A combination of the two	68 20%	37 24% CDKM	12 10% *	41 17% C	6 21% **	37 21% CDKM	7 11% *	35 19% CK	5 11% *	34 23% CDKM	13 11% *	26 20% CK	8 10% *	45 18% Sc	8 17% **	33 17% Sc	8 19% **	39 28% NPSUVWXYZacdfhiln	10 8%	35 25% NPSUVchjln	15 12% S*	38 19% Sc	5 11% *	36 21% Sc	11 13% *	32 22% PSUcj	10 15% S*	36 24% NPSUChjln	12 10% *	29 20% Sc	10 20% S*	40 21% SUcj	7 15% *	34 17% Sc	8 20% **	35 17% Sc	8 23% **	36 18% Sc	4 12% **	34 19% Sc	7 14% *
Neither	13 4%	2 1%	10 8% BDFHKL*	2 1%	10 35% **	3 2% D	9 15% BDFHJKL*	2 1%	9 19% BCDFHJKL*	7 4% BDFHL	6 4% D*	2 1%	10 13% BDFHJKL*	2 1%	10 22% **	1 1%	10 25% **	2 1%	8 6% NPVXZdfhjln	7 5% NPRVXZdfhjln	6 5% NPZfhjln*	3 1%	9 19% NPRSTUVXZbcdfhiln*	2 1%	10 13% NPRSTUVXZbcdfhiln*	1 *	10 14% NPRSTUVXZbcdfhiln*	5 3% NPRVXZfhjln	6 5% NPZfhjln*	2 2%	7 14% NPRTUVXZbcdfhiln*	2 1%	10 20% NPRSTUVXZbcdfhiln*	1 1%	10 26% **	1 1%	10 30% **	2 1%	8 25% **	2 1%	9 18% NPRSTUVXZbcdfhiln*
Don't know	19 5%	6 4% L	4 3% *	9 4% L	1 4% **	5 3%	2 4% *	10 5% FJL	1 2% *	4 2%	7 5% *	1 1%	3 4% *	10 4% TXZbfhjln	1 1% **	7 4% TXZbfhjln	1 3% **	4 3% XZhjn	5 4% j	2 1%	7 5% XZfhjln*	5 3% hjn	2 5% *	2 1%	3 4% *	1 1%	2 2% *	3 2%	7 5% XZfhjln*	3 2%	1 2% *	3 2%	4 7% TXZhjn*	2 1%	1 2% **	2 1%	3 10% **	3 2%	1 2% **	2 1%	3 6% hj*

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Political Pulse - September

Adults aged 16+ in GB

Q3. On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country?

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
0 = Very bad job (0)	675 30%	317 29%	352 31%	87 13%	210 29% D	377 43% DEGHI	627 29% DI	673 30% DGI	629 29% D	286 22%	389 39% J	172 32% OQ	188 32% OQ	171 33% OQ	70 22%	30 27% *	44 22%	111 15%	564 36% R	370 27%	305 34% T	134 33% Y	186 33% Y	178 33% Y	108 20%	633 33% a	24 8%	158 44% cdf	74 12%	35 21% c	185 68% bcdfg	20 17% *	27 32% cf*	162 20%	371 49% h
1	107 5%	59 5%	48 4%	14 2%	35 5% D	57 7% DGHI	101 5% D	106 5% D	102 5% D	52 4%	55 5%	26 5%	25 4%	29 6%	15 5%	5 5% *	6 3%	26 4%	81 5%	56 4%	51 6%	15 4%	28 5%	34 6% Y	18 3%	98 5%	8 3%	32 9% c	14 2%	9 6% c	19 7% c	8 7% c*	2 3% *	22 3%	62 8% h
2	146 6%	57 5%	88 8% B	30 5%	34 5%	82 9% DEGHI	136 6% DE	145 6% DE	137 6% DE	76 6%	70 7%	34 6%	36 6%	31 6%	13 4%	12 11% O*	21 11% O	49 7%	97 6%	62 4%	84 9% T	32 8%	35 6%	35 7%	32 6%	135 7% a	10 3%	40 11% ce	22 4%	9 5%	15 5%	17 15% cde*	10 12% c*	52 6%	56 7%
3	212 9%	81 7%	127 11% B	54 8%	78 11%	80 9%	195 9%	207 9%	200 9%	125 10%	87 9%	43 8%	50 8%	58 11%	35 11%	8 8% *	18 9%	60 8%	152 10%	126 9%	86 10%	34 8%	58 10%	55 10%	44 8%	187 10%	25 8%	39 11% c	29 5%	21 13% ce	18 6%	20 17% ce*	14 16% ce*	88 11%	63 8%
4	171 8%	75 7%	96 8%	61 9%	55 8%	55 6%	165 8%	171 8%	165 8%	105 8%	66 7%	40 7%	44 7%	43 8%	21 7%	5 4% *	18 9%	54 7%	118 8%	102 7%	70 8%	32 8%	53 9%	34 6%	35 6%	143 8%	24 8%	22 6% e	52 9% e	18 11% e	1 *	16 14% be*	10 11% e*	91 11% i	28 4%
5	202 9%	79 7%	120 10% B	70 10%	67 9%	65 7%	191 9%	201 9%	192 9%	127 10%	74 7%	36 7%	52 9%	50 10%	34 11%	9 8% *	21 11%	77 11% S	125 8%	126 9%	76 9%	37 9%	54 10%	50 9%	42 8%	158 8%	40 13% Z	14 4%	71 12% be	21 13% be	8 3%	11 10% be*	7 8% *	92 11% i	27 4%
6	182 8%	93 8%	88 8%	58 9%	65 9%	59 7%	172 8%	176 8%	177 8%	120 9% K	62 6%	49 9%	43 7%	39 8%	27 9%	7 6% *	16 8%	71 10% S	111 7%	121 9%	60 7%	27 7%	38 7%	44 8%	61 11% VW	148 8%	30 10%	11 3%	93 16% bdefg	14 8% be	7 2%	6 5% *	3 4% *	76 9% i	44 6%
7	152 7%	93 8% C	59 5%	55 8% F	52 7%	45 5%	139 7%	146 7%	145 7% G	105 8% K	47 5%	43 8%	36 6%	25 5%	18 6%	15 13% MNO*	17 9%	68 9% S	84 5%	104 8%	48 5%	19 5%	36 6%	36 7%	46 8%	117 6%	33 11% Z	12 3%	81 14% bdef	12 7% e	4 2%	4 4% *	6 7% e*	74 9% i	36 5%
8	139 6%	101 9% C	36 3%	73 11% EFGHI	42 6% F	23 3%	134 6% F	139 6% F	134 6% F	96 8% K	43 4%	26 5%	48 8% LN	21 4%	28 9% LN	8 7% *	10 5%	77 11% S	62 4%	104 8% U	35 4%	21 5%	30 5%	24 4%	58 11% VWX	96 5%	39 13% Z	12 3%	75 13% befg	14 8% b	10 4%	2 2% *	3 4% *	71 9% i	29 4%
9	62 3%	47 4% C	15 1%	36 5% EFGHI	19 3% F	7 1%	62 3% F	62 3% F	62 3% F	43 3%	19 2%	20 4% MN	9 1%	7 1%	16 5% MN	1 1% *	9 5% MN	41 6% S	21 1%	51 4% U	11 1%	10 2%	13 2%	8 2%	31 6% VWX	47 2%	15 5% Z	8 2%	29 5% e	3 2%	4 2%	6 5% *	1 1% *	30 4% i	13 2%
10 = Very good job (10)	80 4%	60 5% C	18 2%	51 8% EFGHI	24 3% F	5 1%	78 4% F	79 4% F	78 4% F	64 5% K	16 2%	25 5%	17 3%	17 3%	19 6% MQ	1 1% *	2 1%	54 7% S	26 2%	74 5% U	6 1%	6 2%	13 2%	10 2%	46 8% VWX	52 3%	27 9% Z	12 3%	50 8% befg	6 4%	3 1%	2 2% *	- - *	38 5%	24 3%
Don't know	114 5%	28 3%	82 7% B	63 9% EFGHI	35 5% F	16 2%	105 5% F	107 5% F	111 5% FGH	57 4%	57 6%	25 5%	36 6%	17 3%	17 5%	8 8% *	10 5%	25 4%	88 6% R	67 5%	47 5%	29 7% WY	12 2%	25 5%	20 4%	81 4%	23 8% Z	- -	5 1%	3 2% be	- -	2 2% be*	2 2% b*	13 2%	6 1%
Prefer not to say	31 1%	12 1%	18 2%	19 3% FGHI	9 1% F	2 *	29 1% F	29 1% F	31 1% F	17 1%	14 1%	2 *	11 2%	11 2% L	2 1%	1 1% *	4 2%	8 1%	22 1%	15 1%	16 2%	4 1%	7 1%	2 *	8 1%	12 1%	7 2% Z	- -	- -	1 *	- -	- - *	- - *	3 *	- -
NET: Bad job	928 41%	433 39%	487 43%	132 20%	279 38% D	517 59% DEGHI	863 40% DI	923 41% DGI	868 40% D	414 33%	514 51% J	232 43% O	249 42% O	231 45% O	98 31%	47 43% *	71 37%	186 26%	742 48% R	488 35%	440 49% T	181 45% Y	249 44% Y	247 46% Y	158 29%	866 45% a	42 14%	230 64% cdfg	110 19%	53 32% c	219 80% bcdfg	44 39% c*	40 46% c*	236 29%	489 64% h
NET: Good job	281 12%	208 19% C	69 6%	160 24% EFGHI	86 12% F	35 4%	274 13% F	280 13% F	274 13% F	203 16% K	78 8%	70 13%	73 12%	45 9%	62 20% LMNPQ	10 9% *	21 11%	172 24% S	109 7%	228 17% U	52 6%	36 9%	56 10%	42 8%	135 25% VWX	195 10%	81 26% Z	32 9%	154 26% bdefg	23 14% e	17 6%	9 9% *	4 5% *	139 17% i	66 9%
Mean	3.45	3.91 C	2.99	5.05 EFGHI	3.52 F	2.30	3.49 FH	3.44 F	3.50 FH	4.08 K	2.65	3.48	3.32	3.05	4.20 LMN	3.44 *	3.69 N	4.84 S	2.79	3.92 U	2.73	3.02	3.17	3.02	4.72 VWX	3.15	5.54 Z	2.30 e	5.41 bdefg	3.91 beg	1.33	3.36 be*	2.82 e*	4.28 i	2.28

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q3. On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country?

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians			
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177
0 = Very bad job (0)	675 30%	135 30% DFHKL	369 33% DFHKL	3 1%	626 54% BCDFHJKLM	44 8% D	368 52% BCDFHKLM	64 10% DF	385 56% BCDFGHJKLM	374 50% BCDFHKL	163 17% DFHL	46 12% DF	477 46% BCDFHKL	2 1%	641 52% NPRSUVXYZbcdfhjln	1 *	608 52% NPRSUVXYZbcdfhjln
1	107 5%	22 5% D	50 4% D	3 1%	93 8% BCDFHKLM	22 4% D	57 8% BCDFHKL	29 5% DL	45 7% CDKL	47 6% DL	37 4% D	10 3% D	66 6% CDFKL	2 *	93 8% NPRSUVXYZcfhiln	3 1%	89 8% NPRSUVXYZcfhiln
2	146 6%	21 5% D	76 7% DF	4 1%	119 10% BCDFGHIJKLM	23 4% D	48 7% D	39 6% DF	52 8% DF	48 6% D	58 6% D	18 4% D	85 8% BDFL	- -	126 10% NPRSTUVWXZabcdefghijklmno	- -	113 10% NPRSTUVWXZabdfghijklmn
3	212 9%	31 7% D	115 10% DFGI	13 3%	137 12% BDFGIJLM	40 7% D	45 6% D	54 9% D	47 7% D	57 8% D	107 11% BDFGHIJLM	31 8% D	86 8% DG	10 2%	150 12% NPQRSTVWXYZabdefhijkmno	10 3%	113 10% NPRTWabefhijkm
4	171 8%	30 7% DJ	91 8% DGIJ	16 3%	75 7% DIJ	51 9% BDEGIJ	37 5%	58 9% DEGIJ	27 4%	26 3%	105 11% BCDEGIJLM	27 7% DJ	78 7% DGIJ	21 5% b	86 7% Tbeimo	18 5% b	82 7% Tbeimo
5	202 9%	27 6% EJ	116 10% BEGIJM	49 10% BEGIJM	34 3%	54 10% BEGIJM	40 6% EJ	59 10% BEGIJM	37 5% EJ	14 2%	134 14% BCDEFGHIJM	44 11% BEGIJM	60 6% EJ	39 8% OQRTWabegikmo	56 5% TW	22 7% TWb	61 5% TWbio
6	182 8%	24 5% E	118 10% BEGIJM	92 18% BCEFGHIJKLM	22 2%	69 13% BEGIJM	38 5% E	65 11% BEGIJM	30 4% E	26 3% E	119 13% BCEGIJM	40 10% BEGIJM	66 6% EIJ	78 17% OQRSTUVWXYZabcdefgijklmno	25 2%	48 14% OQRSTWYabcdefgikmo	40 3% O
7	152 7%	35 8% EGIJM	81 7% EGIM	109 22% BCEFGHIJKLM	7 1%	71 13% BCEGIJKM	19 3% E	71 12% BCEGIJKM	17 3% E	38 5% EGI	83 9% CEGIJM	46 12% BCEGIJM	42 4% EGI	106 23% OPQRSTUVWXYZabcdefghijklmno	17 1%	60 18% OQRSTUVWXYZabcdegiklmo	29 2% Oi
8	139 6%	49 11% CEGIJKM	61 5% EIM	104 21% BCEFGHIJKLM	10 1%	75 14% CEGIJKM	26 4% E	71 12% CEGIJKM	21 3% E	46 6% EGIM	60 6% EGIM	54 14% CEGIJKM	36 3% E	97 21% OQRSTUVWXYZabcdegijklmno	12 1%	76 23% OQRSTUVWXYZabcdegijklmno	15 1%
9	62 3%	28 6% CEGIJKM	23 2% EIM	47 9% BCEGHIJKM	5 *	38 7% CEGIJKM	10 1% E	39 6% CEGIJKM	6 1%	25 3% EGIM	20 2% EIM	27 7% CEGIJKM	12 1% E	44 9% OQSTUVWXYacegiklmno	6 *	39 12% OQRSTUVWXYZabcdefgijklmno	6 1%
10 = Very good job (10)	80 4%	48 11% CEGIJKM	18 2%	58 12% CEFGHIJKM	14 1%	46 8% CEGIKM	13 2%	53 9% CEGIKM	13 2%	45 6% CEGIKM	18 2%	41 11% CEGIJKM	16 2%	60 13% OQSTUVWYabcegiklmo	14 1%	53 16% NOQRSTUVWXYabcdeghijklmno	12 1%
Don't know	114 5%	3 1%	13 1%	2 *	12 1%	10 2% DJ	6 1%	13 2% BDJ	6 1%	4 1%	26 3% BCDEGIJM	5 1%	12 1%	6 1% h	11 1%	2 1%	8 1%
Prefer not to say	31 1%	2 * CE	- -	2 * CEFH	- -	- -	- -	- -	- -	1 *	2 * C	2 1% CEFH	1 *	1 *	- -	1 *	1 * O
NET: Bad job	928 41%	179 39% DFHKL	495 44% DFHKL	9 2%	839 73% BCDFGHJKLM	89 16% D	473 67% BCDFHJKLM	132 21% DF	482 70% BCDFHJKLM	469 62% BCDFHKL	258 28% DFHL	74 19% D	627 61% BCDFHKL	4 1%	859 69% NPRSTUVXYZbcdfghjln	4 1%	810 69% NPRSTUVXYZbcdfhjln
NET: Good job	281 12%	125 27% CEGIJKM	102 9% EIM	209 42% BCEFGHIJKLM	29 2%	159 29% CEGIJKM	49 7% E	162 26% CEGIJKM	39 6% E	117 16% CEGIKM	98 11% EGIM	123 31% CEGHIJKM	64 6% E	202 43% OQRSTUVWXYZabcdegijklmno	33 3%	168 50% NOQRSTUVWXYZabcdefghijklmno	33 3%
Mean	3.45	4.27 CEGIJM	3.26 EGIJM	7.06 BCEFGHIJKLM	1.45	5.58 BCEGHIJKM	2.04 EI	5.19 BCEGIJKM	1.81 E	2.63 EGIM	4.09 CEGIJM	5.51 BCEGHIJKM	2.30 EGI	7.17 OQRSTUVWXYZabcdefghijklmno	1.62	7.30 OQRSTUVWXYZabcdefghijklmno	1.73 Oi

	Favourable to politicians																							
	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	443	989	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	410	967	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
0 = Very bad job (0)	131 32% NPUVXZcdfhjln	328 34% NPUVXZcdfhjln	373 50% NPRSUVXYZbcdfhjln	188 19% NPVXZdfhjln	55 10% NPfhjn	347 57% NOPQRSTUVXYZbcdfghjln	64 12% NPZfhjn	512 45% NPRSUVXZcdfhjln	32 9% NPfhn	440 54% NPRSUVXYZbcdfhjln	225 45% NPRSUVXZcdfhjln	326 25% NPUVXZdfhjln	39 10% NPfhjn	336 56% NOPQRSTUVXYZbcdfghjln	14 4% NP	586 51% NPRSUVXYZbcdfhjln	16 4% NP	500 59% NOPQRSTUVXYZabcdfghjlno	30 7% NPfh	414 57% NOPQRSTUVXYZbcdfghjln	90 14% NPVZdfhjn	281 60% NOPQRSTUVXYZabcdfghjlno	22 5% NP	541 54% NPRSUVXYZbcdfhjln
1	19 5% NPfhjn	45 5% NPVXfhjn	45 6% NPVXZfhjln	42 4% NPfhjn	14 3% NPf	50 8% NPRSUVXZcfhiln	14 3% NPf	69 6% NPUVXZfhjln	10 3% NPf	57 7% NPSUVXZcfhjln	27 5% NPVXZfhjn	66 5% NPVXfhjn	21 5% NPVXZfhjn	39 7% NPUVXZfhjln	4 1%	85 7% NPRSUVXYZcfhiln	6 1% N	65 8% NPRSUVXZcfhiln	9 2% NP	50 7% NPSUVXZfhjln	24 4% NPfhjn	37 8% NPSUVXZcfhjln	8 2% N	79 8% NPRSUVXYZcfhiln
2	23 6% NPbfhjn	61 6% NPVXZbfhjn	47 6% NPVXZbfhjn	69 7% NPVXZbfhjn	20 4% NPfh	38 6% NPbfhjn	20 4% NPfh	101 9% NPRSTUVWXZabfhjlmn	12 4% NPh	54 7% NPVbfhjn	12 2% NPh	108 8% NPSUVXZbfhjlmn	24 6% NPVXZbfhjn	44 7% NPVXZbfhjn	7 2% NPh	93 8% NPVXZbfhjlmn	2 1% NP	67 8% NPVXZbfhjlmn	12 3% NPh	50 7% NPVXZbfhjn	34 5% NPbfhjn	24 5% NPbfhn	10 2% NPh	82 8% NPVXZbfhjlmn
3	21 5% N	78 8% NPbfhjm	52 7% NPbf	108 11% NPRSTVWXZabdefhijkmn	41 8% NPbfhj	38 6% N	41 8% NPbfhj	98 9% NPRWabefhjm	22 6% NPf	53 6% NP	21 4% N	154 12% NPQRSTVWXYZabdefhijkmn	29 7% NPbfh	34 6% N	15 4% N	123 11% NPRSTWYZabdefhijkmn	18 4% N	67 8% NPbefhm	22 5% NP	56 8% NPbfm	70 11% NPRSTVWXZabdefhijmn	21 5%	30 7% NPbfh	95 9% NPRTWabefhjm
4	25 6% Tb	80 8% NTWabeikmo	24 3%	116 11% NOPQRSTWXYZabdefghijklmo	49 9% NPRTWXZabehijkmo	33 5% Tb	33 6% Tb	83 7% NTabeimo	19 5% b	46 6% Tbe	9 2%	139 10% NOPQRSTWXYZabeghijklmo	31 8% NTbeim	23 4% b	29 7% NTbe	80 7% Tbeimo	27 7% NTb	41 5% b	26 6% Tb	42 6% Tbe	50 8% NTbeio	20 4% b	38 9% NPTXZabeijmo	50 5% Tb
5	17 4% T	101 10% OPQRTWYabegikmo	14 2%	144 14% NOPQRSTWYabcdeghijklmo	60 11% NOPQRTWYabegijkmo	17 3%	62 12% NOPQRTWYabegijkmo	72 6% OQTWabgio	38 11% OPQRTWYabegikmo	36 4% TW	14 3%	158 12% NOPQRTWYabegijkmo	38 9% OQRTWabegikmo	29 5% TW	43 11% OPQRTWYabegijkmo	55 5% TW	40 10% OPQRTWYabegikmo	33 4% T	34 8% OQRTWabegimo	35 5% TW	69 10% OPQRTWYabegijkmo	21 4% T	55 13% NOPQRTWYabdegijkmo	41 4% T
6	25 6% OQTWik	91 9% OQTWYabegikmo	23 3%	126 12% OQRSTWYabcdegikmo	66 12% OQRSTWYabdegikmo	19 3%	57 11% OQRTWYabegikmo	78 7% OQTWaegikmo	39 11% OQRTWYabegikmo	37 5% O	25 5% OT	141 11% OQRTWYabegikmo	34 9% OQTWabegikmo	25 4% O	43 11% OQRTWYabegikmo	51 4% OQi	64 16% OQRSTVWXYZabcdefgijklmo	29 3% O	51 12% OQRTWYabdegikmo	24 3% O	75 11% OQRTWYabegikmo	17 4% O	59 13% OQRSTWYabdegikmo	45 5% OQ
7	36 9% OQTWYaegikmo	76 8% OQTWYaegikmo	26 4% Oikmo	88 9% OQTWYacegikmo	66 12% OQRSTUWYabcegikmo	21 3% Oikmo	62 12% OQSTUWYabcegikmo	34 3% Oikmo	42 12% OQSTWYabcegikmo	35 4% OQYgikmo	34 7% OQTWYegikmo	88 7% OQTWYaegikmo	47 12% OQSTWYabcegikmo	22 4% Ogikmo	59 15% OQRSTUWYabcegikmo	26 2% Oi	69 17% OQRSTUVWXYZabcdegiklmo	10 1%	75 17% OQRSTUVWXYZabcdegiklmo	12 2%	82 12% OQRSTUWYabcegikmo	6 1%	66 15% OQRSTUWYabcegikmo	21 2% i
8	43 11% OQSTUWYacegikmo	59 6% OQWYacegiko	53 7% OQWYacegiko	60 6% OQYcgiko	76 14% OQSTUWYabcegiklmo	23 4% OQgio	69 13% OQSTUWYabcegikmo	37 3% OQgo	53 15% OQRSTUWYabcegiklmo	35 4% OQgio	48 9% OQSUWYacegikmo	59 4% OQYgiko	57 14% OQSTUWYabcegiklmo	22 4% OQgio	85 21% OQRSTUVWXYZabcdegijklmno	12 1%	80 20% OQRSTUVWXYZabcdegiklmno	19 2% OQg	76 17% OQRSTUVWXYabcegiklmo	20 3% OQg	72 11% OQSTUWYacegikmo	26 6% OQYgiko	64 14% OQRSTUWYabcegiklmo	18 2% Og
9	27 7% OQSTUWYacegikmo	20 2% OQYcgik	29 4% OQSUWYacegikmo	19 2% OQcgik	34 6% OQSTUWYacegikmo	7 1% O	31 6% OQSUWYacegikmo	12 1% OQ	24 7% OQSTUWYacegikmo	9 1% OQ	34 7% OQSTUWYacegikmo	17 1% OQ	32 8% OQSTUWYacegiklmo	7 1% O	34 9% OQSTUWXYacegiklmo	10 1%	39 9% OQSTUVWXYacegiklmno	6 1%	37 9% OQSTUWXYacegiklmo	5 1%	35 5% OQSUWYacegikmo	5 1%	28 6% OQSUWYacegikmo	11 1% OQ
10 = Very good job (10)	41 10% OQSTUWYacegikmo	19 2% Q	46 6% OQSUWYacegikmo	17 2%	49 9% OQSTUWYacegikmo	9 2%	51 10% OQSTUWYacegikmo	14 1%	52 15% OQRSTUVWXYabcdeghiklmno	12 1%	45 9% OQSTUWYacegikmo	20 1%	43 11% OQSTUWYacegikmo	11 2%	58 14% OQRSTUVWXYabcdeghiklmno	14 1%	44 11% OQSTUWYacegiklmo	10 1%	53 12% OQSTUVWYacegiklmo	11 2%	56 8% OQSUWYacegikmo	7 1%	49 11% OQSTUWYacegiklmo	14 1%
Don't know	3 1%	7 1%	6 1%	33 3% NOPQRSTVWYadeghijklmo	4 1%	6 1%	16 3% NOPQRSTVWabdefghijklmo	16 1% Qaegim	8 2% OPQRSTVaeghijlmo	6 1%	7 1%	44 3% NOPQRSTVWYadefghijklmo	5 1% h	3 *	6 2% h	7 1%	1 *	4 1%	3 1%	6 1%	5 1%	1 *	10 2% OPQRSTVaeghijlm	9 1%
Prefer not to say	- -	2 * O	1 *	3 * O	- -	1 *	- -	1 *	- -	- -	2 * O	7 1% OQYagio	1 * O	1 *	3 1% OVXaio	1 *	2 * OVo	- -	3 1% OQRVXYagilo	1 *	1 *	- -	1 *	- -
NET: Bad job	172 42% NPUVXZdfhjln	433 45% NPUVXZcdfhjln	466 63% NPRSUVXZbcdfhjln	299 30% NPVXZdfhjln	89 17% NPfhjn	435 71% NPRSTUVXYZabcdfghjln	98 19% NPZfhjn	682 61% NPRSUVXZbcdfhjln	54 16% NPfhn	551 67% NPRSTUVXYZbcdfhjln	265 53% NPRSUVXZcdfhjln	500 38% NPUVXZdfhjln	84 21% NPVZfhjn	419 70% NPRSTUVXYZbcdfhjln	26 6% NP	764 67% NPRSTUVXYZbcdfhjln	24 6% NP	632 74% NOPQRSTUVXYZabcdefghjklno	51 12% NPfh	514 71% NPRSTUVXYZbcdfghjln	148 22% NPVZfhjn	342 73% NPQRSTUVXYZabcdfghjln	40 9% NPfh	702 70% NPRSTUVXYZbcdfghjln
NET: Good job	112 27% OQSTUWYacegikmo	98 10% OQWYacegiko	128 17% OQSUWYacegikmo	96 10% OQWYacgiko	158 30% OQSTUWYacegiklmo	40 7% OQgio	151 29% OQSTUWYacegiklmo	63 6% OQgio	129 37% OQRSTUVWXYabcegiklmo	56 7% OQgio	126 25% OQSTUWYacegikmo	96 7% OQYgiko	132 33% OQRSTUWYabcegiklmo	40 7% OQgio	177 44% OQRSTUVWXYZabcdeghijklmno	36 3%	163 40% OQRSTUVWXYabcdegiklmno	35 4% OQ	165 38% OQRSTUVWXYabcdegiklmno	37 5% OQg	162 25% OQSTUWYacegikmo	38 8% OQYgiko	141 32% OQSTUWYabcegiklmo	43 4% OQg
Mean	4.21 OQSTWYabcegikmo	3.29 OQTWYaegikmo	2.63 OQWYaegikmo	3.98 OQSTWYabcegikmo	5.53 OQRSTUWYabcegiklmo	1.76 i	5.43 OQRSTUWYabcegiklmo	2.26 OQWaegikmo	5.99 OQRSTUVWXYabcdegiklmo	2.01 OQWgikmo	3.53 OQTWYaegikmo	3.43 OQTWYaegikmo	5.51 OQRSTUWYabcegiklmo	1.89 Oi	6.72 OQRSTUVWXYZabcdegijklmno	1.80 Oi	6.59 OQRSTUVWXYZabcdegijklmno	1.51	6.28 OQRSTUVWXYabcdegiklmo	1.68 i	5.05 OQRSTUWYabcegikmo	1.71	6.09 OQRSTUVWXYabcdegiklmo	1.74 i

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

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

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

24-089497-36 - 5th - 9th September 2025
PUBLIC
Political Pulse - September
Adults aged 16+ in GB

Q6. Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?
All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Healthcare/ NHS/ hospitals	1397 61%	625 57%	760 66% B	352 52%	430 59% D	614 70% DEGHI	1297 61% D	1382 62% DGI	1312 61% D	811 64% K	586 59%	328 61%	338 57%	342 66% M	194 62%	73 67% *	123 63%	463 64%	935 60%	772 56%	625 70% T	235 59%	340 60%	335 63%	344 63%	1209 63% a	158 52%	226 63% e	406 68% e	106 64%	145 53%	80 71% e*	61 70% e*	564 69% i	464 61%
Inflation/ rising cost of living	1283 56%	600 55%	672 59%	319 48%	427 59% D	536 61% DGHI	1200 56% D	1270 57% D	1213 56% D	746 59%	537 54%	290 54%	344 58%	309 60%	172 55%	63 58% *	104 53%	418 58%	865 56%	762 55%	521 58%	214 53%	313 55%	326 61%	298 54%	1098 58% a	155 51%	228 63% f	369 62%	96 58%	154 56%	57 51% *	47 54% *	474 58%	476 63%
Immigration	1199 53%	587 53%	603 53%	257 38%	363 50% D	579 66% DEGHI	1112 52% DI	1190 53% DGI	1121 52% D	608 48%	591 59% J	284 52%	324 55%	295 57% GQ	152 49%	53 48% *	90 46%	302 42%	897 58% R	692 50%	507 57% T	206 51%	311 55%	302 56% Y	267 49%	1077 56% a	102 34%	264 73% cdfg	272 46% f	73 44%	226 83% bcdfg	35 32% *	45 51% f*	364 45%	567 75% h
Managing the economy/ economic situation	983 43%	481 44%	493 43%	229 34%	301 41% D	453 52% DEGHI	906 43% D	976 44% DGI	914 42% D	592 46% K	392 39%	221 41%	264 44%	244 47%	126 40%	43 39% *	86 44%	342 47% S	641 41%	572 42%	412 46%	152 38%	238 42%	251 47% V	247 45%	849 44% a	111 37%	186 51% f	273 46%	80 48%	121 44%	41 37% *	45 52% *	397 49%	365 48%
Taxation	882 39%	435 40%	442 39%	239 36%	284 39%	359 41%	828 39% I	877 39%	834 39%	514 40%	368 37%	193 36%	223 38%	238 46% LMOQ	115 37%	44 40% *	70 36%	304 42% S	578 37%	543 39%	339 38%	121 30%	217 39% V	210 39% V	257 47% VWX	745 39%	110 36%	173 48% cdfg	229 39%	59 36%	118 43% f	32 29% *	28 32% *	308 38%	321 42%
Crime and anti-social behaviour/ law and order	833 37%	400 36%	426 37%	200 30%	259 36% D	374 43% DEGHI	769 36% D	823 37% DGI	779 36% D	467 37%	366 37%	211 39%	213 36%	187 36%	125 40%	34 31% *	63 32%	253 35%	580 37%	463 34%	370 41% T	136 34%	217 38%	206 38%	199 36%	714 37%	100 33%	155 43% d	219 37%	51 31%	124 45% cd	37 33% *	34 39% *	275 34%	355 47% h
Care for older and disabled people	790 35%	333 30%	451 39% B	147 22%	215 30% D	429 49% DEGHI	724 34% DE	786 35% DEGI	728 34% DE	414 33%	376 38% J	190 35%	215 36%	194 37% Q	102 33%	38 34% *	51 26%	232 32%	558 36%	375 27%	415 46% T	173 43% XY	209 37% Y	179 33%	150 27%	706 37% a	73 24%	143 40%	222 37%	66 40%	91 33%	51 45% *	29 33% *	321 40%	301 40%
Public services generally	743 33%	343 31%	392 34%	170 25%	237 33% D	335 38% DEGHI	686 32% D	732 33% D	697 32% D	451 35% K	292 29%	178 33%	171 29%	160 31%	122 39% MN	41 37% *	70 36%	276 38% S	467 30%	427 31%	315 35%	104 26%	184 33%	185 35% V	195 36% V	642 34% a	79 26%	113 31%	227 38% e	67 40% e	76 28%	45 40% e*	35 41% *	321 40%	231 30%
Pensions	737 32%	335 30%	399 35%	126 19%	170 23%	440 50% DEGHI	677 32% DEI	735 33% DEGI	678 31% DE	388 30%	348 35%	171 32%	186 31%	188 36%	95 30%	36 33% *	60 31%	215 30%	521 34%	383 28%	354 40% T	128 32% Y	209 37% Y	190 36% Y	137 25%	654 34% a	65 22%	151 42% cf	184 31%	63 38% f	103 38% f	23 21% *	37 43% f*	274 34%	303 40% h
Housing	735 32%	347 32%	380 33%	273 41% EFGHI	240 33% F	222 25%	701 33% FH	725 32% F	711 33% F	410 32%	325 33%	187 35%	157 26%	183 35% M	129 41% MPQ	29 26% *	51 26%	255 35% S	480 31%	455 33%	280 31%	116 29%	184 33%	165 31%	198 36% V	587 31%	123 40% Z	62 17%	254 43% bdeg	48 29% b	83 30%	38 34% b*	23 27% *	296 37% i	189 25%
Poverty/ inequality	712 31%	327 30%	375 33%	234 35% FH	230 32%	248 28%	671 31% F	702 31% F	681 31%	422 33%	289 29%	171 32%	175 30%	163 31%	105 34%	39 36% *	58 30%	257 36% S	454 29%	412 30%	300 33%	130 32%	178 32%	160 30%	173 32%	583 31%	109 36%	56 15%	264 44% be	63 38% be	54 20%	53 47% be*	34 39% be*	317 39%	180 24%
Benefits	621 27%	285 26%	330 29%	186 28%	204 28%	231 26%	580 27%	616 27%	585 27%	297 23%	324 32% J	153 28%	156 26%	148 28%	79 25%	29 26% *	56 29%	179 25%	442 28%	325 24%	296 33% T	138 34% XY	176 31% XY	129 24%	121 22%	537 28%	73 24%	88 24%	181 30%	42 25%	64 23%	36 32% *	26 29% *	232 29%	217 29%
Education/ schools	610 27%	247 22%	360 31% B	209 31% FGHI	208 29% F	192 22%	576 27% F	597 27% F	589 27% FH	378 30% K	231 23%	141 26%	146 25%	146 28%	101 32% M	31 28% *	44 23%	257 36% S	353 23%	366 27%	243 27%	94 24%	142 25%	137 26%	182 33% VWX	494 26%	98 32% Z	74 20%	196 33% be	43 26%	47 17%	38 34% be*	26 30% e*	256 32% i	154 20%
Defence/ security/ foreign affairs	607 27%	325 30% C	277 24%	129 19%	159 22%	318 36% DEGHI	555 26% DEI	605 27% DEGI	557 26% DE	330 26%	277 28%	139 26%	157 26%	162 31% O	73 23%	27 24% *	49 25%	202 28%	405 26%	317 23%	290 32% T	98 24%	148 26%	153 29%	146 27%	551 29% a	48 16%	151 42% cdfg	154 26%	52 31%	92 34% cf	18 16% *	23 26% *	213 26%	274 36% h
Protecting the environment/ climate change	597 26%	264 24%	325 28% B	177 26%	178 24%	242 28%	557 26%	591 26%	564 26%	394 31% K	203 20%	144 27%	132 22%	156 30% M	87 28%	30 27% *	48 24%	222 31% S	375 24%	363 26%	234 26%	79 20%	150 26% V	146 27% V	170 31% V	508 27%	70 23%	66 18%	215 36% be	55 33% be	33 12%	59 52% bcdeg*	27 31% be*	284 35% i	162 21%
Lack of faith in politicians/ political parties/ system of government	594 26%	286 26%	298 26%	118 18%	193 27% D	283 32% DEGHI	561 26% D	592 26% D	564 26% D	331 26%	263 26%	132 24%	167 28%	149 29%	68 22%	27 24% *	51 26%	177 25%	417 27%	328 24%	266 30% T	108 27%	158 28%	142 26%	126 23%	535 28% a	53 17%	105 29% c	133 22%	45 27%	102 37% c	38 c*	28 34% *	220 27%	249 33% h
Europe/ EU/ Brexit	556 24%	273 25%	275 24%	123 18%	162 22%	270 31% DEGHI	526 25% DI	554 25% DGI	528 24% D	346 27%	210 21%	127 23%	157 27%	123 24%	71 23%	31 28% *	47 24%	179 25%	376 24%	301 22%	255 28% T	86 21%	142 25%	135 25%	122 22%	492 26% a	64 16%	97 27%	156 26%	54 32% e	59 22%	28 25% e	36 41% bcef*	256 32% i	180 24%
Public transport/ roads	514 23%	240 22%	268 23%	151 22%	140 19%	224 26% EGHI	476 22% E	504 22% E	487 23% E	291 23%	223 22%	125 23%	120 20%	120 23%	72 23%	31 28% *	47 24%	162 22%	353 23%	292 21%	222 25%	97 24%	133 24%	108 20%	126 23%	431 23%	67 22%	63 18%	150 25% be	42 25%	49 18%	33 30% be*	28 33% be*	194 24%	166 22%
Unemployment	505 22%	243 22%	259 23%	194 29% EFGHI	151 21%	160 18%	477 22% F	496 22% F	486 22% F	293 23%	212 21%	124 23%	127 21%	111 21%	78 25%	26 24% *	40 21%	194 27% S	312 20%	300 22%	205 23%	78 20%	110 20%	118 22%	199 25% W	388 20%	100 33% Z	71 20%	149 25% e	31 19%	41 15%	25 22% *	17 19% *	168 21%	149 20%
Issues affecting families/ children/ childcare	436 19%	185 17%	250 22% B	150 22% FGH	168 23% FGH	118 14%	412 19% F	428 19% F	420 19% F	262 21%	174 17%	108 20%	106 18%	110 21%	61 19%	21 19% *	30 15%	164 23% S	272 18%	286 21% U	150 17%	57 14%	93 17%	114 21% V	196 25% VW	365 19%	62 21%	40 11%	147 25% be	31 19% b	40 15%	26 24% b*	24 28% be*	189 23%	119 16%
Foreign/overseas aid	422 19%	216 20%	203 18%	98 15%	117 16%	207 24% DEGHI	402 19% DE	419 19% DE	404 19% DE	213 17%	209 21% J	108 20%	107 18%	95 18%	59 19%	26 23% *	28 14%	119 16%	303 20%	234 17%	188 21% T	72 18%	107 19%	100 19%	103 19%	377 20% a	35 11%	79 22% c	86 14%	26 16%	92 34% bcdf	16 15% *	20 23% *	142 18%	188 25% h
Animal welfare	354 16%	128 12%	224 20% B	120 18%	107 15%	126 14%	339 16% I	354 16%	339 16%	169 13%	184 18% J	94 17%	82 14%	90 17%	38 12%	21 19% *	29 15%	95 13%	258 17% R	214 16%	140 16%	68 17%	99 18% Y	83 16%	68 12%	317 17% a	28 9%	47 13%	90 15%	23 14%	44 16%	27 24% bcd*	18 21% *	122 15%	126 17%
Scottish independence/ devolution	106 5%	63 6%	42 4%	38 6%	30 4%	38 4%	100 5%	104 5%	101 5%	65 5%	41 4%	11 2%	16 3%	10 2%	13 4%	4 4% *	52 27% LMNOP	45 6% S	61 4%	67 5%	39 4%	19 5%	19 3%	31 6%	33 6%	91 5%	14 5%	12 3%	21 4%	7 4%	14 5%	4 4% *	29 33% bcdef*	59 7% i	28 4%
Other	35 2%	18 2%	14 1%	11 2%	11 2%	13 1%	33 2%	35 2%	33 2%	20 2%	15 2%	7 1%	11 2%	4 1%	7 2%	4 4% N*	2 1%	11 2%	24 2%	19 1%	16 2%	7 2%	11 2%	5 1%	5 1%	31 2%	4 1%	3 1%	5 1%	6 3% c	4 2%	4 3% *	* 1% *	14 2%	9 1%
Nothing – I won't vote	88 4%	24 2%	63 6% B	34 5% F	31 4%	23 3%	84 4% F	86 4% F	86 4% F	35 3%	53 5% J	31 6% NQ	28 5% NQ	10 2%	8 2%	10 9% NOQ*	2 1%	14 2%	74 5% R	55 4%	33 4%	25 6% WY	17 3%	23 4% Y	9 2%	70 4%	15 5%	1 *	6 1%	4 3% b	1 *	- - *	- - *	11 1%	13 2%
Don't know	77 3%	34 3%	40 4%	31 5% F	28 4%	18 2%	75 4% F	75 3% F	77 4% F	44 3%	33 3%	12 2%	25 4%	24 5%	8 3%	4 4% *	4 2%	16 2%	61 4% R	50 4%	27 3%	12 3%	22 4%	12 2%	17 3%	54 3%	13 4%	10 3% e	7 1%	4 3% e	-	- - *	- - *	12 2%	10 1%

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

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q6. Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											Favourable to politicians																				
	Total	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Reform UK	Unfavoura ble to Reform UK	Favourabl e to New left-wing party	Unfavoura ble to New left-wing party	Favourabl e to Keir Starmer	Unfavoura ble to Keir Starmer	Favourabl e to Rachel Reeves	Unfavoura ble to Rachel Reeves	Favourabl e to Kemi Badenoch	Unfavoura ble to Kemi Badenoch	Favourabl e to Nigel Farage	Unfavoura ble to Nigel Farage	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Jeremy Corbyn	Unfavoura ble to Jeremy Corbyn	Favourabl e to Zarah Sultana	Unfavoura ble to Zarah Sultana	Favourabl e to Donald Trump	Unfavoura ble to Donald Trump	Favourabl e to Zack Polanski	Unfavoura ble to Zack Polanski	Favourabl e to Angela Rayner	Unfavoura ble to Angela Rayner	Favourabl e to Yvette Cooper	Unfavoura ble to Yvette Cooper	Favourabl e to Wes Streeting	Unfavoura ble to Wes Streeting	Favourabl e to Andy Burnham	Unfavoura ble to Andy Burnham	Favourabl e to Sadiq Khan	Unfavoura ble to Sadiq Khan
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Healthcare/ NHS/ hospitals	1397 61%	277 61%	758 67%	323 65%	739 64%	350 64%	399 56%	404 66%	404 59%	436 58%	635 68%	243 62%	680 66%	288 62%	793 64%	210 63%	764 65%	241 59%	637 66%	422 57%	698 69%	349 66%	340 56%	322 62%	731 65%	212 61%	502 61%	270 54%	924 70%	245 61%	347 58%	252 63%	720 63%	273 67%	529 62%	280 65%	442 61%	450 68%	250 54%	289 66%	608 61%
Inflation/ rising cost of living	1283 56%	247 54%	694 61%	283 56%	716 62%	315 58%	414 59%	366 59%	399 58%	441 59%	561 60%	215 55%	641 62%	233 50%	762 62%	184 55%	740 63%	212 52%	593 61%	432 58%	605 60%	281 53%	361 59%	280 54%	687 61%	176 50%	490 60%	266 53%	825 72%	206 51%	342 57%	210 53%	720 63%	220 54%	531 62%	237 55%	430 59%	383 58%	273 59%	246 56%	634 63%
Immigration	1199 53%	261 57%	596 53%	183 37%	801 69%	220 40%	476 67%	229 37%	490 71%	579 77%	349 37%	128 33%	711 69%	183 40%	825 67%	120 36%	813 69%	244 60%	494 51%	562 76%	409 40%	230 43%	415 68%	179 34%	764 68%	113 32%	561 68%	336 67%	658 50%	130 32%	425 71%	135 34%	806 70%	153 38%	607 71%	186 43%	473 65%	306 46%	319 69%	137 31%	740 74%
Managing the economy/ economic situation	983 43%	194 43%	523 46%	224 45%	550 48%	260 48%	316 45%	271 44%	330 48%	336 45%	438 47%	157 40%	519 50%	194 42%	581 47%	144 43%	579 49%	187 46%	469 49%	332 45%	481 48%	249 47%	276 45%	193 37%	568 50%	139 40%	412 50%	203 40%	649 49%	158 39%	276 46%	173 43%	558 49%	204 50%	404 47%	193 45%	337 46%	316 48%	228 49%	204 46%	474 47%
Taxation	882 39%	204 45%	427 38%	197 39%	507 44%	214 39%	306 43%	223 36%	287 42%	343 46%	362 37%	134 34%	460 44%	177 38%	528 43%	137 41%	516 44%	195 47%	376 39%	343 46%	369 36%	199 37%	268 44%	187 36%	496 44%	134 38%	364 44%	232 46%	509 38%	142 35%	419 41%	159 40%	510 45%	167 41%	368 43%	176 41%	299 41%	257 39%	196 42%	452 35%	455 45%
Crime and anti-social behaviour/ law and order	833 37%	172 38%	422 37%	166 33%	480 42%	184 34%	292 41%	207 34%	294 43%	350 47%	305 33%	118 30%	449 43%	152 33%	507 41%	114 34%	520 44%	159 39%	344 36%	347 47%	345 34%	176 33%	262 43%	158 30%	502 45%	112 32%	358 44%	213 42%	493 37%	130 32%	264 44%	116 29%	492 43%	141 35%	382 45%	151 35%	312 43%	251 38%	196 42%	135 31%	462 46%
Care for older and disabled people	790 35%	150 33%	416 37%	151 30%	457 40%	207 38%	244 35%	230 37%	237 35%	273 36%	348 37%	136 35%	418 40%	140 30%	479 39%	107 32%	466 40%	134 33%	364 38%	259 35%	391 39%	188 35%	224 35%	164 32%	450 40%	117 33%	329 40%	145 29%	539 41%	138 34%	208 35%	142 36%	432 38%	151 37%	338 40%	170 39%	262 36%	257 40%	158 36%	382 38%
Public services generally	743 33%	125 27%	431 38%	185 37%	374 32%	219 40%	212 30%	248 40%	203 30%	221 29%	367 39%	140 36%	360 35%	153 33%	407 33%	121 36%	407 35%	112 27%	376 39%	210 28%	392 39%	212 40%	182 30%	177 34%	398 35%	137 39%	278 34%	132 26%	502 38%	161 40%	377 30%	112 16%	382 33%	146 36%	299 35%	146 34%	254 35%	261 39%	145 31%	321 39%
Pensions	737 32%	162 36%	379 34%	130 26%	455 39%	172 32%	244 35%	173 28%	260 38%	279 37%	303 32%	91 23%	420 41%	126 27%	459 37%	95 28%	468 40%	142 35%	331 34%	275 37%	337 33%	159 30%	223 37%	129 25%	451 40%	82 23%	327 40%	143 29%	478 36%	102 25%	211 35%	104 26%	454 40%	118 29%	336 40%	127 29%	277 38%	221 33%	191 41%	106 24%	399 40%
Housing	735 32%	141 31%	421 37%	213 42%	320 28%	208 38%	184 26%	265 43%	173 25%	226 30%	334 36%	176 45%	269 26%	177 38%	375 30%	138 41%	436 37%	127 31%	345 36%	211 29%	375 37%	193 36%	160 26%	235 45%	282 25%	160 46%	222 27%	174 35%	452 34%	166 41%	160 27%	180 45%	310 27%	153 38%	248 29%	156 36%	212 29%	255 39%	103 22%	174 40%	290 29%
Poverty/ inequality	712 31%	95 21%	449 40%	201 40%	310 27%	219 40%	176 25%	281 46%	145 21%	179 24%	392 42%	185 47%	259 25%	175 37%	359 29%	122 37%	341 29%	84 21%	400 41%	182 25%	420 42%	208 39%	149 25%	235 46%	293 26%	159 45%	207 25%	116 23%	510 38%	183 46%	132 22%	161 40%	308 27%	162 40%	242 28%	159 37%	197 27%	271 41%	106 23%	207 47%	239 24%
Benefits	621 27%	127 28%	329 29%	137 27%	317 27%	146 27%	196 28%	178 29%	176 26%	224 30%	245 26%	106 27%	289 28%	133 28%	347 28%	89 27%	346 28%	115 28%	262 27%	220 30%	265 26%	147 28%	171 28%	152 29%	319 28%	99 28%	231 28%	138 27%	380 29%	126 31%	156 26%	98 24%	333 29%	104 25%	262 31%	107 25%	216 30%	172 26%	134 29%	115 26%	293 29%
Education/ schools	610 27%	126 28%	323 29%	180 36%	268 23%	183 34%	143 20%	228 37%	140 20%	160 21%	310 33%	128 33%	247 24%	150 32%	297 24%	132 40%	269 23%	109 27%	286 30%	156 21%	332 33%	165 31%	124 20%	172 33%	272 24%	125 36%	185 23%	125 25%	405 30%	145 36%	120 20%	130 33%	240 23%	140 34%	189 22%	148 34%	163 22%	209 32%	84 18%	159 36%	219 22%
Defence/ security/ foreign affairs	607 27%	160 35%	308 27%	135 27%	373 32%	166 30%	231 33%	141 23%	252 37%	247 33%	232 25%	80 20%	368 35%	127 27%	367 30%	101 30%	388 33%	152 37%	264 27%	242 33%	256 25%	152 28%	208 34%	100 19%	399 35%	88 25%	309 38%	152 30%	360 27%	93 23%	222 37%	109 27%	367 32%	131 32%	292 34%	143 33%	238 33%	190 29%	173 37%	118 27%	346 34%
Protecting the environment/ climate change	597 26%	106 23%	358 32%	192 38%	248 21%	208 38%	135 19%	285 46%	82 12%	142 19%	343 37%	147 38%	228 22%	184 39%	278 22%	136 41%	262 22%	95 23%	317 33%	133 18%	374 37%	204 38%	109 18%	184 35%	259 23%	139 40%	177 22%	90 18%	449 34%	170 42%	85 14%	154 38%	253 22%	161 39%	181 21%	158 37%	150 21%	238 36%	89 19%	172 39%	194 19%
Lack of faith in politicians/ political parties/ system of government	594 26%	86 19%	351 31%	77 15%	407 35%	129 24%	222 31%	166 27%	230 34%	223 30%	249 27%	99 25%	326 31%	67 14%	424 34%	47 14%	405 34%	83 20%	282 29%	215 29%	284 28%	112 21%	197 32%	116 22%	359 32%	85 24%	268 33%	126 25%	377 28%	99 25%	195 33%	67 17%	391 34%	70 17%	325 38%	71 16%	254 35%	169 28%	143 31%	89 20%	346 34%
Europe/ EU/ Brexit	556 24%	92 20%	330 29%	123 25%	302 26%	169 31%	183 26%	175 28%	182 27%	161 21%	289 31%	107 27%	289 28%	116 25%	320 26%	78 23%	321 27%	87 21%	301 31%	158 21%	314 31%	157 29%	168 28%	135 26%	296 26%	96 27%	223 27%	96 19%	390 29%	118 29%	152 25%	89 23%	303 36%	109 27%	235 28%	104 24%	211 29%	184 28%	133 29%	134 30%	254 25%
Public transport/ roads	514 23%	99 22%	277 25%	122 24%	262 23%	143 26%	153 22%	165 27%	134 20%	156 21%	231 25%	94 24%	231 22%	102 23%	283 23%	85 26%	273 23%	82 20%	235 24%	147 20%	263 26%	139 26%	123 20%	130 25%	260 23%	95 27%	177 22%	88 18%	340 26%	105 26%	119 20%	88 22%	260 23%	97 24%	214 25%	101 23%	172 24%	167 25%	99 23%	117 27%	228 23%
Unemployment	505 22%	116 26%	251 22%	139 28%	240 21%	132 24%	148 21%	166 27%	126 18%	171 23%	215 29%	116 18%	188 28%	129 21%	260 21%	100 30%	230 20%	106 26%	222 23%	160 22%	236 23%	122 23%	122 20%	146 28%	214 19%	106 30%	173 21%	127 25%	301 23%	118 29%	117 20%	103 26%	238 21%	100 25%	177 21%	104 24%	150 21%	162 24%	93 20%	129 29%	195 19%
Issues affecting families/ children/ childcare	436 19%	62 14%	254 22%	114 23%	199 17%	121 22%	118 17%	170 28%	101 15%	124 17%	217 23%	102 26%	169 16%	97 21%	235 19%	77 23%	200 17%	71 17%	205 21%	122 16%	240 24%	118 22%	95 16%	121 23%	184 16%	88 25%	133 16%	88 18%	302 23%	107 27%	81 14%	90 22%	187 16%	153 21%	86 18%	132 20%	150 18%	65 23%	113 14%	168 26%	168 17%
Foreign/overseas aid	422 19%	84 18%	232 21%	71 14%	289 25%	77 14%	175 25%	105 17%	172 25%	204 27%	138 15%	75 19%	251 24%	54 12%	311 25%	50 15%	294 25%	74 18%	190 20%	195 26%	166 16%	81 15%	147 24%	83 16%	261 23%	69 20%	195 24%	135 27%	230 17%	69 17%	152 25%	62 15%	272 24%	64 16%	235 26%	69 16%	191 26%	113 17%	118 25%	66 15%	256 25%
Animal welfare	354 16%	69 15%	197 17%	73 15%	209 18%	83 15%	117 17%	135 22%	89 13%	127 17%	140 15%	65 17%	160 15%	65 14%	217 18%	46 14%	265 17%	68 16%	147 15%	121 16%	162 16%	72 13%	96 16%	84 16%	188 17%	56 16%	131 16%	75 15%	224 17%	75 19%	88 15%	53 13%	195 17%	51 13%	157 18%	57 13%	128 18%	99 15%	65 14%	59 13%	180 18%
Scottish independence/ devolution	106 5%	21 5%	61 5%	20 4%	60 5%	34 6%	35 5%	36 6%	24 4%	27 4%	58 6%	28 7%	38 4%	21 5%	64 5%	18 5%	58 5%	25 6%	63 7%	28 4%	55 5%	38 7%	35 6%	39 8%	44 4%	27 8%	36 4%	26 5%	71 5%	32 8%	23 4%	24 6%	51 4%	27 7%	44 5%	19 4%	49 7%	43 7%	25 5%	25 6%	46 5%
Other	35 2%	4 1%	26 2%	6 1%	23 2%	5 1%	14 2%	9 2%	13 2%	7 1%	21 2%	13 3%	14 1%	4 1%	23 2%	4 1%	17 1%	2 *	20 2%	8 1%	23 2%	5 1%	17 3%	15 3%	14 1%	8 2%	11 1%	6 1%	22 2%	8 2%	8 2%	2 *	18 2%	2 *	8 1%	5 1%	17 2%	11 2%	9 2%	10 2%	10 1%
Nothing – I won't vote	88 4%	5 1%	36 3%	3 1%	35 3%	1 *	26 4%	3 *	26 4%	4 1%	40 4%	3 1%	23 2%	5 1%	39 3%	- -	22 2%	10 2%	19 2%	14 2%	34 3%	3 1%	19 3%	11 2%	29 3%	5 1%	22 3%	7 1%	44 3%	7 2%	14 3%	8 2%	23 2%	1 *	15 2%	5 1%	18 2%	7 1%	11 2%	7 2%	25 2%
Don't know	77 3%	7 2%	13 1%	8 2%	16 1%	8 1%	8 1%	8 1%	12 2%	7 1%	21 2%	4 1%	18 2%	8 2%	16 1%	3 1%	16 1%	3 1%	15 2%	5 1%	23 2%	6 1%	6 1%	5 1%	22 2%	2 *	14 2%	4 1%	27 2%	3 1%	11 2%	4 1%	14 1%	6 2%	11 1%	9 2%	12 2%	7 1%	9 2%	6 1%	16 2%

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Column Means (1dp): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p Minimum Base: 30(**) Small Base: 100(*)

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Summary

All Adults aged 16+ in Great Britain

	Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?														
	Managing the economy	**Reducing the cost of living**	**Improving the NHS**	**Managing immigration and asylum**	**Dealing with crime and anti-social behaviour**	**Strengthening Britain's defence and armed forces**	**Setting the right level of tax**	**Improving education**	**Dealing with climate change**	**Building more affordable housing**	**Improving public transport**	**Improving the benefits system**	**Boosting international trade and encouraging investment**	**Supporting British businesses**	**Supporting parents and families**
	(A)	**(B)**	**(C)**	**(D)**	**(E)**	**(F)**	**(G)**	**(H)**	**(I)**	**(J)**	**(K)**	**(L)**	**(M)**	**(N)**	**(O)**
Unweighted base	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272
Weighted base	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272
Very good (2)	93 4%	86 4%	121 5% ABDEGJ	95 4%	97 4%	133 6% ABDEGIJK	91 4%	120 5% ABDG	103 5%	97 4%	104 5%	123 5% ABDEGJ	118 5% ABDG	123 5% ABDEGJ	113 5% B
Fairly good (1)	300 13% BDL	199 9%	368 16% ABDEGHIJKLN	231 10%	288 13% BDL	494 22% ABCDEGHIJKL MNO	268 12% B	313 14% BDGL	292 13% BDL	322 14% BDGL	317 14% BDGL	240 11% B	395 17% ABDEGHIJKLN O	305 13% BDL	324 14% BDGL
Neither (0)	386 17% B	332 15%	436 19% BD	352 16%	490 22% ABCD	490 22% ABCD	441 19% ABD	596 26% ABCDEFGJLM NO	620 27% ABCDEFGJLM NO	496 22% ABCDG	597 26% ABCDEFGJLM NO	482 21% ABD	525 23% ABCDG	494 22% ABCDG	510 22% ABCDG
Fairly poor (-1)	476 21% DFHIMN	556 24% ACDEFGHIJKL MNO	494 22% DFHIMN	334 15%	466 21% DFHMN	330 15%	498 22% DFHIMN	400 18% DF	421 19% DFM	480 21% DFHIMN	454 20% DFHMN	454 20% DFHMN	362 16%	400 18% DF	447 20% DFM
Very poor (-2)	834 37% CEFGHIJKLM NO	973 43% ACEFGHIJKL MNO	681 30% FHIJKMNO	1100 48% ABCEFGHIJKL MNO	692 30% FHIJKMNO	499 22%	759 33% CEFHIJKMNO	537 24%	505 22%	629 28% FHIKMO	524 23%	729 32% CFHIJKMNO	505 22%	618 27% FHIKMO	574 25% FIKM
Don't know	183 8% BD	126 6%	173 8% B	159 7% B	239 11% ABCD	326 14% ABCDEGIJKL	216 9% ABCD	306 13% ABCDEGJL	330 15% ABCDEGJKL	249 11% ABCDG	276 12% ABCDEGL	244 11% ABCD	367 16% ABCDEFGHIJK LNO	332 15% ABCDEGJKL	304 13% ABCDEGJL
NET: Very/ Fairly good	392 17% BD	285 13%	488 21% ABDEGHIJKLN O	325 14% B	385 17% BD	627 28% ABCDEGHIJKL MNO	358 16% B	433 19% ABDEGL	395 17% BD	418 18% BDGL	421 19% BDGL	363 16% BD	513 23% ABDEGHIJKLN O	428 19% BDEGL	437 19% ABDEGIL
NET: Very/ Fairly poor	1310 58% CEFGHIJKLM NO	1530 67% ACDEFGHIJKL MNO	1175 52% FHIJKMNO	1435 63% ACEFGHIJKL MNO	1158 51% FHIKMNO	829 36%	1257 55% CEFHIJKLMN O	937 41% FM	926 41% FM	1108 49% FHIKMNO	978 43% FM	1183 52% FHIJKMNO	867 38%	1018 45% FHIM	1021 45% FHIM
Mean	-0.79 BD	-0.99	-0.59 ABDEGL	-1.00	-0.67 ABDG	-0.29 ABCDEGHIJKL MNO	-0.76 BD	-0.47 ABCDEGJLNO	-0.48 ABCDEGJLN	-0.60 ABDEGL	-0.49 ABCDEGJLN	-0.70 ABDG	-0.39 ABCDEGHIJKL NO	-0.56 ABDEGL	-0.53 ABCDEGJL

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ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O Minimum Base: 30(**) Small Base: 100(*)

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Managing the economy

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	93 4%	68 6% C	23 2%	64 10% EFGHI	26 4% F	2 *	91 4% F	91 4% F	93 4% F	78 6% K	14 1%	27 5% M	13 2%	17 3%	26 8% MN	2 2% *	7 4%	76 10% S	17 1%	83 6% U	9 1%	- -	15 3% V	13 3% V	61 11% VWX	56 3%	35 12% Z	8 2%	54 9% bdeg	4 3%	6 2%	6 5% *	1 1% *	43 5% i	21 3%
Fairly good (1)	300 13%	203 18% C	95 8%	144 21% EFGHI	93 13% F	63 7%	291 14% F	297 13% F	293 14% F	205 16% K	95 10%	80 15% N	72 12%	47 9%	60 19% MN	16 14% *	25 13%	154 21% S	146 9%	242 18% U	57 6%	38 10%	63 11%	66 12%	118 21% VWX	221 12%	74 24% Z	20 5%	151 25% bdefg	26 16% be	19 7%	10 9% *	11 12% *	147 18% i	57 8%
Neither (0)	386 17%	192 17%	191 17%	128 19% F	134 18%	124 14%	361 17% F	376 17% F	372 17% FG	228 18%	158 16%	89 16%	111 19%	75 14%	54 17%	20 18% *	37 19%	133 18%	254 16%	228 17%	158 18%	75 19%	110 19% X	75 14%	94 17%	301 16%	73 24% Z	39 11% e	139 23% be	33 20% be	13 5%	21 19% e*	13 15% e*	175 22% i	79 10%
Fairly poor (-1)	476 21%	190 17%	282 25% B	108 16%	155 21% D	213 24% DGHI	444 21% D	474 21% DI	446 21% D	271 21%	205 21%	104 19%	109 18%	134 26% LMO	54 17%	23 21% *	52 27% MO	141 20%	335 22%	258 19%	219 24% T	90 22%	125 22%	116 22%	96 17%	434 23% a	38 12%	83 23% e	123 21% e	44 26% e	37 14%	40 36% bce*	26 29% e*	207 25% i	153 20%
Very poor (-2)	834 37%	392 36%	434 38%	125 19%	265 36% D	444 51% DEGHI	776 36% DI	831 37% DGI	779 36% D	392 31%	442 44% J	208 38% O	227 38% O	204 39% O	95 30%	37 33% *	62 32%	170 24%	663 43% R	463 34%	371 41% T	148 37% Y	218 39% Y	232 43% Y	146 27%	761 40% a	52 17%	209 58% cdfg	105 18%	53 32% c	193 71% bcdfg	29 26% *	35 40% c*	214 26%	437 58% h
Don't know	183 8%	57 5%	121 11% B	102 15% EFGHI	55 8% F	27 3%	168 8% F	172 8% F	180 8% FGH	98 8%	85 9%	33 6%	60 10% L	42 8%	24 8%	13 12% *	11 6%	47 7%	136 9%	102 7%	81 9%	49 12% WXY	34 6%	35 6%	34 6%	133 7%	32 10%	2 1%	23 4% b	6 3% b	6 2%	6 5% b*	2 2% *	27 3%	12 2%
NET: Very/ Fairly good	392 17%	271 25% C	118 10%	208 31% EFGHI	119 16% F	66 8%	382 18% FH	389 17% F	386 18% FH	283 22% K	109 11%	107 20% MN	85 14%	64 12%	86 27% LMNQ	18 16% *	32 16%	230 32% S	163 10%	326 24% U	67 7%	38 10%	78 14%	79 15%	179 33% VWX	278 15%	109 36% Z	28 8%	205 35% bdefg	31 18% be	24 9%	16 15% *	12 14% *	189 23% i	78 10%
NET: Very/ Fairly poor	1310 58%	582 53%	717 63% B	234 35%	420 58% D	656 75% DEGHI	1220 57% DI	1305 58% DGI	1225 57% D	663 52%	647 65% J	313 58% O	336 57% O	338 65% LMO	149 47%	59 54% *	114 59% O	312 43%	998 64% R	720 52%	589 66% T	238 59% Y	343 61% Y	348 65% Y	242 44%	1196 63% a	90 30%	292 81% cdfg	228 38%	96 58% c	230 84% cdfg	69 61% c*	60 69% c*	421 52%	589 78% h
Mean	-0.79	-0.61 C	-0.99	-0.15 EFGHI	-0.80 F	-1.22	-0.78 FH	-0.80 F	-0.77 FH	-0.59 K	-1.06	-0.76 N	-0.87	-0.97	-0.46 LMN	-0.78 *	-0.75	-0.26 S	-1.05	-0.61 U	-1.09	-0.99	-0.88	-0.97	-0.29 VWX	-0.91	0.01 Z	-1.30	-0.13 bdefg	-0.71 be	-1.47	-0.71 be*	-0.95 be*	-0.51 i	-1.24

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Managing the economy

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
Very good (2)	93	58	18	76	3	60	10	57	10	50	20	46	15	78	6	67	4	51	24
	4%	13%	2%	15%	*	11%	1%	9%	1%	7%	2%	12%	1%	17%	*	20%	*	13%	2%
		CEGHIJKM	E	CEFGHIJKM		CEGIJKM	E	CEGIKM	E	CEGIKM	E	CEGIJKM	E	OQRSTUVWXYabcdegiklmo		OQRSTUVWXYZabcdefghijklmno		OQSTUWYacegiklmo	OQYacgiko
Fairly good (1)	300	93	147	200	29	158	46	151	44	87	143	102	78	209	34	153	35	103	124
	13%	20%	13%	40%	2%	29%	7%	25%	6%	12%	15%	26%	8%	45%	3%	46%	3%	25%	13%
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	EGIM	CEGIM	BCEGIJKM	E	OQRSTUVWXYZabcdefghijklmno		OQRSTUVWXYZabcdefghijklmno		OQSTUWYabcegikmo	OQWYaegikmo
Neither (0)	386	53	200	123	73	110	61	110	52	63	217	90	122	104	105	64	102	40	179
	17%	12%	18%	24%	6%	20%	9%	18%	8%	8%	23%	23%	12%	22%	8%	19%	9%	10%	19%
		EIJ	BEGIJM	BCEFGHIJM		BEGIJM	E	BEGIJM		E	BCEGHIJM	BCEGHIJM	EGIJ	OQRTWYabegikmo		OQRTWYabegikmo			OQRTWYabegikmo
Fairly poor (-1)	476	76	275	62	283	103	145	157	127	115	259	74	233	40	304	33	299	57	229
	21%	17%	24%	12%	25%	19%	21%	25%	18%	15%	28%	19%	23%	8%	25%	10%	25%	14%	24%
		D	BDFGIJL		BDFGIJL	D	DJ	BDFIJL	D		BCDFGIJLM	D	BDIJ		NPRTWXZabdefhijkmno		NPRTVWXYZabdefghijkmno	NP	NPRTWXZabdefhjmno
Very poor (-2)	834	162	448	20	740	89	430	107	440	426	236	63	566	15	754	9	711	153	383
	37%	36%	40%	4%	64%	16%	61%	17%	64%	57%	25%	16%	55%	3%	61%	3%	60%	37%	40%
		DFHKL	DFHKL		BCDFHJKLM	D	BCDFHKLM	D	BCDFHJKLM	BCDFHKL	DFHL	D	BCDFHKL		NPRSTUVXYZbcdfhjln		NPRSTUVXYZbcdfhjln	NPUVXZdfhjln	NPUVXZcdfhjln
Don't know	183	14	43	21	24	23	15	34	13	10	58	17	23	22	35	9	25	6	28
	8%	3%	4%	4%	2%	4%	2%	6%	2%	1%	6%	4%	2%	5%	3%	3%	2%	1%	3%
		J	EGIJM	EGIJM		EGIJM		BCEGIJM			BCEGIJM	EGIJM		PQRTVWabdefghijklmo	QTaegikm	k	aeikm		aeikm
NET: Very/ Fairly good	392	151	165	276	32	218	56	208	54	138	163	148	93	287	40	219	40	154	148
	17%	33%	15%	55%	3%	40%	8%	34%	8%	18%	17%	38%	9%	61%	3%	66%	3%	38%	15%
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	CEGIM	CEGIM	CEGIJKM	E	OQRSTUVWXYZabcdefghijklmno		NOQRSTUVWXYZabcdefghiklmno		OQSTUWYabcegikmo	OQWYacegikmo
NET: Very/ Fairly poor	1310	238	723	82	1024	192	575	263	566	542	495	137	799	54	1058	42	1010	210	612
	58%	52%	64%	16%	89%	35%	81%	43%	83%	72%	53%	35%	77%	12%	86%	13%	86%	51%	63%
		DFHL	BDFHKL		BCDFGHIJKLM	D	BCDFHJKLM	DFL	BCDFHJKLM	BCDFHKL	DFHL	D	BCDFHJKL		NPRSTUVXYZabcdefhjlno		NPRSTUVXYZabcdefghjlno	NPVXZdfhjln	NPRUVXZdfhjln
Mean	-0.79	-0.43	-0.91	0.52	-1.53	*	-1.36	-0.18	-1.40	-1.05	-0.63	-0.02	-1.24	0.66	-1.47	0.72	-1.46	-0.39	-0.88
		CEGIJKM	EGIJM	BCEFGHIJKLM		BCEGHIJKM	E	BCEGIJKM	E	EGIM	CEGIJM	BCEGHIJKM	EGI	OQRSTUVWXYZabcdefghijklmno		OQRSTUVWXYZabcdefghijklmno		OQSTUWYabcegikmo	OQTWYaegikmo

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	50	22	62	7	57	9	48	7	54	15	49	11	59	11	63	8	67	6	59	6	60	10
	7%	2%	12%	1%	11%	1%	14%	1%	11%	1%	12%	2%	15%	1%	15%	1%	16%	1%	9%	1%	14%	1%
	OQSUWYacegikmo	OQYacgiko	OQSTUWYacegiklmo	OQ	OQSTUWYacegikmo		OQSTUWXYacegiklmo		OQSTUWYacegikmo	OQ	OQSTUWYacegiklmo	OQYak	OQSTUWXYabcegiklmo	OQ	OQSTUVWXYabcegiklmo	Q	OQSTUVWXYabcegiklmo		OQSUWYacegikmo	OQ	OQSTUWYacegiklmo	OQ
Fairly good (1)	93	147	157	36	136	79	104	63	99	150	115	41	155	46	162	30	161	32	171	21	155	42
	13%	15%	30%	6%	26%	7%	30%	8%	20%	11%	29%	7%	39%	4%	40%	4%	37%	4%	26%	5%	35%	4%
	OQWYaegikmo	OQWYacegikmo	OQSTUWYabcegiklmo	OQgio	OQSTUWYabcegikmo	OQgikmo	OQSTUWYabcegikmo	OQgikmo	OQSTUWYacegikmo	OQWYaegikmo	OQSTUWYabcegikmo	OQgiko	OQRSTUVWXYZabcdegiklmo	OQ	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmo	OQ	OQSTUWYabcegikmo	O	OQRSTUVWXYZabcdegiklmo	OQ
Neither (0)	62	221	115	48	116	129	84	82	43	253	82	52	99	103	85	65	87	65	126	45	95	97
	8%	22%	21%	8%	22%	11%	24%	10%	9%	19%	20%	9%	25%	9%	21%	8%	20%	9%	19%	10%	22%	10%
		OQRSTWYabcegikmo	OQRTWYabegikmo		OQRSTWYabegikmo	OQTWegiko	OPQRSTWYabcegiklmo	i		OQRTWYabegikmo	OQRTWYabegikmo		OPQRSTWYabceghijklmo		OQRTWYabegikmo		OQRTWYabegikmo		OQRTWYabegikmo		OQRTWYabegikmo	i
Fairly poor (-1)	107	287	108	109	101	259	57	157	57	371	77	98	59	260	61	174	57	156	145	73	81	191
	14%	28%	20%	18%	19%	23%	16%	19%	11%	28%	19%	17%	15%	23%	15%	20%	13%	21%	22%	16%	18%	19%
	NPb	NOPRSTVWXYZabdefghijklmno	NPRTbfhj	NPb	NPRTbfhj	NPRTWZabefhjmno	NPb	NPRTbj		NOPRSTVWXYZabdefghijklmno	NPRTbfhj	NPb	NP	NPRTWZabefhjmo	NP	NPRTbefhjm	NP	NPRTbefhjm	NPRTZbefhjmn	NPb	NPRbfj	NPRTbj
Very poor (-2)	417	270	78	398	86	618	45	502	242	456	68	388	19	700	29	565	47	462	148	316	31	645
	56%	27%	15%	65%	17%	55%	13%	61%	48%	34%	17%	65%	5%	61%	7%	66%	11%	64%	22%	68%	7%	64%
	NPRSUVXZbcdfhjln	NPVXZdfhjln	NPfhjn	NOPQRSTUVXYZabcdfghjln	NPZfhjn	NPRSUVXZbcdfhjln	NPfhn	NPRSTUVXYZbcdfhjln	NPRSUVXZcdfhjln	NPUVXZdfhjln	NPZfhjn	NOPQRSTUVXYZabcdfghjln	P	NPRSTUVXYZbcdfhjln	NPf	NOPQRSTUVXYZabcdfghjln	NPfhn	NPRSTUVXYZbcdfhjln	NPVXZdfhjn	NOPQRSTUVXYZabcdfghjln	NPf	NOPQRSTUVXYZbcdfghjln
Don't know	12	65	13	10	24	34	12	9	7	83	11	6	9	23	7	9	12	6	12	4	18	20
	2%	6%	2%	2%	5%	3%	3%	1%	1%	6%	3%	1%	2%	2%	2%	1%	3%	1%	2%	1%	4%	2%
		OPQRSTVWYZabdefghijklmno	k		QRTVWabdefghiklmo	QTWaegikmo	RTabeiklm			OPQRSTVWYZabdefghijklmo	ik		k	aik			aik				QRTVWabefghiklmo	aeikm
NET: Very/ Fairly good	143	170	219	44	193	88	152	70	154	165	164	51	214	57	225	37	229	38	230	27	215	51
	19%	17%	41%	7%	37%	8%	43%	9%	31%	12%	41%	9%	54%	5%	55%	4%	53%	5%	35%	6%	49%	5%
	OQSWYacegikmo	OQWYacegikmo	OQSTUWYabcegiklmo	OQgio	OQSTUWYabcegikmo	OQgiko	OQSTUWXYabcegiklmo	OQgikmo	OQSTUWYacegikmo	OQWYaegikmo	OQSTUWYabcegiklmo	OQgikmo	OQRSTUVWXYZabcdegiklmno	OQ	OQRSTUVWXYZabcdegiklmno	O	OQRSTUVWXYZabcdegiklmo	OQ	OQSTUWYacegikmo	OQ	OQRSTUVWXYZabcdegiklmo	OQ
NET: Very/ Fairly poor	524	557	187	507	187	876	102	659	299	827	145	486	77	960	90	740	104	618	293	389	112	836
	71%	55%	35%	83%	36%	78%	29%	80%	59%	62%	36%	82%	19%	84%	22%	87%	24%	85%	44%	84%	25%	83%
	NPRSUVXZbcdfhjln	NPVXZdfhjln	NPZfhjn	NPRSTUVXYZbcdfhjln	NPZfhjn	NPRSTUVXZbcdfhjln	NPfhj	NPRSTUVXYZbcdfhjln	NPRVXZdfhjln	NPRUVXZdfhjln	NPZfhjn	NPRSTUVXYZbcdfhjln	NP	NPRSTUVXYZabcdfhjln	NP	NPRSTUVWXYZabcdefghjlno	NPf	NPRSTUVXYZabcdefhjln	NPVXZdfhjn	NPRSTUVXYZbcdfhjln	NPf	NPRSTUVXYZabcdfhjln
Mean	-1.03	-0.67	0.03	-1.43	-0.05	-1.28	0.16	-1.34	-0.67	-0.89	*	-1.38	0.45	-1.42	0.42	-1.50	0.35	-1.44	-0.23	-1.46	0.31	-1.44
	OQWYaegikmo	OQSTWYacegikmo	OQRSTUWYabcegiklmo		OQRSTUWYabcegiklmo	OQWaegikmo	OQRSTUWXYabcdegiklmo	OQWgikmo	OQSTWYacegikmo	OQTWYaegikmo	OQRSTUWYabcegiklmo	OQi	OQRSTUVWXYZabcdegijklmno	Oi	OQRSTUVWXYZabcdegiklmo		OQRSTUVWXYZabcdegiklmo	i	OQRSTUWYabcegikmo		OQRSTUVWXYZabcdegiklmo	i

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

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Reducing the cost of living

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	86 4%	64 6% C	20 2%	67 10% EFGHI	18 2% F	1 *	86 4% EF	86 4% EF	86 4% EF	70 6% K	16 2%	26 5%	15 2%	13 3%	26 8% MNQ	3 2% *	4 2%	63 9% S	23 1%	78 6% U	8 1%	8 2%	12 2%	10 2%	53 10% VWX	55 3%	31 10% Z	6 2%	53 9% bdef	5 3%	3 1%	1 1% *	2 3% *	39 5%	23 3%
Fairly good (1)	199 9%	140 13% C	55 5%	113 17% EFGHI	60 8% F	26 3%	198 9% FH	199 9% F	198 9% F	146 11% K	54 5%	47 9%	41 7%	35 7%	47 15% LMNP	6 5% *	24 12% N	120 17% S	79 5%	165 12% U	34 4%	22 5%	43 8%	36 7%	94 17% VWX	137 7%	58 19% Z	22 6%	99 17% bdeg	15 9% e	9 3%	15 13% beg*	3 3% *	81 10% i	48 6%
Neither (0)	332 15%	175 16%	153 13%	102 15%	119 16%	111 13%	319 15% H	325 15%	325 15% H	198 16%	134 13%	75 14%	97 16%	64 12%	53 17%	23 21% NQ*	19 10%	126 17% S	205 13%	213 15%	118 13%	66 17%	79 14%	71 13%	88 16%	264 14%	56 18%	36 10%	114 19% be	27 16% e	19 7%	12 11% *	12 14% *	145 18% i	51 7%
Fairly poor (-1)	556 24%	248 22%	307 27% B	129 19%	171 23%	256 29% DEGHI	506 24% D	547 24% DGI	515 24% D	331 26%	225 23%	129 24%	142 24%	131 25%	72 23%	20 18% *	62 32% P	165 23%	392 25%	295 21%	261 29% T	93 23%	155 27%	121 23%	123 22%	496 26% a	53 17%	93 26%	172 29% e	49 29% e	53 19%	31 28% *	21 24% *	245 30% i	185 24%
Very poor (-2)	973 43%	434 39%	529 46% B	188 28%	320 44% D	465 53% DEGHI	903 42% D	964 43% DGI	911 42% D	468 37%	505 51% J	242 45% O	258 44% O	250 48% OQ	101 32%	48 44% *	74 38%	214 30%	760 49% R	553 40%	420 47% T	180 45% Y	253 45% Y	276 52% Y	167 30%	867 45% a	80 26%	204 56% cd	146 25%	65 39% c	186 68% bcdf	51 45% c*	47 54% cd*	290 36%	447 59% h
Don't know	126 6%	40 4%	81 7% B	72 11% EFGHI	40 5% F	14 2%	121 6% FH	121 5% F	126 6% FGH	60 5%	66 7%	23 4%	40 7%	25 5%	16 5%	10 9% *	12 6%	34 5%	92 6%	73 5%	53 6%	31 8% WX	22 4%	22 4%	24 4%	89 5%	25 8% Z	1 *	12 2%	5 3% b	3 1%	2 2% *	2 2% *	13 2%	5 1%
NET: Very/ Fairly good	285 13%	204 19% C	76 7%	180 27% EFGHI	78 11% F	27 3%	284 13% EFH	285 13% F	284 13% EFH	216 17% K	69 7%	72 13%	56 9%	48 9%	72 23% LMNP	8 8% *	28 14%	183 25% S	102 7%	242 18% U	43 5%	30 7%	55 10%	46 9%	148 27% VWX	192 10%	89 29% Z	27 8%	152 26% bdefg	20 12% e	12 5%	16 15% e*	5 6% *	119 15% i	71 9%
NET: Very/ Fairly poor	1530 67%	682 62%	836 73% B	317 47%	491 68% D	721 83% DEGHI	1408 66% D	1511 67% DGI	1427 66% D	799 63%	730 73% J	371 69% O	401 68% O	381 73% OP	173 55%	68 62% *	136 70% O	378 52%	1151 74% R	849 62%	681 76% T	273 68% Y	408 72% Y	397 74% Y	289 53%	1363 71% a	133 44%	297 82% cd	318 53%	114 68% c	239 87% cdf	82 73% c*	68 78% c*	535 66%	632 83% h
Mean	-0.99	-0.80 C	-1.19	-0.43 EFGHI	-1.04 F	-1.35	-0.97 FH	-0.99 F	-0.97 FH	-0.81 K	-1.23	-0.99	-1.06	-1.15	-0.59 LMNPQ	-1.05 *	-0.97	-0.50 S	-1.23	-0.83 U	-1.25	-1.12	-1.09	-1.20	-0.49 VWX	-1.09	-0.34 Z	-1.30 e	-0.44 bdefg	-0.95 be	-1.51	-1.04 be*	-1.26 *	-0.83 i	-1.31

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Reducing the cost of living

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	86 4%	54 12% CEFGHIJKM	12 1%	62 12% CEFGHIJKM	7 1%	44 8% CEGIKM	14 2% E	51 8% CEGIKM	11 2% E	50 7% CEGIKM	15 2% E	41 11% CEGIJKM	15 1% E
Fairly good (1)	199 9%	88 19% CEGIJKM	69 6% EGIM	144 29% BCEFGHIJKLM	16 1%	108 20% CEGHIJKM	28 4% E	102 17% CEGIJKM	27 4% E	82 11% CEGIKM	66 7% EGIM	83 21% CEGHIJKM	36 3% E
Neither (0)	332 15%	42 9% EI	177 16% BEGIJM	131 26% BCEFGHIJKLM	53 5%	108 20% BCEGIJM	43 6%	110 18% BEGIJM	39 6%	51 7% E	186 20% BCEGIJM	72 18% BEGIJM	95 9% EGIJ
Fairly poor (-1)	556 24%	93 20%	309 27% BDEGIJL	107 21%	270 23% J	135 25% J	154 22%	157 25% BDJL	152 22% J	137 18%	295 32% BCDEFGHIJLM	81 21%	273 26% BDEGIJ
Very poor (-2)	973 43%	173 38% DFHL	541 48% BDFHKL	45 9%	796 69% BCDFGHIJKLM	134 25% D	459 65% BCDFHJKLM	179 29% DF	445 65% BCDFHJKLM	428 57% BCDFHKL	342 37% DFHL	102 26% D	604 58% BCDFHKL
Don’t know	126 6%	5 1%	24 2% EJ	13 3% EJ	12 1%	14 3% EJ	8 1%	16 3% EJ	12 2% J	4 1%	30 3% BCEGJM	11 3% BEJ	15 1%
NET: Very/ Fairly good	285 13%	142 31% CEGHIJKM	80 7% EM	206 41% BCEFGHIJKLM	23 2%	152 28% CEGIJKM	42 6% E	154 25% CEGIJKM	38 5% E	131 17% CEGIKM	81 9% CEGIM	125 32% CEGHIJKM	50 5% E
NET: Very/ Fairly poor	1530 67%	266 58% DFL	850 75% BDFHKL	151 30%	1066 92% BCDFGHIJKLM	270 50% D	613 87% BCDFHJKL	336 55% DFL	597 87% BCDFHJKL	565 75% BDFHKL	637 68% BDFHL	184 47% D	877 85% BCDFHJKL
Mean	-0.99	-0.54 CEGIJKM	-1.17 EGIM	0.15 BCEFGHIJKLM	-1.61	-0.39 BCEGHIJKM	-1.46 E	-0.52 CEGIJKM	-1.47 E	-1.09 EGIM	-0.98 CEGIM	-0.32 BCEGHIJKM	-1.39 EGI

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
Very good (2)	66 14% OQSTUVWXYacegiklmo	7 1% go	53 16% OQSTUVWXYabcegiklmo	6 * go	51 12% OQSTUWYacegiklmo	15 2% OQYcgio	49 7% OQSUWYacegikmo	11 1% go	53 10% OQSTUWYacegikmo	9 1% OQgio	55 11% OQSTUWYacegikmo	7 1% go	45 13% OQSTUWYacegiklmo
Fairly good (1)	146 31% OQRSTUVWXYZabcdefgijklmno	22 2%	110 33% OQRSTUVWXYZabcdefghijklmno	19 2%	84 21% OQSTUWYacegikmo	65 7% OQWYcegikmo	82 11% OQSUWYacegikmo	73 7% OQWYacegikmo	111 21% OQSTUWYacegiklmo	24 4% OQgi	101 20% OQSTUWYacegikmo	39 3% OQgi	86 24% OQSTUWXYabcegiklmo
Neither (0)	118 25% OQRSTUVWXYZabcdeghijklmno	82 7%	78 23% OQRSTWXYZabcegijklmo	72 6%	42 10% OQTeik	155 16% OQRTWYabegikmo	49 7%	193 19% OQRSTWYabcegikmo	104 20% OQRTWYabegikmo	41 7%	91 18% OQRTWYabegikmo	110 10% OQTWeiko	57 16% OQRTWYabegikmo
Fairly poor (-1)	93 20% b	293 24% RTWabeim	62 19% b	298 25% NPRTWabeijkmo	73 18% b	244 25% NPRTWabdeijmo	141 19% b	319 31% NOPQRSTVWXYZabdefghijklmno	131 25% NPRTWbijm	115 19% b	113 22% b	301 27% NOPRTWZabdegijkmo	73 21% b
Very poor (-2)	32 7%	819 66% NPRSTUVXYZbcdfhjln	25 8%	773 66% NPRSTUVXYZbcdfhjln	156 38% NPVXZdfhjln	471 49% NPRUVXZcdfhjln	416 56% NPRSUVXZbcdfhjln	384 38% NPVXZdfhjln	127 24% NPfhjn	413 68% NPRSTUVXYZabcdfhjln	143 28% NPZfhjn	654 58% NPRSUVXZbcdfhjln	82 23% NPfhjn
Don’t know	13 3% OQRTVabdghlm	15 1% T	6 2% T	10 1%	3 1%	16 2% QT	3 *	33 3% OQRSTVWYabdeghiklmo	7 1%	8 1%	16 3% OQRTVabdghiklmo	16 1% QT	7 2% T
NET: Very/ Fairly good	212 45% OQRSTUVWXYZabcdefgijklmno	29 2%	162 49% OQRSTUVWXYZabcdefghijklmno	25 2%	135 33% OQSTUWYabcegiklmo	80 8% OQWYacgikmo	131 18% OQSUWYacegikmo	84 8% OQWYacgikmo	164 31% OQSTUWYacegiklmo	32 5% OQgio	156 30% OQSTUWYacegiklmo	46 4% OQgio	130 37% OQSTUVWXYabcegiklmo
NET: Very/ Fairly poor	124 27%	1112 90% NPRSTUVWXYZabcdefghjln	87 26%	1070 91% NPRSTUVWXYZabcdefghjlmno	230 56% NPVXZdfhjn	715 74% NPRUVXZbdfhjln	557 75% NPRUVXZbdfhjln	703 69% NPRVXZbdfhjln	258 48% NPfhjn	528 87% NPRSTUVXZbcdfhjln	256 49% NPZfhjn	955 85% NPRSTUVXZbcdfhjln	155 44% NPfhj
Mean	0.27 OQRSTUVWXYZabcdefghijklmno	-1.55 i	0.31 OQRSTUVWXYZabcdefghijklmno	-1.55 i	-0.49 OQSTUWYabcegikmo	-1.15 OQWYaegikmo	-1.07 OQWYaegikmo	-1.01 OQSWYacegikmo	-0.32 OQRSTUWYabcegiklmo	-1.50 i	-0.37 OQSTUWYabcegiklmo	-1.40 OQWgikmo	-0.18 OQRSTUWXYabcegiklmo

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	9 1% Qgio	55 11% OQSTUWYacegikmo	11 1% go	50 12% OQSTUWYacegiklmo	10 2% OQYgio	60 15% OQSTUVWXYabcegiklmo	3 *	55 13% OQSTUVWYacegiklmo	4 *	59 14% OQSTUVWYacegiklmo	8 1% Qgio	55 8% OQSUWYacegikmo	7 1% OQgio	58 13% OQSTUVWYacegiklmo	2 *
Fairly good (1)	40 5% OQYgikmo	86 17% OQSTUWYacegikmo	68 5% OQYgikmo	82 20% OQSTUWYacegikmo	26 4% OQgikmo	105 26% OQRSTUVWXYabcdegiklmo	23 2%	115 28% OQRSTUVWXYabcdegiklmno	17 2%	117 27% OQRSTUVWXYabcdegiklmo	20 3% Q	115 17% OQSTUWYacegikmo	12 3%	105 24% OQSTUWXYabcegiklmo	28 3% OQg
Neither (0)	73 9% OQeik	42 8%	223 17% OQRTWYabegikmo	76 19% OQRTWYabegikmo	39 7%	87 22% OQRSTWXYZabcegiklmo	96 8% OQik	86 21% OQRSTWYZabcegiklmo	55 6%	84 20% OQRTWYabegikmo	40 5%	113 17% OQRTWYabegikmo	35 7%	94 21% OQRSTWXYZabcegiklmo	73 7% k
Fairly poor (-1)	171 21% b	66 13%	420 32% NOPQRSTVWXYZabdefghijklmno	83 21% b	116 19% b	95 24% NPRTbj	274 24% RTWabeim	96 24% NPRbj	166 19% b	86 20% b	159 22% b	180 27% NPRTWXZabdeijkmo	87 19% b	105 24% NPRTbj	219 22% b
Very poor (-2)	518 63% NPRSTUVXYZbcdfhjln	250 50% NPRUVXZcdfhjln	565 43% NPUVXZdfhjln	107 27% NPfhjn	396 67% NPRSTUVXYZbcdfhjln	46 11% NP	737 64% NPRSTUVXYZbcdfhjln	52 13% NP	600 70% NOPQRSTUVXYZabcdefghjlno	76 18% NPfh	491 68% NPRSTUVXYZabcdfhjln	191 29% NPVZfhjn	321 69% NPRSTUVXYZabcdfghjln	69 16% NPf	670 67% NPRSTUVXYZabcdfhjln
Don’t know	10 1%	4 1%	41 3% OQRSTVWYabdeghiklmo	5 1%	8 1% T	8 2% T	12 1%	4 1%	11 1% T	9 2% Th	9 1%	8 1%	4 1%	11 3% QRTbdghl	13 1% T
NET: Very/ Fairly good	49 6% OQYgiko	141 28% OQSTUWYacegikmo	79 6% OQYgiko	131 33% OQSTUWYacegiklmo	37 6% OQYgiko	164 41% OQRSTUVWXYabcdegiklmo	25 2%	170 42% OQRSTUVWXYabcdegiklmno	20 2%	176 41% OQRSTUVWXYabcdegiklmo	28 4% OQgi	170 26% OQSTUWYacegikmo	19 4% OQgi	162 37% OQSTUVWXYabcegiklmo	29 3%
NET: Very/ Fairly poor	688 84% NPRSTUVXZbcdfhjln	316 63% NPRVXZdfhjln	985 74% NPRUVXZbdfhjln	189 47% NPfhjn	512 86% NPRSTUVXZbcdfhjln	141 35% NP	1011 88% NPRSTUVXYZabcdfhjln	148 36% NP	766 90% NPRSTUVWXYZabcdefhjln	162 38% NP	650 90% NPRSTUVWXYZabcdefhjln	370 56% NPVXZdfhjn	408 88% NPRSTUVXZabcdfhjln	174 39% NP	890 89% NPRSTUVXYZabcdefhjln
Mean	-1.42 OQWgikmo	-0.74 OQSTUWYacegikmo	-1.13 OQWYaegikmo	-0.29 OQRSTUWYabcegiklmo	-1.47 OQio	0.10 OQRSTUVWXYZabcdegiklmno	-1.52 Qi	0.06 OQRSTUVWXYZabcdegiklmo	-1.60	-0.01 OQRSTUVWXYZabcdegiklmo	-1.54 i	-0.51 OQSTUWYabcegikmo	-1.52 i	-0.05 OQRSTUVWXYabcdegiklmo	-1.54 i

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

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

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24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving the NHS

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	121 5%	76 7% C	42 4%	81 12% EFGHI	29 4% F	11 1%	120 6% EFH	121 5% F	120 6% EF	95 7% K	26 3%	31 6%	18 3%	25 5%	32 10% LMN	4 4% *	10 5%	84 12% S	36 2%	105 8% U	15 2%	11 3%	16 3%	17 3%	73 13% VWX	82 4%	35 11% Z	7 2%	73 12% bde	7 4%	6 2%	6 5% *	4 5% *	57 7% i	31 4%
Fairly good (1)	368 16%	246 22% C	119 10%	143 21% FGHI	121 17% F	104 12%	346 16% F	360 16% F	353 16% F	254 20% K	114 11%	95 18% Q	96 16%	71 14%	68 22% NQ	18 16% *	20 10%	175 24% S	193 12%	261 19% U	107 12%	42 10%	87 15%	78 15%	134 24% VWX	281 15%	77 25% Z	33 9%	180 30% bdefg	33 20% befg	25 9%	10 9% *	7 7% *	182 22% i	75 10%
Neither (0)	436 19%	223 20%	209 18%	128 19%	131 18%	177 20%	399 19%	424 19%	410 19% G	248 19%	188 19%	103 19%	115 19%	108 21%	47 15%	21 19% *	42 21%	141 20%	294 19%	256 19%	179 20%	79 20%	114 20%	95 18%	114 21%	368 19%	58 19%	72 20%	122 21% e	43 26% e	35 13%	24 21% *	16 18% *	165 20%	132 17%
Fairly poor (-1)	494 22%	223 20%	267 23%	105 16%	161 22% D	228 26% DGHI	460 22% DI	493 22% DI	461 21% D	256 20%	238 24%	118 22%	109 18%	123 24%	67 21%	20 18% *	57 29% M	130 18%	364 23% R	258 19%	236 26% T	96 24% Y	144 25% Y	124 23% Y	86 16%	439 23% a	50 17%	114 32% ce	101 17%	39 24%	62 23%	29 26% *	27 31% c*	195 24%	177 23%
Very poor (-2)	681 30%	279 25%	394 34% B	126 19%	231 32% D	324 37% DGHI	640 30% DI	677 30% D	644 30% D	334 26%	346 35% J	160 30%	194 33%	155 30%	80 26%	38 35% *	53 27%	146 20%	535 35% R	395 29%	286 32%	127 32% Y	173 31% Y	190 35% Y	112 20%	610 32% a	55 18%	131 36% cd	91 15%	41 25% c	134 49% bcdf	39 35% c*	31 36% c*	184 23%	320 42% h
Don't know	173 8%	54 5%	114 10% B	89 13% EFGHI	54 7% F	30 3%	167 8% FH	167 7% F	173 8% FGH	86 7%	87 9%	34 6%	60 10%	37 7%	19 6%	9 8% *	14 7%	46 6%	127 8%	101 7%	72 8%	47 12% WXY	31 5%	32 6%	30 5%	128 7%	29 10%	5 1%	27 5% b	3 2%	11 4%	4 4% *	2 3% *	30 4%	25 3%
NET: Very/ Fairly good	488 21%	323 29% C	162 14%	224 33% EFGHI	150 21% F	115 13%	466 22% F	481 21% F	474 22% F	348 27% K	140 14%	126 23%	114 19%	96 18%	100 32% LMNQ	22 20% *	30 15%	259 36% S	229 15%	367 27% U	122 14%	52 13%	103 18%	95 18%	206 38% VWX	363 19%	111 37% Z	40 11%	253 43% bdefg	40 24% be	31 11%	16 15% *	11 12% *	238 29% i	106 14%
NET: Very/ Fairly poor	1175 52%	502 46%	661 58% B	231 34%	392 54% D	552 63% DEGHI	1100 52% DI	1170 52% DGI	1105 51% D	590 46%	585 59% J	278 51%	304 51%	279 54%	147 47%	58 53% *	109 56%	275 38%	899 58% R	653 47%	522 58% T	223 56% Y	316 56% Y	314 58% Y	198 36%	1049 55% a	106 35%	244 68% cd	192 32%	80 48% c	196 72% cd	68 61% c*	58 67% cd*	379 47%	497 65% h
Mean	-0.59	-0.36 C	-0.83	-0.09 EFGHI	-0.66 F	-0.89	-0.59 F	-0.60 F	-0.58 FH	-0.41 K	-0.84	-0.55	-0.69	-0.65	-0.32 LMNQ	-0.69 *	-0.68	-0.11 S	-0.82	-0.45 U	-0.81	-0.81	-0.69	-0.78	-0.06 VWX	-0.68	-0.05 Z	-0.92	0.08 bdefg	-0.46 beg	-1.12	-0.79 e*	-0.87 *	-0.34 i	-0.92

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

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

24-089497-36 - 5th - 9th September 2025

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Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving the NHS

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians																											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	121	70	29	97	3	71	14	67	17	59	31	55	24	95	7	79	8	59	40	58	30	78	8	63	23	62	19	62	30	61	18	82	12	83	7	88	8	79	7	69	9
	5%	15%	3%	19%	*	13%	2%	11%	2%	8%	3%	14%	2%	20%	1%	24%	1%	14%	4%	8%	3%	15%	1%	12%	2%	18%	2%	12%	2%	15%	3%	21%	1%	20%	1%	20%	1%	12%	1%	16%	1%
		CEGHIJKM	E	CEFGHIJKLM		CEGIJKM	E	CEGIJKM	E	CEGIKM	E	CEGHIJKM	E	OQRSTUVWXYabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQSTUWYacegikmo	OQUWYacgikmo	OQSUWYacegikmo	OQWgiko	OQSTUWYacegikmo		OQSTUWYacegikmo	OQgiko	OQSTUWXYabcegiklmo	OQgiko	OQSTUWYacegikmo	OQgiko	OQSTUWYacegikmo	OQWgikmo	OQRSTUVWXYabcdegiklmno	O	OQRSTUVWXYabcdegiklmno		OQRSTUVWXYabcdegiklmno		OQSTUWYacegikmo	O	OQSTUWXYacegiklmo	
Fairly good (1)	368	100	191	219	52	179	58	168	63	110	179	119	116	206	72	154	83	109	178	119	179	189	45	164	106	111	100	115	199	125	57	174	71	194	44	194	40	210	27	162	73
	16%	22%	17%	44%	4%	33%	8%	27%	9%	15%	19%	30%	11%	44%	6%	46%	7%	27%	18%	16%	18%	35%	7%	32%	9%	32%	12%	23%	15%	31%	10%	44%	6%	48%	5%	45%	5%	32%	6%	37%	7%
		CEGIJM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	BCEGIJKM	E	EGIM	CEGIJM	BCEGIJKM	EG	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno	Oi	OQSTUWYacegikmo	OQWYacegikmo	OQWYaegikmo	OQWYacegikmo	OQRSTUWYabcegikmo	i	OQSTUWYabcegikmo	OQgikmo	OQSTUWYabcegikmo	OQWYegikmo	OQTUWYacegikmo	OQWYaegikmo	OQSTUWYabcegikmo	OQgikmo	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQRSTUWYabcegikmo		OQRSTUWXYZabcdegiklmo	Oi
Neither (0)	436	73	223	97	170	105	103	118	99	103	227	78	173	96	175	51	184	60	181	101	234	99	92	97	191	71	119	61	275	62	80	72	183	59	125	63	96	131	61	90	163
	19%	16%	20%	19%	15%	19%	15%	19%	14%	14%	24%	20%	17%	21%	14%	15%	16%	15%	19%	14%	23%	19%	15%	19%	17%	20%	15%	12%	21%	15%	13%	18%	16%	15%	15%	15%	13%	20%	13%	20%	16%
			EGIJM	EGIJ		EIJ		EGIJ			BCDEFGHIJM	EGIJ		OPQRTWabdeghijkm			Ok		OQTabeghijkm		OPQRSTVWXYabcdefghijkmo	OTabehjkm		OTbehjkm	OTabekm	OPRTabdehijkm			OPQRTWYabdeghijkmo			Tbhjk	Obk					OPQRTWabdeghijkm		OPQRTWabdeghijkm	Obek
Fairly poor (-1)	494	84	274	46	316	94	177	124	162	154	215	61	265	39	345	28	321	73	220	157	243	88	154	87	300	49	190	74	349	81	145	41	309	36	210	53	187	122	94	67	246
	22%	18%	24%	9%	27%	17%	25%	20%	24%	20%	23%	16%	26%	8%	28%	8%	27%	18%	23%	21%	24%	16%	25%	17%	27%	14%	23%	15%	26%	20%	24%	10%	27%	9%	25%	12%	26%	18%	20%	15%	24%
		D	BDFHL		BCDFHIJKL	D	BDFJL	DL	BDFL	DL	DFL	D	BDFHJL		NPRSTUVXZabdfhiilmno		NPRSTUVXZabdfhiilmno	NPfhj	NPVXZbfhjln	NPVXZbfhjn	NPRVXZbfhjln	NPfhj	NPRVXZbfhjlmn	NPfhj	NPRSTVXZabdfhilmn	NPh	NPRVXZbfhjln	NPfh	NPRSTUVXZbdfhilmn	NPZbfhjn	NPRVXZbfhjln		NPRSTVXZabdfhilmno		NPRVXZbfhjlmn	NPh	NPRTVXZbdfhilmn	NPZfhjn	NPZbfhj	NPfh	NPRVXZbfhjlmn
Very poor (-2)	681	116	371	24	572	74	334	108	326	311	233	66	429	14	596	15	544	100	316	292	271	65	295	83	462	48	371	185	400	62	282	22	531	24	440	23	379	103	265	37	485
	30%	25%	33%	5%	50%	14%	47%	18%	47%	41%	25%	17%	41%	3%	48%	4%	46%	24%	33%	39%	27%	12%	48%	16%	41%	14%	45%	37%	30%	15%	47%	6%	46%	6%	52%	5%	52%	15%	57%	8%	48%
		DFHL	BDFHKL		BCDFHJKLM	D	BCDFHJKLM	DF	BCDFHJKLM	BCDFHKL	DFHL	D	BCDFHKL		NPRSTUVXYZbcdfhjln		NPRSTUVXYZbcdfhjln	NPVXZdfhjln	NPRUVXZdfhjln	NPRSUVXZcdfhjln	NPVXZdfhjln	NPfhjn	NPRSTUVXYZbcdfhjln	NPVfhjn	NPRSUVXZcdfhjln	NPfhjn	NPRSTUVXYZbcdfhjln	NPRUVXZcdfhjln	NPRUVXZdfhjln	NPfhjn	NPRSTUVXYZbcdfhjln	N	NPRSTUVXYZbcdfhjln	N	NOPQRSTUVXYZabcdefghjlno	N	NOPQRSTUVXYZabcdefghjlno	NPVfhjn	NOPQRSTUVWXYZabcdefghijklno	NPfhj	NPRSTUVXYZbcdfhjln
Don't know	173	13	44	18	40	21	20	31	20	14	48	13	30	16	43	7	38	10	33	14	57	14	15	25	44	9	20	7	75	11	15	8	38	11	25	10	17	17	12	15	30
	8%	3%	4%	4%	3%	4%	3%	5%	3%	2%	5%	3%	3%	3%	3%	2%	3%	2%	3%	2%	6%	3%	3%	5%	4%	3%	2%	1%	6%	3%	2%	2%	3%	3%	3%	2%	2%	3%	2%	3%	3%
			J		J	J		JM			CEGIJM			bf	Tb		Tb		b		OPQRSTVWYZabdefghijklmno			PRTVZabdfhjkl	Tabk				OPQRSTVWYZabdefghijklmno				Tb							b	
NET: Very/ Fairly good	488	169	220	316	55	250	72	234	79	169	211	174	140	302	80	233	91	167	218	177	208	267	53	228	129	173	119	176	229	186	74	256	83	278	52	282	47	289	34	232	82
	21%	37%	19%	63%	5%	46%	10%	38%	12%	23%	23%	44%	14%	64%	6%	70%	8%	41%	22%	24%	21%	50%	9%	44%	11%	49%	15%	35%	17%	46%	13%	64%	7%	68%	6%	65%	7%	44%	7%	53%	8%
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	EGIM	CEGIM	BCEGHIJKM	EG	OQRSTUVWXYZabcdegiklmno		NOQRSTUVWXYZabcdefgijklmno	Oi	OQSTUWYabcegikmo	OQWYacegikmo	OQWYacegikmo	OQWYacegikmo	OQRSTUWXYabcegiklmo	Oi	OQSTUWYabcegikmo	OQWgikmo	OQRSTUWXYabcegiklmo	OQWYgikmo	OQSTUWYacegikmo	OQWYegikmo	OQSTUWYabcegikmo	OQWgikmo	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQSTUWYabcegikmo		OQRSTUWXYabcdegiklmo	Oi
NET: Very/ Fairly poor	1175	200	644	70	888	168	511	232	487	465	448	127	693	53	941	42	864	173	536	449	514	153	449	170	763	97	562	258	750	143	427	64	840	60	651	76	566	224	359	104	731
	52%	44%	57%	14%	77%	31%	72%	38%	71%	62%	48%	32%	67%	11%	76%	13%	73%	42%	55%	61%	51%	29%	74%	33%	68%	28%	69%	51%	56%	36%	72%	16%	73%	15%	76%	18%	78%	34%	77%	24%	73%
		DFHL	BDFHKL		BCDFGHIJKLM	D	BCDFHJKLM	DFL	BCDFHJKLM	BCDFHKL	DFHL	D	BCDFHJKL		NPQRSTUVXYZabcdefghjlno		NPRSTUVXYZabcdfhjln	NPVXZdfhjln	NPRUVXZdfhjln	NPRSUVXZbdfhjln	NPRVXZdfhjln	NPfhjn	NPRSTUVXYZabcdfhjln	NPZfhjn	NPRSTUVXZbcdfhjln	NPfhj	NPRSTUVXZbcdfhjln	NPRVXZdfhjln	NPRUVXZdfhjln	NPVZfhjn	NPRSTUVXYZbcdfhjln	NP	NPRSTUVXYZabcdfhjln	N	NPQRSTUVXYZabcdefghjlno	NPh	NPQRSTUVWXYZabcdefghjlno	NPVZfhjn	NPRSTUVXYZabcdefhjlno	NPfhj	NPRSTUVXYZabcdfhjln
Mean	-0.59	-0.17	-0.70	0.66	-1.26	0.15	-1.11	-0.07	-1.08	-0.74	-0.50	0.10	-0.95	0.73	-1.21	0.78	-1.15	-0.12	-0.64	-0.70	-0.57	0.24	-1.15	0.08	-0.99	0.27	-0.99	-0.41	-0.71	0.11	-1.06	0.64	-1.15	0.70	-1.25	0.64	-1.26	0.07	-1.29	0.38	-1.15
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	EGIM	CEGIJM	BCEGHIJKM	EGI	OQRSTUVWXYZabcdegijklmno		OQRSTUVWXYZabcdefgijklmno	Oikm	OQSTUWYabcegikmo	OQWYacegikmo	OQWYaegikmo	OQWYacegikmo	OQRSTUWXYabcdegiklmo	ikm	OQRSTUWYabcegikmo	OQWgikmo	OQRSTUWXYabcdegiklmo	OQWgikmo	OQSTWYacegikmo	OQWYaegikmo	OQRSTUWYabcegikmo	OQWgikmo	OQRSTUVWXYZabcdegiklmno	Oikm	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQRSTUWYabcegikmo		OQRSTUVWXYabcdegiklmo	Oikm

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Managing immigration and asylum

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	95 4%	74 7% C	20 2%	60 9% EFGHI	30 4% F	4 *	95 4% F	95 4% F	95 4% F	79 6% K	16 2%	25 5%	19 3%	17 3%	26 8% MNQ	3 3% *	4 2%	71 10% S	24 2%	84 6% U	11 1%	8 2%	12 2%	18 3%	54 10% VWX	60 3%	35 11% Z	8 2%	57 10% bde	4 2%	6 2%	5 4% *	4 5% *	42 5%	27 4%
Fairly good (1)	231 10%	149 14% C	80 7%	129 19% EFGHI	60 8% F	41 5%	226 11% EFH	229 10% F	227 11% EF	164 13% K	66 7%	57 11% N	53 9%	34 7%	58 18% LMNQ	11 10% *	18 9%	135 19% S	95 6%	185 13% U	45 5%	36 9%	53 9% X	30 6%	104 19% VWX	175 9%	50 17% Z	20 5%	117 20% befg	27 16% beg	8 3%	8 7% *	4 4% *	108 13% i	41 5%
Neither (0)	352 16%	172 16%	177 15%	132 20% FGHI	124 17% F	97 11%	338 16% FH	346 15% F	345 16% FH	209 16%	144 14%	83 15%	82 14%	66 13%	56 18%	25 22% N*	40 21% N	124 17%	229 15%	212 15%	140 16%	63 16%	87 15%	75 14%	94 17%	278 15%	67 22% Z	21 6%	127 21% be	28 17% be	18 7%	26 23% be*	19 22% be*	182 22% i	43 6%
Fairly poor (-1)	334 15%	145 13%	186 16%	97 14%	113 15%	125 14%	309 15%	330 15%	313 15%	208 16% K	127 13%	89 16%	88 15%	72 14%	39 13%	12 11% *	34 18%	120 17%	215 14%	203 15%	132 15%	55 14%	89 16%	88 16%	74 13%	275 14%	54 18%	41 11%	105 18% be	31 19% be	17 6%	27 24% be*	11 13% *	152 19% i	78 10%
Very poor (-2)	1100 48%	516 47%	575 50%	171 25%	346 48% D	584 67% DEGHI	1016 48% D	1091 49% DGI	1025 47% D	530 42%	570 57% J	257 47% O	302 51% O	289 56% LOQ	119 38%	50 45% *	83 43%	230 32%	870 56% R	606 44%	494 55% T	196 49% Y	298 53% Y	298 55% Y	194 35%	1004 53% a	72 24%	268 74% cdfg	169 28%	71 43% c	223 81% cdfg	44 39% *	47 54% c*	303 37%	557 73% h
Don't know	159 7%	45 4%	108 9% B	83 12% EFGHI	55 8% F	22 2%	147 7% F	150 7% F	156 7% FGH	83 6%	77 8%	30 6%	49 8%	40 8%	15 5%	10 9% *	15 8%	42 6%	117 8%	87 6%	73 8%	42 10% WXY	25 4%	29 5%	29 5%	116 6%	27 9%	3 1%	20 3% b	4 3%	2 1%	2 2% *	2 2% *	24 3%	13 2%
NET: Very/ Fairly good	325 14%	223 20% C	100 9%	190 28% EFGHI	90 12% F	45 5%	321 15% EFH	324 14% F	322 15% EFH	243 19% K	82 8%	82 15% N	72 12%	51 10%	84 27% LMNPQ	14 13% *	22 11%	206 29% S	120 8%	269 20% U	56 6%	44 11%	65 12%	48 9%	159 29% VWX	235 12%	85 28% Z	28 8%	174 29% bdefg	31 19% be	14 5%	13 12% e*	8 9% *	150 18% i	68 9%
NET: Very/ Fairly poor	1435 63%	661 60%	761 66% B	267 40%	458 63% D	709 81% DEGHI	1325 62% D	1421 63% DGI	1339 62% D	738 58%	696 70% J	346 64% O	389 66% O	361 70% OPQ	159 51%	62 56% *	117 60%	350 48%	1085 70% R	809 59%	626 70% T	251 63% Y	388 69% Y	385 72% VY	267 49%	1279 67% a	126 41%	309 86% cdfg	275 46%	103 62% c	240 88% cdfg	71 63% c*	58 67% c*	456 56%	636 84% h
Mean	-1.00	-0.83 C	-1.17	-0.32 EFGHI	-1.02 F	-1.46	-0.97 FH	-1.00 F	-0.97 FH	-0.79 K	-1.27	-0.97 N	-1.10	-1.22	-0.56 LMNQ	-0.94 *	-0.97 N	-0.45 S	-1.26	-0.82 U	-1.28	-1.10	-1.13	-1.22	-0.48 VWX	-1.11	-0.28 Z	-1.51	-0.37 bdefg	-0.86 be	-1.63	-0.87 be*	-1.09 be*	-0.72 i	-1.47

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Managing immigration and asylum

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	95 4%	58 13% CEGIJKM	17 1% E	75 15% CEFGHIJKM	4 *	58 11% CEGIJKM	12 2% E	60 10% CEGIJKM	9 1% E	51 7% CEGIKM	15 2% E	51 13% CEGHIJKM	10 1% E
Fairly good (1)	231 10%	79 17% CEGIJKM	105 9% EGIM	157 31% BCEFGHIJKLM	23 2%	136 25% BCEGHIJKM	33 5% E	125 20% CEGIJKM	29 4% E	75 10% EGIM	112 12% CEGIM	92 24% BCEGIJKM	49 5% E
Neither (0)	352 16%	46 10% EIJ	191 17% BEGIJM	124 25% BCEFGHIJM	57 5%	99 18% BEGIJM	53 7% E	127 21% BCEGIJM	43 6%	46 6%	209 22% BCEFGIJM	88 22% BCEFGIJM	80 8% E
Fairly poor (-1)	334 15%	43 9% J	206 18% BEGIJM	77 15% BGIJ	144 12% IJ	95 17% BEGIJM	77 11% J	99 16% BEGIJ	67 10% J	43 6%	210 23% BCDEFGHIJLM	59 15% BIJ	143 14% BGIJ
Very poor (-2)	1100 48%	217 48% DFHKL	572 51% DFHKL	52 10%	903 78% BCDFGHJKLM	141 26% DL	514 73% BCDFHKL	180 29% DL	523 76% BCDFGHJKLM	531 71% BCDFHKL	339 36% DFHL	81 21% D	732 71% BCDFHKL
Don’t know	159 7%	13 3% J	39 3% EJM	17 3% J	22 2% J	16 3% J	18 3% J	24 4% EJ	16 2% J	6 1%	48 5% CEFGIJM	20 5% BEFGIJM	23 2% J
NET: Very/ Fairly good	325 14%	138 30% CEGIJKM	122 11% EGIM	232 46% BCEFGHIJKLM	27 2%	193 36% BCEGHIJKM	44 6% E	186 30% CEGIJKM	38 5% E	126 17% CEGIM	127 14% CEGIM	144 37% BCEGHIJKM	59 6% E
NET: Very/ Fairly poor	1435 63%	259 57% DFHL	778 69% BDFHKL	129 26%	1047 91% BCDFGHIJKLM	236 43% DL	592 84% BCDFHJKL	279 45% DL	590 86% BCDFHJKL	575 76% BCDFHKL	549 59% DFHL	140 36% D	874 84% BCDFHJKL
Mean	-1.00	-0.63 CEGIJKM	-1.11 EGIJM	0.26 BCEFGHIJKLM	-1.70	-0.24 BCEGHIJKM	-1.52 EI	-0.36 BCEGIJKM	-1.59 E	-1.24 EGIM	-0.84 CEGIJM	-0.07 BCEFGHIJKM	-1.52 EI

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
Very good (2)	76 16% OQSTUVWXYabcegiklmo	6 *	65 19% NOQRSTUVWXYZabcdefgiklmno	9 1%	60 15% OQSTUWYacegiklmo	19 2% OQYgiko	56 8% OQSUWYacegikmo	20 2% OQYcgiko	61 12% OQSTUWYacegikmo	9 2% OYko	64 12% OQSTUWYacegikmo	8 1%	51 15% OQSTUWYacegiklmo
Fairly good (1)	161 34% OQRSTUVWXYZabcdeghijklmno	31 2%	116 35% OQRSTUVWXYZabcdeghijklmno	29 2%	72 17% OQSTUWYacegikmo	95 10% OQWYaegikmo	70 10% OQWYaegikmo	110 11% OQWYacegikmo	127 24% OQRSTUWYabcegiklmo	29 5% OQgio	118 23% OQRSTUWYabcegikmo	52 5% OQgio	97 28% OQRSTUWXYabcegiklmo
Neither (0)	113 24% OPQRSTWYabcegijklmo	74 6%	68 20% OQRTWYabegikmo	76 6%	39 10% OQTaegmo	172 18% OQRTWYabegikmo	44 6%	223 22% OQRSTWYabcegikmo	113 21% OQRTWYabcegikmo	40 7%	116 22% OQRSTWYabcegikmo	88 8% Oaegmo	76 22% OQRTWYabcegikmo
Fairly poor (-1)	65 14% RTbik	161 13% RTWbik	46 14% RTbik	152 13% RTWbik	32 8% b	173 18% NOQRTWYabdefgikmo	41 5%	218 22% NOPQRSTVWXYZabdefghijklmno	88 16% QRTWabeiko	60 10% Tb	77 15% RTWbeik	167 15% QRTWabegiko	55 16% RTWbeik
Very poor (-2)	34 7%	939 76% NPRSTUVXYZabcdfhjln	32 10%	892 76% NPRSTUVXYZabcdfhjln	200 49% NPUVXZdfhjln	478 49% NPUVXZdfhjln	521 70% NPRSUVXZbcdfhjln	386 38% NPVXZdfhjln	135 25% NPZfhjn	459 75% NPRSTUVXYZbcdfhjln	114 22% NPZfhn	783 69% NPRSUVXZbcdfhjln	57 16% NPf
Don’t know	19 4% PQRTVabeghijklmo	26 2% Tgmo	7 2%	20 2%	7 2%	30 3% QTegkmo	8 1%	56 6% OPQRSTVWYabdefghijklmno	9 2%	11 2%	30 6% OPQRSTVWYabdefghijklmno	29 3% QTgmo	14 4% OPQRTVabeghijklmo
NET: Very/ Fairly good	236 51% OQRSTUVWXYZabcdeghijklmno	37 3%	181 54% OQRSTUVWXYZabcdefghijklmno	38 3%	131 32% OQSTUWYacegikmo	114 12% OQWYacegikmo	127 17% OQSUWYacegikmo	130 13% OQWYacegikmo	189 35% OQSTUWYabcegiklmo	38 6% OQgio	182 35% OQSTUWYabcegiklmo	60 5% OQgio	148 42% OQRSTUVWXYabcegiklmo
NET: Very/ Fairly poor	99 21%	1100 89% NPRSTUVWXYZabcdfhjkln	78 23%	1043 89% NPRSTUVWXYZabcdfhjkln	232 57% NPVXZdfhjln	651 67% NPRUVXZdfhjln	562 76% NPRSUVXZbcdfhjln	604 60% NPVXZdfhjln	223 42% NPXZfhjn	519 85% NPRSTUVXZbcdfhjln	191 37% NPZfhn	950 84% NPRSTUVXZbcdfhjln	112 32% NPf
Mean	0.40 OQRSTUVWXYZabcdefghijklmno	-1.65	0.41 OQRSTUVWXYZabcdefghijklmno	-1.63 o	-0.60 OQSTUWYabcegikmo	-1.06 OQTWYaegikmo	-1.23 OQWYaegikmo	-0.88 OQSTWYacegikmo	-0.20 OQRSTUWYabcegiklmo	-1.56 OQgio	-0.12 OQRSTUWYabcegiklmo	-1.52 OQegiko	0.09 OQRSTUVWXYabcdegiklmo

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	13 2% OQYiko	57 11% OQSTUWYacegikmo	18 1% OY	55 14% OQSTUWYacegiklmo	9 2% OYiko	60 15% OQSTUVWYacegiklmo	10 1% O	70 17% OQSTUVWXYabcegiklmno	6 1%	75 17% OQSTUVWXYabcegiklmno	4 1%	64 10% OQSUWYacegikmo	9 2% OQYiko	59 13% OQSTUWYacegiklmo	6 1%
Fairly good (1)	50 6% OQYegikmo	80 16% OQSTUWYacegikmo	111 8% OQWYaegikmo	102 25% OQRSTUWYabcegiklmo	24 4% OQgio	135 34% OQRSTUVWXYZabcdeghijklmno	28 2%	119 29% OQRSTUVWXYabcegiklmo	21 2%	120 28% OQRSTUWXYabcegiklmo	31 4% OQgio	133 20% OQSTUWYacegikmo	17 4%	120 27% OQRSTUWXYabcegiklmo	24 2%
Neither (0)	51 6%	45 9% OTemo	227 17% OQRTWYabegikmo	84 21% OQRTWYabegikmo	33 6%	94 24% OQRSTWYabcegijklmo	73 6%	87 21% OQRTWYabcegikmo	62 7% o	82 19% OQRTWYabegikmo	58 8% Oemo	126 19% OQRTWYabegikmo	24 5%	120 27% OPQRSTUVWXYZabcdeghijklmo	54 5%
Fairly poor (-1)	101 12% RTbik	22 4%	269 20% NOPQRSTVWXYZabdefghijkmno	53 13% RTbik	62 10% Tb	53 13% RTbik	148 13% RTWbik	60 15% RTWbeik	75 9% Tb	63 15% RTWbeik	66 9% Tb	118 18% NOPQRTWabdefgijkmo	55 12% Tbi	66 15% RTWbeik	115 11% RTbik
Very poor (-2)	590 72% NPRSUVXZbcdfhjln	291 58% NPRSUVXZcdfhjln	633 48% NPUVXZdfhjln	96 24% NPZfhjn	458 77% NPRSTUVXYZabcdfhjln	47 12% N	869 76% NPRSTUVXYZabcdfhjln	65 16% NPf	670 79% NOPQRSTUVXYZabcdfghjln	83 19% NPfhn	554 76% NPRSTUVXYZabcdfhjln	208 31% NPVXZdfhjn	356 77% NPRSTUVXYZabcdfhjln	59 14% NP	793 79% NOPQRSTUVWXYZabcdfghiln
Don’t know	15 2%	9 2%	70 5% OPQRSTVWYabdefghijklmo	12 3% Tgm	9 1%	11 3% T	15 1%	7 2%	17 2%	9 2%	12 2%	12 2%	4 1%	15 3% QTVghlmo	13 1%
NET: Very/ Fairly good	62 8% OQYegiko	137 27% OQSTUWYacegikmo	129 10% OQWYegikmo	156 39% OQRSTUWYabcegiklmo	34 6% OQgio	195 49% OQRSTUVWXYZabcdegiklmno	38 3%	188 46% OQRSTUVWXYabcdegiklmno	27 3%	196 45% OQRSTUVWXYabcdegiklmno	35 5% OQgio	197 30% OQSTUWYacegikmo	26 6% OQgio	180 41% OQRSTUVWXYabcegiklmo	30 3%
NET: Very/ Fairly poor	691 84% NPRSTUVXZbcdfhjln	312 62% NPRVXZdfhjln	901 68% NPRUVXZbdfhjln	149 37% NPZfhn	520 87% NPRSTUVXYZabcdfhjln	100 25% N	1017 89% NPRSTUVWXYZabcdfhjkln	126 31% NPf	745 87% NPRSTUVXYZabcdfhjln	146 34% NPfn	620 85% NPRSTUVXZbcdfhjln	326 49% NPVXZdfhjn	411 88% NPRSTUVXYZabcdfhjln	126 29% NP	908 90% NPQRSTUVWXYZabcdefhijkln
Mean	-1.50 OQegikmo	-0.83 OQSTWYacegikmo	-1.10 OQTWYaegikmo	-0.09 OQRSTUWYabcegiklmo	-1.59 o	0.28 OQRSTUVWXYZabcdeghijklmno	-1.63 o	0.17 OQRSTUVWXYabcdegiklmo	-1.66	0.10 OQRSTUVWXYabcdegiklmo	-1.59 Oio	-0.42 OQRSTUWYabcegikmo	-1.59 o	0.13 OQRSTUVWXYabcdegiklmo	-1.68

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Dealing with crime and anti-social behaviour

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	97 4%	71 6% C	25 2%	70 10% EFGHI	26 4% F	1 *	97 5% FH	97 4% F	97 5% F	77 6% K	21 2%	29 5% M	12 2%	18 3%	26 8% MN	2 2% *	11 6% M	70 10% S	27 2%	87 6% U	10 1%	4 1%	19 3%	13 2%	59 11% VWX	63 3%	34 11% Z	10 3%	56 9% bde	5 3%	7 3%	8 7% *	2 2% *	43 5%	25 3%
Fairly good (1)	288 13%	188 17% C	97 9%	135 20% EFGHI	87 12% F	65 7%	279 13% FH	285 13% F	282 13% F	197 15% K	91 9%	77 14% N	61 10%	38 7%	63 20% MN	20 19% MN*	28 14% N	154 21% S	133 9%	227 16% U	61 7%	33 8%	61 11%	58 11%	118 21% VWX	215 11%	63 21% Z	29 8%	141 24% bdefg	18 11% e	12 5%	11 10% *	8 9% *	141 17% i	59 8%
Neither (0)	490 22%	232 21%	250 22%	143 21%	162 22%	185 21%	462 22%	483 22%	470 22%	292 23%	198 20%	120 22%	129 22%	116 22%	65 21%	23 20% *	38 19%	159 22%	331 21%	290 21%	200 22%	90 23%	124 22%	109 20%	122 22%	399 21%	82 27% Z	56 15% e	169 28% be	57 34% bef	23 8%	23 20% e*	23 26% be*	228 28% i	112 15%
Fairly poor (-1)	466 21%	199 18%	267 23% B	110 16%	134 18%	222 25% DEGHI	437 20% D	462 21% D	441 20% D	262 21%	204 20%	104 19%	119 20%	130 25% O	48 15%	19 18% *	46 24% O	134 19%	332 21%	248 18%	218 24% T	94 24% Y	120 21% Y	129 24% Y	86 16%	414 22% a	44 14%	107 30% c	96 16%	40 24% c	59 22%	32 29% c*	19 22% *	176 22%	171 23%
Very poor (-2)	692 30%	333 30%	354 31%	109 16%	227 31% D	355 41% DEGHI	631 30% D	684 31% DGI	639 30% D	318 25%	374 37% J	163 30%	195 33%	159 31%	84 27%	32 29% *	59 30%	140 19%	552 36% R	390 28%	302 34% T	124 31% Y	189 34% Y	178 33% Y	116 21%	631 33% a	45 15%	154 43% cdf	93 16%	35 21%	162 59% bcdfg	28 25% c*	31 36% cd*	175 22%	360 47% h
Don't know	239 11%	77 7%	152 13% B	103 15% FGHI	90 12% FH	45 5%	226 11% F	230 10% F	234 11% FGH	127 10%	112 11%	48 9%	78 13% LQ	59 11%	28 9%	13 12% *	12 6%	65 9%	174 11%	135 10%	104 12%	54 14% Y	51 9%	48 9%	47 9%	185 10%	37 12%	6 2%	39 7% b	11 7% b	10 4%	11 10% be*	4 5% *	49 6%	33 4%
NET: Very/ Fairly good	385 17%	260 24% C	122 11%	205 31% EFGHI	113 16% F	66 8%	376 18% FH	382 17% F	379 18% FH	273 21% K	111 11%	106 20% MN	73 12%	56 11%	89 28% LMN	23 21% N*	39 20% MN	224 31% S	161 10%	314 23% U	71 8%	38 9%	80 14%	71 13%	177 32% VWX	278 15%	97 32% Z	39 11%	197 33% bdefg	23 14%	20 7%	18 16% e*	10 12% *	183 23% i	84 11%
NET: Very/ Fairly poor	1158 51%	532 48%	621 54% B	220 33%	361 50% D	577 66% DEGHI	1068 50% D	1147 51% DGI	1079 50% D	580 46%	578 58% J	267 49%	313 53% O	288 56% O	132 42%	52 47% *	106 54% O	274 38%	885 57% R	638 46%	520 58% T	218 55% Y	309 55% Y	308 57% Y	202 37%	1045 55% a	89 29%	261 72% cdfg	189 32%	75 45% c	221 81% bcdfg	60 53% c*	50 57% c*	351 43%	531 70% h
Mean	-0.67	-0.52 C	-0.83	-0.09 EFGHI	-0.71 F	-1.04	-0.64 FH	-0.67 F	-0.64 FH	-0.48 K	-0.92	-0.60 MN	-0.82	-0.81	-0.35 LMN	-0.61 *	-0.63	-0.18 S	-0.91	-0.50 U	-0.94	-0.87	-0.78	-0.82	-0.16 VWX	-0.78	-0.01 Z	-1.03 e	-0.05 bdefg	-0.53 be	-1.35	-0.61 be*	-0.83 e*	-0.39 i	-1.07

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

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Dealing with crime and anti-social behaviour

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	97 4%	66 14% CEGHIJKM	18 2% E	77 15% CEFGHIJKM	6 1%	60 11% CEGIJKM	11 2% E	59 10% CEGIKM	13 2% E	52 7% CEGIKM	19 2% E	50 13% CEGHIJKM	15 1% E
Fairly good (1)	288 13%	97 21% CEGIJKM	126 11% EGIM	182 36% BCEFGHIJKLM	35 3%	153 28% BCEGHIJKM	52 7% E	139 23% CEGIJKM	47 7% E	100 13% EGIM	131 14% CEGIM	100 26% CEGIJKM	64 6% E
Neither (0)	490 22%	59 13%	271 24% BEGIJM	131 26% BEGIJM	166 14% IJ	127 23% BEGIJM	85 12%	158 26% BEGIJM	79 11%	87 12%	275 29% BCEFGIJM	104 27% BEGIJM	176 17% BEGIJ
Fairly poor (-1)	466 21%	94 21% DL	251 22% DJL	61 12%	278 24% DFJL	107 20% DL	153 22% DJL	126 21% DL	145 21% DJL	130 17% D	220 24% DFJL	56 14%	248 24% DFJL
Very poor (-2)	692 30%	124 27% DFHKL	386 34% BDFHKL	13 3%	614 53% BCDFHJKLM	66 12% D	372 53% BCDFHKLM	78 13% D	377 55% BCDFHJKLM	366 49% BCDFHKL	198 21% DFHL	51 13% D	487 47% BCDFHKL
Don't know	239 11%	16 4%	79 7% BEGIJM	37 7% BIJM	55 5% J	32 6% BJ	33 5% J	55 9% BEFGIJM	24 4%	17 2%	91 10% BCEFGIJM	29 7% BIJM	46 4% J
NET: Very/ Fairly good	385 17%	163 36% CEGIJKM	144 13% EGIM	259 52% BCEFGHIJKLM	41 4%	213 39% CEGHIJKM	64 9% E	198 32% CEGIJKM	60 9% E	152 20% CEGIM	150 16% CEGIM	151 39% CEGHIJKM	78 8% E
NET: Very/ Fairly poor	1158 51%	217 48% DFHL	637 56% BDFHKL	75 15%	891 77% BCDFHJKLM	172 32% D	525 74% BCDFHJKL	204 33% DL	523 76% BCDFHJKLM	496 66% BCDFHKL	418 45% DFHL	107 27% D	736 71% BCDFHJKL
Mean	-0.67	-0.26 CEGIJKM	-0.82 EGIM	0.53 BCEFGHIJKLM	-1.33	0.07 BCEGHIJKM	-1.22 E	-0.05 BCEGIJKM	-1.25 E	-0.90 EGIM	-0.53 CEGIJM	0.12 BCEGHIJKM	-1.14 EI

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
Very good (2)	80 17% OQSTUVWXYabcdegiklmo	8 1%	67 20% OQRSTUVWXYZabcdefghijklmno	4 *	57 14% OQSTUWYacegiklmo	21 2% OQYcgiko	53 7% OQSUWYacegikmo	22 2% OQYcgiko	61 11% OQSTUWYacegikmo	11 2% OQYgko	58 11% OQSTUWYacegikmo	8 1%	51 14% OQSTUWXYacegiklmo
Fairly good (1)	184 39% OQRSTUVWXYZabcdegijklmno	44 4%	135 41% OQRSTUVWXYZabcdegijklmno	54 5% Og	92 22% OQSTUWYacegikmo	124 13% OQWYacegikmo	96 13% OQWYaegikmo	134 13% OQWYacegikmo	161 30% OQRSTUWYabcegiklmo	33 5% Og	134 26% OQSTUWYabcegikmo	80 7% OQgikmo	102 29% OQRSTUWYabcegikmo
Neither (0)	119 25% OQRTWYabegikmo	188 15% TWbeimo	75 23% OQRTWYabegikmo	177 15% TWbemo	51 12% b	233 24% OQRTWYabegikmo	83 11% b	292 29% OPQRSTWYabeghijklmo	139 26% OQRTWYabegijkmo	70 11% b	134 26% OQRTWYabegikmo	181 16% TWbeikmo	90 26% OQRTWYabegikmo
Fairly poor (-1)	46 10%	306 25% NPRSTVWXZabdefhijlmn	35 10%	306 26% NPRSTVWXZabdefhijklmno	69 17% NPbfn	202 21% NPVXZbfhjn	128 17% NPbfjn	238 23% NPRSTVXZbfhjln	89 17% NPbfjn	124 20% NPXZbfhjn	76 15% NPfn	275 24% NPRSTVWXZabdefhijlmn	46 13%
Very poor (-2)	6 1%	632 51% NPRSUVXYZcdfhjln	9 3% N	584 50% NPRSUVXYZcdfhjln	127 31% NPUVXZdfhjln	325 34% NPUVXZcdfhjln	362 49% NPRSUVXZcdfhjln	224 22% NPVXZdfhjln	58 11% NPfhn	348 57% NOPQRSTUVXYZabcdfghjln	73 14% NPVZfhjn	522 46% NPRSUVXZcdfhjln	39 11% NPfhn
Don't know	33 7% PRTVWabefhijkmo	59 5% Tabeikmo	12 4% b	53 5% Tabeikmo	14 3%	62 6% OPQTWabeijkmo	18 2%	103 10% NOPQRSTVWYZabdefghijklmno	25 5% Tabe	23 4% ae	43 8% OPQRTVWYabdefghijklmo	61 5% Tabeikmo	23 6% PRTabeijkmo
NET: Very/ Fairly good	264 56% OQRSTUVWXYZabcdegijklmno	52 4%	203 61% NOQRSTUVWXYZabcdefghijklmno	58 5%	150 36% OQSTUWYacegikmo	145 15% OQWYacegikmo	149 20% OQSUWYacegikmo	156 15% OQWYacegikmo	222 42% OQSTUWYabcegiklmo	45 7% OQgik	192 37% OQSTUWYabcegikmo	88 8% OQgiko	152 43% OQRSTUWXYabcegiklmo
NET: Very/ Fairly poor	52 11%	939 76% NPRSTUVXYZbcdfhjln	43 13%	889 76% NPRSTUVXYZbcdfhjln	196 48% NPVXZdfhjln	527 55% NPRUVXZcdfhjln	491 66% NPRSUVXZbcdfhjln	462 46% NPVXZdfhjln	147 28% NPfhjn	472 77% NPRSTUVXYZabcdfhjln	149 29% NPZfhjn	797 71% NPRSTUVXZbcdfhjln	85 24% NPfhn
Mean	0.66 OQRSTUVWXYZabcdefghijklmno	-1.28 im	0.68 OQRSTUVWXYZabcdefghijklmno	-1.25 ikmo	-0.29 OQSTUWYabcegikmo	-0.76 OQTWYaegikmo	-0.90 OQWYaegikmo	-0.56 OQSTWYacegikmo	0.15 OQRSTUWYabcegiklmo	-1.30	0.06 OQRSTUWYabcegikmo	-1.15 OQWegikmo	0.24 OQRSTUWXYabcegiklmo

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	11 1% OQY	59 12% OQSTUWYacegikmo	12 1% Q	50 12% OQSTUWYacegikmo	13 2% OQYcgiko	66 16% OQSTUVWXYabcdegiklmo	9 1% Q	63 15% OQSTUVWXYacegiklmo	9 1% Q	70 16% OQSTUVWXYabcdegiklmo	5 1%	64 10% OQSUWYacegikmo	8 2% OQYk	66 15% OQSTUVWXYacegiklmo	9 1% Q
Fairly good (1)	65 8% OQWgikmo	100 20% OQSTUWYacegikmo	136 10% OQWYagikmo	112 28% OQRSTUWYabcegikmo	45 8% OQWgikmo	146 37% OQRSTUVWXYZabcdegiklmno	43 4%	161 39% OQRSTUVWXYZabcdegijklmno	34 4%	152 35% OQRSTUVWXYZabcdegiklmo	30 4%	170 26% OQSTUWYabcegikmo	20 4%	141 32% OQRSTUWXYabcegiklmo	48 5% Og
Neither (0)	122 15% TWbemo	39 8%	363 27% OQRSTWYabegijkmo	99 25% OQRTWYabegikmo	58 10%	106 27% OPQRTWYabegijkmo	177 15% TWbeimo	94 23% OQRTWYabegikmo	112 13% be	96 22% OQRTWYabegikmo	95 13% be	160 24% OQRTWYabegikmo	48 10%	126 29% OPQRSTWYabeghijklmo	125 12% be
Fairly poor (-1)	171 21% NPTXZbfhjn	60 12%	342 26% NPRSTUVWXZabdefhijlmn	77 19% NPXZbfhjn	121 20% NPXZbfhjn	41 10%	284 25% NPRSTVWXZabdefhijlmn	56 14% NPf	179 21% NPTXZbfhjn	56 13% Nf	163 22% NPRTVXZbfhjn	128 19% NPXZbfhjn	87 19% NPbfjn	50 11%	234 23% NPRTVXZbfhjmn
Very poor (-2)	433 53% NPRSUVXYZbcdfhjln	236 47% NPRSUVXZcdfhjln	342 26% NPUVXZdfhjln	44 11% NPfhn	347 58% NOPQRSTUVXYZabcdfghjln	23 6% NP	576 50% NPRSUVXYZcdfhjln	18 5% NP	491 58% NOPQRSTUVXYZabcdfghjln	41 9% NPfhn	410 57% NOPQRSTUVXYZbcdfghjln	100 15% NPVZdfhjn	290 62% NOPQRSTUVWXYZabcdfghijklno	28 6% NP	557 55% NOPQRSTUVXYZbcdfghjln
Don't know	18 2%	9 2%	133 10% NOPQRSTVWYZabdefghijklmno	20 5% Tabe	12 2%	17 4% Tab	55 5% Tabeikmo	17 4% b	27 3%	17 4% b	23 3%	39 6% PRTabeijkmo	12 2%	30 7% PRTVWabefhijkmo	32 3%
NET: Very/ Fairly good	75 9% OQgikmo	159 32% OQSTUWYacegikmo	148 11% OQWYgikmo	162 40% OQSTUWYabcegiklmo	57 10% OQgikmo	212 53% OQRSTUVWXYZabcdegiklmno	52 5%	223 55% OQRSTUVWXYZabcdegiklmno	42 5%	222 51% OQRSTUVWXYZabcdegiklmo	35 5%	234 35% OQSTUWYacegikmo	29 6%	207 47% OQRSTUVWXYabcdegiklmo	57 6% O
NET: Very/ Fairly poor	604 74% NPRSTUVXYZbcdfhjln	296 59% NPRUVXZcdfhjln	683 51% NPUVXZdfhjln	121 30% NPZfhjn	468 79% NPRSTUVXYZabcdfghjln	64 16% N	860 75% NPRSTUVXYZbcdfhjln	74 18% NP	669 79% NOPQRSTUVXYZabcdfghjln	97 22% NPfhn	573 79% NOPQRSTUVXYZabcdfghjln	228 34% NPVXZfhjn	377 81% NOPQRSTUVXYZabcdfghjln	78 18% NP	791 79% NOPQRSTUVXYZabcdfghjln
Mean	-1.19 OQWegikmo	-0.63 OQTWYaegikmo	-0.72 OQTWYaegikmo	0.12 OQRSTUWYabcegiklmo	-1.28 m	0.50 OQRSTUVWXYZabcdegijklmo	-1.26 ikmo	0.50 OQRSTUVWXYZabcdegijklmo	-1.35	0.37 OQRSTUVWXYabcdegiklmo	-1.34	-0.05 OQRSTUWYabcegikmo	-1.39	0.41 OQRSTUVWXYZabcdegiklmo	-1.32

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Strengthening Britain's defence and armed forces

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	133	93	38	80	34	19	131	133	131	100	33	37	28	21	31	6	9	87	46	116	18	11	25	24	69	98	34	9	76	12	8	9	1	69	31
	6%	8%	3%	12%	5%	2%	6%	6%	6%	8%	3%	7%	5%	4%	10%	6%	5%	12%	3%	8%	2%	3%	4%	4%	13%	5%	11%	2%	13%	7%	3%	8%	2%	9%	4%
		C		EFGHI	F		EF	F	F	K					MN	*		S		U					VWX		Z		beg	b		b*	*	i	
Fairly good (1)	494	306	183	179	161	154	469	491	473	319	175	119	107	101	100	25	42	212	282	345	149	67	120	100	172	391	95	58	219	52	20	21	17	246	111
	22%	28%	16%	27%	22%	18%	22%	22%	22%	25%	18%	22%	18%	20%	32%	23%	21%	29%	18%	25%	17%	17%	21%	19%	31%	20%	31%	16%	37%	31%	7%	19%	20%	30%	15%
		C		FGHI			F	F	F	K					LMNQ	*		S		U					VWX		Z	e	befg	bef		e*	e*	i	
Neither (0)	490	221	265	133	152	206	453	482	461	277	213	108	144	100	57	26	54	154	336	255	235	99	122	114	105	407	69	72	125	45	34	35	25	186	140
	22%	20%	23%	20%	21%	24%	21%	22%	21%	22%	21%	20%	24%	19%	18%	24%	28%	21%	22%	19%	26%	25%	22%	21%	19%	21%	23%	20%	21%	27%	13%	31%	28%	23%	18%
																*	NO				T							e	e	e		bce*	e*		
Fairly poor (-1)	330	151	175	68	95	168	306	327	309	158	172	75	90	79	40	9	38	87	243	181	149	58	104	89	56	299	28	86	53	17	64	21	14	113	152
	15%	14%	15%	10%	13%	19%	14%	15%	14%	12%	17%	14%	15%	15%	13%	8%	19%	12%	16%	13%	17%	14%	18%	17%	10%	16%	9%	24%	9%	10%	23%	18%	16%	14%	20%
						DEGHI	D	D	D		J					*	P		R				Y	Y		a		cd			cd	c*	*		h
Very poor (-2)	499	226	269	78	169	251	466	497	467	233	266	130	127	137	43	27	34	92	407	295	204	90	131	135	89	461	27	129	55	24	125	21	22	123	266
	22%	20%	23%	12%	23%	29%	22%	22%	22%	18%	27%	24%	21%	26%	14%	25%	18%	13%	26%	21%	23%	23%	23%	25%	16%	24%	9%	36%	9%	14%	46%	18%	26%	15%	35%
					D	DEGHI	DI	DI	D		J	O	O	OQ		O*			R				Y	Y	Y	a		cdf			bcdfg	c*	c*		h
Don't know	326	104	215	133	117	76	306	312	320	187	139	71	97	80	42	16	18	90	236	186	140	75	62	74	59	253	52	8	67	16	22	6	7	74	60
	14%	9%	19%	20%	16%	9%	14%	14%	15%	15%	14%	13%	16%	15%	13%	15%	9%	12%	15%	14%	16%	19%	11%	14%	11%	13%	17%	2%	11%	10%	8%	6%	8%	9%	8%
			B	FGHI	F		FH	F	FGH							*						WY						b	b	b	*	b*		
NET: Very/ Fairly good	627	399	222	259	195	173	601	624	604	419	208	156	135	122	131	31	51	299	328	460	167	78	145	124	240	488	129	66	295	64	28	30	18	316	142
	28%	36%	19%	39%	27%	20%	28%	28%	28%	33%	21%	29%	23%	24%	42%	28%	26%	41%	21%	33%	19%	20%	26%	23%	44%	26%	42%	18%	50%	38%	10%	26%	21%	39%	19%
		C		EFGHI	F		F	F	F	K		M			LMNPQ	*		S		U					VWX		Z	e	bdefg	beg		e*	e*	i	
NET: Very/ Fairly poor	829	377	444	146	264	419	771	824	777	391	438	206	217	216	83	36	72	180	650	476	353	148	235	224	145	760	56	215	108	41	189	41	37	236	418
	36%	34%	39%	22%	36%	48%	36%	37%	36%	31%	44%	38%	37%	42%	26%	33%	37%	25%	42%	35%	39%	37%	42%	42%	26%	40%	18%	59%	18%	25%	69%	37%	42%	29%	55%
					D	DEGHI	DI	DGI	D		J	O	O	O		*	O		R		T	Y	Y	Y		a		cdfg			bcdfg	c*	cd*		h
Mean	-0.29	-0.11	-0.49	0.21	-0.34	-0.60	-0.28	-0.29	-0.28	-0.10	-0.54	-0.30	-0.36	-0.48	0.14	-0.28	-0.26	0.18	-0.52	-0.16	-0.49	-0.46	-0.39	-0.46	0.15	-0.38	0.31	-0.76	0.40	0.08	-1.11	-0.22	-0.49	0.04	-0.73
		C		EFGHI	F		F	F	F	K					LMNPQ	*		S		U					VWX		Z	e	bdefg	beg		be*	e*	i	

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

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Strengthening Britain's defence and armed forces

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	133	68	41	100	11	90	16	81	18	59	44	60	35
	6%	15%	4%	20%	1%	16%	2%	13%	3%	8%	5%	15%	3%
		CEGIJKM	EG	BCEFGHIJKLM		CEGHIJKM	E	CEGIJKM	E	CEGIKM	EGI	CEGIJKM	E
Fairly good (1)	494	120	264	230	122	205	97	202	102	126	269	128	191
	22%	26%	23%	46%	11%	38%	14%	33%	15%	17%	29%	33%	18%
		EGIJM	EGIJM	BCEFGHIJKLM		BCEGHIJKLM	E	BCEGIJKM	E	E	CEGIJM	BCEGIJM	EGI
Neither (0)	490	72	232	82	228	108	105	140	100	124	226	84	177
	22%	16%	21%	16%	20%	20%	15%	23%	15%	17%	24%	21%	17%
			DGIJM		GIJM	DGI		BDGIJM			BCDEFGIJM	BDGIJ	
Fairly poor (-1)	330	66	175	34	234	49	144	54	135	130	115	32	204
	15%	14%	15%	7%	20%	9%	20%	9%	20%	17%	12%	8%	20%
		DFHL	DFHKL		BCDFHKL		BCDFHKL		BCDFHKL	DFHKL	DFHL		BCDFHKL
Very poor (-2)	499	105	278	8	451	45	290	62	283	276	140	39	361
	22%	23%	25%	2%	39%	8%	41%	10%	41%	37%	15%	10%	35%
		DFHKL	DFHKL		BCDFHKLM	D	BCDFHKLM	D	BCDFHJKLM	BCDFHKL	DFHL	D	BCDFHKL
Don't know	326	24	140	47	108	48	54	76	47	37	139	50	69
	14%	5%	12%	9%	9%	9%	8%	12%	7%	5%	15%	13%	7%
			BEFGIJM	BJ	BIJM	BJ	J	BDFGIJM			BCDEFGIJM	BDFGIJM	
NET: Very/ Fairly good	627	188	305	330	132	295	113	283	121	184	313	187	226
	28%	41%	27%	66%	11%	54%	16%	46%	18%	25%	34%	48%	22%
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKLM	E	CEGIJKM	E	EGI	CEGIJM	BCEGIJKM	EGI
NET: Very/ Fairly poor	829	171	453	42	685	93	434	116	419	406	255	70	565
	36%	38%	40%	8%	59%	17%	61%	19%	61%	54%	27%	18%	54%
		DFHKL	DFHKL		BCDFHJKLM	D	BCDFHJKLM	D	BCDFHJKLM	BCDFHKL	DFHL	D	BCDFHKL
Mean	-0.29	-0.05	-0.39	0.84	-0.95	0.50	-0.91	0.34	-0.88	-0.61	-0.05	0.40	-0.69
		CEGIJM	EGIJM	BCEFGHIJKLM		BCEGHIJKM		BCEGIJKM		EGI	CEGIJM	BCEGIJKM	EGI

	Favourable to politicians																											
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	99	18	82	19	63	45	62	41	86	16	71	27	61	29	62	41	63	18	89	13	93	11	97	12	93	7	76	17
	21%	1%	25%	2%	15%	5%	8%	4%	16%	3%	14%	2%	17%	4%	12%	3%	16%	3%	22%	1%	23%	1%	22%	2%	14%	2%	17%	2%
	OQRSTUVWXYabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQSTUWYacegikmo	OQWYcgikmo	OQSUWYacegikmo	OQYcgikmo	OQSTUWYacegikmo	Ogi	OQSTUWYacegikmo	OQgi	OQSTUWXYabcegikmo	OQYgikmo	OQSTUWYacegikmo	OQgiko	OQSTUWYacegikmo	OQgiko	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQSTUWYacegikmo		OQSTUWXYabcegiklmo	
Fairly good (1)	234	138	170	150	122	242	123	274	225	74	165	203	129	139	123	306	145	81	182	159	191	104	195	105	248	57	182	132
	50%	11%	51%	13%	30%	25%	17%	27%	42%	12%	32%	18%	37%	17%	24%	23%	36%	14%	46%	14%	47%	12%	45%	14%	37%	12%	41%	13%
	OQRSTUVWXYZabcdefgijklmno		OQRSTUVWXYZabcdefgijklmno	O	OQTWYabcegikmo	OQTWYaegikmo	OQWimo	OQTWYacegikmo	OQRSTUWXYabcdegiklmo		OQSTUWYabcegikmo	OQWegikmo	OQRSTUWXYabcegikmo	OQWegimo	OQTWYaegikmo	OQTWYaegikmo	OQRSTUWXYabcegikmo		OQRSTUWXYZabcdegiklmo	O	OQRSTUVWXYZabcdegiklmno		OQRSTUWXYZabcdegiklmo	Oi	OQRSTUWXYabcegikmo		OQRSTUWXYabcdegiklmo	O
Neither (0)	65	244	41	243	58	203	115	250	96	92	112	210	72	131	45	326	92	81	62	223	57	144	64	123	139	69	94	179
	14%	20%	12%	21%	14%	21%	16%	25%	18%	15%	22%	19%	21%	16%	9%	25%	23%	14%	15%	19%	14%	17%	15%	17%	21%	15%	21%	18%
	b	NPRTWabehijkm		NPRTWabefhijkmo	b	NPRTWabefhijkmo	b	NOPQRSTVWYabefghijklmo	NPbh	b	NPRTWabefhijkm	NPRWabehm	NPRTbefhj	b		NOPQRSTVWYabefghijklmo	NPRTVWabefhijkmo	b	b	NPRTWabehijm	b	be	b	be	NPRTWabefhijm	b	NPRTWabefhjm	Pbe
Fairly poor (-1)	31	250	24	234	49	144	135	128	46	127	44	223	32	159	72	211	35	122	25	233	32	167	36	130	71	80	34	197
	7%	20%	7%	20%	12%	15%	18%	13%	9%	21%	8%	20%	9%	19%	14%	16%	9%	21%	6%	20%	8%	20%	8%	18%	11%	17%	8%	20%
		NPRSUVXZbcdfhiln		NPRSUVXZbcdfhiln	NPXfhjn	NPUVXZdfhjln	NPRUVXZbdfhiln	NPVXdfhjn		NPRSUVXZbcdfhiln		NPRSUVXZbcdfhiln		NPRSUVXZbcdfhiln	NPVXZdfhjln	NPUVXZdfhjln		NPRSUVXZbcdfhiln		NPRSUVXZbcdfhiln		NPRSUVXZbcdfhiln		NPRUVXZdfhjln	NPfhn	NPRUVXZdfhjln		NPRSUVXZbcdfhiln
Very poor (-2)	5	463	1	431	104	227	268	164	41	267	51	383	21	328	184	240	32	273	12	421	13	365	17	312	59	231	16	406
	1%	37%	*	37%	25%	23%	36%	16%	8%	44%	10%	34%	6%	40%	37%	18%	8%	46%	3%	37%	3%	43%	4%	43%	9%	50%	4%	40%
		NPRSUVXYZcdfhjln		NPRSUVXYZcdfhjln	NPUVXZcdfhjln	NPUVXZcdfhjln	NPRSUVXZcdfhjln	NPVXZdfhjln	NPfhjn	NOPQRSTUVXYZbcdfghjln	NPZfhjn	NPRSUVXZcdfhjln	NPfhn	NPQRSUVXYZcdfghjln	NPRSUVXZcdfhjln	NPUVXZdfhjln	NPfhjn	NOPQRSTUVXYZabcdfghjlno	NP	NPRSUVXYZcdfhjln	NP	NOPQRSTUVXYZbcdfghjln	NP	NOPQRSTUVXYZbcdfghjln	NPZfhjn	NOPQRSTUVWXYZabcdfghijklno	NP	NOPQRSTUVXYZcdfghjln
Don't know	33	124	14	102	14	106	37	156	40	33	76	82	35	34	16	205	34	21	30	94	20	60	22	45	51	20	38	74
	7%	10%	4%	9%	3%	11%	5%	15%	7%	5%	15%	7%	10%	4%	3%	15%	8%	4%	7%	8%	5%	7%	5%	6%	8%	4%	9%	7%
	PRabeh	PQRTWYabeghijkmo		PRTWabehijkm		NPQRTVWYabefghijklmo	b	NOPQRSTVWYZabdefghijklmno	PRabehj	e	NOPQRSTVWYZabdefghijklmno	RTabem	PRTWabehjkm			NOPQRSTVWYZabdefghijklmno	PRTabehjm		PRabehj	PRTWabehjkm		Rabem		Rabe	PRTabehj		PRTabehjm	RTabem
NET: Very/ Fairly good	334	156	253	168	186	287	185	315	311	90	236	230	191	167	185	346	209	99	271	172	285	115	292	117	341	64	258	149
	71%	13%	76%	14%	45%	30%	25%	31%	58%	15%	46%	20%	54%	20%	37%	26%	52%	17%	68%	15%	70%	14%	68%	16%	52%	14%	59%	15%
	OQRSTUVWXYZabcdegiklmno		NOQRSTUVWXYZabcdefghiklmno	O	OQSTUWYabcegikmo	OQTWYacegikmo	OQWYaegikmo	OQTWYacegikmo	OQRSTUWXYabcdegiklmo		OQSTUWYabcegikmo	OQWegikmo	OQRSTUWXYabcegikmo	OQWegikmo	OQSTWYacegikmo	OQWYaegikmo	OQRSTUWXYabcegikmo	Oi	OQRSTUVWXYZabcdegiklmno	O	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno	Oi	OQRSTUWXYabcegikmo		OQRSTUWXYabcdegiklmo	O
NET: Very/ Fairly poor	36	713	26	665	153	372	403	292	87	394	95	605	53	487	256	451	66	395	38	654	45	532	53	442	130	312	50	603
	8%	58%	8%	56%	37%	38%	54%	29%	16%	65%	18%	54%	15%	59%	51%	34%	17%	66%	9%	57%	11%	62%	12%	61%	20%	67%	11%	60%
		NPRSUVXYZbcdfhjln		NPRSUVXYZbcdfhjln	NPUVXZdfhjln	NPUVXZcdfhjln	NPRSUVXZcdfhjln	NPVXZdfhjln	NPfhjn	NOPQRSTUVXYZabcdfghjlno	NPZfhjn	NPRSUVXZcdfhjln	NPfhn	NPRSTUVXYZbcdfhjln	NPRSUVXZcdfhjln	NPUVXZdfhjln	NPfhjn	NOPQRSTUVXYZabcdfghjklno		NPRSUVXYZbcdfhjln	NP	NOPQRSTUVXYZbcdfghjln	NPf	NPQRSTUVXYZbcdfghjln	NPVZfhjn	NOPQRSTUVXYZabcdfghijklno	NP	NPQRSTUVXYZbcdfghjln
Mean	0.90	-0.90	0.96	-0.84	-0.02	-0.31	-0.60	-0.12	0.55	-0.96	0.36	-0.70	0.56	-0.79	-0.40	-0.27	0.47	-0.96	0.84	-0.85	0.82	-0.97	0.78	-0.92	0.40	-1.06	0.67	-0.90
	OQRSTUVWXYZabcdeghijklmno	im	OQRSTUVWXYZabcdefghijklmno	OWeimo	OQSTWYabcegikmo	OQTWYaegikmo	OQWaegikmo	OQSTWYabcegikmo	OQRSTUWXYabcegiklmo		OQRSTUWYabcegikmo	OQWaegikmo	OQRSTUWXYabcegiklmo	OWeikmo	OQTWYaegikmo	OQTWYaegikmo	OQRSTUWYabcegikmo		OQRSTUVWXYZabcdegiklmno	Weim	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno	m	OQRSTUWYabcegikmo		OQRSTUVWXYabcdegiklmo	m

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Setting the right level of tax

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	91 4%	70 6% C	17 2%	64 9% EFGHI	24 3% F	3 *	91 4% F	91 4% F	91 4% F	76 6% K	15 1%	23 4%	16 3%	16 3%	29 9% LMNPQ	2 2% *	3 2%	74 10% S	17 1%	84 6% U	7 1%	1 *	13 2% V	12 2% V	61 11% VWX	59 3%	30 10% Z	8 2%	55 9% bdeg	6 4%	3 1%	4 4% *	1 1% *	45 6% i	20 3%
Fairly good (1)	268 12%	172 16% C	96 8%	132 20% EFGHI	76 10% F	60 7%	257 12% F	264 12% F	261 12% F	186 15% K	81 8%	67 12%	61 10%	45 9%	56 18% MN	17 16% *	21 11%	143 20% S	125 8%	204 15% U	64 7%	40 10%	55 10%	56 10%	108 20% VWX	207 11%	55 18% Z	23 6%	133 22% bdeg	21 12% b	19 7%	18 16% be*	8 9% *	135 17% i	57 8%
Neither (0)	441 19%	211 19%	226 20%	127 19%	160 22% GHI	154 18%	407 19%	431 19%	417 19%	257 20%	184 18%	99 18%	120 20%	94 18%	59 19%	23 21% *	45 23%	135 19%	306 20%	254 18%	188 21%	85 21%	112 20%	96 18%	109 20%	350 18%	81 26% Z	39 11%	136 23% be	47 29% be	38 14%	22 20% b*	15 18% *	179 22% i	103 14%
Fairly poor (-1)	498 22%	229 21%	265 23%	121 18%	140 19%	237 27% DEGHI	459 22% D	495 22% DEGI	462 21% D	282 22%	216 22%	116 21%	124 21%	129 25%	59 19%	25 23% *	44 23%	144 20%	353 23%	275 20%	223 25% T	103 26% Y	126 22% Y	124 23% Y	93 17%	435 23%	55 18%	111 31% ce	126 21% e	36 22% e	35 13%	32 28% e*	25 28% e*	197 24%	172 23%
Very poor (-2)	759 33%	357 32%	395 34%	137 20%	251 34% D	371 43% DEGHI	715 34% DI	755 34% D	719 33% D	365 29%	394 39% J	198 37%	200 34%	180 35%	91 29%	31 28% *	60 31%	169 23%	590 38% R	436 32%	323 36%	118 29%	215 38% VY	203 38% VY	138 25%	689 36% a	51 17%	177 49% cdf	106 18%	47 29% c	169 62% bcdfg	30 27% *	36 42% c*	212 26%	381 50% h
Don't know	216 9%	63 6%	147 13% B	90 13% FGHI	77 11% F	48 6%	203 10% FH	206 9% F	213 10% FGH	107 8%	108 11%	38 7%	72 12% LO	54 10%	20 6%	11 10% *	21 11%	57 8%	159 10%	125 9%	91 10%	53 13% WY	43 8%	46 9%	40 7%	168 9%	32 11%	4 1%	39 6% b	8 5% b	8 3%	6 5% b*	2 2% *	44 5%	26 3%
NET: Very/ Fairly good	358 16%	242 22% C	114 10%	196 29% EFGHI	100 14% F	63 7%	348 16% EFH	355 16% F	351 16% EF	262 21% K	96 10%	91 17% N	78 13%	61 12%	85 27% LMNQ	19 18% *	25 13%	216 30% S	142 9%	288 21% U	70 8%	42 10%	68 12%	68 13%	169 31% VWX	266 14%	85 28% Z	31 8%	188 32% bdefg	27 16% be	23 8%	22 20% be*	9 10% *	180 22% i	77 10%
NET: Very/ Fairly poor	1257 55%	586 53%	660 58%	259 39%	390 54% D	608 70% DEGHI	1174 55% DI	1250 56% DGI	1181 55% D	647 51%	610 61% J	314 58% O	324 55%	309 60% O	150 48%	57 51% *	104 53%	313 43%	943 61% R	710 52%	546 61% T	221 55% Y	341 60% Y	327 61% Y	231 42%	1123 59% a	107 35%	288 80% cdf	232 39%	84 50% c	204 75% cdf	62 55% c*	61 70% cd*	409 50%	554 73% h
Mean	-0.76	-0.61 C	-0.92	-0.23 EFGHI	-0.79 F	-1.11	-0.75 F	-0.77 F	-0.75 FH	-0.58 K	-1.00	-0.79	-0.82	-0.89	-0.43 LMNQ	-0.67 *	-0.78	-0.29 S	-0.99	-0.62 U	-0.99	-0.85	-0.91	-0.92	-0.27 VWX	-0.86	-0.16 Z	-1.19	-0.17 bdefg	-0.62 beg	-1.31	-0.62 beg*	-1.02 *	-0.52 i	-1.14

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

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Setting the right level of tax

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians			
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177
Very good (2)	91 4%	55 12% CEGIJKM	20 2% E	73 15% CEFGHIJKM	5 *	56 10% CEGIJKM	10 1% E	62 10% CEGIJKM	10 1% E	47 6% CEGIKM	19 2% E	48 12% CEGIJKM	13 1% E	78 17% OQSTUVWXYabcegiklmno	3 *	67 20% NOQRSTUVWXYZabcdefghijklmno	4 *
Fairly good (1)	268 12%	88 19% CEGIJKM	129 11% EGIM	173 35% BCEFGHIJKLM	31 3%	136 25% BCEGIJKM	51 7% E	140 23% CEGIJKM	41 6% E	80 11% EGIM	125 13% CEGIM	99 25% BCEGIJKM	69 7% E	172 37% OQRSTUVWXYZabcdefghijklmno	47 4%	138 41% NOQRSTUVWXYZabcdefghijklmno	41 3%
Neither (0)	441 19%	61 13%	222 20% BEGIJM	128 25% BCEGHIJLM	128 11%	119 22% BEGIJM	73 10%	125 20% BEGIJM	75 11%	99 13%	220 24% BCEGIJM	81 21% BEGIJ	166 16% EGI	114 24% OPQRTVWXYabdegijkmo	149 12% Wgi	58 17% ORTWabegikm	157 13% Wegikm
Fairly poor (-1)	498 22%	95 21% DJ	270 24% DFJL	70 14%	291 25% DFIJL	107 20% D	169 24% DJL	135 22% DJL	149 22% DJ	126 17%	251 27% BCDFHIJLM	69 18%	243 23% DJL	58 12%	312 25% NPRTXZabdefhimno	48 14%	305 26% NPRSTXZabdefhijmno
Very poor (-2)	759 33%	148 32% DFHKL	409 36% DFHKL	35 7%	648 56% BCDFHJKLM	95 17% D	375 53% BCDFHKL	109 18% D	384 56% BCDFHJKLM	386 51% BCDFHKL	235 25% DFHL	69 18% D	512 49% BCDFHKL	21 4%	674 54% NPRSUVXYZbcdfhjln	13 4%	633 54% NPRSUVXYZbcdfhjln
Don't know	216 9%	8 2%	81 7% BDEGIJM	23 5% BJ	51 4% BJ	31 6% BJM	29 4% BJ	45 7% BDEGIJM	27 4% BJ	13 2%	83 9% BCDEFGIJM	25 6% BJM	35 3% J	25 5% PRTWabehikmo	53 4% QRTWabeiko	10 3%	38 3% aik
NET: Very/ Fairly good	358 16%	144 32% CEGIJKM	149 13% EGIM	246 49% BCEFGHIJKLM	36 3%	192 35% CEGIJKM	61 9% E	201 33% CEGIJKM	51 7% E	127 17% CEGIM	144 15% CEGIM	147 38% BCEGHIJKM	81 8% E	250 53% OQRSTUVWXYZabcdefghijklmno	50 4%	205 61% NOQRSTUVWXYZabcdefghijklmno	44 4%
NET: Very/ Fairly poor	1257 55%	242 53% DFHL	679 60% BDFHKL	104 21%	938 81% BCDFGHIJKLM	202 37% D	544 77% BCDFHJKLM	244 40% D	533 78% BCDFHJKLM	512 68% BCDFHKL	486 52% DFHL	138 35% D	755 73% BCDFHJKL	78 17%	986 80% NPRSTUVXYZabcdfhjln	61 18%	938 80% NPRSTUVXYZabcdfhjln
Mean	-0.76	-0.43 CEGIJKM	-0.87 EGIM	0.38 BCEFGHIJKLM	-1.40	-0.10 BCEGIJKM	-1.25 E	-0.16 BCEGIJKM	-1.30 E	-0.98 EGIM	-0.66 CEGIJM	-0.03 BCEGHIJKM	-1.17 EGI	0.52 OQRSTUVWXYZabcdefghijklmno	-1.36 i	0.61 OQRSTUVWXYZabcdefghijklmno	-1.34 i

	Favourable to politicians																							
	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	443	989	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	410	967	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	54 13% OQSTUWYacegiklmo	22 2% OQYcgiko	50 7% OQSUWYacegikmo	19 2% OQYcgi	60 11% OQSTUWYacegikmo	7 1% OQ	64 12% OQSTUWYacegiklmo	10 1% OQ	53 15% OQSTUVWYacegiklmo	12 1% OQYgi	59 12% OQSTUWYacegikmo	17 1% OQg	57 14% OQSTUWYacegiklmo	8 1% OQg	63 16% OQSTUVWYabcegiklmo	6 * O	65 16% OQSTUVWYabcegiklmo	6 1% OQ	67 16% OQSTUVWYabcegiklmo	8 1% OQ	62 9% OQSTUWYacegikmo	6 1% OQg	58 13% OQSTUWYacegiklmo	10 1% OQg
Fairly good (1)	87 21% OQSTUWYacegikmo	120 12% OQWYacegikmo	83 11% OQWYaegikmo	133 13% OQWYacegikmo	139 26% OQSTUWYabcegikmo	39 6% OQio	117 23% OQSTUWYacegikmo	69 6% OQio	92 26% OQSTUWXYabcegikmo	70 8% OQYgikmo	91 18% OQSTUWYacegikmo	131 10% OQWYegikmo	96 24% OQSTUWYabcegikmo	41 7% OQio	124 31% OQRSTUVWXYabcdegiklmo	59 5% OQi	134 33% OQRSTUVWXYZabcdegiklmo	30 4%	138 32% OQRSTUVWXYZabcdegiklmo	40 6% OQi	150 23% OQSTUWYabcegikmo	23 5%	131 30% OQRSTUWXYabcdegiklmo	46 5% Q
Neither (0)	49 12%	201 21% OQRTWYabegikmo	92 12% W	240 24% OPQRSTVWXYabegikmo	104 20% OQRTWYabegikmo	52 8%	101 19% OQRTWabegikmo	174 15% OQTWabegikmo	69 20% OQRTWabegikmo	101 12% Wm	52 10%	299 22% OPQRTWYabegikmo	78 20% OQRTWabegikmo	63 11%	92 23% OPQRTWYabegikmo	121 11%	99 24% OPQRTVWXYabdegijkmo	86 10%	88 20% OQRTWYabegikmo	73 10%	139 21% OQRTWYabegikmo	43 9%	105 24% OPQRTVWXYabdegijkmo	132 13% Wegikm
Fairly poor (-1)	74 18% Nb	219 23% NPTXZbfhj	122 17% Nb	268 26% NPRSTVXZabdefhimno	120 23% NPTXZbdfhj	145 24% NPRTXZabefhjm	93 18% Nb	282 25% NPRTXZabdefhimno	60 17% Nb	165 20% NPTbj	63 12%	355 27% NPRSTVXZabdefhijlmno	74 19% NPb	115 19% Nb	63 16% N	300 26% NPRSTXZabdefhijkmno	63 16% N	195 23% NPRTXZbefhjm	64 15%	168 23% NPTXZbefhjm	152 23% NPRTXZbdfhjn	88 19% Nb	84 19% NPbhj	223 22% NPTbfhj
Very poor (-2)	140 34% NPUVXZdfhjln	351 36% NPUVXZcdfhjln	377 51% NPRSUVXZbcdfhjln	260 26% NPVXZdfhjln	87 16% NPfhjn	352 58% NPRSTUVXYZbcdfhjln	107 21% NPVZfhjn	542 48% NPRSUVXZcdfhjln	55 16% NPfhn	458 56% NPRSTUVXYZbcdfhjln	229 46% NPRSUVXZcdfhjln	412 31% NPUVXZdfhjln	75 19% NPfhjn	358 60% NOPQRSTUVXYZabcdfghjlno	35 9% NP	617 54% NPRSUVXYZbcdfhjln	33 8% NP	516 61% NOPQRSTUVXYZabcdfghjlno	54 12% NPfhn	422 58% NOPQRSTUVXYZbcdfghjln	133 20% NPVZfhjn	294 63% NOPQRSTUVWXYZabcdfghiklno	39 9% NP	563 56% NPRSTUVXYZbcdfhjln
Don't know	6 2%	54 6% QRTWabegiklmo	16 2%	92 9% NOPQRSTVWYZabdefghijklmno	24 4% RTabeik	14 2%	38 7% OPQRTVWYabdeghiklmo	51 5% QRTWabeikmo	21 6% PQRTWabehiklmo	13 2%	9 2%	114 9% NOPQRSTVWYabdefghijklmno	19 5% RTWabeik	12 2%	22 6% PQRTWabehiklmo	41 4% RTaeik	14 3% Ra	18 2%	21 5% PRTWabeik	15 2%	24 4% Rab	12 3%	22 5% RTWabeik	31 3% a
NET: Very/ Fairly good	141 34% OQSTUWYacegikmo	142 15% OQWYacegikmo	133 18% OQWYacegikmo	153 15% OQWYacegikmo	198 37% OQSTUWYabcegiklmo	47 8% OQio	181 35% OQSTUWYacegikmo	79 7% OQgio	146 42% OQRSTUWXYabcegiklmo	82 10% OQWYgikmo	150 30% OQSTUWYacegikmo	149 11% OQWYegikmo	154 38% OQSTUWYabcegiklmo	49 8% OQgio	187 47% OQRSTUVWXYabcdegiklmo	65 6% OQi	198 49% OQRSTUVWXYZabcdegiklmno	36 4%	205 47% OQRSTUVWXYZabcdegiklmo	48 7% OQi	213 32% OQSTUWYacegikmo	29 6% OQ	189 43% OQRSTUVWXYabcegiklmo	56 6% OQi
NET: Very/ Fairly poor	213 52% NPVXZdfhjln	570 59% NPRUVXZdfhjln	500 67% NPRSUVXZbcdfhjln	528 52% NPVXZdfhjln	207 39% NPZfhjn	497 82% NPRSTUVXYZabcdfhjlno	200 38% NPZfhjn	824 73% NPRSTUVXZbcdfhjln	115 33% NPfhj	624 76% NPRSTUVXYZbcdfhjln	292 58% NPRVXZdfhjln	767 58% NPUVXZdfhjln	150 37% NPfhjn	472 79% NPRSTUVXYZabcdfhjln	98 25% NP	917 80% NPRSTUVXYZabcdfhjln	96 24% NP	712 84% NOPQRSTUVXYZabcdefghjlno	117 27% NPh	590 81% NPRSTUVXYZabcdfhjln	285 43% NPVXZdfhjn	382 82% NPRSTUVXYZabcdfhjlno	124 28% NPh	787 78% NPRSTUVXYZbcdfhjln
Mean	-0.39 OQSTUWYabcegikmo	-0.83 OQTWYaegikmo	-0.96 OQWYaegikmo	-0.67 OQSTWYacegikmo	-0.07 OQRSTUWYabcegiklmo	-1.34 i	-0.13 OQRSTUWYabcegikmo	-1.19 OQWegikmo	0.09 OQRSTUVWXYabcegiklmo	-1.23 OQWegikmo	-0.63 OQSTWYacegikmo	-0.83 OQTWYaegikmo	-0.04 OQRSTUWYabcegiklmo	-1.32 i	0.31 OQRSTUVWXYZabcdegiklmo	-1.33 im	0.34 OQRSTUVWXYZabcdegiklmno	-1.42	0.25 OQRSTUVWXYZabcdegiklmo	-1.34 i	-0.22 OQRSTUWYabcegikmo	-1.41	0.20 OQRSTUVWXYabcdegiklmo	-1.32 im

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving education

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	120	90	30	81	33	7	119	119	120	99	22	35	21	17	36	4	7	90	30	112	8	4	15	22	77	81	37	9	73	5	7	2	2	62	32
	5%	8%	3%	12%	4%	1%	6%	5%	6%	8%	2%	6%	3%	3%	11%	4%	4%	12%	2%	8%	1%	1%	3%	4%	14%	4%	12%	3%	12%	3%	2%	2%	3%	8%	4%
		C		EFGHI	F		FH	F	F	K		MN			LMNQ	*		S		U				V	VWX		Z		bdefg			*	*	i	
Fairly good (1)	313	197	112	140	92	81	300	307	306	208	104	78	87	48	57	13	30	157	156	225	88	45	70	72	110	231	74	35	142	28	17	16	9	141	70
	14%	18%	10%	21%	13%	9%	14%	14%	14%	16%	10%	14%	15%	9%	18%	12%	15%	22%	10%	16%	10%	11%	12%	13%	20%	12%	24%	10%	24%	17%	6%	14%	11%	17%	9%
		C		EFGHI			FH	F	FH	K		N	N		N	*		S		U					VWX		Z		beg	be		e*	*	i	
Neither (0)	596	297	292	157	195	244	552	586	562	349	246	153	159	134	72	26	51	182	414	338	258	113	168	130	137	503	78	99	176	47	56	20	24	238	176
	26%	27%	25%	23%	27%	28%	26%	26%	26%	27%	25%	28%	27%	26%	23%	24%	26%	25%	27%	25%	29%	28%	30%	24%	25%	26%	26%	27%	30%	29%	20%	18%	27%	29%	23%
																*												ef				*	*	i	
Fairly poor (-1)	400	174	224	96	133	171	375	398	377	211	189	85	108	92	56	21	39	118	282	226	175	75	109	94	84	363	34	69	89	36	51	36	23	163	144
	18%	16%	20%	14%	18%	20%	18%	18%	17%	17%	19%	16%	18%	18%	18%	19%	20%	16%	18%	16%	20%	19%	19%	17%	15%	19%	11%	19%	15%	22%	19%	32%	26%	20%	19%
			B			D	D	D	D							*										a						bce*	c*		
Very poor (-2)	537	240	292	100	172	264	499	534	502	244	293	123	137	140	63	32	42	102	435	310	227	89	131	161	90	480	43	121	52	34	125	30	21	138	259
	24%	22%	26%	15%	24%	30%	23%	24%	23%	19%	29%	23%	23%	27%	20%	29%	22%	14%	28%	22%	25%	22%	23%	30%	16%	25%	14%	33%	9%	21%	46%	27%	25%	17%	34%
					D	DEGHI	D	DI	D		J					*			R					Y	VWY		a		cd		c	bcdfg	c*	c*		h
Don't know	306	104	195	97	102	107	287	298	295	161	145	68	80	89	30	14	26	73	233	167	139	73	72	58	50	251	38	28	63	15	19	8	8	69	79
	13%	9%	17%	15%	14%	12%	13%	13%	14%	13%	14%	12%	13%	17%	10%	13%	13%	10%	15%	12%	16%	18%	13%	11%	9%	13%	12%	8%	11%	9%	7%	7%	9%	8%	10%
			B											O		*			R		T	WXY										*	*		
NET: Very/ Fairly good	433	287	142	221	125	88	419	426	426	307	126	112	108	65	93	17	37	247	186	337	96	49	84	94	186	312	111	44	215	33	23	18	12	203	102
	19%	26%	12%	33%	17%	10%	20%	19%	20%	24%	13%	21%	18%	12%	30%	16%	19%	34%	12%	24%	11%	12%	15%	17%	34%	16%	37%	12%	36%	20%	8%	16%	13%	25%	13%
		C		EFGHI	F		FH	F	FH	K		N	N		LMNPQ	*		S		U					VWX	Z		bdefg	be		*	*	i	
NET: Very/ Fairly poor	937	414	517	197	305	435	874	932	880	455	482	208	246	232	118	52	81	220	717	535	402	165	240	254	175	842	77	190	141	70	176	66	44	302	402
	41%	38%	45%	29%	42%	50%	41%	42%	41%	36%	48%	38%	41%	45%	38%	48%	41%	30%	46%	39%	45%	41%	43%	47%	32%	44%	25%	53%	24%	42%	64%	59%	51%	37%	53%
		B			D	DEGHI	DI	DGI	D		J					*			R		T	Y	Y	Y		a		c		c	bcd	cd*	c*		h
Mean	-0.47	-0.28	-0.67	0.01	-0.51	-0.79	-0.45	-0.47	-0.45	-0.26	-0.73	-0.39	-0.50	-0.67	-0.18	-0.65	-0.46	0.02	-0.71	-0.33	-0.69	-0.61	-0.55	-0.63	*	-0.56	0.10	-0.77	0.18	-0.44	-1.06	-0.73	-0.65	-0.23	-0.78
		C		EFGHI	F		FH	F	FH	K		N	N		MNP	*		S		U					VWX		Z	e	bdefg	be		e*	e*	i	

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving education

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	120 5%	72 16% CEGHIJKM	26 2% E	91 18% CEFGHIJKLM	8 1%	68 13% CEGIJKM	20 3% E	68 11% CEGIKM	16 2% E	62 8% CEGIKM	29 3% E	54 14% CEGIJKM	20 2% E
Fairly good (1)	313 14%	95 21% CEGIJKM	147 13% EGIM	202 40% BCEFGHIJKLM	39 3%	156 29% BCEGHIJKM	48 7% E	147 24% CEGIJKM	55 8% E	90 12% EGI	149 16% CEGIM	103 26% BCEGIJKM	99 10% EG
Neither (0)	596 26%	98 21%	294 26% EGJ	118 23%	249 22%	149 27% BDEGJ	144 20%	160 26% EG	156 23%	165 22%	280 30% BCDEGHIJLM	94 24%	245 24% G
Fairly poor (-1)	400 18%	59 13% D	247 22% BDFHJL	36 7%	277 24% BDFHIJKLM	73 13% D	158 22% BDFIJL	112 18% BDF	132 19% BDF	132 18% BDF	184 20% BDFL	59 15% D	210 20% BDFL
Very poor (-2)	537 24%	103 23% DFHL	296 26% DFHKL	13 3%	470 41% BCDFHJKLM	52 10% D	286 40% BCDFHJKLM	70 11% D	281 41% BCDFHJKLM	255 34% BCDFHKL	168 18% DFHL	50 13% D	364 35% BCDFHKL
Don't know	306 13%	29 6%	120 11% BGIJ	42 8%	110 10% BGIJ	46 8%	52 7%	59 10% BJ	46 7%	47 6%	123 13% BCDEFGHIJLM	31 8%	97 9% IJ
NET: Very/ Fairly good	433 19%	167 37% CEGIJKM	173 15% EGIM	293 58% BCEFGHIJKLM	48 4%	224 41% CEGHIJKM	68 10% E	215 35% CEGIJKM	71 10% E	152 20% CEGIM	178 19% CEGIM	158 40% CEGHIJKM	119 12% E
NET: Very/ Fairly poor	937 41%	161 35% DFHL	543 48% BDFHKL	49 10%	747 65% BCDFHIJKLM	125 23% D	444 63% BCDFHJKLM	181 29% DF	413 60% BCDFHJKLM	387 52% BDFHKL	352 38% DFHL	108 28% DF	575 55% BCDFHKL
Mean	-0.47	-0.06 CEGIJKM	-0.63 EGIM	0.70 BCEFGHIJKLM	-1.11	0.23 BCEGHIJKM	-0.98 E	0.06 CEGIJKM	-0.95 E	-0.61 EGIM	-0.39 CEGIJM	0.15 BCEGIJKM	-0.85 EGI

	Favourable to politicians														
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503
Very good (2)	98 21% OQSTUVWXYabcdegiklmno	12 1%	76 23% OQRSTUVWXYZabcdeghijklmno	7 1%	71 17% OQSTUWYacegiklmo	31 3% OQYcgikmo	63 9% OQSUWYacegikmo	26 3% OQYgikmo	73 14% OQSTUWYacegikmo	13 2% OQgimo	74 14% OQSTUWYacegikmo	17 2% Qgo	61 17% OQSTUWXYacegiklmo	19 2% OQYgikmo	70 14% OQSTUWYacegikmo
Fairly good (1)	191 41% OQRSTUVWXYZabcdefghijklmno	56 5%	138 41% OQRSTUVWXYZabcdefghijklmno	60 5%	97 24% OQSTUWYabcegikmo	135 14% OQWYaegikmo	91 12% OQWYaegikmo	160 16% OQWYacegikmo	150 28% OQSTUWYabcegikmo	40 7% Ogi	133 26% OQSTUWYabcegikmo	93 8% OQgiko	99 28% OQSTUWYabcegikmo	73 9% OQWgiko	91 18% OQTWYacegikmo
Neither (0)	110 24% b	278 22%	76 23%	287 24% Obeikm	82 20%	264 27% ORTWXYabefikmo	167 23%	285 28% NOPQRTWXYZabefikmo	152 28% NOPRTWXYZabefikmo	130 21%	117 23%	266 24% bm	78 22%	179 22%	96 19%
Fairly poor (-1)	28 6%	294 24% NPRTUVWXYZbdefghjlmn	28 8% N	268 23% NPRTVXZbdfhjlmn	43 11% N	203 21% NPRVXZbdfhjln	131 18% NPRVbfhjn	202 20% NPRVXZbdfhjln	71 13% NPj	123 20% NPRVXZbfhjn	76 15% NPRbhjn	237 21% NPRVXZbdfhjlmn	47 14% NPj	179 22% NPRTVXZbdfhjlmn	55 11% N
Very poor (-2)	3 1%	489 40% NPRSTUVXYZbcdfhjln	5 1% N	453 39% NPRSTUVXYZbcdfhjln	93 23% NPVXZdfhjln	246 25% NPUVXZcdfhjln	245 33% NPRSUVXZcdfhjln	200 20% NPVXZdfhjln	51 9% NPfhn	271 44% NOPQRSTUVXYZabcdfghjlno	64 12% NPfhjn	392 35% NPRSUVXZcdfhjln	43 12% NPfhjn	319 39% NPRSTUVXYZbcdfhjln	168 33% NPRSUVXZcdfhjln
Don't know	38 8% Pbdej	109 9% PTWabdeijkm	11 3%	102 9% PTWabdeijkm	24 6% P	88 9% PTWabdeijklm	42 6%	140 14% NOPQRSTVWXYZabdefghijklmno	37 7% Pe	32 5%	55 11% PRTVWZabdehijklmn	122 11% OPQRTVWZabdehijklmno	22 6% P	50 6% e	23 5%
NET: Very/ Fairly good	290 62% OQRSTUVWXYZabcdefghijklmno	68 5%	215 64% OQRSTUVWXYZabcdefghijklmno	67 6%	168 41% OQSTUWYabcegikmo	166 17% OQWYacegikmo	155 21% OQWYacegikmo	187 18% OQWYacegikmo	223 42% OQSTUWYabcegikmo	53 9% OQgiko	207 40% OQSTUWYabcegikmo	110 10% OQgiko	160 46% OQSTUWXYabcegiklmo	93 11% OQWgikmo	161 32% OQSTUWYacegikmo
NET: Very/ Fairly poor	30 6%	783 63% NPQRSTUVXYZbcdfghjln	32 10% N	721 61% NPRSTUVXYZbcdfhjln	136 33% NPVXZfhjln	449 46% NPRUVXZcdfhjln	377 51% NPRUVXZbcdfhjln	402 40% NPRVXZdfhjln	122 23% NPfhjn	393 65% NPRSTUVXYZbcdfghjln	140 27% NPVfhjn	629 56% NPRSTUVXZbcdfhjln	90 26% NPfhjn	498 61% NPRSTUVXYZbcdfhjln	223 44% NPRVXZdfhjln
Mean	0.83 OQRSTUVWXYZabcdefghijklmno	-1.06 im	0.79 OQRSTUVWXYZabcdefghijklmno	-1.02 ikm	0.03 OQSTUWYabcegikmo	-0.57 OQWYaegikmo	-0.58 OQWYaegikmo	-0.44 OQSWYacegikmo	0.25 OQRSTUWYabcegiklmo	-1.04 m	0.17 OQSTUWYabcegikmo	-0.89 OQWegikmo	0.27 OQRSTUWYabcegiklmo	-0.92 OQWegikmo	-0.33 OQSTWYacegikmo

	Favourable to politicians												
	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	30 2% OQgikmo	62 16% OQSTUWYacegikmo	12 2% OQgimo	80 20% OQSTUVWXYabcdegiklmo	10 1%	79 19% OQSTUVWXYabcegiklmo	9 1%	82 19% OQSTUVWXYabcegiklmo	8 1%	83 13% OQSTUWYacegikmo	4 1%	75 17% OQSTUVWYacegiklmo	7 1%
Fairly good (1)	161 12% OQWYaegikmo	109 27% OQSTUWYabcegikmo	49 8% OQgiko	144 36% OQRSTUVWXYZabcdegiklmo	50 4%	146 36% OQRSTUVWXYZabcdegiklmo	39 5%	150 35% OQRSTUVWXYZabcdegiklmo	36 5%	169 25% OQSTUWYabcegikmo	31 7% Ogi	141 32% OQRSTUWXYabcdegiklmo	55 6% g
Neither (0)	384 29% NOPQRTWXYZabefgikmo	99 25% b	123 21%	81 20%	286 25% ORWabeikm	99 24% bf	183 21%	111 26% Rbfm	155 21%	182 28% NOPRTWXZabefikmo	87 19%	121 27% NOPRTWXZabefikm	232 23% m
Fairly poor (-1)	287 22% NPRTVXZbdfhjlmn	60 15% NPRbhjn	121 20% NPRVXZbfhjn	50 12% NPj	247 22% NPRTVXZbdfhjlmn	43 11% Nj	187 22% NPRTVXZbdfhjlmn	34 8%	166 23% NPRTVXZbdfhjlmn	106 16% NPRbfhjn	78 17% NPRbhjn	50 11% NPj	225 22% NPRTVXZbdfhjlmn
Very poor (-2)	288 22% NPUVXZdfhjln	52 13% NPVfhjn	268 45% NOPQRSTUVXYZabcdfghjlno	13 3% NP	441 39% NPRSTUVXYZbcdfhjln	14 3% NP	382 45% NOPQRSTUVXYZabcdfghjlno	34 8% NPfhn	322 44% NOPQRSTUVXYZabcdfghjlno	79 12% NPfhjn	239 51% NOPQRSTUVWXYZabcdefghijklno	21 5% NP	402 40% NPRSTUVXYZbcdfhjln
Don't know	179 13% NOPQRSTVWYZabdefghijklmno	19 5%	22 4%	32 8% Pbdej	110 10% PRTWabdeijklm	26 6% P	53 6% e	21 5%	40 6%	44 7% Pe	27 6%	31 7% Pde	84 8% PTWabdeijkm
NET: Very/ Fairly good	190 14% OQWYaegikmo	171 43% OQSTUWYabcegikmo	61 10% OQgiko	224 56% OQRSTUVWXYZabcdegiklmno	60 5%	225 55% OQRSTUVWXYZabcdegiklmno	47 6%	232 54% OQRSTUVWXYZabcdegiklmno	44 6%	251 38% OQSTUWYabcegikmo	35 8% g	216 49% OQRSTUVWXYabcdegiklmo	62 6%
NET: Very/ Fairly poor	574 43% NPRUVXZdfhjln	112 28% NPVfhjn	389 65% NPQRSTUVXYZabcdfghjln	63 16% NP	687 60% NPRSTUVXYZbcdfhjln	57 14% NP	569 67% NOPQRSTUVXYZabcdfghjlno	68 16% NP	488 67% NOPQRSTUVXYZabcdfghjlno	184 28% NPVfhjn	316 68% NOPQRSTUVXYZabcdfghjlno	72 16% NP	627 62% NPRSTUVXYZbcdfhjln
Mean	-0.56 OQWYaegikmo	0.18 OQSTUWYabcegikmo	-1.02 im	0.62 OQRSTUVWXYZabcdegijklmno	-1.02 ikm	0.61 OQRSTUVWXYZabcdegijklmno	-1.12	0.52 OQRSTUVWXYZabcdegiklmo	-1.10	0.11 OQSTUWYabcegikmo	-1.18	0.48 OQRSTUVWXYZabcdegiklmo	-1.04 im

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Dealing with climate change

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	103 5%	75 7% C	27 2%	68 10% EFGHI	30 4% F	5 1%	103 5% FH	103 5% F	103 5% F	83 6% K	20 2%	27 5% M	13 2%	20 4%	31 10% LMNQ	6 6% *	6 3%	74 10% S	29 2%	92 7% U	11 1%	5 1%	17 3%	20 4% V	60 11% VWX	70 4%	31 10% Z	12 3%	54 9% beg	10 6%	6 2%	7 7% *	2 2% *	46 6%	27 4%
Fairly good (1)	292 13%	195 18% C	95 8%	133 20% EFGHI	88 12% F	71 8%	280 13% F	291 13% F	281 13% F	209 16% K	83 8%	75 14% N	72 12%	45 9%	58 18% MN	16 14% *	27 14%	160 22% S	132 9%	215 16% U	77 9%	37 9%	61 11%	57 11%	118 22% VWX	209 11%	76 25% Z	26 7%	145 24% befg	27 16% beg	16 6%	16 14% e*	5 6% *	142 18% i	50 7%
Neither (0)	620 27%	280 25%	329 29%	153 23%	217 30% D	251 29% D	579 27% D	612 27% D	587 27% D	333 26%	287 29%	140 26%	171 29%	135 26%	80 25%	38 35% *	57 29%	200 28%	420 27%	362 26%	259 29%	118 29%	176 31%	136 25%	142 26%	530 28%	79 26%	100 28%	173 29% f	45 27%	71 26%	21 18% *	26 29% *	246 30%	203 27%
Fairly poor (-1)	421 19%	195 18%	223 19%	102 15%	129 18%	190 22% DGHI	380 18%	411 18% DG	390 18% D	240 19%	181 18%	94 17%	107 18%	106 20%	54 17%	19 17% *	42 22%	107 15%	314 20% R	228 17%	193 22% T	71 18%	116 21% Y	106 20%	84 15%	374 20% a	39 13%	90 25% ce	90 15%	43 26% ce	37 13%	37 33% ce*	18 21% *	168 21%	151 20%
Very poor (-2)	505 22%	233 21%	269 23%	102 15%	155 21% D	248 28% DEGHI	474 22% D	503 22% D	477 22% D	233 18%	272 27% J	129 24%	136 23%	128 25%	57 18%	16 15% *	39 20%	97 13%	408 26% R	285 21%	220 25%	98 24% Y	119 21%	140 26% Y	89 16%	459 24% a	34 11%	112 31% cd	59 10%	31 19% c	114 41% bcdf	26 23% c*	26 30% c*	141 17%	235 31% h
Don't know	330 15%	123 11%	202 18% B	113 17% F	108 15%	109 12%	316 15% H	322 14%	323 15% FH	174 14%	156 16%	75 14%	95 16%	85 16%	35 11%	15 14% *	24 12%	83 11%	247 16% R	196 14%	135 15%	72 18% Y	76 13%	78 15% Y	56 10%	266 14%	46 15%	21 6%	74 12% bdf	9 6%	30 11%	6 5% *	10 12% *	69 8%	93 12% h
NET: Very/ Fairly good	395 17%	270 25% C	122 11%	201 30% EFGHI	118 16% F	76 9%	382 18% F	394 18% F	384 18% F	292 23% K	103 10%	102 19% N	85 14%	65 13%	88 28% LMNQ	22 20% *	33 17%	234 32% S	161 10%	307 22% U	88 10%	42 10%	78 14%	76 14%	178 32% VWX	279 15%	107 35% Z	38 11%	199 34% bdefg	38 23% beg	22 8%	23 21% beg*	7 8% *	188 23% i	78 10%
NET: Very/ Fairly poor	926 41%	428 39%	492 43%	204 30%	284 39% D	438 50% DEGHI	855 40% D	914 41% DGI	867 40% D	474 37%	453 45% J	223 41%	242 41%	234 45% OP	111 35%	35 32% *	81 42%	204 28%	722 47% R	513 37%	414 46% T	169 42% Y	235 42% Y	246 46% Y	173 32%	833 44% a	73 24%	202 56% cd	149 25%	74 44% c	150 55% c	63 56% c*	44 51% c*	309 38%	385 51% h
Mean	-0.48	-0.32 C	-0.65	-0.07 EFGHI	-0.47 F	-0.79	-0.47 FH	-0.48 F	-0.47 F	-0.30 K	-0.71	-0.48	-0.56	-0.64	-0.18 LMNQ	-0.24 MN*	-0.48	0.01 S	-0.72	-0.34 U	-0.70	-0.67	-0.53	-0.63	-0.05 VWX	-0.57	0.12 Z	-0.78	0.09 bdefg	-0.37 beg	-0.97	-0.54 e*	-0.81 *	-0.29 i	-0.77

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

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

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Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Dealing with climate change

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	103	66	21	81	7	61	17	61	10	54	24	51	17
	5%	14%	2%	16%	1%	11%	2%	10%	1%	7%	3%	13%	2%
		CEGHIJKM	E	CEFGHIJKM		CEGIJKM	E	CEGIKM	E	CEGIKM	E	CEGHIJKM	E
Fairly good (1)	292	91	136	179	44	147	48	142	46	90	134	98	81
	13%	20%	12%	36%	4%	27%	7%	23%	7%	12%	14%	25%	8%
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	EGIM	CEGIM	CEGIJKM	E
Neither (0)	620	99	318	138	280	154	141	159	155	170	275	92	265
	27%	22%	28%	28%	24%	28%	20%	26%	23%	23%	29%	24%	26%
			BEGIJ	BGJ	G	BGIJL		G			BEGIJLM		G
Fairly poor (-1)	421	81	233	60	256	96	148	121	138	139	205	66	224
	19%	18%	21%	12%	22%	18%	21%	20%	20%	18%	22%	17%	22%
		D	D		BDFJL	D	D	D	D	D	DFL	D	DF
Very poor (-2)	505	94	287	10	435	51	275	91	253	233	172	58	342
	22%	21%	25%	2%	38%	9%	39%	15%	37%	31%	18%	15%	33%
		DFHL	DFHKL		BCDFHJKLM	D	BCDFHJKLM	DF	BCDFHJKLM	BCDFHKL	DFH	DF	BCDFHKL
Don’t know	330	24	136	33	132	35	77	42	83	65	122	27	107
	15%	5%	12%	7%	11%	7%	11%	7%	12%	9%	13%	7%	10%
			BDFHJL		BDFHJL		BDFHL		BDFHJL	B	BDFHJLM		BDFH
NET: Very/ Fairly good	395	157	157	260	51	208	65	203	57	144	158	149	97
	17%	34%	14%	52%	4%	38%	9%	33%	8%	19%	17%	38%	9%
		CEGIJKM	EGIM	BCEFGHIJKLM		CEGHIJKM	E	CEGIJKM	E	CEGIM	CEGIM	CEGHIJKM	E
NET: Very/ Fairly poor	926	175	520	70	691	147	423	211	391	372	377	123	567
	41%	38%	46%	14%	60%	27%	60%	34%	57%	49%	40%	31%	55%
		DFL	BDFHKL		BCDFHJKLM	D	BCDFHJKLM	DF	BCDFHJKL	BDFHKL	DFHL	D	BCDFHJKL
Mean	-0.48	-0.11	-0.63	0.56	-1.05	0.14	-0.98	-0.07	-0.96	-0.59	-0.45	0.05	-0.86
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM		CEGIJKM	E	EGIM	CEGIM	BCEGHIJKM	EGI

	Favourable to politicians														
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503
Very good (2)	80	4	70	9	54	23	54	23	68	9	63	15	61	12	58
	17%	*	21%	1%	13%	2%	7%	2%	13%	1%	12%	1%	17%	1%	12%
	OQRSTUVWXYabcegiklmno		NOQRSTUVWXYabcdefgiklmno	O	OQSTUWYacegikmo	OQYgio	OQSUWYacegikmo	OQYcgio	OQSTUWYacegikmo	Oo	OQSTUWYacegikmo	Ogo	OQSTUVWXYabcegiklmo	Ogo	OQSTUWYacegikmo
Fairly good (1)	170	65	128	61	91	116	90	132	142	37	122	81	97	71	94
	36%	5%	38%	5%	22%	12%	12%	13%	27%	6%	24%	7%	28%	9%	19%
	OQRSTUVWXYZabcdegijklmno	i	OQRSTUVWXYZabcdeghijklmno	i	OQSTUWYacegikmo	OQWYaegikmo	OQWYaegikmo	OQWYacegikmo	OQSTUWYabcegikmo	i	OQSTUWYabcegikmo	OQgiko	OQRSTUWXYabcegikmo	OQWgikmo	OQSTUWYacegikmo
Neither (0)	119	311	70	298	90	278	172	310	162	129	114	314	75	194	92
	25%	25%	21%	25%	22%	29%	23%	31%	30%	21%	22%	28%	21%	24%	18%
	Pbm	Wbm		Wbem		OPQRTWXZabdeikm	b	NOPQRTWXZabdefghijkmo	NOPQRTWXZabdefhijkm			OPQRTWXZabeikm		bm	
Fairly poor (-1)	58	269	42	256	60	206	128	216	80	133	88	238	51	171	65
	12%	22%	13%	22%	15%	21%	17%	21%	15%	22%	17%	21%	15%	21%	13%
		NPRTVXZbdfhin		NPRTVXZbdfhin		NPRTVXZbdfhin	NPbj	NPRVXZbdfhjn		NPRTVZbfhjn	NPbj	NPRTVZbfhjn		NPRVZbfhjn	
Very poor (-2)	9	450	9	421	90	245	228	197	55	246	71	361	42	303	156
	2%	36%	3%	36%	22%	25%	31%	19%	10%	40%	14%	32%	12%	37%	31%
		NPRSTUVXYZbcdfhjln		NPRSTUVXYZcdfhjln	NPVXZdfhjln	NPUVXZcdfhjln	NPRSUVXZcdfhjln	NPVXZdfhjln	NPfhj	NOPQRSTUVXYZbcdfghjln	NPVfhjn	NPRSUVXZcdfhjln	NPfhjn	NPRSTUVXYZbcdfhjln	NPRSUVXZcdfhjln
Don’t know	32	140	15	132	25	99	68	134	26	54	61	119	24	69	39
	7%	11%	4%	11%	6%	10%	9%	13%	5%	9%	12%	11%	7%	8%	8%
	Pd	NPRVZabdefhijklmn		NPRVZabdefhijklmn		NPRVdfhijkn	PRVdfhjn	NPRSTVWYZabdefhijklmno		PVdfjn	NPRVZbdefhijkln	NPRVadefhijkn	d	PVdjn	PVd
NET: Very/ Fairly good	250	69	197	71	145	139	144	156	211	46	185	95	158	83	152
	54%	6%	59%	6%	35%	14%	19%	15%	39%	8%	36%	8%	45%	10%	30%
	OQRSTUVWXYZabcdegiklmno		NOQRSTUVWXYZabcdefghiklmno	i	OQSTUWYabcegikmo	OQWYacegikmo	OQSWYacegikmo	OQWYacegikmo	OQSTUWYabcegiklmo	Ogio	OQSTUWYabcegikmo	OQgiko	OQRSTUVWXYabcegiklmo	OQWgikmo	OQSTUWYacegikmo
NET: Very/ Fairly poor	66	718	52	677	150	451	356	413	134	379	159	599	94	474	221
	14%	58%	15%	58%	37%	47%	48%	41%	25%	62%	31%	53%	27%	58%	44%
		NPRSTUVXYZbcdfhjln		NPRSTUVXYZbcdfhjln	NPVXZdfhjln	NPRUVXZdfhjln	NPRUVXZdfhjln	NPVXZdfhjln	NPfhj	NOPQRSTUVXYZabcdfghjlno	NPVZfhjn	NPRSTUVXZbcdfhjln	NPfhj	NPRSTUVXYZbcdfhjln	NPRVXZdfhjln
Mean	0.59	-1.00	0.65	-0.97	-0.11	-0.61	-0.58	-0.49	0.18	-1.03	0.04	-0.84	0.25	-0.91	-0.36
	OQRSTUVWXYZabcdefghijklmno	im	OQRSTUVWXYZabcdefghijklmno	ikm	OQSTUWYabcegikmo	OQWYaegikmo	OQWYaegikmo	OQSWYacegikmo	OQRSTUWXYabcegiklmo	m	OQSTUWYabcegikmo	OQWaegikmo	OQRSTUWXYabcegiklmo	OWgikmo	OQSTWYacegikmo

	Favourable to politicians												
	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	22	62	10	64	8	75	8	77	10	68	6	62	6
	2%	15%	2%	16%	1%	18%	1%	18%	1%	10%	1%	14%	1%
	OQgo	OQSTUWXYacegiklmo	OQgo	OQSTUWXYabcegiklmo	O	OQRSTUVWXYabcegiklmno	O	OQRSTUVWXYabcegiklmno	O	OQSTUWYacegikmo	O	OQSTUWYacegiklmo	
Fairly good (1)	143	107	48	139	52	132	31	138	33	157	23	136	50
	11%	27%	8%	35%	5%	32%	4%	32%	5%	24%	5%	31%	5%
	OQWYgikmo	OQSTUWYabcegikmo	OQgikmo	OQRSTUVWXYZabcdegiklmo		OQRSTUVWXYabcdegiklmo		OQRSTUVWXYabcdegiklmo		OQSTUWYabcegikmo		OQRSTUVWXYabcegiklmo	i
Neither (0)	404	92	130	102	297	102	210	110	168	182	90	116	262
	30%	23%	22%	25%	26%	25%	25%	25%	23%	27%	19%	26%	26%
	NOPQRTWXZabdefghijkmo	b		Pb	Wbem	Pb	bm	Pbm	b	PRTWXZbdem		PXZbm	Wbem
Fairly poor (-1)	301	67	122	56	251	55	183	54	161	123	92	67	211
	23%	17%	20%	14%	22%	14%	22%	13%	22%	19%	20%	15%	21%
	NPRTVXZbdfhjln	Nj	NPRVZbfhjn		NPRTVXZbdfhin		NPRTVXZbdfhin		NPRTVXZbdfhin	NPVbfhjn	NPbfhj		NPRTVZbfhjn
Very poor (-2)	284	56	240	18	404	20	351	30	299	79	216	36	374
	21%	14%	40%	4%	35%	5%	41%	7%	41%	12%	46%	8%	37%
	NPUVXZdfhjln	NPVfhjn	NPQRSTUVXYZbcdfghjln	NP	NPRSTUVXYZcdfhjln	NP	NOPQRSTUVXYZabcdfghjlno	NPfh	NOPQRSTUVXYZabcdfghjlno	NPfhjn	NOPQRSTUVWXYZabcdefghijklno	NPfh	NPRSTUVXYZbcdfhjln
Don’t know	174	16	46	21	130	23	68	23	55	53	39	23	103
	13%	4%	8%	5%	11%	6%	8%	5%	8%	8%	8%	5%	10%
	NPRSTVWYZabdefhijklmno		d		NPRVWZabdefhijklmn		Vd		d	PVdfhjn	Vd		PRVdefhijkn
NET: Very/ Fairly good	165	170	59	203	60	207	39	215	43	225	29	198	56
	12%	42%	10%	51%	5%	51%	5%	50%	6%	34%	6%	45%	6%
	OQWYgikmo	OQRSTUWXYabcegiklmo	OQgikmo	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYabcdegiklmno		OQRSTUVWXYabcdegiklmno		OQSTUWYacegikmo		OQRSTUVWXYabcegiklmo	
NET: Very/ Fairly poor	585	123	361	74	656	75	534	84	461	202	308	103	584
	44%	31%	61%	19%	57%	18%	63%	19%	63%	31%	66%	23%	58%
	NPRUVXZdfhjln	NPVfhjn	NPRSTUVXYZbcdfhjln	N	NPRSTUVXYZbcdfhjln	N	NOPQRSTUVXYZabcdfghjlno	NP	NOPQRSTUVXYZabcdfghjlno	NPVfhjn	NOPQRSTUVXYZabcdefghjlno	NPfhj	NPRSTUVXYZbcdfhjln
Mean	-0.59	0.14	-0.97	0.46	-0.98	0.48	-1.07	0.44	-1.05	0.02	-1.15	0.29	-0.99
	OQWYaegikmo	OQRSTUWYabcegikmo	im	OQRSTUVWXYZabcdegiklmno	ikm	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQSTUWYabcegikmo		OQRSTUVWXYabcdegiklmo	im

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Building more affordable housing

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	97 4%	68 6% C	28 2%	62 9% EFGHI	31 4% F	5 1%	97 5% FH	97 4% F	97 4% F	80 6% K	17 2%	22 4%	20 3%	17 3%	31 10% LMNQ	3 3% *	4 2%	71 10% S	26 2%	89 6% U	8 1%	2 *	14 3% V	15 3% V	62 11% VWX	67 3%	28 9% Z	8 2%	62 10% bdefg	4 2%	7 2%	2 2% *	* 1% *	47 6% i	22 3%
Fairly good (1)	322 14%	195 18% C	123 11%	136 20% EFGHI	90 12%	95 11%	304 14% F	315 14% F	311 14% F	219 17% K	103 10%	77 14%	85 14%	60 11%	63 20% NQ	15 13% *	22 11%	162 23% S	159 10%	227 16% U	95 11%	59 15%	68 12%	58 11%	115 21% VWX	247 13%	70 23% Z	42 12% e	152 26% befg	31 18% e	14 5%	14 13% e*	10 11% *	165 20% i	75 10%
Neither (0)	496 22%	242 22%	248 22%	135 20%	160 22%	201 23%	473 22%	493 22%	476 22%	298 23%	198 20%	123 23% O	147 25% O	112 22% O	46 15%	22 20% *	45 23%	158 22%	339 22%	305 22%	191 21%	81 20%	141 25%	113 21%	123 22%	418 22%	70 23%	84 23% e	158 27% ef	43 26% e	41 15%	18 16% *	18 21% *	205 25% i	153 20%
Fairly poor (-1)	480 21%	236 21%	241 21%	105 16%	149 20% D	226 26% DEGHI	436 20% D	472 21% DGI	444 21% D	259 20%	221 22%	121 22%	107 18%	106 20%	70 22%	29 26% *	48 24%	133 18%	346 22% R	257 19%	223 25% T	95 24%	119 21%	122 23%	102 19%	424 22% a	47 15%	92 26% c	101 17%	42 25% c	61 22%	32 28% c*	24 28% c*	178 22%	175 23%
Very poor (-2)	629 28%	281 26%	342 30%	134 20%	213 29% D	281 32% DGHI	590 28% D	623 28% D	595 28% D	290 23%	338 34% J	151 28%	168 28%	161 31% O	72 23%	27 25% *	49 25%	127 18%	501 32% R	355 26%	274 31% T	115 29% Y	164 29% Y	173 32% Y	103 19%	555 29% a	56 18%	120 33% cd	82 14%	36 21% c	135 49% bcdf	34 30% c*	30 35% cd*	164 20%	291 38% h
Don't know	249 11%	78 7%	164 14% B	100 15% FGHI	84 12% F	65 7%	232 11% F	242 11% F	239 11% FG	127 10%	122 12%	47 9%	67 11%	62 12%	32 10%	14 12% *	27 14%	70 10%	179 12%	145 11%	104 12%	49 12%	58 10%	55 10%	43 8%	197 10%	34 11%	14 4%	38 6%	11 7%	15 5%	13 11% b*	4 5% *	53 7%	44 6%
NET: Very/ Fairly good	418 18%	263 24% C	151 13%	198 29% EFGHI	121 17% F	99 11%	401 19% FH	412 18% F	407 19% FH	299 23% K	119 12%	99 18%	105 18%	77 15%	94 30% LMNPQ	18 16% *	26 13%	233 32% S	185 12%	315 23% U	103 12%	60 15%	83 15%	73 14%	177 32% VWX	314 16%	98 32% Z	50 14% e	215 36% bdefg	35 21% e	21 8%	16 14% *	10 12% *	212 26% i	97 13%
NET: Very/ Fairly poor	1108 49%	517 47%	583 51%	239 36%	362 50% D	508 58% DEGHI	1026 48% D	1095 49% DGI	1039 48% D	549 43%	559 56% J	272 50%	275 46%	267 51%	141 45%	56 51% *	97 50%	261 36%	847 55% R	612 44%	497 55% T	210 52% Y	282 50% Y	295 55% Y	205 37%	979 51% a	103 34%	213 59% cd	184 31%	77 47% c	196 72% bcdf	66 59% c*	55 63% cd*	342 42%	466 61% h
Mean	-0.60	-0.46 C	-0.76	-0.20 EFGHI	-0.66 F	-0.85	-0.59 FH	-0.60 F	-0.59 FH	-0.40 K	-0.87	-0.61	-0.60	-0.73	-0.31 LMNQ	-0.64 *	-0.69	-0.13 S	-0.83	-0.46 U	-0.83	-0.75	-0.69	-0.79	-0.14 VWX	-0.67	-0.12 Z	-0.79 e	0.02 bdefg	-0.48 befg	-1.17	-0.82 e*	-0.90 *	-0.32 i	-0.89

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Building more affordable housing

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians						
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989	693
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967	740
Very good (2)	97 4%	56 12% CEGIJKM	21 2% E	78 16% CEFGHIJKM	3 *	63 12% CEGIJKM	8 1% E	66 11% CEGIJKM	7 1% E	55 7% CEGIKM	18 2% E	56 14% CEGHIJKM	18 2% E	82 18% OQSTUVWXYabcdegiklmo	3 *	65 20% OQRSTUVWXYabcdegijklmno	7 1% O	57 14% OQSTUWYacegiklmo	25 3% OQYacgio	57 8% OQSUWYacegikmo
Fairly good (1)	322 14%	106 23% CEGIJKM	150 13% EGIM	191 38% BCEFGHIJKLM	64 6%	156 29% BCEGHIJKM	66 9% E	143 23% CEGIJKM	62 9% E	88 12% E	163 17% CEGIJM	98 25% CEGIJKM	111 11% E	187 40% OQRSTUVWXYZabcdefgijklmno	65 5%	138 41% OQRSTUVWXYZabcdefghijklmno	73 6%	107 26% OQSTUWYabcegikmo	139 14% OQWYaegikmo	97 13% OQWYaegikmo
Neither (0)	496 22%	77 17%	248 22% BEGIJ	114 23% BEGJ	198 17%	114 21% G	113 16%	121 20%	126 18%	131 17%	235 25% BCEFGHIJM	83 21% G	202 20% EG	103 22% PRTWbdeikm	219 18% m	59 18%	221 19% Wbm	68 17%	214 22% OQRTWabdeikm	123 17%
Fairly poor (-1)	480 21%	80 17% D	270 24% BDFHJL	65 13%	287 25% BDFGHJL	107 20% DL	151 21% DL	124 20% DL	160 23% BDL	147 20% D	214 23% BDL	60 15%	248 24% BDFJL	51 11%	314 25% NPRTVXZbfhijlmn	45 14%	306 26% NPRTVXZbdfghijlmno	57 14%	239 25% NPRTVXZbfhjln	143 19% NPRbfhj
Very poor (-2)	629 28%	113 25% DFHL	354 31% BDFHKL	22 4%	526 46% BCDFHJKLM	68 13% D	325 46% BCDFHJKLM	108 18% DF	299 44% BCDFHKLM	302 40% BCDFHKL	202 22% DFH	70 18% DF	399 38% BCDFHKL	14 3%	555 45% NPQRSTUVXYZbcdfghjln	16 5% N	500 42% NPRSUVXYZbcdfhjln	99 24% NPVXZdfhjln	293 30% NPRUVXZcdfhjln	289 39% NPRSUVXZcdfhjln
Don't know	249 11%	25 5%	87 8% IJM	32 6% J	75 6% IJ	35 6% J	44 6% J	52 9% BIJM	32 5%	29 4%	101 11% BCDEFGIJLM	24 6%	58 6%	31 7% PTabeh	82 7% PTWabeikm	11 3%	71 6% Tabe	22 5% b	57 6% Pabe	31 4%
NET: Very/ Fairly good	418 18%	162 36% CEGIJKM	171 15% EGIM	269 54% BCEFGHIJKLM	67 6%	219 40% CEGHIJKM	75 11% E	209 34% CEGIJKM	70 10% E	143 19% CEGIM	181 19% CEGIM	155 39% CEGHIJKM	129 12% EI	268 57% OQRSTUVWXYZabcdefghijklmno	68 5%	203 61% OQRSTUVWXYZabcdefghijklmno	79 7% O	164 40% OQSTUWYabcegikmo	164 17% OQWYacegikmo	154 21% OQSWYacegikmo
NET: Very/ Fairly poor	1108 49%	192 42% DFL	625 55% BDFHKL	87 17%	814 71% BCDFHIJKLM	175 32% D	476 67% BCDFHJKLM	232 38% DFL	459 67% BCDFHJKLM	449 60% BDFHKL	416 45% DFHL	130 33% D	647 62% BCDFHKL	65 14%	868 70% NPRSTUVXYZbcdfghjlno	61 18% N	806 68% NPRSTUVXYZbcdfghjln	156 38% NPVfhjn	532 55% NPRUVXZcdfhjln	432 58% NPRUVXZbcdfhjln
Mean	-0.60	-0.20 CEGIJKM	-0.75 EGIM	0.51 BCEFGHIJKLM	-1.18	0.08 BCEGHIJKM	-1.08 E	-0.12 CEGIJKM	-1.04 E	-0.77 EGIM	-0.50 CEGIJM	0.03 BCEGHIJKM	-0.92 EGI	0.62 OQRSTUVWXYZabcdefghijklmno	-1.17	0.59 OQRSTUVWXYZabcdefghijklmno	-1.10 Oim	-0.09 OQSTUWYabcegikmo	-0.70 OQWYaegikmo	-0.72 OQWYaegikmo

	Favourable to politicians																				
	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	21 2% OQYgio	59 11% OQSTUWYacegikmo	9 1% OQgio	62 12% OQSTUWYacegikmo	12 1% OQg	58 17% OQSTUVWXYabcdegiklmo	10 1% OQg	56 11% OQSTUWYacegikmo	23 2% OQgio	51 13% OQSTUWYacegikmo	10 2% OQgio	67 17% OQSTUVWXYabcdegiklmo	6 1% O	68 17% OQSTUVWXYabcdegiklmo	5 1% O	68 16% OQSTUVWXYabcegiklmo	10 1% OQgio	67 10% OQSUWYacegikmo	8 2% OQgio	63 14% OQSTUVWYacegiklmo	6 1% O
Fairly good (1)	163 16% OQWYacegikmo	171 32% OQRSTUWXYZabcdegiklmo	42 7%	129 25% OQSTUWYabcegikmo	107 9% OQWgiko	88 25% OQSTUWYacegikmo	79 10% OQWgikmo	101 20% OQSTWYacegikmo	175 13% OQWYaegikmo	108 27% OQSTUWYabcegikmo	46 8% Oi	141 35% OQRSTUWXYZabcdegiklmno	76 7% O	149 37% OQRSTUVWXYZabcdegiklmno	48 6%	155 36% OQRSTUWXYZabcdegiklmno	42 6%	171 26% OQSTUWYabcegikmo	32 7%	134 30% OQSTUWXYZabcegiklmo	68 7% O
Neither (0)	243 24% OPQRTVWYabdegikmo	106 20% bm	92 15%	108 21% Wbkm	231 21% OTWbeikm	72 21% Wbm	151 18% Wm	73 15%	311 23% OPQRTWYabdegikmo	71 18%	96 16%	87 22% PRTWbekm	233 20% OTWbeikm	89 22% PRTWbdekm	143 17%	86 20% bm	118 16%	146 22% OPRTWbdeikm	64 14%	104 24% OPQRTWabdeikm	195 19% Wbeikm
Fairly poor (-1)	250 25% NPRTVXZbfhjln	99 19% NPRbfhj	142 23% NPRXZbfhjn	92 18% NP	272 24% NPRTVXZbfhjn	58 17% N	191 23% NPRTVXZbfhjn	72 14%	339 25% NPRTVXZbdfhijlmn	83 21% NPRZbfhjn	138 23% NPRXZbfhjn	59 15% N	276 24% NPRTVXZbfhjn	59 14% N	188 22% NPRZbfhjn	63 15% N	174 24% NPRTVXZbfhjn	139 21% NPRZbfhjn	94 20% NPRbh	72 16% N	232 23% NPRTXZbfhjn
Very poor (-2)	230 23% NPVXZdfhjln	63 12% NPfhjn	298 49% NPQRSTUVXYZabcdfghjlno	90 17% NPVfhjn	426 38% NPRSUVXZcdfhjln	55 16% NPVfhjn	359 44% NPRSTUVXYZbcdfhjln	184 37% NPRSUVXZcdfhjln	349 26% NPUVXZdfhjln	70 18% NPVfhjn	286 48% NPQRSTUVXYZabcdfghjlno	23 6% N	479 42% NPRSUVXYZbcdfhjln	24 6% N	425 50% NOPQRSTUVXYZabcdfghjlno	34 8% NPh	350 48% NPQRSTUVXYZabcdfghjlno	98 15% NPVfhjn	249 53% NOPQRSTUVXYZabcdefghjklno	37 8% NPfh	446 44% NPRSTUVXYZbcdfhjln
Don't know	106 10% NOPQRSTVWXYZabdefghijklmno	34 6% Pabe	27 4%	38 7% PTWabdehkm	79 7% PTWabeikmo	19 6%	30 4%	16 3%	131 10% NOPQRSTVWYZabdefghijklmno	18 4%	20 3%	23 6% Pb	73 6% PTWabeikm	19 5%	42 5%	24 6% Pb	33 5%	40 6% Pabe	19 4%	31 7% PTabdeh	57 6% abe
NET: Very/ Fairly good	184 18% OQWYacegikmo	230 43% OQSTUWXYabcegiklmo	51 8% O	191 37% OQSTUWYabcegikmo	119 11% OQgiko	146 42% OQSTUWXYabcegiklmo	89 11% OQWgiko	157 31% OQSTUWYacegikmo	198 15% OQWYaegikmo	159 40% OQSTUWYabcegikmo	57 9% OQgio	208 52% OQRSTUVWXYZabcdegiklmno	82 7% O	217 53% OQRSTUVWXYZabcdegiklmno	53 6%	223 52% OQRSTUVWXYZabcdegiklmno	52 7% O	238 36% OQSTUWYacegikmo	40 9% O	197 45% OQSTUWXYabcdegiklmo	74 7% O
NET: Very/ Fairly poor	480 47% NPRVXZdfhjln	163 31% NPfhjn	440 72% NPRSTUVXYZabcdfghjlno	182 35% NPVfhjn	698 62% NPRSUVXZbcdfhjln	113 32% NPfhjn	550 67% NPRSTUVXYZbcdfhjln	256 51% NPRVXZdfhjln	688 52% NPRUVXZdfhjln	154 38% NPVZfhjn	424 71% NPRSTUVXYZabcdfghjlno	83 21% N	755 66% NPRSTUVXYZbcdfhjln	83 20% N	613 72% NPQRSTUVXYZabcdfghjlno	98 23% NP	524 72% NPQRSTUVXYZabcdfghjlno	237 36% NPVfhjn	343 74% NPQRSTUVXYZabcdfghjlno	108 25% NPfh	679 68% NPRSTUVXYZbcdfhjln
Mean	-0.56 OQSTWYacegikmo	0.12 OQRSTUWXYabcdegiklmo	-1.16	-0.04 OQSTUWYabcegikmo	-0.95 OQWaegikmo	0.11 OQRSTUWXYabcdegiklmo	-1.03 OQWeikmo	-0.47 OQSTWYacegikmo	-0.68 OQWYaegikmo	-0.04 OQSTUWYabcegikmo	-1.12 i	0.45 OQRSTUVWXYZabcdegiklmno	-1.07 OWikm	0.46 OQRSTUVWXYZabcdegiklmno	-1.21	0.39 OQRSTUVWXYZabcdegiklmo	-1.17	-0.05 OQSTUWYabcegikmo	-1.22	0.28 OQRSTUVWXYZabcdegiklmo	-1.10 Oim

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

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving public transport

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	104	84	19	71	30	3	103	104	103	87	17	34	14	18	33	2	3	78	26	94	10	2	17	21	61	65	38	12	61	5	5	2	-	49	25
	5%	8%	2%	11%	4%	*	5%	5%	5%	7%	2%	6%	2%	3%	10%	2%	2%	11%	2%	7%	1%	*	3%	4%	11%	3%	13%	3%	10%	3%	2%	2%	-	6%	3%
		C		EFGHI	F		F	F	F	K		MQ			MNPQ	*		S		U			V	V	VWX		Z		bdefg		*	*	i	
Fairly good (1)	317	196	120	158	94	65	306	311	312	214	103	87	81	48	64	13	24	147	170	228	89	46	77	58	126	233	76	31	148	21	21	18	8	133	80
	14%	18%	10%	24%	13%	7%	14%	14%	14%	17%	10%	16%	14%	9%	20%	12%	12%	20%	11%	17%	10%	11%	14%	11%	23%	12%	25%	8%	25%	13%	8%	16%	10%	16%	11%
		C		EFGHI	F		FH	F	FH	K		N	N		MN	*		S		U					VWX		Z		bdeg			e*	*	i	
Neither (0)	597	297	296	136	193	268	551	593	555	365	232	143	155	133	82	36	48	196	401	347	250	106	143	141	146	502	79	97	168	62	53	27	24	251	174
	26%	27%	26%	20%	26%	31%	26%	26%	26%	29%	23%	26%	26%	26%	26%	33%	25%	27%	26%	25%	28%	27%	25%	26%	27%	26%	26%	27%	28%	38%	19%	24%	28%	31%	23%
					D	DGHI	D	DGI	D	K						*														e	bcef		*	*	i	
Fairly poor (-1)	454	187	262	101	151	201	417	447	423	239	215	96	125	109	46	23	55	130	323	251	202	89	144	105	80	410	39	80	98	35	59	36	25	173	163
	20%	17%	23%	15%	21%	23%	20%	20%	20%	19%	22%	18%	21%	21%	15%	21%	28%	18%	21%	18%	23%	22%	25%	20%	15%	21%	13%	22%	17%	21%	22%	32%	29%	21%	21%
			B		D	DGHI	D	D	D				O	O		*	LO				T	Y	Y	Y		a						c*	c*		
Very poor (-2)	524	246	275	98	167	260	492	520	497	225	299	124	137	142	58	24	39	96	428	307	217	90	132	143	96	480	33	119	63	32	123	21	24	129	268
	23%	22%	24%	15%	23%	30%	23%	23%	23%	18%	30%	23%	23%	27%	18%	22%	20%	13%	28%	22%	24%	23%	23%	27%	17%	25%	11%	33%	11%	19%	45%	19%	27%	16%	35%
					D	DEGHI	D	D	D		J			O		*			R					Y	Y		a		cdf		c	bcdfg	c*	c*		h
Don't know	276	92	175	106	94	76	261	266	271	143	133	58	81	69	32	11	25	75	201	149	127	68	52	68	40	217	39	23	56	11	13	8	5	77	49
	12%	8%	15%	16%	13%	9%	12%	12%	13%	11%	13%	11%	14%	13%	10%	10%	13%	10%	13%	11%	14%	17%	9%	13%	7%	11%	13%	6%	9%	7%	5%	7%	6%	9%	6%
			B	FGHI	F		FH	F	FGH							*					T	WY		Y				e			*	*		
NET: Very/ Fairly good	421	280	139	230	123	68	410	415	415	301	120	120	95	66	97	15	27	225	196	322	99	48	94	79	187	298	114	42	209	26	25	20	8	182	106
	19%	25%	12%	34%	17%	8%	19%	19%	19%	24%	12%	22%	16%	13%	31%	14%	14%	31%	13%	23%	11%	12%	17%	15%	34%	16%	37%	12%	35%	15%	9%	18%	10%	22%	14%
		C		EFGHI	F		FH	F	FH	K		MNQ			LMNPQ	*		S		U					VWX		Z		bdefg			*	*	i	
NET: Very/ Fairly poor	978	433	536	199	318	461	910	967	920	464	514	220	262	250	103	47	95	226	752	558	419	179	275	248	175	890	72	199	161	67	183	57	49	302	431
	43%	39%	47%	30%	44%	53%	43%	43%	43%	36%	51%	41%	44%	48%	33%	43%	49%	31%	48%	41%	47%	45%	49%	46%	32%	47%	24%	55%	27%	40%	67%	51%	57%	37%	57%
		B			D	DEGHI	D	D	D		J		O	LO		*	O		R		T	Y	Y	Y		a		cd		c	bcdf	c*	cd*		h
Mean	-0.49	-0.31	-0.67	0.01	-0.52	-0.82	-0.48	-0.49	-0.47	-0.27	-0.78	-0.39	-0.57	-0.68	-0.11	-0.55	-0.61	-0.03	-0.71	-0.37	-0.69	-0.66	-0.58	-0.62	-0.05	-0.60	0.18	-0.78	0.09	-0.44	-1.06	-0.54	-0.79	-0.27	-0.80
		C		EFGHI	F		FH	F	F	K		MN			LMNPQ	*		S		U					VWX		Z	e	bdefg	beg		e*	*	i	

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving public transport

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
Very good (2)	104 5%	61 13% CEGHIJKM	21 2% E	81 16% CEFGHIJKLM	7 1%	58 11% CEGIJKM	19 3% EM	57 9% CEGIKM	16 2% E	52 7% CEGIKM	27 3% CEM	47 12% CEGIJKM	16 2% E	82 18% OQSTUVWXYabcegiklmo	8 1%	67 20% OQRSTUVWXYabcdeghijklmno	9 1% g	58 14% OQSTUWYacegiklmo	26 3% OQYcgikmo
Fairly good (1)	317 14%	113 25% CEGIJKM	137 12% EGIM	184 37% BCEFGHIJKLM	54 5%	150 28% CEGIJKM	56 8% E	150 24% CEGIJKM	56 8% E	109 14% EGIM	140 15% CEGIM	108 28% CEGIJKM	83 8% E	178 38% OQRSTUVWXYZabcdegijklmno	80 6%	131 39% OQRSTUVWXYZabcdefghijklmno	67 6%	101 25% OQSTUWYacegikmo	125 13% OQWYaegikmo
Neither (0)	597 26%	86 19%	323 29% BEGIJM	133 26% BGJ	253 22% J	162 30% BEGHIJL	137 19%	153 25% BGJ	147 21%	140 19%	303 33% BCDEGHIJLM	94 24% BJ	263 25% BEGIJ	130 28% OQRTWXabdeikmo	265 21% bm	82 24% bm	267 23% bim	85 21% b	274 28% OQRTWXYabdegikmo
Fairly poor (-1)	454 20%	80 18% D	249 22% DFL	51 10%	287 25% BCDFHIJKL	88 16% D	159 23% DFL	122 20% DFL	145 21% DF	156 21% DFL	196 21% DFL	63 16% D	240 23% BDFL	39 8%	309 25% NPRSTVXZbdefhiklmno	33 10%	288 24% NPRSTVXZbdefhilmn	59 14% NP	198 20% NPRVZbfhjn
Very poor (-2)	524 23%	91 20% DFHL	299 26% BDFHKL	10 2%	460 40% BCDFHJKLM	46 8% D	288 41% BCDFHJKLM	75 12% DF	279 41% BCDFHJKLM	262 35% BCDFHKL	160 17% DFH	52 13% DF	360 35% BCDFHKL	3 1%	481 39% NPRSTUVXYZbcdfhjln	3 1%	453 38% NPRSTUVXYZbcdfhjln	84 21% NPVXZdfhjln	264 27% NPRUVXZcdfhjln
Don't know	276 12%	23 5%	102 9% BGIJ	42 8% BJ	93 8% BJ	40 7% J	47 7% J	58 9% BJ	43 6%	33 4%	107 11% BCDEFGIJLM	28 7% J	75 7% J	36 8% PTabdfjl	95 8% TWabeikm	18 5%	92 8% TWabeiklm	24 6%	80 8% TWabdefijklmn
NET: Very/ Fairly good	421 19%	175 38% CEGIJKM	158 14% EGIM	266 53% BCEFGHIJKLM	61 5%	208 38% CEGHIJKM	76 11% E	207 34% CEGIJKM	72 11% E	161 21% CEGIM	167 18% CEGIM	155 40% CEGHIJKM	99 10% E	260 56% OQRSTUVWXYZabcdeghijklmno	87 7%	199 59% OQRSTUVWXYZabcdefghijklmno	77 7%	158 39% OQSTUWYabcegikmo	151 16% OQWYacegikmo
NET: Very/ Fairly poor	978 43%	172 38% DFHL	549 49% BDFHKL	61 12%	747 65% BCDFHJKLM	134 25% D	447 63% BCDFHJKLM	197 32% DF	424 62% BCDFHJKLM	418 56% BCDFHKL	356 38% DFHL	114 29% D	600 58% BCDFHKL	41 9%	790 64% NPRSTUVXYZbcdfghjln	36 11%	741 63% NPRSTUVXYZbcdfhjln	143 35% NPVZdfhjln	463 48% NPRUVXZcdfhjln
Mean	-0.49	-0.06 CEGIJKM	-0.65 EGIM	0.60 BCEFGHIJKLM	-1.07	0.17 BCEGHIJKM	-0.97 E	-0.01 CEGIJKM	-0.95 E	-0.65 EGIM	-0.39 CEGIJM	0.10 BCEGIJKM	-0.88 EGI	0.69 OQRSTUVWXYZabcdefghijklmno	-1.03 im	0.72 OQRSTUVWXYZabcdefghijklmno	-1.02 ikm	-0.03 OQSTUWYabcegikmo	-0.62 OQWYaegikmo

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	56 8% OQSUWYacegikmo	24 2% OQYcgiko	64 12% OQSTUWYacegikmo	14 2% OQYgikmo	70 13% OQSTUWYacegikmo	11 1% g	56 16% OQSTUVWYabcegiklmo	12 2% OQg	58 12% OQSTUWYacegikmo	23 2% OQg	60 15% OQSTUWYacegiklmo	12 2% OQYgiko	69 17% OQSTUVWXYabcegiklmo	5 *	68 17% OQSTUVWYabcegiklmo	7 1%	70 16% OQSTUVWYabcegiklmo	6 1%	69 10% OQSTUWYacegikmo	5 1%	64 15% OQSTUWYacegiklmo	10 1% g
Fairly good (1)	106 14% OQWYaegikmo	145 14% OQWYacegikmo	153 29% OQSTUWYabcegiklmo	47 8%	136 26% OQSTUWYacegikmo	82 7% Q	103 29% OQSTUWYabcegikmo	65 8% Q	109 22% OQSTUWYacegikmo	151 11% OQWYagikmo	117 29% OQSTUWYabcegikmo	53 9% OQgio	139 35% OQRSTUVWXYZabcdegiklmo	73 6%	140 34% OQRSTUVWXYabcdegiklmo	53 6%	147 34% OQRSTUVWXYabcegiklmo	49 7%	166 25% OQSTUWYacegikmo	34 7%	140 32% OQRSTUWXYabcegiklmo	66 7%
Neither (0)	147 20% b	313 31% OPQRTWXYZabdefgikmo	158 30% OPQRTWXYZabdefgikmo	124 20% b	115 22% b	282 25% OQTWbeikm	83 24% bm	187 23% bim	75 15%	407 31% OPQRTWXYZabdefgikmo	88 22% b	120 20% b	100 25% Tbm	274 24% OTWbeikm	108 26% ORTWbeikm	168 20% b	123 29% OPQRTWXabdeikmo	146 20% b	197 30% OPQRTWXYZabdefgikmo	80 17%	131 30% OPQRTWXZabdefgikmo	228 23% bim
Fairly poor (-1)	149 20% NPRVbfhjn	224 22% NPRVXZbfhjn	74 14% NP	133 22% NPRVZbfhjmn	88 17% NPhj	261 23% NPRVXZbfhjmn	55 16% NPj	187 23% NPRVXZbfhjmn	78 15% NPj	306 23% NPRSVXZbdfhjlmn	75 19% NPVhjn	122 20% NPRVbfhjn	59 15% NPj	266 23% NPRVXZbfhjmn	50 12% N	198 23% NPRVXZbfhjmn	47 11% N	160 22% NPRVXZbfhjmn	128 19% NPRVfhjn	82 18% NPj	61 14% NP	228 23% NPRVXZbfhjmn
Very poor (-2)	249 34% NPRSUVXZcdfhjln	186 18% NPVXZdfhjln	50 9% NPfhjn	261 43% NPQRSTUVXYZbcdfghjln	66 13% NPVZfhjln	390 35% NPRSUVXZcdfhjln	34 10% NPfhjn	331 40% NPRSTUVXYZbcdfhjln	164 33% NPRSUVXZcdfhjln	278 21% NPUVXZdfhjln	41 10% NPfhjn	261 44% NOPQRSTUVXYZbcdfghjln	13 3% NP	433 38% NPRSTUVXYZbcdfhjln	18 4% NP	375 44% NOPQRSTUVXYZabcdfghjlno	21 5% NP	326 45% NOPQRSTUVXYZabcdfghjlno	65 10% NPfhjn	241 52% NOPQRSTUVWXYZabcdefghijklno	19 4% NP	408 41% NPRSTUVXYZbcdfghjln
Don't know	33 5%	121 12% NOPQRSTVWXYZabdefghijklmno	34 6% b	30 5%	44 8% PTWZabdefhjkln	101 9% PRTWabdefhijklmno	20 6%	37 4%	18 4%	163 12% NOPQRSTVWXYZabdefghijklmno	20 5%	28 5%	20 5%	93 8% TWabdeiklmo	24 6%	51 6%	23 5%	39 5%	36 5%	23 5%	25 6%	66 7% Tabe
NET: Very/ Fairly good	162 22% OQSUWYacegikmo	169 17% OQWYacegikmo	217 41% OQSTUWYabcegiklmo	61 10% OQgiko	205 40% OQSTUWYabcegikmo	93 8% Qg	159 45% OQRSTUWXYabcegiklmo	77 9% OQgio	168 33% OQSTUWYacegikmo	173 13% OQYagikmo	177 44% OQSTUWYabcegiklmo	64 11% OQYgiko	208 52% OQRSTUVWXYZabcdegiklmno	78 7%	207 51% OQRSTUVWXYabcdegiklmo	60 7%	217 50% OQRSTUVWXYabcdegiklmo	55 8%	235 36% OQSTUWYacegikmo	38 8%	204 46% OQRSTUVWXYabcegiklmo	76 8%
NET: Very/ Fairly poor	398 54% NPRSUVXZbcdfhjln	410 40% NPVXZdfhjln	124 23% NPfhjn	394 65% NPRSTUVXYZbcdfhjln	154 30% NPVZfhjn	652 58% NPRSUVXZbcdfhjln	88 25% NPfhjn	518 63% NPRSTUVXYZbcdfhjln	242 48% NPRUVXZdfhjln	584 44% NPRUVXZdfhjln	116 29% NPVfhjn	382 64% NPRSTUVXYZbcdfhjln	72 18% NP	699 61% NPRSTUVXYZbcdfhjln	69 17% NP	573 67% NOPQRSTUVXYZabcdfghjlno	69 16% NP	487 67% NPQRSTUVXYZabcdfghjlno	193 29% NPVfhjn	324 70% NOPQRSTUVWXYZabcdefghilno	81 18% NP	635 63% NPRSTUVXYZbcdfhjln
Mean	-0.61 OQWYaegikmo	-0.45 OQSTWYacegikmo	0.21 OQRSTUWYabcegiklmo	-1.00 im	0.12 OQSTUWYabcegikmo	-0.91 OQegikmo	0.28 OQRSTUWXYabcegiklmo	-0.97 ikm	-0.37 OQSTWYacegikmo	-0.57 OQWYaegikmo	0.21 OQRSTUWYabcegiklmo	-1.00 ikm	0.51 OQRSTUVWXYZabcdegiklmno	-1.00 ikm	0.49 OQRSTUVWXYZabcdegiklmo	-1.10	0.48 OQRSTUVWXYZabcdegiklmo	-1.09	0.07 OQSTUWYabcegikmo	-1.18	0.40 OQRSTUVWXYZabcdegiklmo	-1.02 im

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving the benefits system

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	123	84	38	90	28	6	121	121	123	89	34	36	20	22	31	3	10	81	42	113	10	6	22	21	69	76	41	16	62	7	10	5	2	47	35
	5%	8%	3%	13%	4%	1%	6%	5%	6%	7%	3%	7%	3%	4%	10%	3%	5%	11%	3%	8%	1%	2%	4%	4%	12%	4%	13%	4%	10%	4%	4%	5%	2%	6%	5%
		C		EFGHI	F		EFH	EF	EFH	K		M			MNP	*		S		U					VWX		Z		bdeg		*	*			
Fairly good (1)	240	157	80	129	67	44	233	236	237	164	76	59	53	35	60	14	18	138	101	187	53	32	56	41	104	165	72	20	122	17	12	12	4	114	46
	11%	14%	7%	19%	9%	5%	11%	11%	11%	13%	8%	11%	9%	7%	19%	13%	9%	19%	7%	14%	6%	8%	10%	8%	19%	9%	24%	6%	20%	10%	4%	10%	5%	14%	6%
		C		EFGHI	F		FH	F	FH	K		N			LMNQ	*		S		U					VWX		Z		bdefg			*	*	i	
Neither (0)	482	229	252	129	155	198	447	476	453	280	202	107	129	113	67	17	49	149	333	287	195	89	126	98	125	407	61	70	137	54	36	22	17	205	123
	21%	21%	22%	19%	21%	23%	21%	21%	21%	22%	20%	20%	22%	22%	21%	16%	25%	21%	21%	21%	22%	22%	22%	18%	23%	21%	20%	19%	23%	33%	13%	19%	19%	25%	16%
																*													e	bcef		*	*	i	
Fairly poor (-1)	454	214	236	105	143	205	413	449	417	258	196	107	126	113	47	23	38	134	320	252	202	73	122	125	95	407	43	79	126	39	65	28	21	186	172
	20%	19%	21%	16%	20%	24%	19%	20%	19%	20%	20%	20%	21%	22%	15%	21%	20%	19%	21%	18%	23%	18%	22%	23%	17%	21%	14%	22%	21%	24%	24%	25%	25%	23%	23%
						DGHI	D	DGI	D					O		*					T			Y		a						*	*		
Very poor (-2)	729	339	380	124	245	360	681	719	690	340	389	181	195	176	80	41	56	154	574	392	337	148	192	189	115	661	52	157	104	39	143	39	39	201	349
	32%	31%	33%	18%	34%	41%	32%	32%	32%	27%	39%	33%	33%	34%	26%	37%	28%	21%	37%	28%	38%	37%	34%	35%	21%	35%	17%	44%	17%	23%	52%	34%	45%	25%	46%
					D	DEGHI	D	D	D		J	O		O		*			R		T	Y	Y	Y		a		cd			cdf	c*	cd*		h
Don't know	244	78	159	95	90	60	237	240	241	142	102	51	70	60	29	11	23	65	179	146	98	52	47	63	40	193	35	19	44	10	8	7	4	59	34
	11%	7%	14%	14%	12%	7%	11%	11%	11%	11%	10%	9%	12%	12%	9%	10%	12%	9%	12%	11%	11%	13%	8%	12%	7%	10%	12%	5%	7%	6%	3%	6%	5%	7%	4%
			B	FGHI	F		FH	F	FH							*						Y			Y			e			*	*	i	
NET: Very/ Fairly good	363	241	119	219	94	50	354	357	359	253	110	96	73	57	91	17	29	219	143	299	63	38	78	62	173	240	113	36	184	24	22	17	6	161	80
	16%	22%	10%	33%	13%	6%	17%	16%	17%	20%	11%	18%	12%	11%	29%	16%	15%	30%	9%	22%	7%	9%	14%	12%	32%	13%	37%	10%	31%	14%	8%	15%	7%	20%	11%
		C		EFGHI	F		EFH	EF	EFH	K		MN			LMNPQ	*		S		U					VWX		Z		bdefg			*	*	i	
NET: Very/ Fairly poor	1183	553	616	229	388	566	1094	1169	1108	598	585	287	321	289	127	64	94	288	895	644	539	221	314	314	210	1068	95	237	230	78	208	67	60	387	522
	52%	50%	54%	34%	53%	65%	51%	52%	51%	47%	59%	53%	54%	56%	41%	58%	48%	40%	58%	47%	60%	55%	56%	59%	38%	56%	31%	66%	39%	47%	76%	59%	69%	48%	69%
					D	DEGHI	D	DGI	D		J	O	O	O		O*			R		T	Y	Y	Y		a		cd			bcdf	c*	cd*		h
Mean	-0.70	-0.55	-0.85	-0.08	-0.80	-1.07	-0.69	-0.70	-0.69	-0.53	-0.93	-0.69	-0.81	-0.84	-0.30	-0.86	-0.64	-0.22	-0.94	-0.51	-1.01	-0.93	-0.79	-0.89	-0.16	-0.82	0.02	-1.00	-0.16	-0.55	-1.20	-0.79	-1.10	-0.50	-1.04
		C		EFGHI	F		EFH	EF	EFH	K					LMNPQ	*		S		U					VWX		Z		bdefg	beg		e*	*	i	

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving the benefits system

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total (A)	Favourable to Cons (B)	Unfavourable to Cons (C)	Favourable to Lab (D)	Unfavourable to Lab (E)	Favourable to Lib Dems (F)	Unfavourable to Lib Dems (G)	Favourable to Green Party (H)	Unfavourable to Green Party (I)	Favourable to Reform UK (J)	Unfavourable to Reform UK (K)	Favourable to New left-wing party (L)	Unfavourable to New left-wing party (M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	123 5%	78 17% CEFGHIJKM	20 2%	90 18% CEFGHIJKM	13 1%	67 12% CEGIKM	21 3% E	73 12% CEGIKM	17 2% E	73 10% CEGIKM	23 2% E	61 15% CEGHIJKM	23 2% E
Fairly good (1)	240 11%	90 20% CEGIJKM	96 9% EGIM	146 29% BCEFGHIJKLM	36 3%	121 22% CEGHIJKM	43 6% E	109 18% CEGIJKM	35 5% E	82 11% EGIM	94 10% EGIM	80 20% CEGIJKM	64 6% E
Neither (0)	482 21%	71 16%	242 21% BEGIJ	135 27% BCEGHIJLM	144 12%	129 24% BEGIJLM	84 12%	130 21% BEGIJ	100 15% G	101 13%	256 27% BCEGHIJLM	73 19% EGJ	194 19% EGIJ
Fairly poor (-1)	454 20%	64 14%	281 25% BDFHIJKL	76 15%	271 23% BDJ	110 20% BD	155 22% BD	125 20% BD	145 21% BD	143 19% B	209 22% BD	73 19% B	233 23% BDJ
Very poor (-2)	729 32%	133 29% DFHL	412 36% BDFHKL	19 4%	618 54% BCDFHJKLM	77 14% D	372 53% BCDFHJKLM	121 20% DF	365 53% BCDFHJKLM	335 45% BCDFHKL	246 26% DFHL	76 19% DF	463 45% BCDFHKL
Don't know	244 11%	20 4% J	79 7% GIJ	36 7% BIJ	72 6% GIJ	40 7% BIJ	31 4% J	56 9% BEGIJM	24 3%	18 2%	105 11% BCDEFGIJLM	29 7% BGIJ	59 6% IJ
NET: Very/ Fairly good	363 16%	168 37% CEGHIJKM	117 10% EI	235 47% BCEFGHIJKLM	48 4%	188 34% CEGHIJKM	64 9% E	183 30% CEGIJKM	52 8% E	154 21% CEGIKM	117 13% CEGIM	140 36% CEGHIJKM	88 8% E
NET: Very/ Fairly poor	1183 52%	197 43% DF	694 61% BDFHKL	95 19%	889 77% BCDFHJKLM	187 34% D	527 75% BCDFHJKLM	246 40% DF	510 74% BCDFHJKLM	478 64% BDFHKL	456 49% DFHL	149 38% D	696 67% BCDFHKL
Mean	-0.70	-0.19 CEGIJKM	-0.92 EGIM	0.45 BCEFGHIJKLM	-1.34	-0.02 BCEGHIJKM	-1.21 E	-0.20 CEGIJKM	-1.22 E	-0.80 CEGIM	-0.68 CEGIM	-0.07 CEGHIJKM	-1.07 EGI

	Favourable to politicians												
	Favourable to Keir Starmer (N)	Unfavourable to Keir Starmer (O)	Favourable to Rachel Reeves (P)	Unfavourable to Rachel Reeves (Q)	Favourable to Kemi Badenoch (R)	Unfavourable to Kemi Badenoch (S)	Favourable to Nigel Farage (T)	Unfavourable to Nigel Farage (U)	Favourable to Ed Davey (V)	Unfavourable to Ed Davey (W)	Favourable to Jeremy Corbyn (X)	Unfavourable to Jeremy Corbyn (Y)	Favourable to Zarah Sultana (Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
Very good (2)	88 19% OQSTUVWXYacegiklmo	15 1%	76 23% NOQRSTUVWXYabcdefgiklmno	13 1%	68 16% OQSTUWYacegiklmo	26 3% OQYcgio	73 10% OQSUWYacegikmo	19 2%	76 14% OQSTUWYacegikmo	16 3% OQYimo	70 13% OQSTUWYacegikmo	15 1%	65 19% OQSTUVWXYacegiklmo
Fairly good (1)	157 34% OQRSTUVWXYZabcdeghijklmno	35 3%	107 32% OQRSTUVWXYZabcdegijklmno	46 4% O	94 23% OQSTUWYabcegiklmo	88 9% OQWYaegiko	83 11% OQWYacegikmo	99 10% OQWYacegiko	116 22% OQSTUWYacegiklmo	35 6% OQgio	109 21% OQSTUWYacegikmo	65 6% OQgio	86 24% OQSTUWYabcegiklmo
Neither (0)	124 26% OPQRSTWXYZabdefgijklmo	167 14%	74 22% OQTWabegikmo	182 15% OWeikm	72 18% OTWbeikm	214 22% OQTWXYabegikmo	100 13%	270 27% OQRSTWXYZabcdefgiklmo	126 24% OQRTWXYZabdegikmo	74 12%	94 18% OTWbeikm	209 19% OQTWabegikmo	65 19% OTWbeikm
Fairly poor (-1)	54 12%	298 24% NPRTVWXZbdfhiimn	42 13%	271 23% NPRTZbdhjmn	53 13%	224 23% NPRTVZbdhjn	138 19% NPRbh	233 23% NPRVZbdhjn	101 19% NPRbhj	124 20% NPRbhj	100 19% NPRbhjn	259 23% NPRTZbdhjmn	58 17% N
Very poor (-2)	14 3%	643 52% NPRSTUVXYZbcdfhjln	20 6% N	598 51% NPRSTUVXYZbcdfhjln	106 26% NPVXZdfhjn	355 37% NPRUVXZcdfhjln	325 44% NPRSUVXZcdfhjln	277 27% NPVXZdfhjln	83 15% NPfhjn	340 56% NPQRSTUVXYZabcdfghjlno	103 20% NPVZfhjn	500 44% NPRSUVXZcdfhjln	57 16% NPfhjn
Don't know	32 7% PRTWabefhjkm	78 6% TWabehikm	15 5% be	67 6% TWabeikm	17 4% be	60 6% TWabehjkm	22 3%	114 11% NOPQRSTVWXYZabdefghijklmno	31 6% Tabehjkm	20 3% e	43 8% PRTWZabdefhijklmo	78 7% RTWabefhijkmo	20 6% Tbek
NET: Very/ Fairly good	244 52% OQRSTUVWXYZabcdegijklmno	50 4%	183 55% OQRSTUVWXYZabcdefghijklmno	59 5% O	162 39% OQSTUWYabcegiklmo	114 12% OQWYcgikmo	155 21% OQSUWYacegikmo	119 12% OQWYcgikmo	192 36% OQSTUWYacegiklmo	51 8% OQgio	179 35% OQSTUWYacegiklmo	81 7% OQgio	151 43% OQSTUVWXYabcegiklmo
NET: Very/ Fairly poor	68 14%	942 76% NPQRSTUVXYZabcdfghilno	62 19% N	869 74% NPRSTUVXYZbcdfhiln	159 39% NPZfhjn	580 60% NPRUVXZbcdfhiln	463 63% NPRUVXZbcdfhiln	510 50% NPRVXZdfhjln	184 34% NPfhjn	464 76% NPRSTUVXYZabcdfghiln	203 39% NPVZfhjn	759 67% NPRSTUVXZbcdfhiln	115 33% NPfhjn
Mean	0.58 OQRSTUVWXYZabcdefghijklmno	-1.31	0.55 OQRSTUVWXYZabcdefghijklmno	-1.26 Oi	-0.09 OQSTUWYabcegikmo	-0.88 OQWYaegikmo	-0.78 OQWYaegikmo	-0.72 OQSWYacegikmo	* OQSTUWYabcegiklmo	-1.25 i	-0.12 OQSTUWYabcegikmo	-1.11 OQWegikmo	0.13 OQRSTUWXYabcegiklmo

	Favourable to politicians														
	Unfavourable to Zarah Sultana (a)	Favourable to Donald Trump (b)	Unfavourable to Donald Trump (c)	Favourable to Zack Polanski (d)	Unfavourable to Zack Polanski (e)	Favourable to Angela Rayner (f)	Unfavourable to Angela Rayner (g)	Favourable to Yvette Cooper (h)	Unfavourable to Yvette Cooper (i)	Favourable to Wes Streeting (j)	Unfavourable to Wes Streeting (k)	Favourable to Andy Burnham (l)	Unfavourable to Andy Burnham (m)	Favourable to Sadiq Khan (n)	Unfavourable to Sadiq Khan (o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	23 3% OQYcgimo	74 15% OQSTUWYacegikmo	19 1%	61 15% OQSTUWYacegikmo	22 4% OQUYcgikmo	75 19% OQSTUVWXYacegiklmo	17 2%	80 20% OQSTUVWXYabcdegiklmno	11 1%	85 20% OQSTUVWXYabcdegiklmno	12 2%	78 12% OQSUWYacegikmo	5 1%	70 16% OQSTUWYacegiklmo	14 1%
Fairly good (1)	54 7% OQgio	89 18% OQSTUWYacegikmo	109 8% OQYegiko	101 25% OQSTUWXYabcegiklmo	33 6% OQgio	118 30% OQRSTUVWXYZabcegiklmno	41 4%	119 29% OQRSTUVWXYabcegiklmno	33 4% O	118 27% OQSTUVWXYabcegiklmo	35 5% O	121 18% OQSTUWYacegikmo	32 7% OQgio	109 25% OQSTUWYabcegiklmo	39 4% O
Neither (0)	127 16% Weikm	65 13%	316 24% OQRTWXYZabdegikmo	74 18% OTWbeikm	75 13%	87 22% OQTWabegikmo	184 16% OWeikm	99 24% OQRTWXYZabdegikmo	102 12%	97 23% OQRTWXabegikmo	86 12%	149 22% OQRTWXYabdegikmo	55 12%	112 25% OQRTWXYZabdegikmo	164 16% OWeikm
Fairly poor (-1)	180 22% NPRbhjn	65 13%	331 25% NPRTUVWXZbdfhiilmn	69 17% NPbh	125 21% NPRbhjn	75 19% NPRbhj	256 22% NPRTZbdhjn	54 13%	182 21% NPRbhjn	65 15% N	165 23% NPRTZbdhjmn	139 21% NPRZbdhjn	87 19% NPRbh	69 16% N	221 22% NPRZbhjn
Very poor (-2)	410 50% NPRSTUVXYZbcdfhjln	201 40% NPRUVXZcdfhjln	413 31% NPUVXZdfhjln	77 19% NPVfhjn	330 55% NPQRSTUVXYZabcdfghjlno	30 7% N	573 50% NPRSTUVXYZbcdfhjln	42 10% NPf	486 57% NOPQRSTUVXYZabcdfghjlno	51 12% NPf	408 56% NOPQRSTUVXYZabcdfghjlno	141 21% NPVZfhjn	273 59% NOPQRSTUVXYZabcdfghjlno	48 11% NPf	517 51% NPRSTUVXYZbcdfhjln
Don't know	26 3% e	9 2%	140 11% NOPQRSTVWYZabdefghijklmno	20 5% be	11 2%	15 4% b	73 6% TWabehijkmo	14 3%	38 4% bek	16 4% b	21 3%	33 5% Tbek	13 3%	32 7% PRTWabefhijklm	51 5% TWabekm
NET: Very/ Fairly good	76 9% OQYgiko	163 33% OQSTUWYacegikmo	128 10% OQYgiko	161 40% OQSTUWXYabcegiklmo	55 9% OQgiko	193 48% OQRSTUVWXYabcdegiklmno	58 5% O	199 49% OQRSTUVWXYabcdegiklmno	44 5%	203 47% OQRSTUVWXYabcdegiklmno	47 7% O	199 30% OQSTUWYacegikmo	37 8% OQgio	179 41% OQSTUVWXYabcegiklmo	52 5% O
NET: Very/ Fairly poor	590 72% NPRSTUVXYZbcdfhiln	266 53% NPRVXZdfhjln	743 56% NPRUVXZdfhjln	146 36% NPfhjn	455 76% NPRSTUVXYZabcdfghiln	105 26% NP	829 72% NPRSTUVXYZbcdfhiln	96 23% NP	668 78% NPQRSTUVXYZabcdfghilno	115 27% NP	573 79% NPQRSTUVXYZabcdfghilno	280 42% NPVZdfhjn	361 78% NPRSTUVXYZabcdfghilno	117 27% NP	738 73% NPRSTUVXYZbcdfhiln
Mean	-1.14 OQWgikmo	-0.46 OQSTUWYacegikmo	-0.85 OQWYaegikmo	* OQSTUWYabcegiklmo	-1.21 Oik	0.35 OQRSTUVWXYZabcdegiklmno	-1.24 Oi	0.36 OQRSTUVWXYZabcdegiklmno	-1.35	0.29 OQRSTUVWXYZabcdegiklmo	-1.31	-0.23 OQSTUWYabcegikmo	-1.31	0.21 OQRSTUVWXYabcdegiklmo	-1.25 Oi

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

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Boosting international trade and encouraging investment

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	118	83	34	74	28	17	116	118	116	95	24	29	19	23	31	8	8	86	32	103	16	8	17	17	72	80	36	13	70	6	4	9	4	65	23
	5%	8%	3%	11%	4%	2%	5%	5%	5%	7%	2%	5%	3%	4%	10%	7%	4%	12%	2%	7%	2%	2%	3%	3%	13%	4%	12%	4%	12%	4%	1%	8%	4%	8%	3%
		C		EFGHI	F		EF	EF	EF	K					LMN	*		S		U					VWX		Z		bde		e*	*		i	
Fairly good (1)	395	253	139	146	125	124	379	390	383	271	123	103	100	69	73	17	34	187	207	275	120	46	101	86	138	311	73	37	185	44	24	19	7	204	83
	17%	23%	12%	22%	17%	14%	18%	17%	18%	21%	12%	19%	17%	13%	23%	15%	17%	26%	13%	20%	13%	11%	18%	16%	25%	16%	24%	10%	31%	26%	9%	17%	9%	25%	11%
		C		FGHI			F	F	F	K		N			MN	*		S		U			V		VWX		Z		befg	beg		e*	*	i	
Neither (0)	525	257	265	152	162	211	491	517	500	285	240	120	140	119	63	26	57	151	374	296	229	110	130	113	130	438	78	84	130	42	53	22	29	199	172
	23%	23%	23%	23%	22%	24%	23%	23%	23%	22%	24%	22%	24%	23%	20%	24%	29%	21%	24%	21%	26%	27%	23%	21%	24%	23%	26%	23%	22%	25%	19%	20%	34%	24%	23%
																*															*	ce*		
Fairly poor (-1)	362	163	194	76	98	188	331	360	333	188	173	85	98	86	39	17	36	111	251	197	165	68	108	99	59	323	30	96	68	30	47	28	16	138	151
	16%	15%	17%	11%	13%	21%	16%	16%	15%	15%	17%	16%	17%	17%	12%	16%	19%	15%	16%	14%	18%	17%	19%	18%	11%	17%	10%	27%	11%	18%	17%	25%	18%	17%	20%
						DEGHI	D	DEGI	D							*					T	Y	Y	Y		a		ce		c		c*	*		
Very poor (-2)	505	241	260	99	169	238	467	501	470	235	270	137	137	122	52	22	35	94	411	286	219	89	127	132	90	457	35	115	59	26	117	18	22	124	248
	22%	22%	23%	15%	23%	27%	22%	22%	22%	18%	27%	25%	23%	23%	17%	20%	18%	13%	27%	21%	24%	22%	22%	25%	16%	24%	12%	32%	10%	16%	43%	16%	26%	15%	33%
					D	DGHI	D	DGI	D		J	O		O		*			R				Y	Y	Y			cdf			bcdfg	*	c*		h
Don't know	367	104	254	125	146	97	347	355	360	199	169	68	100	100	55	19	24	92	275	220	147	80	81	89	60	298	51	16	83	18	29	15	9	83	82
	16%	9%	22%	19%	20%	11%	16%	16%	17%	16%	17%	13%	17%	19%	18%	18%	12%	13%	18%	16%	16%	20%	14%	17%	11%	16%	17%	4%	14%	11%	11%	13%	10%	10%	11%
			B	F	FGHI		FH	F	FGH					L		*			R			Y			Y			b	b	b	b*	*		
NET: Very/ Fairly good	513	336	173	220	153	141	495	509	499	366	147	132	118	91	104	25	43	274	240	378	135	54	119	103	209	391	110	50	255	50	28	28	11	269	106
	23%	31%	15%	33%	21%	16%	23%	23%	23%	29%	15%	24%	20%	18%	33%	23%	22%	38%	15%	27%	15%	13%	21%	19%	38%	21%	36%	14%	43%	30%	10%	25%	13%	33%	14%
		C		EFGHI	F		FH	F	F	K		N			LMNQ	*		S		U			V		VWX		Z		bdefg	beg		be*	*	i	
NET: Very/ Fairly poor	867	405	454	175	266	425	798	861	803	423	443	221	235	207	92	40	72	205	662	483	384	157	235	230	149	780	65	211	127	56	164	47	38	261	400
	38%	37%	40%	26%	37%	49%	37%	38%	37%	33%	44%	41%	40%	40%	29%	36%	37%	28%	43%	35%	43%	39%	42%	43%	27%	41%	22%	58%	21%	34%	60%	42%	44%	32%	53%
					D	DEGHI	DI	DGI	D		J	O	O	O		*			R		T	Y	Y	Y		a		cdfg		c	cdfg	c*	c*		h
Mean	-0.39	-0.23	-0.57	0.04	-0.44	-0.65	-0.37	-0.39	-0.37	-0.18	-0.65	-0.42	-0.47	-0.51	-0.04	-0.32	-0.33	0.10	-0.63	-0.25	-0.60	-0.57	-0.47	-0.54	0.09	-0.48	0.18	-0.76	0.27	-0.18	-1.02	-0.29	-0.59	-0.07	-0.77
		C		EFGHI	F		FH	F	FH	K					LMN	*		S		U						VWX		Z	e	bdefg	beg		be*	e*	i	

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Boosting international trade and encouraging investment

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	118 5%	66 14% CEGHIJKM	31 3% E	91 18% CEFGHIJKM	7 1%	79 14% CEGHIJKM	14 2% E	66 11% CEGIJKM	16 2% E	58 8% CEGIKM	36 4% CEGM	60 15% CEGHIJKM	24 2% E
Fairly good (1)	395 17%	100 22% EGIJM	223 20% EGIJM	223 44% BCEFGHIJKLM	70 6%	195 36% BCEGHIJKLM	65 9% E	179 29% BCEGIJKM	67 10% E	108 14% EGI	212 23% CEGIJM	119 30% BCEGIJKM	137 13% EGI
Neither (0)	525 23%	87 19%	254 22% DGI	90 18%	229 20% G	107 20%	113 16%	120 20%	119 17%	141 19%	236 25% BCDEFGHIJLM	79 20%	212 20% GI
Fairly poor (-1)	362 16%	72 16% DF	183 16% DFL	29 6%	272 24% BCDFHJKLM	57 11% D	160 23% BCDFHJKL	87 14% DF	143 21% BCDFHJKL	125 17% DFL	143 15% DF	48 12% D	210 20% BCDFHJKL
Very poor (-2)	505 22%	96 21% DFHKL	280 25% DFHKL	13 3%	445 39% BCDFHKLM	47 9% D	288 41% BCDFHJKLM	65 11% D	283 41% BCDFHJKLM	270 36% BCDFHKL	146 16% DFHL	44 11% D	356 34% BCDFHKL
Don't know	367 16%	35 8%	160 14% BEFGIJM	56 11% BJ	130 11% BIJM	59 11% BJ	67 10% J	98 16% BDEFGIJLM	58 8%	49 7%	160 17% BCDEFGIJLM	42 11% J	97 9% J
NET: Very/ Fairly good	513 23%	166 36% CEGIJKM	254 22% EGIM	314 63% BCEFGHIJKLM	77 7%	273 50% BCEGHIJKM	79 11% E	245 40% CEGIJKM	83 12% E	166 22% EGIM	248 27% CEGIM	179 46% BCEGHIJKM	161 16% EGI
NET: Very/ Fairly poor	867 38%	168 37% DFHKL	463 41% DFHKL	41 8%	717 62% BCDFHJKLM	105 19% D	448 63% BCDFHJKLM	152 25% DF	426 62% BCDFHJKLM	395 53% BCDFHKL	290 31% DFHL	92 24% D	566 55% BCDFHKL
Mean	-0.39	-0.08 CEGIJM	-0.47 EGIJM	0.79 BCEFGHIJKLM	-1.06	0.41 BCEGHIJKM	-1.01	0.18 BCEGIJKM	-0.97 E	-0.63 EGIM	-0.20 CEGIJM	0.29 BCEGIJKM	-0.78 EGI

	Favourable to politicians													
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819
Very good (2)	94 20% OQRSTUVWXYabcdegiklmo	5 *	76 23% OQRSTUVWXYabcdegiklmno	13 1% O	57 14% OQSTUWYacegikmo	38 4% OQWYacgikmo	60 8% OQSUWYacegikmo	32 3% OQWYcgikmo	81 15% OQSTUWYacegikmo	5 1%	67 13% OQSTUWYacegikmo	19 2% Ogi	66 19% OQRSTUWXYabcdegiklmo	20 2% OQWgikmo
Fairly good (1)	217 46% OQRSTUVWXYZabcdegiklmno	87 7%	156 47% OQRSTUVWXYZabcdegiklmno	98 8% O	105 26% OQTWYabcegikmo	202 21% OQTWYacegikmo	102 14% OQWegikmo	219 22% OQTWYacegikmo	210 39% OQRSTUWXYZabcegiklmo	54 9%	164 32% OQRSTUWYabcegikmo	126 11% OQgiko	119 34% OQRSTUWYabcegikmo	102 12% OQWegikmo
Neither (0)	83 18% h	259 21% Wbehjkm	54 16%	244 21% Wbehjm	68 17%	217 22% NPRWabefhijkm	139 19% Wbh	254 25% NOPQRSTVWXZabdefghijklmo	108 20% PWbehj	91 15%	108 21% PWbehj	252 22% NPRTWabehijkm	64 18%	153 19% We
Fairly poor (-1)	21 4%	278 22% NPRSTUVXYZbcdfhiln	18 5%	263 22% NPRSTUVXYZbcdfhiln	56 14% NPVfhj	158 16% NPVXZbdfhjn	126 17% NPVXZbdfhjn	164 16% NPVXZdfhjn	49 9% NP	138 23% NPRSTUVXZbcdfhiln	59 11% NPfhj	228 20% NPRSUVXZbdfhiln	38 11% NPfj	173 21% NPRSTUVXZbdfhiln
Very poor (-2)	6 1%	467 38% NPRSUVXYZcdfhjln	9 3% N	432 37% NPRSUVXYZcdfhjln	98 24% NPUVXZcdfhjln	235 24% NPUVXZcdfhjln	259 35% NPRSUVXZcdfhjln	165 16% NPVXZdfhjln	41 8% NPfhn	279 46% NOPQRSTUVXYZabcdfghjlno	54 10% NPZfhjn	377 33% NPRSUVXZcdfhjln	27 8% NPfhn	325 40% NPRSTUVXYZcdfhjln
Don't know	47 10% PRabehjk	142 11% PRTVWabeghijkmo	21 6%	128 11% PRTWabeijkm	26 6%	117 12% PRTVWabdefghijklmo	54 7% be	178 18% NOPQRSTVWXYZabdefghijklmno	43 8% bej	41 7% e	67 13% PRTVWabdefhijklmn	127 11% PRTVWabehijkmo	36 10% PRabejk	47 6%
NET: Very/ Fairly good	311 67% OQRSTUVWXYZabcdegiklmno	92 7%	232 70% OQRSTUVWXYZabcdefgijklmno	110 9% Oi	162 40% OQSTUWYabcegikmo	239 25% OQWYacegikmo	162 22% OQWYaegikmo	251 25% OQWYacegikmo	291 55% OQRSTUWXYabcegiklmo	59 10% O	231 44% OQSTUWYabcegikmo	144 13% OQWgiko	185 53% OQRSTUWXYabcegikmo	122 15% OQWYgikmo
NET: Very/ Fairly poor	27 6%	745 60% NPRSTUVXYZbcdfhjln	27 8% N	695 59% NPRSTUVXYZbcdfhjln	154 37% NPVXZdfhjln	393 41% NPUVXZcdfhjln	386 52% NPRSUVXZbcdfhjln	329 32% NPVXZdfhjln	91 17% NPfh	418 69% NOPQRSTUVXYZabcdfghjlno	114 22% NPVZfhjn	604 54% NPRSUVXZbcdfhjln	65 18% NPfhjn	498 61% NPRSTUVXYZbcdfhjln
Mean	0.88 OQRSTUVWXYZabcdefghijklmno	-1.02 Wi	0.87 OQRSTUVWXYZabcdeghijklmno	-0.96 OWikm	-0.08 OQSTUWYabcegikmo	-0.41 OQTWYaegikmo	-0.62 OQWYaegikmo	-0.25 OQSTWYacegikmo	0.49 OQRSTUWXYabcdegiklmo	-1.11	0.29 OQRSTUWYabcegikmo	-0.82 OQWegikmo	0.51 OQRSTUWXYabcdegiklmo	-0.88 OQWegikmo

	Favourable to politicians													
	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	58 11% OQSTUWYacegikmo	30 2% OQWgio	58 15% OQSTUWYacegikmo	19 3% OQWYgikmo	81 20% OQRSTUVWXYabcdegiklmo	11 1% O	86 21% OQRSTUVWXYabcdegiklmno	7 1%	94 22% OQRSTUVWXYabcdegiklmno	9 1% O	87 13% OQSTUWYacegikmo	4 1%	75 17% OQSTUWXYabcegiklmo	12 1% O
Fairly good (1)	104 21% OQTWYaegikmo	235 18% OQTWYaegikmo	146 36% OQRSTUWXYabcegikmo	59 10% Oi	176 44% OQRSTUWXYZabcdegiklmno	101 9% Oi	186 46% OQRSTUVWXYZabcdegiklmno	59 7%	185 43% OQRSTUWXYZabcdegiklmno	63 9% i	227 34% OQRSTUWYabcegikmo	44 9% i	167 38% OQRSTUWXYabcegikmo	83 8%
Neither (0)	78 15%	336 25% NOPQRSTVWXYZabdefghijklmo	74 18% h	90 15%	72 18% h	237 21% Wbehjm	59 14%	162 19% We	67 16%	132 18% W	141 21% NPRWbehjm	72 16%	94 21% NPRWbehjm	212 21% Wbehjm
Fairly poor (-1)	60 12% NPfhj	247 19% NPRSUVXZbdfhiln	46 11% NPfhj	135 23% NPRSTUVXZbcdfhiln	27 7% N	259 23% NPRSTUVXYZbcdfhiln	31 8% NP	192 23% NPRSTUVXZbcdfhiln	32 8% N	160 22% NPRSTUVXZbcdfhiln	93 14% NPVfhjn	95 20% NPRVXZbdfhjln	46 10% NPfhj	213 21% NPRSTUVXZbdfhiln
Very poor (-2)	177 35% NPRSUVXZcdfhjln	248 19% NPUVXZdfhjln	42 10% NPfhjn	266 45% NOPQRSTUVXYZabcdfghjlno	10 2%	423 37% NPRSUVXYZcdfhjln	16 4% N	368 43% NOPQRSTUVXYZabcdfghjlno	29 7% NPfhn	315 43% NOPQRSTUVXYZbcdfghjlno	56 8% NPfhn	220 47% NOPQRSTUVXYZabcdfghjlno	16 4% N	390 39% NPRSUVXYZcdfhjln
Don't know	26 5%	231 17% NOPQRSTVWXYZabdefghijklmno	35 9% bej	27 5%	34 9% bej	112 10% RTWabeijkm	30 7%	65 8% ae	24 6%	47 6%	57 9% abej	30 6%	43 10% PRabej	95 9% Wabeijkm
NET: Very/ Fairly good	162 32% OQSTUWYacegikmo	266 20% OQWYaegikmo	204 51% OQRSTUWXYabcegikmo	78 13% OQWgiko	258 64% OQRSTUVWXYZabcdegiklmno	112 10% Oi	272 67% OQRSTUVWXYZabcdegiklmno	65 8%	279 65% OQRSTUVWXYZabcdegiklmno	72 10% Oi	314 47% OQRSTUWYabcegikmo	48 10% Oi	242 55% OQRSTUWXYabcegiklmo	95 9% Oi
NET: Very/ Fairly poor	237 47% NPRSUVXZcdfhjln	494 37% NPUVXZdfhjln	87 22% NPVfhjn	400 67% NOPQRSTUVXYZabcdfghjlno	36 9% N	682 60% NPRSTUVXYZbcdfhjln	47 12% NP	560 66% NOPQRSTUVXYZabcdfghjlno	62 14% NPfh	475 65% NOPQRSTUVXYZabcdfghjlno	149 23% NPVfhjn	315 68% NOPQRSTUVXYZabcdfghjlno	62 14% NPf	604 60% NPRSTUVXYZbcdfhjln
Mean	-0.41 OQTWYaegikmo	-0.41 OQTWYaegikmo	0.37 OQRSTUWYabcegikmo	-1.00 W	0.80 OQRSTUVWXYZabcdegijklmno	-0.95 OWikm	0.78 OQRSTUVWXYZabcdegijklmno	-1.09	0.69 OQRSTUVWXYZabcdegiklmo	-1.04	0.32 OQRSTUWYabcegikmo	-1.11	0.60 OQRSTUVWXYabcdegiklmo	-0.98 Wim

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

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Supporting British businesses

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	123 5%	89 8% C	33 3%	80 12% EFGHI	34 5% F	9 1%	121 6% FH	122 5% F	123 6% F	102 8% K	21 2%	41 8% MN	22 4%	15 3%	32 10% MNQ	5 5% *	7 4%	84 12% S	39 3%	108 8% U	15 2%	8 2%	17 3%	26 5%	69 13% VWX	89 5%	34 11% Z	13 3%	70 12% bdef	7 4%	8 3%	3 3% *	6 7% *	54 7%	32 4%
Fairly good (1)	305 13%	188 17% C	114 10%	136 20% EFGHI	95 13% F	74 8%	296 14% FH	302 13% F	299 14% F	207 16% K	98 10%	78 14% N	66 11%	50 10%	64 20% MN	23 21% MN*	25 13%	161 22% S	144 9%	231 17% U	74 8%	37 9%	65 12%	69 13%	119 22% VWX	229 12%	67 22% Z	28 8%	157 26% bdefg	22 13% e	10 4%	15 14% e*	7 8% *	161 20% i	59 8%
Neither (0)	494 22%	244 22%	245 21%	127 19%	149 21%	218 25% DGHI	455 21%	488 22%	461 21%	281 22%	213 21%	116 22%	128 22%	113 22%	63 20%	17 16% *	55 28% P	159 22%	335 22%	259 19%	235 26% T	96 24%	134 24%	109 20%	106 19%	403 21%	78 26%	65 18%	150 25% be	42 25% e	35 13%	26 23% e*	26 29% be*	217 27% i	130 17%
Fairly poor (-1)	400 18%	182 17%	216 19%	109 16%	116 16%	175 20% GHI	365 17%	393 18%	372 17%	221 17%	179 18%	82 15%	111 19% O	108 21% LO	37 12%	21 19% *	41 21% O	119 16%	281 18%	226 16%	174 19%	73 18%	106 19%	104 19%	89 16%	351 18%	42 14%	94 26% ce	79 13%	40 24% c	45 16%	32 29% ce*	18 20% *	149 18%	149 20%
Very poor (-2)	618 27%	295 27%	319 28%	101 15%	209 29% D	308 35% DEGHI	581 27% DI	617 28% DI	583 27% D	285 22%	333 33% J	153 28%	175 29%	145 28%	76 24%	26 24% *	44 22%	112 16%	506 33% R	362 26%	256 29%	109 27% Y	171 30% Y	153 29% Y	113 21%	577 30% a	29 9%	150 41% cdfg	67 11%	34 20% c	160 58% bcdfg	24 22% c*	24 27% c*	150 18%	331 44% h
Don't know	332 15%	103 9%	219 19% B	119 18% FGHI	124 17% FH	89 10%	313 15% FH	320 14% F	324 15% FGH	177 14%	155 15%	70 13%	93 16%	87 17%	42 13%	18 16% *	22 11%	86 12%	246 16% R	191 14%	141 16%	78 19% WY	71 13%	76 14% Y	53 10%	259 14%	55 18%	12 3%	72 12% be	21 13% be	16 6%	11 10% b*	7 8% *	82 10%	57 8%
NET: Very/ Fairly good	428 19%	277 25% C	147 13%	216 32% EFGHI	129 18% F	83 9%	417 20% FH	424 19% F	422 20% FH	309 24% K	119 12%	119 22% MN	87 15%	65 13%	96 31% LMNQ	28 25% MN*	32 17%	245 34% S	183 12%	339 25% U	89 10%	45 11%	83 15%	95 18% V	187 34% VWX	318 17%	101 33% Z	40 11%	227 38% bdefg	29 17% e	18 7%	18 16% e*	13 15% e*	215 26% i	91 12%
NET: Very/ Fairly poor	1018 45%	477 43%	535 47%	210 31%	326 45% D	483 55% DEGHI	946 44% D	1010 45% DGI	955 44% D	506 40%	512 51% J	235 43%	286 48% O	253 49% O	112 36%	47 42% *	85 44%	231 32%	787 51% R	588 43%	430 48% T	182 45% Y	277 49% Y	257 48% Y	202 37%	928 49% a	70 23%	243 67% cdfg	146 25%	73 44% c	205 75% cdfg	57 51% c*	41 48% c*	298 37%	481 63% h
Mean	-0.56	-0.41 C	-0.73	-0.03 EFGHI	-0.62 F	-0.89	-0.54 FH	-0.56 F	-0.54 FH	-0.35 K	-0.84	-0.48 MN	-0.70	-0.73	-0.22 LMN	-0.43 *	-0.52	-0.02 S	-0.82	-0.42 U	-0.77	-0.74	-0.71	-0.63	-0.12 VWX	-0.67	0.14 Z	-0.98 e	0.16 bdefg	-0.49 be	-1.32	-0.59 be*	-0.58 be*	-0.25 i	-0.98

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Supporting British businesses

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	123	72	33	96	13	77	21	73	21	64	33	50	27
	5%	16%	3%	19%	1%	14%	3%	12%	3%	9%	3%	13%	3%
		CEGHIJKM	E	CEFGHIJKLM		CEGIJKM	E	CEGIJKM	E	CEGIKM	E	CEGIJKM	E
Fairly good (1)	305	85	149	182	37	142	52	146	48	84	151	96	85
	13%	19%	13%	36%	3%	26%	7%	24%	7%	11%	16%	25%	8%
		CEGIJM	EGIM	BCEFGHIJKLM		BCEGIJKM	E	BCEGIJKM	E	EGIM	CEGIJM	BCEGIJKM	E
Neither (0)	494	70	261	113	189	128	86	140	93	100	263	99	183
	22%	15%	23%	23%	16%	23%	12%	23%	14%	13%	28%	25%	18%
			BEGIJM	BEGIJM	GIJ	BEGIJM		BEGIJM			BCDEFGHIJM	BEGIJM	GIJ
Fairly poor (-1)	400	83	209	43	257	85	142	94	139	126	180	55	214
	18%	18%	18%	9%	22%	16%	20%	15%	20%	17%	19%	14%	21%
		D	DHL		CDFHJL	D	DHL	D	DFHL	D	DFHL	D	DFHJL
Very poor (-2)	618	121	333	13	551	63	354	80	348	345	163	42	449
	27%	27%	29%	3%	48%	12%	50%	13%	51%	46%	17%	11%	43%
		DFHKL	DFHKL		BCDFHKLM	D	BCDFHKLM	D	BCDFHJKLM	BCDFHKL	DFHL	D	BCDFHKL
Don't know	332	25	145	56	106	49	51	83	36	33	144	49	78
	15%	6%	13%	11%	9%	9%	7%	13%	5%	4%	15%	13%	8%
			BEFGIJM	BGIJM	BIJM	BIJ	IJ	BEFGIJM			BCDEFGIJM	BFGIJM	IJ
NET: Very/ Fairly good	428	157	183	277	50	219	73	219	69	148	184	146	112
	19%	34%	16%	55%	4%	40%	10%	36%	10%	20%	20%	37%	11%
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	EGIM	CEGIM	CEGIJKM	E
NET: Very/ Fairly poor	1018	203	542	55	808	148	496	173	487	471	342	97	662
	45%	45%	48%	11%	70%	27%	70%	28%	71%	63%	37%	25%	64%
		DFHKL	DFHKL		BCDFHJKLM	D	BCDFHJKLM	D	BCDFHJKLM	BCDFHKL	DFHL	D	BCDFHKL
Mean	-0.56	-0.22	-0.67	0.68	-1.24	0.17	-1.15	0.07	-1.15	-0.84	-0.37	0.17	-1.02
		CEGIJM	EGIJM	BCEFGHIJKLM		BCEGIJKM	E	BCEGIJKM	E	EGIM	CEGIJM	BCEGIJKM	EGI

	Favourable to politicians																											
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	99	12	79	15	66	31	67	29	82	15	72	22	56	24	67	33	66	16	79	17	84	12	86	13	85	7	78	8
	21%	1%	24%	1%	16%	3%	9%	3%	15%	3%	14%	2%	16%	3%	13%	2%	16%	3%	20%	1%	21%	1%	20%	2%	13%	2%	18%	1%
	OQRSTUVWXYZabcdegiklmo		OQRSTUVWXYZabcdegiklmno		OQSTUWYacegikmo	OQYgiko	OQSUWYacegikmo	OQgio	OQSTUWYacegikmo	OQo	OQSTUWYacegikmo	OQo	OQSTUWYacegikmo	OQYgio	OQSTUWYacegikmo	OQgo	OQSTUWYacegiklmo	OQgio	OQSTUVWXYabcegiklmo	o	OQRSTUVWXYZabcdegiklmo		OQSTUVWXYabcegiklmo	Oo	OQSTUWYacegikmo		OQSTUWXYabcegiklmo	
Fairly good (1)	186	55	124	58	89	135	80	167	151	37	124	88	100	69	89	167	109	37	138	59	138	39	141	36	160	28	139	47
	40%	4%	37%	5%	22%	14%	11%	16%	28%	6%	24%	8%	29%	8%	18%	13%	27%	6%	35%	5%	34%	5%	33%	5%	24%	6%	32%	5%
	OQRSTUVWXYZabcdefghijklmno		OQRSTUVWXYZabcdegijklmno		OQSTUWYacegikmo	OQWYaegikmo	OQWYegikmo	OQSTWYacegikmo	OQRSTUWXYabcegiklmo		OQSTUWYabcegikmo	OQgiko	OQRSTUWXYabcegikmo	OQWegiko	OQTWYacegikmo	OQWYaegikmo	OQRSTUWYabcegikmo	O	OQRSTUVWXYZabcdegiklmo		OQRSTUVWXYabcdegiklmo		OQRSTUVWXYabcdegiklmo		OQSTUWYabcegikmo		OQRSTUWXYabcegiklmo	
Neither (0)	96	220	81	209	58	234	102	276	121	72	120	198	88	106	58	342	98	71	83	187	94	124	91	110	161	56	121	159
	20%	18%	24%	18%	14%	24%	14%	27%	23%	12%	23%	18%	25%	13%	12%	26%	25%	12%	21%	16%	23%	15%	21%	15%	24%	12%	27%	16%
	RTWabeikmo	TWabeikm	NOQRTWYabegikmo	TWabeikmo		OQRTWYabegikmo		NOQRSTVWYabefgijkmo	OQRTWYabegikmo		OQRTWYabegikmo	TWabeim	OQRTWYabegikmo			NOQRTWYabefgijkmo	OQRTWYabegikmo		RTWabeikmo	Wabem	OQRTWYabegikmo		RTWabegikmo	We	NOQRTWYabegikmo		NOQRTVWXYabefghijkmo	Wabem
Fairly poor (-1)	35	269	26	255	63	181	126	192	76	121	72	246	47	182	50	280	53	126	48	247	39	186	49	159	116	81	47	222
	7%	22%	8%	22%	15%	19%	17%	19%	14%	20%	14%	22%	13%	22%	10%	21%	13%	21%	12%	22%	10%	22%	11%	22%	18%	17%	11%	22%
		NPRSTVXZbdfhjlmn		NPRSTVXZbdfhjlmn	NPbhjn	NPVXZbdfhjn	NPbfhjn	NPVXZbdfhjn	NPbhn	NPVXZbdfhjn	NPbhn	NPRSTVXZbdfhjlmn	NPh	NPRSTVXZbdfhjlmn		NPRSTUVXZbdfhjln	NPh	NPRTVXZbdfhjn	NP	NPRSTVXZbdfhjlmn		NPRTVXZbdfhjlmn	NP	NPRTVXZbdfhjmn	NPVXZbdfhjn	NPbfhjn	N	NPRSTVXZbdfhjlmn
Very poor (-2)	5	568	6	538	120	279	331	190	60	329	57	471	29	401	221	300	48	322	17	531	24	444	38	377	92	269	18	498
	1%	46%	2%	46%	29%	29%	45%	19%	11%	54%	11%	42%	8%	49%	44%	23%	12%	54%	4%	46%	6%	52%	9%	52%	14%	58%	4%	50%
		NPRSUVXYZcdfhjln		NPRSUVXYZcdfhjln	NPUVXZcdfhjln	NPUVXZcdfhjln	NPRSUVXZcdfhjln	NPVXZdfhjln	NPfhn	NOPQRSTUVXYZabcdfghjlno	NPZfhn	NPRSUVXZcdfhjln	NPfn	NPQRSUVXYZcdfhjln	NPRSUVXZcdfhjln	NPUVXZdfhjln	NPZfhn	NOPQRSTUVXYZabcdfghjlno	NP	NPRSUVXYZcdfhjln	NP	NOPQRSTUVXYZbcdfghjln	NPfhn	NOPQRSTUVXYZbcdfghjln	NPVZfhjn	NOPQRSTUVXYZabcdfghijklno	NP	NOPQRSTUVXYZbcdfghjln
Don't know	47	114	18	101	14	107	33	159	43	35	73	101	31	37	17	206	27	24	35	104	28	46	26	31	48	24	37	70
	10%	9%	5%	9%	3%	11%	4%	16%	8%	6%	14%	9%	9%	4%	3%	15%	7%	4%	9%	9%	7%	5%	6%	4%	7%	5%	8%	7%
	PRTWabdehijklm	PRTWabeijkmo		RTWabeikmo		PQRTVWabdehijklmo		NOPQRSTVWYZabdefghijklmno	RTabek		NOPQRTVWYZabdefghijklmno	PRTWabeikmo	PRTabeik			NOPQRSTVWYZabdefghijklmno	Rb		PRTabeijk	PRTWabeikmo	Rb		Rb		RTabek		PRTabeik	RTabeik
NET: Very/ Fairly good	285	67	203	73	155	166	148	196	233	53	196	111	156	93	156	200	175	53	218	75	222	51	227	49	244	35	218	55
	61%	5%	61%	6%	38%	17%	20%	19%	44%	9%	38%	10%	44%	11%	31%	15%	44%	9%	54%	7%	54%	6%	53%	7%	37%	8%	49%	6%
	OQRSTUVWXYZabcdefghijklmno		OQRSTUVWXYZabcdefghijklmno		OQSTUWYabcegikmo	OQWYacegikmo	OQWYacegikmo	OQWYacegikmo	OQRSTUWXYabcegiklmo	OQio	OQSTUWYabcegikmo	OQgiko	OQRSTUWXYabcegiklmo	OQWegikmo	OQSTUWYacegikmo	OQWYaegikmo	OQSTUWXYabcegiklmo	OQgio	OQRSTUVWXYZabcdegiklmno	O	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmo		OQSTUWYabcegikmo		OQRSTUVWXYabcdegiklmo	
NET: Very/ Fairly poor	40	837	32	794	183	460	458	382	136	449	130	717	76	584	271	580	101	447	65	778	64	630	87	536	209	350	65	721
	9%	68%	10%	67%	45%	48%	62%	38%	25%	74%	25%	64%	22%	71%	54%	44%	25%	75%	16%	68%	16%	74%	20%	74%	32%	75%	15%	72%
		NPRSTUVXYZbcdfhjln		NPRSTUVXYZbcdfhjln	NPUVXZdfhjln	NPUVXZcdfhjln	NPRSUVXZbcdfhjln	NPVXZdfhjln	NPfhjn	NOPQRSTUVXYZbcdfghjln	NPfhjn	NPRSUVXZbcdfhjln	NPfhn	NOPQRSTUVXYZbcdfghjln	NPRSUVXZcdfhjln	NPUVXZdfhjln	NPfhjn	NOPQRSTUVXYZabcdfghjln	NP	NPRSTUVXYZbcdfhjln	NP	NOPQRSTUVXYZbcdfghjln	NPfhn	NOPQRSTUVXYZbcdfghjln	NPVXZdfhjn	NOPQRSTUVXYZbcdfghjln	NP	NOPQRSTUVXYZbcdfghjln
Mean	0.81	-1.18	0.77	-1.16	-0.21	-0.63	-0.81	-0.41	0.25	-1.24	0.18	-1.03	0.33	-1.11	-0.55	-0.58	0.24	-1.23	0.59	-1.17	0.57	-1.26	0.46	-1.23	0.05	-1.31	0.53	-1.24
	OQRSTUVWXYZabcdefghijklmno	imo	OQRSTUVWXYZabcdefghijklmno	ikmo	OQSTUWYabcegikmo	OQTWYaegikmo	OQWYaegikmo	OQSTWYacegikmo	OQRSTUWYabcegiklmo		OQRSTUWYabcegiklmo	OQWaegikmo	OQRSTUWXYabcegiklmo	Weikmo	OQTWYaegikmo	OQTWYaegikmo	OQRSTUWYabcegiklmo		OQRSTUVWXYZabcdegijklmo	imo	OQRSTUVWXYZabcdegijklmo		OQRSTUVWXYabcdegiklmo		OQSTUWYabcegikmo		OQRSTUVWXYZabcdegiklmo	

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Supporting parents and families

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very good (2)	113	77	35	77	30	6	112	112	113	91	22	28	19	19	33	2	11	85	28	101	12	5	16	21	65	76	33	9	64	8	5	8	3	47	29
	5%	7%	3%	11%	4%	1%	5%	5%	5%	7%	2%	5%	3%	4%	11%	2%	6%	12%	2%	7%	1%	1%	3%	4%	12%	4%	11%	2%	11%	5%	2%	7%	3%	6%	4%
		C		EFGHI	F		FH	F	F	K					LMNP	*		S		U				V	VWX		Z		bde			e*	*		
Fairly good (1)	324	200	121	135	122	67	316	321	319	231	93	97	70	58	62	15	23	171	153	242	82	43	77	62	126	240	71	31	149	32	16	12	10	157	70
	14%	18%	11%	20%	17%	8%	15%	14%	15%	18%	9%	18%	12%	11%	20%	14%	12%	24%	10%	18%	9%	11%	14%	12%	23%	13%	23%	8%	25%	20%	6%	11%	12%	19%	9%
		C		FGHI	FH		FH	F	F	K		MN			MN	*		S		U					VWX		Z		befg	be		*	*	i	
Neither (0)	510	257	249	119	146	245	461	503	467	281	229	112	145	109	74	27	42	142	368	276	234	101	142	106	119	442	59	83	152	39	51	26	23	205	163
	22%	23%	22%	18%	20%	28%	22%	22%	22%	22%	23%	21%	25%	21%	24%	25%	22%	20%	24%	20%	26%	25%	25%	20%	22%	23%	19%	23%	25%	24%	19%	23%	26%	25%	22%
						DEGHI	D	DGI	D							*			R		T											*	*		
Fairly poor (-1)	447	206	240	111	138	198	420	440	427	248	199	92	127	117	43	24	44	134	313	259	189	73	121	128	89	394	49	97	105	35	58	30	21	174	172
	20%	19%	21%	17%	19%	23%	20%	20%	20%	19%	20%	17%	21%	23%	14%	22%	23%	19%	20%	19%	21%	18%	21%	24%	16%	21%	16%	27%	18%	21%	21%	27%	24%	21%	23%
						DGHI	D	D	D				O	O		*	O							Y				c				*	*		
Very poor (-2)	574	256	310	122	194	258	543	569	547	251	323	159	143	134	67	25	46	109	465	338	236	105	151	154	97	511	51	110	66	30	132	27	26	145	269
	25%	23%	27%	18%	27%	29%	25%	25%	25%	20%	32%	29%	24%	26%	21%	23%	24%	15%	30%	25%	26%	26%	27%	29%	18%	27%	17%	31%	11%	18%	48%	24%	29%	18%	35%
					D	DGHI	D	D	D		J	O				*			R				Y	Y	Y		a		cd		c	bcdfg	c*	c*		h
Don't know	304	106	190	107	98	100	280	296	288	172	132	51	89	82	36	16	29	81	223	162	142	74	57	65	52	244	42	32	58	21	12	9	5	83	55
	13%	10%	17%	16%	13%	11%	13%	13%	13%	14%	13%	10%	15%	16%	11%	15%	15%	11%	14%	12%	16%	18%	10%	12%	9%	13%	14%	9%	10%	13%	4%	8%	6%	10%	7%
			B	FGHI					G				L	L		*			R		T	WXY							e	e		*	*		
NET: Very/ Fairly good	437	277	156	212	152	73	428	433	432	321	116	126	89	77	95	17	33	256	181	342	95	48	93	84	191	316	104	39	213	40	21	20	13	205	100
	19%	25%	14%	32%	21%	8%	20%	19%	20%	25%	12%	23%	15%	15%	30%	16%	17%	35%	12%	25%	11%	12%	16%	16%	35%	17%	34%	11%	36%	24%	8%	18%	15%	25%	13%
		C		EFGHI	F		FH	F	FH	K		MN			MNPQ	*		S		U					VWX		Z		bdefg	be		e*	*	i	
NET: Very/ Fairly poor	1021	462	550	234	332	456	963	1010	975	499	522	251	270	251	109	50	90	243	778	597	424	178	272	282	186	905	100	207	172	65	189	57	46	319	441
	45%	42%	48%	35%	46%	52%	45%	45%	45%	39%	52%	46%	45%	48%	35%	45%	46%	34%	50%	43%	47%	44%	48%	53%	34%	47%	33%	57%	29%	39%	69%	51%	53%	39%	58%
			B		D	DEGHI	D	D	D		J	O	O	O		*	O		R			Y	Y	VY		a		cd		c	bcdfg	c*	c*		h
Mean	-0.53	-0.36	-0.70	-0.12	-0.55	-0.82	-0.52	-0.53	-0.52	-0.31	-0.82	-0.52	-0.60	-0.66	-0.17	-0.59	-0.55	-0.02	-0.78	-0.41	-0.73	-0.70	-0.62	-0.70	-0.05	-0.62	-0.05	-0.82	0.07	-0.32	-1.13	-0.55	-0.68	-0.29	-0.83
		C		EFGHI	F		F	F	F	K					LMNPQ	*		S		U					VWX		Z		bdefg	be		e*	e*	i	

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

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

Q8. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Supporting parents and families

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very good (2)	113	65	24	80	8	66	19	62	14	58	27	58	20
	5%	14%	2%	16%	1%	12%	3%	10%	2%	8%	3%	15%	2%
		CEGHIJKM	E	CEFGHIJKM		CEGIJKM	E	CEGIKM	E	CEGIKM	E	CEGHIJKM	E
Fairly good (1)	324	96	146	203	38	168	44	147	53	92	151	102	94
	14%	21%	13%	41%	3%	31%	6%	24%	8%	12%	16%	26%	9%
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	EGIM	CEGIJM	CEGIJKM	EG
Neither (0)	510	76	262	104	214	104	107	142	120	131	238	83	214
	22%	17%	23%	21%	19%	19%	15%	23%	17%	17%	26%	21%	21%
			BEFGIJ	G	G			BEFGIJ			BCDEFGIJM	G	GI
Fairly poor (-1)	447	87	252	47	295	101	176	110	158	149	202	62	229
	20%	19%	22%	9%	26%	19%	25%	18%	23%	20%	22%	16%	22%
		D	DFHL		BCDFHJKLM	D	BDFHJL	D	DL	D	DHL	D	DL
Very poor (-2)	574	101	334	21	495	49	312	89	287	281	187	58	380
	25%	22%	30%	4%	43%	9%	44%	15%	42%	37%	20%	15%	37%
		DFHL	BDFHKL		BCDFHJKLM	D	BCDFHJKLM	DF	BCDFHKLM	BCDFHKL	DFHL	DF	BCDFHKL
Don't know	304	30	114	47	104	56	50	65	54	40	128	30	98
	13%	7%	10%	9%	9%	10%	7%	11%	8%	5%	14%	8%	9%
			GJ	J	GJ	BJ		BGJL	J		BCDEFGHIJLM		GJ
NET: Very/ Fairly good	437	161	170	283	46	234	63	209	68	150	178	160	115
	19%	35%	15%	56%	4%	43%	9%	34%	10%	20%	19%	41%	11%
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	CEGIM	CEGIM	CEGHIJKM	E
NET: Very/ Fairly poor	1021	188	585	67	789	150	487	199	445	431	389	119	609
	45%	41%	52%	13%	68%	28%	69%	32%	65%	57%	42%	30%	59%
		DFHL	BDFHKL		BCDFHIJKLM	D	BCDFHIJKLM	DF	BCDFHJKLM	BCDFHKL	DFHL	D	BCDFHKL
Mean	-0.53	-0.15	-0.71	0.60	-1.17	0.21	-1.09	-0.03	-1.03	-0.71	-0.46	0.11	-0.91
		CEGIJKM	EGIM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	EGIM	CEGIJM	BCEGHIJKM	EGI

	Favourable to politicians														
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503
Very good (2)	84	12	70	8	59	24	57	20	68	15	62	16	55	16	62
	18%	1%	21%	1%	14%	2%	8%	2%	13%	2%	12%	1%	16%	2%	12%
	OQSTUVWXYabcegiklmo		OQRSTUVWXYZabcdegiklmno		OQSTUWYacegikmo	OQYcgikmo	OQSUWYacegikmo	OQgo	OQSTUWYacegikmo	OQgimo	OQSTUWYacegikmo	Qo	OQSTUWXYacegiklmo	OQgio	OQSTUWYacegikmo
Fairly good (1)	200	43	143	71	99	137	98	161	173	32	139	91	104	68	96
	43%	3%	43%	6%	24%	14%	13%	16%	32%	5%	27%	8%	30%	8%	19%
	OQRSTUVWXYZabcdefgijklmno		OQRSTUVWXYZabcdefgiklmno	Oik	OQSTUWYabcegikmo	OQWYaegikmo	OQWYaegikmo	OQWYacegikmo	OQRSTUWXYabcdegiklmo	Oi	OQSTUWYabcegikmo	OQWgikmo	OQRSTUWYabcegikmo	OQWgikmo	OQSTWYacegikmo
Neither (0)	92	237	55	224	75	218	126	263	107	98	106	241	67	169	73
	20%	19%	16%	19%	18%	23%	17%	26%	20%	16%	20%	21%	19%	21%	15%
	bj	bem		bem		OPQTWbeijkm		NOPQRSTVWXYZabdefghijklmno	bj		bj	QTWbeijm	b	TWbeim	
Fairly poor (-1)	33	315	33	301	61	210	135	225	96	145	82	256	59	178	67
	7%	25%	10%	26%	15%	22%	18%	22%	18%	24%	16%	23%	17%	22%	13%
		NPRSTUVXYZabdfhiln	N	NPRSTUVXYZabdfhiln	NPh	NPRXZbfhjn	NPbh	NPRVXZbdfhjn	NPbhj	NPRTVXZbdfhin	NPh	NPRTVXZbdfhin	NPh	NPRXbfhjn	N
Very poor (-2)	14	523	12	475	92	285	281	211	48	288	77	409	43	341	186
	3%	42%	3%	40%	22%	29%	38%	21%	9%	47%	15%	36%	12%	42%	37%
		NPRSTUVXYZbcdfhjln		NPRSUVXYZcdfhjln	NPVXZdfhjln	NPRUVXZcdfhjln	NPRSUVXZcdfhjln	NPVXZdfhjln	NPfhjn	NOPQRSTUVXYZabcdfghjlno	NPVfhjn	NPRSUVXZcdfhjln	NPVfhjn	NPRSUVXYZcdfhjln	NPRSUVXZcdfhjln
Don't know	44	108	22	97	23	94	43	134	41	32	54	115	21	49	18
	9%	9%	7%	8%	6%	10%	6%	13%	8%	5%	10%	10%	6%	6%	4%
	PRTWZabdefhijkm	TWabeikm	b	TWabeikm		RTWZabdefhijklmo	b	NOPQRSTVWYZabdefghijklmno	be		PRTWZabdefhijklm	QRTWZabdefhijklmo			
NET: Very/ Fairly good	284	55	213	79	158	161	155	181	241	47	200	107	160	84	159
	61%	4%	64%	7%	39%	17%	21%	18%	45%	8%	39%	10%	46%	10%	32%
	OQRSTUVWXYZabcdefgiklmno		OQRSTUVWXYZabcdefgijklmno	Oi	OQSTUWYabcegikmo	OQWYacegikmo	OQSWYacegikmo	OQWYacegikmo	OQRSTUWXYabcegiklmo	Oik	OQSTUWYabcegikmo	OQgikmo	OQRSTUWXYabcegiklmo	OQWgikmo	OQSTUWYacegikmo
NET: Very/ Fairly poor	47	838	44	777	153	494	416	435	144	433	160	665	102	518	252
	10%	68%	13%	66%	37%	51%	56%	43%	27%	71%	31%	59%	29%	63%	50%
		NPRSTUVXYZabcdfghjln	N	NPRSTUVXYZbcdfhjln	NPVXZfhjn	NPRUVXZcdfhjln	NPRSUVXZbcdfhjln	NPVXZdfhjln	NPfhjn	NPQRSTUVXYZabcdfghjlno	NPfhjn	NPRSUVXZbcdfhjln	NPfhjn	NPRSTUVXYZbcdfhjln	NPRUVXZdfhjln
Mean	0.72	-1.15	0.73	-1.08	-0.07	-0.68	-0.70	-0.51	0.24	-1.14	0.05	-0.94	0.21	-0.98	-0.45
	OQRSTUVWXYZabcdefghijklmno	im	OQRSTUVWXYZabcdefgijklmno	Oikm	OQSTUWYabcegikmo	OQWYaegikmo	OQWYaegikmo	OQSTWYacegikmo	OQRSTUWXYabcdegiklmo		OQSTUWYabcegikmo	OQWegikmo	OQRSTUWXYabcegiklmo	OQWegikmo	OQSTWYacegikmo

	Favourable to politicians												
	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very good (2)	21	57	19	77	11	74	9	83	9	72	4	65	8
	2%	14%	3%	19%	1%	18%	1%	19%	1%	11%	1%	15%	1%
	Q	OQSTUWYacegiklmo	OQYcgikmo	OQRSTUVWXYabcdegiklmno		OQSTUVWXYabcdegiklmo		OQRSTUVWXYabcdegiklmno	Q	OQSTUWYacegikmo		OQSTUWYacegiklmo	
Fairly good (1)	167	108	42	145	58	170	25	166	28	175	22	152	56
	13%	27%	7%	36%	5%	42%	3%	38%	4%	26%	5%	35%	6%
	OQWYaegikmo	OQSTUWYabcegikmo	Ogik	OQRSTUWXYZabcdegiklmo	Oi	OQRSTUVWXYZabcdefgiklmno		OQRSTUVWXYZabcdegiklmo		OQSTUWYabcegikmo	i	OQRSTUWXYZabcdegiklmo	Oik
Neither (0)	342	83	93	77	231	79	151	70	138	143	71	88	202
	26%	21%	16%	19%	20%	19%	18%	16%	19%	22%	15%	20%	20%
	NOPQRSTVWXYZabdefghijklmno	bj		b	Wbeim	bj			bem	PTWbejm		bj	Wbem
Fairly poor (-1)	312	71	141	60	271	42	223	63	173	138	110	69	235
	24%	18%	24%	15%	24%	10%	26%	15%	24%	21%	24%	16%	23%
	NPRTVXZbdfhin	NPbh	NPRTVXZbdfhin	NPh	NPRTVXZbdfhin	N	NPRSTUVXYZabdfghilno	NPh	NPRTVXZbdfhin	NPRXbfhjn	NPRTXZbdfhjn	NPh	NPRTVXZbdfhin
Very poor (-2)	313	59	276	17	469	16	398	25	341	87	235	27	429
	24%	15%	46%	4%	41%	4%	47%	6%	47%	13%	50%	6%	43%
	NPUVXZdfhjln	NPVfhjn	NPQRSTUVXYZabcdfghjln		NPRSUVXYZcdfhjln		NOPQRSTUVXYZabcdfghjlno	NPh	NOPQRSTUVXYZabcdfghjlno	NPVfhjn	NOPQRSTUVXYZabcdfghjlno	NPh	NPRSTUVXYZbcdfhjln
Don't know	172	23	26	24	102	27	45	25	36	47	23	39	74
	13%	6%	4%	6%	9%	7%	5%	6%	5%	7%	5%	9%	7%
	NOPQRSTVWYZabdefghijklmno			b	RTWabeijkmo	b				be		RTWZbdefijkm	Wbeikm
NET: Very/ Fairly good	188	165	60	222	70	244	34	249	38	247	26	217	64
	14%	41%	10%	56%	6%	60%	4%	58%	5%	37%	6%	49%	6%
	OQWYaegikmo	OQSTUWYabcegikmo	OQWgikmo	OQRSTUVWXYZabcdegiklmno	Oi	OQRSTUVWXYZabcdefgiklmno		OQRSTUVWXYZabcdegiklmno		OQSTUWYabcegikmo		OQRSTUWXYabcdegiklmo	Oi
NET: Very/ Fairly poor	625	130	417	76	741	58	621	88	514	225	345	96	664
	47%	32%	70%	19%	65%	14%	73%	20%	71%	34%	74%	22%	66%
	NPRUVXZdfhjln	NPVfhjn	NPQRSTUVXYZabcdfghjlno	NPh	NPRSTUVXYZbcdfhjln	N	NOPQRSTUVXYZabcdfghjlno	NPh	NPQRSTUVXYZabcdfghjlno	NPVfhjn	NOPQRSTUVXYZabcdfghjlno	NPh	NPRSTUVXYZbcdfhjln
Mean	-0.63	0.09	-1.08	0.55	-1.08	0.64	-1.21	0.54	-1.17	0.01	-1.24	0.40	-1.10
	OQWYaegikmo	OQSTUWYabcegikmo	ikm	OQRSTUVWXYZabcdegiklmno	Oikm	OQRSTUVWXYZabcdegijklmno		OQRSTUVWXYZabcdegiklmno		OQSTUWYabcegikmo		OQRSTUVWXYZabcdegiklmo	ikm

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Summary

All Adults aged 16+ in Great Britain

	Q9. Which party, if any, do you trust most to deliver on each of the following issues?														
	Managing the economy	Reducing the cost of living	Improving the NHS	Managing immigration and asylum	Dealing with crime and anti-social behaviour	Strengthening Britain's defence and armed forces	Setting the right level of tax	Improving education	Dealing with climate change	Building more affordable housing	Improving public transport	Improving the benefits system	Boosting international trade and encouraging investment	Supporting British businesses	Supporting parents and families
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272
Weighted base	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272	2272
The Conservative party	366 16% BCDEGHIJKLO	279 12% CDIJKLO	234 10% DI	182 8%	264 12% DIJKLO	350 15% BCDEGHIJKLO	313 14% BCDEIJKLO	293 13% CDIJKLO	200 9%	223 10% D	214 9% D	225 10% D	355 16% BCDEGHIJKLO	351 15% BCDEGHIJKLO	222 10% D
The Labour party	339 15% DGI	309 14% DI	409 18% ABDEGHIKLMN	274 12% I	313 14% DI	377 17% ABDEGILN	300 13% I	367 16% BDEGIN	238 10%	381 17% ABDEGIKLN	340 15% DGI	333 15% DI	357 16% BDEGI	331 15% DI	394 17% ABDEGIKLN
The Liberal Democrats	108 5% F	122 5% FI	159 7% ABDEFIJLMN	102 4%	114 5% F	85 4%	142 6% ADEFIMN	144 6% ADEFIMN	95 4%	125 6% FI	140 6% ADFIM	126 6% FI	102 4%	116 5% F	153 7% ABDEFIJMN
Reform UK	343 15% HIJKO	351 15% HIJKO	331 15% HIJKO	700 31% ABCEFGHIJKLMNO	490 22% ABCFGHIJKLMNO	418 18% ABCGHIJKLMO	364 16% CHIJKO	279 12% I	228 10%	284 13% I	272 12% I	346 15% HIJKO	351 15% HIJKO	417 18% ABCGHIJKLMO	292 13% I
The Green party	103 5% F	108 5% EF	108 5% EF	99 4% F	83 4% F	57 3%	114 5% EFMN	120 5% EFMN	542 24% ABCDEFGHJKLMNO	128 6% ADEFMN	194 9% ABCDEFGHJLMNO	112 5% EFMN	87 4% F	87 4% F	115 5% EFMN
The Scottish National Party (SNP)	37 2% DEF	32 1% F	38 2% DEFL	25 1% F	26 1% F	17 1%	30 1% F	31 1% F	26 1%	33 1% F	35 2% F	26 1%	31 1% F	34 2% F	39 2% DEFHIL
Plaid Cymru	1 * FI	1 * FI	2 * FI	1 * FI	1 * FI	- -	2 * FI	1 * FI	- -	1 * FI	3 * FI	1 * FI	1 * FI	1 * FI	1 * FI
Another party	64 3% I	68 3% I	78 3% DFIN	55 2%	73 3% DFIN	52 2%	64 3% I	64 3% I	44 2%	66 3% I	68 3% I	79 3% DFIN	67 3% I	52 2%	66 3% I
None of these	415 18% FMN	497 22% ACDEFGHIKMNO	422 19% FMN	409 18% FMN	405 18% FMN	367 16%	428 19% FMN	415 18% FMN	415 18% FMN	462 20% ACDEFHIMNO	432 19% FMN	468 21% ACDEFGHIMNO	351 15%	335 15%	409 18% FMN
Don't know	497 22% D	505 22% D	492 22% D	425 19%	504 22% D	548 24% ABCDEI	515 23% D	556 24% ABCDEGI	485 21% D	568 25% ABCDEGI	573 25% ABCDEGI	556 24% ABCDEGI	572 25% ABCDEGI	548 24% ABCDEI	579 25% ABCDEGI

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ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O Minimum Base: 30(**) Small Base: 100(*)

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Managing the economy

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
The Conservative party	366 16%	186 17%	178 16%	87 13%	100 14%	179 20% DEGHI	326 15%	362 16% DGI	330 15%	216 17%	150 15%	70 13%	106 18% L	93 18% L	56 18%	13 12% *	28 15%	119 17%	247 16%	209 15%	157 18%	67 17%	87 16%	90 17%	89 16%	309 16%	49 16%	212 59% cdefg	56 9% f	16 10% f	17 6%	3 3% *	7 8% *	117 14%	187 25% h
Reform UK	343 15%	205 19% C	137 12%	65 10%	100 14% D	178 20% DEGHI	312 15% DI	343 15% DGI	312 14% D	155 12%	188 19% J	98 18% Q	96 16% Q	85 16% Q	41 13% Q	10 9% *	12 6%	57 8%	286 18% R	203 15%	140 16%	73 18% Y	85 15%	93 17% Y	65 12%	322 17% a	18 6%	46 13% cdf	42 7%	10 6%	169 62% bcdfg	4 3% *	4 4% *	67 8%	204 27% h
The Labour party	339 15%	229 21% C	108 9%	148 22% EFGHI	111 15% F	80 9%	322 15% F	333 15% F	328 15% F	236 19% K	103 10%	86 16%	81 14%	71 14%	53 17%	18 16% *	30 16%	174 24% S	165 11%	258 19% U	80 9%	31 8%	81 14% V	58 11%	142 26% VWX	248 13%	81 27% Z	11 3%	231 39% bdefg	17 10% be	4 1%	12 10% be*	8 9% be*	186 23% i	63 8%
The Liberal Democrats	108 5%	60 5%	47 4%	37 5%	33 5%	38 4%	102 5%	107 5%	103 5%	72 6%	37 4%	16 3%	26 4%	25 5%	23 7% L	3 3% *	15 8% L	52 7% S	57 4%	64 5%	44 5%	18 5%	17 3%	29 5%	36 7% W	86 4%	19 6%	5 1%	29 5% be	47 28% bcefg	4 2%	4 3% *	5 6% b*	63 8% i	26 3%
The Green party	103 5%	53 5%	47 4%	65 10% EFGHI	29 4% F	9 1%	99 5% FH	99 4% F	103 5% FH	63 5%	40 4%	32 6%	23 4%	18 4%	23 7% MNP	1 1% *	6 3%	39 5%	64 4%	58 4%	44 5%	15 4%	27 5%	32 6%	25 5%	76 4%	25 8% Z	1 *	27 5% b	6 4% b	6 2% b	39 34% bcdeg*	1 1% *	40 5% i	12 2%
The Scottish National Party (SNP)	37 2%	18 2%	18 2%	6 1%	15 2%	16 2%	35 2%	35 2%	37 2%	13 1%	24 2% J	- -	- -	- -	- -	- - *	37 19% LMNOP	9 1%	28 2%	20 1%	17 2%	9 2%	13 2%	5 1%	6 1%	35 2%	2 1%	* *	2 *	3 2%	- -	- - *	27 31% bcdef*	27 3% i	4 1%
Plaid Cymru	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1% *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- - *	1 1% *	1 *	- -
Another party	64 3%	29 3%	33 3%	22 3%	21 3%	21 2%	63 3%	64 3%	63 3%	37 3%	26 3%	21 4%	16 3%	11 2%	11 4%	2 2% *	2 1%	23 3%	41 3%	40 3%	24 3%	12 3%	21 4%	11 2%	13 2%	54 3%	6 2%	1 *	18 3% b	9 5% b	4 2%	10 9% bce*	2 2% b*	30 4% i	12 2%
None of these	415 18%	181 16%	228 20%	70 10%	150 21% D	195 22% DGHI	393 18% DI	414 18% D	394 18% D	201 16%	214 21% J	107 20%	97 16%	99 19%	45 14%	36 33% LMNOQ*	30 15%	122 17%	293 19%	235 17%	180 20%	87 22% Y	112 20% Y	103 19% Y	71 13%	360 19%	47 16%	47 13%	98 17%	30 18%	39 14%	19 17% *	29 34% bcdef*	139 17%	147 19%
Don't know	497 22%	139 13%	350 31% B	173 26% FGH	169 23% F	156 18%	477 22% FH	483 22% F	492 23% FGH	280 22%	217 22%	111 21%	148 25%	116 22%	61 20%	26 24% *	35 18%	127 18%	370 24% R	288 21%	209 23%	89 22%	121 22%	115 21%	101 18%	417 22%	55 18%	38 11%	91 15% g	28 17% g	30 11%	23 20% beg*	4 4% *	142 17%	104 14%

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Managing the economy

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
The Conservative party	366	227	50	50	260	63	145	70	157	144	116	37	247	53	269	49	258	161	59
	16%	50%	4%	10%	23%	12%	20%	11%	23%	19%	12%	9%	24%	11%	22%	15%	22%	39%	6%
		CDEFGHIJKLM		C	CDFHJKL	C	CDFHKL	C	CDFHKL	CDFHKL	C	C	CDFGHJKL	S	NPSUVXZcdfhjkln	NSXdf	NPSUVXZcdfhjkln	NOPQSTUVWXYZabcdefghiiklmno	
Reform UK	343	47	201	30	281	46	204	33	206	310	8	28	254	31	288	22	279	70	178
	15%	10%	18%	6%	24%	8%	29%	5%	30%	41%	1%	7%	25%	7%	23%	7%	24%	17%	18%
		DHK	BDFHKL	K	BCDFHKL	DHK	BCDEFHKLM	K	BCDEFHKLM	BCDEFGHIKLM		K	BCDFHKL	U	NPRSUVXZcdfhjln	U	NPRSUVXZcdfhjln	NPUVXZcdfhjln	NPUVXZcdfhjln
The Labour party	339	89	193	265	18	160	69	160	50	82	192	110	95	246	30	170	43	86	179
	15%	20%	17%	53%	2%	29%	10%	26%	7%	11%	21%	28%	9%	53%	2%	51%	4%	21%	19%
		EGIJM	EGIJM	BCEFGHIJKLM		BCEGIJKM	EI	BCEGIJKM	E	EI	CEGIJM	BCEGIJKM	E	OQRSTUVWXYZabcdefghijklmno		OQRSTUVWXYZabcdegijklmno	O	OQTWYacegikmo	OQTWYacegikmo
The Liberal Democrats	108	24	69	30	45	84	10	50	27	23	72	32	47	32	54	30	50	18	66
	5%	5%	6%	6%	4%	15%	1%	8%	4%	3%	8%	8%	5%	7%	4%	9%	4%	4%	7%
		GJ	EGIJ	GJ	G	BCDEGHIJKLM		BEGIJM	G	G	CEGIJM	BEGIJM	G	QTWYgiko	TWo	OQRTWYabcegikmo	TWo	TW	OQTWYaegikmo
The Green party	103	13	67	19	50	32	30	74	8	17	61	46	24	19	57	16	46	15	58
	5%	3%	6%	4%	4%	6%	4%	12%	1%	2%	7%	12%	2%	4%	5%	5%	4%	4%	6%
		I	BDEIJM	I	IJM	BDIJM	IJM	BCDEFGIJKM			BDEGIJM	BCDEFGIJKM	I	Y	Yaeg	Yab	Ya		QTYabego
The Scottish National Party (SNP)	37	2	26	2	28	10	14	10	10	11	21	7	13	*	30	1	29	3	26
	2%	*	2%	*	2%	2%	2%	2%	1%	1%	2%	2%	1%	*	2%	*	2%	1%	3%
			BDM		BDM	BD	BD	BD		BD	BDM	BD			NPRTYZfjo		NPRTYZfjo		NPTYZcfhj
Plaid Cymru	1	-	1	1	-	1	-	1	-	-	1	1	-	-	1	1	-	-	1
	*	-	*	*	-	*	-	*	-	-	*	*	-	-	*	*	-	-	*
Another party	64	3	52	14	40	20	18	37	5	6	47	51	6	10	49	7	36	3	44
	3%	1%	5%	3%	3%	4%	3%	6%	1%	1%	5%	13%	1%	2%	4%	2%	3%	1%	5%
			BGIJM	BIJM	BIJM	BIJM	BIJM	BDEFGIJM			BDEGIJM	BCDEFGHIJKM		RTYabej	QRTWYabegjmo	RYaej	RTWYabejmo		NPQRTWYabeghjkmo
None of these	415	19	264	38	242	52	140	61	145	73	216	33	215	27	246	14	252	24	217
	18%	4%	23%	8%	21%	9%	20%	10%	21%	10%	23%	8%	21%	6%	20%	4%	21%	6%	22%
			BDFGHJL	B	BDFHJL	B	BDFHJL	B	BDFHJL	B	BDFHJL	B	BDFHJL		NPRTVXZbdfhjn		NPRTVXZbdfhjln		NPRTVXZbdfhjln
Don't know	497	33	209	53	188	77	76	121	77	87	200	48	135	48	213	24	184	30	139
	22%	7%	18%	11%	16%	14%	11%	20%	11%	12%	21%	12%	13%	10%	17%	7%	16%	7%	14%
			BDFGIJLM	B	BDGIJM	BD	B	BDFGIJLM	B	B	BCDEFGIJLM	B	B	Ph	NPQRSTVWZabdefhijklmno		NPRTWabdefhijklmo		NPRTWabdefhjkm

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
The Conservative party	155	130	73	127	47	258	38	179	99	200	40	134	43	248	57	175	62	123	87	110	51	231
	21%	13%	14%	21%	9%	23%	11%	22%	20%	15%	10%	23%	11%	22%	14%	21%	14%	17%	13%	24%	12%	23%
	NPSUVXZcdfhjkln	SX	SXd	NPSUVXZcdfhjkln	S	NPSUVXZcdfhjkln	S	NPSUVXZcdfhjkln	NPSUVXZcdfhjln	NSUXZdfn	S	NPSUVXZcdfhjkln	S	NPSUVXZcdfhjkln	SXdf	NPSUVXZcdfhjkln	NSXdf	NSUXZdfn	SXd	NPSUVXZcdfhjkln	S	NPSUVXZcdfhjkln
Reform UK	298	16	42	196	34	262	22	249	188	96	30	196	28	281	24	255	38	211	68	138	28	271
	40%	2%	8%	32%	6%	23%	6%	30%	37%	7%	7%	33%	7%	25%	6%	30%	9%	29%	10%	30%	6%	27%
	NOPQRSUVWXYZacdefghijklmno		U	NOPQRSUVXYZcdfghjlno	U	NPRSUVXZcdfhjln	U	NOPQRSUVXYZcdfghjlno	NOPQRSUVXYZacdfghijklmno	U	U	NOPQRSUVXYZcdfghjlno	U	NPRSUVXZcdfhjln	U	NOPQRSUVXYZcdfghjlno	Uh	NOPQRSUVXYZcdfghjln	NPUVXZcdfhn	NOPQRSUVXYZcdfghjln	U	NOPQRSUVXYZcdfghjln
The Labour party	80	195	160	42	154	95	114	67	93	194	123	41	193	46	195	34	185	42	195	29	159	54
	11%	19%	30%	7%	30%	8%	33%	8%	19%	15%	31%	7%	48%	4%	48%	4%	43%	6%	30%	6%	36%	5%
	OQWaegikmo	OQTWYacegikmo	OQRSTUWYabcegikmo	OQgi	OQRSTUWYabcegikmo	OQgiko	OQRSTUWYabcegikmo	OQgiko	OQTWYaegikmo	OQTWYaegikmo	OQRSTUWYabcegikmo	OQgi	OQRSTUVWXYZabcdegijklmno	O	OQRSTUVWXYZabcdegijklmno	O	OQRSTUVWXYZabcdegiklmno	OQgi	OQRSTUWYabcegikmo	OQgi	OQRSTUVWXYabcdegiklmo	OQgi
The Liberal Democrats	18	69	77	7	33	49	27	38	27	74	40	24	26	47	37	30	38	29	55	18	45	32
	2%	7%	15%	1%	6%	4%	8%	5%	5%	6%	10%	4%	7%	4%	9%	3%	9%	4%	8%	4%	10%	3%
		OQTWYacegikmo	NOPQRSTUWXYZabcdefghijklmno		TWio	TWo	OQRTWYegikmo	TWo	TWo	QTWgio	NOQRSTUWXYabcefgikmo	W	TWio	TW	NOQRTWXYabcefgikmo	W	OQRTWYabcegikmo	W	OQRTWYabcegikmo	W	NOQRSTUWXYabcefgikmo	W
The Green party	24	65	29	27	55	22	42	17	13	74	61	16	21	38	17	40	17	42	29	17	34	39
	3%	6%	6%	4%	11%	2%	12%	2%	3%	6%	15%	3%	5%	3%	4%	5%	4%	6%	4%	4%	8%	4%
		NOQTYabegjlmo	TYabeg	Yae	NOPQRSTUVWYabcefghijklmno		NOPQRSTUVWYabcefghijklmno			QTYabego	NOPQRSTUVWXYabcefghijklmno		Yabe	Ya	Ya	Yaeg	Y	QTYabegmo	Ya	Y	NOPQRTWYabefghijlmo	Ya
The Scottish National Party (SNP)	7	24	10	12	15	12	2	19	7	22	12	9	2	25	5	24	3	22	12	11	7	16
	1%	2%	2%	2%	3%	1%	*	2%	1%	2%	3%	2%	1%	2%	1%	3%	1%	3%	2%	2%	1%	2%
	N	NPYZcfj	NPZfj	NP	NPRTYZfhj	N		NPTYfj	N	N	NPRTYZfhjn	N	N	NPTYZj	NP	NPRTYZcefjo	N	NPRTYZcefjo	NPZfj	NPTYZ	NP	N
Plaid Cymru	-	1	1	-	1	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-
	-	*	*	-	*	-	*	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-
Another party	7	51	21	9	51	7	40	5	5	53	23	4	17	33	9	26	3	20	26	7	25	10
	1%	5%	4%	1%	10%	1%	11%	1%	1%	4%	6%	1%	4%	3%	2%	3%	1%	3%	4%	2%	6%	1%
		NPQRTWYabceghijkmo	NRTWYabehjmo	Ya	NOPQRSTUVWYabcdefghijklmno		NOPQRSTUVWYabcdefghijklmno			RTWYabejmo	NPQRTWYabeghijkmo		NPRTWYabehjmo	RTWYabejo	RYaej	RTWYabejmo		RTWYabejo	NRTWYabehjmo		NPQRTWYabeghijkmo	
None of these	72	240	48	133	55	239	25	164	31	309	29	120	35	236	34	165	49	159	108	98	38	219
	10%	24%	9%	22%	11%	21%	7%	20%	6%	23%	7%	20%	9%	21%	8%	19%	11%	22%	16%	21%	9%	22%
	NPRb	NOPRTVXZabdfhijln	NPR	NPRTVXZbdfhjln	NPRZbd	NPRTVXZbdfhjln	P	NPRTVXZbdfhjn		NOPRTVXZabdfghijln	P	NPRTVXZbdfhjn	NP	NPRTVXZbdfhjln	NP	NPRTVXZbdfhjn	NPRZbdfhn	NPRTVXZbdfhijln	NPRTVXZbdfhjn	NPRTVXZbdfhjn	NP	NPRTVXZbdfhjln
Don't know	80	223	71	55	75	183	40	82	39	304	42	51	34	189	30	103	36	77	81	37	54	133
	11%	22%	13%	9%	15%	16%	11%	10%	8%	23%	11%	9%	9%	17%	7%	12%	8%	11%	12%	8%	12%	13%
	PRbh	NOPQRSTVWXYZabdefghijklmno	NPRWabefhjm		NPRTWZabdefhjkm	NPRTWZabdefhijklmno	PRbh			NOPQRSTVWXYZabdefghijklmno	Ph			NPRTWZabdefhijklmno		PRWbehm			PRbefhjm		PRbfhjm	PRWabefhjkm

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Reducing the cost of living

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Reform UK	351 15%	203 18% C	146 13%	69 10%	107 15% D	176 20% DEGHI	318 15% DI	351 16% DGI	318 15% D	165 13%	187 19% J	95 18%	98 17%	85 16%	43 14%	9 8% *	21 11%	70 10%	282 18% R	210 15%	141 16%	71 18%	86 15%	96 18% Y	70 13%	328 17% a	21 7%	49 13% cdf	46 8% f	7 4%	169 62% bcdfg	2 2% *	5 5% *	62 8%	208 27% h
The Labour party	309 14%	196 18% C	110 10%	137 20% EFGHI	105 14% F	67 8%	296 14% F	304 14% F	300 14% F	236 19% K	73 7%	83 15%	67 11%	59 11%	58 18% MN	18 17% *	23 12%	165 23% S	144 9%	240 17% U	69 8%	24 6%	65 11% V	73 14% V	126 23% VWX	235 12%	67 22% Z	12 3%	229 39% bdefg	9 5% e	2 1%	9 8% e*	6 6% e*	158 19% i	69 9%
The Conservative party	279 12%	142 13%	136 12%	71 11%	81 11%	127 15% GHI	250 12%	276 12% GI	253 12%	152 12%	127 13%	55 10%	75 13%	76 15%	47 15%	8 7% *	19 10%	89 12%	190 12%	159 12%	120 13%	50 13%	63 11%	64 12%	76 14%	240 13%	29 10%	173 48% cdefg	29 5%	11 7%	19 7%	7 7% *	5 5% *	99 12%	135 18% h
The Liberal Democrats	122 5%	73 7% C	48 4%	43 6%	41 6%	38 4%	118 6%	121 5%	119 6%	74 6%	48 5%	23 4%	34 6%	32 6%	16 5%	3 2% *	15 8%	55 8% S	67 4%	85 6%	37 4%	21 5%	29 5%	29 5%	35 6%	90 5%	28 9% Z	5 1%	35 6% be	50 30% bcefg	1 1%	3 3% *	5 6% be*	76 9% i	26 3%
The Green party	108 5%	56 5%	50 4%	58 9% EFGHI	38 5% F	11 1%	106 5% F	107 5% F	107 5% F	74 6% K	34 3%	27 5%	29 5%	23 4%	22 7% P	1 1% *	7 4%	46 6% S	62 4%	65 5%	43 5%	14 4%	31 6%	27 5%	30 6%	80 4%	25 8% Z	4 1%	35 6% be	6 4%	2 1%	36 32% bcdeg*	4 4% *	46 6% i	21 3%
The Scottish National Party (SNP)	32 1%	15 1%	16 1%	4 1%	14 2% D	14 2%	30 1% D	30 1% D	31 1% D	12 1%	19 2%	- -	- -	- -	- -	- - *	32 16% LMNOP	10 1%	21 1%	19 1%	13 1%	7 2%	10 2%	6 1%	8 1%	30 2%	1 *	- -	- -	3 2% bc	- -	1 1% *	26 30% bcdef*	26 3% i	2 *
Plaid Cymru	1 *	- -	1 *	1 *	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1% LMN*	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- *	- *	- -	- -
Another party	68 3%	35 3%	31 3%	27 4%	22 3%	19 2%	67 3%	68 3%	67 3%	35 3%	33 3%	28 5% MQ	9 2%	15 3%	10 3%	4 4% *	2 1%	24 3%	44 3%	40 3%	28 3%	9 2%	24 4% Y	18 3%	9 2%	57 3%	7 2%	3 1%	22 4% b	7 4% b	3 1%	13 12% bcde*	3 4% *	34 4% i	14 2%
None of these	497 22%	226 21%	264 23%	83 12%	164 23% D	250 29% DEGHI	471 22% DI	495 22% D	472 22% D	245 19%	252 25% J	120 22%	130 22%	111 21%	56 18%	38 35% LMNOQ*	42 21%	138 19%	359 23% R	278 20%	219 24% T	107 27% Y	141 25% Y	113 21%	92 17%	428 22%	62 20%	74 21%	119 20%	40 24%	47 17%	20 18% *	28 32% cef*	182 22%	176 23%
Don't know	505 22%	154 14%	342 30% B	178 26% FGHI	156 21%	171 20%	474 22% H	487 22%	492 23% FGH	278 22%	227 23%	111 21%	153 26%	117 23%	62 20%	27 25% *	34 17%	124 17%	381 25% R	280 20%	224 25% T	96 24%	114 20%	111 21%	101 18%	416 22%	63 21%	41 11%	79 13%	32 19% beg	29 11%	21 19% g*	6 7% *	129 16%	107 14%

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Reducing the cost of living

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
Reform UK	351 15%	55 12% DFHKL	194 17% BDFHKL	28 6% K	287 25% BCDFHKL	38 7% K	209 30% BCDEFHKLM	37 6% K	214 31% BCDEFHKLM	311 41% BCDEFGHIKLM	6 1%	30 8% K	256 25% BCDFHKL	32 7% U	293 24% NPRSUVXZcdfhjln	21 6% U	286 24% NPRSUVXZcdfhjln	73 18% NPUVXZcdfhjln	168 17% NPUVXZcdfhjln
The Labour party	309 14%	88 19% EGIJM	171 15% EGIJM	238 48% BCEFGHIJKLM	19 2%	127 23% CEGIJKM	69 10% EI	134 22% CEGIJKM	49 7% E	85 11% EI	172 18% CEGIJM	95 24% BCEGIJKM	96 9% EI	216 46% OQRSTUVWXYZabcdefghijklmno	31 3%	159 48% OQRSTUVWXYZabcdefghijklmno	39 3% O	81 20% OQTWYacegikmo	152 16% OQTWYacegikmo
The Conservative party	279 12%	194 43% CDEFGHIJKLM	25 2%	39 8% C	197 17% CDFHKL	55 10% C	107 15% CDFHKL	55 9% C	115 17% CDFHKL	112 15% CDFHKL	86 9% C	31 8% C	183 18% CDFHKL	43 9% S	201 16% NPSUVXZcdfhkln	38 11% SXf	200 17% NPSUVXZcdfhjkln	139 34% NOPQSTUVWXYZabcdefghiiklmno	37 4%
The Liberal Democrats	122 5%	25 5% GIJ	77 7% EGIJM	37 7% EGIJ	45 4% G	91 17% BCDEGHIJKLM	11 2%	51 8% BEGIJM	21 3% G	21 3%	78 8% CEGIJM	32 8% EGIJM	51 5% GIJ	39 8% OQTWYabegikmo	54 4% W	24 7% TWegio	55 5% Wi	24 6% TW	74 8% OQTWYabegikmo
The Green party	108 5%	12 3% I	76 7% BEGIJM	30 6% BIJM	53 5% IJM	42 8% BEGIJM	26 4% IM	93 15% BCDEFGIJKM	4 1%	19 3% I	67 7% BEGIJM	49 13% BCDEFGIJKM	20 2% I	29 6% RTWYabegmo	56 5% TYaegm	25 8% OQRTWYabegijmo	51 4% TYaeg	12 3% e	73 8% OQRTWYabcegimo
The Scottish National Party (SNP)	32 1%	2 *	24 2% BDM	2 *	24 2% BDM	10 2% BD	13 2% BD	11 2% BD	8 1%	10 1%	20 2% BD	4 1%	12 1%	* *	25 2% NRTYj	3 1% N	26 2% NRTYZjo	2 1%	25 3% NPRTYZcfhjo
Plaid Cymru	1 *	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *
Another party	68 3%	5 1%	56 5% BDFIJM	9 2%	48 4% BDIJM	16 3% BJM	24 3% BIJM	33 5% BDFIJM	12 2% M	7 1%	54 6% BDFGIJM	50 13% BCDEFGHIJKM	9 1%	6 1%	55 4% NPRTYabeghjmo	5 1%	44 4% NRTYabehjo	5 1%	51 5% NPQRTVWYabeghjlmo
None of these	497 22%	35 8%	306 27% BDFHJL	60 12% B	292 25% BDFHJL	85 16% BD	170 24% BDFHJL	81 13% B	180 26% BDFHJL	109 15% B	257 28% BDFHJL	51 13% B	259 25% BDFHJL	45 10%	301 24% NPRTVXZbdfhin	27 8%	290 25% NPRTVXZbdfhiln	36 9%	250 26% NPRTVXZbdfhiln
Don't know	505 22%	39 9%	202 18% BDGIJLM	57 11%	189 16% BDGIJ	80 15% BDJ	77 11%	120 19% BDFGIJLM	82 12%	78 10%	193 21% BCDEFGIJLM	49 12% B	149 14% BGIJ	55 12% b	220 18% NPQRSTVWZabdefhijklmo	31 9%	186 16% PRTWZabdefhijklm	38 9%	137 14% PRTWabefhjkm

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Reform UK	302 41% NOPQRSUVWXYZacdefghijklmno	11 1%	33 6% U	202 33% NOPQRSUVXYZcdfghjklno	33 6% U	268 24% NPRSUVXZcdfhjln	22 6% U	251 31% NOPQRSUVXYZcdfghjlno	196 39% NOPQRSUVWXYZacdfghijklmno	90 7% U	30 7% U	200 34% NOPQRSUVXYZcdfghjklno	25 6% U	282 25% NPRSUVXZcdfhjln	26 6% U	255 30% NOPQRSUVXYZcdfghjlno	38 9% UVfhn	201 28% NOPQRSUVXYZcdfhjln	64 10% NPUVXZcfhn	139 30% NOPQRSUVXYZcdfghjln	25 6% U	272 27% NOPQRSUVXYZcdfghjln
The Labour party	78 11% OQWYaegikmo	173 17% OQTWYacegikmo	142 27% OQRSTUWYabcegikmo	45 7% OQgiko	143 28% OQRSTUWYabcegikmo	88 8% OQgiko	99 28% OQRSTUWYabcegikmo	63 8% OQgiko	83 16% OQTWYaegikmo	179 13% OQWYaegikmo	96 24% OQSTUWYabcegikmo	43 7% OQgiko	160 40% OQRSTUVWXYZabcdegiklmno	49 4% OQ	168 41% OQRSTUVWXYZabcdegiklmno	37 4% O	166 38% OQRSTUVWXYZabcdegiklmno	35 5% OQ	168 25% OQRSTUWYabcegikmo	28 6% OQ	133 30% OQRSTUWYabcdegiklmo	43 4% O
The Conservative party	117 16% NPSUVXZcdfhln	89 9% S	55 10% S	96 16% NSUVXZcdfhln	40 8% S	191 17% NPSUVXZcdfhjkln	35 10% S	137 17% NPSUVXZcdfhkln	80 16% NPSUVXZcdfhln	148 11% SUX	37 9% S	102 17% NPSUVXZcdfhkln	33 8% S	202 18% NPSUVXZcdfhjkln	44 11% SX	133 16% NSUVXZcdfhkln	55 13% NSUXdf	98 13% NSUXdf	70 11% SX	91 20% NPSUVXZcdfhijkln	49 11% SXf	180 18% NPSUVXZcdfhjkln
The Liberal Democrats	24 3% W	77 8% OQTWYacegikmo	90 17% NOPQRSTUWXYZabcdefghijklmno	6 1%	35 7% OTWegio	62 5% TWegio	29 8% OQTWabegikmo	39 5% W	24 5% W	85 6% OQTWegimo	41 10% OQRTWXYabcegikmo	22 4% W	39 10% OPQRTWXYabcegikmo	48 4% W	36 9% OQRTWYabegikmo	30 3% W	35 8% OQTWabegikmo	32 4% W	60 9% OQRTWYabcegikmo	17 4% W	47 11% OPQRSTUWXYabcegikmo	37 4% W
The Green party	19 3% e	74 7% OQRTWYabcegimo	37 7% OQRTWYabegimo	20 3% Yae	54 10% NOQRSTUVWYabceghijklmo	22 2% e	46 13% NOPQRSTUVWYabcefghijklmno	16 2% e	17 3% e	78 6% OQRTWYaegmo	74 18% NOPQRSTUVWXYZabcefghiiklmno	5 1%	35 9% NOQRTWYabceghijmo	36 3% Yae	26 6% RTWYabegmo	35 4% Yae	23 5% RTYaeg	43 6% QRTWYaegimo	48 7% OQRTWYabegimo	12 3% e	36 8% OQRTWYabcegijmo	38 4% Yae
The Scottish National Party (SNP)	6 1%	24 2% NRTYZcfhj	11 2% NRTYZfhj	10 2% N	14 3% NPRTYZfhj	9 1%	2 1%	15 2% NYj	7 1% N	20 2% NY	13 3% NPRTYZbcfhjlno	8 1% N	3 1% N	19 2% NY	4 1% N	20 2% NRTYZjo	2 *	22 3% NRTYZcefghjo	11 2% Nj	10 2% NYj	6 1% Nj	14 1% N
Plaid Cymru	- -	1 *	1 *	- -	1 *	- -	1 *	- -	1 *	1 *	- -	1 *	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -
Another party	10 1%	52 5% NPRTVWYabeghjlmo	16 3% NTYabhj	18 3% TYabj	51 10% NOPQRSTUVWYabcdefghijklmno	11 1%	41 12% NOPQRSTUVWYabcdefghijklmno	10 1%	5 1%	57 4% NPRTYabeghjo	28 7% NPQRTVWYabcefghijlmo	13 2% Y	14 4% NPRTYabhj	35 3% TYabjo	6 2%	35 4% NPRTYabehjmo	3 1%	32 4% NPRTYabeghjmo	22 3% NPRTYabhj	11 2% Y	25 6% NPRTVWYabefghjlmo	19 2% Y
None of these	109 15% NPRbd	275 27% NPRTVXZbdfhiln	79 15% NPRZbd	147 24% NPRTVXZbdfhin	77 15% NPRZbd	283 25% NPRTVXZbdfhiln	39 11%	202 25% NPRTVXZbdfhin	52 10%	360 27% NOPRTVXZbdfghiiln	40 10%	149 25% NPRTVXZbdfhin	51 13% NPR	279 24% NPRTVXZbdfhin	56 14% NPRd	200 23% NPRTVXZbdfhin	68 16% NPRZbdfn	193 27% NPRTVXZbdfhiiln	137 21% NPRTVXZbdfhin	111 24% NPRTVXZbdfhin	53 12% P	256 26% NPRTVXZbdfhiln
Don't know	74 10%	237 23% NOPQRSTVWXYZabdefghijklmno	70 13% PRbefhj	64 10%	73 14% PRTZbdefhjk	193 17% NPRSTVWZabdefhijklmo	38 11%	87 11%	38 8%	310 23% NOPQRSTVWXYZabdefghijklmno	43 11%	52 9%	38 10%	193 17% NPRSTVWZabdefhijklmo	41 10%	107 13% bek	41 9%	71 10%	81 12% bj	46 10%	64 14% PRTZabdefhjk	145 14% PRTWabefhjkm

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

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Improving the NHS

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
The Labour party	409 18%	267 24% C	140 12%	145 22% FGHI	125 17%	139 16%	385 18%	401 18%	392 18%	283 22% K	126 13%	104 19%	100 17%	77 15%	72 23% N	27 24% N*	29 15%	198 27% S	211 14%	284 21% U	125 14%	53 13%	86 15%	85 16%	158 29% VWX	323 17%	80 26% Z	23 6% e	274 46% bdefg	22 14% bef	4 1%	6 5% *	11 12% e*	211 26% i	95 12%
Reform UK	331 15%	198 18% C	132 12%	71 11%	96 13%	164 19% DEGHI	302 14% DI	331 15% DGI	302 14% D	154 12%	177 18% J	94 17% P	85 14% P	81 16% P	45 14% P	6 6% *	20 10%	65 9%	266 17% R	197 14%	135 15%	57 14%	94 17%	81 15%	71 13%	308 16% a	20 7%	44 12% df	47 8% f	8 5% f	151 55% bcdfg	- - *	5 6% f*	59 7%	197 26% h
The Conservative party	234 10%	118 11%	117 10%	66 10%	68 9%	100 11%	208 10%	229 10% GI	213 10%	130 10%	104 10%	47 9%	61 10%	60 12%	44 14% L	6 6% *	16 8%	77 11%	157 10%	141 10%	93 10%	46 12%	54 10%	56 10%	61 11%	191 10%	33 11%	138 38% cdefg	30 5%	7 4%	16 6%	5 5% *	1 1% *	68 8%	114 15% h
The Liberal Democrats	159 7%	85 8%	72 6%	54 8%	52 7%	53 6%	151 7%	158 7%	152 7%	91 7%	68 7%	35 6%	48 8%	35 7%	21 7%	6 5% *	14 7%	63 9% S	95 6%	104 8%	55 6%	31 8%	39 7%	40 7%	39 7%	133 7%	22 7%	18 5%	43 7% e	55 33% bcefg	9 3%	6 5% *	7 8% *	91 11% i	41 5%
The Green party	108 5%	57 5%	48 4%	63 9% EFGHI	32 4% F	13 2%	107 5% FH	107 5% F	108 5% F	69 5%	39 4%	27 5%	32 5%	25 5%	13 4%	3 3% *	9 4%	41 6%	67 4%	72 5%	36 4%	19 5%	33 6%	28 5%	24 4%	80 4%	27 9% Z	6 2%	35 6% be	6 4%	2 1%	43 38% bcdeg*	2 2% *	50 6% i	19 3%
The Scottish National Party (SNP)	38 2%	17 2%	19 2%	9 1%	15 2%	13 2%	35 2%	36 2%	37 2%	16 1%	21 2%	- -	- -	- -	- -	- - *	38 19% LMNOP	12 2%	26 2%	22 2%	16 2%	7 2%	11 2%	7 1%	10 2%	34 2%	4 1%	- -	5 1%	- -	- -	1 1% *	27 31% bcdef*	26 3% i	3 *
Plaid Cymru	2 *	1 *	1 *	1 *	- -	2 *	2 *	2 *	2 *	2 *	- -	- -	- -	- -	- -	2 2% LMNO*	- -	2 * S	- -	2 *	- -	- -	- -	1 *	1 *	2 *	- -	- -	- -	- -	- -	- - *	1 1% *	1 *	- -
Another party	78 3%	34 3%	40 3%	29 4%	28 4%	21 2%	76 4%	76 3%	77 4%	41 3%	37 4%	25 5%	15 2%	16 3%	18 6% MQ	2 1% *	3 1%	25 4%	52 3%	43 3%	34 4%	14 4%	28 5%	14 3%	15 3%	59 3%	14 5%	2 *	24 4% be	9 6% be	1 1%	12 11% bce*	3 4% be*	40 5% i	11 1%
None of these	422 19%	177 16%	240 21% B	75 11%	151 21% D	196 22% DGHI	403 19% DI	421 19% D	404 19% D	224 18%	198 20%	95 18%	121 20%	94 18%	48 15%	37 33% LMNOQ*	28 14%	125 17%	297 19%	233 17%	188 21% T	92 23% Y	103 18% Y	107 20% Y	72 13%	355 19%	57 19%	70 19%	84 14%	27 17%	45 16%	18 16% *	22 25% c*	138 17%	153 20%
Don't know	492 22%	147 13%	337 29% B	160 24%	160 22%	172 20%	463 22%	480 21%	476 22% GH	263 21%	229 23%	114 21%	133 22%	130 25% O	54 17%	21 19% *	40 21%	112 16%	379 24% R	279 20%	212 24%	83 21%	117 21%	119 22%	98 18%	421 22% a	48 16%	61 17% c	53 9%	31 19% c	46 17% c	22 20% c*	8 9% *	128 16%	127 17%

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Improving the NHS

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians							
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989	693
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967	740
The Labour party	409 18%	98 21% EGIJM	243 21% EGIJM	280 56% BCEFGHIJKLM	34 3%	160 29% BCEGIJM	78 11% E	170 28% BCEGIJM	66 10% E	92 12% E	244 26% CEGIJM	111 28% BCEGIJM	144 14% EGI	262 56% OQRSTUVWXYZabcdefghijklmno	54 4%	185 55% OQRSTUVWXYZabcdefghijklmno	78 7% O	93 23% OQTWYabegikmo	220 23% OQTWYabcegikmo	88 12% OQWgiko
Reform UK	331 15%	49 11% DHK	191 17% BDFHKL	34 7% K	264 23% BCDFHKL	45 8% HK	188 27% BCDEFHKLM	36 6% K	186 27% BCDEFHKLM	294 39% BCDEFGHIKLM	4 *	29 7% K	238 23% BCDFHKL	32 7% U	270 22% NPRSUVXZcdfhjln	21 6% U	265 22% NPRSUVXZcdfhjln	63 15% NPUVXZcdfhjln	159 16% NPUVXZcdfhjln	285 39% NOPQRSUVWXYZacdefghijklmno
The Conservative party	234 10%	167 37% CDEFGHIJKLM	23 2%	38 8% C	160 14% CDFHKL	47 9% C	89 13% CDHKL	44 7% C	92 13% CDFHKL	97 13% CDFHKL	62 7% C	28 7% C	141 14% CDFHKL	44 9% S	168 14% NSUVXZcdfhkln	35 10% SUX	157 13% NSUVXZcdfhkln	128 31% NOPQSTUVWXYZabcdefghiklmno	29 3%	100 14% NSUVXZcdfhjln
The Liberal Democrats	159 7%	27 6% G	103 9% EGIJM	45 9% BGIJ	71 6% G	105 19% BCDEGHIJKLM	20 3%	69 11% BEGIJM	38 6% G	36 5% G	95 10% BEGIJM	40 10% BEGIJM	68 7% G	46 10% QTWYbegikmo	84 7% Wmo	32 10% TWbegikmo	75 6% Wo	28 7% W	100 10% OQTWYabcegikmo	40 5% W
The Green party	108 5%	20 4% IJM	70 6% EIJM	26 5% IJM	51 4% IJM	43 8% BDEGIJM	31 4% IJM	87 14% BCDEFGIJKM	6 1%	20 3% I	72 8% BCDEGIJM	50 13% BCDEFGIJKM	24 2% I	23 5% Yae	57 5% TYaeg	22 7% RTYabego	50 4% Yaeg	13 3%	66 7% OQRTWYabegimo	22 3%
The Scottish National Party (SNP)	38 2%	3 1%	28 2% BDJM	1 *	29 2% BDJM	11 2% BD	14 2% D	14 2% BD	10 2% D	9 1%	23 3% BDM	7 2% D	15 1% D	1 *	31 3% NTYZfj	4 1% NZ	26 2% NTYZfj	4 1% Z	29 3% NPRTYZcfhjlno	6 1%
Plaid Cymru	2 *	- -	2 *	2 *	1 *	1 *	1 *	1 *	1 *	- -	2 *	1 *	1 *	1 *	1 * Qg	2 * QTYgo	- -	- -	2 *	- -
Another party	78 3%	5 1%	63 6% BDIJM	9 2%	54 5% BDIJM	20 4% BDJM	27 4% BIJM	38 6% BDFIJM	14 2% M	9 1%	60 6% BDFGIJM	60 15% BCDEFGHIJKM	10 1%	11 2% Yaj	57 5% PTWYabgjmo	6 2% j	47 4% TYabgjo	11 3% TYaj	50 5% NPTVWYabeghjmo	8 1%
None of these	422 19%	36 8%	228 20% BDFHJL	35 7%	264 23% BCDFHJL	51 9% L	163 23% BDFHJL	64 10% DL	164 24% BCDFHJL	89 12% BDL	206 22% BDFHJL	23 6%	230 22% BDFHJL	24 5%	274 22% NPRSTVXZbdfhiln	12 4%	262 22% NPRSTVXZbdfhiln	28 7% P	182 19% NPRTVXZbdfhiln	95 13% NPRVXZbdfhjn
Don't know	492 22%	50 11% D	180 16% BDFL	32 6%	225 19% BCDFGHIJLM	62 11% D	95 13% D	93 15% BDFL	109 16% BDFL	108 14% D	166 18% BDFGL	43 11% D	166 16% BDFL	24 5%	241 20% NPRSTVWXZabdefhijklmno	15 5%	216 18% NPRSTVWXZabdefhijklmn	42 10% NPfh	132 14% NPZdfhjn	96 13% NPdfhjn

	Favourable to politicians																				
	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
The Labour party	251 25% OQTWYabcegikmo	183 34% OQRSTUWYabcegikmo	49 8% O	160 31% OQRSTUWYabcegikmo	152 13% OQWegikmo	115 33% OQRSTUWYabcegikmo	102 12% OQWegikmo	90 18% OQTWYaegikmo	270 20% OQTWYaegikmo	123 31% OQRSTUWYabcegikmo	57 10% OQgik	198 50% OQRSTUVWXYZabcdegiklmno	80 7% O	206 51% OQRSTUVWXYZabcdegiklmno	53 6% O	207 48% OQRSTUVWXYZabcdegiklmno	45 6% O	219 33% OQRSTUWYabcegikmo	39 8% O	164 37% OQRSTUWXYabcdegiklmo	93 9% OQgik
Reform UK	9 1%	32 6% U	183 30% NOPQRSUVXYZcdfghjlno	29 6% U	244 22% NPRSUVXZcdfhjln	21 6% U	226 28% NOPQRSUVXYZcdfghjln	177 35% NOPQRSUVXYZacdfghijklmno	95 7% U	30 7% U	179 30% NOPQRSUVXYZcdfghjlno	26 6% U	261 23% NPRSUVXZcdfhjln	29 7% U	235 28% NOPQRSUVXYZcdfghjln	37 9% UVX	193 27% NOPQRSUVXYZcdfghjln	67 10% NPUVXZcdfhn	127 27% NOPQRSUVXYZcdfghjln	28 6% U	256 25% NOPQRSUVXYZcdfghjln
The Conservative party	73 7% S	46 9% S	82 13% SUVXcl	38 7% S	149 13% NSUVXcfhl	32 9% S	106 13% SUVXcl	74 15% NPSUVXZcdfhjkln	115 9% SU	38 9% S	74 12% SUVXc	37 9% S	150 13% SUVXckl	38 9% S	110 13% SUVXckl	43 10% SU	78 11% SU	61 9% S	66 14% NSUVXZcdfhkl	42 10% S	138 14% NSUVXZcdfhkln
The Liberal Democrats	93 9% OQTWYegikmo	100 19% NOPQRSTUWXYZabcdefghijklmno	17 3%	50 10% OQTWbegikmo	75 7% Wmo	30 9% TWmo	62 8% Wegmo	30 6% W	112 8% OQTWYegikmo	51 13% OQRTUWXYZabcegikmo	32 5% W	43 11% OQRTWYbegikmo	65 6% W	41 10% OQTWYbegikmo	50 6% W	45 10% OQRTWYbegikmo	41 6% W	75 11% OQRTWYabcegikmo	20 4%	62 14% NOPQRSTUWXYZabcefghijklmo	46 5% W
The Green party	70 7% OQRTWYabcegimo	44 8% NOQRTWYabcegijmo	25 4% Yae	57 11% NOPQRSTUWYabcefghijklmo	25 2%	54 15% NOPQRSTUVWXYabcefghijklmno	19 2%	15 3%	73 5% TYaego	65 16% NOPQRSTUVWXYabcefghijklmno	14 2%	28 7% NQRTYabegmo	38 3% Y	24 6% RTYabeg	37 4% Yae	24 6% TYabeg	44 6% QTYabegimo	40 6% RTYabego	16 4%	38 9% NOQRTWYabceghijlmo	36 4% Ya
The Scottish National Party (SNP)	25 2% NTYZcfhj	11 2% NTYZfhj	12 2% NYZj	16 3% NPRTYZfhjln	10 1%	- -	19 2% NTYZfj	9 2% NZj	24 2% NYZj	10 3% NRTYZfhj	11 2% NYZj	2 1%	24 2% NTYZj	4 1% NZ	25 3% NRTYZfhjo	2 *	24 3% NRTYZcfghjlo	9 1% NZj	12 3% NTYZfj	6 1% NZj	18 2% NTYZj
Plaid Cymru	2 *	1 *	- -	1 *	- -	1 *	- -	- -	2 *	- -	1 *	2 * QY	- -	1 *	- -	1 *	- -	2 *	- -	2 * QY	- -
Another party	67 7% NOPQRSTVWYabceghijlmo	17 3% TYabj	18 3% TYaj	58 11% NOPQRSTUVWYabcdefghijklmno	11 1%	46 13% NOPQRSTUVWYabcdefghijklmno	7 1%	6 1%	65 5% NPTWYabghjmo	27 7% NPQRTVWYabeghjlmo	18 3% TYabjo	19 5% NPRTYabhjo	35 3% TYabjo	11 3% TYaj	37 4% TYabgjmo	3 1%	39 5% NPQRTWYabegjmo	29 4% NPTYabhjo	12 3% Ya	29 7% NPQRTVWYabeghjlmo	18 2% Ya
None of these	224 22% NPRSTVXZbdfhiln	43 8% NPZ	148 24% NPRSTVXZabdfhiln	48 9% NPZn	252 22% NPRSTVXZbdfhiln	19 5%	170 21% NPRTVXZbdfhiln	46 9% NPZ	286 22% NPRSTVXZbdfhiln	30 7% P	132 22% NPRTVXZbdfhiln	29 7% P	265 23% NPRSTVXZbdfhiln	27 7% P	187 22% NPRTVXZbdfhiln	33 8% NP	169 23% NPRSTVXZbdfhiln	84 13% NPRVXZbdfhjn	125 27% NOPQRSTVXYZabcdefhiilno	28 6% P	226 23% NPRSTVXZbdfhiln
Don't know	199 20% NPRSTVWXZabdefhijklmn	57 11% NPdfh	76 12% NPdfh	63 12% NPdfhj	209 19% NPRSTVWXZabdefhijklmn	34 10% NPf	108 13% NPdfhj	56 11% NPdfh	285 21% NPQRSTUVWXYZabdefhijklmno	28 7% f	76 13% NPdfhj	16 4%	226 20% NPRSTVWXZabdefhijklmno	27 7% f	118 14% NPdfhjmn	37 9% NPf	93 13% NPdfhj	74 11% NPdfhj	48 10% NPf	41 9% NPfh	174 17% NPRSTVWXZabdefhijklmn

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

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Managing immigration and asylum

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Reform UK	700 31%	380 34% C	315 27%	124 18%	196 27% D	380 43% DEGHI	646 30% DEI	697 31% DEGI	649 30% DE	320 25%	380 38% J	167 31%	188 32%	180 35% Q	87 28%	30 27% *	48 24%	138 19%	562 36% R	390 28%	310 35% T	132 33% Y	191 34% Y	178 33% Y	138 25%	654 34% a	39 13%	147 41% cdfg	112 19%	31 19%	228 83% bcdfg	12 11% *	19 22% *	147 18%	410 54% h
The Labour party	274 12%	180 16% C	93 8%	117 17% EFGHI	89 12% F	69 8%	261 12% F	267 12% F	267 12% FH	204 16% K	70 7%	62 11%	65 11%	49 9%	51 16% MN	17 16% *	30 16%	152 21% S	122 8%	216 16% U	58 6%	22 5%	60 11% V	56 10% V	118 22% VWX	205 11%	64 21% Z	10 3%	196 33% bdefg	18 11% bef	4 1%	3 3% *	7 8% be*	158 19% i	49 6%
The Conservative party	182 8%	98 9%	84 7%	63 9%	53 7%	67 8%	162 8%	180 8% GI	165 8%	111 9%	71 7%	41 8%	51 9%	45 9%	26 8%	8 7% *	11 6%	73 10% S	109 7%	116 8%	66 7%	28 7%	34 6%	50 9%	57 10% W	145 8%	31 10%	107 30% cdefg	30 5%	4 2%	5 2%	3 3% *	3 4% *	60 7%	78 10%
The Liberal Democrats	102 4%	61 6% C	40 3%	53 8% EFGHI	27 4%	21 2%	96 4% F	100 4% F	97 4% F	71 6% K	31 3%	25 5%	22 4%	20 4%	24 8% MN	2 2% *	8 4%	56 8% S	46 3%	73 5% U	28 3%	12 3%	23 4%	25 5%	36 7% V	71 4%	26 8% Z	9 2%	34 6% be	40 24% bcefg	1 *	5 4% e*	- - *	57 7% i	22 3%
The Green party	99 4%	55 5%	42 4%	62 9% EFGHI	28 4% F	9 1%	99 5% FH	99 4% F	99 5% F	65 5%	35 3%	23 4%	25 4%	17 3%	22 7% N	1 1% *	11 6%	45 6% S	55 4%	67 5%	33 4%	14 4%	29 5%	24 4%	27 5%	70 4%	28 9% Z	3 1%	26 4% be	8 5% b	3 1%	38 34% bcdeg*	5 6% be*	48 6% i	16 2%
The Scottish National Party (SNP)	25 1%	13 1%	13 1%	2 *	13 2% D	11 1%	22 1% D	24 1% D	24 1% D	10 1%	15 2%	- -	- -	- -	- -	- - *	25 13% LMNOP	7 1%	19 1%	13 1%	13 1%	6 2%	7 1%	6 1%	6 1%	25 1%	- -	- -	- -	1 1%	- -	- - *	23 26% bcdef*	22 3% i	2 *
Plaid Cymru	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1% *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- - *	1 1% *	1 *	- -
Another party	55 2%	30 3%	22 2%	19 3%	22 3%	14 2%	54 3%	55 2%	54 3%	33 3%	22 2%	12 2%	19 3%	10 2%	9 3%	3 3% *	2 1%	21 3%	34 2%	31 2%	24 3%	13 3%	15 3%	10 2%	10 2%	45 2%	7 2%	- -	16 3% b	7 4% b	3 1%	12 11% bce*	2 2% b*	30 4% i	11 1%
None of these	409 18%	164 15%	239 21% B	70 10%	153 21% DGHI	186 21% DGHI	386 18% D	408 18% D	387 18% D	216 17%	194 19%	103 19%	103 17%	91 18%	51 16%	30 27% MO*	31 16%	120 17%	289 19%	224 16%	186 21% T	101 25% XY	114 20% Y	88 16% Y	64 12%	350 18%	48 16%	58 16% e	100 17% e	27 16% e	23 8%	22 20% e*	21 24% e*	162 20% i	109 14%
Don't know	425 19%	121 11%	299 26% B	162 24% FGHI	147 20% F	115 13%	404 19% FH	411 18% F	418 19% FGH	242 19%	182 18%	107 20%	120 20%	107 21% O	44 14%	18 17% *	28 14%	110 15%	314 20% R	246 18%	178 20%	71 18%	92 16%	100 19%	91 17%	341 18%	61 20%	27 8% e	82 14% be	32 19% beg	7 3%	17 15% e*	5 6% *	129 16% i	63 8%

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Managing immigration and asylum

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
Reform UK	700	130	360	49	567	101	340	92	369	524	59	44	493	51	575	38	570	155	295
	31%	29%	32%	10%	49%	19%	48%	15%	54%	70%	6%	11%	48%	11%	46%	11%	48%	38%	31%
		DFHKL	DFHKL	K	BCDFHKL	DHKL	BCDFHKL	DKL	BCDEFGHKLM	BCDEFGHIKLM		K	BCDFHKL		NPRSUVXZcdfhjln		NPRSUVXYZcdfhjln	NPSUVXZcdfhjln	NPUVXZcdfhjln
The Labour party	274	75	150	213	9	129	52	123	47	75	155	96	80	196	28	138	32	77	138
	12%	17%	13%	42%	1%	24%	7%	20%	7%	10%	17%	24%	8%	42%	2%	41%	3%	19%	14%
		EGIJM	EGIJM	BCEFGHIJKLM		BCEGHIJKM	E	CEGIJKM	E	EGI	CEGIJM	BCEGHIJKM	E	OQRSTUVWXYZabcdegijklmno		OQRSTUVWXYZabcdegijklmno		OQTWYacegikmo	OQTWYacegikmo
The Conservative party	182	130	18	36	116	40	62	40	58	45	72	24	100	44	117	33	106	91	29
	8%	29%	2%	7%	10%	7%	9%	7%	8%	6%	8%	6%	10%	9%	9%	10%	9%	22%	3%
		CDEFGHIJKLM		C	CHJKL	C	CJ	C	CJ	C	C	C	CHJ	SXdf	STUXcdk	STXdf	STck	NOPQSTUVWXYZabcdefghiklmno	
The Liberal Democrats	102	30	56	40	24	68	15	52	15	27	61	30	35	47	31	36	35	19	60
	4%	7%	5%	8%	2%	12%	2%	9%	2%	4%	7%	8%	3%	10%	2%	11%	3%	5%	6%
		EGIJM	EGIM	CEGIJM		BCDEGHIJKLM		CEGIJM		E	CEGIJM	CEGIJM	EG	OQRSTUWYabcegikmo		OQRSTUWXYabcegiklmo	i	OWgiko	OQTWYacegikmo
The Green party	99	22	67	34	42	35	25	86	4	14	68	49	15	31	50	23	41	16	60
	4%	5%	6%	7%	4%	6%	4%	14%	1%	2%	7%	12%	1%	7%	4%	7%	3%	4%	6%
		IJM	EGIJM	EGIJM	IJM	EGIJM	IJM	BCDEFGIJKM		I	CEGIJM	BCDEFGIJKM	I	OQRTWYabegmo	TYaego	OQRTWYabegmo	Yaeg	Yae	OQTWYabcegimo
The Scottish National Party (SNP)	25	1	21	3	22	5	12	11	6	6	18	3	11	2	21	2	20	1	22
	1%	*	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	*	2%	1%	2%	*	2%
			BD		BIJM		B	BDF			BD				NRTYo		NRTYo		NPRTYZcfjo
Plaid Cymru	1	-	1	1	-	1	-	1	-	-	1	1	-	-	1	1	-	-	1
	*	-	*	*	-	*	-	*	-	-	*	*	-	-	*	*	-	-	*
Another party	55	2	47	3	41	17	17	34	6	2	46	47	7	3	43	4	35	5	42
	2%	*	4%	1%	4%	3%	2%	6%	1%	*	5%	12%	1%	1%	3%	1%	3%	1%	4%
			BDGIJM		BDIJM	BDIJM	BDIJM	BDFGIJM			BDFGIJM	BCDEFGHIJKM			NPRTWYabegjmo	j	NTYabejo	T	NPQRTWYabeghjmo
None of these	409	34	237	57	208	75	124	75	130	31	256	47	191	43	211	29	209	24	193
	18%	7%	21%	11%	18%	14%	18%	12%	19%	4%	27%	12%	18%	9%	17%	9%	18%	6%	20%
		J	BDEFGHJL	BJ	BDFHJL	BJ	BDHJL	BJ	BDFHJL		BCDEFGHIJLM	BJ	BDFHJL	RTb	NPRTVZbdfhin	Tb	NPRTVXZbdfhijn		NOPRTVXZabdfhijln
Don't know	425	31	174	65	125	75	60	101	51	28	197	51	103	52	161	30	130	21	126
	19%	7%	15%	13%	11%	14%	9%	16%	7%	4%	21%	13%	10%	11%	13%	9%	11%	5%	13%
		J	BEGIJM	BGIJ	BGIJ	BGIJM	J	BDEGIJLM	J		BCDEFGHIJLM	BGIJ	BIJ	RTWabeijkmo	QRTWabegijkmo	RTb	RTWabeikmo		PRTWabeijkmo

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Reform UK	514	86	91	314	61	512	31	425	278	285	51	330	43	561	52	457	76	353	151	231	39	551
	69%	9%	17%	52%	12%	45%	9%	52%	55%	21%	13%	55%	11%	49%	13%	54%	18%	49%	23%	50%	9%	55%
	NOPQRSUVWXYZabcdefghiklmno		NPUXZdfhn	NOPRSUVXYZcdfhjln	UZn	NPRSUVXZcdfhjln		NOPQRSUVXYZcdfhjln	NOPQRSUVXYZcdfghjkln	NPUVXZdfhn	UZn	NOPQRSUVXYZcdfghjklmn		NOPRSUVXYZcdfhjln	UZn	NOPQRSUVXYZcdfghjkln	NPUXZdfhn	NPRSUVXZcdfhjln	NPUVXZdfhjn	NPRSUVXZcdfhjln		NOPQRSUVXYZcdfghjklmn
The Labour party	70	162	134	36	125	83	93	55	84	153	102	35	161	36	159	26	155	33	170	20	134	35
	9%	16%	25%	6%	24%	7%	27%	7%	17%	12%	25%	6%	40%	3%	39%	3%	36%	5%	26%	4%	31%	4%
	OQWaegikmo	OQTWYacegikmo	OQRSTUWYabcegikmo	OQgio	OQRSTUWYabcegikmo	OQgikmo	OQRSTUWYabcegikmo	OQgikmo	OQTWYacegikmo	OQWYaegikmo	OQRSTUWYabcegikmo	OQgio	OQRSTUVWXYZabcdegijklmno	O	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno	OQgi	OQRSTUWYabcegikmo	O	OQRSTUVWXYabcdegiklmo	O
The Conservative party	50	73	41	58	34	107	27	77	48	98	25	58	26	108	33	81	38	49	48	56	42	95
	7%	7%	8%	9%	6%	10%	8%	9%	10%	7%	6%	10%	7%	9%	8%	10%	9%	7%	7%	12%	10%	9%
	S	S	S	STk	S	STUck	S	STk	STXd	S	S	STk	S	STUck	S	STck	S	S	S	QSTUVXcdfkl	SXdfl	STck
The Liberal Democrats	25	58	62	14	38	38	32	32	28	64	41	14	35	30	37	17	41	15	51	14	44	23
	3%	6%	12%	2%	7%	3%	9%	4%	6%	5%	10%	2%	9%	3%	9%	2%	9%	2%	8%	3%	10%	2%
	i	OQWYegikmo	OQRSTUWXYabcefgiklmo		OQRTWYacegikmo	iko	OQRTUWYabcegikmo	OWegiko	OQTWYegikmo	OQWYegiko	OQRSTUWXYabcegikmo		OQRTUWYabcegikmo		OQRSTUWYabcegikmo		OQRSTUWYabcegikmo		OQRTWYacegikmo		OQRSTUWYabcegikmo	
The Green party	17	67	39	16	56	19	55	14	18	65	65	8	33	29	25	35	25	32	39	14	34	29
	2%	7%	7%	3%	11%	2%	16%	2%	4%	5%	16%	1%	8%	3%	6%	4%	6%	4%	6%	3%	8%	3%
		OQTWYabcegikmo	OQRTWYabcegikmo	e	NOPQRSTUVWYabceghijklmno		NOPQRSTUVWXYabcefghijklmno		Yae	QTWYaego	NOPQRSTUVWXYabcefghijklmno		OQRTWYabceghijklmo	Ye	QTWYabegmo	TYaego	TWYaego	TWYaego	QTWYaego	e	OQRTWYabcegikmo	Yae
The Scottish National Party (SNP)	5	18	9	10	12	9	2	13	6	18	10	7	3	16	5	17	3	20	9	9	7	11
	1%	2%	2%	2%	2%	1%	*	2%	1%	1%	3%	1%	1%	1%	1%	2%	1%	3%	1%	2%	2%	1%
		NRY	NPRZj	R	NPRTYZfj			NRY			NPRTYZfjo				N	NRTYo		NOPQRTYZcefgio	NR	NRTY	NRZj	
Plaid Cymru	-	1	1	-	1	-	1	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-
	-	*	*	-	*	-	*	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-
Another party	3	49	18	12	47	6	42	5	3	48	21	7	13	28	7	32	2	33	21	8	23	9
	*	5%	3%	2%	9%	1%	12%	1%	1%	4%	5%	1%	3%	2%	2%	4%	*	5%	3%	2%	5%	1%
		NPQRTWYabceghjmo	NPRTYabehjo	TYabjo	NOPQRSTUVWYabcdefghijklmno		NOPQRSTUVWXYabcdefghijklmno			NPRTYabeghjmo	NPQRTVWYabeghjlmo		NPRTYabehjo	NTYabejo	NTYbj	NPRTWYabegjmo		NPQRTWYabeghjmo	NPRTYabehjo	TYa	NPQRTVWYabeghjlmo	
None of these	31	268	62	106	71	217	28	137	20	327	40	99	42	206	50	128	57	139	103	84	57	174
	4%	27%	12%	17%	14%	19%	8%	17%	4%	25%	10%	17%	11%	18%	12%	15%	13%	19%	16%	18%	13%	17%
		NOPQRSTVWXYZabcdefghiklmno	RTZb	NPRTVZbdfh	NPRTZbd	NOPRTVXZabdfhijln	Tb	NPRTVZbdfh		NOPQRSTVWXYZabdefghijklmno	RTb	NPRTVZbdf	RTb	NPRTVXZbdfhijn	NPRTZb	NPRTZbd	NPRTZb	NPRTVXZbdfhijn	NPRTVZbdfh	NPRTVZbdfh	NPRTZb	NPRTVZbdfhi
Don't know	25	229	76	43	75	135	40	61	18	269	46	37	42	130	41	59	37	53	69	30	59	77
	3%	23%	14%	7%	14%	12%	11%	7%	4%	20%	11%	6%	11%	11%	10%	7%	9%	7%	10%	6%	13%	8%
		NOPQRSTVWXYZabcdefghijklmno	NPQRTWabefhijklmo	Tb	NPQRTWZabefhijklmo	RTWabeijkmo	RTWbeikm	Tb		NOPQRSTVWXYZabdefghijklmno	RTWabeikmo	Tb	RTbei	RTWabeikmo	RTbe	Tb	RTb	Tb	RTWabeikm	Tb	PRTWabefhijklmo	Tb

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Dealing with crime and anti-social behaviour

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Reform UK	490 22%	273 25% C	212 19%	87 13%	148 20% D	255 29% DEGHI	456 21% DI	490 22% DGI	456 21% D	229 18%	260 26% J	117 22%	130 22%	124 24%	66 21%	20 18% *	33 17%	97 13%	393 25% R	294 21%	195 22%	84 21%	135 24%	123 23%	110 20%	463 24% a	23 8%	86 24% cdf	74 12%	11 7%	202 74% bcdfg	6 5% *	13 15% f*	107 13%	291 38% h
The Labour party	313 14%	210 19% C	102 9%	133 20% EFGHI	101 14% F	79 9%	299 14% F	310 14% F	302 14% F	226 18% K	88 9%	87 16% N	83 14%	50 10%	51 16% N	13 12% *	29 15%	162 22% S	151 10%	234 17% U	79 9%	39 10%	72 13%	59 11%	120 22% VWX	234 12%	71 23% Z	14 4%	224 38% bdefg	12 7% e	5 2%	6 5% *	7 8% e*	160 20% i	66 9%
The Conservative party	264 12%	139 13%	124 11%	68 10%	81 11%	115 13%	237 11%	262 12% GI	239 11%	160 13%	104 10%	59 11%	71 12%	70 13% Q	39 12%	12 11% *	13 7%	97 13%	167 11%	162 12%	102 11%	33 8%	49 9%	83 15% VW	76 14% VW	213 11%	41 14%	150 42% cdefg	44 7% e	14 8% e	3 1%	8 7% e*	3 3% *	93 11%	120 16% h
The Liberal Democrats	114 5%	65 6%	48 4%	47 7% FGHI	31 4%	36 4%	107 5%	111 5%	110 5%	75 6%	39 4%	15 3%	35 6% L	25 5%	19 6% L	4 4% *	16 8% L	53 7% S	61 4%	75 5%	39 4%	24 6%	23 4%	28 5%	35 6%	86 4%	27 9% Z	5 1%	31 5% be	52 31% bcefg	2 1%	8 7% be*	1 1% *	73 9% i	20 3%
The Green party	83 4%	46 4%	36 3%	49 7% EFGHI	26 4% F	8 1%	82 4% F	82 4% F	83 4% F	46 4%	37 4%	23 4%	20 3%	18 3%	11 3%	1 1% *	10 5%	34 5%	49 3%	51 4%	32 4%	18 5%	21 4%	18 3%	22 4%	62 3%	20 6% Z	4 1%	20 3%	4 3%	6 2%	30 26% bcdeg*	1 1% *	35 4% i	15 2%
The Scottish National Party (SNP)	26 1%	12 1%	14 1%	4 1%	13 2%	10 1%	24 1%	25 1%	25 1%	12 1%	14 1%	- -	- -	- -	- -	- - *	26 13% LMNOP	8 1%	19 1%	16 1%	10 1%	8 2%	8 1%	5 1%	4 1%	25 1%	1 *	* *	- -	- -	1 1%	- - *	23 26% bcdef*	19 2% i	4 1%
Plaid Cymru	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1% *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- - *	1 1% *	1 *	- -
Another party	73 3%	31 3%	39 3%	31 5%	20 3%	22 2%	72 3%	73 3%	72 3%	35 3%	37 4%	22 4%	19 3%	14 3%	12 4%	3 3% *	2 1%	22 3%	50 3%	46 3%	27 3%	17 4%	18 3%	16 3%	13 2%	58 3%	11 4%	2 *	17 3% b	7 4% b	10 3% b	13 11% bcde*	3 4% b*	32 4%	16 2%
None of these	405 18%	173 16%	225 20% B	76 11%	150 21% DGHI	179 21% DH	384 18% D	403 18% D	387 18% D	205 16%	200 20% J	103 19%	98 16%	91 18%	50 16%	31 28% MNO*	33 17%	112 15%	293 19% R	226 16%	179 20%	82 20% Y	119 21% Y	89 17%	69 13%	346 18%	51 17%	55 15%	92 15%	28 17%	26 10%	19 17% *	25 28% bce*	142 17%	127 17%
Don't know	504 22%	151 14%	346 30% B	177 26% FGHI	158 22%	169 19%	470 22%	486 22%	488 23% FGH	283 22%	220 22%	115 21%	137 23%	128 25%	65 21%	26 23% *	33 17%	136 19%	367 24% R	273 20%	231 26% T	95 24%	119 21%	115 21%	98 18%	418 22%	59 19%	45 13% e	93 16% e	38 23% bce	17 6%	23 20% e*	12 13% *	150 18% i	101 13%

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Dealing with crime and anti-social behaviour

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
Reform UK	490 22%	83 18% DFHKL	252 22% DFHKL	40 8% K	412 36% BCDFHKL	66 12% DKL	274 39% BCDFHKLM	61 10% K	281 41% BCDEFHKLM	419 56% BCDEFGHIKLM	18 2%	30 8% K	361 35% BCDFHKL	34 7% U	416 34% NPRSUVXZcdfhjln	28 8% U	403 34% NPRSUVXZcdfhjln	103 25% NPUVXZcdfhjln	218 23% NPUVXZcdfhjln
The Labour party	313 14%	78 17% EGIJM	178 16% EGIJM	227 45% BCEFGHIJKLM	24 2%	143 26% BCEGHIJKM	57 8% E	138 22% BCEGIJKM	50 7% E	76 10% EI	172 18% CEGIJM	101 26% BCEGIJKM	94 9% E	216 46% OQRSTUVWXYZabcdefghijklmno	35 3%	143 43% OQRSTUVWXYZabcdegiklmno	54 5% Ogi	76 18% OQTWYacegikmo	154 16% OQTWYacegikmo
The Conservative party	264 12%	166 36% CDEFGHIJKLM	40 4%	47 9% C	170 15% CDFHJKL	57 11% C	98 14% CDHJL	62 10% C	99 14% CDHJL	77 10% C	105 11% C	35 9% C	159 15% CDFHJKL	46 10% S	181 15% NSTUXZc	40 12% S	167 14% NSTUXZc	127 31% NOPQSTUVWXYZabcdefghiklmno	50 5%
The Liberal Democrats	114 5%	32 7% EGIJ	70 6% EGIJ	46 9% CEGIJM	33 3% G	84 16% BCDEGHIJKLM	10 1%	55 9% CEGIJM	16 2%	20 3%	81 9% CEGIJM	34 9% EGIJM	48 5% EGIJ	42 9% OQRTWYabcegikmo	40 3%	36 11% OQRSTUWXYabcegiklmo	40 3% o	18 4% o	72 7% OQTWYacegikmo
The Green party	83 4%	22 5% IM	49 4% IM	22 4% IM	37 3% IM	30 5% EIJM	26 4% IM	64 10% BCDEFGIJKM	6 1%	25 3% I	38 4% IM	31 8% BCDEGIJKM	22 2% I	23 5% Yaeg	43 3% Ya	18 5% Yaeg	40 3% Ya	19 5% Yae	42 4% Yaeg
The Scottish National Party (SNP)	26 1%	1 *	22 2% BD	1 *	25 2% BDM	7 1% BD	12 2% BD	7 1% D	8 1%	10 1% BD	16 2% BD	6 1% BD	13 1% D	1 *	23 2% NPYZ	1 *	21 2% NZ	4 1% Z	21 2% NPYZcfhn
Plaid Cymru	1 *	- -	1 *	1 *	- -	1 *	- -	1 *	- -	- -	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 *
Another party	73 3%	6 1%	56 5% BDEGIJM	12 2% M	40 3% BIJM	20 4% BJM	22 3% JM	38 6% BDEFGIJM	14 2% M	10 1%	48 5% BDEGIJM	51 13% BCDEFGHIJKM	11 1%	10 2%	50 4% QTWYabejo	8 3% TY	37 3% TYao	9 2%	49 5% NPQRTWYabeghjo
None of these	405 18%	24 5%	248 22% BDFGHJLM	41 8% B	230 20% BDFHJL	55 10% BJ	130 18% BDFHJL	60 10% BJ	136 20% BDFHJL	51 7%	230 25% BCDEFGHIJLM	39 10% B	191 18% BDFHJL	31 7% R	236 19% NPRTVXZbdfhjln	20 6%	229 19% NPRTVXZbdfhjln	15 4%	196 20% NPRTVXZbdfhjln
Don’t know	504 22%	44 10%	215 19% BDEFGIJM	65 13% J	181 16% BGIJM	82 15% BGJ	76 11%	130 21% BDEFGIJLM	76 11%	64 9%	226 24% BCDEFGIJLM	64 16% BGIJ	138 13% BGJ	64 14% RTWabefhjm	213 17% PRTWabefhijklmo	39 12% bj	187 16% RTWabefhijkmo	40 10% b	164 17% PRTWabefhijklmo

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Reform UK	396 53% NOPQRSUVWXYZabcdefghiklmno	27 3%	55 10% NUZn	250 41% NOPQRSUVXYZcdfghjln	45 9% U	371 33% NPRSUVXZcdfhjln	23 7% U	335 41% NOPQRSUVXYZcdfghjln	238 47% NOPQRSUVWXYZacdfghijklmno	155 12% NUXZn	36 9% U	260 44% NOPQRSUVXYZcdfghjklmn	34 8% U	403 35% NPRSUVXZcdfhjln	42 10% NUZn	343 40% NOPQRSUVXYZcdfghjln	57 13% NPUXZdfhn	272 37% NOPRSUVXYZcdfhjln	103 16% NPUVXZcdfhn	179 38% NOPRSUVXYZcdfhjln	31 7% U	402 40% NOPQRSUVXYZcdfghjln
The Labour party	81 11% OQWaegikmo	179 18% OQTWYacegikmo	143 27% OQRSTUWYabcegikmo	38 6% Ogiko	135 26% OQRSTUWYabcegikmo	97 9% OQWegikmo	105 30% OQRSTUWXYabcegikmo	62 8% OQegikmo	84 17% OQTWYaegikmo	181 14% OQWYaegikmo	111 28% OQRSTUWYabcegikmo	34 6% Ogik	167 42% OQRSTUVWXYZabcdegiklmno	41 4%	168 41% OQRSTUVWXYZabcdegiklmno	30 3%	172 40% OQRSTUVWXYZabcdegiklmno	28 4%	180 27% OQRSTUWYabcegikmo	24 5% O	148 34% OQRSTUVWXYabcdegiklmo	41 4% O
The Conservative party	84 11% S	114 11% S	62 12% S	90 15% NSTUXZ	50 10% S	167 15% NSTUXZcl	31 9% S	127 15% NSTUVXZcl	62 12% S	157 12% S	47 12% S	90 15% NSTUXZc	45 11% S	157 14% SXZ	48 12% S	124 15% NSTUXZc	53 12% SZ	97 13% SZ	76 12% S	78 17% NSTUVXZcfln	51 12% S	144 14% NSTUXZc
The Liberal Democrats	23 3%	70 7% OQTWYacegikmo	81 15% NOPQRSTUWXYabcdefghijklmno	14 2%	38 7% OQRTWYaegikmo	49 4% OWio	40 11% OQRSTUWXYabcegiklmo	36 4% Wio	26 5% OTWio	73 6% OQTWegiko	40 10% OQRTUWXYabcegikmo	20 3%	39 10% OQRTUWYabcegikmo	41 4% o	39 10% OQRTWYabcegikmo	24 3%	43 10% OQRTUWYabcegikmo	23 3%	52 8% OQRTWYacegikmo	15 3%	49 11% OQRSTUWXYabcegiklmo	24 2%
The Green party	24 3% a	42 4% Ya	28 5% Yacego	20 3% a	36 7% OQSTUWYaceghijlo	28 2%	32 9% NOPQRSTUVWYabcefghijklmno	14 2%	24 5% Yae	46 3% a	50 13% NOPQRSTUVWXYZabcefghiiklmno	13 2%	21 5% Yaeg	33 3% a	17 4% a	32 4% Yae	16 4% a	32 4% Yaeg	30 4% Yae	21 4% Yae	25 6% QTYacego	31 3% a
The Scottish National Party (SNP)	9 1% NZ	16 2% NPZ	9 2% NPZn	13 2% NPYZ	9 2% NPZn	13 1%	- -	16 2% NPYZ	7 1% NPZ	18 1% NZ	5 1% NPZ	9 1% NZ	3 1%	19 2% NZ	3 1% NZ	19 2% NPYZno	4 1% NZ	19 3% NPYZcfno	8 1% NPZ	10 2% NPZ	3 1%	14 1% NZ
Plaid Cymru	- -	1 *	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
Another party	8 1%	56 6% NPQRTWYabceghjmo	25 5% NPRTYabhjo	14 2% TYa	52 10% NOPQRSTUVWYabcdefghijklmno	11 1%	45 13% NOPQRSTUVWXYabcdefghiiklmno	9 1%	8 1%	58 4% NQRTWYabehjo	24 6% NPQRTWYabeghjo	14 2% TYa	16 4% NTYabhjo	38 3% TYabo	10 2% Y	32 4% TWYabjo	6 1%	31 4% TWYabejo	28 4% NRTYabhjo	14 3% TYa	27 6% NPQRTWYabefghjlmo	17 2% Y
None of these	52 7% Rb	248 24% NOPQRSTVWXYZabdefghijklmno	50 9% NPRb	115 19% NPRTVXZbdfhjln	67 13% NPRTVZbdfn	213 19% NPRTVXZbdfhjln	28 8% Rb	148 18% NPRTVXZbdfhjln	22 4%	302 23% NOPQRSTVXYZabdefghijlno	33 8% Rb	109 18% NPRTVXZbdfhjn	38 10% NPRb	225 20% NPRTVXZbdfhjln	42 10% NPRTb	151 18% NPRTVXZbdfhjn	43 10% NPRTb	144 20% NPRTVXZbdfhjln	94 14% NPRTVZbdfhjn	86 18% NPRTVXZbdfhjn	38 9% Rb	198 20% NPRTVXZbdfhjln
Don’t know	64 9% b	260 26% NOPQRSTVWXYZabdefghijklmno	81 15% RTWabefhijkm	55 9%	86 16% PRTWZabefhijkm	178 16% RTWabefhijkmo	47 13% Tabefhjm	74 9%	32 6%	336 25% NOPQRSTVWXYZabdefghijklmno	55 14% RTWabefhjm	46 8%	36 9%	187 16% RTWabefhijkmo	39 10% b	97 11% Tabem	37 9%	81 11% be	90 14% RTWabefhjm	39 8%	68 15% PRTWabefhijkm	133 13% TWabefjm

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24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Strengthening Britain's defence and armed forces

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Reform UK	418 18%	256 23% C	160 14%	87 13%	122 17%	209 24% DEGHI	382 18% D	417 19% DGI	383 18% D	186 15%	232 23% J	111 20% Q	109 18%	104 20% Q	57 18%	15 14% *	22 11%	83 11%	335 22% R	249 18%	169 19%	67 17%	119 21%	110 21%	89 16%	383 20% a	29 10%	65 18% cdfg	59 10%	12 7%	178 65% bcdfg	9 8% *	4 5% *	83 10%	242 32% h
The Labour party	377 17%	248 23% C	126 11%	140 21% FGHI	128 18% F	110 13%	357 17% F	373 17% F	362 17% F	266 21% K	111 11%	98 18%	80 13%	71 14%	65 21% MN	24 21% *	39 20%	184 25% S	193 12%	276 20% U	101 11%	42 10%	91 16% V	72 13%	147 27% VWX	304 16%	68 22% Z	12 3%	262 44% bdefg	22 13% be	8 3%	10 9% be*	10 12% be*	207 25% i	80 11%
The Conservative party	350 15%	184 17%	164 14%	81 12%	94 13%	174 20% DEGHI	310 15%	346 15% DEGI	315 15%	198 16%	151 15%	77 14%	100 17%	83 16%	52 16%	12 11% *	26 13%	113 16%	237 15%	191 14%	159 18% T	70 18%	74 13%	85 16%	87 16%	306 16%	36 12%	197 55% cdefg	48 8%	18 11%	19 7%	10 9% *	8 9% *	114 14%	178 23% h
The Liberal Democrats	85 4%	53 5% C	32 3%	39 6% EFGHI	21 3%	25 3%	83 4%	85 4%	83 4%	57 5%	28 3%	18 3%	22 4%	17 3%	15 5%	4 3% *	10 5%	44 6% S	41 3%	60 4%	25 3%	16 4%	15 3%	22 4%	28 5%	59 3%	25 8% Z	4 1%	26 4% be	41 25% bcefg	1 *	4 4% e*	2 2% *	50 6% i	20 3%
The Green party	57 3%	28 3%	29 3%	34 5% FGHI	20 3% F	4 *	56 3% F	56 3% F	57 3% F	34 3%	23 2%	15 3%	16 3%	9 2%	11 4%	- - *	6 3%	24 3%	34 2%	37 3%	20 2%	8 2%	16 3%	16 3%	15 3%	36 2%	21 7% Z	1 *	14 2% b	2 1%	5 2%	24 22% bcdeg*	1 1% *	22 3% i	6 1%
The Scottish National Party (SNP)	17 1%	8 1%	8 1%	1 *	9 1% D	7 1%	17 1% D	17 1% D	17 1% D	2 *	15 1% J	- -	- -	- -	- -	- - *	17 9% LMNOP	3 *	13 1%	11 1%	6 1%	6 2% X	6 1%	1 *	4 1%	17 1%	- -	* *	- -	- -	- -	- - *	15 18% bcdef*	13 2% i	3 *
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- -	- -
Another party	52 2%	19 2%	31 3%	22 3% F	18 3%	12 1%	51 2% F	52 2% F	51 2% F	23 2%	29 3%	15 3%	12 2%	13 3%	9 3%	2 2% *	1 1%	17 2%	35 2%	32 2%	20 2%	10 2%	20 3% Y	10 2%	6 1%	40 2%	9 3%	1 *	11 2%	4 2%	5 2%	10 9% bcde*	3 3% b*	20 2%	13 2%
None of these	367 16%	139 13%	221 19% B	82 12%	140 19% DGHI	145 17% D	350 16% D	363 16% D	354 16% D	195 15%	172 17%	91 17%	97 16%	72 14%	45 14%	24 22% *	37 19%	110 15%	257 17%	205 15%	162 18%	76 19% Y	97 17% Y	89 17%	68 12%	306 16%	50 16%	41 11%	68 11%	30 18% ce	19 7%	19 17% e*	25 29% bce*	127 16%	101 13%
Don't know	548 24%	166 15%	374 33% B	186 28% FH	174 24%	188 22%	524 25% FH	532 24%	540 25% FGH	310 24%	238 24%	117 22%	156 26% O	148 29% LOQ	60 19%	30 27% *	37 19%	145 20%	403 26% R	316 23%	232 26%	105 26% Y	126 22%	132 25%	106 19%	457 24%	66 22%	40 11%	108 18% b	38 23% be	39 14%	26 23% b*	19 22% b*	176 22% i	115 15%

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Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Strengthening Britain's defence and armed forces

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Reform UK	418 18%	68 15% DFHKL	238 21% BDFHKL	43 9% K	336 29% BCDFHKL	50 9% K	252 36% BCDEFHKLM	46 7% K	246 36% BCDEFHKLM	346 46% BCDEFGHIKLM	28 3%	36 9% K	297 29% BCDFHKL
The Labour party	377 17%	91 20% EGIJM	229 20% EGIJM	254 51% BCEFGHIJKLM	43 4%	178 33% BCEGHIJKM	71 10% E	172 28% BCEGIJKM	67 10% E	96 13% EI	217 23% CEGIJM	111 28% BCEGIJKM	128 12% EI
The Conservative party	350 15%	201 44% CDEFGHIJKLM	64 6%	53 10% C	243 21% CDFHJKL	71 13% C	131 18% CDFHKL	76 12% C	140 20% CDFHJKL	123 16% CDH	126 14% C	49 12% C	229 22% CDFGHJKL
The Liberal Democrats	85 4%	20 4% EGIJ	51 4% EGIJM	27 5% EGIJM	30 3% G	62 11% BCDEGHIJKLM	8 1%	41 7% CEGIJM	12 2%	18 2% G	53 6% EGIJM	29 7% BCEGIJM	31 3% GI
The Green party	57 3%	15 3% IM	30 3% IM	19 4% EGIJM	21 2% I	23 4% EGIJM	12 2% I	47 8% BCDEFGIJKM	1 *	15 2% I	27 3% IM	25 6% BCDEGIJKM	12 1% I
The Scottish National Party (SNP)	17 1%	2 1%	12 1% L	1 *	14 1% L	3 1%	11 2% DL	6 1% L	6 1%	6 1%	10 1% L	- -	9 1%
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Another party	52 2%	3 1%	41 4% BDFJM	6 1%	37 3% BDJM	10 2% B	25 3% BDIJM	20 3% BDFJM	15 2% BJM	5 1%	41 4% BDFIJM	35 9% BCDEFGHIJKM	9 1%
None of these	367 16%	21 5%	223 20% BDFHJLM	37 7% B	208 18% BDFHJL	57 10% BDJ	117 17% BDFHJL	70 11% BDJ	115 17% BDFHJL	48 6%	199 21% BDEFGHIJLM	40 10% BJ	166 16% BDFHJL
Don't know	548 24%	35 8%	245 22% BDFGIJLM	62 12% B	220 19% BDGIJM	90 17% BDGIJ	80 11% B	137 22% BDFGIJLM	84 12% B	94 12% B	233 25% BCDEFGIJLM	68 17% BDGIJ	156 15% BGI

	Favourable to politicians														
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503
Reform UK	41 9% U	341 28% NPRSUVXZcdfhjln	24 7% U	338 29% NPRSUVXZcdfhjln	86 21% NPUVXZcdfhjln	203 21% NPUVXZcdfhjln	342 46% NOPQRSUVWXYZacdefghijklmno	22 2%	47 9% U	229 38% NOPQRSUVXYZcdfghjklno	52 10% UZ	303 27% NPRSUVXZcdfhjln	26 7% U	286 35% NOPQRSUVXYZcdfghjln	216 43% NOPQRSUVXYZacdfghijklmno
The Labour party	246 53% OQRSTUVWXYZabcdefghijklmno	66 5%	165 49% OQRSTUVWXYZabcdegijklmno	81 7% O	94 23% OQTWYacegikmo	208 21% OQTWYacegikmo	96 13% OQWegikmo	218 22% OQTWYacegikmo	187 35% OQRSTUWXYabcegikmo	51 8% O	151 29% OQRSTUWYabcegikmo	137 12% OQWegikmo	121 34% OQRSTUWXYabcegikmo	85 10% OQgio	100 20% OQTWYaegikmo
The Conservative party	51 11% S	253 20% NPSUVXZbcdfhkln	48 14% NSXf	236 20% NPSUVXZbcdfhkln	143 35% NOPQSTUVWXYZabcdefghiklmno	69 7%	131 18% NSVXfl	142 14% SXf	69 13% Sf	122 20% NPSUVXZbcdfhln	55 11% S	234 21% NPSUVXZbcdfhkln	49 14% SXf	169 21% NPSUVXZbcdfhkln	73 15% NSXf
The Liberal Democrats	32 7% OQTWYabcegikmo	32 3% W	24 7% OQRTWYabcegikmo	32 3% W	18 4% TWg	50 5% OQTWYaegiko	14 2%	53 5% OQTWYacegiko	54 10% NOPQRSTUWXYabceghijklmno	7 1%	33 6% OQTWYabcegikmo	33 3% W	29 8% OQRSTUWYabcegikmo	28 3% TWg	20 4% TW
The Green party	20 4% OQSTWYacegiko	22 2% Ya	17 5% OQSTUWYacefgikmo	21 2% Yag	18 4% OQTWYacegiko	24 2% Yaeg	15 2% Ya	28 3% OWYaeg	25 5% OQSTUWYacegikmo	8 1%	31 6% OQSTUWYabcefgiklmo	10 1%	26 7% NOQRSTUWYabcefgijklmno	8 1%	16 3% WYaeg
The Scottish National Party (SNP)	- -	13 1% N	2 1% N	13 1% N	2 *	13 1% Ncjl	6 1% N	10 1% N	5 1% N	10 2% NYc	6 1% N	8 1%	2 1% N	11 1% NY	7 1% NRjl
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Another party	2 1%	38 3% NPRTYabho	3 1%	32 3% NRTYabho	4 1%	32 3% NPRTYabfhjlo	4 1%	41 4% NPQRTVYabcfghjlo	10 2% NTY	20 3% NPRTYabho	36 7% NOPQRSTUVWYabcdefghijklmno	7 1%	25 7% NOPQRSTUVWYabcdefghijklmno	7 1%	5 1%
None of these	22 5%	223 18% NPRTVXZabdfhjln	17 5%	199 17% NPRTVXZbdfhjln	17 4%	182 19% NPRTVXZabdfhjln	50 7% R	223 22% NOPQRSTVWXYZabcdefghiilmno	49 9% NPRb	108 18% NPRTVXZbdfhjln	61 12% NPRTZbdhjn	193 17% NPRTVXZbdfhjln	25 7%	125 15% NPRTVZbdfhjn	29 6%
Don't know	53 11% Rb	252 20% NPRTVWYZabdefhijklmno	35 10%	225 19% NPRTWZabdefhijklmo	29 7%	187 19% NPRTWZabdefhijklmn	82 11% Rb	276 27% NOPQRSTVWXYZabdefghijklmno	86 16% NPRTWabefhjm	55 9%	96 18% NPRTWZabdefhijkm	202 18% NPRTWabefhijkm	49 14% RWbeh	100 12% RWbe	37 7%

	Favourable to politicians												
	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Reform UK	129 10% U	40 10% U	229 38% NOPQRSUVXYZcdfghijklno	43 11% PUZn	334 29% NPRSUVXZcdfhjln	37 9% U	294 35% NOPQRSUVXYZcdfghjln	43 10% PU	234 32% NOPQRSUVXYZcdfhjln	87 13% NPUVXZchjn	162 35% NOPQRSUVXYZcdfghjln	33 8% U	322 32% NOPQRSUVXYZcdfghjln
The Labour party	226 17% OQTWYaegikmo	128 32% OQRSTUWYabcegikmo	54 9% OQgi	183 46% OQRSTUVWXYZabcdegiklmno	77 7% O	191 47% OQRSTUVWXYZabcdegijklmno	56 7%	181 42% OQRSTUVWXYZabcdegiklmo	62 9% Oi	221 33% OQRSTUWXYabcegikmo	39 8% O	175 40% OQRSTUVWXYZabcdegiklmo	70 7% O
The Conservative party	207 16% NSUXf	56 14% SXf	121 20% NPSUVXZbcdfhln	39 10%	234 20% NPSUVXZbcdfhkln	56 14% NSf	165 19% NSUVXZbcdfhln	73 17% NSVXfhl	125 17% NSVXfl	88 13% Sf	94 20% NPSUVXZbcdfhln	60 14% Sf	208 21% NPSUVXZbcdfhkln
The Liberal Democrats	56 4% OQTWYgo	34 9% OQRSTUWYabceghijklmo	17 3% W	32 8% OQRSTUWYabceghijkmo	26 2% W	24 6% OQTWYegio	24 3% W	24 6% OQTWYegio	23 3% W	39 6% OQTWYacegiko	14 3% W	29 7% OQTWYabcegikmo	26 3% W
The Green party	29 2% Yag	39 10% NOPQRSTUVWXYabcefghijklmno	6 1%	13 3% WYaeg	14 1%	22 5% OQSTUWYacefgiklmo	16 2% Ya	18 4% OQTWYacegiko	14 2% Ya	24 4% OQWYacegio	10 2% Ya	21 5% OQSTUWYacegikmo	17 2% Ya
The Scottish National Party (SNP)	8 1%	4 1% N	7 1% N	2 1% N	11 1% N	3 1% N	11 1% N	1 *	13 2% NYcjlo	3 *	7 2% N	5 1% Nj	8 1%
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Another party	38 3% NPRTYabhjo	14 3% NPRTYabfhjlo	16 3% NTYab	6 1% N	27 2% NTYao	4 1%	27 3% NPRTYabho	6 1% N	26 4% NPRTYabfghjo	13 2% NTY	13 3% NTYab	16 4% NPRTVYabfhjlo	16 2% TY
None of these	267 20% NPQRTVXYZabdefghjlno	31 8% NPR	92 15% NPRTVZbdfhjn	35 9% NPRb	200 17% NPRTVXZbdfhjln	32 8% NPR	145 17% NPRTVXZbdfhjln	36 8% NPR	135 19% NPRTVXZabdfhjln	85 13% NPRTVZbdfhjn	78 17% NPRTVXZbdfhjn	35 8% NPR	168 17% NPRTVXZbdfhjln
Don't know	367 28% NOPQRSTVWXYZabdefghijklmno	55 14% RWbeh	55 9%	47 12% Rb	219 19% NPRTWZabdefhijklmo	40 10%	114 13% RWbe	49 11% Rb	94 13% RWbe	102 15% NPRTWbefhjm	48 10%	67 15% NPRTWbefhj	170 17% NPRTWabefhijkm

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Setting the right level of tax

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Reform UK	364 16%	202 18% C	160 14%	80 12%	105 14%	179 21% DEGHI	336 16% DI	364 16% DGI	336 16% D	173 14%	191 19% J	97 18% P	94 16%	87 17%	49 16%	9 8% *	27 14%	69 10%	294 19% R	221 16%	143 16%	65 16%	96 17%	93 17%	80 15%	335 18% a	25 8%	58 16% cdf	37 6%	8 5%	171 63% bcdfg	4 4% *	10 11% *	78 10%	210 28% h
The Conservative party	313 14%	162 15%	150 13%	77 11%	87 12%	149 17% DEGHI	271 13%	309 14% GI	275 13%	179 14%	134 13%	64 12%	87 15%	80 15%	54 17% Q	11 10% *	17 9%	106 15%	208 13%	180 13%	133 15%	54 14%	72 13%	81 15%	83 15%	263 14%	41 13%	183 51% cdefg	38 6%	19 11% ce	15 5%	5 4% *	5 6% *	98 12%	155 20% h
The Labour party	300 13%	198 18% C	99 9%	121 18% FGHI	105 14% F	74 8%	288 14% F	295 13% F	293 14% F	215 17% K	85 9%	75 14%	73 12%	55 11%	52 16% N	20 18% *	25 13%	156 22% S	144 9%	233 17% U	66 7%	29 7%	62 11%	58 11%	129 24% VWX	231 12%	63 21% Z	9 3%	226 38% bdefg	11 7% e	3 1%	6 5% *	6 7% e*	169 21% i	59 8%
The Liberal Democrats	142 6%	81 7%	61 5%	38 6%	45 6%	59 7%	135 6%	141 6%	136 6%	98 8% K	44 4%	20 4%	41 7% L	42 8% L	21 7%	3 2% *	16 8% L	64 9% S	78 5%	87 6%	55 6%	26 7%	35 6%	37 7%	36 7%	117 6%	22 7%	9 2%	45 8% be	58 35% bcefg	7 2%	3 3% *	7 8% *	85 10% i	35 5%
The Green party	114 5%	67 6% C	43 4%	62 9% EFGHI	39 5% F	13 2%	112 5% FH	112 5% F	114 5% FH	71 6%	42 4%	31 6%	27 5%	26 5%	18 6%	2 2% *	9 5%	48 7% S	66 4%	72 5%	42 5%	19 5%	32 6%	24 5%	33 6%	87 5%	26 8% Z	3 1%	34 6% be	6 4% be	* *	43 39% bcdeg*	4 4% be*	47 6% i	19 3%
The Scottish National Party (SNP)	30 1%	17 2%	12 1%	1 *	17 2% DGHI	13 1% D	29 1% D	30 1% D	29 1% D	13 1%	17 2%	- -	- -	- -	- -	- - *	30 15% LMNOP	12 2%	18 1%	17 1%	13 1%	7 2%	10 2%	5 1%	7 1%	30 2% a	- -	* *	2 *	* *	- -	- - *	27 31% bcdef*	25 3% i	4 1%
Plaid Cymru	2 *	1 *	1 *	- -	1 *	1 *	2 *	2 *	2 *	2 *	- -	- -	- -	- -	- -	2 2% LMN*	- -	2 * S	- -	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	- -	1 *	- -	- -	- - *	1 2% b*	2 *	- -
Another party	64 3%	32 3%	30 3%	26 4%	21 3%	17 2%	63 3%	64 3%	63 3%	34 3%	30 3%	24 5% MQ	10 2%	15 3%	10 3% Q	4 4% Q*	- -	22 3%	42 3%	36 3%	28 3%	9 2%	20 4%	17 3%	11 2%	53 3%	8 3%	- -	23 4% b	5 3% b	3 1%	11 10% bcde*	3 3% b*	33 4% i	10 1%
None of these	428 19%	181 16%	243 21% B	80 12%	146 20% D	202 23% DGHI	409 19% D	426 19% D	411 19% D	210 16%	219 22% J	113 21%	118 20%	87 17%	47 15%	36 33% LMNOQ*	27 14%	117 16%	311 20% R	244 18%	184 21%	91 23% Y	120 21% Y	103 19% Y	76 14%	362 19%	60 20%	49 13%	98 16%	28 17%	43 16%	17 15% *	19 22% *	134 17%	153 20%
Don't know	515 23%	161 15%	347 30% B	187 28% EFGHI	163 22%	165 19%	487 23% FH	499 22% F	503 23% FGH	279 22%	237 24%	117 22%	142 24%	127 24%	62 20%	24 22% *	43 22%	126 17%	389 25% R	285 21%	230 26% T	100 25% Y	117 21%	119 22%	93 17%	428 22%	60 20%	49 14%	92 15% g	30 18% g	31 11%	23 20% g*	5 6% *	141 17%	114 15%

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Setting the right level of tax

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Reform UK	364	58	203	30	298	43	219	38	217	323	9	33	260
	16%	13%	18%	6%	26%	8%	31%	6%	32%	43%	1%	8%	25%
		DFHKL	BDFHKL	K	BCDFHKL	K	BCDEFHKLM	K	BCDEFHKLM	BCDEFGHIKLM		K	BCDFHKL
The Conservative party	313	206	38	46	224	62	124	57	143	121	103	29	213
	14%	45%	3%	9%	19%	11%	18%	9%	21%	16%	11%	7%	21%
		CDEFGHIJKLM		C	CDFHJKL	CL	CDFHKL	C	CDFGHJKL	CDFHKL	CL	C	CDFHJKL
The Labour party	300	78	173	224	15	133	57	139	45	70	172	99	87
	13%	17%	15%	45%	1%	24%	8%	23%	7%	9%	18%	25%	8%
		EGIJM	EGIJM	BCEFGHIJKLM		BCEGIJKM	E	BCEGIJKM	E	EI	CEGIJM	BCEGIJKM	E
The Liberal Democrats	142	19	100	45	51	112	14	66	27	30	93	38	65
	6%	4%	9%	9%	4%	21%	2%	11%	4%	4%	10%	10%	6%
		G	BEGIJM	BEGIJ	G	BCDEGHIJKLM		BEGIJM	G	G	BEGIJM	BEGIJM	EGIJ
The Green party	114	21	74	27	58	34	31	93	6	24	70	55	26
	5%	5%	7%	5%	5%	6%	4%	15%	1%	3%	7%	14%	3%
		IM	EGIJM	IJM	IJM	IJM	IM	BCDEFGIJKM		I	EGIJM	BCDEFGIJKM	I
The Scottish National Party (SNP)	30	1	26	3	26	8	13	10	11	7	21	2	14
	1%	*	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	1%
			BDJLM		BDJLM	BD	B	BDL	B		BDL		B
Plaid Cymru	2	-	2	1	1	1	1	1	1	1	1	1	1
	*	-	*	*	*	*	*	*	*	*	*	*	*
Another party	64	5	53	15	37	26	17	41	6	1	54	49	6
	3%	1%	5%	3%	3%	5%	2%	7%	1%	*	6%	13%	1%
		J	BEGIJM	BIJM	BIJM	BDGIJM	IJM	BDEGIJM	J		BDEGIJM	BCDEFGHIJKM	
None of these	428	23	256	48	247	48	145	60	147	86	217	37	213
	19%	5%	23%	10%	21%	9%	21%	10%	21%	11%	23%	10%	21%
			BDFHJL	B	BDFHJL	B	BDFHJL	B	BDFHJL	B	BDFHJL	B	BDFHJL
Don't know	515	44	207	62	196	77	86	111	84	90	193	47	153
	23%	10%	18%	12%	17%	14%	12%	18%	12%	12%	21%	12%	15%
			BDFGIJLM		BDGIJLM	B		BDFGIJL			BCDEFGIJLM		BI

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
Reform UK	30	308	19	298	70	177	314	11	44	202	39	269	26
	6%	25%	6%	25%	17%	18%	42%	1%	8%	33%	7%	24%	7%
	U	NPRSUVXZcdfhjln	U	NPRSUVXZcdfhjln	NPUVXZcdfhjln	NPUVXZcdfhjln	NOPQRSUVWXYZacdefghijklmno		Un	NOPQRSUVXYZcdfghjklno	U	NPRSUVXZcdfhjln	U
The Conservative party	49	228	48	223	156	48	131	118	68	114	51	215	36
	10%	18%	14%	19%	38%	5%	18%	12%	13%	19%	10%	19%	10%
	S	NSUVXZcdfhjkln	NSXZdf	NSUVXZcdfhjkln	NOPQSTUVWXYZabcdefghijklmno		NSUVXZcdfhln	S	S	NSUVXZcdfhln	S	NSUVXZcdfhjkln	S
The Labour party	216	25	149	34	71	166	69	175	145	42	139	86	106
	46%	2%	45%	3%	17%	17%	9%	17%	27%	7%	27%	8%	30%
	OQRSTUVWXYZabcdefghijklmno		OQRSTUVWXYZabcdefgijklmno	O	OQTWYaegikmo	OQTWYacegikmo	OQegikmo	OQTWYacegikmo	OQRSTUWYabcegikmo	OQgio	OQRSTUWYabcegikmo	OQgikmo	OQRSTUWYabcegiklmo
The Liberal Democrats	47	53	35	57	22	92	23	91	98	9	39	71	33
	10%	4%	10%	5%	5%	10%	3%	9%	18%	1%	8%	6%	9%
	OQRTWYabegikmo	W	OQRTWYabegikmo	TWi	TW	OQRTWYabcegikmo	W	OQRTWYabcegikmo	NOPQRSTUWXYZabcdefghiklmno		OQTWbegikmo	OQTWegikmo	OQRTWbegikmo
The Green party	26	69	26	53	20	65	28	69	35	30	57	30	47
	6%	6%	8%	5%	5%	7%	4%	7%	7%	5%	11%	3%	13%
	Yaeg	QTYaego	NQRTYabegijmo	Yaego	Yaeg	QTYaegimo	aeg	QTYaegijmo	TYaegjo	Yaeg	NOPQRSTUVWYabceghijklmo		NOPQRSTUVWYabcefghijklmno
The Scottish National Party (SNP)	3	25	-	25	3	25	7	22	9	13	13	11	1
	1%	2%	-	2%	1%	3%	1%	2%	2%	2%	2%	1%	*
	P	PTYZj		NPTYZj		NPRTYZchj		NPYZcj	NPZj	PTYZj	NPRTYZhj		
Plaid Cymru	-	1	1	-	-	1	-	1	2	-	1	-	1
	-	*	*	-	-	*	-	*	*	-	*	-	*
		Qg	NQYg						QYg				Qg
Another party	11	47	7	38	6	46	5	57	19	12	51	9	44
	2%	4%	2%	3%	2%	5%	1%	6%	4%	2%	10%	1%	12%
	TYa	RTWYabegjo	TYa	TYabeo		NPQRTWYabeghjmo		NOPQRTVWYabcefghjlmo	RTYabejo	TYa	NOPQRSTUVWYabcefghijklmno		NOPQRSTUVWXYabcdefghiiklmno
None of these	35	254	20	248	24	198	84	235	47	128	68	237	23
	7%	21%	6%	21%	6%	20%	11%	23%	9%	21%	13%	21%	6%
		NPRTVXZbdfhiln		NPRTVXZbdfhiln		NPRTVXZbdfhiln	NPRZbdn	NPRSTVXZbdfhiln	R	NPRTVXZbdfhiln	NPRVZbdfhn	NPRTVXZbdfhiln	
Don't know	52	226	28	201	40	149	80	233	67	59	61	199	33
	11%	18%	8%	17%	10%	15%	11%	23%	13%	10%	12%	18%	9%
	Pbf	NPRSTVWXZabdefhijklmno		NPRTVWXZabdefhijklmno		NPRTWXZabdefhijklm	b	NOPQRSTVWXYZabdefghijklmno	Pbdfh		Pbf	NPRTVWXZabdefhijklmno	

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Reform UK	256	201	97	27	211	31	289	26	265	38	209	66	147	24	283
	31%	40%	7%	7%	35%	8%	25%	6%	31%	9%	29%	10%	32%	5%	28%
	NOPQRSUVXYZcdfghjlno	NOPQRSUVWXYZacdfghijklmno	U	U	NOPQRSUVXYZacdfghijklno	Un	NPRSUVXZcdfhjln	U	NOPQRSUVXYZcdfghjlno	NPUhn	NOPQRSUVXYZcdfghjln	NPUcdhn	NOPQRSUVXYZcdfghjln	U	NOPQRSUVXYZcdfghjln
The Conservative party	163	82	176	40	119	42	216	48	146	60	113	82	93	55	191
	20%	16%	13%	10%	20%	10%	19%	12%	17%	14%	16%	12%	20%	13%	19%
	NPSUVXZcdfhjkln	NSUXZdfhl	SUX	S	NPSUVXZcdfhjkln	S	NSUVXZcdfhjkln	S	NSUVXZcdfhln	NSXdf	NSUXZdf	S	NSUVXZcdfhjkln	S	NSUVXZcdfhjkln
The Labour party	60	81	176	107	38	160	46	168	32	159	35	169	23	140	46
	7%	16%	13%	27%	6%	40%	4%	41%	4%	37%	5%	25%	5%	32%	5%
	OQgiko	OQTWYaegikmo	OQTWYaegikmo	OQRSTUWYabcegikmo	OQgio	OQRSTUVWXYZabcdegiklmno	OQ	OQRSTUVWXYZabcdegijklmno	O	OQRSTUVWXYZabcdegiklmno	OQ	OQRSTUWYabcegikmo	OQ	OQRSTUVWXYabcdegiklmo	OQ
The Liberal Democrats	52	24	103	52	23	46	56	51	29	54	31	85	17	58	39
	6%	5%	8%	13%	4%	12%	5%	12%	3%	13%	4%	13%	4%	13%	4%
	OQTWegikmo	TW	OQTWegikmo	OQRSTUWXYZabcegikmo	W	OQRTWXYabcegikmo	TWi	OQRTUWXYabcegikmo	W	NOQRTUWXYabcegikmo	W	NOQRSTUWXYZabcegikmo	W	NOQRSTUWXYZabcegikmo	W
The Green party	19	21	78	69	11	33	27	27	38	19	39	46	18	43	35
	2%	4%	6%	17%	2%	8%	2%	7%	4%	4%	5%	7%	4%	10%	3%
		e	QYaego	NOPQRSTUVWXYZabcefghiiklmno		NQRTWYabegijmo		TYaegjo	Yaeg	aeg	Yaego	QTYabegijo	e	NOQRSTUVWYabceghijklmo	aeg
The Scottish National Party (SNP)	18	6	20	11	10	5	19	3	22	1	23	11	10	6	18
	2%	1%	1%	3%	2%	1%	2%	1%	3%	*	3%	2%	2%	1%	2%
	NPTYZj	P	Pj	NPRTYZfhjn	P	Pj	PYj	P	NPRTYZcgj		NOPRTYZbceghio	NPZj	PYZj	PZj	PYj
Plaid Cymru	-	-	1	1	-	1	-	1	-	1	-	1	-	1	-
	-	-	*	*	-	*	-	*	-	*	-	*	-	*	-
						N									
Another party	5	7	53	29	8	13	33	11	32	6	27	24	11	27	14
	1%	1%	4%	7%	1%	3%	3%	3%	4%	1%	4%	4%	2%	6%	1%
			RTWYabegjo	NOPQRSTVWYabcefghijklmo		TYabjo	TYaeo	TYaj	RTWYabejo		RTWYabeo	RTYabejo	TYa	NOPQRTVWYabcefghjlmo	Ya
None of these	166	43	302	28	120	36	254	35	186	47	171	97	103	33	231
	20%	8%	23%	7%	20%	9%	22%	9%	22%	11%	23%	15%	22%	8%	23%
	NPRTVXZbdfhiln		NPRSTVXZbdfhiln		NPRTVXZbdfhiln	PR	NPRTVXZbdfhiln	P	NPRTVXZbdfhiln	NPRZdhn	NOPRTVXZbdfhiln	NPRTVZbdfhjn	NPRTVXZbdfhiln		NOPRTVXZabdfhiln
Don't know	82	38	322	37	56	32	205	39	102	46	79	81	45	54	149
	10%	8%	24%	9%	9%	8%	18%	10%	12%	11%	11%	12%	10%	12%	15%
			NOPQRSTVWXYZabdefghijklmno				NPRTVWXZabdefhijklmno		be	f		Pbf		Pbf	PRTWZabdefhijkm

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Improving education

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
The Labour party	367 16%	239 22% C	127 11%	147 22% EFGHI	121 17% F	99 11%	350 16% F	361 16% F	357 17% F	255 20% K	112 11%	95 18%	88 15%	73 14%	62 20%	18 16% *	31 16%	188 26% S	179 12%	267 19% U	100 11%	50 12%	75 13%	69 13%	150 27% VWX	274 14%	82 27% Z	16 4%	254 43% bdefg	13 8% e	5 2%	6 6% *	9 11% e*	184 23% i	89 12%
The Conservative party	293 13%	148 13%	146 13%	69 10%	91 13%	133 15% DGHI	264 12%	293 13% DGI	265 12%	166 13%	127 13%	68 13%	76 13%	69 13%	52 17%	10 9% *	18 9%	90 12%	203 13%	171 12%	122 14%	53 13%	74 13%	67 13%	76 14%	259 14%	29 10%	180 50% cdefg	40 7%	12 7%	21 8%	4 4% *	1 2% *	94 12%	159 21% h
Reform UK	279 12%	164 15% C	112 10%	66 10%	82 11%	131 15% DGHI	255 12%	277 12% DGI	257 12%	128 10%	151 15% J	83 15% Q	76 13%	66 13%	34 11%	7 7% *	14 7%	55 8%	224 14% R	164 12%	115 13%	47 12%	75 13%	75 14%	61 11%	259 14% a	18 6%	33 9% df	35 6%	3 2%	136 50% bcdfg	2 2% *	6 6% *	46 6%	160 21% h
The Liberal Democrats	144 6%	74 7%	68 6%	46 7%	48 7%	51 6%	139 7%	143 6%	140 6%	92 7%	53 5%	36 7%	43 7%	28 5%	20 6%	5 5% *	13 7%	69 10% S	75 5%	92 7%	53 6%	24 6%	31 6%	44 8%	34 6%	121 6%	19 6%	10 3%	38 6% b	54 32% bcefg	9 3%	4 4% *	5 5% *	84 10% i	30 4%
The Green party	120 5%	62 6%	56 5%	70 10% EFGHI	35 5% F	15 2%	117 6% F	119 5% F	118 5% F	70 6%	49 5%	29 5%	27 5%	32 6%	20 6%	3 3% *	8 4%	47 6%	73 5%	82 6%	38 4%	15 4%	31 6%	36 7%	33 6%	89 5%	29 10% Z	6 2%	42 7% be	9 5% b	4 2%	36 33% bcdeg*	3 3% *	57 7% i	18 2%
The Scottish National Party (SNP)	31 1%	16 1%	14 1%	3 *	14 2% D	15 2% D	29 1% D	30 1% D	30 1% D	13 1%	18 2%	- -	- -	- -	- -	- - *	31 16% LMNOP	10 1%	22 1%	17 1%	14 2%	7 2%	10 2%	6 1%	7 1%	30 2%	1 *	- -	- -	3 2% bc	- -	1 * *	26 30% bcdef*	25 3% i	3 *
Plaid Cymru	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1% LMN*	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 2% bc*	1 *	- -
Another party	64 3%	36 3%	28 2%	23 3%	22 3%	19 2%	64 3%	64 3%	64 3%	37 3%	28 3%	22 4%	11 2%	14 3%	12 4%	2 1% *	4 2%	20 3%	45 3%	40 3%	24 3%	9 2%	23 4% Y	17 3%	9 2%	52 3%	9 3%	- -	18 3% b	6 4% b	4 1%	15 14% bcdeg*	2 2% b*	34 4% i	9 1%
None of these	415 18%	182 17%	228 20%	72 11%	144 20% D	200 23% DGHI	393 18% D	413 18% D	395 18% D	195 15%	220 22% J	103 19%	109 18%	88 17%	49 16%	35 32% LMNOQ*	31 16%	106 15%	309 20% R	227 16%	188 21% T	89 22% Y	121 21% Y	100 19% Y	66 12%	347 18%	60 20%	52 14%	76 13%	27 16%	48 18%	21 19% *	25 29% bcd*	130 16%	149 20%
Don't know	556 24%	179 16%	367 32% B	176 26%	171 24%	209 24%	518 24%	541 24%	534 25% GH	316 25%	240 24%	106 20%	165 28% LO	149 29% LO	65 21%	28 25% *	45 23%	136 19%	420 27% R	316 23%	240 27%	106 27% Y	124 22%	124 23%	111 20%	475 25% a	57 19%	63 18%	92 15%	39 24% cg	47 17%	22 19% *	9 11% *	156 19%	142 19%

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

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Improving education

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total (A)	Favourable to Cons (B)	Unfavourable to Cons (C)	Favourable to Lab (D)	Unfavourable to Lab (E)	Favourable to Lib Dems (F)	Unfavourable to Lib Dems (G)	Favourable to Green Party (H)	Unfavourable to Green Party (I)	Favourable to Reform UK (J)	Unfavourable to Reform UK (K)	Favourable to New left-wing party (L)	Unfavourable to New left-wing party (M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
The Labour party	367 16%	93 20% EGIJM	210 19% EGIJM	264 53% BCEFGHIJKLM	28 2%	150 28% BCEGIJKM	80 11% E	156 25% BCEGIJM	64 9% E	94 13% EI	204 22% CEGIJM	114 29% BCEGIJKM	121 12% EI
The Conservative party	293 13%	190 42% CDEFGHIJKLM	42 4%	46 9% C	211 18% CDFHKL	57 11% C	111 16% CDFHKL	54 9% C	130 19% CDFGHKL	128 17% CDFHKL	94 10% C	32 8% C	198 19% CDFGHKL
Reform UK	279 12%	47 10% DFHKL	152 13% DFHKL	23 5% K	226 20% BCDFHKL	39 7% DK	165 23% BCDEFHKLM	36 6% K	166 24% BCDEFHKLM	251 33% BCDEFGHIKLM	5 1%	24 6% K	195 19% BCDFHKL
The Liberal Democrats	144 6%	19 4% G	93 8% BEGIJ	40 8% BEGIJ	56 5% G	104 19% BCDEGHIJKLM	9 1%	60 10% BEGIJM	29 4% G	36 5% G	89 9% BEGIJM	37 9% BEGIJ	69 7% EGI
The Green party	120 5%	20 4% I	84 7% EGIJM	32 6% IJM	61 5% IJM	40 7% BIJM	34 5% IM	95 15% BCDEFGIJKLM	10 1%	27 4% I	74 8% BEGIJM	47 12% BCDEFGIJKM	30 3% I
The Scottish National Party (SNP)	31 1%	1 *	24 2% BD	- -	25 2% BDIM	9 2% BD	11 2% BD	11 2% BD	7 1% D	9 1% BD	19 2% BD	3 1% D	12 1% BD
Plaid Cymru	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	- -	- -	1 *	1 *	1 *
Another party	64 3%	5 1%	54 5% BDIJM	13 3% BIJM	41 4% BIJM	19 4% BIJM	24 3% BIJM	39 6% BDEFGIJM	5 1%	3 *	54 6% BDEFGIJM	52 13% BCDEFGHIJKM	6 1%
None of these	415 18%	26 6%	247 22% BDFHJL	32 6%	253 22% BDFHJL	47 9% BD	164 23% BDFHJL	46 8%	174 25% BDEFHJLM	84 11% BDHL	202 22% BDFHJL	27 7%	215 21% BDFHJL
Don't know	556 24%	55 12%	225 20% BDFGIJL	50 10%	251 22% BDFGIJLM	77 14% D	107 15% D	118 19% BDFL	100 15% D	121 16% BD	191 20% BDFGIL	54 14% D	190 18% BDFGI

	Favourable to politicians																											
	Favourable to Keir Starmer (N)	Unfavourable to Keir Starmer (O)	Favourable to Rachel Reeves (P)	Unfavourable to Rachel Reeves (Q)	Favourable to Kemi Badenoch (R)	Unfavourable to Kemi Badenoch (S)	Favourable to Nigel Farage (T)	Unfavourable to Nigel Farage (U)	Favourable to Ed Davey (V)	Unfavourable to Ed Davey (W)	Favourable to Jeremy Corbyn (X)	Unfavourable to Jeremy Corbyn (Y)	Favourable to Zarah Sultana (Z)	Unfavourable to Zarah Sultana (a)	Favourable to Donald Trump (b)	Unfavourable to Donald Trump (c)	Favourable to Zack Polanski (d)	Unfavourable to Zack Polanski (e)	Favourable to Angela Rayner (f)	Unfavourable to Angela Rayner (g)	Favourable to Yvette Cooper (h)	Unfavourable to Yvette Cooper (i)	Favourable to Wes Streeting (j)	Unfavourable to Wes Streeting (k)	Favourable to Andy Burnham (l)	Unfavourable to Andy Burnham (m)	Favourable to Sadiq Khan (n)	Unfavourable to Sadiq Khan (o)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
The Labour party	247 53% OQRSTUVWXYZabcdefghijklmno	49 4%	172 51% OQRSTUVWXYZabcdefghijklmno	67 6% O	87 21% OQTWYacegikmo	186 19% OQTWYacegikmo	98 13% OQWegikmo	212 21% OQTWYacegikmo	165 31% OQRSTUWYabcegikmo	55 9% OQgiko	152 29% OQRSTUWYabcegikmo	121 11% OQgikmo	104 30% OQRSTUWYabcegikmo	85 10% OQgikmo	102 20% OQTWYaegikmo	217 16% OQWYaegikmo	119 30% OQRSTUWYabcegikmo	54 9% OQgiko	188 47% OQRSTUVWXYZabcdegiklmno	67 6% O	191 47% OQRSTUVWXYZabcdegiklmno	45 5% O	189 44% OQRSTUVWXYZabcdegiklmno	46 6% O	202 31% OQRSTUWYabcegikmo	33 7% O	160 36% OQRSTUVWXYZabcdegiklmo	69 7% Oi
The Conservative party	46 10% S	218 18% NPSUVXZcdfhjkln	36 11% S	197 17% NPSUVXZcdfhjln	140 34% NOPQSTUVWXYZabcdefghijklmno	53 6%	126 17% NPSUVXZcdfhjln	103 10% S	60 11% SX	101 17% NPSUVXZcdfhjln	43 8% S	205 18% NPSUVXZcdfhjkln	34 10% S	156 19% NPSUVXZcdfhjkln	83 16% NPSUVXZcdfhjln	154 12% SUX	41 10% S	109 18% NPSUVXZcdfhjkln	36 9% S	208 18% NPSUVXZcdfhjkln	38 9% S	150 18% NPSUVXZcdfhjkln	47 11% S	105 15% NSUXZcdfhn	80 12% SXfhn	87 19% NPSUVXZcdfhjkln	42 10% S	183 18% NPSUVXZcdfhjkln
Reform UK	25 5% U	237 19% NPSUVXZcdfhjln	23 7% U	228 19% NPSUVXZcdfhjln	62 15% NPUVXZcdfhjln	135 14% NPUVXZcdfhjln	242 33% NOPQRSUVWXYZacdefghijklmno	6 1%	34 6% U	162 27% NOPQRSUVXYZcdfghjklno	34 7% U	200 18% NPSUVXZcdfhjln	20 6% U	203 25% NOPQRSUVXYZcdfghjlno	155 31% NOPQRSUVXYZacdfghijklmno	72 5% U	24 6% U	160 27% NOPQRSUVXYZcdfghjklno	27 7% U	222 19% NPSUVXZcdfhjln	22 5% U	205 24% NOPQRSUVXYZcdfghjlno	33 8% NUh	164 23% NOPQRSUVXYZcdfghjln	52 8% NUch	110 24% NOPQRSUVXYZcdfghjln	26 6% U	210 21% NPRSUVXYZcdfhjln
The Liberal Democrats	42 9% OQRTWbegiko	62 5% W	32 10% OQRTWYbegiko	63 5% W	23 6% W	87 9% OQTWYabegikmo	29 4% W	86 9% OQTWYabegiko	97 18% NOPQRSTUWXYZabcdefghijklmno	12 2%	44 8% OQTWbgiko	71 6% TWgio	37 11% OQRTWYabegikmo	51 6% TWgio	25 5% W	104 8% OQTWegiko	41 10% OQRTWYabegikmo	31 5% W	38 10% OQRTWYabegiko	54 5% W	48 12% NOQRTUWXYabcegikmo	36 4% W	46 11% OQRTWYabcegikmo	36 5% W	66 10% OQRTWYabegikmo	27 6% W	56 13% NOQRSTUWXYabcefgiklmo	44 4% W
The Green party	28 6% Yae	64 5% Yae	27 8% QRTWYabegimo	58 5% Yae	16 4%	73 8% OQRTWYabcegimo	30 4% e	70 7% OQTWYaegimo	40 7% QRTWYabegim	23 4% e	55 11% NOQRSTUVWYabceghijklmo	33 3%	47 14% NOPQRSTUVWXYabcefghijklmno	23 3%	21 4% e	80 6% WYaeg	73 18% NOPQRSTUVWXYZabcefghijklmno	13 2%	36 9% NOQRTWYabceghijmo	48 4% Yae	25 6% Yae	41 5% Yae	26 6% Yae	42 6% WYaeg	45 7% RTWYabeg	18 4% e	39 9% NOQRTWYabceghijkmo	49 5% Yae
The Scottish National Party (SNP)	- -	25 2% NPRTYZfj	1 *	26 2% NPRTYZfjo	1 *	25 3% NPRTYZcfhjno	6 1% N	23 2% NPRTYZcfhj	10 2% NPRZfhj	10 2% NRZj	12 2% NPRTYZfhjn	10 1% N	- -	14 2% NPRYZfj	6 1% NRZj	20 1% NRZfj	12 3% NPRTYZbcfhjn	8 1% NZ	1 *	18 2% NRYZj	3 1% N	20 2% NPRTYZfjo	1 *	21 3% NPRTWYZacefghino	12 2% NPRZfhj	10 2% NPRYZfj	4 1% NZj	14 1% NRZj
Plaid Cymru	- -	1 *	1 *	- -	- -	1 *	- -	1 *	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
Another party	11 2% TYaj	48 4% QRTWYabegjo	8 2% TYaj	36 3% TYajo	7 2% Ta	48 5% NPQRTVWYabeghjlmo	4 1%	57 6% NOPQRTVWYabceghijlmo	15 3% TYaj	12 2% TYa	49 9% NOPQRSTUVWYabcdefghijklmno	8 1%	42 12% NOPQRSTUVWXYabcdefghijklmno	4 1%	8 1% T	54 4% RTWYabegjo	27 7% NOPQRTVWYabcefghijlmo	11 2% TYa	14 4% TYabjo	30 3% TYajo	9 2% TYaj	32 4% TWYabegjo	4 1%	31 4% QRTWYabegjmo	20 3% TYajo	12 2% TYa	27 6% NPQRTVWYabcefghjlmo	15 2% TYa
None of these	23 5%	258 21% NPRTVXZbdfhjln	13 4%	247 21% NPRTVXZbdfhjln	22 5%	194 20% NPRTVXZbdfhjln	86 12% NPRVZdfhn	215 21% NPRTVXZbdfhjln	38 7% P	142 23% NPRTVXZbdfhjln	50 10% NPRZdf	241 21% NPRTVXZbdfhjln	23 7% P	172 21% NPRTVXZbdfhjln	47 9% NPRd	293 22% NPRTVXZbdfhjln	24 6%	130 22% NPRTVXZbdfhjln	26 7% P	245 21% NPRTVXZbdfhjln	31 8% NP	184 22% NPRTVXZbdfhjln	43 10% NPRVZdfhn	166 23% NPRTVXZbdfhjln	89 13% NPRVXZbdfhjn	115 25% NPRSTVXZbdfhijln	32 7% NP	229 23% NPRTVXZbdfhjln
Don't know	46 10% P	275 22% NPRSTVWXZabdefhijklmno	22 7%	255 22% NPRSTVWXZabdefhijklmno	51 12% Pf	165 17% NPZabdefhjmn	119 16% NPRbdfhjmn	238 23% NPRSTVWXZabdefhijklmno	73 14% NPdfhj	92 15% NPdfhj	79 15% NPZbdfhjn	238 21% NPRSTVWXZabdefhijklmn	42 12% Pf	111 14% Pf	56 11% P	333 25% NOPQRSTVWXYZabdefghijklmno	41 10% P	80 13% Pf	32 8%	250 22% NPRSTVWXZabdefhijklmno	41 10% P	139 16% NPabdefhjmn	43 10% P	114 16% NPbdfhjm	94 14% NPdfhj	55 12% P	52 12% Pf	191 19% NPRVWZabdefhijklmn

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Dealing with climate change

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
The Green party	542 24%	251 23%	281 25%	185 28% FGHI	190 26% F	167 19%	515 24% F	532 24% F	525 24% FH	326 26%	216 22%	126 23%	134 23%	136 26%	78 25%	22 20% *	46 24%	203 28% S	339 22%	324 24%	218 24%	86 21%	157 28%	123 23%	133 24%	449 24%	85 28%	48 13%	176 30% be	53 32% be	27 10%	73 65% bcdeg*	28 32% be*	232 29% i	146 19%
The Labour party	238 10%	165 15% C	72 6%	113 17% EFGHI	76 10% F	49 6%	226 11% F	233 10% F	231 11% F	178 14% K	60 6%	58 11%	60 10%	41 8%	46 15% N	12 11% *	20 10%	137 19% S	101 6%	190 14% U	48 5%	23 6%	48 9%	44 8%	107 19% VWX	172 9%	60 20% Z	9 3%	178 30% bdefg	4 3%	7 3%	2 2% *	7 8% b*	115 14% i	52 7%
Reform UK	228 10%	140 13% C	85 7%	54 8%	61 8%	113 13% DEGHI	201 9%	228 10% GI	201 9%	104 8%	124 12% J	59 11% Q	59 10% Q	63 12% Q	34 11% Q	5 5% *	8 4%	40 6%	188 12% R	134 10%	94 10%	47 12%	51 9%	58 11%	49 9%	212 11% a	13 4%	36 10% cdfg	24 4%	3 2%	107 39% bcdfg	- - *	2 2% *	47 6%	124 16% h
The Conservative party	200 9%	103 9%	96 8%	66 10%	59 8%	76 9%	184 9%	200 9% I	184 9%	114 9%	86 9%	55 10% Q	47 8%	42 8%	37 12% Q	11 10% *	8 4%	67 9%	133 9%	133 10%	67 8%	31 8%	38 7%	53 10%	63 12% W	163 9%	31 10%	123 34% cdefg	25 4%	7 4%	16 6%	2 2% *	- - *	76 9%	91 12%
The Liberal Democrats	95 4%	53 5%	42 4%	30 4%	27 4%	38 4%	87 4%	95 4%	87 4%	60 5%	35 3%	13 2%	25 4%	23 5%	12 4%	4 3% *	18 9% LM	39 5% S	56 4%	53 4%	42 5%	18 5%	24 4%	23 4%	22 4%	84 4%	10 3%	3 1%	27 5% be	47 28% bcefg	2 1%	5 4% b*	4 4% *	55 7% i	29 4%
The Scottish National Party (SNP)	26 1%	16 1%	10 1%	2 *	12 2% D	12 1%	25 1% D	26 1% D	25 1% D	8 1%	18 2% J	- -	- -	- -	- -	- - *	26 13% LMNOP	5 1%	21 1%	20 1%	6 1%	9 2%	9 2%	3 1%	4 1%	24 1%	2 1%	- -	5 1%	3 2% b	1 1%	- - *	18 20% bcdef*	19 2% i	6 1%
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- -	- -
Another party	44 2%	24 2%	18 2%	16 2%	15 2%	13 2%	43 2%	44 2%	43 2%	25 2%	19 2%	15 3%	8 1%	8 2%	7 2%	4 4% *	2 1%	16 2%	28 2%	25 2%	19 2%	11 3%	13 2%	7 1%	8 2%	32 2%	9 3%	2 1%	12 2%	6 4% b	3 1%	7 6% bce*	2 2% *	16 2%	13 2%
None of these	415 18%	194 18%	217 19%	53 8%	140 19% D	221 25% DEGHI	387 18% D	411 18% D	391 18% D	195 15%	220 22% J	109 20% O	114 19%	90 17%	44 14%	25 22% *	32 16%	105 15%	310 20% R	227 16%	188 21% T	86 22% Y	122 22% Y	101 19% Y	68 12%	365 19% a	42 14%	84 23% cd	76 13%	19 11%	50 18%	16 14% *	20 24% cd*	138 17%	165 22% h
Don't know	485 21%	156 14%	324 28% B	153 23%	149 20%	183 21%	462 22% H	472 21%	475 22% GH	262 21%	223 22%	106 20%	147 25% O	114 22%	56 18%	26 24% *	35 18%	109 15%	376 24% R	271 20%	213 24% T	89 22%	103 18%	125 23% Y	94 17%	405 21%	52 17%	56 16%	73 12%	24 15%	60 22% cfg	8 7% *	7 8% *	113 14%	133 18%

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Dealing with climate change

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
The Green party	542 24%	74 16% I	352 31% BEGIJM	140 28% BGIJM	264 23% BGIJM	187 34% BDEGIJM	114 16% I	302 49% BCDEFGIJKLM	78 11%	124 16% I	339 36% BCDEGIJM	143 36% BCDEGIJM	188 18% I
The Labour party	238 10%	75 16% CEGIJKM	113 10% EGIM	175 35% BCEFGHIJKLM	19 2%	105 19% CEGHIJKM	44 6% E	94 15% CEGIJKM	46 7% E	72 10% EGIM	111 12% CEGIM	82 21% CEGHIJKM	70 7% E
Reform UK	228 10%	36 8% DFHK	126 11% DFHKL	21 4% K	181 16% BCDFHKL	28 5% K	141 20% BCDEFHKLM	25 4% K	134 19% BCDEFHKLM	198 26% BCDEFGHIKLM	4 *	19 5% K	171 17% BCDFHKL
The Conservative party	200 9%	157 35% CDEFGHIJKLM	15 1%	45 9% CK	125 11% CHK	48 9% CK	75 11% CHK	44 7% C	78 11% CHK	85 11% CHK	54 6% C	35 9% CK	112 11% CHK
The Liberal Democrats	95 4%	20 4% GJ	56 5% EGIJ	34 7% EGIJL	33 3% G	67 12% BCDEGHIJKLM	11 2%	32 5% EGIJ	17 3%	19 2%	53 6% EGIJ	15 4% G	48 5% EGIJ
The Scottish National Party (SNP)	26 1%	- -	23 2% BDHM	* *	22 2% BDHM	5 1% BD	14 2% BDM	4 1%	9 1% BD	11 1% BD	13 1% BD	6 1% BD	8 1%
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Another party	44 2%	8 2%	33 3% DJM	6 1%	27 2% JM	15 3% DJM	17 2% M	24 4% BDIJM	12 2% M	10 1%	25 3% DM	30 8% BCDEFGHIJKM	9 1%
None of these	415 18%	46 10% DFH	211 19% BDFHJL	34 7%	270 23% BCDFHJKL	38 7%	181 26% BCDFHJKL	32 5%	189 28% BCDEFHJKLM	111 15% BDFHL	187 20% BDFHJL	29 7%	252 24% BCDFHJKL
Don't know	485 21%	39 9%	202 18% BDFHKL	46 9%	213 18% BDFGHL	52 9%	109 15% BDFHL	59 10%	123 18% BDFHL	123 16% BDFHL	147 16% BDFHL	33 9%	177 17% BDFHL

	Favourable to politicians														
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503
The Green party	129 28% RTWYabegijkmo	300 24% RTWYabegimo	93 28% RTWYabegijkmo	274 23% RTWYabegmo	64 15%	309 32% OQRTWYabeghijkmo	120 16% e	351 35% NOPQRTWYabcefghijklmo	172 32% NOQRTWYabeghijkmo	98 16% e	176 34% NOPQRTWYabefghijklmo	226 20% RTWabem	118 34% NOPQRTWYabeghijkmo	137 17% e	75 15%
The Labour party	166 35% OQRSTUVWXYZabcdegijklmno	24 2%	121 36% OQRSTUVWXYZabcdegijklmno	27 2%	73 18% OQSTUWYacegikmo	103 11% OQWYacegikmo	79 11% OQWYaegikmo	111 11% OQWYacegikmo	112 21% OQSTUWYabcegikmo	31 5% OQgik	115 22% OQSTUWYabcegikmo	64 6% OQgiko	83 24% OQRSTUWYabcdegikmo	55 7% OQgiko	81 16% OQSTUWYacegikmo
Reform UK	23 5% U	185 15% NPSUVXZcdfhjln	16 5% U	182 15% NPSUVXZcdfhjln	50 12% NPUVXZcdfhjln	103 11% NPUVXZcdfhjln	194 26% NOPQRSUVWXYZacdfghijklmno	7 1%	27 5% U	130 21% NOPQRSUVXYZcdfghjlno	27 5% U	161 14% NPSUVXZcdfhjln	18 5% U	165 20% NOPQRSUVXYZcdfghjlno	122 24% NOPQRSUVXYZcdfghijklmno
The Conservative party	50 11% SUc	128 10% SUc	43 13% SUXcfln	122 10% SUc	121 30% NOPQSTUVWXYZabcdefghiklmno	29 3%	81 11% SUc	62 6% S	57 11% SUc	68 11% SUc	47 9% SU	117 10% SUc	42 12% SUXc	77 9% SUc	75 15% NOQSTUVXYacdefghiklno
The Liberal Democrats	31 7% OQTWXbegiko	39 3% W	20 6% OTWbio	43 4% W	17 4% TW	57 6% OQTWbegiko	18 2% W	50 5% OTWio	67 12% NOPQRSTUWXYZabcdefghiklmno	5 1%	21 4% W	54 5% OQTWeio	21 6% OTWbio	43 5% OQTWegiko	16 3% W
The Scottish National Party (SNP)	* *	20 2% NPYZn	* *	21 2% NPRYZehn	2 *	19 2% NPVYZefhjln	9 1% NZn	18 2% NPVYZhn	3 1%	15 2% NPRVYZefhjlno	8 2% NPRVZfhn	8 1%	- -	13 2% NPYZen	5 1% NZn
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Another party	7 1%	29 2% Yago	7 2%	23 2% Yo	8 2%	27 3% TYago	9 1%	27 3% Yago	13 2% Y	14 2% Yo	27 5% NOPQRSTUVWYabceghijklmo	12 1%	22 6% NOPQRSTUVWYabcefghijklmo	11 1%	6 1%
None of these	25 5%	273 22% NPRSTVXZbdfhiln	16 5%	266 23% NPRSTVXZbdfhiln	39 9% NPZdfn	181 19% NPRTVXZbdfhiln	109 15% NPRVXZbdfhjn	200 20% NPRTVXZbdfhiln	35 7% d	157 26% NOPRSTUVXZbcdfhiln	42 8% NPZdn	277 25% NOPRSTUVXZbcdfhiln	21 6%	197 24% NPRSTUVXZbcdfhiln	50 10% NPVZdfn
Don't know	36 8% Pd	240 19% NPRSVWXZabdefhiiklmn	17 5%	219 19% NPRSVWXZabdefhiilmn	36 9% Pd	139 14% NPRVXZdfhjln	122 16% NPRVXZdfhjln	187 18% NPRSVXZadfhilmn	48 9% Pdf	91 15% NPRVZdfhjln	56 11% NPZdfh	208 18% NPRSVWXZadefhilmn	26 7% d	122 15% NPRVZdfhjln	73 15% NPRVXZdfhjln

	Favourable to politicians												
	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
The Green party	418 31% OQRTWYabeghijkmo	188 47% NOPQRSTUVWXYZabcefghiiklmno	71 12%	114 29% QRTWYabegijkmo	237 21% RTWabem	105 26% RTWYabegmo	186 22% RTWabem	102 24% RTWabem	159 22% RTWabem	192 29% OQRTWYabegijkmo	67 14%	146 33% NOPQRTWYabefghijklmo	202 20% RTWabem
The Labour party	110 8% OQWYgikmo	75 19% OQSTUWYacegikmo	36 6% OQgiko	132 33% OQRSTUVWXYZabcdegiklmno	39 3% OQ	132 32% OQRSTUVWXYZabcdegiklmno	26 3% O	135 31% OQRSTUVWXYZabcdegiklmno	19 3%	147 22% OQRSTUWYabcegikmo	21 4% OQk	116 26% OQRSTUVWXYabcdegiklmo	37 4% OQ
Reform UK	58 4% U	20 5% U	134 23% NOPQRSUVXYZcdfghijklno	25 6% U	179 16% NPSUVXZcdfhjln	19 5% U	160 19% NOPQRSUVXYZcdfghjln	28 6% U	134 19% NOPQRSUVXYZcdfghjln	46 7% Uchn	87 19% NOPRSUVXYZcdfhjln	21 5% U	174 17% NOPRSUVXYZcdfhjln
The Conservative party	93 7% S	43 11% SUc	65 11% SUc	40 10% SUc	116 10% SUc	42 10% SUc	89 10% SUc	52 12% SUcl	64 9% SU	62 9% SUc	60 13% SUack	41 9% SU	107 11% SUc
The Liberal Democrats	67 5% OQTWio	24 6% OQTWbiko	19 3% W	27 7% OQTWXbegiko	45 4% TW	33 8% OQRTUWXYbcegikmo	25 3% W	31 7% OQRTWXbegikmo	25 3% W	46 7% OQRTWXbcegiko	18 4% W	33 7% OQRTUWXYbcegikmo	31 3% W
The Scottish National Party (SNP)	18 1% NPYZn	7 2% NPRVZfhjn	4 1%	2 1%	18 2% NYZn	2 *	17 2% NPRVYZen	3 1% N	15 2% NPRVYZehln	5 1% NZn	13 3% NPRTVYZbefhilno	* *	13 1% NY
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Another party	28 2% Y	16 4% NQTYabcgjo	11 2%	13 3% NTYabjo	18 2%	9 2%	20 2% Yao	8 2%	19 3% TYago	16 2% Y	9 2%	18 4% NPQRTVYabceghjlo	13 1%
None of these	274 21% NPRTVXZbdfhiln	15 4%	165 28% NOPQRSTUVXZabcdfhiiln	23 6%	279 24% NOPRSTUVXZbcdfhiln	39 10% NPVZdfn	192 23% NPRSTVXZbdfhiln	38 9% NPdfn	174 24% NPRSTUVXZbdfhiln	84 13% NPVXZdfhjn	128 27% NOPQRSTUVXZbcdfhiiln	21 5%	255 25% NOPQRSTUVXZbcdfhiiln
Don't know	263 20% NPRSVWXZabdefhiiklmn	12 3%	89 15% NPRVZdfhjln	24 6% d	214 19% NPRSVWXZabdefhiilmn	27 7% d	137 16% NPRVXZdfhjln	35 8% Pd	117 16% NPRVXZdfhjln	64 10% Pdfh	64 14% NPRVZdfhj	43 10% Pdfh	175 17% NPRSVXZadfhilmn

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

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Building more affordable housing

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
The Labour party	381 17%	233 21% C	145 13%	136 20% FGHI	120 17%	126 14%	355 17%	376 17% F	361 17%	260 20% K	122 12%	94 17%	93 16%	77 15%	66 21%	22 20% *	30 15%	186 26% S	196 13%	259 19% U	122 14%	57 14%	84 15%	77 14%	135 25% VWX	293 15%	78 26% Z	27 7% e	266 45% bdefg	19 11% e	3 1%	6 5% e*	9 10% e*	203 25% i	86 11%
Reform UK	284 13%	169 15% C	113 10%	68 10%	91 13%	125 14% DI	259 12%	284 13% DGI	259 12%	121 10%	163 16% J	80 15% Q	80 14% Q	71 14% Q	33 10%	8 8% *	12 6%	51 7%	233 15% R	181 13%	103 12%	53 13%	72 13%	77 14%	62 11%	265 14% a	17 6%	38 10% c	29 5%	9 5%	139 51% bcdfg	6 5% *	4 4% *	65 8%	150 20% h
The Conservative party	223 10%	125 11%	98 9%	65 10%	69 10%	89 10%	201 9%	220 10% GI	204 9%	125 10%	97 10%	54 10%	56 9%	49 10%	40 13%	10 9% *	13 7%	75 10%	148 10%	140 10%	83 9%	38 9%	46 8%	57 11%	68 12% W	191 10%	29 10%	135 37% cdefg	29 5%	6 4%	15 5%	2 2% *	1 1% *	67 8%	108 14% h
The Green party	128 6%	62 6%	66 6%	75 11% EFGHI	37 5% F	16 2%	126 6% FH	126 6% F	128 6% FH	88 7% K	41 4%	28 5%	31 5%	31 6%	25 8%	3 3% *	10 5%	55 8% S	74 5%	81 6%	47 5%	16 4%	33 6%	31 6%	43 8% V	95 5%	31 10% Z	3 1%	36 6% be	12 7% be	3 1%	41 37% bcdeg*	4 4% *	55 7% i	23 3%
The Liberal Democrats	125 6%	76 7% C	47 4%	52 8% FGHI	35 5%	38 4%	120 6%	124 6%	121 6%	89 7% K	36 4%	26 5%	35 6%	29 6%	19 6%	4 4% *	13 7%	61 8% S	65 4%	83 6%	43 5%	24 6%	25 5%	35 6%	38 7%	97 5%	24 8%	8 2%	34 6% be	49 30% bcefg	3 1%	5 4% *	8 9% be*	67 8% i	35 5%
The Scottish National Party (SNP)	33 1%	19 2%	13 1%	6 1%	16 2%	11 1%	31 1%	31 1%	32 1%	12 1%	21 2%	- -	- -	- -	- -	- - *	33 17% LMNOP	9 1%	24 2%	19 1%	14 2%	7 2%	8 1%	7 1%	10 2%	32 2%	1 *	* *	- -	- -	1 1%	- - *	25 28% bcdef*	26 3% i	3 *
Plaid Cymru	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1% LMN*	- -	1 *	- -	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	- - *	1 2% bc*	1 *	- -
Another party	66 3%	29 3%	34 3%	24 4%	19 3%	23 3%	65 3%	66 3%	65 3%	32 3%	34 3%	21 4%	11 2%	11 2%	10 3%	3 3% *	10 5%	19 3%	46 3%	36 3%	30 3%	10 3%	27 5% XY	11 2%	10 2%	51 3%	11 4%	1 *	24 4% be	5 3% be	* *	15 14% bcdeg*	2 2% *	35 4% i	10 1%
None of these	462 20%	214 19%	243 21%	65 10%	165 23% D	232 27% DGHI	438 21% D	460 21% D	439 20% D	231 18%	231 23% J	121 22%	120 20%	96 19%	63 20%	31 28% Q*	30 16%	130 18%	332 21%	259 19%	203 23%	100 25% Y	128 23% Y	110 21% Y	80 15%	403 21%	52 17%	81 22% c	94 16%	34 20%	51 19%	19 17% *	23 26% c*	152 19%	183 24% h
Don't know	568 25%	173 16%	386 34% B	181 27%	174 24%	213 24%	534 25%	553 25%	550 25% GH	312 25%	255 26%	116 21%	167 28% LO	154 30% LO	60 19%	28 25% *	43 22%	135 19%	433 28% R	318 23%	250 28% T	96 24%	141 25% Y	131 24% Y	102 19%	480 25%	61 20%	68 19%	83 14%	33 20%	56 21% c	17 15% *	10 12% *	142 17%	161 21%

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

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Building more affordable housing

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians			
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177
The Labour party	381	89	224	272	46	174	79	166	66	104	215	117	131	238	59	173	82
	17%	20%	20%	54%	4%	32%	11%	27%	10%	14%	23%	30%	13%	51%	5%	52%	7%
		EGIJM	EGIJM	BCEFGHIJKLM		BCEGHIJKM	E	BCEGIJKM	E	EI	CEGIJM	BCEGIJKM	EI	OQRSTUVWXYZabcdefgijklmno		OQRSTUVWXYZabcdefgijklmno	O
Reform UK	284	48	159	30	221	39	163	42	147	253	7	33	192	33	228	28	222
	13%	11%	14%	6%	19%	7%	23%	7%	21%	34%	1%	8%	19%	7%	18%	8%	19%
		DFHK	DFHKL	K	BCDFHKL	K	BCDEFHKLM	K	BCDFHKLM	BCDEFGHIKLM		K	BCDFHKL	U	NPSUVXZcdfhjln	U	NPSUVXZcdfhjln
The Conservative party	223	162	23	38	156	36	93	43	98	79	65	25	134	42	159	38	148
	10%	35%	2%	7%	14%	7%	13%	7%	14%	10%	7%	6%	13%	9%	13%	11%	13%
		CDEFGHIJKLM		C	CDFHJKL	C	CDFHKL	C	CDFHJKL	CFHKL	C	C	CDFHKL	S	SUVXZcdhl	SUVXZ	SUVXZcl
The Green party	128	21	87	34	65	56	26	93	11	29	78	49	35	31	69	29	54
	6%	5%	8%	7%	6%	10%	4%	15%	2%	4%	8%	13%	3%	7%	6%	9%	5%
		I	BEGIJM	GIJM	GIJM	BCDEGIJM	I	BCDEFGIJKM		I	BEGIJM	BCDEGIJKM	I	RTWYaegm	QWYaegm	QRTWYabegijmo	Yae
The Liberal Democrats	125	23	76	39	45	82	15	53	28	31	71	32	55	41	57	22	58
	6%	5%	7%	8%	4%	15%	2%	9%	4%	4%	8%	8%	5%	9%	5%	7%	5%
		G	EGIJ	BEGIJ	G	BCDEGHIJKLM		BEGIJM	G	G	EGIJM	BEGIJ	EG	OQRTWYabegikmo	W	TWbi	Wi
The Scottish National Party (SNP)	33	6	23	1	27	7	13	10	10	11	19	3	14	3	26	2	24
	1%	1%	2%	*	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%
		D	D		DM	D	D	D	D	D	D		D		TYj		Yj
Plaid Cymru	1	-	1	1	-	1	-	1	1	-	1	1	1	1	1	1	-
	*	-	*	*	-	*	-	*	*	-	*	*	*	*	*	*	-
																Qg	
Another party	66	5	58	8	51	21	23	38	10	5	58	52	7	8	52	5	40
	3%	1%	5%	2%	4%	4%	3%	6%	2%	1%	6%	13%	1%	2%	4%	2%	3%
			BDGIJM		BDIJM	BDIJM	BIJM	BDFGIJM	M		BDEFGIJM	BCDEFGHIJKM		TYj	NPQRTYabegjmo	Tj	RTYabejo
None of these	462	39	260	37	292	56	174	59	196	113	216	32	268	24	310	15	294
	20%	8%	23%	7%	25%	10%	25%	10%	29%	15%	23%	8%	26%	5%	25%	5%	25%
			BDFHJL		BDFHJL	D	BDFHJL		BCDEFGHJKL	BDFHL	BDFHJL		BDFHJL		NPRSTVXZbdfhiln		NPRSTVXZbdfhiln
Don't know	568	64	220	42	251	73	120	110	119	126	204	48	200	47	277	20	256
	25%	14%	19%	8%	22%	13%	17%	18%	17%	17%	22%	12%	19%	10%	22%	6%	22%
		D	BDFL		BDFGIJLM	D	D	BDFL	DL	DL	BCDFGHIJL	D	BDFL	P	NPRSTVWXZabdefhijklmn		NPRSTVWXZabdefhijklmn

	Favourable to politicians																							
	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	443	989	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	410	967	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
The Labour party	96	195	99	226	171	51	150	137	115	96	89	248	120	52	185	81	197	49	201	40	218	32	159	73
	23%	20%	13%	22%	32%	8%	29%	12%	33%	12%	18%	19%	30%	9%	46%	7%	48%	6%	47%	5%	33%	7%	36%	7%
	OQTWYabcegikmo	OQTWYaegikmo	OQWegikmo	OQTWYacegikmo	OQRSTUWYabcegikmo	Oik	OQRSTUWYabcegikmo	OQWegikmo	OQRSTUWXYabcegikmo	OQWegikmo	OQTWYaegikmo	OQTWYaegikmo	OQRSTUWYabcegikmo	Oik	OQRSTUVWXYZabcdegiklmno	Oi	OQRSTUVWXYZabcdegiklmno		OQRSTUVWXYZabcdegiklmno		OQRSTUWYabcegikmo	O	OQRSTUWXYabcdegikmo	Oi
Reform UK	61	136	243	13	43	150	42	196	29	186	162	79	34	141	29	221	27	193	39	157	64	96	29	208
	15%	14%	33%	1%	8%	25%	8%	17%	8%	23%	32%	6%	9%	24%	7%	19%	7%	23%	9%	22%	10%	21%	6%	21%
	NPUVXZcdfhjln	NPUVXZcdfhjln	NOPQRSUVWXYZacdefghijklmno		U	NOPQRSUVXYZcdfghjlno	U	NPSUVXZcdfhjln	U	NOPQRSUVXYZcdfghjln	NOPQRSUVWXYZacdefghijklmno	U	Uc	NOPQRSUVXYZcdfghjln	U	NPRSUVXZcdfhjln	U	NOPQRSUVXYZcdfghjln	Uchn	NOPQRSUVXYZcdfhjln	NUchn	NPRSUVXZcdfhjln	U	NOPRSUVXYZcdfhjln
The Conservative party	123	32	100	66	42	87	41	143	26	115	72	115	36	89	37	143	36	117	44	86	62	74	46	129
	30%	3%	14%	7%	8%	14%	8%	13%	7%	14%	14%	9%	9%	15%	9%	13%	9%	14%	10%	12%	9%	16%	10%	13%
	NOPQSTUVWXYZabcdefghiklmno		NSUVXZcdfhl	S	S	NSUVXZcdfhl	S	NSUVXZchl	S	NSUVXZcdfhjl	NSUVXZcdfhjln	SU	S	NSUVXZcdfhjkln	S	SUVXZcl	S	NSUVXZcdfhl	SU	SUVXZc	SU	NQSUVXYZcdfghjklno	SUVZ	SUVXZcl
The Green party	17	79	30	75	46	23	56	34	54	19	27	79	72	12	35	44	28	43	25	46	51	15	38	46
	4%	8%	4%	7%	9%	4%	11%	3%	15%	2%	5%	6%	18%	2%	9%	4%	7%	5%	6%	6%	8%	3%	9%	5%
		OQRTWYacegimo	ae	OQRTWYacegimo	OQRTWYabcegijmo	ae	NOQRTUWYabceghijklmo		NOPQRSTUVWXYabcefghijklmno		Yae	QWYaegm	NOPQRSTUVWXYabcefghijklmno		OQRTWYabcegijmo	ae	RTWYaegm	Yaeg	Yae	QTWYaegmo	QRTWYaegimo		OQRTWYabcegijmo	Yae
The Liberal Democrats	21	74	25	75	81	8	37	62	31	44	19	87	40	24	30	53	37	32	40	33	54	19	47	44
	5%	8%	3%	7%	15%	1%	7%	5%	9%	5%	4%	7%	10%	4%	7%	5%	9%	4%	9%	5%	8%	4%	11%	4%
	W	OQTWYabegikmo	W	OQTWYbegikmo	NOPQRSTUWXYZabcdefghiklmno		OTWbegio	TWi	OQRTWYabegikmo	TWi	W	OQTWegiko	OPQRTWXYabcegikmo	W	OTWbegimo	W	OPQRTWYabegikmo	W	OPQRTWYabcegikmo	W	OQRTWYabegikmo	W	OPQRSTUWXYabcefgiklmo	W
The Scottish National Party (SNP)	6	25	8	20	14	12	13	14	2	15	11	20	9	10	6	19	4	22	2	23	9	12	6	15
	2%	3%	1%	2%	3%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	3%	*	3%	1%	3%	1%	2%
		NPTYZchj		j	NPTYZchjln	j	NPTZhj			j	NPTZj		NPZhj		Pj			NPTYZcgjo		NOPQTYZaceghilo	j	NPTYZj	j	
Plaid Cymru	-	1	-	1	1	-	1	1	1	1	-	1	-	1	1	-	1	-	1	-	1	-	1	-
	-	*	-	*	*	-	*	*	*	*	-	*	-	*	*	-	*	-	*	-	*	-	*	-
Another party	6	50	2	58	16	17	55	7	39	12	4	54	26	10	11	33	8	37	2	31	22	11	26	16
	1%	5%	*	6%	3%	3%	11%	1%	11%	1%	1%	4%	6%	2%	3%	3%	2%	4%	*	4%	3%	2%	6%	2%
	T	NPQRTVWYabefghjlmo		NOPQRTVWYabcefghjlmo	TYabj	TYabjo	NOPQRSTUVWYabcdefghijklmno		NOPQRSTUVWYabcdefghijklmno	TY		NPRTYabeghjo	NPQRTVWYabcefghjlmo	TY	TYbj	TYabjo	TYj	NPRTYabegjmo		NPRTYabegjmo	NPRTYabjo	TYj	NPQRTVWYabefghjlmo	TY
None of these	29	208	113	239	53	158	53	286	22	206	54	319	26	165	33	293	34	217	38	190	95	128	35	265
	7%	21%	15%	24%	10%	26%	10%	25%	6%	25%	11%	24%	7%	28%	8%	26%	8%	25%	9%	26%	14%	28%	8%	26%
		NPRTVXZbdfhiln	NPRVXZbdfhjn	NPRTVXZbdfhiln	NPZd	NPRSTVXZbdfhiln	NPZd	NPRSTVXZbdfhiln		NPRSTVXZbdfhiln	NPRZd	NPRSTVXZbdfhiln		NPRSTVXZbdfhiln	NP	NPRSTVXZbdfhiln	NP	NPRSTVXZbdfhiln	NP	NPRSTVXZbdfhiln	NPRVXZbdfhjn	NPRSTVXZbdfhiln	NP	NPRSTVXZbdfhiln
Don't know	52	167	121	238	66	104	72	248	32	126	64	327	38	93	32	256	36	143	40	121	85	77	53	209
	13%	17%	16%	24%	12%	17%	14%	22%	9%	15%	13%	25%	10%	16%	8%	22%	9%	17%	9%	17%	13%	17%	12%	21%
	Pfh	NPVZbdfhjln	NPRVZbdfhjln	NPRSTVWXZabdefhijklmn	Pfhj	NPZbdfhjn	NPZdfhj	NPRSTVWXZabdefhijklmn	P	NPZdfhj	Pfh	NPQRSTVWXYZabdefhijklmno	P	NPZdfhj		NPRSTVWXZabdefhijklmn	P	NPVZbdfhjln	P	NPVZdfhjn	PZdfhj	NPZdfhj	Pfh	NPRSTVWXZabdefhijklmn

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

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

24-089497-36 - 5th - 9th September 2025
PUBLIC
Political Pulse - September
Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Improving public transport
All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
The Labour party	340 15%	230 21% C	108 9%	135 20% EFGHI	104 14%	101 12%	319 15% F	332 15% F	327 15% F	245 19% K	95 10%	89 16% N	85 14%	59 11%	64 20% N	19 17% *	25 13%	176 24% S	164 11%	251 18% U	89 10%	44 11%	70 12%	71 13%	134 24% VWX	259 14%	73 24% Z	19 5%	237 40% bdefg	13 8% e	6 2%	7 7% *	9 10% e*	173 21% i	82 11%
Reform UK	272 12%	164 15% C	106 9%	60 9%	80 11%	132 15% DEGHI	244 11% D	272 12% DGI	244 11% D	128 10%	144 14% J	70 13%	81 14%	63 12%	33 10%	7 7% *	19 10%	49 7%	223 14% R	166 12%	107 12%	61 15% Y	69 12%	63 12%	55 10%	257 13% a	12 4%	36 10% dg	44 7%	5 3%	122 45% bcdfg	4 4% *	2 2% *	55 7%	155 20% h
The Conservative party	214 9%	108 10%	106 9%	59 9%	63 9%	92 10%	193 9%	210 9% G	197 9%	112 9%	102 10%	47 9%	53 9%	53 10%	45 14% LMQ	7 6% *	10 5%	71 10%	143 9%	132 10%	82 9%	33 8%	49 9%	58 11%	56 10%	178 9%	29 9%	130 36% cdefg	26 4%	4 2%	17 6%	2 2% *	1 1% *	76 9%	99 13% h
The Green party	194 9%	109 10% C	81 7%	88 13% EFGHI	62 8% F	44 5%	191 9% FH	193 9% F	192 9% F	119 9%	75 8%	52 10%	49 8%	49 10%	25 8%	4 4% *	15 8%	76 11% S	118 8%	112 8%	82 9%	32 8%	47 8%	47 9%	51 9%	152 8%	38 13% Z	12 3%	57 10% be	15 9% be	7 3%	48 43% bcdeg*	11 13% be*	83 10% i	42 5%
The Liberal Democrats	140 6%	90 8% C	50 4%	44 7%	46 6%	50 6%	130 6%	139 6%	132 6%	98 8% K	42 4%	30 6%	33 6%	38 7%	20 6%	3 2% *	15 8%	58 8% S	82 5%	91 7%	49 5%	20 5%	35 6%	42 8%	38 7%	113 6%	26 9%	13 4%	29 5%	55 33% bcefg	9 3%	2 2% *	5 6% *	71 9% i	37 5%
The Scottish National Party (SNP)	35 2%	21 2%	13 1%	5 1%	17 2% D	13 2%	33 2%	34 1%	34 2% D	16 1%	19 2%	- -	- -	- -	- -	- - *	35 18% LMNOP	10 1%	25 2%	25 2%	10 1%	9 2%	10 2%	6 1%	10 2%	32 2%	3 1%	* *	5 1%	3 2%	- -	1 1% *	24 28% bcdef*	25 3% i	8 1%
Plaid Cymru	3 *	3 *	- -	2 *	- -	1 *	3 *	3 *	3 *	3 *	- -	- -	- -	- -	- -	3 3% LMNO*	- -	1 *	2 *	3 *	- -	- -	- -	- -	3 1%	3 *	- -	- -	- -	- -	- -	- *	3 4% bcde*	3 *	- -
Another party	68 3%	33 3%	32 3%	26 4%	23 3%	19 2%	68 3%	68 3%	68 3%	36 3%	33 3%	22 4%	17 3%	15 3%	9 3%	2 1% *	4 2%	23 3%	45 3%	38 3%	30 3%	11 3%	26 5% X	9 2%	14 3%	56 3%	10 3%	1 *	21 3% b	6 4% b	4 2%	14 12% bcdeg*	1 1% *	33 4% i	11 1%
None of these	432 19%	176 16%	251 22% B	66 10%	146 20% D	220 25% DEGHI	403 19% D	429 19% D	406 19% D	215 17%	217 22% J	102 19%	115 19%	98 19%	53 17%	37 34% LMNOQ*	28 14%	122 17%	310 20%	234 17%	198 22% T	85 21% Y	118 21% Y	105 20% Y	76 14%	371 19%	52 17%	81 22% c	79 13%	36 22% c	47 17%	19 17% *	22 25% c*	145 18%	169 22%
Don't know	573 25%	168 15%	397 35% B	185 28%	186 26%	202 23%	547 26% H	562 25%	559 26% H	302 24%	271 27%	129 24%	161 27%	144 28%	66 21%	28 26% *	45 23%	135 19%	438 28% R	325 24%	248 28%	106 27% Y	139 25%	136 25%	111 20%	485 25%	61 20%	68 19%	97 16%	29 18%	61 22%	15 14% *	10 11% *	149 18%	157 21%

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

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Improving public transport

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
The Labour party	340 15%	95 21% EGIJM	184 16% EGIJM	238 48% BCEFGHIJKLM	26 2%	137 25% BCEGIJKM	63 9% E	148 24% CEGIJKM	51 7% E	94 12% EGI	182 19% CEGIJM	109 28% BCEGIJKM	110 11% EI	224 48% OQRSTUVWXYZabcdefghijklmno	51 4%	169 50% OQRSTUVWXYZabcdefghijklmno	56 5%	85 21% OQTWYacegikmo	175 18% OQTWYacegikmo
Reform UK	272 12%	47 10% DFHKL	149 13% DFHKL	30 6% K	215 19% BCDFHKL	37 7% K	160 23% BCDEFHKLM	35 6% K	158 23% BCDEFHKLM	242 32% BCDEFGHIKLM	6 1%	22 6% K	187 18% BCDFHKL	25 5% U	224 18% NPSUVXZcdfhjln	18 5% U	221 19% NPRSUVXZcdfhjln	57 14% NPUVXZcdfhjln	129 13% NPUVXZcdfhjln
The Conservative party	214 9%	152 33% CDEFGHIJKLM	24 2%	32 6% C	154 13% CDFHKL	32 6% C	88 12% CDFHKL	35 6% C	90 13% CDFHKL	89 12% CDFHKL	63 7% C	21 5% C	136 13% CDFHKL	36 8% S	162 13% NPSUVXZcdfhjkl	28 8% S	150 13% NPSUVXZcdfhjkl	113 28% NOPQSTUVWXYZabcdefghiklmno	35 4%
The Green party	194 9%	29 6% I	135 12% BDEGIJM	45 9% IJM	105 9% GIJM	74 14% BDEGIJM	45 6% I	139 23% BCDEFGIJKLM	15 2%	41 5% I	118 13% BDEGIJM	70 18% BCDEFGIJKM	53 5% I	52 11% QRTWYabegmo	103 8% TYaegmo	44 13% OQRTWYabegijmo	87 7% Yaem	27 7% e	125 13% OQRTWYabcegijkmo
The Liberal Democrats	140 6%	26 6% G	83 7% EGIJ	49 10% BEGIJ	49 4% G	97 18% BCDEGHIJKLM	14 2%	62 10% BCEGIJM	32 5% G	33 4% G	85 9% BCEGIJM	33 8% EGIJ	72 7% EGIJ	45 10% OQTWYbegikmo	62 5% W	30 9% OQTWYegiko	65 6% Wgiko	28 7% TWik	75 8% OQTWYegiko
The Scottish National Party (SNP)	35 2%	1 *	30 3% BDHM	3 1%	27 2% BDM	10 2% BD	17 2% BDM	7 1% B	12 2% BM	10 1% B	23 3% BDHM	8 2% BD	10 1%	3 1%	27 2% NPTYZehjo	1 *	27 2% NPTYZehjo	4 1%	26 3% NPTYZcehjno
Plaid Cymru	3 *	- -	3 * E	3 1% BEJ	- -	3 1% EJ	- -	1 *	2 * EG	- -	3 * E	1 *	2 * E	2 1% To	1 *	1 *	2 * io	- -	3 * o
Another party	68 3%	7 1%	52 5% BIJM	14 3% JM	41 4% BIJM	22 4% BIJM	23 3% IJM	35 6% BDEIJM	10 1%	7 1%	49 5% BDEIJM	52 13% BCDEFGHIJKM	11 1%	9 2% T	50 4% QRTYabeghjo	7 2% T	38 3% TYabjo	7 2% T	45 5% NPQRTWYabefghjo
None of these	432 19%	44 10% D	243 21% BDFHJL	31 6%	284 25% BCDFHJL	52 10% D	172 24% BDFHJL	49 8%	188 27% BCDFHJKL	102 14% BDFHL	201 22% BDFHJL	27 7%	256 25% BCDFHJL	24 5% P	277 22% NPRTVXZbdfhiln	10 3%	281 24% NPRSTVXZbdfhiln	33 8% NPd	198 20% NPRTVXZbdfhiln
Don't know	573 25%	56 12%	229 20% BDFL	56 11%	252 22% BDFGHIJLM	79 14% D	125 18% BDL	105 17% BDL	129 19% BDL	134 18% BDL	204 22% BDFGHL	48 12%	199 19% BDFL	47 10% f	281 23% NPRSTVWXZabdefhijklmn	27 8%	249 21% NPRSTVWXZabdefhijklmn	55 13% Pdfh	158 16% NPZdfhjl

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
The Labour party	95 13% OQWYaegikmo	181 18% OQTWYacegikmo	157 29% OQRSTUWYabcegikmo	46 8% OQi	144 28% OQRSTUWYabcegikmo	108 10% OQgikmo	107 31% OQRSTUWYabcegikmo	79 10% OQgikmo	93 18% OQTWYaegikmo	197 15% OQWYaegikmo	113 28% OQRSTUWYabcegikmo	47 8% OQgi	168 42% OQRSTUVWXYZabcdegiklmno	65 6% O	176 43% OQRSTUVWXYZabcdegiklmno	40 5%	179 41% OQRSTUVWXYZabcdegiklmno	43 6% O	193 29% OQRSTUWYabcegikmo	31 7% O	144 33% OQRSTUWXYabcegikmo	68 7% OQi
Reform UK	234 32% NOPQRSUVWXYZacdefghijklmno	5 1%	30 6% U	152 25% NOPQRSUVXYZcdfghjlno	35 7% U	199 18% NPSUVXZcdfhjln	20 6% U	189 23% NOPQRSUVXYZcdfghjln	157 31% NOPQRSUVWXYZacdefghijklmno	69 5% U	26 6% U	148 25% NOPQRSUVXYZcdfghjlno	26 6% U	212 19% NPRSUVXZcdfhjln	25 6% U	192 23% NOPQRSUVXYZcdfghjln	34 8% NUc	167 23% NOPQRSUVXYZcdfghjln	55 8% NPUVchn	113 24% NOPQRSUVXYZcdfghjln	26 6% U	207 21% NOPRSUVXYZcdfghjln
The Conservative party	98 13% NPSUVXZcdfhjkl	62 6% S	36 7% S	78 13% NSUVXZcdhjl	32 6% S	149 13% NPSUVXZcdfhjkl	25 7% S	114 14% NPSUVXZcdfhjkl	67 13% NPSUVXZcdfhjl	109 8% SU	30 7% S	81 14% NPSUVXZcdfhjkl	34 8% S	146 13% NPSUVXZcdfhjkl	30 7% S	112 13% NPSUVXZcdfhjkl	34 8% S	72 10% SUX	52 8% S	69 15% NPSUVXZcdfhjkl	45 10% SUVXZdh	130 13% NPSUVXZcdfhjkl
The Green party	44 6% e	123 12% OQRTWYabcegimo	72 13% OQRTWYabcegijmo	40 7% aem	82 16% NOQRTUWYabcegijklmno	61 5%	67 19% NOPQRSTUVWXYabcefghijklmno	36 4%	34 7% e	136 10% OQRTWYabegmo	104 26% NOPQRSTUVWXYZabcefghijklmno	22 4%	51 13% OQRTWYabegijmo	73 6% aem	50 12% OQRTWYabegijmo	72 8% TYaegmo	40 9% TYaem	74 10% QTWYabegmo	82 12% OQRTWYabegijmo	19 4%	54 12% OQRTWYabegijmo	67 7% Yaem
The Liberal Democrats	33 4% W	88 9% OQTWYcegikmo	91 17% NOPQRSTUWXYZabcdefghiklmno	10 2%	47 9% OQTWYbegikmo	64 6% Wgiko	35 10% OQTWYbegikmo	58 7% OTWYegiko	30 6% W	99 7% OQTWYegiko	40 10% OQTWYbegikmo	25 4% W	46 12% OQRSTWYabcegikmo	50 4% W	49 12% OPQRSTUWYabcegiklmo	33 4% W	48 11% OQRSTWYabcegikmo	27 4% W	60 9% OQTWYbegikmo	24 5% W	55 13% NOPQRSTUWXYabcegiklmo	44 4% W
The Scottish National Party (SNP)	8 1%	27 3% NPTYZcehjno	7 1% PZ	16 3% NPTYZehjo	16 3% NPRTVYZbcefhino	10 1%	1 *	18 2% NPTYZehj	6 1%	22 2% YZ	13 3% NPRTVYZbcefhino	6 1%	6 1% PZh	20 2% YZ	2 1%	23 3% NPTYZeghjo	3 1%	21 3% NPTYZbeghjo	13 2% NPYZhj	11 2% NPYZehj	5 1% Z	14 1%
Plaid Cymru	- -	3 *	3 1% OTdiko	- -	1 *	2 * o	1 *	2 * io	- -	3 *	- -	2 * OWiko	1 *	2 * io	2 1% OTbdio	- -	2 1% OTbio	- -	3 * Tio	- -	3 1% ORTbdiko	- -
Another party	4 1%	56 6% NOPQRTWYabcefghjlmo	20 4% NRTYabhjo	17 3% TYao	49 9% NOPQRSTUVWYabcdefghijklmno	12 1%	35 10% NOPQRSTUVWYabcdefghijklmno	10 1%	7 1% T	53 4% NRTYabhjo	23 6% NPQRTVWYabefghjlo	15 2% TYa	9 2% T	35 3% TYao	7 2%	32 4% RTYabjo	6 1%	29 4% RTYabjo	21 3% TYabhjo	15 3% TYao	22 5% NPRTYabefhjlo	15 1% T
None of these	96 13% NPRVXZbdfhn	225 22% NPRTVXZbdfhiln	41 8% NPd	156 26% NPRSTVXZbdfhiln	42 8% NPZd	275 24% NPRSTVXZbdfhiln	21 6% P	199 24% NPRSTVXZbdfhiln	39 8% P	309 23% NPRSTVXZbdfhiln	20 5%	155 26% NOPRSTVXZbdfhiln	31 8% NPd	273 24% NPRSTVXZbdfhiln	34 8% NPd	207 24% NPRSTVXZbdfhiln	43 10% NPZdn	176 24% NPRSTVXZbdfhiln	99 15% NPRVXZbdfhjn	118 25% NPRSTVXZbdfhiln	29 7% P	249 25% NOPRSTVXZbdfhiln
Don't know	128 17% NPRZabdfhjln	242 24% NPRSTVWXZabdefhijklmn	75 14% NPdfhj	94 15% NPdfhj	72 14% NPZdfhj	247 22% NPRSTVWXZabdefhijklmn	38 11% f	114 14% Pdfh	69 14% NPdfhj	330 25% NPQRSTVWXYZabdefhijklmno	33 8%	95 16% NPdfhj	28 7%	267 23% NPQRSTVWXZabdefhijklmno	33 8%	140 16% NPZadfhjl	44 10% f	117 16% NPZdfhj	83 13% Pdfh	67 14% Pdfh	57 13% NPdfh	211 21% NPRSTVWXZabdefhijklmn

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Improving the benefits system

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Reform UK	346 15%	202 18% C	141 12%	73 11%	102 14%	171 20% DEGHI	314 15% DI	346 15% DGI	314 15% D	165 13%	180 18% J	98 18%	90 15%	83 16%	41 13%	11 10% *	23 12%	67 9%	279 18% R	211 15%	135 15%	58 14%	94 17%	81 15%	78 14%	321 17% a	20 7%	50 14% cdf	49 8%	6 4%	151 55% bcdfg	5 4% *	7 8% *	73 9%	201 26% h
The Labour party	333 15%	191 17% C	139 12%	151 23% EFGHI	112 15% F	71 8%	319 15% F	328 15% F	325 15% F	247 19% K	87 9%	79 15%	80 13%	67 13%	60 19% N	17 15% *	31 16%	173 24% S	160 10%	249 18% U	85 9%	44 11%	56 10%	67 12%	144 26% VWX	250 13%	71 23% Z	22 6%	218 37% bdefg	13 8% e	7 3%	6 5% *	7 8% *	163 20% i	74 10%
The Conservative party	225 10%	122 11%	102 9%	63 9%	73 10%	88 10%	205 10%	222 10%	208 10%	133 10%	92 9%	41 8%	65 11%	49 9%	39 13% L	10 9% *	19 10%	81 11%	143 9%	143 10%	82 9%	33 8%	53 9%	58 11%	65 12%	188 10%	33 11%	134 37% cdefg	27 4%	11 7%	16 6%	2 2% *	2 2% *	76 9%	104 14% h
The Liberal Democrats	126 6%	77 7% C	49 4%	40 6%	38 5%	48 5%	113 5%	126 6% GI	113 5%	81 6%	45 5%	31 6%	32 5%	31 6%	15 5%	6 5% *	11 6%	61 8% S	65 4%	80 6%	46 5%	17 4%	32 6%	39 7%	30 5%	104 5%	20 7%	12 3%	43 7% be	49 29% bcefg	5 2%	2 2% *	4 4% *	73 9% i	33 4%
The Green party	112 5%	61 6%	49 4%	62 9% EFGHI	32 4% F	19 2%	112 5% FH	112 5% F	112 5% F	69 5%	44 4%	26 5%	34 6%	21 4%	22 7%	1 1% *	8 4%	43 6%	70 5%	60 4%	53 6%	19 5%	34 6%	26 5%	26 5%	81 4%	32 10% Z	3 1%	40 7% bde	3 2%	2 1%	40 36% bcdeg*	7 8% bde*	50 6% i	19 2%
The Scottish National Party (SNP)	26 1%	15 1%	10 1%	1 *	14 2% DGHI	11 1% D	25 1% D	26 1% D	25 1% D	11 1%	15 1%	- -	- -	- -	- -	- - *	26 13% LMNOP	11 1%	16 1%	14 1%	12 1%	9 2%	4 1%	5 1%	7 1%	26 1%	1 *	- -	3 *	- -	- -	- - *	23 26% bcdef*	22 3% i	3 *
Plaid Cymru	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	1 1% LMN*	- -	1 *	- -	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- - *	1 1% *	1 *	- -
Another party	79 3%	41 4%	34 3%	31 5%	25 3%	23 3%	78 4%	79 4%	78 4%	41 3%	38 4%	30 5% Q	19 3%	14 3%	12 4%	2 2% *	1 1%	25 4%	53 3%	50 4%	29 3%	20 5% XY	28 5% XY	10 2%	12 2%	64 3%	9 3%	2 1%	25 4% b	13 8% be	5 2%	15 13% bceg*	2 2% *	43 5% i	16 2%
None of these	468 21%	209 19%	257 22%	68 10%	156 21% D	244 28% DEGHI	437 21% D	463 21% D	442 20% D	227 18%	241 24% J	115 21%	113 19%	103 20%	59 19%	39 35% LMNOQ*	39 20%	129 18%	339 22% R	247 18%	221 25% T	104 26% Y	124 22% Y	115 21% Y	81 15%	404 21%	57 19%	79 22% c	93 16%	38 23%	49 18%	20 18% *	23 27% c*	156 19%	176 23%
Don't know	556 24%	182 17%	366 32% B	183 27%	174 24%	198 23%	526 25% H	540 24%	543 25% GH	299 23%	257 26%	122 23%	160 27%	150 29% LOQ	65 21%	23 21% *	36 19%	131 18%	425 27% R	323 23%	233 26%	97 24%	137 24%	134 25% Y	105 19%	467 24%	62 20%	59 16%	97 16%	34 20%	39 14%	22 20% *	12 14% *	154 19%	134 18%

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Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Improving the benefits system

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
Reform UK	346 15%	64 14% DFHKL	184 16% DFHKL	40 8% K	268 23% BCDFHKL	42 8% K	194 28% BCDEFHKLM	41 7% K	197 29% BCDEFHKLM	303 40% BCDEFGHIKLM	11 1%	30 8% K	241 23% BCDFHKL	36 8% U	276 22% NPRSUVXZcdfhjln	26 8% U	271 23% NPRSUVXZcdfhjln	72 18% NPUVXZcdfhjln	158 16% NPUVXZcdfhjln
The Labour party	333 15%	93 20% CEGIJM	171 15% EGIM	234 47% BCEFGHIJKLM	30 3%	137 25% BCEGIJKM	69 10% E	140 23% CEGIJKM	61 9% E	90 12% EI	177 19% CEGIJM	97 25% CEGIJKM	116 11% EI	215 46% OQRSTUVWXYZabcdefghijklmno	52 4%	148 44% OQRSTUVWXYZabcdefghijklmno	64 5% O	90 22% OQSTWYacegikmo	160 17% OQTWYaegikmo
The Conservative party	225 10%	160 35% CDEFGHIJKLM	24 2%	44 9% C	151 13% CDHKL	54 10% C	89 13% CDHKL	48 8% C	94 14% CDHKL	84 11% CH	76 8% C	32 8% C	129 12% CDHKL	43 9% S	149 12% SUc	40 12% NSUcf	142 12% SUc	121 30% NOPQSTUVWXYZabcdefghiklmno	25 3%
The Liberal Democrats	126 6%	29 6% EGJ	77 7% EGIJ	43 9% EGIJ	45 4% G	89 16% BCDEGHIJKLM	13 2%	50 8% EGIJ	29 4% G	27 4% G	80 9% CEGIJM	31 8% EGIJ	62 6% EGIJ	47 10% OQRTWXYbcegikmo	50 4% Wi	35 11% OQRTUWXYbcegikmo	55 5% Wi	21 5% W	79 8% OQTWYbcegikmo
The Green party	112 5%	15 3% I	78 7% BDEGIJM	22 4% I	59 5% IJM	40 7% BDIJM	31 4% IM	98 16% BCDEFGIJKLM	4 1%	22 3% I	71 8% BDEGIJM	48 12% BCDEFGIJKM	29 3% I	29 6% TYabeg	68 5% TWYaego	24 7% RTWYabegmo	57 5% TYaeg	16 4% ae	74 8% OQRTWYabegimo
The Scottish National Party (SNP)	26 1%	1 *	24 2% BDJLM	* *	23 2% BDJLM	5 1% BD	11 2% BD	9 1% BDL	7 1%	5 1%	18 2% BDLM	2 *	10 1%	* *	22 2% NTYZ	1 *	20 2% NTYZ	2 *	22 2% NPRTYZcefhjln
Plaid Cymru	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	- -	1 *
Another party	79 3%	5 1%	61 5% BDGIJM	16 3% BIJM	47 4% BIJM	29 5% BDIJM	24 3% BIJM	48 8% BCDEFGIJM	5 1%	9 1%	60 6% BDEGIJM	60 15% BCDEFGHIJKM	12 1%	9 2%	56 5% NRTWYabegjo	8 2% Y	46 4% RTYaegjo	6 2%	58 6% NPQRTWYabcegjmo
None of these	468 21%	44 10%	284 25% BDFHJL	41 8%	294 25% BDFHJL	66 12% DH	174 25% BDFHJL	49 8%	190 28% BDFHJL	110 15% BDHL	225 24% BDFHJL	37 9%	267 26% BDFHJL	37 8%	298 24% NPRTVXZbdfhiln	23 7%	289 25% NPRTVXZbdfhiln	37 9%	234 24% NPRTVXZbdfhiln
Don't know	556 24%	45 10%	228 20% BDFGIJLM	60 12%	235 20% BDFGIJLM	82 15% B	101 14% B	131 21% BDFGIJLM	99 14% B	102 13% B	215 23% BCDFGIJLM	55 14% B	170 16% BD	50 11%	265 21% NPQRSTVWXZabdefhijklmno	28 8%	232 20% NPRSTVWXZabdefhijklmn	45 11%	157 16% NPRWZabdefhjkmn

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Reform UK	291 39% NOPQRSUVWXYZacdefghijklmno	13 1%	39 7% U	186 31% NOPQRSUVXYZcdfghjklno	42 8% U	247 22% NPSUVXZcdfhjln	25 7% U	227 28% NOPQRSUVXYZcdfghjln	185 37% NOPQRSUVWXYZacdefghijklmno	100 8% U	33 8% U	186 31% NOPQRSUVXYZacdfghjklno	27 7% U	273 24% NPRSUVXZcdfhjln	30 7% U	235 28% NOPQRSUVXYZcdfghjln	43 10% NUVfhn	188 26% NOPQRSUVXYZcdfhjln	64 10% Ufn	137 29% NOPQRSUVXYZcdfghjln	27 6% U	256 25% NOPQRSUVXYZcdfhjln
The Labour party	85 11% OQWegikmo	190 19% OQSTWYacegikmo	139 26% OQSTUWYabcegikmo	47 8% OQik	130 25% OQSTUWYabcegikmo	113 10% OQgikmo	93 27% OQSTUWYabcegikmo	75 9% OQgikmo	91 18% OQTWYaegikmo	196 15% OQWYaegikmo	98 24% OQSTUWYabcegikmo	47 8% OQik	159 40% OQRSTUVWXYZabcdegiklmno	77 7% OQi	159 39% OQRSTUVWXYZabcdegiklmno	39 5%	162 38% OQRSTUVWXYZabcdegiklmno	40 5%	165 25% OQSTUWYabcegikmo	29 6% O	144 33% OQRSTUVWXYZabcdegiklmo	65 7% Oi
The Conservative party	94 13% SUcf	76 7% S	54 10% SU	85 14% NSUXcfhl	49 9% S	141 12% SUc	37 11% S	110 13% NSUXcfhl	68 14% NSUXcfhl	113 9% S	44 11% SU	84 14% NSUXcfhl	36 9% S	143 13% SUc	38 9% S	123 14% NOQSUVXcfghklno	46 11% SU	88 12% SUc	66 10% SU	74 16% NOQSUVXYZcfghjklno	46 10% SU	123 12% SUc
The Liberal Democrats	28 4%	75 7% OQTWYbegikmo	82 15% NOPQRSTUWXYZabcdefgiklmno	13 2%	30 6% Wi	62 6% OWgio	30 9% OQRTWXbegikmo	61 7% OQTWYbegikmo	20 4%	88 7% OQTWegikmo	38 9% OQRTWXYbcegikmo	25 4% W	45 11% OQRTUWXYabcegikmo	44 4% W	53 13% NOQRSTUWXYZabcdegiklmo	25 3%	53 12% OQRSTUWXYZabcegikmo	31 4% Wi	67 10% OQRTUWXYbcegikmo	18 4% W	49 11% OQRSTUWXYabcegikmo	40 4% W
The Green party	21 3%	77 8% OQRTWYabcegimo	43 8% OQRTWYabeghijmo	21 3% ae	54 10% NOPQRSTUWYabcefghijklmo	28 2%	52 15% NOPQRSTUVWXYabcefghijklmno	16 2%	17 3% e	84 6% QTWYabegmo	74 18% NOPQRSTUVWXYabcefghijklmno	9 2%	28 7% RTWYabegmo	41 4% Yae	23 6% TYae	43 5% TYaeg	22 5% TYae	48 7% QTWYabegimo	48 7% QRTWYabegjmo	16 4% ae	41 9% NOQRTWYabceghijmo	40 4% Yae
The Scottish National Party (SNP)	5 1%	20 2% NPRTYZhjln	8 1% NPZhj	10 2% NYZ	11 2% NPRTYZfhjln	7 1%	- -	12 1% NYZ	4 1% N	20 1% NYZ	9 2% NPRTYZbfhjln	5 1%	3 1% NZ	17 1% NYZ	2 *	19 2% NPRTYZeghjno	2 *	18 3% NPRTYZbefghilno	6 1% NZ	10 2% NPRTYZehjn	2 1%	13 1% NY
Plaid Cymru	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	- -	1 *	1 *
Another party	9 1%	60 6% NPQRTWYabcegjmo	31 6% NPRTWYabeghjo	17 3% TYa	62 12% NOPQRSTUVWYabcdefghijklmno	10 1%	53 15% NOPQRSTUVWXYabcdefghiiklmno	9 1%	12 2% TYa	59 4% NRTYaegjo	31 8% NOPQRTWYabcefghijklmo	11 2% Y	21 5% NPRTYabejo	33 3% TYao	15 4% NRTYajo	37 4% NRTWYaegjo	5 1%	32 4% NRTYaegjo	32 5% NPRTYabegjo	15 3% TYao	32 7% NOPQRTWYabceghijklmo	17 2% Y
None of these	107 14% NPRZbdfjn	241 24% NPRTVXZbdfhiln	62 12% NPZd	152 25% NPRTVXZbdfhiln	60 11% NPZd	291 26% NPRTVXZbdfhiln	24 7%	203 25% NPRTVXZbdfhiln	55 11% PZd	328 25% NPRTVXZbdfhiln	28 7%	159 27% NPRTVXZbdfhiln	40 10% P	281 25% NPRTVXZbdfhiln	44 11% NPZd	206 24% NPRTVXZbdfhiln	46 11% NPZd	190 26% NPRTVXZbdfhiln	118 18% NPRVXZbdfhjn	116 25% NPRTVXZbdfhiln	44 10% PZd	256 25% NPRTVXZbdfhiln
Don't know	100 13% Pb	259 26% NOPQRSTVWXYZabdefghijklmno	74 14% NPbfh	77 13%	81 16% NPRZbdfhjm	228 20% NPRSTVWXZabdefhijklmn	36 10%	108 13% P	49 10%	338 25% NOPQRSTVWXYZabdefghijklmno	45 11%	70 12%	42 11%	234 20% NPRSTVWXZabdefhijklmn	44 11%	124 15% Pbem	50 12% P	92 13%	94 14% NPZbfh	49 10%	54 12% P	194 19% NPRSTVWZabdefhijklmn

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Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Boosting international trade and encouraging investment

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
The Labour party	357 16%	233 21% C	123 11%	128 19% FGHI	117 16%	112 13%	341 16% F	354 16% F	344 16% F	261 21% K	96 10%	93 17%	79 13%	73 14%	57 18%	19 17% *	36 18%	182 25% S	175 11%	275 20% U	82 9%	31 8%	85 15% V	73 14% V	142 26% VWX	282 15%	70 23% Z	11 3%	261 44% bdefg	10 6%	5 2%	10 9% be*	14 16% bde*	190 23% i	88 12%
The Conservative party	355 16%	184 17%	168 15%	79 12%	99 14%	176 20% DEGHI	318 15% D	351 16% DGI	322 15% D	209 16%	146 15%	66 12%	94 16%	102 20% L	49 16%	18 16% *	26 13%	119 17%	236 15%	197 14%	157 18%	60 15%	83 15%	89 17%	90 16%	301 16%	43 14%	200 55% cdefg	48 8%	19 12%	19 7%	10 9% *	6 7% *	118 15%	172 23% h
Reform UK	351 15%	208 19% C	141 12%	83 12%	95 13%	172 20% DEGHI	316 15%	349 16% DEGI	317 15%	163 13%	188 19% J	107 20% PQ	92 16%	79 15%	43 14%	9 8% *	21 11%	67 9%	284 18% R	209 15%	141 16%	56 14%	99 18%	95 18%	74 14%	325 17% a	23 8%	54 15% cdfg	40 7%	6 4%	170 62% bcdfg	6 5% *	4 4% *	74 9%	198 26% h
The Liberal Democrats	102 4%	59 5%	42 4%	38 6%	32 4%	32 4%	98 5%	100 4%	99 5%	67 5%	35 4%	14 3%	27 5%	21 4%	23 7% L	5 4% *	12 6%	48 7% S	54 3%	69 5%	33 4%	20 5%	22 4%	26 5%	29 5%	77 4%	22 7% Z	2 *	22 4% b	49 29% bcefg	5 2%	2 2% *	5 5% b*	67 8% i	16 2%
The Green party	87 4%	45 4%	40 3%	57 8% EFGHI	24 3% F	6 1%	84 4% F	84 4% F	87 4% FH	52 4%	35 3%	20 4%	29 5%	19 4%	14 4%	1 1% *	4 2%	32 4%	55 4%	55 4%	31 4%	22 6%	20 4%	22 4%	22 4%	61 3%	24 8% Z	1 *	29 5% be	10 6% be	4 2%	27 24% bcdeg*	1 1% *	37 4% i	16 2%
The Scottish National Party (SNP)	31 1%	14 1%	16 1%	3 *	14 2% D	14 2%	28 1% D	29 1% D	30 1% D	11 1%	19 2%	- -	- -	- -	- -	- - *	31 16% LMNOP	10 1%	21 1%	16 1%	15 2%	8 2%	10 2%	5 1%	7 1%	28 1%	3 1%	- -	2 *	* *	- -	1 1% *	25 29% bcdef*	25 3% i	3 *
Plaid Cymru	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1% *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- - *	1 1% *	1 *	- -
Another party	67 3%	29 3%	36 3%	29 4% FH	20 3%	18 2%	66 3%	66 3%	67 3%	35 3%	32 3%	22 4%	14 2%	13 3%	13 4%	1 1% *	4 2%	26 4%	41 3%	40 3%	27 3%	15 4%	18 3%	12 2%	13 2%	50 3%	16 5% Z	3 1%	17 3%	6 4% b	2 1%	15 14% bcdeg*	1 1% *	31 4% i	12 2%
None of these	351 15%	148 13%	198 17% B	70 10%	134 18% DGHI	147 17% D	333 16% D	349 16% D	335 15% D	163 13%	188 19% J	90 17%	84 14%	75 14%	46 15%	28 26% MNO*	28 15%	101 14%	250 16%	192 14%	159 18% T	75 19% Y	96 17% Y	76 14%	66 12%	296 16%	42 14%	48 13%	62 10%	25 15%	24 9%	16 14% *	22 25% bce*	114 14%	110 14%
Don't know	572 25%	181 16%	382 33% B	184 27%	194 27%	194 22%	547 26% FH	559 25%	560 26% FGH	311 24%	261 26%	131 24%	175 29% OQ	136 26% Q	68 22%	28 26% *	34 17%	136 19%	436 28% R	323 23%	249 28% T	114 29% Y	131 23%	137 26% Y	107 20%	487 26%	62 20%	44 12%	113 19% b	41 25% bg	45 16%	26 23% b*	10 11% *	156 19%	145 19%

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

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

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Boosting international trade and encouraging investment

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
The Labour party	357	87	218	240	41	153	65	157	64	99	194	117	120
	16%	19%	19%	48%	4%	28%	9%	25%	9%	13%	21%	30%	12%
		EGIJM	EGIJM	BCEFGHIJKLM		BCEGIJKM	E	BCEGIJKM	E	EGI	EGIJM	BCEGHIJKM	EGI
The Conservative party	355	203	56	48	248	63	140	69	152	122	131	30	242
	16%	45%	5%	10%	22%	12%	20%	11%	22%	16%	14%	8%	23%
		CDEFGHIJKLM		C	CDFHJKL	CL	CDFHKL	CL	CDFHJKL	CDFHL	CDHL	C	CDFGHJKL
Reform UK	351	63	188	34	282	42	212	41	212	302	13	27	244
	15%	14%	17%	7%	24%	8%	30%	7%	31%	40%	1%	7%	24%
		DFHKL	DFHKL	K	BCDFHKL	K	BCDEFHKLM	K	BCDEFHKLM	BCDEFGHIKLM		K	BCDFHKL
The Liberal Democrats	102	19	65	39	32	79	7	49	17	22	66	35	39
	4%	4%	6%	8%	3%	14%	1%	8%	2%	3%	7%	9%	4%
		G	EGIJM	BEGIJM	G	BCDEGHIJKLM		BCEGIJM	G	G	BEGIJM	BCEGIJM	EGI
The Green party	87	16	54	28	34	41	23	65	7	20	45	39	23
	4%	4%	5%	6%	3%	8%	3%	11%	1%	3%	5%	10%	2%
		I	EIJM	EIJM	I	BCEGIJKM	I	BCDEFGIJKM		I	EIM	BCDEGIJKM	I
The Scottish National Party (SNP)	31	2	25	1	27	7	14	11	9	8	21	6	12
	1%	*	2%	*	2%	1%	2%	2%	1%	1%	2%	1%	1%
			BDM		BDJM	D	BD	BD			BDM	D	
Plaid Cymru	1	-	1	1	-	1	-	1	-	-	1	1	-
	*	-	*	*	-	*	-	*	-	-	*	*	-
Another party	67	5	42	9	42	18	27	29	9	7	44	40	10
	3%	1%	4%	2%	4%	3%	4%	5%	1%	1%	5%	10%	1%
			BDIJM		BIJM	BDIJM	BDIJM	BDIJM			BDIJM	BCDEFGHIJKM	
None of these	351	20	212	39	208	48	123	51	120	64	178	32	175
	15%	4%	19%	8%	18%	9%	17%	8%	18%	9%	19%	8%	17%
			BDFHJL	B	BDFHJL	B	BDFHJL	B	BDFHJL	B	BDFHJL	B	BDFHJL
Don't know	572	40	269	62	240	92	96	142	96	107	242	64	170
	25%	9%	24%	12%	21%	17%	14%	23%	14%	14%	26%	16%	16%
			BDEFGIJLM	B	BDGIJM	BD	B	BDFGIJLM	B	B	BDEFGIJLM	BD	BDG

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
The Labour party	234	54	164	65	90	199	96	198	161	45	151	121	113
	50%	4%	49%	6%	22%	21%	13%	20%	30%	7%	29%	11%	32%
	OQRSTUVWXYZabcdegijklmno		OQRSTUVWXYZabcdegijklmno	O	OQTWYacegikmo	OQTWYacegikmo	OQWegikmo	OQTWYacegikmo	OQRSTUWYabcegikmo	Oi	OQRSTUWYabcegikmo	OQWgikmo	OQRSTUWYabcegikmo
The Conservative party	49	261	43	252	140	70	136	144	68	125	43	254	36
	10%	21%	13%	21%	34%	7%	18%	14%	13%	21%	8%	22%	10%
	S	NPSUVXZbcdfhjkln	SXf	NPSUVXZbcdfhjkln	NOPQSTUVWXYZabcdefghijklmno		NPSUVXZdfhjln	NSXZf	SXf	NPSUVXZbcdfhjkln		NPSTUVXZbcdfhjkln	
Reform UK	29	293	24	286	85	168	297	9	40	201	47	249	26
	6%	24%	7%	24%	21%	17%	40%	1%	8%	33%	9%	22%	8%
	U	NPSUVXZcdfhjln	U	NPSUVXYZcdfhjln	NPUVXZcdfhjln	NPUVXZcdfhjln	NOPQRSUVWXYZacdefghijklmno		U	NOPQRSUVXYZcdfghjklno	NUc	NPSUVXZcdfhjln	U
The Liberal Democrats	38	38	23	38	16	58	15	71	76	8	36	39	33
	8%	3%	7%	3%	4%	6%	2%	7%	14%	1%	7%	3%	9%
	OQRTWYabcegikmo	W	OQRTWYabegikmo	Wo	TW	OQTWYaegikmo		OQRTWYabcegikmo	NOPQRSTUWXYZabcdefghijklmno		OQRTWYabegikmo	Wo	OQRSTWXYabcegikmo
The Green party	27	38	21	34	16	48	21	51	38	14	41	26	37
	6%	3%	6%	3%	4%	5%	3%	5%	7%	2%	8%	2%	11%
	OQTWYabego	aeg	OQTWYabegimo	aeg	ae	OQTWYacegio	e	OQWYacego	OQRSTWYabceghijkmo		OQRSTUWYabceghijkmo		NOPQRSTUVWXYabcefghijklmno
The Scottish National Party (SNP)	-	27	2	26	2	27	6	22	10	10	14	10	1
	-	2%	1%	2%	*	3%	1%	2%	2%	2%	3%	1%	*
		NRTYZfjo	N	NRTYZfjo		NPRTYZcfhjlno	N	NPRYZfj	NPRZfj	N	NPRTYZfhjln	N	
Plaid Cymru	-	1	1	-	-	1	-	1	1	-	1	-	1
	-	*	*	-	-	*	-	*	*	-	*	-	*
Another party	9	41	8	37	8	37	6	45	13	20	43	10	35
	2%	3%	2%	3%	2%	4%	1%	4%	2%	3%	8%	1%	10%
		TYao	TY	TYa		NTYahjo		NQRTVYaceghjo	TYa	TYa	NOPQRSTUVWYabcdefghijklmno		NOPQRSTUVWYabcdefghijklmno
None of these	29	201	17	202	18	168	60	195	39	112	47	194	22
	6%	16%	5%	17%	4%	17%	8%	19%	7%	18%	9%	17%	6%
		NPRTVXZbdfhiln		NPRTVXZbdfhiln		NPRTVXZbdfhiln	Rb	NOPRTVXZbdfhiln	Rb	NPRTVXZbdfhiln	NPRZbfn	NPRTVXZbdfhiln	
Don't know	53	284	31	238	36	192	102	277	86	75	96	226	46
	11%	23%	9%	20%	9%	20%	14%	27%	16%	12%	19%	20%	13%
	h	NPQRSTVWXYZabdefhijklmno		NPRTVWZabdefhijklmno		NPRTVWZabdefhijklmn	PRbeh	NOPQRSTVWXYZabdefghijklmno	NPRbefhj	h	NPRTWZabdefhjlmn	NPRTVWZabdefhijklmno	PRh

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
The Labour party	87	101	211	120	50	198	68	201	39	187	45	225	25	157	72
	11%	20%	16%	30%	8%	50%	6%	49%	5%	43%	6%	34%	5%	36%	7%
	OQWgikmo	OQTWYaegikmo	OQWYaegikmo	OQRSTUWYabcegikmo	OQgikm	OQRSTUVWXYZabcdegijklmno	Oi	OQRSTUVWXYZabcdegijklmno		OQRSTUVWXYZabcdegiklmno	Oi	OQRSTUWXYabcegikmo		OQRSTUVWXYabcdegikmo	OQi
The Conservative party	177	78	214	45	130	33	252	48	179	60	118	80	104	55	223
	22%	16%	16%	11%	22%	8%	22%	12%	21%	14%	16%	12%	22%	13%	22%
	NPSUVXZbcdfhjkln	NSXZdf	NSUVXZdfhln	SX	NPSUVXZbcdfhjkln		NPSTUVXZbcdfhjkln	SXf	NPSUVXZbcdfhjkln	NSXf	NSXZdfl	SXf	NPSUVXZbcdfhjkln	SXf	NPSTUVXZbcdfhjkln
Reform UK	247	193	89	36	202	34	274	33	255	41	209	65	145	35	268
	30%	38%	7%	9%	34%	9%	24%	8%	30%	10%	29%	10%	31%	8%	27%
	NOPQRSUVXYZcdfghjlno	NOPQRSUVXYZacdfghijklmno	U	NU	NOPQRSUVXYZacdfghijklno	NU	NPSUVXZcdfhjln	U	NOPQRSUVXYZcdfghjlno	NUc	NOPQRSUVXYZcdfghjln	NUVc	NOPQRSUVXYZcdfghjlno	U	NOPQRSUVXYZcdfghjln
The Liberal Democrats	27	19	70	37	20	29	35	31	23	31	24	52	13	44	23
	3%	4%	5%	9%	3%	7%	3%	8%	3%	7%	3%	8%	3%	10%	2%
	W	TW	OQTWYagikmo	OQRSTWYabcegikmo	W	OQRTWYabegikmo	W	OQRTWYabegikmo	W	OQRTWYabegikmo	W	OQRTWYabcegikmo	W	OPQRSTUWXYabcefgijkmo	
The Green party	14	17	51	51	8	24	25	18	29	19	31	37	14	29	25
	2%	3%	4%	13%	1%	6%	2%	5%	3%	4%	4%	6%	3%	7%	2%
		e	Yaego	NOPQRSTUVWXYabcefghijklmno		OQTWYabcegimo		Yaeg	aeg	Yaeg	QWYaego	OQTWYabcegio	e	OQRTWYabcegijmo	e
The Scottish National Party (SNP)	16	7	21	10	8	2	21	4	21	2	21	9	12	6	14
	2%	1%	2%	3%	1%	1%	2%	1%	2%	*	3%	1%	3%	1%	1%
	NRTYj	N	NYj	NPRTYZfhj	N	N	NRTYZj	N	NPRTYZfjo	N	NPRTWYZcefghio	NZj	NPRTYZfjo	N	N
Plaid Cymru	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-
	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-
Another party	7	11	42	23	13	14	29	6	29	7	26	24	14	22	24
	1%	2%	3%	6%	2%	4%	3%	2%	3%	2%	4%	4%	3%	5%	2%
		TYa	TYa	NOPQRTVYabceghjlo	TYa	NTYahj	TYa		TYao		TYa	NTYahj	TYa	NPRTVYabceghjo	TYa
None of these	135	23	252	28	101	22	193	33	146	39	140	73	82	27	176
	16%	5%	19%	7%	17%	5%	17%	8%	17%	9%	19%	11%	18%	6%	18%
	NPRTVXZbdfhiln		NOPRTVXZbdfhiln		NPRTVXZbdfhiln		NPRTVXZbdfhiln	NPRbf	NPRTVXZbdfhiln	NPRbfn	NOPRTVXZbdfhiln	NPRTVZbdfhn	NPRTVXZbdfhiln		NPRTVXZbdfhiln
Don't know	109	53	376	52	62	41	246	33	131	46	113	96	56	65	179
	13%	11%	28%	13%	10%	10%	21%	8%	15%	11%	16%	15%	12%	15%	18%
	Reh		NOPQRSTVWXYZabdefghijklmno	PRh			NPRTVWZabdefhijklmno		PRWbefhjm	h	PRWbefhjm	NPRbefhj		NPRbefhj	NPRTWabdefhijm

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Supporting British businesses

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Reform UK	417 18%	247 22% C	167 15%	81 12%	119 16% D	218 25% DEGHI	387 18% D	416 19% DI	388 18% D	192 15%	225 22% J	106 20% Q	109 18%	114 22% Q	53 17%	13 12% *	23 12%	80 11%	337 22% R	248 18%	169 19%	77 19%	116 21% Y	111 21% Y	83 15%	386 20% a	29 9%	66 18% cdfg	56 9% f	12 7%	188 69% bcdfg	3 3% *	5 6% *	73 9%	260 34% h
The Conservative party	351 15%	191 17% C	157 14%	86 13%	95 13%	170 19% DEGHI	311 15%	348 16% DEGI	314 15%	194 15%	157 16%	76 14%	105 18%	85 16%	43 14%	15 14% *	27 14%	120 17%	231 15%	203 15%	148 17%	58 15%	89 16%	88 16%	89 16%	298 16%	42 14%	188 52% cdefg	50 8%	22 13% e	16 6%	11 10% *	9 10% *	122 15%	163 21% h
The Labour party	331 15%	215 20% C	117 10%	135 20% FGHI	116 16% F	81 9%	318 15% F	326 15% F	323 15% F	237 19% K	94 9%	84 16% N	80 14%	54 10%	64 21% MNQ	25 23% MN*	24 12%	165 23% S	166 11%	250 18% U	81 9%	42 10%	70 12%	64 12%	131 24% VWX	258 14%	67 22% Z	11 3%	232 39% bdefg	11 7%	7 2%	13 11% be*	10 11% be*	170 21% i	72 10%
The Liberal Democrats	116 5%	66 6%	49 4%	41 6%	39 5%	35 4%	111 5%	115 5%	112 5%	68 5%	48 5%	24 4%	31 5%	22 4%	24 8%	2 2% *	14 7%	47 6% S	69 4%	66 5%	50 6%	30 7%	24 4%	21 4%	31 6%	89 5%	25 8% Z	7 2%	31 5% be	45 27% bcefg	3 1%	5 5% *	7 8% be*	67 8% i	25 3%
The Green party	87 4%	42 4%	44 4%	51 8% EFGHI	28 4% F	7 1%	86 4% F	86 4% F	86 4% F	64 5% K	23 2%	28 5% P	21 4%	19 4%	15 5%	- - *	4 2%	36 5%	52 3%	60 4%	27 3%	13 3%	23 4%	21 4%	27 5%	65 3%	22 7% Z	1 *	31 5% b	5 3% b	5 2%	29 26% bcdeg*	- - *	39 5% i	12 2%
The Scottish National Party (SNP)	34 2%	14 1%	19 2%	12 2%	12 2%	10 1%	33 2%	33 1%	34 2%	9 1%	25 2% J	- -	- -	- -	- -	- - *	34 18% LMNOP	5 1%	29 2% R	25 2%	9 1%	9 2%	15 3% X	4 1%	7 1%	33 2%	1 *	* *	2 *	3 2%	- -	3 3% bce*	21 24% bcdef*	25 3% i	4 1%
Plaid Cymru	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1% *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- - *	1 1% *	1 *	- -
Another party	52 2%	23 2%	28 2%	22 3% F	17 2%	13 1%	51 2%	52 2%	51 2%	28 2%	24 2%	15 3%	13 2%	10 2%	9 3%	1 1% *	4 2%	21 3%	31 2%	34 2%	18 2%	8 2%	16 3%	12 2%	9 2%	34 2%	12 4% Z	2 1%	15 3% b	6 4% be	1 *	7 7% be*	2 2% *	25 3% i	6 1%
None of these	335 15%	142 13%	189 16% B	62 9%	133 18% DGHI	140 16% D	321 15% D	334 15% D	321 15% D	163 13%	172 17% J	85 16%	87 15%	77 15%	38 12%	26 23% OQ*	23 12%	100 14%	235 15%	196 14%	139 16%	70 17% Y	94 17% Y	77 14%	61 11%	291 15%	37 12%	41 11%	71 12%	30 18% e	26 9%	15 14% *	16 19% e*	118 15%	109 14%
Don't know	548 24%	160 15%	377 33% B	181 27% H	169 23%	198 23%	514 24%	531 24%	531 25% GH	316 25%	232 23%	124 23%	148 25%	139 27%	68 22%	27 25% *	43 22%	147 20%	400 26% R	295 21%	252 28% T	94 23%	117 21%	137 26%	110 20%	454 24%	70 23%	44 12%	107 18% be	32 19% e	30 11%	25 23% be*	16 18% *	172 21% i	107 14%

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Supporting British businesses

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
Reform UK	417 18%	66 15% DFHKL	236 21% BDFHKL	33 7% K	349 30% BCDFHKL	54 10% DHK	246 35% BCDEFHKLM	47 8% K	254 37% BCDEFHKLM	358 48% BCDEFGHIKLM	6 1%	32 8% K	305 29% BCDFHKL	33 7% U	357 29% NPRSUVXZcdfhjln	24 7% U	346 29% NPRSUVXZcdfhjln	92 22% NPUVXZcdfhjln	195 20% NPUVXZcdfhjln
The Conservative party	351 15%	201 44% CDEFGHIJKLM	76 7%	49 10% C	238 21% CDFHJKL	69 13% CD	130 18% CDFHL	72 12% C	141 21% CDFHJKL	116 15% CDHL	143 15% CDHL	41 11% C	222 21% CDFHJKL	63 13% S	245 20% NSUVXZbcdfhjkln	50 15% Sf	233 20% NSUVXZbcdfhjkln	146 36% NOPQSTUVWXYZabcdefghijklmno	70 7%
The Labour party	331 15%	81 18% EGIJM	190 17% EGIJM	239 48% BCEFGHIJKLM	21 2%	151 28% BCEGIJKM	66 9% E	162 26% BCEGIJKM	53 8% E	85 11% EI	179 19% CEGIJM	112 29% BCEGIJKM	104 10% EI	226 48% OQRSTUVWXYZabcdeghijklmno	44 4%	160 48% OQRSTUVWXYZabcdegijklmno	50 4%	79 19% OQTWYacegikmo	180 19% OQTWYacegikmo
The Liberal Democrats	116 5%	24 5% GJ	75 7% EGIJM	35 7% EGIJ	44 4% GJ	79 14% BCDEGHIJKLM	14 2%	48 8% EGIJM	24 4% G	17 2%	81 9% BCEGIJM	34 9% BEGIJM	51 5% GJ	34 7% OQRTWYbgimo	53 4% TWo	21 6% TWo	49 4% Wo	17 4% W	70 7% OQTWYegikmo
The Green party	87 4%	15 3% I	55 5% EGIJM	29 6% BEGIJM	36 3% IM	36 7% BEGIJM	21 3% IM	68 11% BCDEFGIJKLM	6 1%	18 2% I	51 5% EGIJM	31 8% BCEGIJM	18 2% I	32 7% OQRTWYabcegimo	33 3% Ya	23 7% OQTWYabcegimo	40 3% OYaeg	17 4% Ya	47 5% OQTWYaegio
The Scottish National Party (SNP)	34 2%	11 2%	17 2%	5 1%	23 2% IM	11 2%	15 2% I	9 1%	7 1%	17 2% I	16 2%	6 1%	13 1%	4 1%	21 2% c	4 1%	20 2% c	9 2% NT	17 2% c
Plaid Cymru	1 *	- -	1 *	1 *	- -	1 *	- -	1 *	- -	- -	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 *
Another party	52 2%	4 1%	38 3% BDIJM	7 1% J	33 3% BIJM	15 3% BDJM	17 2% IJM	26 4% BDIJM	10 1% JM	3 *	38 4% BDIJM	38 10% BCDEFGHIJKM	5 *	6 1% T	34 3% RTYabejo	4 1%	26 2% TYaejo	4 1%	35 4% NPQRTYabegjo
None of these	335 15%	16 3%	201 18% BDFHJL	32 6% B	190 16% BDFHJL	46 8% B	111 16% BDFHJL	51 8% B	109 16% BDFHJL	53 7% B	187 20% BCDEFGHIJLM	23 6% B	164 16% BDFHJL	13 3%	198 16% NPRTVXZbdfhjln	10 3%	196 17% NPRTVXZbdfhjln	13 3%	169 17% NPRTVXZbdfhjln
Don't know	548 24%	38 8%	242 21% BDFGIJM	71 14% B	219 19% BDGIJM	83 15% BJ	87 12% B	132 22% BDFGIJM	82 12% B	87 12% B	230 25% BCDEFGIJLM	74 19% BDGIJ	154 15% BIJ	55 12% Rb	251 20% NPQRTVWYabdefghijklmno	39 12% Rb	216 18% NPRTVWabdefhijkmo	32 8%	183 19% NPRTVWabdefhijklmno

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Reform UK	357 48% NOPQRSUVWXYZabcdefghiklmno	15 1%	45 8% U	231 38% NOPQRSUVXYZcdfghjklno	38 7% U	316 28% NPRSUVXZcdfhjln	22 6% U	292 36% NOPQRSUVXYZcdfghjln	211 42% NOPQRSUVXYZacdfghijklno	118 9% U	30 8% U	236 40% NOPQRSUVXYZacdfghjklno	29 7% U	348 30% NPRSUVXZcdfhjln	32 8% U	305 36% NOPQRSUVXYZcdfghjln	47 11% NPUXZdfhn	244 34% NOPQRSUVXYZcdfhjln	81 12% NPUVXZcdfhn	168 36% NOPQRSUVXYZcdfghjln	28 6% U	336 33% NOPQRSUVXYZcdfghjln
The Conservative party	127 17% SXfh	155 15% SXf	82 15% SXf	116 19% NSXZbfh	60 11% S	237 21% NPSTUVXZbcdfhjkln	45 13% S	169 21% NPSUVXZbcdfhjkln	71 14% S	225 17% SUXZfh	57 14% S	112 19% NSXZbfh	46 12% S	228 20% NPSUVXZbcdfhjkln	53 13% S	158 19% NSUXZbfh	65 15% SXf	122 17% SXf	105 16% SXf	88 19% NSXZfh	66 15% SXf	205 20% NPSTUVXZbcdfhjkln
The Labour party	79 11% OQegiko	187 18% OQTWYacegikmo	148 28% OQRSTUWYabcegikmo	50 8% OQgik	148 29% OQRSTUWYabcegikmo	105 9% OQegiko	113 32% OQRSTUWYabcegikmo	72 9% OQegiko	93 19% OQTWYaegikmo	190 14% OQTWYaegikmo	125 31% OQRSTUWYabcegikmo	37 6% OQ	184 46% OQRSTUVWXYZabcdegijklmno	58 5% O	178 44% OQRSTUVWXYZabcdegiklmno	45 5% O	174 40% OQRSTUVWXYZabcdegiklmno	42 6% OQ	188 28% OQRSTUWYabcegikmo	35 8% OQgi	151 34% OQRSTUVWXYabcegiklmo	63 6% OQg
The Liberal Democrats	20 3%	78 8% OQRTWYbcegikmo	83 16% NOPQRSTUWXYZabcdefghijklmno	11 2%	32 6% TWgo	51 5% TWo	29 8% OQRTWXYbegikmo	46 6% QTWgo	22 4% TW	86 6% OQTWYgimo	37 9% OQRTWXYabcegikmo	28 5% TWo	32 8% OQRTWYbegimo	44 4% Wo	33 8% OQRTWYbegimo	38 4% TWo	33 8% OQRTWYbgimo	37 5% TWo	53 8% OQRTWYbegikmo	18 4% W	49 11% NOPQRSTUWXYabcefghijklmo	29 3%
The Green party	19 3% a	54 5% OQTWYacegio	33 6% OQTWYabcegimo	16 3% a	39 7% OQRSTWYabcegiklmo	19 2%	32 9% OQRSTUWYabcefghijklmno	8 1%	15 3% a	56 4% OYaeg	51 13% NOPQRSTUVWXYZabcefghijklmno	12 2% a	24 6% OQTWYabegio	27 2% a	20 5% OTYaeg	25 3% Ya	23 5% OTWYabegi	30 4% OYaeg	32 5% OTYaeg	15 3% Ya	25 6% OQTWYabegio	32 3% Ya
The Scottish National Party (SNP)	7 1%	16 2% c	16 3% NPTUYZclno	13 2% c	12 2% Nc	14 1%	4 1%	17 2% Yco	13 3% NTco	13 1%	9 2% Nc	14 2% TYco	8 2% N	18 2%	7 2%	19 2% TYco	7 2%	19 3% TYcgo	8 1%	9 2%	5 1%	12 1%
Plaid Cymru	- -	1 *	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
Another party	3 *	43 4% NOPQRTVWYabceghijklo	12 2% TYajo	13 2% TYaeo	40 8% NOPQRSTUVWYabcdefghijklmno	5 *	30 9% NOPQRSTUVWYabcdefghijklmno	6 1%	5 1%	38 3% NTYabejo	17 4% NPQRTVYabeghjlo	6 1%	11 3% NPRTYabjo	24 2% TYaejo	9 2% TYaj	21 2% TYaejo	3 1%	19 3% TYaejo	16 2% TYabjo	12 2% TYaejo	20 5% NPQRTVWYabcefghijlo	8 1%
None of these	50 7% NPR	197 19% NOPQRTVXYZabdfhijln	39 7% NPR	100 16% NPRTVXZbdfhjln	45 9% NPRZd	186 17% NPRTVXZbdfhjln	17 5%	126 15% NPRTVXZbdfhjln	32 6% NPR	244 18% NOPRTVXZabdfhjln	22 5% NP	94 16% NPRTVXZbdfhjln	25 6% NPR	191 17% NPRTVXZbdfhjln	27 7% NPR	133 16% NPRTVXZbdfhjln	29 7% NPR	128 18% NPRTVXZbdfhjln	75 11% NPRTVZbdfhjn	82 18% NPRTVXZbdfhjln	29 7% NPR	165 16% NPRTVXZbdfhjln
Don't know	79 11% b	267 26% NOPQRSTVWXYZabdefghijklmno	76 14% RTWabefm	60 10%	105 20% NPRTVWZabdefhijklmno	194 17% NPRTWabefhijkm	57 16% NPRTWabefhjm	84 10%	40 8%	358 27% NOPQRSTVWXYZabdefghijklmno	53 13% Rbfm	57 10%	39 10%	204 18% NPRTWabdefhijkmo	48 12% Rb	107 13% RWabem	51 12% Rb	88 12% Rbm	101 15% NPRTWabefhjm	39 8%	67 15% NRTWabefhjm	154 15% RTWabefikm

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Supporting parents and families

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
The Labour party	394 17%	244 22% C	146 13%	145 22% FGHI	139 19% F	111 13%	374 18% F	389 17% F	380 18% F	280 22% K	114 11%	90 17%	102 17%	79 15%	64 20%	28 26% N*	31 16%	193 27% S	201 13%	281 20% U	113 13%	45 11%	84 15%	80 15%	153 28% VWX	304 16%	79 26% Z	24 7% e	266 45% bdefg	21 12% e	5 2%	7 6% *	9 11% e*	201 25% i	91 12%
Reform UK	292 13%	174 16% C	115 10%	74 11%	89 12%	128 15%	271 13%	292 13% I	271 13%	135 11%	157 16% J	80 15% Q	88 15% Q	65 13% Q	40 13% Q	8 7% *	11 6%	54 8%	237 15% R	184 13%	107 12%	63 16%	74 13%	72 13%	59 11%	273 14% a	16 5%	38 11% cdf	35 6%	6 3%	142 52% bcdfg	2 2% *	3 4% *	57 7%	165 22% h
The Conservative party	222 10%	115 10%	108 9%	66 10%	63 9%	93 11%	194 9%	215 10% G	201 9% G	115 9%	107 11%	46 8%	54 9%	54 10%	44 14% L	8 7% *	16 8%	77 11%	146 9%	134 10%	88 10%	41 10%	47 8%	58 11%	63 11%	179 9%	37 12%	142 39% cdefg	20 3%	4 2%	11 4%	4 4% *	1 1% *	74 9%	103 14% h
The Liberal Democrats	153 7%	87 8%	66 6%	45 7%	46 6%	62 7%	145 7%	152 7%	146 7%	103 8% K	50 5%	35 7%	38 6%	44 9%	22 7%	2 2% *	11 5%	69 10% S	84 5%	98 7%	55 6%	21 5%	34 6%	46 9%	44 8%	131 7%	22 7%	21 6% e	43 7% e	57 34% bcefg	3 1%	6 5% e*	4 5% *	90 11% i	41 5%
The Green party	115 5%	63 6%	49 4%	70 10% EFGHI	28 4% F	17 2%	115 5% EFH	115 5% F	115 5% F	67 5%	48 5%	28 5%	31 5%	26 5%	19 6%	2 2% *	9 4%	42 6%	73 5%	72 5%	44 5%	15 4%	31 6%	27 5%	35 6%	85 4%	30 10% Z	6 2%	32 5% be	10 6% be	4 1%	34 30% bcdeg*	3 4% *	50 6% i	18 2%
The Scottish National Party (SNP)	39 2%	22 2%	17 1%	5 1%	18 2% D	16 2%	37 2% D	38 2% D	38 2% D	18 1%	22 2%	- -	- -	- -	- -	- - *	39 20% LMNOP	13 2%	26 2%	22 2%	18 2%	9 2%	12 2%	7 1%	11 2%	39 2% a	1 *	- -	4 1%	4 2% be	- -	1 1% *	29 33% bcdef*	30 4% i	4 1%
Plaid Cymru	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1% LMN*	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	1 *	- -	1 *	- -	- -	- - *	1 1% *	1 *	- -
Another party	66 3%	30 3%	34 3%	25 4%	25 3%	16 2%	66 3% F	66 3% F	66 3% F	37 3%	29 3%	23 4% M	11 2%	13 3%	11 4%	5 4% *	4 2%	27 4%	39 3%	38 3%	29 3%	7 2%	24 4%	15 3%	12 2%	54 3%	10 3%	- -	19 3% b	6 3% b	7 2% b	17 15% bcdeg*	2 2% b*	32 4% i	14 2%
None of these	409 18%	178 16%	226 20%	71 11%	141 19% D	198 23% DGHI	387 18% D	408 18% D	389 18% D	201 16%	208 21% J	102 19%	108 18%	89 17%	47 15%	30 27% NO*	34 17%	110 15%	299 19% R	228 17%	182 20%	82 20% Y	118 21% Y	105 20% Y	71 13%	348 18%	54 18%	62 17%	89 15%	24 14%	37 14%	13 12% *	26 30% bcdef*	127 16%	157 21% h
Don't know	579 25%	186 17%	385 34% B	170 25%	177 24%	232 27%	542 25%	567 25%	554 26%	314 25%	265 27%	137 25%	161 27%	147 28% O	66 21%	25 23% *	41 21%	134 19%	445 29% R	320 23%	259 29% T	117 29% Y	140 25% Y	127 24% Y	99 18%	493 26% a	55 18%	69 19%	86 14%	36 22% cg	65 24% cg	29 26% cg*	8 9% *	151 19%	167 22%

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

Q9. Which party, if any, do you trust most to deliver on each of the following issues? - Supporting parents and families

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total (A)	Favourable to Cons (B)	Unfavourable to Cons (C)	Favourable to Lab (D)	Unfavourable to Lab (E)	Favourable to Lib Dems (F)	Unfavourable to Lib Dems (G)	Favourable to Green Party (H)	Unfavourable to Green Party (I)	Favourable to Reform UK (J)	Unfavourable to Reform UK (K)	Favourable to New left-wing party (L)	Unfavourable to New left-wing party (M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
The Labour party	394 17%	93 20% EGIJM	218 19% EGIJM	269 54% BCEFGHIJKLM	41 4%	177 33% BCEGHIJKM	80 11% E	162 26% BCEGIJM	73 11% E	100 13% E	222 24% CEGIJM	118 30% BCEGIJKM	135 13% EI
Reform UK	292 13%	46 10% DFHK	163 14% BDFHKL	26 5% K	230 20% BCDFHKL	37 7% K	164 23% BCDEFHKLM	38 6% K	168 24% BCDEFHKLM	258 34% BCDEFGHIKLM	8 1%	36 9% DHK	200 19% BCDFHKL
The Conservative party	222 10%	167 37% CDEFGHIJKLM	19 2%	42 8% C	159 14% CDFHJKL	38 7% C	93 13% CDFHKL	48 8% C	91 13% CDFHKL	82 11% CFHKL	68 7% C	22 6% C	143 14% CDFHJKL
The Liberal Democrats	153 7%	30 7% G	96 9% EGIJ	45 9% EGIJ	62 5% G	106 19% BCDEGHIJKLM	18 3%	66 11% BEGIJLM	31 4% G	37 5% G	96 10% BCEGIJLM	27 7% G	78 8% EGIJ
The Green party	115 5%	22 5% I	83 7% EGIJM	27 5% IM	57 5% IM	39 7% GIJM	29 4% I	90 15% BCDEFGIJKM	7 1%	26 3% I	72 8% EGIJM	45 12% BCDEFGIJKM	31 3% I
The Scottish National Party (SNP)	39 2%	4 1%	28 3% DI	3 1%	30 3% BDIM	12 2% BD	13 2%	15 3% BDL	8 1%	13 2%	22 2% D	4 1%	16 2%
Plaid Cymru	1 *	- -	1 *	1 *	- -	1 *	1 *	1 *	1 *	1 *	1 *	1 * E	- -
Another party	66 3%	5 1%	58 5% BDFGIJM	7 1%	49 4% BDIJM	17 3% BDJM	23 3% BIJM	37 6% BDFGIJM	10 1% M	5 1%	54 6% BDFGIJM	53 14% BCDEFGHIJKM	6 1%
None of these	409 18%	30 7%	227 20% BDFHJL	35 7%	247 21% BDFHJL	49 9%	159 22% BDFHJL	43 7%	171 25% BCDEFHJKLM	85 11% BDH	194 21% BDFHJL	32 8%	219 21% BDFHJL
Don't know	579 25%	59 13% D	237 21% BDFL	47 9%	278 24% BCDFGHIJLM	68 13% D	127 18% BDF	114 19% BDFL	126 18% BDF	146 19% BDFL	196 21% BDFL	53 13% D	209 20% BDFL

	Favourable to politicians												
	Favourable to Keir Starmer (N)	Unfavourable to Keir Starmer (O)	Favourable to Rachel Reeves (P)	Unfavourable to Rachel Reeves (Q)	Favourable to Kemi Badenoch (R)	Unfavourable to Kemi Badenoch (S)	Favourable to Nigel Farage (T)	Unfavourable to Nigel Farage (U)	Favourable to Ed Davey (V)	Unfavourable to Ed Davey (W)	Favourable to Jeremy Corbyn (X)	Unfavourable to Jeremy Corbyn (Y)	Favourable to Zarah Sultana (Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
The Labour party	249 53% OQRSTUVWXYZabcdefghijklmno	59 5%	169 51% OQRSTUVWXYZabcdefgijklmno	86 7% O	86 21% OQTWYaegikmo	199 21% OQTWYacegikmo	103 14% OQWegikmo	224 22% OQTWYacegikmo	173 32% OQRSTUWYabcegikmo	61 10% OQik	170 33% OQRSTUWYabcegikmo	128 11% OQgikmo	109 31% OQRSTUWYabcegikmo
Reform UK	24 5% U	242 20% NPSUVXZcdfhjln	20 6% U	233 20% NPRSUVXZcdfhjln	63 15% NPUVXZcdfhjln	139 14% NPUVXZcdfhjln	250 34% NOPQRSUVWXYZacdefghijklmno	10 1%	31 6% U	157 26% NOPQRSUVXYZcdfghjlno	37 7% U	206 18% NPSUVXZcdfhjln	24 7% U
The Conservative party	43 9% SX	163 13% NSUVXZcdfhl	35 10% SX	148 13% SUVXcdfhl	129 31% NOPQSTUVWXYZabcdefghiklmno	30 3%	94 13% NSUVXcdfhl	76 7% S	41 8% S	86 14% NSUVXZcdfhl	31 6% S	158 14% NSUVXZcdfhjl	31 9% SX
The Liberal Democrats	48 10% OQRTWYabegikmo	67 5% W	36 11% OQRTWXYabegikmo	70 6% W	27 7% TW	88 9% OQTWYabegikmo	32 4% W	94 9% OQTWYabegikmo	109 20% NOPQRSTUWXYZabcdefghiklmno	14 2%	39 7% TWe	80 7% OTWegio	39 11% OQRTWXYabegikmo
The Green party	29 6% RTYaeg	66 5% QYaego	26 8% QRTWYabegijmo	51 4% Yaeg	16 4% e	77 8% OQRTWYabcegijkmo	28 4% e	72 7% OQRTWYacegimo	44 8% OQRTWYabceghijmo	22 4% e	50 10% NOQRTUWYabceghijklmo	37 3% e	43 12% NOPQRSTUVWXYabcefghijklmno
The Scottish National Party (SNP)	2 *	29 2% NTYZo	5 1% N	29 2% NTYZo	4 1%	30 3% NRTYZcfgjo	6 1%	27 3% NTYZcjo	13 2% NTYZj	14 2% NTY	16 3% NRTYZfj	11 1%	2 *
Plaid Cymru	- -	1 * Qg	1 * NQYg	- -	- -	1 *	- -	1 *	1 *	- -	1 *	- -	1 * Qg
Another party	4 1%	54 4% NQRTWYabeghjmo	7 2% NT	42 4% NRTWYabehjo	5 1% T	52 5% NPQRTVWYabefghjlmo	2 *	59 6% NPQRTVWYabcefghjlmo	18 3% NRTYabhjo	13 2% TYa	50 10% NOPQRSTUVWYabcdefghijklmno	9 1%	38 11% NOPQRSTUVWYabcdefghijklmno
None of these	26 6% P	258 21% NPRTVXZbdfhiln	9 3%	246 21% NPRTVXZbdfhiln	35 8% NP	187 19% NPRTVXZbdfhiln	92 12% NPRVZbdfhjn	208 21% NPRTVXZbdfhiln	40 7% P	139 23% NPRTVXZbdfhiln	58 11% NPVZdfhn	241 21% NPRTVXZbdfhiln	27 8% P
Don't know	42 9%	299 24% NPRSTVWXZabdefhijklmno	26 8%	272 23% NPRSTVWXZabdefhijklmn	47 11%	164 17% NPRVXZdfhjln	134 18% NPRVXZbdfhjln	243 24% NPRSTVWXZabdefhijklmn	63 12% NPfj	105 17% NPRVZdfhjn	69 13% NPZdfj	257 23% NPRSTVWXZabdefhijklmn	37 10%

	Favourable to politicians														
	Unfavourable to Zarah Sultana (a)	Favourable to Donald Trump (b)	Unfavourable to Donald Trump (c)	Favourable to Zack Polanski (d)	Unfavourable to Zack Polanski (e)	Favourable to Angela Rayner (f)	Unfavourable to Angela Rayner (g)	Favourable to Yvette Cooper (h)	Unfavourable to Yvette Cooper (i)	Favourable to Wes Streeting (j)	Unfavourable to Wes Streeting (k)	Favourable to Andy Burnham (l)	Unfavourable to Andy Burnham (m)	Favourable to Sadiq Khan (n)	Unfavourable to Sadiq Khan (o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
The Labour party	94 11% OQgikmo	99 20% OQTWYaegikmo	237 18% OQTWYaegikmo	118 30% OQRSTUWYabcegikmo	63 11% OQik	177 44% OQRSTUVWXYZabcdegiklmno	95 8% Oi	194 48% OQRSTUVWXYZabcdegiklmno	53 6% O	195 45% OQRSTUVWXYZabcdegiklmno	51 7% O	208 31% OQRSTUWYabcegikmo	36 8% O	155 35% OQRSTUWYabcdegiklmo	90 9% OQik
Reform UK	202 25% NOPQRSUVXYZcdfghjlno	165 33% NOPQRSUVWXYZacdefghijklmno	79 6% U	29 7% U	158 26% NOPQRSUVXYZcdfghjklno	28 7% U	228 20% NPRSUVXZcdfhjln	25 6% U	202 24% NOPQRSUVXYZcdfghjln	39 9% NPUVchn	163 22% NOPRSUVXYZcdfhjln	65 10% NPUVXcfhn	112 24% NOPQRSUVXYZcdfghjln	23 5% U	215 21% NPRSUVXYZcdfhjln
The Conservative party	117 14% NSUVXZcdfhjkl	64 13% NSUVXdfhl	120 9% SUX	29 7% S	84 14% NSUVXZcdfhjl	32 8% S	149 13% NSUVXZcdfhl	34 8% S	116 14% NSUVXZcdfhkl	42 10% SX	83 11% SUVXd	58 9% SX	67 14% NSUVXZcdfhl	51 12% SUVXdfhl	129 13% SUVXcdfhl
The Liberal Democrats	56 7% TWeg	27 5% W	111 8% OQTWegikmo	44 11% OQRTWXYabegikmo	26 4% W	46 12% OQRTWXYabcegikmo	60 5% W	48 12% OQRTWXYabcegikmo	45 5% W	49 11% OQRTWXYabcegikmo	42 6% W	78 12% OQRSTUWXYabcegikmo	23 5% W	56 13% OQRSTUWXYabcegikmo	54 5% W
The Green party	21 3% e	24 5% ae	79 6% QTWYaego	76 19% NOPQRSTUVWXYZabcefghijklmno	7 1%	35 9% NOQRTWYabceghijklmo	35 3% e	24 6% Yaeg	38 5% aeg	23 5% aeg	40 6% Yaego	42 6% QRTWYaego	19 4% e	33 7% QRTWYaegimo	39 4% ae
The Scottish National Party (SNP)	17 2% NTY	10 2% NTZ	24 2% NY	15 4% NPRTYZcfghjlno	11 2%	5 1%	22 2% NTY	6 2% N	24 3% NRTYZgjo	4 1%	26 4% NOQRTYZacefgio	14 2% NTYZj	10 2% NY	9 2% NZj	15 1%
Plaid Cymru	- -	- -	1 *	1 *	- -	1 * N	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -
Another party	7 1%	6 1% T	56 4% NPRTWYabeghjo	26 6% NPQRTVWYabefghjlmo	11 2% TYa	11 3% NRTYabhj	33 3% NRTYabo	5 1% T	35 4% NRTWYabeghjo	5 1% T	29 4% NRTWYabehjo	21 3% NRTYabhjo	12 2% TYa	25 6% NPRTVWYabefghjlmo	15 1% TY
None of these	170 21% NPRTVXZbdfhiln	40 8% P	274 21% NPRTVXZbdfhiln	22 5% P	140 23% NPRSTVXZbdfhiln	28 7% P	251 22% NPRTVXZbdfhiln	30 7% P	187 22% NPRTVXZbdfhiln	35 8% NPd	169 23% NPRSTVXZbdfhiln	84 13% NPRVZbdfhjn	114 25% NPRSTVXZbdfhiln	35 8% NP	230 23% NPRSTVXZbdfhiln
Don't know	136 17% NPRVZdfhjn	69 14% NPfj	346 26% NPQRSTUVWXYZabdefhijklmno	41 10%	97 16% NPRVZdfhj	35 9%	269 24% NPRSTVWXZabdefhijklmn	42 10%	151 18% NPRVXZdfhjln	39 9%	123 17% NPRVZdfhjn	91 14% NPdfhj	72 15% NPdfhj	53 12% NPfj	218 22% NPRSTVWXZabdefhijklmn

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

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q14. Which of these statements come closest to your views of the Labour party and the decisions they have taken?

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
I like the Labour party, and they are taking the right decisions for the country	326 14%	226 21% C	96 8%	163 24% EFGHI	104 14% F	58 7%	315 15% FH	320 14% F	321 15% FH	257 20% K	68 7%	74 14%	71 12%	58 11%	71 23% LMN	20 18% *	31 16%	199 28% S	127 8%	260 19% U	66 7%	34 9%	55 10%	61 11%	157 29% VWX	232 12%	86 28% Z	20 6%	205 34% bdefg	26 16% beg	13 5%	8 7% *	5 6% *	174 21% i	63 8%
I like the Labour party, but they are taking the wrong decisions for the country	479 21%	247 22%	228 20%	158 24% F	162 22%	158 18%	453 21% F	471 21% F	461 21% F	298 23% K	180 18%	123 23%	116 20%	98 19%	81 26% N	18 17% *	43 22%	184 26% S	295 19%	314 23% U	164 18%	71 18%	135 24%	104 19%	128 23%	389 20%	83 27% Z	26 7%	239 40% bdefg	41 25% be	16 6%	29 26% be*	20 23% be*	229 28% i	117 15%
I do not like the Labour party, but they are taking the right decisions for the country	89 4%	52 5%	34 3%	41 6% EFGHI	24 3%	24 3%	86 4% F	89 4% F	86 4%	46 4%	43 4%	27 5%	24 4%	17 3%	8 3%	3 3% *	10 5%	36 5%	53 3%	63 5%	26 3%	18 4%	31 6% X	13 2%	24 4%	68 4%	19 6% Z	12 3%	17 3%	14 8% bce	4 1%	6 6% *	7 8% ce*	38 5% i	15 2%
I do not like the Labour party, and they are taking the wrong decisions for the country	1052 46%	477 43%	565 49% B	164 24%	326 45% D	561 64% DEGHI	970 46% DI	1047 47% DGI	975 45% D	497 39%	554 55% J	237 44%	287 48% O	273 53% LO	113 36%	56 50% O*	87 45%	218 30%	833 54% R	545 40%	507 57% T	214 53% Y	276 49% Y	286 53% Y	179 33%	974 51% a	58 19%	292 81% cdfg	89 15%	78 47% c	227 83% cdfg	54 48% c*	53 60% c*	289 36%	538 71% h
Don't know	327 14%	99 9%	222 19% B	145 22% EFGHI	111 15% F	72 8%	307 14% F	315 14% F	319 15% FGH	174 14%	154 15%	81 15%	96 16%	72 14%	41 13%	13 12% *	25 13%	84 12%	243 16% R	196 14%	132 15%	63 16%	67 12%	71 13%	61 11%	244 13%	58 19% Z	11 3%	45 8% b	7 4%	14 5%	15 13% bdeg*	2 3% *	82 10% i	27 4%
NET: Like the Labour party	804 35%	474 43% C	324 28%	321 48% EFGHI	267 37% F	216 25%	769 36% FH	791 35% F	782 36% FH	556 44% K	248 25%	197 36%	187 32%	156 30%	152 48% LMNP	38 35% *	73 38%	383 53% S	421 27%	574 42% U	230 26%	106 26%	190 34% V	166 31%	285 52% VWX	622 33%	169 55% Z	46 13%	443 75% bdefg	67 41% be	29 11%	37 33% be*	25 29% be*	403 50% i	180 24%
NET: Does not like the Labour party	1141 50%	528 48%	599 52%	205 31%	350 48% D	585 67% DEGHI	1056 50% DI	1136 51% DGI	1061 49% D	544 43%	597 60% J	264 49% O	310 52% O	290 56% LO	121 39%	59 53% O*	97 50% O	255 35%	886 57% R	608 44%	533 60% T	232 58% Y	307 54% Y	300 56% Y	203 37%	1041 55% a	78 26%	304 84% cdfg	106 18%	91 55% c	231 84% cdfg	61 54% c*	59 68% c*	327 40%	553 73% h
NET: Thinks Labour are taking the right decisions for the country	414 18%	278 25% C	130 11%	204 30% EFGHI	128 18% F	82 9%	401 19% FH	409 18% F	407 19% FH	304 24% K	111 11%	101 19%	95 16%	76 15%	79 25% MN	23 21% *	40 21%	235 33% S	179 12%	323 23% U	92 10%	52 13%	86 15%	75 14%	181 33% VWX	300 16%	105 35% Z	33 9%	222 37% bdefg	40 24% bef	17 6%	14 13% *	12 13% *	213 26% i	78 10%
NET: Thinks Labour are taking the wrong decisions for the country	1530 67%	724 66%	793 69%	322 48%	488 67% D	720 82% DEGHI	1424 67% DI	1518 68% DGI	1436 66% D	796 62%	735 74% J	359 66%	403 68%	371 72% O	194 62%	74 67% *	130 67%	403 56%	1128 73% R	859 62%	671 75% T	286 71% Y	411 73% Y	390 73% Y	307 56%	1363 71% a	141 46%	318 88% cdf	328 55%	119 71% c	243 89% cdf	83 74% c*	73 84% c*	517 64%	655 86% h

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

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

Q14. Which of these statements come closest to your views of the Labour party and the decisions they have taken?

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
I like the Labour party, and they are taking the right decisions for the country	326 14%	126 28% CEGIJKM	139 12% EGIM	269 54% BCEFGHIJKLM	9 1%	178 33% BCEGHIJKM	44 6% E	166 27% CEGIJKM	37 5% E	116 15% EGIM	143 15% CEGIM	126 32% CEGHIJKM	71 7% E
I like the Labour party, but they are taking the wrong decisions for the country	479 21%	59 13%	339 30% BEGIJM	169 34% BEFGIJM	132 11%	156 29% BEGIJM	112 16% EIJ	194 32% BEGIJM	75 11%	92 12%	303 32% BEGIJM	149 38% BCEFGHIJKM	157 15% EI
I do not like the Labour party, but they are taking the right decisions for the country	89 4%	27 6% EGIJM	41 4% E	24 5% EJ	24 2%	38 7% CEGIJLM	22 3%	33 5% EJ	22 3% E	19 3%	51 6% CEGIJM	17 4% E	38 4% E
I do not like the Labour party, and they are taking the wrong decisions for the country	1052 46%	224 49% DFHKL	531 47% DFHKL	16 3%	942 82% BCDFGHIJKLM	128 24% DL	501 71% BCDFHJKL	168 27% DFL	519 76% BCDFGHJKLM	499 66% BCDFHKL	322 35% DFHL	74 19% D	712 69% BCDFHKL
Don't know	327 14%	21 5%	81 7% DEGIJ	23 4%	46 4%	44 8% BDEGIJM	27 4%	55 9% BDEGIJLM	33 5%	25 3%	114 12% BCDEFGHIJLM	25 6% J	59 6% EGJ
NET: Like the Labour party	804 35%	185 41% EGIJM	478 42% EGIJM	438 87% BCEFGHIJKLM	141 12%	334 61% BCEGIJKM	156 22% EI	360 58% BCEGIJKM	112 16% E	208 28% EGIM	446 48% BCEGIJM	276 70% BCEFGHIJKM	228 22% EI
NET: Does not like the Labour party	1141 50%	250 55% DFHKL	572 51% DFHKL	41 8%	966 84% BCDFGHIJKLM	166 30% DL	523 74% BCDFHJKL	200 33% DL	541 79% BCDFGHJKLM	518 69% BCDFHKL	374 40% DFHL	91 23% D	750 72% BCDFHKL
NET: Thinks Labour are taking the right decisions for the country	414 18%	152 33% CEGIJKM	180 16% EGIM	293 59% BCEFGHIJKLM	33 3%	215 40% BCEGHIJKM	66 9% E	198 32% CEGIJKM	59 9% E	135 18% EGIM	195 21% CEGIM	143 37% CEGHIJKM	108 10% E
NET: Thinks Labour are taking the wrong decisions for the country	1530 67%	283 62% DF	870 77% BDFHKL	186 37%	1074 93% BCDFGHIJKLM	284 52% D	613 87% BCDFHJKLM	362 59% DF	594 87% BCDFHJKLM	591 79% BDFHKL	625 67% DFHL	224 57% D	869 84% BCDFHJKL

	Favourable to politicians													
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819
I like the Labour party, and they are taking the right decisions for the country	258 55% OQRSTUVWXYZabcdeghijklmno	16 1%	191 57% OQRSTUVWXYZabcdefghijklmno	28 2% O	117 29% OQSTUWYacegikmo	133 14% OQWYacegikmo	114 15% OQWYacegikmo	142 14% OQWYacegikmo	182 34% OQRSTUWYabcegiklmo	38 6% OQgiko	172 33% OQSTUWYabcegikmo	66 6% OQgiko	136 39% OQRSTUWXYabcegiklmo	56 7% OQgiko
I like the Labour party, but they are taking the wrong decisions for the country	136 29% OQRTWYabegikmo	183 15% eim	96 29% OQRTWYabegikmo	192 16% OTWaeikm	67 16% Teim	274 28% OQRTWYabegikmo	91 12%	324 32% OQRSTWYabcegiikmo	166 31% OQRTWYabegiikmo	74 12%	183 35% NOPQRSTWYabcegiikmo	174 15% TWaeim	120 34% OPQRSTWYabcegiikmo	104 13%
I do not like the Labour party, but they are taking the right decisions for the country	29 6% OQSTYagiklo	25 2%	25 8% OQRSTWXYabceghijklno	29 2%	18 4% OTg	38 4% OQg	18 2%	53 5% OQSTYacgik	36 7% OQSTWXYabcegiklo	21 3% O	23 5% OQTg	40 4% OQg	22 6% OQTgik	28 3% Og
I do not like the Labour party, and they are taking the wrong decisions for the country	16 4%	951 77% NPQRSTUVXYZabcdfghjln	11 3%	883 75% NPRSTUVXYZbcdfhjln	199 48% NPUVXZdfhjln	467 48% NPUVXZcdfhjln	495 67% NPRSUVXZbcdfhjln	373 37% NPVXZdfhjln	122 23% NPZfhjn	455 75% NPRSTUVXYZbcdfhjln	105 20% NPZfhn	768 68% NPRSUVXZbcdfhjln	55 16% NPfh	602 74% NPRSTUVXYZbcdfhjln
Don't know	29 6% PRTabefhik	63 5% QRTaeik	10 3%	46 4% i	9 2%	55 6% PQRTWaeik	23 3%	121 12% NOPQRSTVWXYZabdefghijklmno	28 5% PRTi	21 3% i	36 7% PQRTWabdefhikmo	79 7% OPQRTWabefghikmo	18 5% PRi	29 4% i
NET: Like the Labour party	393 84% OQRSTUVWXYZabcdegijklmno	199 16% i	287 86% OQRSTUVWXYZabcdefghijklmno	220 19% Oi	185 45% OQTWYabcegikmo	406 42% OQTWYacegikmo	204 28% OQWYaegikmo	466 46% OQSTWYabcegikmo	348 65% OQRSTUWYabcegikmo	112 18% i	355 68% OQRSTUWYabcegiklmo	240 21% OQegikmo	256 73% OQRSTUVWXYabcdegiklmo	160 19% Oim
NET: Does not like the Labour party	45 10%	976 79% NPRSTUVXYZbcdfghjln	37 11%	912 77% NPRSTUVXYZbcdfhjln	216 53% NPUVXZdfhjln	505 52% NPUVXZcdfhjln	513 69% NPRSUVXZbcdfhjln	426 42% NPVXZdfhjln	158 30% NPXZfhjn	476 78% NPRSTUVXYZbcdfhjln	128 25% NPfhn	808 72% NPRSUVXZbcdfhjln	77 22% NPfh	631 77% NPRSTUVXYZbcdfhjln
NET: Thinks Labour are taking the right decisions for the country	286 61% OQRSTUVWXYZabcdefghijklmno	40 3%	216 65% OQRSTUVWXYZabcdefghijklmno	56 5% O	135 33% OQSTUWYacegikmo	171 18% OQWYacegikmo	132 18% OQWYaegikmo	195 19% OQWYacegikmo	218 41% OQRSTUWYabcegiklmo	59 10% OQgiko	196 38% OQSTUWYabcegikmo	106 9% OQgiko	157 45% OQRSTUWXYabcdegiklmo	84 10% OQgiko
NET: Thinks Labour are taking the wrong decisions for the country	152 33%	1134 92% NPRSTUVWXYZabcdefghjlmno	108 32%	1076 91% NPRSTUVWXYZabcdefhjlmno	266 65% NPVXZdfhjn	741 77% NPRUVXZbcdfhjln	586 79% NPRUVXZbcdfhjln	697 69% NPVXZdfhjln	287 54% NPfhjn	529 87% NPRSTUVXYZbcdfhjln	287 55% NPZfhjn	942 84% NPRSTUVXZbcdfhjln	175 50% NPfhj	706 86% NPRSTUVXYZbcdfhjln

	Favourable to politicians													
	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
I like the Labour party, and they are taking the right decisions for the country	124 25% OQSTUWYacegikmo	141 11% OQWYaegikmo	138 34% OQRSTUWYabcegikmo	35 6% OQgiko	204 51% OQRSTUVWXYZabcdegiklmno	27 2% O	204 50% OQRSTUVWXYZabcdegiklmno	21 2% O	203 47% OQRSTUVWXYZabcdegiklmno	25 3% O	199 30% OQSTUWYabcegikmo	23 5% OQgio	178 40% OQRSTUVWXYabcdegiklmo	28 3% O
I like the Labour party, but they are taking the wrong decisions for the country	64 13%	364 27% OQRTWYabegikmo	125 31% OQRTWYabegikmo	68 11%	124 31% OQRTWYabegiikmo	189 17% OTWaeikmo	128 31% OQRTWYabegiikmo	92 11%	114 26% OQRTWYabegikmo	98 14% im	213 32% OQRSTWYabcegiikmo	47 10%	150 34% NOPQRSTWYabcegiikmo	145 14% eim
I do not like the Labour party, but they are taking the right decisions for the country	20 4% OT	57 4% OQTgk	22 5% OQTgik	21 3% O	23 6% OQTgik	27 2%	21 5% OQTg	24 3% O	21 5% OQTg	20 3%	26 4% OQg	21 5% OQTgk	22 5% OQTgk	36 4% OQg
I do not like the Labour party, and they are taking the wrong decisions for the country	276 55% NPRSUVXZcdfhjln	598 45% NPUVXZdfhjln	100 25% NPXZfhjn	456 77% NPRSTUVXYZbcdfhjln	33 8% NP	843 74% NPRSTUVXYZbcdfhjln	40 10% NP	697 82% NOPQRSTUVWXYZabcdefghiklmno	70 16% NPfh	558 77% NPRSTUVXYZbcdfghjln	190 29% NPVXZfhjn	358 77% NPRSTUVXYZbcdfhjln	59 13% NPfh	754 75% NPRSTUVXYZbcdfhjln
Don't know	19 4%	167 13% NOPQRSTVWXYZabdefghijklmno	17 4% i	17 3%	16 4%	59 5% QRTaeik	15 4%	17 2%	23 5% PRTehi	25 3% i	33 5% PRTi	16 3%	32 7% PQRTWabdefhiklmo	41 4% i
NET: Like the Labour party	188 37% OQTWYaegikmo	505 38% OQTWYaegikmo	263 65% OQRSTUWYabcegikmo	103 17% i	328 82% OQRSTUVWXYZabcdegijklmno	216 19% Oim	332 81% OQRSTUVWXYZabcdegijklmno	113 13%	317 73% OQRSTUVWXYabcdegiklmo	123 17% i	412 62% OQRSTUWYabcegikmo	71 15%	327 74% OQRSTUVWXYabcdegiklmo	174 17% i
NET: Does not like the Labour party	296 59% NPRSUVXZcdfhjln	655 49% NPUVXZdfhjln	121 30% NPXZfhjn	476 80% NPRSTUVXYZbcdfghjln	56 14% N	869 76% NPRSTUVXYZbcdfhjln	61 15% NP	722 85% NOPQRSTUVWXYZabcdefghiklno	91 21% NPfh	578 80% NPRSTUVXYZbcdfghjln	217 33% NPXZfhjn	379 81% NPQRSTUVXYZabcdfghjln	81 18% NPf	790 79% NPRSTUVXYZbcdfghjln
NET: Thinks Labour are taking the right decisions for the country	144 29% OQSTUWYacegikmo	199 15% OQWYaegikmo	159 40% OQRSTUWYabcegiklmo	56 9% OQgiko	226 57% OQRSTUVWXYZabcdegijklmno	53 5% O	224 55% OQRSTUVWXYZabcdegiklmno	45 5% O	224 52% OQRSTUVWXYZabcdegiklmno	45 6% O	226 34% OQSTUWYabcegikmo	45 10% OQgiko	200 45% OQRSTUWXYabcdegiklmo	64 6% OQg
NET: Thinks Labour are taking the wrong decisions for the country	340 68% NPVXZdfhjln	962 72% NPRUVXZdfhjln	225 56% NPZfhjn	523 88% NPRSTUVXYZbcdfhjln	158 39% NP	1031 90% NPRSTUVWXYZabcdfhjlmn	169 41% NP	789 93% NPRSTUVWXYZabcdefghjklmno	184 43% NP	657 90% NPRSTUVWXYZabcdfhjlmn	403 61% NPVXZdfhjn	405 87% NPRSTUVXYZbcdfhjln	208 47% NPfhj	899 89% NPRSTUVWXYZabcdfhjln

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q15. If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
The Labour Party led by Keir Starmer	854 38%	463 42% C	381 33%	321 48% EFGHI	298 41% FH	235 27%	813 38% FH	841 38% F	826 38% FH	602 47% K	253 25%	196 36%	192 32%	186 36%	152 48% LMN	43 39% *	86 44% M	406 56% S	448 29%	578 42% U	276 31%	119 30%	197 35%	171 32%	300 55% VWX	673 35%	168 55% Z	53 15% e	427 72% bdefg	86 52% be	4 2%	67 60% be*	38 44% be*	465 57% i	151 20%
Reform UK led by Nigel Farage	795 35%	408 37%	385 34%	137 20%	236 32% D	422 48% DEGHI	737 35% DI	795 35% DGI	737 34% D	361 28%	435 44% J	202 37% Q	210 35%	206 40% OQ	93 30%	33 30% *	51 26%	156 22%	639 41% R	463 34%	333 37%	140 35%	215 38% Y	215 40% Y	158 29%	750 39% a	33 11%	226 63% cdfg	92 15%	31 19%	253 93% bcdfg	12 11% *	25 29% cf*	171 21%	476 63% h
No preference	301 13%	134 12%	163 14%	108 16% FGHI	98 14%	95 11%	280 13% F	292 13% F	290 13% FG	163 13%	139 14%	76 14%	87 15%	60 12%	38 12%	12 11% *	30 15%	85 12%	216 14%	160 12%	141 16% T	77 19% WXY	72 13% Y	71 13% Y	45 8%	220 12%	72 24% Z	44 12% ce	32 5%	34 21% bce	6 2%	24 21% bce*	10 11% e*	96 12% i	57 8%
Don't know	321 14%	97 9%	217 19% B	105 16%	95 13%	121 14%	300 14%	313 14%	309 14%	148 12%	173 17% J	68 13%	104 18% LO	67 13%	31 10%	23 20% O*	28 14%	74 10%	247 16% R	176 13%	145 16% T	65 16% Y	81 14% Y	80 15% Y	46 8%	265 14%	32 10%	38 11% e	43 7%	15 9%	11 4%	9 8% *	14 16% ce*	79 10%	75 10%

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q15. If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
The Labour Party led by Keir Starmer	854 38%	172 38% EGIJM	532 47% BEGIJM	425 85% BCEFGHIJKLM	169 15%	361 66% BCEGIJM	156 22% EIJ	411 67% BCEGIJM	114 17%	125 17%	608 65% BCEGIJM	267 68% BCEGIJM	254 25% EIJ
Reform UK led by Nigel Farage	795 35%	192 42% CDFHKL	379 33% DFHKL	37 7%	692 60% BCDFHKLM	91 17% DKL	414 59% BCDFHKLM	94 15% DKL	434 63% BCDFGHKLM	584 78% BCDEFGHIKLM	53 6%	47 12% DK	560 54% BCDFHKL
No preference	301 13%	52 11% DJ	118 10% DJ	27 5%	165 14% CDFHIJLM	54 10% DJ	90 13% DJ	66 11% DJ	81 12% DJ	30 4%	152 16% BCDFGHIJLM	39 10% DJ	128 12% DJ
Don't know	321 14%	41 9% DJ	102 9% DGJ	13 3%	128 11% CDFGHIJM	38 7% DJ	47 7% DJ	44 7% DJ	57 8% DJ	14 2%	121 13% BCDFGHIJM	38 10% DHJ	94 9% DGJ

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
The Labour Party led by Keir Starmer	396 85% OQRSTUVWXYZabcdefghijklmno	220 18% o	277 83% OQRSTUVWXYZabcdegijklmno	228 19% Oeio	150 37% OQTWYabegikmo	460 47% OQRTWYabegikmo	125 17%	611 60% OQRSTWYabcegikmo	376 70% OQRSTUWYabcegiklmo	112 18%	354 68% OQRSTUWYabcegiklmo	277 25% OQTWaegikmo	257 73% OQRSTUWXYabcegiklmo
Reform UK led by Nigel Farage	41 9%	698 56% NPRSUVXYZcdfhjln	30 9%	669 57% NPRSUVXYZcdfhjln	195 48% NPSUVXZcdfhjln	307 32% NPUVXZcdfhjln	574 78% NOPQRSUVWXYZabcdefghijklmno	71 7%	86 16% NPUZfhn	375 62% NOPQRSUVXYZcdfghjln	72 14% NPUZn	594 53% NPSUVXZcdfhjln	32 9%
No preference	23 5%	181 15% NPQRSTVXYZabfhjlno	19 6%	155 13% NPRTVXZbfhjln	32 8% NTbh	114 12% NPTVbfhjln	29 4%	184 18% NOPQRSTVWXYZabcdefghiklno	41 8% NTfh	82 14% NPRTVZbfhjln	50 10% NPTbfh	137 12% NPRTVbfhjln	30 9% NTbfh
Don't know	8 2%	138 11% NPSTVWabdefghijkln	7 2%	125 11% NPTVWabdefhijkln	32 8% NPTbfh	87 9% NPTVbfhjn	12 2%	148 15% NOPQRSTVWXYZabdefghijklmno	31 6% NPTbfh	40 7% NPTb	43 8% NPTVbfhjn	120 11% NPTVWabdefhijln	32 9% NPTVbdfhjn

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
The Labour Party led by Keir Starmer	175 21% OTeimo	146 29% OQTWaegikmo	610 46% OQRTWYabegikmo	279 70% OQRSTUWYabcegiklmo	94 16%	320 80% OQRSTUVWXYZabcdegijklmno	224 20% Oeio	327 80% OQRSTUVWXYZabcdegijklmno	135 16%	303 70% OQRSTUWYabcegiklmo	145 20% eio	399 60% OQRSTWYabcegikmo	77 17%	335 76% OQRSTUVWXYabcdegijklmo	158 16%
Reform UK led by Nigel Farage	479 58% NPRSUVXYZcdfhjln	319 63% NOPQRSUVXYZcdfghjkln	331 25% NPUVXZdfhjn	53 13% NPUZ	380 64% NOPQRSUVXYZacdfghjkln	45 11% NU	650 57% NPRSUVXYZcdfhjln	49 12% NPU	529 62% NOPQRSUVXYZacdfghjkln	71 16% NPUZfhn	416 57% NPRSUVXYZcdfhjln	165 25% NPUVXZdfhjn	277 59% NPRSUVXYZcdfhjln	45 10% U	627 62% NOPQRSUVXYZacdfghjkln
No preference	98 12% NPRTVbfhjln	26 5%	201 15% NPRSTVXYZabdfhjlno	44 11% NPTVbfhjln	80 13% NPRTVZbfhjln	20 5%	160 14% NPRTVXZbfhjln	17 4%	122 14% NPRTVXZabfhjln	34 8% NTbfh	104 14% NPRTVXZbfhjln	50 8% NTfh	70 15% NPRTVXZbfhjln	35 8% NTbfh	124 12% NPRTVbfhjln
Don't know	67 8% NPTbfh	12 2%	186 14% NOPQRSTVWXYZabdefghijklmno	25 6% NPTbfh	42 7% NPTbfh	14 4% NT	109 10% NPTVWbefhijn	15 4% NPT	65 8% NPTbfh	23 5% NPTbh	61 8% NPTbfh	47 7% NPTbfh	41 9% NPTbfh	26 6% NPTbfh	97 10% NPTVWbefhijn

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Summary

All Adults aged 16+ in Great Britain

	Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not?				
	Keir Starmer, Leader of the Labour party and Prime Minister	Kemi Badenoch, Leader of the Conservative party	Nigel Farage, Leader of Reform UK	Ed Davey, Leader of the Liberal Democrats	Zack Polanski, Leader of the Green Party
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2272	2272	2272	2272	2272
Weighted base	2272	2272	2272	2272	2272
Very clear (4)	308 14% BDE	197 9%	806 35% ABDE	185 8%	248 11% BD
Fairly clear (3)	479 21%	545 24% A	639 28% ABDE	568 25% A	538 24% A
Not very clear (2)	513 23% C	661 29% ACE	250 11%	632 28% ACE	457 20% C
Not clear at all (1)	699 31% BCDE	490 22% CD	320 14%	434 19% C	468 21% C
Don't know	272 12%	380 17% AC	257 11%	452 20% ABC	560 25% ABCD
NET: Very/ Fairly clear	788 35%	742 33%	1445 64% ABDE	754 33%	786 35%
NET: Not very/ Not clear at all	1212 53% CDE	1151 51% CDE	570 25%	1067 47% CE	925 41% C
Mean	2.20	2.24	2.96 ABDE	2.28 A	2.33 ABD

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Keir Starmer, Leader of the Labour party and Prime Minister

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very clear (4)	308 14%	198 18% C	106 9%	146 22% EFGHI	105 14% F	57 7%	298 14% FH	301 13% F	306 14% FH	228 18% K	81 8%	82 15% MN	53 9%	53 10%	79 25% LMNPQ	12 11% *	29 15% M	165 23% S	143 9%	233 17% U	75 8%	40 10%	50 9%	61 11%	140 26% VWX	228 12%	70 23% Z	24 7%	155 26% bdefg	23 14% b	25 9%	11 10% *	11 13% *	135 17% i	81 11%
Fairly clear (3)	479 21%	249 23%	227 20%	163 24% FGHI	154 21%	163 19%	449 21%	470 21%	458 21%	305 24% K	175 17%	113 21%	126 21%	105 20%	64 20%	27 24% *	44 23%	183 25% S	296 19%	315 23% U	165 18%	66 16%	120 21%	108 20%	138 25% V	383 20%	90 30% Z	62 17%	185 31% befg	54 32% befg	29 10%	14 13% *	12 14% *	217 27% i	124 16%
Not very clear (2)	513 23%	221 20%	286 25% B	140 21%	155 21%	218 25% GI	470 22%	508 23% GI	475 22%	287 23%	226 23%	106 20%	145 24% P	145 28% LOP	61 19%	13 12% *	43 22%	169 23%	344 22%	273 20%	240 27% T	104 26% Y	124 22%	141 26% Y	99 18%	444 23%	61 20%	90 25% e	148 25% e	38 23%	45 16%	37 33% e*	30 34% e*	223 27% i	148 19%
Not clear at all (1)	699 31%	356 32%	336 29%	97 14%	222 31% D	380 44% DEGHI	653 31% DI	699 31% DGI	653 30% D	316 25%	383 38% J	175 32% O	184 31%	164 32%	76 24%	46 42% OQ*	54 28%	139 19%	560 36% R	400 29%	299 33%	123 31% Y	215 38% VY	179 33% Y	125 23%	649 34% a	35 11%	175 49% cdf	81 14%	43 26% c	166 61% bcdfg	39 34% c*	32 36% c*	177 22%	375 49% h
Don't know	272 12%	78 7%	191 17% B	126 19% EFGHI	91 13% F	55 6%	261 12% FH	263 12% F	270 13% FGH	137 11%	135 14%	65 12%	86 15%	52 10%	33 11%	12 10% *	24 12%	66 9%	206 13% R	157 11%	116 13%	69 17% WXY	56 10%	47 9%	46 8%	203 11%	49 16% Z	10 3%	25 4%	9 6%	9 3%	11 10% bce*	2 3% *	60 7% i	31 4%
NET: Very/ Fairly clear	788 35%	446 41% C	333 29%	309 46% EFGHI	258 36% F	220 25%	747 35% FH	772 34% F	763 35% FH	532 42% K	256 26%	195 36%	179 30%	158 31%	143 46% LMN	39 36% *	74 38%	348 48% S	439 28%	548 40% U	240 27%	106 26%	170 30%	170 32%	278 51% VWX	612 32%	160 53% Z	86 24%	340 57% bdefg	76 46% befg	54 20%	25 23% *	23 27% *	351 43% i	205 27%
NET: Not very/ Not clear at all	1212 53%	577 52%	622 54%	236 35%	377 52% D	598 69% DEGHI	1123 53% DI	1207 54% DGI	1128 52% D	603 47%	609 61% J	281 52%	328 55% O	308 59% LO	138 44%	59 54% *	97 50%	307 43%	905 58% R	673 49%	539 60% T	226 57% Y	339 60% Y	320 60% Y	224 41%	1093 57% a	95 31%	265 73% cd	230 39%	80 48% c	211 77% cd	76 67% cd*	61 70% cd*	400 49%	523 69% h
Mean	2.20	2.28 C	2.11	2.66 EFGHI	2.22 F	1.87	2.21 FH	2.19 F	2.22 FGH	2.39 K	1.95	2.21	2.09	2.10	2.52 LMNP	2.06 *	2.29	2.57 S	2.02	2.31 U	2.02	2.07	2.01	2.11	2.58 VWX	2.11	2.77 Z	1.81	2.73 bdefg	2.36 befg	1.67	1.98 e*	2.04 e*	2.41 i	1.88

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

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

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

24-089497-36 - 5th - 9th September 2025
PUBLIC
Political Pulse - September
Adults aged 16+ in GB

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Keir Starmer, Leader of the Labour party and Prime Minister

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very clear (4)	308 14%	114 25% CEGIJKM	137 12% EIM	204 41% BCEFGHIJKLM	63 5%	146 27% CEGIJKM	72 10% E	144 23% CEGIJKM	57 8% E	128 17% CEGIKM	118 13% EIM	106 27% CEGIJKM	98 9% E
Fairly clear (3)	479 21%	111 24% EGIJM	258 23% EGIJM	209 42% BCEFGHIJKLM	117 10%	189 35% BCEGHIJKLM	97 14% E	181 29% BCEGIJM	94 14% E	111 15% E	277 30% BCEGIJM	104 26% EGIJM	191 18% EGIJ
Not very clear (2)	513 23%	85 19% D	282 25% BDGIJ	68 13%	277 24% BDIJ	116 21% D	150 21% D	162 26% BDFGIJ	136 20% D	139 19% D	257 28% BCDEFGIJM	96 24% BDJ	229 22% DJ
Not clear at all (1)	699 31%	125 27% DFHKL	383 34% BDFHKL	7 1%	629 55% BCDFGHJKLM	78 14% D	352 50% BCDFHKLM	104 17% D	369 54% BCDFGHJKLM	352 47% BCDFHKL	199 21% DFHL	64 16% D	472 46% BCDFHKL
Don’t know	272 12%	21 5% D	71 6% DFHIJM	13 3%	68 6% DFIJM	15 3%	36 5% DJ	24 4%	29 4%	22 3%	82 9% BCDEFGHIJLM	22 6% DFJ	45 4%
NET: Very/ Fairly clear	788 35%	225 49% CEGIJKM	395 35% EGIM	414 82% BCEFGHIJKLM	180 16%	335 62% BCEGHIJKLM	169 24% E	325 53% CEGIJKM	151 22% E	239 32% EGIM	395 42% CEGIJM	210 54% CEGIJKM	289 28% EGI
NET: Not very/ Not clear at all	1212 53%	210 46% DF	665 59% BDFHKL	75 15%	905 79% BCDFGHIJKLM	194 36% D	502 71% BCDFHJKL	266 43% DF	505 74% BCDFHJKLM	491 65% BCDFHKL	456 49% DFHL	160 41% D	702 68% BCDFHKL
Mean	2.20	2.49 CEGIJM	2.14 EGIJM	3.25 BCEFGHIJKLM	1.64	2.76 BCEGHIJKM	1.84 EI	2.62 BCEGIJKM	1.76 E	2.02 EGIM	2.37 CEGIJM	2.68 BCEGIJKM	1.91 EI

	Favourable to politicians															
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771	505	1357
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819	503	1328
Very clear (4)	204 44% OQRSTUVWXYZabcdefghijklmno	60 5%	148 44% OQRSTUVWXYZabcdefghijklmno	71 6% O	118 29% OQSTUWYabcegiklmo	120 12% OQYacgikmo	127 17% OQSUWYacegikmo	126 12% OQYacgikmo	146 27% OQSTUWYacegiklmo	57 9% OQo	136 26% OQSTUWYacegiklmo	100 9% OQo	104 30% OQSTUWYabcegiklmo	74 9% OQo	119 24% OQSTUWYacegikmo	141 11% OQgiko
Fairly clear (3)	212 45% OPQRSTUVWXYZabcdefghijklmno	123 10%	136 41% OQRSTUVWXYZabcdefgijklmno	153 13% Oi	103 25% OQTWYabegikmo	216 22% OQTWYaegikmo	109 15% Oi	286 28% OQSTWYabcegikmo	185 35% OQRSTUWXYZabcdegiklmo	77 13% O	143 28% OQSTWYabegikmo	197 18% OQWegikmo	100 28% OQSTWYabegikmo	127 15% OQgik	99 20% OQTWaegikmo	316 24% OQTWYaegikmo
Not very clear (2)	44 9%	324 26% NPRTVWabefhijkmo	42 13% N	296 25% NPRTWabefhijmo	61 15% N	255 26% NPRTVWabefhijmo	133 18% NPbh	274 27% NPRTVWXabefhijkmno	115 22% NPRbhj	120 20% NPbh	118 23% NPRTbhj	270 24% NPRTWbehjm	79 23% NPRbhj	180 22% NPRTbh	61 12%	369 28% NPQRTVWXYZabefghijkmno
Not clear at all (1)	3 1%	650 53% NPRSTUVXYZbcdfghjln	6 2% N	599 51% NPRSUVXYZbcdfhjln	119 29% NPUVXZdfhjln	339 35% NPUVXZcdfhjln	349 47% NPRSUVXZbcdfhjln	238 23% NPVXZdfhjln	71 13% NPfhjn	338 55% NPQRSTUVXYZabcdfghjln	87 17% NPfhjn	502 44% NPRSUVXZcdfhjln	48 14% NPfhjn	418 51% NPRSUVXYZbcdfhjln	210 42% NPRSUVXZcdfhjln	383 29% NPUVXZdfhjln
Don’t know	5 1%	81 7% NPQRSTVWYabdefhijklmno	3 1%	59 5% NPRTWabdfijkl	9 2%	37 4% NPdf	22 3% NP	89 9% NOPQRSTVWYZabdefghijklmno	16 3% NP	17 3%	35 7% NPRSTVWabdfhijkln	59 5% NPRTVWabdfijkl	19 6% NPRTVabdfhjln	21 3%	14 3% NP	119 9% NOPQRSTVWYZabdefghijklmno
NET: Very/ Fairly clear	416 89% OPQRSTUVWXYZabcdefghiklmno	183 15%	283 85% OQRSTUVWXYZabcdefghijklmno	224 19% O	221 54% OQSTUWYabcegikmo	336 35% OQWYaegikmo	236 32% OQWYaegikmo	412 41% OQSTWYacegikmo	330 62% OQRSTUWXYabcdegiklmo	134 22% Oi	280 54% OQSTUWYabcegikmo	297 26% OQWgikmo	204 58% OQSTUWXYabcegikmo	201 25% OQgikmo	219 44% OQSTWYacegikmo	457 34% OQWYaegikmo
NET: Not very/ Not clear at all	46 10%	974 79% NPQRSTUVWXYZabcdefghjlno	48 14% N	895 76% NPRSTUVXYZabcdfghjln	180 44% NPVZfhjn	594 61% NPRUVXZbcdfhjln	482 65% NPRUVXZbcdfhjln	511 50% NPRVXZdfhjln	187 35% NPfhj	458 75% NPRSTUVXYZbcdfhjln	205 39% NPfhjn	771 68% NPRSUVXZbcdfhjln	127 36% NPfhj	598 73% NPRSTUVXYZbcdfhjln	270 54% NPRVXZdfhjln	752 57% NPRUVXZdfhjln
Mean	3.34 OQRSTUVWXYZabcdefghijklmno	1.65	3.28 OQRSTUVWXYZabcdefghijklmno	1.73 Oi	2.55 OQSTUWYabcegikmo	2.13 OQWYaegikmo	2.02 OQWYaegikmo	2.33 OQSTWYacegikmo	2.78 OQRSTUWXYabcdegiklmo	1.75 Oi	2.68 OQRSTUWYabcegiklmo	1.90 OQWaegikmo	2.78 OQRSTUWXYabcdegiklmo	1.82 OQikmo	2.26 OQSTWYaegikmo	2.18 OQTWYaegikmo

	Favourable to politicians											
	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	401	596	400	1144	408	852	432	726	662	465	440	1005
Very clear (4)	107 27% OQSTUWYacegiklmo	56 9% OQko	144 36% OQRSTUVWXYZabcdegiklmo	85 7% OQ	153 38% OQRSTUVWXYZabcdegiklmno	64 7% OQ	156 36% OQRSTUVWXYZabcdegiklmo	51 7% O	147 22% OQSTUWYacegikmo	36 8% O	142 32% OQSTUVWXYabcdegiklmo	69 7% O
Fairly clear (3)	119 30% OQSTWYabcegikmo	83 14% Oi	139 35% OQRSTUWXYZabcdegikmo	149 13% Oi	162 40% OQRSTUVWXYZabcdefgijklmno	86 10%	152 35% OQRSTUWXYZabcdegiklmo	90 12% Oi	203 31% OQRSTWYabcegikmo	59 13%	143 32% OQRSTWXYabcegikmo	141 14% Oi
Not very clear (2)	102 25% NPRTbefhj	115 19% NPbh	78 20% NPRbh	279 24% NPRTWbehjmo	55 14% N	189 22% NPRTbh	76 17% NPbh	167 23% NPRTbehj	166 25% NPRTWbefhj	91 20% NPbh	98 22% NPRbhj	221 22% NPRTbh
Not clear at all (1)	68 17% NPVfhjn	319 54% NPRSTUVXYZbcdfhjln	32 8% NP	568 50% NPRSUVXYZbcdfhjln	26 6% NP	484 57% NOPQRSTUVXYZabcdfghjlno	37 9% NPh	394 54% NPRSTUVXYZbcdfghjln	127 19% NPVZfhjn	261 56% NPQRSTUVXYZabcdfghjln	44 10% NPh	524 52% NPRSTUVXYZbcdfhjln
Don’t know	6 2%	23 4% NPa	7 2%	64 6% NPRSTVWabdfhijkln	12 3% NPf	29 3% NP	11 3% NP	24 3% NP	19 3% NP	19 4% NP	13 3% NPf	49 5% NPRTWabdfijk
NET: Very/ Fairly clear	226 56% OQSTUWYabcegikmo	139 23% OQik	283 71% OQRSTUVWXYZabcdegiklmno	234 20% Oi	315 77% OQRSTUVWXYZabcdefgijklmno	150 18% O	308 71% OQRSTUVWXYZabcdegiklmno	141 19% O	350 53% OQSTUWYabcegikmo	95 20% O	285 65% OQRSTUWXYZabcdegiklmo	210 21% Oi
NET: Not very/ Not clear at all	169 42% NPVZfhjn	434 73% NPRSTUVXYZbcdfhjln	110 28% NPh	846 74% NPRSTUVXYZbcdfhjln	81 20% NP	673 79% NPQRSTUVWXYZabcdefghjlno	113 26% NPh	561 77% NPRSTUVXYZabcdefghjln	293 44% NPVXZfhjn	352 76% NPRSTUVXYZbcdfhjln	142 32% NPfhj	746 74% NPRSTUVXYZbcdfhjln
Mean	2.67 OQSTUWYabcegikmo	1.78 Oi	3.01 OQRSTUVWXYZabcdegiklmno	1.77 Oi	3.12 OQRSTUVWXYZabcdefgijklmno	1.67	3.02 OQRSTUVWXYZabcdegiklmno	1.71 O	2.57 OQSTUWYabcegikmo	1.71	2.90 OQRSTUVWXYZabcdegiklmo	1.74 Oi

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Kemi Badenoch, Leader of the Conservative party

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very clear (4)	197 9%	119 11% C	78 7%	88 13% EFGHI	61 8%	48 6%	190 9% F	196 9% F	191 9% F	139 11% K	59 6%	38 7%	36 6%	48 9%	46 15% LMN	11 10% *	17 9%	110 15% S	88 6%	157 11% U	40 5%	19 5%	29 5%	43 8%	94 17% VWX	151 8%	40 13% Z	62 17% cdef	53 9%	15 9%	22 8%	7 7% *	11 13% *	89 11%	67 9%
Fairly clear (3)	545 24%	261 24%	276 24%	167 25%	167 23%	211 24%	499 23%	536 24% G	507 23%	330 26% K	215 22%	130 24%	145 24%	116 22%	96 31% NQ	26 24% *	32 16%	192 27% S	352 23%	304 22%	240 27% T	100 25%	130 23%	123 23%	151 27%	453 24%	84 28%	153 42% cdefg	150 25%	38 23%	55 20%	30 26% *	14 17% *	193 24%	214 28%
Not very clear (2)	661 29%	347 31% C	308 27%	162 24%	195 27%	304 35% DEGHI	614 29% D	654 29% D	621 29% D	362 28%	299 30%	138 26%	189 32% L	165 32%	85 27%	24 22% *	60 31%	199 28%	462 30%	370 27%	291 33% T	120 30%	171 30%	167 31% Y	138 25%	577 30% a	71 23%	97 27%	188 32%	54 33%	105 39% b	40 35% *	23 26% *	238 29%	257 34%
Not clear at all (1)	490 22%	272 25% C	214 19%	96 14%	165 23% D	228 26% DGHI	470 22% D	487 22% D	473 22% D	251 20%	238 24% J	142 26% MO	110 18% O	114 22% O	36 11%	34 31% MO*	54 28% MO	136 19%	354 23% R	319 23% U	170 19%	76 19%	152 27% VY	127 24% Y	100 18%	433 23% a	50 16%	34 9%	155 26% b	48 29% b	73 27% b	27 24% b*	29 34% b*	197 24%	167 22%
Don't know	380 17%	103 9%	269 23% B	159 24% FGHI	140 19% FH	81 9%	358 17% F	368 16% F	370 17% FGH	192 15%	188 19% J	93 17%	114 19%	75 15%	51 16%	15 14% *	31 16%	85 12%	295 19% R	227 16%	153 17%	87 22% WXY	82 15%	76 14%	67 12%	295 15%	59 19%	15 4%	49 8% b	11 7%	18 7%	9 8% *	9 11% b*	96 12% i	54 7%
NET: Very/ Fairly clear	742 33%	380 34%	354 31%	255 38% EFGHI	228 31%	259 30%	689 32%	732 33% F	698 32%	468 37% K	274 27%	168 31%	181 30%	164 32%	143 45% LMNQ	37 34% *	49 25%	302 42% S	440 28%	461 34%	280 31%	118 29%	159 28%	166 31%	245 45% VWX	603 32%	124 41% Z	215 59% cdefg	203 34%	53 32%	77 28%	37 33% *	25 29% *	281 35%	281 37%
NET: Not very/ Not clear at all	1151 51%	619 56% C	523 46%	258 38%	360 49% D	533 61% DEGHI	1085 51% D	1141 51% D	1094 51% D	613 48%	537 54% J	280 52% O	299 50% O	279 54% O	121 38%	58 52% O*	115 59% O	335 46%	816 53% R	689 50%	462 52%	195 49%	323 57% VY	294 55% Y	237 43%	1009 53% a	121 40%	131 36%	343 58% b	102 61% b	178 65% b	66 59% b*	52 60% b*	434 54%	424 56%
Mean	2.24	2.23	2.25	2.48 EFGHI	2.21	2.10	2.23 F	2.24 F	2.23 F	2.33 K	2.12	2.14	2.22	2.22	2.58 LMNPQ	2.15 *	2.08	2.43 S	2.14	2.26	2.20	2.19	2.08	2.18	2.50 VWX	2.20	2.46 Z	2.70 cdefg	2.18	2.13	2.10	2.17 *	2.09 *	2.24	2.26

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

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

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

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Kemi Badenoch, Leader of the Conservative party

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians			
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177
Very clear (4)	197 9%	115 25% CDEFGHIJKLM	64 6%	78 16% CEGIKM	89 8% C	88 16% CEGIKM	54 8%	94 15% CEGIKM	50 7%	96 13% CEGIKM	68 7% C	71 18% CEGIJKM	72 7%	88 19% OQSTUWYacegiklmo	86 7% c	69 21% OQSTUVWXYacegiklmo	78 7%
Fairly clear (3)	545 24%	223 49% CDEFGHIJKLM	164 15%	144 29% CK	304 26% CK	158 29% CK	171 24% C	168 27% CK	170 25% C	227 30% CEGIKM	198 21% C	112 29% CK	272 26% CK	137 29% SUc	310 25% SUc	108 32% OSUWXYacefghiklo	311 26% SUc
Not very clear (2)	661 29%	74 16%	390 35% BDFHKL	136 27% BL	366 32% BL	154 28% BL	246 35% BDFHKL	172 28% BL	217 32% BL	236 31% BL	277 30% BL	85 22% B	360 35% BDEFHKL	130 28% PRZ	393 32% PRXZn	78 23% R	386 33% PRVXZcfjn
Not clear at all (1)	490 22%	25 6%	372 33% BDEFGHJKLM	109 22% B	271 23% BJ	118 22% B	183 26% BJ	130 21% B	198 29% BDEFHJLM	144 19% B	258 28% BDEFHJL	82 21% B	255 25% BJ	90 19% R	304 25% NRTbd	73 22% Rb	293 25% NRTbd
Don't know	380 17%	18 4%	141 12% BDFGHIJM	34 7% B	123 11% BDFGIJM	26 5%	52 7% B	51 8% BF	52 8% B	49 6% B	132 14% BDEFGHIJLM	41 10% BDFJ	76 7% BF	22 5% PRh	145 12% NPQRSTVWYabdefghijklmno	6 2%	108 9% NPRSTVWabdefhijklm
NET: Very/ Fairly clear	742 33%	338 74% CDEFGHIJKLM	228 20%	223 44% CEGIKM	394 34% CK	246 45% CEGIKM	226 32% C	263 43% CEGIKM	219 32% C	323 43% CEGIKM	266 29% C	183 47% CEGIKM	345 33% CK	225 48% OQSTUWXYacegiklmo	395 32% SUc	177 53% NOQSTUVWXYacefghijklmno	389 33% SUc
NET: Not very/ Not clear at all	1151 51%	100 22%	762 67% BDEFGHIJKLM	245 49% BL	637 55% BDFHJL	272 50% BL	429 61% BDEFHJL	302 49% BL	415 61% BDEFHJL	380 51% BL	535 57% BDFHJL	168 43% B	615 59% BDEFHJL	220 47% R	697 56% NPRTVXZbdjn	151 45% R	680 58% NPRTVXZbdfhjn
Mean	2.24	2.98 CDEFGHIJKLM	1.92	2.41 CEGIKM	2.21 CIK	2.42 CEGIKM	2.15 C	2.40 CEGIKM	2.11 C	2.39 CEGIKM	2.09 C	2.49 CEGIKM	2.17 C	2.50 OQSTUVWYacegiklmo	2.16 SUWc	2.53 OQSTUVWXYacefghiklmo	2.16 SUWck

	Favourable to politicians																							
	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	443	989	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	410	967	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very clear (4)	117 29% NOPQSTUVWXYZabcdefghiklmno	54 6%	97 13% OQSUWYacegikmo	66 6%	86 16% OQSUWYacegiklmo	45 7%	85 16% OQSUWYacegikmo	76 7%	67 19% OQSTUWYacegiklmo	66 8% Sc	94 19% OQSTUWYacegiklmo	73 6%	70 17% OQSTUWYacegiklmo	48 8% Sc	72 18% OQSTUWYacegiklmo	81 7% c	75 18% OQSTUWYacegiklmo	68 8% Sc	78 18% OQSTUWYacegiklmo	49 7%	87 13% OQSUWYacegikmo	36 8%	80 18% OQSTUWYacegiklmo	65 6%
Fairly clear (3)	217 53% NOPQSTUVWXYZabcdefghiklmno	131 14%	216 29% OSUWacik	216 21% S	156 29% SUc	143 24% S	131 25% S	295 26% SUc	105 30% SUWXc	203 25% S	151 30% OSUWac	295 22% S	130 32% OQSUWXYaceghiklmo	150 25% S	112 28% SUc	297 26% SUc	111 27% SUc	216 25% SU	122 28% SUc	181 25% S	170 26% SUc	119 26% S	126 29% SUc	257 26% SUc
Not very clear (2)	47 11%	329 34% NPRUVXZcdfhjn	229 31% PRXZn	308 30% PRXZn	149 28% PRZ	202 33% PRXZfn	128 25% R	382 34% NPRUVXZcdfjn	77 22% R	280 34% NPRVXZcdfhjn	151 30% PRXZ	398 30% PRXZn	111 28% RZ	201 34% PRXZfjn	106 26% R	376 33% PRVXZfjn	117 29% PRZ	284 33% PRVXZdfjn	118 27% PRZ	242 33% PRXZfn	209 32% PRXZfjn	159 34% PRXZfjn	113 26% R	341 34% NPRVXZcdfjn
Not clear at all (1)	18 5%	386 40% NOPQRTUVWXYZabcdefghiklmno	147 20% Rb	274 27% NPRTXZbdgjn	124 23% NRbd	190 31% NOPQRTVXYZbdefghijlno	113 22% Rb	279 25% NRTbd	69 20% R	242 29% NOPQRTVXYZbdghjlno	82 16% R	359 27% NOPRTXZbdgjn	73 18% R	163 27% NRTXZbdgn	96 24% NRbd	272 24% RTbd	93 23% NRbd	228 27% NRTXZbdgn	97 22% Rb	210 29% NOPQRTVXYZbdghjlno	159 24% NRTbd	129 28% NRTXZbdgn	92 21% Rb	251 25% NRTbd
Don't know	10 2%	67 7% PRVafhj	51 7% PRVafhj	149 15% NOPQRSTVWYZabdefghijklmno	18 3%	29 5% P	62 12% NPRSTVWYZabdefhijklmn	96 8% NPRVWabdefhijklm	32 9% NPRVWabdfhjlm	29 4%	25 5% PR	202 15% NOPQRSTVWYZabdefghijklmno	18 4% P	34 6% PRa	14 4% P	118 10% NPRSTVWYabdefhijklmn	12 3%	55 6% PRVah	16 4% P	45 6% PRVah	36 5% PRVh	21 5%	30 7% NPRVadfhj	90 9% NPRVWabdefhijklm
NET: Very/ Fairly clear	335 82% NOPQSTUVWXYZabcdefghiklmno	186 19%	313 42% OQSUWYacegikmo	282 28% S	242 45% OQSUWYacegiklmo	188 31% S	216 42% OQSUWYacegikmo	371 33% SUc	172 49% OQSTUWXYacegiklmo	269 33% SUc	244 49% OQSTUWXYacegiklmo	368 28% S	200 50% OQSTUWXYacegiklmo	198 33% SUc	184 46% OQSUWYacegiklmo	378 33% SUc	186 46% OQSUWYacegiklmo	284 33% SUc	200 46% OQSUWYacegiklmo	229 32% Sc	257 39% OQSUWYacegiko	155 33% SUc	206 47% OQSUWXYacegiklmo	322 32% SUc
NET: Not very/ Not clear at all	65 16%	714 74% NOPQRTUVWXYZabcdefghiklmno	376 51% RZb	582 57% NPRTVXZbdfhjn	273 51% PRXZdn	392 64% NOPQRTUVXYZbcdfghijlno	241 46% RZ	660 59% NPRTVXZbdfhjn	146 42% R	522 64% NOPQRTUVXYZbcdfghijlno	233 46% R	758 57% NPRTVXZbdfhjn	184 46% R	364 61% NOPRTVXZbdfghjn	202 50% PRZ	648 57% NPRTVXZbdjn	210 51% NPRZdn	513 60% NOPRTVXZbdfghjn	215 50% PRZ	452 62% NOPQRTUVXZbcdfghjln	368 56% NPRTVXZbdfhjn	289 62% NOPRTVXZbdfghjn	204 46% R	593 59% NOPRTVXZbdfhjn
Mean	3.08 NOPQSTUVWXYZabcdefghiklmno	1.84	2.38 OQSUWYacegikmo	2.09 S	2.40 OQSUWYacegiklmo	2.07 S	2.41 OQSUWYacegiklmo	2.16 SUWc	2.53 OQSTUVWXYacefgiklmo	2.12 S	2.54 OQSTUVWXYacefgiklmo	2.07 S	2.51 OQSTUVWXYacegiklmo	2.15 S	2.41 OQSUWYacegiklmo	2.18 SUWack	2.42 OQSUWYacegiklmo	2.16 SWc	2.44 OQSUWYacegiklmo	2.10 S	2.30 OQSUWYacegikmo	2.14 S	2.47 OQSUWYacegiklmo	2.15 SWc

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

24-089497-36 - 5th - 9th September 2025
PUBLIC
Political Pulse - September
Adults aged 16+ in GB

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Nigel Farage, Leader of Reform UK

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very clear (4)	806 35%	436 40% C	363 32%	210 31%	265 36%	331 38% D	756 35% D	800 36% D	762 35% D	461 36%	345 35%	195 36%	201 34%	203 39% Q	119 38%	31 28% *	57 29%	262 36%	544 35%	492 36%	314 35%	119 30%	204 36%	187 35%	223 41% V	711 37% a	81 27%	130 36%	205 34%	57 35%	176 64% bcdfg	44 39% *	33 38% *	294 36%	339 45% h
Fairly clear (3)	639 28%	327 30%	304 27%	185 28%	197 27%	257 29%	600 28%	630 28%	610 28%	380 30%	259 26%	138 26%	160 27%	149 29%	102 32%	28 25% *	62 32%	232 32% S	407 26%	401 29%	238 27%	118 30%	147 26%	143 27%	179 33% W	533 28%	92 30%	143 40% cdefg	183 31%	43 26%	82 30%	26 23% *	20 23% *	219 27%	254 33% h
Not very clear (2)	250 11%	107 10%	141 12%	84 13%	85 12%	81 9%	238 11%	247 11%	241 11%	135 11%	115 12%	74 14%	60 10%	53 10%	35 11%	13 12% *	15 8%	87 12%	163 11%	165 12%	85 10%	49 12%	60 11%	69 13%	54 10%	199 10%	43 14%	45 12% e	71 12% e	22 13% e	10 4%	14 12% e*	6 7% *	91 11%	68 9%
Not clear at all (1)	320 14%	159 14%	159 14%	72 11%	92 13%	156 18% DEGHI	291 14% D	317 14% DGI	294 14% D	173 14%	147 15%	79 15% O	83 14%	68 13%	28 9%	26 24% MNO*	37 19% O	83 11%	238 15% R	174 13%	146 16% T	53 13% Y	102 18% Y	89 17% Y	47 9%	271 14%	42 14%	34 10% e	112 19% be	39 23% be	1 *	21 19% be*	23 26% be*	156 19% i	79 10%
Don't know	257 11%	72 7%	179 16% B	120 18% EFGHI	88 12% F	49 6%	246 12% FH	248 11% F	255 12% FGH	124 10%	133 13% J	55 10%	90 15% LNO	47 9%	30 10%	12 11% *	24 12%	59 8%	199 13% R	145 11%	112 13%	62 15% WXY	51 9%	48 9%	46 8%	192 10%	46 15% Z	9 3%	23 4%	5 3%	5 2%	7 6% *	4 5% *	52 6% i	19 3%
NET: Very/ Fairly clear	1445 64%	763 69% C	667 58%	395 59%	462 64%	587 67% DGHI	1357 64% D	1430 64% D	1371 63% D	841 66% K	604 60%	333 62%	361 61%	352 68% MP	221 70% LMP	59 54% *	119 61%	494 68% S	951 61%	893 65%	552 62%	237 59%	351 62%	331 62%	402 73% VWX	1245 65% a	174 57%	273 76% cdfg	388 65%	100 60%	257 94% bcdfg	70 63% *	54 62% *	513 63%	593 78% h
NET: Not very/ Not clear at all	570 25%	266 24%	300 26%	156 23%	177 24%	237 27%	529 25%	564 25%	535 25%	308 24%	262 26%	153 28% O	143 24%	120 23%	63 20%	39 35% MNO*	52 27%	169 23%	401 26%	339 25%	231 26%	102 25% Y	162 29% Y	158 29% Y	101 18%	471 25%	85 28%	79 22% e	183 31% be	61 37% be	11 4%	35 31% e*	29 33% e*	246 30% i	147 19%
Mean	2.96	3.01	2.90	2.97	2.99	2.92	2.97	2.96	2.96	2.98	2.93	2.92	2.95	3.03 P	3.10 PQ	2.66 *	2.81	3.02	2.93	2.98	2.92	2.89	2.88	2.88	3.15 VWX	2.98 a	2.83	3.05 cd	2.84	2.74	3.61 bcdfg	2.89 *	2.78 *	2.86	3.15 h

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

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Nigel Farage, Leader of Reform UK

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
Very clear (4)	806 35%	168 37% K	466 41% DK	166 33%	506 44% BDK	213 39% DK	324 46% BCDFKM	248 40% DK	311 45% BDFKM	445 59% BCDEFGHIKLM	285 31%	165 42% DK	431 42% DK	152 32%	549 44% NPQSUYcfl	120 36% U	497 42% NUc	171 42% NPUc	389 40% NUc
Fairly clear (3)	639 28%	181 40% CDEFGHIJKLM	288 25%	163 33% CGKL	341 30% CK	175 32% CKL	188 27%	189 31% CKL	194 28% K	250 33% CEGIKL	221 24%	102 26%	311 30% CK	166 36% OQSUWXYZacfhikn	346 28% U	118 35% OSUWXZacfhikn	352 30% OSU	162 40% OQSTUVWXYZabcdefghijklmno	244 25%
Not very clear (2)	250 11%	50 11% J	103 9% J	62 12% CFHIJ	103 9% J	45 8% J	65 9% J	56 9% J	55 8% J	32 4%	104 11% CFIJ	36 9% J	99 10% J	61 13% OPRTVabdgjlno	111 9% T	28 8% T	116 10% T	37 9% T	95 10% T
Not clear at all (1)	320 14%	39 9% J	214 19% BEGIJM	92 18% BEGJ	148 13% BJ	98 18% BEJ	98 14% BJ	104 17% BEJ	95 14% BJ	15 2%	258 28% BCDEFGHIJLM	73 19% BEJ	154 15% BEJ	76 16% RTbegi	162 13% RTbg	64 19% OQRTYbegiko	158 13% RTbg	28 7% Tb	205 21% NOQRTVWXYZabegijkmo
Don’t know	257 11%	17 4% J	61 5% FHJ	18 4% J	55 5% FJ	12 2%	32 4% J	19 3% J	31 5% FJ	9 1%	65 7% BCDEFGHIJLM	16 4% FJ	41 4% J	13 3% PTd	69 6% NPQRSTVWYabdefghijklo	4 1%	54 5% PTVWabdhijko	12 3% PT	35 4% PTd
NET: Very/ Fairly clear	1445 64%	349 77% CDFHKLM	754 67% K	329 66% K	847 73% CDK	389 71% CDK	512 72% CDK	437 71% CDK	504 74% CDK	695 92% BCDEFGHIKLM	505 54%	267 68% K	742 72% CDK	318 68% Uc	896 72% SUXc	238 71% SUc	849 72% SUc	334 81% NOPQSUVWXYZacdefghijklmno	633 65% Uc
NET: Not very/ Not clear at all	570 25%	89 20% J	317 28% BEGIJM	154 31% BEFGHIJM	251 22% J	143 26% BEJ	163 23% J	160 26% BEJ	151 22% J	48 6%	363 39% BCDEFGHIJLM	109 28% BEJ	253 24% BEJ	137 29% OQRTabegio	273 22% RTb	92 28% ORTbego	274 23% RTbg	65 16% Tb	300 31% OQRTVWYabegijkmo
Mean	2.96	3.09 CDFHKL	2.94 K	2.83 K	3.10 CDFHKLM	2.95 DK	3.09 CDFK	2.97 DK	3.10 CDFK	3.51 BCDEFGHIKLM	2.61	2.96 DK	3.02 CDK	2.86 Uc	3.10 NPSUVXYcdfhjln	2.89 Uc	3.06 NPSUcfln	3.20 NPQSUVXYZacdfhjlmn	2.88 Uc

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very clear (4)	453 61% NOPQRSUVWXYZabcdefghiklmno	283 28%	211 40% NUc	279 46% NPSUYcfhjl	207 40% NUc	463 41% NUc	143 41% NUc	372 45% NPSUVYcfhjl	281 56% NOPQRSUVWXYZacdefghijklmno	410 31% U	165 41% NUc	272 46% NPSUYcfhjl	150 37% NUc	506 44% NPSUYcfl	158 39% NUc	398 47% NPQSUVXYcfhjln	169 39% NUc	333 46% NPQSUVXYcfhjln	253 38% NUc	201 43% NUc	174 39% NUc	441 44% NPUYcfl
Fairly clear (3)	239 32% OSUWcik	240 24%	170 32% SUc	168 28%	144 28%	339 30% SU	99 28%	233 28% U	167 33% OSUWXcik	365 27% U	126 31% SU	176 29% SU	122 30% SU	348 30% OSUck	126 31% SU	239 28% U	142 33% SUXc	196 27%	208 31% SUc	135 29% U	132 30% SU	313 31% OSUcik
Not very clear (2)	32 4%	134 13% OPQRSTVabdegijlno	48 9% T	60 10% T	53 10% T	123 11% OTb	39 11% Tb	77 9% T	36 7% T	161 12% OPQSTVabdglno	33 8% T	58 10% T	43 11% Tb	106 9% T	44 11% Tbn	88 10% T	41 9% T	78 11% Tb	58 9% T	50 11% T	36 8% T	93 9% T
Not clear at all (1)	9 1%	277 27% NOPQRSTVWXYZabcdefghiklmno	91 17% OQRTbegio	86 14% RTb	87 17% RTbegio	155 14% RTbg	54 15% RTb	120 15% RTbegio	7 1%	281 21% NOQRTVWXYZabegijkmo	72 18% OQRTbegiko	70 12% RTb	76 19% OQRTYbegikmo	132 12% RTb	70 17% RTbegio	100 12% RTb	71 16% RTbegio	96 13% RTb	124 19% OQRTWYabegiko	63 14% RTb	83 19% OQRTYbegiko	124 12% RTb
Don’t know	7 1%	79 8% NOPQRSTVWYZabdefghijklmno	14 3% PT	16 3% T	28 5% NPRTVWabdfhijl	48 4% PTWabdj	15 4% PTbdfhj	19 2% T	11 2% T	110 8% NOPQRSTVWXYZabdefghijklmno	5 1%	20 3% PT	9 2% P	51 4% PTWabdijo	9 2% P	27 3% T	9 2%	23 3% T	19 3% PTd	16 3% PT	16 4% PTd	33 3% PTd
NET: Very/ Fairly clear	692 94% NOPQRSUVWXYZabcdefghiklmno	523 52%	380 71% SUc	447 73% SUc	351 68% Uc	802 71% SUc	242 69% Uc	604 74% NSUXcf	448 89% NOPQRSUVWXYZacdefghijklmno	775 58% U	291 73% SUXc	447 75% NSUXYcfl	272 68% Uc	854 75% NOQSUXYZcfln	284 70% Uc	637 75% NQSUXYZcfl	311 72% NSUcf	529 73% SUc	460 70% SUc	336 72% SUc	306 69% Uc	754 75% NOQSUXYZcfln
NET: Not very/ Not clear at all	41 6%	411 41% NOPQRSTVWXYZabcdefghiklmno	139 26% RTbg	146 24% RTb	140 27% ORTbgo	278 25% ORTbgo	93 27% RTbg	197 24% RTbg	44 9% T	442 33% OPQRTVWXYZabdeghijklmno	105 26% RTbg	128 22% RTb	119 30% OQRTabegijko	238 21% RTb	114 28% ORTbegio	188 22% RTb	111 26% RTbg	174 24% RTbg	182 28% OQRTbegio	113 24% RTb	118 27% ORTbgo	217 22% RTb
Mean	3.55 NOPQRSUVWXYZabcdefghiklmno	2.57	2.96 Uc	3.08 NPSUcfl	2.96 Uc	3.03 NPSUcfl	2.99 Uc	3.07 NPSUcfhln	3.47 NOPQRSUVWXYZacdefghijklmno	2.74 U	2.97 Uc	3.13 NPSUVXYcdfhjln	2.88 Uc	3.12 NPQSUVXYZcdfhjln	2.93 Uc	3.13 NPQSUVXYZcdfhjln	2.97 NUc	3.09 NPSUVcfhln	2.92 Uc	3.05 NSUcf	2.94 Uc	3.10 NPSUVXYcdfhjln

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

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very clear (4)	185 8%	117 11% C	64 6%	73 11% FGHI	62 9%	50 6%	178 8% F	184 8% F	179 8% F	133 10% K	52 5%	47 9%	41 7%	44 8%	30 10%	8 7% *	15 8%	93 13% S	92 6%	139 10% U	46 5%	23 6%	40 7%	43 8%	68 12% VWX	145 8%	37 12% Z	23 6%	65 11% bef	46 28% bcefg	14 5%	3 3% *	11 13% ef*	108 13% i	43 6%
Fairly clear (3)	568 25%	313 28% C	250 22%	193 29% EGHI	164 23%	211 24%	541 25% F	565 25% F	545 25% F	374 29% K	194 19%	133 25%	142 24%	120 23%	91 29%	33 30% *	48 25%	254 35% S	315 20%	354 26%	215 24%	83 21%	127 22%	133 25%	184 34% VWX	486 25%	76 25%	90 25% e	218 37% beg	62 37% be	46 17%	38 34% e*	21 24% *	262 32% i	167 22%
Not very clear (2)	632 28%	297 27%	328 29%	163 24%	193 27%	276 32% DGHI	584 27%	623 28% D	593 27%	343 27%	289 29%	139 26%	172 29%	155 30%	90 29%	22 20% *	55 28%	178 25%	455 29% R	360 26%	272 30%	122 30%	189 33% Y	148 28%	133 24%	538 28%	84 28%	125 35% d	179 30% d	33 20%	92 34% d	44 39% d*	22 25% *	220 27%	248 33% h
Not clear at all (1)	434 19%	237 21% C	195 17%	57 9%	150 21% D	227 26% DEGHI	401 19% DI	433 19% DGI	402 19% D	195 15%	239 24% J	119 22% M	97 16%	104 20%	50 16%	22 20% *	42 22%	91 13%	343 22% R	258 19%	176 20%	89 22% Y	102 18%	118 22% Y	76 14%	392 21% a	35 11%	90 25% cdf	70 12%	14 8%	99 36% bcdf	14 13% *	21 24% cd*	107 13%	221 29% h
Don't know	452 20%	138 12%	307 27% B	185 28% EFGHI	158 22% F	109 13%	427 20% FH	436 19% F	443 21% FGH	228 18%	224 22% J	104 19%	141 24% O	96 19%	53 17%	24 22% *	34 18%	107 15%	345 22% R	266 19%	186 21%	85 21%	107 19%	94 18%	87 16%	347 18%	72 24% Z	33 9%	63 11%	11 7%	23 8%	12 11% *	13 15% *	115 14%	80 11%
NET: Very/ Fairly clear	754 33%	430 39% C	315 27%	266 40% EFGHI	226 31%	261 30%	719 34% F	749 33% F	724 33% F	507 40% K	246 25%	179 33%	183 31%	164 32%	122 39% M	41 37% *	64 33%	347 48% S	407 26%	493 36% U	261 29%	105 26%	167 30%	176 33%	252 46% VWX	631 33%	113 37%	113 31% e	283 48% be	108 65% bcefg	60 22%	42 37% e*	32 37% e*	370 46% i	210 28%
NET: Not very/ Not clear at all	1067 47%	534 48%	523 46%	220 33%	343 47% D	503 58% DEGHI	985 46% D	1057 47% DGI	995 46% D	538 42%	528 53% J	258 48%	269 45%	258 50%	139 44%	45 41% *	97 50%	268 37%	798 52% R	619 45%	448 50% T	210 52% Y	290 51% Y	265 50% Y	209 38%	930 49% a	119 39%	215 60% cd	249 42% d	47 28%	191 70% bcdfg	58 52% d*	42 49% d*	327 40%	469 62% h
Mean	2.28	2.32 C	2.22	2.58 EFGHI	2.24 F	2.11	2.29 FH	2.28 F	2.29 FH	2.43 K	2.08	2.25	2.28	2.25	2.39	2.31 *	2.23	2.57 S	2.13	2.34 U	2.19	2.12	2.23	2.23	2.53 VWX	2.25	2.50 Z	2.14 e	2.52 be	2.91 bcefg	1.90	2.31 e*	2.30 e*	2.53 i	2.05

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

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

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Political Pulse - September

Adults aged 16+ in GB

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Very clear (4)	185 8%	60 13% CEGIJM	93 8% EGI	85 17% CEGIJKM	55 5% G	140 26% BCDEGHIJKLM	19 3%	98 16% CEGIJKM	37 5% G	67 9% EGI	99 11% CEGIM	62 16% CEGIJKM	75 7% EGI
Fairly clear (3)	568 25%	146 32% EGIJM	306 27% EGIM	201 40% BCEGIJKM	236 20% G	271 50% BCDEGHIJKLM	97 14%	236 38% BCEGIJKM	125 18% G	180 24% EGI	284 30% CEGIJM	161 41% BCEGIJKM	236 23% GI
Not very clear (2)	632 28%	142 31% FL	307 27% FL	138 28% FL	341 30% FL	83 15%	225 32% CFKL	164 27% FL	198 29% FL	227 30% FL	250 27% FL	84 21% F	327 32% CFHKL
Not clear at all (1)	434 19%	67 15% DFHL	251 22% BDFHKL	29 6% F	351 30% BCDFHJKL	21 4%	298 42% BCDEFHJKLM	53 9% DF	274 40% BCDEFHJKLM	198 26% BCDFHKL	143 15% DFHL	35 9% DF	299 29% BCDFHKL
Don't know	452 20%	41 9% F	174 15% BDFGHIJM	49 10% F	171 15% BDFGHIJM	29 5%	68 10% F	64 10% F	53 8%	80 11% FI	158 17% BDFGHIJLM	50 13% BFI	100 10% F
NET: Very/ Fairly clear	754 33%	206 45% CEGIJM	399 35% EGIM	285 57% BCEGIJKM	291 25% G	411 76% BCDEGHIJKLM	115 16%	334 54% BCEGIJKM	161 24% G	247 33% EGI	383 41% CEGIJM	223 57% BCEGIJKM	311 30% EGI
NET: Not very/ Not clear at all	1067 47%	209 46% DFHL	558 49% DFHKL	167 33% F	692 60% BCDFHKL	104 19%	523 74% BCDEFHIJKLM	217 35% FL	472 69% BCDEFHJKLM	426 57% BCDFHKL	393 42% DFHL	119 30% F	625 60% BCDFHKL
Mean	2.28	2.48 CEGIJM	2.25 EGIM	2.75 BCEGIJKM	1.99 GI	3.03 BCDEGHIJKLM	1.74	2.69 BCEGIJKM	1.88 G	2.17 EGI	2.44 CEGIJM	2.73 BCEGIJKM	2.09 EGI

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350
Very clear (4)	92 20% OQRSTUWXYabcegiklmo	59 5% W	66 20% OQRSTUWXYabcegikmo	62 5% W	56 14% OQSTUWYacegikmo	90 9% OQWYcegikmo	68 9% OQWYegikmo	92 9% OQWYcgikmo	141 26% NOPQRSTUWXYZabcdefghiiklmno	17 3%	75 14% OQSTUWYacegikmo	77 7% OQWgimo	62 18% OQSTUWXYabcegikmo
Fairly clear (3)	201 43% OQRSTUWXYabcegikmo	252 20% W	157 47% OQRSTUWXYabcegiklmno	255 22% Weo	147 36% OQSTUWYabcegikmo	279 29% OQTWYaegikmo	172 23% Wemo	293 29% OQTWYaegikmo	271 51% NOQRSTUWXYZabcdefghijklmno	76 12%	189 36% OQSTUWYabcegikmo	241 21% Wo	152 43% OQRSTUWXYabcegikmo
Not very clear (2)	112 24% V	372 30% NPVZfhjln	81 24% V	375 32% NPSUVXZbfhjln	124 30% NPVZfhjn	264 27% Vfhjn	228 31% NPVZbfhjln	287 28% Vfhjn	84 16%	201 33% NPSVXZbfhjln	135 26% V	353 31% NPSVZbfhjln	84 24% V
Not clear at all (1)	26 6% V	365 29% NPRSUVXZcdfhjln	20 6% V	334 28% NPRSUVXZcdfhjln	52 13% NPVXZdfhn	231 24% NPRUVXZcdfhjln	196 26% NPRUVXZcdfhjln	163 16% NPVXZdfhjln	16 3%	287 47% NOPQRSTUVXYZabcdefghijklmno	47 9% NPVdn	322 29% NPRSUVXZcdfhjln	25 7% V
Don't know	38 8% PVWdfhj	190 15% NPQRSTVWYZabdefhijklmno	10 3%	151 13% NPRVWZabdefhijklmn	32 8% PVWfhj	104 11% PVWadefhjlm	77 10% PVWadefhjlm	178 18% NPQRSTVWXYZabdefghijklmno	21 4%	28 5%	73 14% NPRSTVWZabdefhijklmn	134 12% NPRVWadefhjklm	27 8% PVdfhj
NET: Very/ Fairly clear	292 62% OQRSTUWXYabcegiklmo	311 25% W	223 67% NOQRSTUWXYZabcdegiklmo	318 27% OWmo	203 49% OQSTUWYabcegikmo	368 38% OQTWYacegikmo	240 32% OQWYegikmo	385 38% OQTWYacegikmo	412 77% NOPQRSTUWXYZabcdefghiiklmno	93 15%	264 51% OQSTUWYabcegikmo	318 28% OWeimo	214 61% OQRSTUWXYabcegikmo
NET: Not very/ Not clear at all	138 29% V	737 60% NPRSUVXZbcdfhjln	100 30% V	709 60% NPRSUVXZbcdfhjln	175 43% NPVXZdfhjn	495 51% NPRUVXZcdfhjln	424 57% NPRSUVXZbcdfhjln	450 44% NPVXZdfhjln	100 19%	488 80% NOPQRSTUVXYZabcdefghijklmno	182 35% NPVfhn	675 60% NPRSUVXZbcdfhjln	109 31% V
Mean	2.83 OQRSTUWXYabcdegiklmo	2.00 Wem	2.83 OQRSTUWXYabcegiklmo	2.05 OWeimo	2.55 OQSTUWYabcegikmo	2.26 OQWYaegikmo	2.17 OQWYaegikmo	2.38 OQSTWYacegikmo	3.05 NOPQRSTUWXYZabcdefghiiklmno	1.69	2.65 OQRSTUWYabcegikmo	2.07 OWeimo	2.77 OQRSTUWXYabcegiklmo

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very clear (4)	66 8% OQWgimo	63 12% OQTWYacegikmo	103 8% OQWgimo	68 17% OQSTUWYabcegikmo	37 6% W	77 19% OQRSTUWXYabcegikmo	62 5% W	91 22% OQRSTUWXYZabcdegiklmo	42 5% W	85 20% OQRSTUWXYabcegiklmo	44 6% W	107 16% OQSTUWYacegikmo	21 4%	92 21% OQRSTUWXYabcdegiklmo	46 5% W
Fairly clear (3)	179 22% Weo	135 27% OQTWYaegikmo	362 27% OQWYaegikmo	172 43% OQRSTUWXYabcegikmo	109 18% W	184 46% OQRSTUWXYabcegiklmo	238 21% W	184 45% OQRSTUWXYabcegiklmo	169 20% W	194 45% OQRSTUWXYabcegiklmo	150 21% W	265 40% OQSTUWYabcegikmo	84 18% W	184 42% OQRSTUWXYabcegikmo	192 19% W
Not very clear (2)	249 30% NPVfhjn	131 26% V	388 29% NVZfhjn	116 29% NVZfhjn	179 30% NVfhjn	88 22% V	355 31% NPSVXZbfhjln	90 22% V	276 32% NPSUVXZbfhjln	95 22% V	239 33% NPSUVXZbfhjln	171 26% Vfhj	142 30% NVfhjn	101 23% V	322 32% NPSVXZbfhjln
Not clear at all (1)	275 34% NOPQRSTUVXYZbcdfghjln	129 26% NPRUVXZcdfhjln	233 18% NPRVXZdfhjln	25 6% V	239 40% NOPQRSTUVXYZabcdfghijklno	32 8% NVn	325 28% NPRSUVXZcdfhjln	27 7% V	277 33% NOPQRSTUVXYZbcdfghjln	40 9% NPVdhn	231 32% NPQRSTUVXZbcdfghjln	78 12% NPVZdfhn	192 41% NOPQRSTUVXYZabcdfghijklno	25 6% V	313 31% NPQRSTUVXYZbcdfghjln
Don't know	51 6% P	45 9% PVWdefhj	241 18% NOPQRSTVWXYZabdefghijklmno	21 5%	32 5%	18 5%	165 14% NPQRSTVWYZabdefhijklmn	15 4%	88 10% PVWadefhjlm	17 4%	62 9% PVWadefhjm	41 6% PVhj	26 6%	40 9% PVWdefhjl	132 13% NPRTVWZabdefhijklmn
NET: Very/ Fairly clear	245 30% OQWegimo	198 39% OQTWYaegikmo	465 35% OQWYaegikmo	240 60% OQRSTUWXYabcegikmo	146 25% W	261 65% OQRSTUWXYabcdegiklmo	299 26% Wo	275 67% NOQRSTUWXYZabcdegiklmno	211 25% W	279 65% OQRSTUWXYabcegiklmo	194 27% Wm	372 56% OQRSTUWXYabcegikmo	105 23% W	276 63% OQRSTUWXYabcegiklmo	238 24% W
NET: Not very/ Not clear at all	523 64% NOPQRSTUVXYZbcdfghjln	260 52% NPRUVXZdfhjln	621 47% NPUVXZdfhjln	141 35% NVhn	418 70% NOPQRSTUVXYZabcdfghijklno	120 30% V	680 59% NPRSUVXZbcdfhjln	118 29% V	553 65% NOPQRSTUVXYZbcdfghjln	136 31% V	470 65% NOPQRSTUVXYZbcdfghjln	249 38% NPVZfhjn	334 72% NOPQRSTUVXYZabcdfghijklno	125 28% V	635 63% NOPQRSTUVXYZbcdfghjln
Mean	2.05 Weimo	2.29 OQTWYaegikmo	2.31 OQTWYaegikmo	2.74 OQRSTUWXYabcegiklmo	1.90 W	2.80 OQRSTUWXYabcegiklmo	2.04 Weimo	2.86 OQRSTUWXYabcdegijklmo	1.97 Wm	2.78 OQRSTUWXYabcegiklmo	2.01 Wem	2.65 OQSTUWYabcegikmo	1.85 W	2.86 OQRSTUWXYabcdegiklmo	1.97 Wm

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

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

24-089497-36 - 5th - 9th September 2025
PUBLIC
Political Pulse - September
Adults aged 16+ in GB

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Zack Polanski, Leader of the Green Party

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Very clear (4)	248 11%	148 13% C	94 8%	108 16% EFGHI	76 10%	65 7%	239 11% F	247 11% F	241 11% F	172 13% K	77 8%	62 11% M	44 7%	67 13% M	47 15% M	13 12% *	15 8%	112 16% S	136 9%	160 12%	88 10%	27 7%	60 11%	61 11% V	87 16% VWX	197 10%	46 15% Z	19 5%	80 13% b	28 17% be	23 8%	34 30% bcdeg*	11 13% b*	113 14% i	59 8%
Fairly clear (3)	538 24%	292 27% C	239 21%	191 28% FGHI	175 24%	173 20%	522 24% FH	535 24% F	525 24% F	339 27% K	199 20%	121 22%	147 25%	104 20%	80 25%	26 23% *	61 31% LN	216 30% S	322 21%	361 26% U	177 20%	76 19%	129 23%	118 22%	178 33% VWX	455 24%	77 25%	88 24%	194 33% bde	37 22%	46 17%	43 38% bde*	29 33% e*	237 29% i	165 22%
Not very clear (2)	457 20%	219 20%	231 20%	136 20%	131 18%	190 22%	427 20%	451 20%	433 20%	254 20%	204 20%	117 22%	131 22%	98 19%	58 18%	19 18% *	35 18%	155 21%	303 20%	273 20%	184 21%	96 24% Y	119 21%	117 22%	98 18%	378 20%	72 24%	94 26%	124 21%	35 21%	62 23%	18 16% *	13 15% *	155 19%	174 23%
Not clear at all (1)	468 21%	249 23%	219 19%	54 8%	154 21% D	260 30% DEGHI	429 20% DI	466 21% DGI	430 20% D	223 18%	245 25% J	117 22%	101 17%	125 24% MO	52 17%	27 25% *	45 23%	94 13%	374 24% R	267 19%	201 22%	89 22% Y	129 23% Y	121 23% Y	81 15%	429 23% a	29 9%	103 28% cf	96 16%	37 22% f	99 36% cdfg	10 9% *	19 22% f*	144 18%	232 31% h
Don't know	560 25%	193 18%	362 32% B	183 27% F	192 26% F	185 21%	514 24% F	543 24% F	532 25% FG	286 22%	275 28% J	124 23%	172 29% LQ	126 24%	76 24%	25 22% *	38 19%	144 20%	416 27% R	316 23%	244 27% T	114 28% Y	128 23%	120 22%	103 19%	449 24%	80 26%	57 16%	101 17% f	29 18% f	44 16%	8 7% *	15 17% *	162 20%	129 17%
NET: Very/ Fairly clear	786 35%	440 40% C	333 29%	298 44% EFGHI	250 34% F	238 27%	762 36% FHI	781 35% F	767 35% FH	511 40% K	275 28%	183 34%	190 32%	171 33%	127 41% M	39 35% *	77 39%	329 46% S	458 30%	521 38% U	266 30%	102 26%	188 33% V	179 33% V	266 48% VWX	652 34%	123 40%	107 30%	274 46% be	65 39% e	69 25%	76 68% bcdeg*	40 45% be*	350 43% i	224 29%
NET: Not very/ Not clear at all	925 41%	468 42%	450 39%	190 28%	285 39% D	450 52% DEGHI	856 40% D	918 41% DGI	863 40% D	476 37%	449 45% J	234 43% O	231 39%	222 43%	110 35%	47 42% *	81 41%	249 34%	676 44% R	540 39%	385 43%	184 46% Y	248 44% Y	238 44% Y	179 33%	807 42% a	101 33%	197 55% cdfg	220 37% f	72 43% f	161 59% cdfg	27 24% *	32 37% *	299 37%	406 53% h
Mean	2.33	2.37	2.27	2.72 EFGHI	2.32 F	2.06	2.35 FH	2.33 F	2.35 FH	2.47 K	2.15	2.30	2.32	2.29	2.52 LMN	2.29 *	2.30 *	2.60 S	2.19	2.39 U	2.24	2.14	2.27	2.28	2.61 VWX	2.29	2.63 Z	2.07	2.52 be	2.40 be	1.97	2.97 bcdeg*	2.43 be*	2.49 i	2.08

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

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

Q12. Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? - Zack Polanski, Leader of the Green Party

All Adults aged 16+ in Great Britain

	Total	Favourable to parties												Favourable to politicians					
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965	573	1132	417	1087	443	989
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036	468	1238	334	1177	410	967
Very clear (4)	248 11%	61 13% EGIM	148 13% EGIM	94 19% BCEGIJM	103 9% IM	121 22% BCDEGIJKM	57 8% I	175 28% BCDEFGIJKM	41 6%	80 11% IM	144 15% CEGIJM	118 30% BCDEFGIJKM	69 7%	85 18% OQTUWYabcegikmo	122 10% QWYaegmo	79 24% NOQRSTUWYabcegijklmo	96 8% Y	59 14% OQTWYaegimo	140 15% OQTWYacegikmo
Fairly clear (3)	538 24%	141 31% CEGIJM	273 24% EGIM	186 37% BCEGIJKM	226 20% I	205 38% BCEGIJKM	124 17%	264 43% BCDEFGIJKLM	103 15%	185 25% EGIM	251 27% CEGIM	146 37% BCEGIJKM	202 19% I	179 38% OQRSTUWYabcegiklmo	256 21%	140 42% OQRSTUVWXYabceghiklmno	242 21%	124 30% OQTWYacegikmo	240 25% OQWYego
Not very clear (2)	457 20%	101 22% FHL	207 18% HL	106 21% FHL	232 20% FHL	83 15% H	157 22% CFHL	73 12%	139 20% FHL	150 20% FHL	172 18% HL	52 13%	233 22% CFHKL	106 23% PSVXZdfhn	239 19% d	58 17% d	249 21% OVZd	98 24% PSUVXZdfhn	179 18% d
Not clear at all (1)	468 21%	90 20% DFHL	263 23% DFHKL	44 9%	358 31% BCDFHJKL	72 13% DHL	265 37% BCDEFHJKL	40 6%	302 44% BCDEFGHJKLM	205 27% BDFHKL	171 18% DFHL	25 6%	351 34% BCDEFHJKL	39 8% Zd	364 29% NPRSUVXZbcdfhjln	24 7% Zd	360 31% NPRSTUVXZbcdfhjln	78 19% NPVXZdfhjn	244 25% NPRUVXZcdfhjln
Don't know	560 25%	62 14%	240 21% BDFGHILM	72 14% H	233 20% BDFGHILM	63 12%	104 15% H	64 10%	101 15% H	133 18% BFHL	197 21% BDFGHILM	51 13%	182 18% FHI	58 12% Pdf	257 21% NPRSVWXZabdefhijklmn	32 10% d	230 20% NPRSVWZabdefhijklmn	51 12% df	164 17% NPVWZadefhjkmn
NET: Very/ Fairly clear	786 35%	203 44% CEGIJM	421 37% EGIM	280 56% BCEGIJKM	330 29% I	326 60% BCEGIJKM	181 26% I	438 71% BCDEFGIJKM	144 21%	265 35% EGIM	394 42% CEGIJM	263 67% BCDEFGIJKM	271 26% I	264 56% OQRSTUWYabcegiklmo	377 30% WYego	219 66% NOQRSTUVWXYabceghijklmo	338 29% Yo	184 45% OQTWYacegikmo	380 39% OQTWYacegikmo
NET: Not very/ Not clear at all	925 41%	191 42% DFHL	470 42% DFHKL	150 30% HL	590 51% BCDFHJKL	155 29% HL	421 60% BCDEFHJKL	113 18%	442 64% BCDEFGHJKLM	355 47% BCDFHKL	343 37% DFHL	77 20%	584 56% BCDEFHJKL	146 31% PXZdn	603 49% NPRSUVXZcdfhjln	82 25% Zd	609 52% NOPRSUVXZbcdfhjln	175 43% NPVXZdfhjn	423 44% NPUVXZcdfhjln
Mean	2.33	2.44 EGIJM	2.34 EGIJM	2.77 BCEGIJKM	2.08 GIM	2.78 BCEGIJKM	1.96 I	3.04 BCDEFGIJKM	1.80	2.23 EGIM	2.50 CEGIJM	3.04 BCDEFGIJKM	1.99 I	2.76 OQRSTUWYabcegijklmo	2.14 QWYaegmo	2.91 NOQRSTUVWYabcefghijklmo	2.08 WYaemo	2.46 OQTWYaegikmo	2.34 OQTWYaegikmo

	Favourable to politicians																					
	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	693	1072	642	535	597	1043	412	771	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	740	1013	533	609	519	1127	350	819	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Very clear (4)	73 10% Yao	146 14% OQTWYacegikmo	128 24% NOQRSTUWYabcegijklmo	45 7%	126 24% NOQRSTUWYabcegijklmo	64 6%	108 31% NOPQRSTUVWXYabcefghijklmno	57 7%	68 14% OQTWYaegimo	154 12% QWYaegmo	138 34% NOPQRSTUVWXYabcefghijklmno	43 7%	90 23% NOQRSTUWYabcegijklmo	95 8% Y	85 21% OQRSTUWYabcegijkmo	83 10% QWYaemo	75 17% OQTWYacegikmo	80 11% QWYaegmo	125 19% OQRSTUWYabcegikmo	33 7%	113 26% NOQRSTUWYabceghijklmo	71 7% Y
Fairly clear (3)	177 24% OQWYego	255 25% OQWYaegio	190 36% OQSTUWYabcegiklmo	113 19%	178 34% OQSTUWYacegikmo	225 20%	134 38% OQRSTUWXYabcegiklmo	176 22% e	148 29% OQTWYaegikmo	325 24% OQWYego	184 46% NOQRSTUVWXYZabcefghijklmno	108 18%	158 40% OQRSTUWXYabcegiklmo	217 19%	151 37% OQRSTUWYabcegiklmo	183 21% ego	169 39% OQRSTUWYabcegiklmo	156 21%	188 28% OQSTWYacegikmo	101 22%	156 35% OQSTUWYabcegiklmo	191 19%
Not very clear (2)	159 21% VZd	190 19% d	87 16% d	129 21% Zd	90 17% d	257 23% OPSUVXZcdf	52 15%	191 23% OPSUVXZcdfn	100 20% Zd	255 19% d	51 13%	133 22% VZd	71 18% d	246 22% OSVZd	77 19% d	185 22% OSVZd	85 20% Zd	153 21% VZd	136 21% VZd	92 20% d	81 18% d	213 21% VZd
Not clear at all (1)	197 27% NPRUVXZcdfhjln	198 20% NPVXZdfhjn	70 13% NPXZdn	251 41% NOPQRSTUVXYZabcdfghijklno	39 8% Zd	364 32% NOPRSTUVXZbcdfhjln	14 4%	295 36% NOPQRSTUVXYZbcdfghijlno	120 24% NPRVXZdfhjln	278 21% NPVXZdfhjln	12 3%	250 42% NOPQRSTUVXYZabcdfghijklno	47 12% NPXZdn	345 30% NPRSUVXZbcdfhjln	52 13% NPXZdn	274 32% NOPRSTUVXZbcdfhjln	58 13% NPXZdn	238 33% NOPRSTUVXZbcdfhjln	113 17% NPVXZdfhjn	192 41% NOPQRSTUVXYZabcdfghijklno	34 8% Zd	327 33% NOPRSTUVXZbcdfhjln
Don't know	134 18% NPRVWZabdefhjkmn	223 22% NPRSVWXZabdefhijklmn	58 11% d	72 12% d	86 17% NPRVWZadefhjmn	218 19% NPRVWZabdefhijklmn	42 12% d	100 12% d	66 13% df	316 24% NOPQRSTVWXYZabdefghijklmno	17 4%	62 10% d	34 8% d	240 21% NPRSVWXZabdefhijklmn	43 10% d	127 15% PVWadefjm	45 10% d	100 14% defm	100 15% PVdefhjm	47 10% d	57 13% df	203 20% NPRSVWZabdefhijklmn
NET: Very/ Fairly clear	251 34% QWYaego	402 40% OQTWYacegikmo	318 60% OQRSTUWYabcegiklmo	158 26%	304 59% OQRSTUWYabcegiklmo	289 26%	242 69% NOQRSTUVWXYabcefghijklmno	233 28% Y	216 43% OQTWYacegikmo	479 36% OQWYaegimo	322 80% NOPQRSTUVWXYZabcefghiiklmno	151 25%	248 62% NOQRSTUWYabcegijklmo	312 27%	236 58% OQRSTUWYabcegiklmo	266 31% QWYego	244 57% OQRSTUWYabcegiklmo	235 32% QWYaego	313 47% OQSTUWYacegikmo	134 29%	268 61% NOQRSTUWYabcegiklmo	262 26%
NET: Not very/ Not clear at all	356 48% NPRUVXZcdfhjln	388 38% NPVXZdfhjn	157 29% PXZd	380 62% NOPQRSTUVXYZbcdfghijklno	129 25% Zd	621 55% NOPQRSTUVXZbcdfghjln	67 19%	486 59% NOPQRSTUVXYZbcdfghijklno	220 44% NPVXZdfhjln	533 40% NPVXZdfhjn	63 16%	383 64% NOPQRSTUVXYZabcdfghijklno	118 29% PXZd	591 52% NOPRSUVXZbcdfhjln	129 32% PXZdn	459 54% NOPRSTUVXZbcdfhjln	142 33% PXZdn	391 54% NOPRSTUVXZbcdfhjln	249 38% NPVXZdfhjn	284 61% NOPQRSTUVXYZbcdfghijklno	115 26% Zd	539 54% NOPRSTUVXZbcdfhjln
Mean	2.21 QWYaegimo	2.44 OQSTWYacegikmo	2.79 OQRSTUWYabcegijklmo	1.91	2.90 NOQRSTUVWYabcefghijklmo	1.99 e	3.09 NOPQRSTUVWXYabcefghijklmno	1.99 e	2.38 OQTWYaegikmo	2.35 OQTWYaegikmo	3.17 NOPQRSTUVWXYabcefghijklmno	1.89	2.80 OQRSTUWYabcegijklmo	2.07 WYaemo	2.74 OQRSTUWYabcegiklmo	2.10 WYaemo	2.68 OQRSTUWYabcegiklmo	2.12 WYaemo	2.58 OQSTUWYabcegikmo	1.94	2.90 NOQRSTUVWYabcefghijklmo	2.01 We

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

QCONFIDENCE. How much confidence, if any, do you have that the UK Government is running the country... - Summary

All Adults 16-75 in Great Britain

	QCONFIDENCE. How much confidence, if any, do you have that the UK Government is running the country...	
	... properly, competently and seriously?	... with integrity?
	(A)	(B)
Unweighted base	2172	2172
Weighted base	2162	2162
A great deal (4)	172 8%	183 8%
A fair amount (3)	453 21%	437 20%
Not very much (2)	641 30% B	594 27%
None at all (1)	725 34%	770 36% A
Don't know	170 8%	177 8%
NET: A great deal/ fair amount	626 29%	621 29%
NET: Not very much/ none at all	1366 63%	1364 63%
Mean	2.04	2.02

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

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

QCONFIDENCE. How much confidence, if any, do you have that the UK Government is running the country... - ... properly, competently and seriously?

All Adults 16-75 in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2172	1050	1097	687	798	687	2149	2149	2172	1433	739	527	570	499	310	90	176	1243	929	1421	751	323	464	498	693	1767	351	298	687	176	217	113	84	872	638
Weighted base	2162	1046	1091	671	727	763	2131	2131	2162	1205	957	516	563	490	298	106	188	696	1465	1371	791	375	533	513	536	1798	304	312	574	158	258	111	84	773	698
A great deal (4)	172 8%	122 12% C	47 4%	103 15% EFGHI	50 7% F	20 3%	171 8% F	171 8% F	172 8% F	132 11% K	40 4%	45 9%	33 6%	34 7%	42 14% LMNQ	9 8% *	9 5%	105 15% S	67 5%	140 10% U	32 4%	14 4%	29 5%	31 6%	87 16% VWX	117 7%	51 17% Z	17 6%	94 16% bdefg	12 8%	11 4%	7 6% *	3 3% *	73 9%	44 6%
A fair amount (3)	453 21%	264 25% C	188 17%	187 28% EFGHI	153 21% F	113 15%	445 21% F	445 21% F	453 21% F	319 26% K	135 14%	105 20%	109 19%	76 16%	85 29% LMN	24 23% *	53 28% MN	225 32% S	228 16%	318 23% U	136 17%	64 17%	112 21%	86 17%	167 31% VWX	348 19%	93 30% Z	35 11%	219 38% bdefg	43 27% be	14 6%	25 23% be*	14 17% e*	246 32% i	75 11%
Not very much (2)	641 30%	259 25%	370 34% B	179 27%	209 29%	253 33% DGHI	627 29%	627 29%	641 30%	350 29%	291 30%	137 26%	169 30%	174 36% LO	73 25%	28 26% *	60 32%	196 28%	445 30%	373 27%	268 34% T	119 32%	155 29%	164 32% Y	136 25%	534 30%	86 28%	115 37% ce	149 26% e	56 35% ce	38 15%	48 43% ce*	37 45% ce*	245 32%	199 28%
None at all (1)	725 34%	344 33%	377 35%	113 17%	265 37% D	346 45% DEGHI	723 34% DI	723 34% DI	725 34% D	327 27%	398 42% J	191 37% O	191 34% O	173 35% O	76 26%	38 35% *	56 30%	131 19%	594 41% R	438 32%	287 36%	134 36% Y	201 38% Y	200 39% Y	123 23%	672 37% a	41 14%	142 46% cdf	92 16%	41 26% c	187 72% bcdfg	27 25% *	29 35% c*	180 23%	365 52% h
Don't know	170 8%	58 6%	109 10% B	89 13% EFGHI	50 7% F	31 4%	164 8% F	164 8% F	170 8% FGH	77 6%	93 10% J	38 7%	61 11% N	32 7%	21 7%	7 7% *	11 6%	39 6%	131 9% R	101 7%	69 9%	45 12% WXY	36 7%	32 6%	23 4%	126 7%	33 11% Z	2 1%	20 4% b	6 4% b	7 3%	4 4% *	1 1% *	29 4%	15 2%
NET: A great deal/ fair amount	626 29%	386 37% C	235 22%	290 43% EFGHI	203 28% F	133 17%	616 29% F	616 29% F	626 29% F	451 37% K	175 18%	151 29% N	142 25%	110 22%	128 43% LMN	33 31% *	62 33% N	331 47% S	295 20%	458 33% U	167 21%	78 21%	141 26%	117 23%	254 47% VWX	465 26%	143 47% Z	52 17%	313 55% bdefg	55 35% beg	26 10%	32 29% be*	17 20% e*	320 41% i	119 17%
NET: Not very much/ none at all	1366 63%	603 58%	747 68% B	293 44%	474 65% D	599 79% DEGHI	1351 63% D	1351 63% D	1366 63% D	677 56%	689 72% J	328 63% O	360 64% O	347 71% LMO	149 50%	66 62% *	116 61% O	327 47%	1039 71% R	811 59%	555 70% T	253 67% Y	356 67% Y	364 71% Y	259 48%	1206 67% a	128 42%	258 83% cdf	241 42%	97 62% c	225 87% cdf	75 68% c*	66 79% cd*	425 55%	563 81% h
Mean	2.04	2.17 C	1.90	2.48 EFGHI	1.98 F	1.74	2.03 F	2.03 F	2.04 F	2.23 K	1.79	2.01	1.97	1.94	2.34 LMNQ	2.05 *	2.08	2.46 S	1.83	2.13 U	1.88	1.87	1.94	1.89	2.43 VWX	1.95	2.56 Z	1.77 e	2.57 bdefg	2.17 beg	1.40	2.10 be*	1.89 e*	2.29 i	1.71

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

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

QCONFIDENCE. How much confidence, if any, do you have that the UK Government is running the country… - … properly, competently and seriously?

All Adults 16-75 in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2172	472	1081	602	975	636	578	689	572	657	960	455	887
Weighted base	2162	419	1083	487	1073	522	653	600	632	705	889	388	945
A great deal (4)	172 8%	86 21% CEGIJKM	59 5% E	147 30% BCEFGHIJKLM	7 1%	112 22% CEGHIJKM	24 4% E	102 17% CEGIJKM	29 5% E	76 11% CEGIKM	64 7% CEGIM	75 19% CEGIJKM	41 4% E
A fair amount (3)	453 21%	118 28% EGIJM	250 23% EGIJM	239 49% BCEFGHIJKLM	66 6%	195 37% BCEGIJKM	76 12% EI	211 35% BCEGIJKM	54 9% E	98 14% EI	258 29% CEGIJM	136 35% BCEGIJKM	136 14% EGI
Not very much (2)	641 30%	90 22% D	334 31% BDFGIJ	68 14%	350 33% BDFGHIJLM	130 25% D	162 25% D	167 28% BDJ	153 24% D	147 21% D	316 36% BCDFGHIJLM	104 27% BDJ	269 28% BDGIJ
None at all (1)	725 34%	120 29% DFHKL	401 37% BDFHKL	20 4%	629 59% BCDFHJKLM	67 13% D	379 58% BCDFHJKLM	100 17% DF	381 60% BCDFHJKLM	373 53% BCDFHKL	204 23% DFHL	61 16% D	481 51% BCDFHKL
Don't know	170 8%	5 1%	40 4% BEGJM	13 3%	22 2%	17 3% BJ	12 2%	21 3% BJ	15 2%	11 2%	47 5% BCDEFGHIJLM	11 3%	18 2%
NET: A great deal/ fair amount	626 29%	204 49% CEGIJKM	309 29% EGIM	386 79% BCEFGHIJKLM	72 7%	308 59% BCEGHIJKM	100 15% E	313 52% CEGIJKM	83 13% E	174 25% EGIM	322 36% CEGIJM	212 55% CEGIJKM	177 19% EGI
NET: Not very much/ none at all	1366 63%	210 50% DFHL	734 68% BDFHKL	88 18%	978 91% BCDFGHIJKLM	197 38% D	541 83% BCDFHJKLM	267 44% DF	534 84% BCDFHJKLM	520 74% BCDFHKL	521 59% BDFHL	166 43% D	750 79% BCDFHJKL
Mean	2.04	2.41 CEGIJKM	1.97 EGIJM	3.08 BCEFGHIJKLM	1.48	2.70 BCEGHIJKM	1.60 E	2.54 BCEGIJKM	1.56 E	1.82 EGIM	2.22 CEGIJM	2.60 BCEGIJKM	1.72 EGI

	Favourable to politicians												
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	560	1059	406	1014	415	947	657	1024	620	496	591	960	410
Weighted base	454	1157	323	1098	381	923	693	965	514	563	515	1034	348
A great deal (4)	146 32% OQRSTUVWXYZabcdegiklmno	10 1%	122 38% NOQRSTUVWXYZabcdefghiiklmno	14 1%	74 19% OQSTUWYacegikmo	67 7% OQWYacegikmo	75 11% OQSUWYacegikmo	68 7% OQWYacegikmo	99 19% OQSTUWYacegikmo	22 4% OQgik	92 18% OQSTUWYacegikmo	38 4% OQgiko	77 22% OQSTUWXYabcegiklmo
A fair amount (3)	235 52% OQRSTUVWXYZabcdegijklmno	90 8%	153 47% OQRSTUVWXYZabcdegijklmo	96 9% i	108 28% OQTWYabcegikmo	223 24% OQTWYaegikmo	94 14% OQgiko	263 27% OQSTWYabcegikmo	216 42% OQRSTUWXYabcdegiklmo	60 11% Ogio	187 36% OQRSTUWYabcegikmo	147 14% OQWegikmo	135 39% OQRSTUWYabcegikmo
Not very much (2)	55 12%	376 33% NPRSTVWXYZabdefhijklmno	39 12%	350 32% NPRTVWXZabdefhijklmno	76 20% NPbf	268 29% NPRTVWabefhjmn	146 21% NPbfh	339 35% NPRSTVWXYZabdefghijklmno	116 23% NPbfhjn	124 22% NPbfh	139 27% NPRTVbefhjmn	303 29% NPRTVWabefhijmn	85 25% NPbfhjn
None at all (1)	9 2%	651 56% NPRSUVXYZbcdfhjln	9 3%	614 56% NPRSUVXYZbcdfhjln	117 31% NPVXZdfhjln	338 37% NPUVXZcdfhjln	366 53% NPRSUVXZbcdfhjln	243 25% NPVXZdfhjln	71 14% NPfhjn	345 61% NOPQRSTUVXYZbcdfghjln	78 15% NPZfhjn	521 50% NPRSUVXZcdfhjln	41 12% NPfhn
Don't know	9 2% Pfh	30 3% Pf	* *	24 2% P	6 1% P	27 3% Pfh	11 2% P	52 5% NOPQRSTVWYabdefghijklno	12 2% Pfh	13 2% P	19 4% NPRTabdfhijkl	25 2% Pf	11 3% Pfh
NET: A great deal/ fair amount	380 84% OQRSTUVWXYZabcdefghijklmno	100 9%	275 85% OQRSTUVWXYZabcdefghijklmno	110 10% O	182 48% OQSTUWYabcegikmo	290 31% OQTWYacegikmo	170 24% OQWYaegikmo	331 34% OQSTWYacegikmo	315 61% OQRSTUWXYabcegiklmo	82 15% OQgiko	279 54% OQRSTUWYabcegikmo	185 18% OQWegikmo	212 61% OQRSTUWXYabcdegiklmo
NET: Not very much/ none at all	65 14%	1028 89% NPRSTUVWXYZabcdefhjlmn	48 15%	964 88% NPRSTUVWXYZabcdefhjlmn	193 51% NPVXZdfhjln	606 66% NPRUVXZdfhjln	512 74% NPRSUVXZbcdfhjln	582 60% NPRVXZdfhjln	187 36% NPfhjn	469 83% NPRSTUVXYZbcdfhjln	216 42% NPVZfhjn	824 80% NPRSTUVXZbcdfhjln	126 36% NPfhjn
Mean	3.16 OQRSTUVWXYZabcdefghijklmno	1.52 i	3.20 OQRSTUVWXYZabcdefghijklmno	1.54 i	2.37 OQSTUWYabcegikmo	2.02 OQTWYaegikmo	1.82 OQWYaegikmo	2.17 OQSTWYacegikmo	2.68 OQRSTUWXYabcegiklmo	1.56 i	2.59 OQRSTUWYabcegikmo	1.71 OQWaegikmo	2.73 OQRSTUWXYabcdegiklmo

	Favourable to politicians														
	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	701	490	1285	480	501	476	982	490	714	514	605	719	385	543	817
Weighted base	745	482	1253	395	553	387	1069	388	796	410	679	628	432	422	931
A great deal (4)	30 4% OQgiko	81 17% OQSTUWYacegikmo	59 5% OQgiko	83 21% OQSTUWYacegikmo	22 4% OQgiko	110 28% OQRSTUVWXYZabcdegiklmo	21 2% OQ	111 29% OQRSTUVWXYZabcdegiklmo	16 2% OQ	120 29% OQRSTUVWXYZabcdegiklmno	10 1%	109 17% OQSTUWYacegikmo	16 4% OQgik	105 25% OQRSTUVWXYabcegiklmo	23 2% OQ
A fair amount (3)	93 13% OQgiko	103 21% OQTWYaegikmo	290 23% OQTWYaegikmo	144 36% OQRSTUWYabcegikmo	59 11% Ogio	196 51% OQRSTUVWXYZabcdegijklmno	87 8%	189 49% OQRSTUVWXYZabcdegijklmo	53 7%	169 41% OQRSTUWYabcegiklmo	66 10% Oi	224 36% OQRSTUWYabcegikmo	42 10% i	192 46% OQRSTUWXYZabcdegiklmo	76 8%
Not very much (2)	180 24% NPbefhjmn	61 13%	466 37% NOPQRSTVWXYZabdefghijklmno	97 24% NPbfhjn	111 20% NPb	59 15% P	335 31% NPRTVWZabdefhijklmn	61 16% NP	203 25% NPRTbefhjmn	71 17% NPb	184 27% NPRTWbefhjmn	161 26% NPRTbefhjmn	80 18% NPb	79 19% NPbf	273 29% NPRTVWabefhijmn
None at all (1)	429 58% NPRSTUVXYZbcdfhjln	230 48% NPRSUVXZcdfhjln	373 30% NPUVXZdfhjln	65 16% NPZfhjn	351 64% NOPQRSTUVXYZabcdfghjlno	20 5% NP	599 56% NPRSUVXYZbcdfhjln	25 6% NP	508 64% NOPQRSTUVXYZabcdfghjklno	42 10% NPfh	407 60% NOPQRSTUVXYZbcdfghjln	121 19% NPVXZfhjn	278 64% NOPQRSTUVXYZabcdfghjlno	35 8% NPf	539 58% NPRSTUVXYZbcdfhjln
Don't know	13 2% P	7 2% P	65 5% NOPQRSTVWYabdefghijklno	7 2% Pf	10 2% P	2 1%	26 2% Pf	3 1% P	15 2% P	8 2% Pfh	11 2% P	13 2% Pfh	17 4% PQRTabefhiko	11 3% Pfh	21 2% P
NET: A great deal/ fair amount	123 17% OQgiko	183 38% OQSTWYacegikmo	349 28% OQWYaegikmo	227 57% OQRSTUWYabcegikmo	81 15% OQgiko	306 79% OQRSTUVWXYZabcdegijklmno	108 10% O	299 77% OQRSTUVWXYZabcdegijklmno	70 9%	289 71% OQRSTUVWXYZabcdegiklmo	76 11% Oi	334 53% OQSTUWYabcegikmo	58 13% OQgi	297 70% OQRSTUVWXYZabcdegiklmo	99 11% Oi
NET: Not very much/ none at all	609 82% NPRSTUVXZbcdfhjln	291 60% NPRVXZdfhjln	839 67% NPRUVXZbdfhjln	161 41% NPfhjn	462 83% NPRSTUVXYZbcdfhjln	78 20% NP	935 87% NPRSTUVWXYZabcdefhjlmn	85 22% NP	711 89% NPRSTUVWXYZabcdefghjklmno	113 28% NPfh	591 87% NPRSTUVWXYZabcdefhjlmn	281 45% NPVZfhjn	358 83% NPRSTUVXZbcdfhjln	114 27% NPfh	812 87% NPRSTUVWXYZabcdefhjlmn
Mean	1.62 OQegikmo	2.07 OQTWYaegikmo	2.03 OQTWYaegikmo	2.63 OQRSTUWYabcegiklmo	1.54 i	3.03 OQRSTUVWXYZabcdegijklmno	1.55 i	3.00 OQRSTUVWXYZabcdegijklmno	1.46	2.91 OQRSTUVWXYZabcdegiklmo	1.52 i	2.52 OQRSTUWYabcegikmo	1.51	2.89 OQRSTUVWXYZabcdegiklmo	1.54 i

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

QCONFIDENCE. How much confidence, if any, do you have that the UK Government is running the country... - ... with integrity?

All Adults 16-75 in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2172	1050	1097	687	798	687	2149	2149	2172	1433	739	527	570	499	310	90	176	1243	929	1421	751	323	464	498	693	1767	351	298	687	176	217	113	84	872	638
Weighted base	2162	1046	1091	671	727	763	2131	2131	2162	1205	957	516	563	490	298	106	188	696	1465	1371	791	375	533	513	536	1798	304	312	574	158	258	111	84	773	698
A great deal (4)	183 8%	137 13% C	45 4%	109 16% EFGHI	51 7% F	24 3%	183 9% F	183 9% F	183 8% F	142 12% K	41 4%	47 9% M	31 6%	33 7%	43 15% LMN	8 7% *	21 11% M	121 17% S	63 4%	156 11% U	27 3%	10 3%	37 7% V	23 5%	107 20% VWX	132 7%	50 17% Z	18 6%	97 17% bde	13 8% e	6 2%	12 11% e*	6 7% *	94 12% i	34 5%
A fair amount (3)	437 20%	254 24% C	178 16%	162 24% FGHI	151 21%	124 16%	429 20% F	429 20% F	437 20% F	296 25% K	141 15%	93 18%	116 21%	84 17%	74 25% N	29 27% *	40 21%	202 29% S	236 16%	298 22% U	139 18%	79 21%	92 17%	98 19%	142 27% WX	335 19%	88 29% Z	46 15% e	213 37% bdefg	43 28% be	15 6%	19 17% e*	15 18% e*	228 29% i	89 13%
Not very much (2)	594 27%	236 23%	352 32% B	174 26%	196 27%	224 29%	582 27%	582 27%	594 27%	326 27%	268 28%	138 27%	159 28%	148 30%	76 26%	22 21% *	51 27%	183 26%	411 28%	351 26%	243 31% T	106 28% Y	160 30% Y	156 30% Y	115 21%	491 27%	83 27%	98 31% e	150 26% e	48 30% e	47 18%	39 35% e*	29 34% e*	217 28%	190 27%
None at all (1)	770 36%	362 35%	401 37%	132 20%	272 37% D	366 48% DEGHI	766 36% DI	766 36% DI	770 36% D	356 30%	414 43% J	198 38% O	197 35%	187 38% O	83 28%	39 37% *	66 35%	147 21%	623 43% R	462 34%	308 39% T	142 38% Y	202 38% Y	204 40% Y	144 27%	709 39% a	48 16%	150 48% cdf	96 17%	46 29% c	182 70% bcdfg	37 33% c*	34 41% c*	208 27%	371 53% h
Don't know	177 8%	56 5%	114 10% B	95 14% EFGHI	56 8% F	26 3%	171 8% F	171 8% F	177 8% FGH	85 7%	91 10%	39 8%	60 11%	38 8%	22 7%	8 8% *	11 6%	44 6%	133 9% R	103 8%	73 9%	39 10% Y	42 8%	32 6%	27 5%	130 7%	34 11% Z	1 *	18 3% b	7 5% b	8 3% b	5 4% b*	- - *	26 3%	13 2%
NET: A great deal/ fair amount	621 29%	391 37% C	224 21%	271 40% EFGHI	202 28% F	147 19%	612 29% F	612 29% F	621 29% F	438 36% K	183 19%	141 27%	148 26%	117 24%	117 39% LMN	37 34% *	61 32%	322 46% S	298 20%	455 33% U	166 21%	89 24%	128 24%	121 24%	250 47% VWX	467 26%	139 46% Z	64 20% e	310 54% bdefg	57 36% be	21 8%	31 28% e*	21 25% e*	322 42% i	124 18%
NET: Not very much/ none at all	1364 63%	598 57%	753 69% B	305 45%	469 64% D	590 77% DEGHI	1348 63% D	1348 63% D	1364 63% D	682 57%	682 71% J	337 65% O	356 63% O	335 68% O	159 53%	61 58% *	117 62%	330 47%	1034 71% R	813 59%	551 70% T	248 66% Y	363 68% Y	360 70% Y	259 48%	1200 67% a	131 43%	248 79% cdf	246 43%	93 59% c	229 89% bcdfg	76 68% c*	62 75% cd*	425 55%	561 80% h
Mean	2.02	2.17 C	1.87	2.43 EFGHI	1.97 F	1.74	2.02 F	2.02 F	2.02 F	2.20 K	1.78	1.98	1.96	1.92	2.28 LMN	2.05 *	2.09	2.45 S	1.80	2.12 U	1.84	1.87	1.92	1.87	2.42 VWX	1.93	2.52 Z	1.78 e	2.56 bdefg	2.16 be	1.38	2.05 be*	1.92 e*	2.28 i	1.69

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

24-089497-36 - 5th - 9th September 2025
PUBLIC
Political Pulse - September
Adults aged 16+ in GB

QCONFIDENCE. How much confidence, if any, do you have that the UK Government is running the country... - ... with integrity?

All Adults 16-75 in Great Britain

	Total	Favourable to parties												Favourable to politicians				
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2172	472	1081	602	975	636	578	689	572	657	960	455	887	560	1059	406	1014	415
Weighted base	2162	419	1083	487	1073	522	653	600	632	705	889	388	945	454	1157	323	1098	381
A great deal (4)	183 8%	92 22% CEGIJKM	64 6% E	145 30% BCEFGHIJKLM	12 1%	114 22% CEGHIJKM	30 5% E	109 18% CEGIJKM	26 4% E	82 12% CEGIKM	70 8% CEGIM	70 18% CEGIJKM	47 5% E	148 33% OQRSTUVWXYZabcdegiklmno	15 1%	118 37% OQRSTUVWXYZabcdefghijklmno	18 2%	85 22% OQSTUWYacegikmo
A fair amount (3)	437 20%	112 27% EGIJM	241 22% EGIJM	232 48% BCEFGHIJKLM	69 6%	183 35% BCEGIJKM	77 12% E	194 32% BCEGIJM	64 10% E	90 13% E	255 29% CEGIJM	130 33% BCEGIJM	134 14% EI	227 50% OQRSTUVWXYZabcdefghijklmno	84 7%	148 46% OQRSTUVWXYZabcdegijklmo	92 8%	102 27% OQTWYabegikmo
Not very much (2)	594 27%	87 21% D	296 27% BDIJ	74 15%	314 29% BDGIJL	135 26% BDJ	157 24% D	170 28% BDIJL	139 22% D	145 21% D	276 31% BCDFGIJLM	91 24% D	252 27% BDIJ	55 12%	348 30% NPRTVWXZabdefhijklmno	47 15%	332 30% NPRTVWXZabdefhijklmno	80 21% NPbh
None at all (1)	770 36%	125 30% DFHL	439 41% BDFHKL	22 4%	656 61% BCDFHJKLM	77 15% D	375 57% BCDFHKLM	109 18% DF	388 62% BCDFGHJKLM	381 54% BCDFHKL	242 27% DFHL	84 22% DF	491 52% BCDFHKL	13 3%	682 59% NPRSTUVXYZbcdfhjln	8 3%	635 58% NPRSUVXYZbcdfhjln	111 29% NPVXZdfhjln
Don’t know	177 8%	4 1%	42 4% BEGIJM	15 3% BJ	22 2% J	14 3% BJ	14 2% J	18 3% BJ	14 2% J	7 1%	47 5% BCDEFGHIJM	12 3% BJ	21 2% J	10 2% PR	29 2% PRTa	1 *	21 2%	2 1%
NET: A great deal/ fair amount	621 29%	203 49% CEGIJKM	306 28% EGIM	377 77% BCEFGHIJKLM	81 8%	297 57% BCEGHIJKM	107 16% E	303 51% CEGIJKM	90 14% E	172 24% EGIM	325 37% CEGIJM	200 52% CEGIJKM	181 19% EI	376 83% OQRSTUVWXYZabcdefghijklmno	99 9%	266 83% OQRSTUVWXYZabcdefghijklmno	110 10% O	187 49% OQSTUWYabcegikmo
NET: Not very much/ none at all	1364 63%	212 51% DF	736 68% BDFHKL	95 20%	970 90% BCDFGHIJKLM	212 41% D	532 82% BCDFHJKL	279 47% DF	528 84% BCDFHJKLM	527 75% BCDFHKL	518 58% BDFHL	176 45% D	744 79% BCDFHJKL	68 15%	1030 89% NPRSTUVWXYZabcdefghjlmno	56 17%	967 88% NPRSTUVWXYZabcdefhjlmn	191 50% NPVXZdfhjn
Mean	2.02	2.41 CEGIJKM	1.93 EGIJM	3.06 BCEFGHIJKLM	1.47	2.66 BCEGHIJKLM	1.63 E	2.52 CEGIJKM	1.56 E	1.82 EGIM	2.18 CEGIJM	2.49 CEGIJKM	1.71 EGI	3.15 OQRSTUVWXYZabcdefghijklmno	1.50 i	3.17 OQRSTUVWXYZabcdefghijklmno	1.53 Oi	2.42 OQSTUWYabcegikmo

	Favourable to politicians																						
	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	947	657	1024	620	496	591	960	410	701	490	1285	480	501	476	982	490	714	514	605	719	385	543	817
Weighted base	923	693	965	514	563	515	1034	348	745	482	1253	395	553	387	1069	388	796	410	679	628	432	422	931
A great deal (4)	65 7% OQWYcgikmo	78 11% OQSUWYacegikmo	65 7% OQYcgikmo	116 23% OQSTUWYacegiklmo	26 5% OQgiko	103 20% OQSTUWYacegikmo	49 5% OQgiko	85 25% OQSTUWXYabcegiklmo	40 5% OQgiko	87 18% OQSTUWYacegikmo	64 5% OQgiko	84 21% OQSTUWYacegikmo	33 6% OQgikmo	123 32% OQRSTUVWXYZabcdegiklmno	17 2%	118 31% OQRSTUVWXYZabcdegiklmo	16 2% O	119 29% OQRSTUVWXYabcdegiklmo	18 3% OQg	119 19% OQSTUWYacegikmo	16 4% OQgi	115 27% OQSTUVWXYabcdegiklmo	20 2% O
A fair amount (3)	216 23% OQTWYabegikmo	97 14% OQegikmo	263 27% OQSTWYabcegikmo	193 37% OQRSTUWXYabcegikmo	64 11% OQgi	163 32% OQSTUWYabcegikmo	136 13% OQegikmo	123 35% OQRSTUWYabcegikmo	90 12% OQgiko	88 18% OQTWYaegikmo	287 23% OQTWYaegikmo	135 34% OQRSTUWYabcegikmo	57 10% Oi	166 43% OQRSTUVWXYZabcdegiklmo	92 9% O	174 45% OQRSTUVWXYZabcdegijklmo	56 7%	165 40% OQRSTUWXYabcdegiklmo	60 9%	212 34% OQRSTUWYabcegikmo	42 10% i	173 41% OQRSTUWXYZabcdegiklmo	82 9% O
Not very much (2)	254 28% NPRTWabefhijmn	133 19% NPb	313 32% NPRSTVWXYZabdefghijklmno	121 24% NPTbfhjm	115 20% NPb	125 24% NPTbefhjmn	289 28% NPRTWabefhijmn	79 23% NPbfhj	170 23% NPbefhm	69 14%	431 34% NOPQRSTVWXYZabdefghijklmno	94 24% NPTbfhjm	103 19% N	65 17% N	305 28% NPRTVWZabefhijkmn	62 16% N	188 24% NPTbefhjm	74 18% NP	171 25% NPTWbefhjm	153 24% NPTbefhjmn	74 17%	85 20% NPbh	255 27% NPRTWabefhijmn
None at all (1)	361 39% NPRUVXZcdfhjln	377 54% NPRSUVXZbcdfhjln	269 28% NPVXZdfhjln	72 14% NPfhjn	348 62% NPRSTUVXYZbcdfhjln	104 20% NPVZfhjn	532 51% NPRSUVXZcdfhjln	52 15% NPfhjn	435 58% NPRSUVXYZbcdfhjln	233 48% NPRSUVXZcdfhjln	406 32% NPUVXZdfhjln	70 18% NPVfhjn	350 63% NOPQRSTUVXYZabcdfghjln	28 7% NP	629 59% NPRSTUVXYZbcdfhjln	29 7% NP	521 65% NOPQRSTUVXYZabcdfghjklno	43 10% NPfh	418 62% NPQRSTUVXYZbcdfhjln	134 21% NPVZfhjn	290 67% NOPQRSTUVWXYZabcdfghjklno	36 9% NP	553 59% NPRSTUVXYZbcdfhjln
Don’t know	27 3% PQRTabhl	8 1%	55 6% NOPQRSTVWYZabdefghijklmno	12 2% PR	11 2%	21 4% PQRTVabfhikl	28 3% PQRTab	9 3% PR	9 1%	5 1%	65 5% NOPQRSTVWYZabdefghijklmno	11 3% PRTbh	11 2% P	5 1% P	25 2% PRTa	5 1% P	14 2%	10 2% PRh	12 2%	9 1% P	10 2% P	12 3% PRTabfhl	22 2% PRa
NET: A great deal/ fair amount	281 30% OQTWYaegikmo	175 25% OQWYaegikmo	328 34% OQSTWYacegikmo	308 60% OQRSTUWXYabcegiklmo	90 16% OQgiko	266 52% OQSTUWYabcegikmo	185 18% OQgikmo	208 60% OQRSTUWXYabcegiklmo	130 17% OQgikmo	175 36% OQSTWYacegikmo	351 28% OQWYaegikmo	219 56% OQRSTUWYabcegikmo	90 16% OQgiko	289 75% OQRSTUVWXYZabcdegijklmno	110 10% O	292 75% OQRSTUVWXYZabcdegijklmno	72 9%	284 69% OQRSTUVWXYZabcdegiklmo	78 11% Oi	331 53% OQSTUWYabcegikmo	58 13% OQgi	288 68% OQRSTUVWXYZabcdegiklmo	102 11% O
NET: Not very much/ none at all	615 67% NPRUVXZdfhjln	510 74% NPRSUVXZbcdfhjln	582 60% NPRVXZdfhjln	194 38% NPfhjn	463 82% NPRSTUVXZbcdfhjln	229 44% NPVZfhjn	821 79% NPRSTUVXZbcdfhjln	131 38% NPfhjn	606 81% NPRSTUVXZbcdfhjln	302 63% NPRVXZdfhjln	837 67% NPRUVXZdfhjln	165 42% NPfhjn	452 82% NPRSTUVXZbcdfhjln	92 24% NP	934 87% NPRSTUVWXYZabcdefhjln	91 23% NP	709 89% NPRSTUVWXYZabcdefhjklmno	117 28% NPfh	589 87% NPRSTUVWXYZabcdefhjln	288 46% NPVZfhjn	364 84% NPRSTUVXYZbcdfhjln	121 29% NPfh	808 87% NPRSTUVWXYZabcdefhjln
Mean	1.98 OQTWYaegikmo	1.82 OQWYaegikmo	2.14 OQSTWYacegikmo	2.70 OQRSTUWXYabcegiklmo	1.58 Oim	2.54 OQSTUWYabcegikmo	1.70 OQWaegikmo	2.71 OQRSTUWXYabcdegiklmo	1.64 OQgikmo	2.06 OQTWYaegikmo	2.01 OQTWYaegikmo	2.61 OQRSTUWYabcegikmo	1.58 Oim	3.01 OQRSTUVWXYZabcdegijklmno	1.52 i	3.00 OQRSTUVWXYZabcdegijklmno	1.45	2.90 OQRSTUVWXYZabcdegiklmo	1.52 i	2.51 OQSTUWYabcegikmo	1.49	2.90 OQRSTUVWXYZabcdegiklmo	1.53 i

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

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

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

24-089497-36 - 5th - 9th September 2025

PUBLIC

Political Pulse - September

Adults aged 16+ in GB

Q25. To what extent do you think Angela Rayner resigning as Deputy Prime Minister and Secretary of State for Housing, Communities and Local Government was the right or wrong decision?

All Adults aged 16+ in Great Britain

	Total	Gender		Age						Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55+	18-75	18+	16-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2272	1100	1147	687	798	787	2149	2249	2172	1502	770	548	598	530	320	95	181	1290	982	1426	846	339	495	518	711	1866	352	344	705	186	230	115	88	911	693
Weighted base	2272	1101	1146	671	727	873	2131	2242	2162	1273	999	541	593	519	314	110	195	722	1550	1377	895	401	564	536	549	1907	304	361	595	166	274	112	87	812	759
Definitely the right decision (4)	1093 48%	528 48%	557 49%	168 25%	338 46% D	587 67% DEGHI	1015 48% DI	1091 49% DGI	1018 47% D	573 45%	520 52% J	257 47%	285 48%	260 50% O	127 41%	57 51% *	108 55% O	313 43%	780 50% R	626 45%	467 52% T	194 48%	293 52% Y	272 51% Y	234 43%	992 52% a	82 27%	269 75% cdfg	224 38%	79 47% c	213 78% cdfg	41 37% *	47 54% cf*	369 45%	551 73% h
Probably the right decision (3)	570 25%	309 28% C	251 22%	217 32% EFGHI	193 27% F	161 18%	538 25% F	559 25% F	549 25% F	374 29% K	196 20%	138 26%	141 24%	132 26%	90 29% P	17 16% *	51 26%	253 35% S	317 20%	384 28% U	186 21%	80 20%	136 24%	128 24%	182 33% VWX	457 24%	105 35% Z	49 14%	231 39% be	50 30% be	30 11%	37 33% be*	28 33% be*	265 33% i	122 16%
Probably the wrong decision (2)	200 9%	102 9%	97 8%	76 11% FGHI	73 10% F	51 6%	184 9% F	194 9% F	190 9% F	124 10%	76 8%	56 10%	50 8%	37 7%	41 13% NQ	6 6% *	10 5%	65 9%	135 9%	120 9%	80 9%	40 10%	50 9%	46 9%	50 9%	154 8%	43 14% Z	11 3%	72 12% be	22 13% be	8 3%	17 15% be*	5 6% *	84 10% i	37 5%
Definitely the wrong decision (1)	99 4%	51 5%	48 4%	28 4%	38 5%	33 4%	97 5%	99 4%	97 4%	48 4%	52 5%	22 4%	29 5%	23 4%	14 4%	7 7% *	5 2%	22 3%	77 5% R	69 5%	31 3%	17 4%	24 4%	35 7% Y	14 3%	85 4%	12 4%	20 6%	33 6%	6 4%	6 2%	2 1% *	4 5% *	43 5%	25 3%
Don't know	310 14%	111 10%	192 17% B	183 27% EFGHI	85 12% F	42 5%	296 14% FH	298 13% F	308 14% EFGH	154 12%	156 16% J	69 13%	88 15%	66 13%	42 13%	22 20% *	22 11%	69 10%	241 16% R	178 13%	131 15%	69 17% WX	62 11%	56 10%	68 12%	220 12%	62 20% Z	12 3%	34 6%	9 5%	16 6%	16 14% bcdeg*	3 3% *	51 6% i	24 3%
NET: Definitely/ Probably the right decision	1663 73%	837 76% C	808 71%	385 57%	531 73% D	748 86% DEGHI	1554 73% DI	1650 74% DGI	1567 72% D	947 74%	716 72%	395 73%	427 72%	392 76%	217 69%	74 67% *	159 81% MOP	566 78% S	1097 71%	1010 73%	653 73%	274 68%	429 76% V	400 75%	416 76% V	1449 76% a	187 62%	318 88% cdf	456 77%	129 77%	243 89% cdf	78 69% *	75 87% f*	633 78%	674 89% h
NET: Definitely/ Probably the wrong decision	299 13%	153 14%	145 13%	104 16% F	111 15% F	84 10%	282 13% F	294 13% F	287 13% F	172 14%	127 13%	77 14% Q	79 13%	60 12%	54 17% NQ	14 12% *	15 8%	87 12%	213 14%	189 14%	111 12%	58 14%	73 13%	81 15%	64 12%	239 13%	55 18% Z	31 9%	105 18% be	28 17% be	14 5%	19 17% be*	9 10% *	127 16% i	62 8%
Mean	3.35	3.33	3.38	3.07	3.29 D	3.57 DEGHI	3.35 DI	3.36 DEGI	3.34 D	3.32	3.40	3.33	3.35	3.39 O	3.22	3.40 *	3.51 LO	3.31	3.37	3.31	3.43 T	3.36	3.39	3.33	3.32	3.40 a	3.06	3.62 cdf	3.16	3.28	3.75 cdfg	3.21 *	3.40 c*	3.26	3.63 h

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

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

Q25. To what extent do you think Angela Rayner resigning as Deputy Prime Minister and Secretary of State for Housing, Communities and Local Government was the right or wrong decision?

All Adults aged 16+ in Great Britain

	Total	Favourable to parties											
	Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to New left-wing party	Unfavourable to New left-wing party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	2272	506	1126	615	1049	659	628	705	624	694	1005	460	965
Weighted base	2272	456	1131	501	1153	544	707	615	686	752	933	392	1036
Definitely the right decision (4)	1093 48%	243 53% DFHKL	565 50% DFHKL	140 28%	790 68% BCDFGHKL	221 41% DHL	449 64% BCDFHKL	206 33% D	502 73% BCDEFGHJKLM	515 68% BCDFGHKL	362 39% DH	132 34% D	682 66% BCDFHKL
Probably the right decision (3)	570 25%	133 29% EGIJM	319 28% EGIJM	236 47% BCEFGHIJKLM	173 15% I	210 39% BCEGIJKM	113 16% I	225 37% BCEGIJM	79 12%	138 18% EI	305 33% CEGIJM	157 40% BCEGIJKM	187 18% EI
Probably the wrong decision (2)	200 9%	22 5%	130 12% BEGIJM	69 14% BEGIJM	74 6%	65 12% BEIJM	63 9% BEIJ	91 15% BCEFGIJLM	40 6%	39 5%	125 13% BCEGIJM	46 12% BEIJM	73 7%
Definitely the wrong decision (1)	99 4%	26 6% J	44 4%	20 4%	60 5% J	23 4%	45 6% CJM	34 6% J	35 5% J	21 3%	54 6% CJM	20 5% J	43 4%
Don't know	310 14%	32 7%	73 6% EI	36 7% F	57 5%	25 5%	37 5%	59 10% CEFGIJM	30 4%	39 5%	87 9% CEFGIJM	37 9% CEFGIJM	51 5%
NET: Definitely/ Probably the right decision	1663 73%	376 83% DHKL	884 78% HK	377 75% H	963 83% CDFGHKL	431 79% DHKL	562 80% HKL	431 70%	581 85% CDFGHKL	653 87% BCDEFGHKL	667 72%	289 74%	869 84% CDFGHKL
NET: Definitely/ Probably the wrong decision	299 13%	47 10%	174 15% BEIJM	89 18% BEIJM	134 12% J	88 16% BEIJM	107 15% BEIJM	126 20% BCEFGIJM	75 11% J	60 8%	179 19% BCEGIJM	66 17% BEIJM	115 11% J
Mean	3.35	3.40 DFHKL	3.33 DFHKL	3.07	3.54 BCDFGHKL	3.21 DH	3.44 CDFHKL	3.08	3.60 BCDFGHKLM	3.61 BCDEFGHKLM	3.15 D	3.13	3.53 BCDFGHKL

	Favourable to politicians														
	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Jeremy Corbyn	Unfavourable to Jeremy Corbyn	Favourable to Zarah Sultana	Unfavourable to Zarah Sultana
	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	573	1132	417	1087	443	989	693	1072	642	535	597	1043	412	771
Weighted base	468	1238	334	1177	410	967	740	1013	533	609	519	1127	350	819
Definitely the right decision (4)	142 30% f	805 65% NPRSUVXZbcdfhjln	99 30% f	819 70% NOPRSUVXYZbcdfhjkln	227 55% NPUVXZcdfhjln	480 50% NPUVXZdfhjln	501 68% NPRSUVXZbcdfhjln	414 41% NPXZdfhn	207 39% NPXZdfn	405 67% NPRSUVXZbcdfhjln	167 32% f	734 65% NPRSUVXZbcdfhjln	111 32% f	564 69% NOPRSUVXYZbcdfhjkln
Probably the right decision (3)	211 45% OQRSTUWYabcdegijklmo	203 16% gimo	149 45% OQRSTUWYabcegijklmo	184 16% gi	121 29% OQTWYaegikmo	267 28% OQTWYaegikmo	146 20% OQWaegimo	308 30% OQSTWYacegikmo	223 42% OQRSTUWYabcegikmo	85 14%	211 41% OQRSTUWYabcegikmo	204 18% QWaegimo	154 44% OQRSTUWYabcegiklmo	128 16%
Probably the wrong decision (2)	58 12% OQRTWYabegikmo	93 7% QTbg	48 14% OQRTVWYabegiklmo	71 6% Tg	22 5%	113 12% OQRTWYabegikmo	28 4%	130 13% OQRTWYabegikmo	55 10% OQRTYabgio	49 8% Tbg	58 11% OQRTYabegimo	75 7% Tbg	39 11% OQRTYabgio	58 7% Tbg
Definitely the wrong decision (1)	22 5%	59 5%	22 7% RTh	56 5%	12 3%	50 5%	28 4%	52 5%	27 5%	41 7% OQRTYgo	25 5%	51 5%	17 5%	40 5%
Don't know	35 8% PQTVaeghijlmn	78 6% Qaegilm	16 5%	47 4%	28 7% QVaeghilm	59 6% Qaegilm	36 5%	108 11% NOPQRSTVWYabefghijklmno	21 4%	29 5%	58 11% NOPQRSTVWYZabdefghijklmno	64 6% Qaegilm	30 9% PQTVWaefghijklmn	30 4%
NET: Definitely/ Probably the right decision	353 75% f	1008 81% NPSUXZcdf	248 74% f	1003 85% NOPSUVWXYZcdfhjklno	348 85% NPSUXZcdfhjn	746 77% UXcf	648 87% NOPSUVWXYZcdefhijklno	723 71%	430 81% NPUXZcdf	490 81% PUXcdf	378 73%	938 83% NPSUXZcdfjn	265 76% f	692 84% NOPSUWXZcdfhjkn
NET: Definitely/ Probably the wrong decision	80 17% OQRTYabgio	152 12% QRTbg	70 21% NOQRTVWXYZabeghijklmno	127 11% Tg	34 8%	162 17% OQRTYabegimo	56 8%	182 18% OQRTYabegikmo	81 15% QRTYbg	89 15% QRTYabgo	83 16% OQRTYbgo	125 11% Tg	55 16% QRTYbg	98 12% Tbg
Mean	3.09 f	3.51 NPSUVXZcdfhjln	3.02 f	3.56 NOPSUVWXZcdfhjkln	3.47 NPSUVXZcdfhjln	3.29 NPUVXZdfhjn	3.59 NOPRSUVWXYZbcdfhjkln	3.20 NPdfn	3.19 NPdfn	3.47 NPSUVXZcdfhjln	3.13 Pf	3.53 NPSUVXZcdfhjln	3.12 f	3.54 NPSUVXZcdfhjln

	Favourable to politicians													
	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Zack Polanski	Unfavourable to Zack Polanski	Favourable to Angela Rayner	Unfavourable to Angela Rayner	Favourable to Yvette Cooper	Unfavourable to Yvette Cooper	Favourable to Wes Streeting	Unfavourable to Wes Streeting	Favourable to Andy Burnham	Unfavourable to Andy Burnham	Favourable to Sadiq Khan	Unfavourable to Sadiq Khan
	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted base	505	1357	487	539	490	1052	508	762	537	645	750	413	560	884
Weighted base	503	1328	401	596	400	1144	408	852	432	726	662	465	440	1005
Definitely the right decision (4)	291 58% NPSUVXZcdfhjln	636 48% NPUVXZdfhjln	133 33% f	414 69% NOPRSUVXYZbcdfhjkln	90 22%	843 74% NOPQRSTUVWXYZabcdefhiiklno	141 35% NPf	604 71% NOPRSUVWXYZbcdfhjkln	168 39% NPXZdfhn	472 65% NPRSUVXZbcdfhjln	284 43% NPVXZdfhjn	333 72% NOPRSUVWXYZbcdfhjkln	139 31% f	693 69% NOPRSUVXYZbcdfhjkln
Probably the right decision (3)	141 28% OQTWYaegikmo	344 26% OQTWYaegikmo	159 40% OQRSTUWYabcegikmo	83 14%	184 46% OQRSTUWXYabcdegijklmo	160 14%	182 45% OQRSTUWYabcegijklmo	113 13%	172 40% OQRSTUWYabcegikmo	119 16% imo	251 38% OQRSTUWYabcegikmo	60 13%	205 46% OQRSTUVWXYabcdegijklmo	139 14%
Probably the wrong decision (2)	19 4%	156 12% OQRTWYabegikmo	56 14% OQRTVWYabegikmo	42 7% Tbg	65 16% NOQRSTVWXYZabceghijklmno	55 5%	51 13% OQRTWYabegikmo	58 7% Tbg	51 12% OQRTYabegimo	59 8% QTbg	73 11% OQRTYabegio	32 7% Tbg	49 11% OQRTYabegimo	68 7% Tbg
Definitely the wrong decision (1)	23 5%	63 5%	20 5%	35 6% RTg	39 10% NOPQRSTUVXYZabcdeghijklmno	47 4%	19 5%	49 6% RTg	20 5%	41 6% Rg	32 5%	26 6%	25 6% R	49 5%
Don't know	29 6% gilm	128 10% OPQSTVWYabefghijklmno	32 8% PQTVaeghijklmn	21 4%	22 6% l	39 3%	15 4%	29 3%	21 5% l	35 5% gi	21 3%	14 3%	23 5% l	56 6% Qaegilm
NET: Definitely/ Probably the right decision	431 86% NOPSUVWXZcdfhjkln	980 74% Uf	293 73%	497 83% NPSUXZcdfn	273 68%	1003 88% NOPQSUVWXYZacdefhijklmno	323 79% NPUXcdf	716 84% NOPSUWXZcdfjkn	340 79% PUXcdf	591 81% NPSUXZcdf	535 81% NPSUXZcdf	393 84% NPSUWXZcdfjn	343 78% UXcdf	832 83% NPSUXZcdf
NET: Definitely/ Probably the wrong decision	42 8%	220 17% OQRTYabegimo	76 19% OQRTVYabegikmo	77 13% RTbg	104 26% NOPQRSTUVWXYZabcdeghijklmno	102 9%	70 17% OQRTYabgo	107 13% RTbg	71 16% OQRTYabgo	101 14% QRTYbg	105 16% OQRTYabgo	59 13% Tbg	74 17% OQRTYabgio	117 12% Tbg
Mean	3.48 NPSUVXZcdfhjln	3.29 NPUVXZdfhjn	3.10 f	3.52 NPSUVXZcdfhjln	2.86	3.63 NOPQRSUVWXYZabcdefhijklmno	3.14 Pf	3.55 NPSUVXZcdfhjkln	3.19 NPfn	3.48 NPSUVXZcdfhjln	3.23 NPXZdfhn	3.55 NPSUVXZcdfhjln	3.10 f	3.56 NPSUVWXZcdfhjkln

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

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

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