



Table 1
V1AB/V2. COMBINED VOTING INTENTION - ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1148	574	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	139	720	299	1095	112	1148
Weighted Total	1148	567	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Total voting (sub-base)	927	846	730	680	855	830	804	745	10	475	439	258	190	238	240	239	276	157	188	514	346	789	116	935
Conservative	160	145	118	109	144	140	134	120	1	73	87	21	32	50	57	44	51	22	32	95	54	130	27	164
	17%	17%	16%	16%	17%	17%	17%	16%	7%	15%	20%	8%	17%	21%	24%	18%	18%	14%	17%	18%	16%	17%	24%	18%
Labour	183	162	130	120	163	159	147	133	1	85	98	69	42	35	37	52	48	25	40	100	65	133	44	179
	20%	19%	18%	18%	19%	19%	18%	18%	10%	18%	22%	27%	22%	15%	15%	22%	18%	16%	21%	19%	19%	17%	38%	19%
Reform UK	298	267	241	233	280	269	265	249	5	166	130	53	56	99	90	51	73	78	76	124	153	282	11	285
	32%	32%	33%	34%	33%	32%	33%	33%	45%	35%	30%	21%	29%	42%	37%	21%	27%	49%	40%	24%	44%	36%	9%	30%
Liberal Democrats (Lib Dem)	101	94	85	78	96	91	91	86	2	54	46	23	23	25	29	39	36	13	9	75	22	87	10	122
	11%	11%	12%	12%	11%	11%	11%	12%	20%	11%	11%	9%	12%	11%	12%	16%	13%	8%	5%	15%	6%	11%	9%	13%
Scottish National Party (SNP)	32	32	27	23	31	30	28	27	-	21	9	8	8	6	10	5	15	5	6	20	11	29	-	30
	3%	4%	4%	3%	4%	4%	3%	4%	-	4%	2%	3%	4%	2%	4%	2%	5%	3%	4%	3%	4%	4%	-	3%
Plaid Cymru	10	10	9	7	10	10	10	9	-	5	5	2	3	1	3	2	3	1	2	5	4	9	1	16
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Green Party	132	126	112	101	123	123	122	112	2	68	57	78	25	18	12	42	47	13	20	89	33	114	18	129
	14%	15%	15%	15%	14%	15%	15%	15%	18%	14%	13%	30%	13%	8%	5%	17%	17%	8%	11%	17%	10%	14%	15%	14%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	11	10	9	9	9	9	9	9	-	4	7	3	3	3	2	5	2	-	2	7	2	5	6	10
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	5%	1%
Would not vote	91	27	1	1	3	1	1	1	57	30	62	35	30	18	9	7	18	30	25	26	55	70	18	94
	8%	3%	*	*	*	*	*	*	83%	5%	11%	11%	12%	6%	3%	3%	6%	15%	10%	4%	12%	7%	12%	8%
Undecided	118	86	42	40	81	65	52	42	1	40	75	27	33	32	26	30	27	15	31	47	46	93	19	108
	10%	9%	5%	6%	8%	7%	6%	5%	2%	7%	13%	8%	13%	11%	10%	7%	8%	7%	13%	8%	10%	10%	12%	9%
Prefer not to say	11	8	3	3	9	7	3	3	-	1	7	1	3	6	1	1	1	5	-	2	5	5	2	11
	1%	1%	*	*	1%	1%	*	*	-	*	1%	*	1%	2%	*	*	*	2%	-	*	1%	1%	1%	1%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos 125-007339-01

*=Less than 0.5%

=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>



Table 2
VIA6/V2. COMBINED VOTING INTENTION: ALL - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base: All

	Total (Unweighted)	Voting				Working status		Government		Work sector		Turnout										ONS Regions								Past vote (2021 General Election)						Qualifications			Unw Tot
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Must vote	Owned outright	Private renter	Social renter	Renter	Total owner/manager	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	OD	OD, Incl. Lib Dem	No qual ¹	Other qual ²	Degree					
Unweighted Total	1148	179	164	132	283	129	491	645	122	951	311	615	216	463	146	232	270	280	214	290	121	161	96	71	288	215	137	100	213	168	550	464	1148						
Weighted Total	1148	179	164	132	283	129	491	645	122	951	311	615	216	463	146	232	270	280	214	290	121	161	96	71	288	215	137	100	213	168	550	464	1148						
Total active (excl. base)	927	183	160	103	268	132	431	489	121	757	269	555	208	377	119	207	236	227	232	227	122	809	76	42	230	180	138	82	198	130	489	314	935						
Conservative	160	-	160	-	-	-	60	160	8	151	61	160	18	16	10	28	177	27	18	58	28	152	6	2	13	97	4	8	18	24	84	164	164						
Labour	179	-	160%	-	-	-	14%	21%	7%	20%	10%	18%	21%	13%	10%	12%	10%	11%	16%	10%	21%	15%	8%	5%	6%	54%	18%	9%	18%	18%	18%	18%	18%						
Liberal Democrats	164	164	-	-	-	-	8%	94	79	76	58	97	55	59	28	34	62	51	48	24	47	170	7	8	107	11	-	16	22	28	77	74	179						
Reform UK	132	-	-	-	-	-	20%	10%	6%	10%	24%	11%	10%	10%	24%	11%	17%	23%	21%	11%	38%	21%	9%	13%	47%	6%	-	10%	11%	22%	16%	24%	13%						
Green Party	283	-	-	-	283	-	13%	162	9	266	72	198	80	140	22	51	73	220	92	90	61	18	260	17	21	40	37	131	4	9	58	179	54	283					
Liberal Democrats (Lib Dem)	103	-	-	100%	-	-	10%	10%	8%	18%	27%	16%	27%	37%	14%	47%	15%	16%	10%	27%	13%	12%	22%	40%	17%	14%	10%	5%	5%	27%	18%	17%	103						
Scottish National Party (SNP)	11	-	-	-	-	-	46	16	10	80	31	51	30	44	11	2	13	83	25	16	52	7	93	6	2	21	11	2	43	49	9	47	45	111					
Plaid Cymru	12	-	-	-	-	-	11%	11%	8%	11%	12%	10%	13%	12%	9%	2%	6%	12%	7%	8%	23%	6%	11%	8%	4%	9%	6%	1%	32%	20%	7%	10%	14%	11%					
Other	32	-	-	-	-	-	13	19	2	28	8	19	11	11	4	5	10	22	-	-	-	-	-	1	2	-	-	-	24	8	15	9	30						
Would not vote	3%	-	-	-	-	-	3%	4%	2%	4%	3%	3%	4%	3%	4%	5%	4%	3%	-	-	-	-	-	42%	-4	1%	-	-	-	12%	6%	3%	3%	3%					
Green Party	10	-	-	-	-	-	3	7	2	8	4	5	4	4	2	1	3	7	-	-	-	-	-	10	3	4	-	-	4	-	5	5	18						
Alba Party	14%	-	-	-	-	-	10%	10%	9%	16%	10%	11%	20%	9%	27%	3%	15%	14%	14%	16%	13%	18%	15%	9%	5%	10%	2%	-	13%	10%	1%	13%	22%	14%					
Other	11	-	-	-	-	-	6	4	-	10	2	6	-	6	2	2	4	6	6	1	3	-	10	1	-	-	1	1	1	7	3	2	6	10					
Would not vote	91	-	-	-	-	-	48	42	5	72	26	41	24	10	20	14	43	40	21	27	18	13	79	6	6	11	3	1	2	5	22	52	14	94					
Unweighted	118	-	-	-	-	-	41	78	2	107	38	59	24	45	18	24	41	69	28	30	18	13	98	5	4	23	26	4	8	17	33	18	24	108					
Prefer not to say	1%	-	-	-	-	-	9	1	-	8	1	6	3	4	4	4	7	3	5	1	-	8	1	1	1	-	-	-	-	4	6	1	1	11					
Other	1%	-	-	-	-	-	2%	4	-	1%	4	1%	1%	2%	1%	4	-	1%	2%	4	-	1%	1%	1%	-	-	-	-	2%	1%	4	1%	1%						

Fieldwork dates: Thursday 20th to Wednesday 16th November 2025.
Respondent Type: Probability sample, adults 16+, Great Britain, online KnowledgePanel.
Source: Ipsos ZD-007339-01.
¹Less than 0.5%.
²Where unweighted base sizes smaller than 100, please note results are indicative only.



Table 3
V1AB/V2. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 9/10 at likely to vote (LIKEV) and always/usually/it depends at vote frequency (votefreq)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	797	797	797	797	797	797	797	797	-	383	402	159	167	229	242	272	284	93	86	596	181	738	81	797
Weighted Total	776	776	776	715	776	776	776	776	-	405	359	181	153	212	230	229	224	119	158	453	277	672	83	797
Total voting (sub-base)	730	730	730	671	730	730	730	730	-	390	328	176	146	193	215	215	212	113	148	427	261	633	81	745
Conservative	118	118	118	107	118	118	118	118	-	56	61	6	25	36	51	38	33	14	27	71	41	97	21	121
	16%	16%	16%	16%	16%	16%	16%	16%	-1	14%	15%	4%	17%	16%	24%	18%	16%	12%	18%	17%	16%	15%	26%	16%
Labour	130	130	130	118	130	130	130	130	-	58	72	43	25	28	35	46	28	17	33	74	50	100	27	132
	18%	18%	18%	18%	18%	18%	18%	18%	-1	15%	22%	24%	17%	15%	16%	21%	13%	15%	22%	17%	19%	16%	33%	18%
Reform UK	241	241	241	228	241	241	241	241	-	145	94	36	45	80	79	47	63	59	55	109	114	227	9	232
	33%	33%	33%	34%	33%	33%	33%	33%	-1	37%	29%	20%	31%	41%	37%	22%	30%	52%	37%	26%	44%	36%	11%	31%
Liberal Democrats (Lib Dem)	85	85	85	77	85	85	85	85	-	48	37	15	19	23	28	33	32	12	6	65	19	76	6	105
	12%	12%	12%	12%	12%	12%	12%	12%	-1	12%	11%	8%	13%	12%	13%	16%	15%	11%	4%	15%	7%	12%	8%	14%
Scottish National Party (SNP)	27	27	27	23	27	27	27	27	-	18	6	8	6	6	7	5	12	5	4	18	8	24	-	25
	4%	4%	4%	3%	4%	4%	4%	4%	-1	5%	2%	5%	4%	3%	3%	2%	6%	4%	2%	4%	3%	4%	-1	3%
Plaid Cymru	9	9	9	7	9	9	9	9	-	5	4	2	3	1	3	2	2	1	2	4	3	8	1	13
	1%	1%	1%	1%	1%	1%	1%	1%	-1	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
Green Party	112	112	112	101	112	112	112	112	-	58	47	64	20	15	12	39	40	5	19	79	24	98	13	109
	15%	15%	15%	15%	15%	15%	15%	15%	-1	15%	14%	36%	14%	8%	5%	18%	19%	4%	13%	18%	9%	15%	16%	15%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9	9	9	9	9	9	9	9	-	2	7	1	3	3	1	5	2	-	1	7	1	4	5	8
	1%	1%	1%	1%	1%	1%	1%	1%	-1	1%	2%	1%	2%	2%	1%	2%	1%	-1	1%	2%	1%	1%	6%	1%
Would not vote	1	1	1	1	1	1	1	1	-	1	-	1	-	-	-	1	-	-	1	-	-	1	-	1
	+	+	+	+	+	+	+	+	-1	+	-	+	-	-	-	+	-	-1	+	-	-	+	-1	+
Undecided	42	42	42	40	42	42	42	42	-	14	29	5	6	18	14	12	12	3	10	24	13	37	1	47
	5%	5%	5%	6%	5%	5%	5%	5%	-1	3%	8%	3%	4%	8%	6%	5%	6%	3%	6%	5%	5%	6%	1%	6%
Prefer not to say	3	3	3	3	3	3	3	3	-	1	3	-	2	1	1	1	-	2	-	1	2	1	1	4
	+	+	+	+	+	+	+	+	-1	+	1%	-	1%	1%	+	+	-	2%	-1	+	1%	+	1%	1%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 6
VJAB/VZ. COMBINED VOTING INTENTION - LIKELY TO VOTE - How would you vote if there were a General Election tomorrow? (Which party/most inclined to support?)

Base : All 18/20 at likely to vote (JRVZ) and always/usually/it depends at vote frequency (Jotafog)

	Total (Weighted)	Voting				Working status		Government		Work sector		Turnout						ONS Regions							Past vote (2024 General Election)					Qualifications			Unw. Yrs.	
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most pge	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Cons	Reform UK	Lib	ONS Incl. Lib Dem	No qual ^a	Other qual ^a		Degree
Unweighted Total	797	110	121	105	222	109	364	647	96	660	254	637	278	373	70	62	134	645	180	214	192	78	644	10	43	224	174	118	85	189	109	160	312	797
Weighted Total	776	110	123	97	224	112	207	614	99	610	229	673	285	375	70	62	134	645	180	214	192	78	644	10	43	224	174	118	85	189	109	160	312	776
Total active Irish-based	730	130	114	85	241	112	363	582	99	597	217	647	231	331	82	70	132	563	174	202	186	85	636	64	30	189	181	125	74	178	98	155	288	745
Conservative	118	-	118	-	-	-	67	70	5	112	35	71	18	49	3	-	17	98	23	30	42	21	115	3	-	7	86	1	5	12	21	15	41	123
Labour	105	-	105%	-	-	-	14%	18%	3%	10%	10%	18%	23%	10%	12%	11%	17%	13%	10%	22%	23%	18%	4%	-	4%	53%	1%	6%	7%	21%	15%	35%	10%	
Liberal	130	130	-	-	-	-	60	67	67	45	41	74	41	55	16	34	30	96	30	39	22	30	121	5	4	88	11	-	16	22	18	49	62	152
Reform UK	18%	18%	100%	-	-	-	17%	18%	68%	8%	10%	18%	18%	17%	20%	20%	17%	17%	20%	12%	35%	10%	7%	15%	48%	7%	-	21%	12%	18%	14%	23%	18%	
Green Party	241	-	-	-	241	-	109	131	6	234	90	185	63	116	19	38	56	180	74	76	48	15	213	15	13	13	50	120	4	9	44	148	44	232
Liberal Democrats (Lib Dem)	15%	-	-	-	100%	-	10%	14%	6%	38%	23%	17%	27%	30%	23%	64%	17%	12%	62%	20%	18%	14%	21%	64%	18%	10%	48%	5%	5%	66%	42%	17%	11%	
Scottish National Party (SNP)	85	-	-	85	-	-	37	48	7	68	27	46	36	40	8	2	9	76	11	16	46	5	77	6	2	19	10	2	30	46	7	41	27	109
Other	12%	-	-	100%	-	-	11%	13%	7%	11%	12%	10%	10%	12%	9%	2%	6%	13%	6%	8%	25%	6%	12%	10%	5%	10%	6%	1%	53%	20%	7%	11%	14%	14%
Plaid Cymru	27	-	-	-	-	-	12	15	2	24	8	17	9	10	3	3	7	19	-	-	-	-	-	3	2	-	-	-	-	20	5	13	9	25
Other	4%	-	-	-	-	-	3%	4%	2%	4%	4%	4%	4%	3%	5%	4%	5%	3%	-	-	-	-	-	43%	-	1%	-	-	12%	5%	4%	3%	3%	
Other	9	-	-	-	-	-	3	6	2	7	4	6	3	3	2	2	7	-	-	-	-	-	-	9	3	4	-	-	3	-	4	4	13	
Green Party	1%	-	-	-	-	-	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-	23%	4	-	-	-	6	2%	-	1%	2%	
Other	112	-	-	-	-	112	69	41	5	10	98	42	63	50	32	3	3	27	82	32	30	26	14	103	7	2	36	3	-	10	50	5	47	109
Other	15%	-	-	-	-	100%	20%	11%	10%	16%	10%	14%	22%	10%	20%	4%	18%	15%	18%	16%	14%	17%	16%	11%	7%	10%	2%	-	14%	10%	1%	14%	15%	
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	9	-	-	-	-	-	6	3	-	9	2	6	-	6	1	3	6	5	1	2	-	8	1	-	1	1	1	1	1	7	3	1	6	8
Other	1%	-	-	-	-	-	2%	1%	-	1%	1%	1%	-	2%	1%	1%	2%	1%	4	1%	4	1%	2%	-	-	4	1%	1%	4%	3%	4	2%	1%	
Would not vote	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	
Undecided	42	-	-	-	-	-	12	11	-	37	10	25	13	17	2	8	13	29	3	10	10	6	37	5	-	14	8	3	2	6	12	26	5	47
Other	1%	-	-	-	-	-	3%	7%	-	6%	4%	5%	3%	5%	11%	7%	5%	7%	3%	4%	7%	5%	8%	-	8	7%	5%	1%	1%	11%	7%	2%	8%	
Other	3	-	-	-	-	-	2	1	-	3	1	1	1	2	-	3	2	3	2	4	3	3	-	2	3	-	-	-	-	-	-	3	4	4
Other	4	-	-	-	-	-	3%	4	-	4	4	4	3%	3%	-	-	3%	3%	4	4	4	4	4	-	3%	-	-	-	-	-	-	3%	3%	

Fieldwork dates : Thursday 20th to Wednesday 26th November 2025.
Respondent type: Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007239-01
^aValues below 0.5%
^aWhere unweighted base sizes smaller than 300, please note results are indicative only



Table 5
V1AB. How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	974	727	742	948	818	879	810	70	465	635	279	267	309	293	327	393	360	339	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Conservative	126	118	100	93	118	116	112	101	1	58	68	19	27	34	46	35	41	12	29	75	42	99	24	122
	11%	12%	13%	13%	12%	13%	13%	13%	1	11%	12%	6%	11%	11%	17%	13%	13%	6%	12%	13%	9%	10%	16%	11%
Labour	153	135	112	103	136	133	124	115	1	79	74	64	35	30	24	47	39	23	29	86	51	106	42	141
	13%	14%	14%	14%	14%	15%	14%	15%	2%	14%	13%	20%	14%	10%	9%	18%	12%	11%	12%	15%	11%	11%	27%	12%
Liberal Democrats (Lib Dem)	72	65	62	56	68	65	64	64	2	37	35	15	19	18	20	29	23	9	8	52	16	64	6	92
	6%	7%	8%	8%	7%	7%	7%	8%	3%	7%	6%	5%	7%	6%	7%	11%	7%	4%	3%	9%	4%	7%	4%	8%
Scottish National Party (SNP)	27	27	25	21	26	25	25	25	-	20	5	8	8	5	5	5	12	5	4	17	8	24	-	25
	2%	3%	3%	3%	3%	3%	3%	3%	-	4%	1%	3%	3%	2%	2%	2%	4%	2%	1%	3%	2%	3%	-	2%
Plaid Cymru	9	9	8	6	9	9	9	8	-	4	4	2	3	1	3	2	3	1	2	4	3	8	1	13
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%
Green Party	109	106	99	90	104	104	103	99	1	60	42	70	17	15	7	34	39	11	15	73	26	91	17	98
	9%	11%	13%	12%	11%	11%	12%	13%	2%	11%	7%	22%	7%	5%	3%	13%	12%	5%	6%	12%	6%	10%	11%	9%
Reform UK	291	263	237	229	277	265	261	246	5	165	124	53	56	94	88	49	73	77	72	122	149	275	11	275
	25%	27%	31%	32%	29%	29%	30%	31%	7%	30%	21%	17%	22%	32%	32%	18%	22%	37%	30%	21%	33%	29%	7%	24%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9	9	8	8	8	8	8	8	-	3	6	1	3	3	2	5	2	-	2	7	2	5	4	8
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	3%	1%
Undecided	248	200	119	112	187	168	149	120	2	91	153	54	55	69	71	53	70	35	57	123	92	210	30	270
	22%	21%	15%	16%	20%	19%	17%	15%	3%	17%	26%	17%	21%	24%	26%	20%	22%	17%	23%	21%	20%	22%	20%	24%
Would not vote	86	22	-	*	3	*	*	*	53	25	60	33	26	18	9	7	18	30	21	25	51	69	14	88
	7%	2%	-	*	*	*	*	*	77%	5%	10%	10%	10%	6%	3%	2%	6%	15%	9%	4%	11%	7%	9%	8%
Prefer not to say	19	14	5	5	12	9	5	5	4	5	11	1	9	7	2	1	3	5	5	4	9	6	7	16
	2%	1%	1%	1%	1%	1%	1%	1%	5%	1%	2%	*	3%	2%	1%	*	1%	2%	2%	1%	2%	1%	4%	1%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 6
VJAE: How would you vote if there were a General Election tomorrow? (Which party is that?)

Base : All

	Total (Weighted)		Voting										Working status		Government		Work sector		Turnout						ONS Regions										Past vote (2024 General Election)										Qualifications			Unw Tot.
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most agree	Chained outright	Private sector	Social sector	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree																
Unweighted Total	1148	179	164	122	263	491	645	122	915	311	615	216	463	146	122	270	817	280	214	270	127	161	96	71	788	215	117	100	217	168	650	604	1148															
Weighted Total	1148	180	120	211	298	529	611	121	912	321	611	220	462	120	111	312	817	280	214	270	127	161	96	71	788	215	117	100	217	168	650	604	1148															
Conservative	126	-	126	-	-	51	75	7	118	31	78	38	60	14	9	23	98	25	32	40	28	121	3	2	9	78	4	6	15	21	81	41	122															
11%	-	78%	-	-	-	10%	12%	5%	12%	10%	12%	11%	14%	9%	6%	8%	12%	9%	11%	11%	16%	12%	3%	1	8%	37%	3%	7%	7%	11%	11%	11%	21%															
Labour	153	153	-	-	-	76	71	77	54	55	78	48	47	26	17	53	95	39	42	19	48	143	7	3	91	5	-	12	19	20	67	65	141															
13%	84%	-	-	-	-	15%	12%	60%	6%	15%	12%	14%	11%	16%	17%	17%	12%	14%	14%	7%	20%	14%	7%	7%	14%	2%	-	10%	8%	11%	12%	18%	12%															
Liberal Democrats (Lib Dem)	72	-	-	72	-	34	38	9	54	21	40	29	30	7	2	9	59	11	8	42	3	65	5	9	15	7	-	32	16	6	35	31	92															
6%	-	-	71%	-	-	6%	6%	7%	6%	6%	6%	8%	7%	4%	1%	3%	7%	4%	3%	16%	2%	7%	3%	5%	3%	-	35%	16%	3%	6%	9%	8%																
Scottish National Party (SNP)	27	-	-	-	-	12	14	1	24	8	16	11	8	4	3	7	19	-	-	-	-	27	-	2	2	-	-	-	23	5	13	9	25															
2%	-	-	-	-	-	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	-	-	-	-	27%	-	4	1%	-	-	10%	2%	2%	2%	2%	2%															
Plaid Cymru	6	-	-	-	-	3	6	2	7	3	4	3	3	1	1	2	7	-	-	-	-	-	9	3	-	-	-	-	4	-	5	4	13															
1%	-	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	4	1%	-	-	-	2%	-	1%	1%	1%	1%															
Green Party	109	-	-	-	-	108	38	8	98	42	62	52	29	24	2	26	81	29	32	21	19	101	7	1	36	1	-	7	16	-	46	62	98															
9%	-	-	-	-	82%	11%	6%	6%	10%	12%	9%	13%	7%	10%	1%	8%	10%	10%	11%	8%	13%	10%	7%	2%	14%	1%	-	7%	16%	-	8%	18%	9%															
Reform UK	281	-	-	-	281	-	134	106	9	278	72	192	79	137	22	48	70	89	87	61	17	255	17	20	38	57	131	4	9	57	174	53	275															
23%	-	-	-	-	86%	20%	20%	7%	20%	21%	20%	23%	13%	14%	21%	23%	27%	12%	20%	23%	12%	26%	17%	17%	14%	27%	13%	4%	4%	30%	16%	14%	24%															
Other Parties	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-															
Other	9	-	-	-	-	6	4	-	9	2	6	-	6	1	2	5	6	5	1	5	-	8	1	-	-	1	1	1	6	3	-	6	8															
1%	-	-	-	-	-	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	-	1%	1%	1%	1%	1%	-	2%	1%															
Unweighted	248	30	14	29	7	24	84	163	11	221	71	136	62	102	36	38	74	161	55	88	61	29	213	5	9	60	58	6	28	48	52	124	67	270														
22%	16%	22%	29%	2%	18%	16%	27%	8%	23%	22%	21%	18%	23%	23%	24%	24%	21%	20%	20%	23%	20%	21%	28	9	23%	28%	4%	31%	22%	27%	21%	19%	24%															
Would not vote	85	-	-	-	-	48	41	5	67	26	41	24	15	19	10	19	19	18	26	18	13	74	6	5	11	3	1	2	5	18	52	13	88															
7%	-	-	-	-	-	8%	7%	4%	7%	8%	6%	7%	5%	12%	11%	13%	1%	6%	8%	7%	6%	11%	4%	11%	4%	1%	-	2%	2%	10%	9%	4%	8%															
Prefer not to say	18	-	-	-	-	12	5	-	15	1	8	4	6	2	4	5	10	9	7	1	-	15	2	1	2	-	-	1	-	9	7	3	18															
2%	-	-	-	-	-	2%	1%	-	2%	1	1%	1%	1%	1%	2%	2%	1%	1%	2%	1	-	2%	2%	1%	1%	-	1%	-	-	5%	1%	1%	1%															

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos (22-007338-01)
*Less than 0.5%
†Unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unweighted amongst polling organisations:
<https://www.ipsos.uk/politicaltrendsheads>



Table 7
V2. Which party are you most inclined to support? (General Election tomorrow)
Base : Those undecided or prefer not to say at first V1 question - General Election (V1AB)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	286	236	125	142	218	207	188	155	5	90	191	58	71	86	71	79	101	33	33	180	66	241	32	286
Weighted Total	267	213	125	118	199	178	154	126	6	86	164	55	63	76	72	54	73	40	61	127	101	216	37	286
Conservative	34	28	18	17	26	24	22	19	-	15	19	3	5	16	11	9	10	10	3	19	13	31	3	42
	13%	13%	14%	14%	13%	13%	14%	15%	-5	16%	12%	5%	8%	21%	15%	17%	14%	24%	5%	15%	13%	14%	9%	15%
Labour	30	27	19	17	27	26	23	19	-	6	24	5	6	6	13	5	9	3	11	14	14	27	2	38
	11%	12%	15%	15%	13%	15%	15%	15%	-5	6%	14%	9%	10%	7%	18%	8%	13%	6%	18%	14%	14%	13%	6%	13%
Liberal Democrats (Lib Dem)	29	29	23	22	27	26	26	23	-	18	11	8	4	8	10	8	13	4	2	23	6	23	4	30
	11%	13%	18%	19%	14%	15%	17%	18%	-5	19%	7%	14%	6%	10%	13%	18%	18%	11%	3%	18%	6%	11%	12%	10%
Scottish National Party (SNP)	5	5	3	3	5	5	3	3	-	1	4	-	-	1	5	-	3	-	3	3	3	5	-	5
	2%	2%	2%	2%	3%	3%	2%	2%	-5	1%	3%	-5	-5	1%	6%	-5	3%	-5	4%	2%	3%	2%	-5	2%
Plaid Cymru	1	1	*	*	1	1	1	*	-	*	1	*	-	*	*	-	1	*	-	1	*	1	-	3
	*	*	*	*	*	*	1%	*	-5	*	*	1%	-5	*	*	-5	1%	1%	-5	*	*	*	-5	1%
Green Party	24	21	13	11	19	19	19	13	1	8	15	7	8	3	5	8	8	2	5	16	7	22	1	31
	9%	10%	10%	9%	9%	11%	12%	10%	10%	9%	9%	14%	12%	4%	7%	15%	10%	6%	7%	12%	7%	10%	2%	11%
Reform UK	7	5	3	3	4	4	4	3	-	1	6	-	-	5	2	1	1	1	4	2	5	7	-	10
	3%	2%	3%	3%	2%	2%	2%	2%	-5	1%	4%	-5	-5	7%	2%	3%	1%	2%	6%	2%	5%	3%	-5	3%
Alba Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	1	1	1	1	1	1	1	-	1	1	2	-	-	-	-	-	-	-	-	-	-	2	2
	1%	*	*	*	*	*	*	*	-5	1%	*	3%	-5	-5	-5	-5	-	-5	-5	-	-5	-	5%	1%
Undecided	118	86	42	40	81	65	52	42	1	40	75	27	33	32	26	20	27	15	31	47	46	93	19	108
	44%	40%	34%	34%	40%	36%	34%	34%	22%	42%	46%	4%	5%	42%	30%	36%	38%	37%	50%	37%	45%	43%	52%	38%
Would not vote	6	5	1	1	1	1	1	1	4	4	1	2	4	-	-	1	-	-	4	1	4	1	4	6
	2%	2%	1%	1%	*	*	1%	1%	68%	5%	1%	4%	6%	-5	-5	2%	-	-5	6%	1%	3%	*	10%	2%
Prefer not to say	11	8	3	3	9	7	3	3	-	1	7	1	3	6	1	1	1	5	-	2	5	5	2	11
	4%	4%	3%	3%	4%	4%	2%	3%	-5	1%	4%	2%	5%	8%	1%	2%	2%	12%	-5	2%	5%	2%	5%	4%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos I25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 8
V2. Which party are you most inclined to support? (General Election tomorrow)

Base : Those undecided or prefer not to say at first V1 question - General Election (N148)

	Total (Weighted)	Voting				Working status		Government		Work sector		Tenure							ONS Regions				Past vote (2024 General Election)					Qualifications			Unw. Tot.			
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most part	Shared outright	Private sector	Social sector	Renter	Total owner mortgage	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Leb	Con	Reform UK	Lib	ONS Incl. Lib Dem		No qual ¹	Other qual ²	Degree
Unweighted Total	200	38	42	30	10	106	116	14	249	88	150	86	118	60	11	72	209	64	10	65	30	249	14	14	78	56	11	64	19	10	62	145	93	709
Weighted Total	212	39	44	29	7	109	119	11	252	90	150	88	122	59	11	73	212	63	10	65	30	259	13	13	80	59	7	65	20	10	60	151	99	710
Conservative	14	-	34	-	-	-	8	26	1	33	8	25	11	18	4	1	5	28	2	5	19	5	31	3	-	4	19	-	2	4	3	22	9	42
15%	-	100%	-	-	-	8%	15%	14%	14%	11%	17%	17%	17%	10%	3%	6%	17%	4%	7%	10%	14%	11%	-	-	7%	10%	5%	6%	1%	17%	11%	11%	15%	
Labour	80	30	-	-	-	7	23	2	22	7	18	7	13	3	7	10	20	12	7	8	3	27	4	2	18	8	-	4	4	8	9	10	38	
15%	100%	-	-	-	-	7%	18%	10%	9%	10%	13%	13%	12%	8%	14%	12%	11%	15%	8%	10%	10%	12%	1%	20%	10%	-	10%	8%	15%	7%	14%	15%		
Liberal Democrats (Lib Dem)	29	-	-	29	-	-	12	17	1	26	1	12	14	4	-	4	24	4	10	10	4	28	1	-	6	4	2	10	12	3	12	14	30	
11%	-	-	100%	-	-	12%	10%	10%	11%	14%	11%	10%	13%	11%	-	5%	14%	6%	14%	14%	12%	1%	-	10%	7%	25%	10%	10%	5%	9%	21%	10%		
Scottish National Party (SNP)	5	-	-	-	-	-	1	5	1	4	-	3	-	3	-	2	2	3	-	-	-	-	-	5	-	1	-	-	-	2	3	2	-	5
2%	-	-	-	-	-	2%	3%	1%	2%	-	2%	-	2%	-	4%	2%	2%	-	-	-	-	-	1%	-	1%	-	-	-	-	4%	2%	1%	-	2%
Plaid Cymru	1	-	-	-	-	-	1	-	1	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
1%	-	-	-	-	-	-	1%	-	1%	1%	1%	1%	-	1%	-	1%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%
Green Party	24	-	-	-	-	24	13	10	3	20	3	11	8	6	3	1	1	7	5	7	4	23	-	1	7	1	-	4	7	1	15	8	31	
9%	-	-	-	-	100%	14%	10%	8%	25%	8%	11%	8%	12%	6%	20%	2%	8%	11%	7%	12%	12%	10%	-	8%	11%	3%	-	13%	10%	1%	11%	12%	11%	
Reform UK	7	-	-	-	7	-	1	6	-	7	1	6	1	3	-	2	2	4	2	3	1	1	6	-	1	4	1	-	-	1	5	1	10	
3%	-	-	-	-	100%	1%	4%	-	3%	1%	4%	1%	3%	-	4%	4%	3%	3%	4%	3%	1%	2%	8%	-	11%	11%	6%	-	4%	4%	1%	1%	1%	
Other Parties	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	2	-	-	-	-	-	1	-	1	-	-	-	-	1	-	1	-	1	-	1	-	2	-	1	-	-	-	-	-	1	2	-	2	
1%	-	-	-	-	-	-	1%	-	1%	-	-	-	-	1%	-	1%	-	1%	-	1%	-	2%	-	1%	-	-	-	-	1%	1%	-	1%	-	1%
Undecided	118	-	-	-	-	41	78	2	107	38	59	24	45	18	41	69	1	28	30	18	13	98	16	4	23	26	4	8	17	18	18	24	108	
44%	-	-	-	-	-	42%	66%	22%	46%	50%	41%	28%	42%	47%	58%	53%	40%	44%	52%	38%	43%	54%	14%	4	17%	40%	61%	29%	10%	55%	44%	31%	18%	
Would not vote	6	-	-	-	-	4	1	-	4	-	1	-	1	1	1	1	4	1	1	-	1	1	-	-	-	-	-	-	-	4	1	1	6	
2%	-	-	-	-	-	1%	1%	-	2%	-	1%	-	1%	1%	1%	1%	4%	1%	1%	-	1%	1%	-	-	-	-	-	-	1%	1%	1%	1%	2%	
Prefer not to say	11	-	-	-	-	9	1	-	8	1	6	3	4	-	5	7	1	3	6	1	1	1	1	2	2	-	1	-	4	6	1	11		
4%	-	-	-	-	-	9%	1%	-	4%	2%	4%	3%	3%	1%	-	4%	5%	6%	1%	-	4%	3%	13%	1	2%	-	3%	-	4	7%	5%	2%	4%	

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos (22-007338-01)
*Less than 0.5%
†Unweighted base size smaller than 100, please note results are indicative only



Table 9
LIKEV. And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
1 - Absolutely certain not to vote	69	16	-	-	-	-	-	-	69	21	47	23	23	15	7	7	15	23	14	22	37	54	12	70
	6%	2%	-	-	-	-	-	-	100%	4%	8%	7%	9%	5%	3%	3%	5%	11%	6%	4%	8%	6%	8%	6%
2	15	5	-	-	-	-	-	-	-	5	10	5	9	*	2	1	5	4	6	6	10	13	2	15
	1%	1%	-	-	-	-	-	-	-	1%	2%	1%	3%	*	1%	*	2%	2%	2%	1%	2%	1%	1%	1%
3	25	4	-	-	-	-	-	-	-	11	14	9	6	9	*	2	1	12	4	3	16	24	1	22
	2%	*	-	-	-	-	-	-	-	2%	2%	3%	2%	3%	*	1%	*	6%	2%	1%	6%	3%	*	2%
4	16	6	-	-	-	-	-	-	-	8	8	12	1	2	*	1	2	1	5	3	6	9	7	11
	1%	1%	-	-	-	-	-	-	-	2%	1%	4%	1%	1%	*	1%	1%	1%	2%	1%	1%	4%	4%	1%
5	60	35	-	-	-	-	-	-	-	25	34	27	15	11	7	3	21	9	10	24	19	45	13	62
	5%	4%	-	-	-	-	-	-	-	4%	6%	8%	6%	4%	3%	1%	6%	4%	4%	4%	4%	5%	6%	5%
6	44	21	-	-	44	-	-	-	-	13	31	10	12	15	7	3	11	7	20	14	27	33	12	30
	4%	2%	-	-	5%	-	-	-	-	2%	5%	3%	5%	5%	3%	1%	3%	4%	8%	2%	6%	3%	8%	3%
7	43	36	-	-	43	43	-	-	-	16	23	7	13	14	9	6	12	7	9	18	16	24	13	39
	4%	4%	-	-	5%	5%	-	-	-	3%	4%	2%	5%	5%	3%	2%	4%	4%	4%	3%	4%	3%	8%	3%
8	69	57	-	-	69	69	69	-	-	30	38	35	13	10	11	12	27	18	9	39	27	58	10	69
	6%	6%	-	-	7%	8%	8%	-	-	6%	6%	11%	5%	3%	4%	5%	8%	8%	4%	7%	6%	6%	6%	6%
9	67	61	61	-	67	67	67	67	-	35	31	20	17	16	13	23	15	2	20	38	22	43	20	68
	6%	6%	8%	-	7%	7%	8%	8%	-	6%	5%	6%	5%	5%	5%	9%	5%	5%	1%	8%	7%	5%	13%	6%
10 - Absolutely certain to vote	725	715	715	725	725	725	725	725	-	377	336	166	140	199	220	207	209	121	145	415	265	639	66	742
	63%	74%	92%	100%	76%	80%	84%	92%	-	69%	58%	52%	55%	68%	80%	78%	65%	58%	59%	71%	59%	67%	42%	65%
Don't know	13	8	-	-	-	-	-	-	-	3	8	8	4	1	-	1	3	3	2	4	4	12	1	16
	1%	1%	-	-	-	-	-	-	-	1%	1%	2%	1%	-	-	*	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	3	1	-	-	-	-	-	-	-	*	2	1	1	-	*	-	2	1	-	2	1	3	-	4
	*	*	-	-	-	-	-	-	-	*	*	*	1%	-	*	-	1%	1%	-	*	*	*	-	*

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007739-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 10
UKREP: And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain NOT to vote?

Base : All

	Total (Unweighted)	Voting					Working status		Government		Work sector		Turnout										ONS Regions							Past vote (2024 General Election)						Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most agree	Chained outright	Private sector	Social sector	Rentier	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree							
Unweighted Total	1148	179	164	122	203	129	491	645	122	915	311	835	216	469	146	122	270	817	240	114	270	127	161	96	71	249	215	117	100	217	168	100	464	1148					
Weighted Total	1148	122	122	111	224	112	429	611	122	915	211	611	122	429	129	111	211	722	229	111	229	142	209	111	111	229	229	111	111	111	111	111	111	1148					
1 - Absolutely certain not to vote	69	1	1	2	5	2	35	33	3	57	19	29	17	12	16	19	35	29	17	18	17	7	59	3	6	5	3	*	2	4	21	36	11	70					
	6%	1%	1%	2%	1%	1%	7%	5%	2%	6%	6%	4%	5%	3%	10%	11%	4%	6%	6%	6%	7%	5%	6%	1%	1%	2%	1%	*	2%	2%	11%	6%	3%	6%					
2	15	1	1	-	1	1	9	6	-	13	4	8	6	3	3	5	9	3	3	8	4	-	15	*	*	2	-	1	-	1	3	9	3	15					
	1%	1%	1%	-	1%	1%	2%	1%	-	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	8%	1%	-	1%	*	*	1%	-	*	-	1%	1%	2%	1%	1%					
3	25	-	3	*	3	-	11	14	-	22	5	16	9	9	4	3	6	18	4	7	4	2	17	7	1	6	1	*	1	2	5	16	3	22					
	2%	-	2%	*	1%	-	2%	2%	-	2%	1%	2%	3%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	*	1%	1%	3%	3%	1%	2%					
4	16	6	-	1	3	-	10	6	4	12	-	13	5	2	1	2	3	7	7	4	1	4	16	-	-	1	1	-	-	-	2	11	2	11					
	2%	2%	-	1%	1%	-	2%	2%	2%	2%	-	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	4%	-	-	1%	1%	-	-	-	2%	2%	2%	2%					
5	60	11	10	1	7	4	12	46	8	48	14	27	12	10	10	24	34	22	14	12	11	15	52	6	2	5	8	2	5	6	10	30	12	62					
	5%	6%	6%	1%	2%	2%	2%	6%	7%	5%	4%	4%	3%	2%	6%	15%	11%	3%	5%	4%	4%	10%	5%	6%	4%	2%	4%	2%	5%	5%	5%	5%	2%	5%					
6	44	8	6	5	11	-	21	22	6	35	16	26	7	17	14	4	18	24	10	16	8	4	17	2	5	9	11	4	2	4	10	24	10	30					
	4%	2%	2%	3%	5%	-	4%	4%	3%	4%	5%	4%	2%	4%	5%	2%	6%	3%	3%	10%	3%	6%	2%	2%	9%	3%	6%	3%	2%	2%	2%	4%	4%	3%					
7	43	12	6	*	4	1	21	22	3	34	11	25	8	14	6	9	15	22	11	10	5	11	18	4	1	11	5	2	-	5	16	17	10	39					
	4%	7%	4%	*	1%	1%	4%	4%	2%	4%	4%	4%	2%	3%	4%	6%	5%	3%	4%	3%	2%	8%	4%	4%	1%	1%	5%	2%	1%	-	2%	8%	3%	3%					
8	69	14	14	4	16	10	17	33	4	62	25	31	28	20	15	7	20	48	14	20	13	10	18	5	7	19	10	4	5	10	7	40	21	69					
	6%	7%	9%	4%	5%	6%	7%	3%	2%	7%	7%	3%	8%	5%	6%	4%	6%	6%	3%	7%	5%	7%	6%	3%	11%	7%	5%	3%	5%	5%	7%	6%	6%						
9	67	13	10	8	16	11	26	41	15	47	27	35	19	25	11	8	21	45	11	12	18	14	15	7	4	14	13	4	7	23	15	11	30	68					
	6%	7%	7%	6%	5%	6%	7%	10%	5%	10%	8%	5%	10%	6%	8%	5%	7%	6%	4%	4%	7%	10%	6%	7%	8%	5%	6%	3%	7%	10%	2%	5%	8%	6%					
10 - Absolutely certain to vote	725	120	109	78	233	101	339	381	88	603	209	441	230	328	75	74	149	559	185	182	182	78	637	81	35	191	156	126	70	162	111	317	210	742					
	63%	66%	68%	78%	78%	73%	66%	62%	69%	64%	62%	67%	60%	74%	48%	48%	48%	71%	66%	69%	69%	53%	64%	63%	47%	72%	71%	88%	77%	74%	58%	61%	71%	65%					
Don't know	13	*	1	*	-	3	7	6	-	10	3	7	1	1	1	4	5	6	3	4	1	2	10	2	1	3	-	-	*	3	-	11	1	18					
	1%	*	*	*	-	3%	1%	1%	-	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	-	*	1%	-	2%	*	1%						
Prefer not to say	3	-	-	-	-	-	1	-	-	2	-	1	2	-	-	-	1	2	1	1	-	-	1	1	-	-	-	-	-	-	1	1	1	4					
	4	-	-	-	-	-	4	*	-	4	-	*	2%	*	-	-	-	4	4	*	-	-	4	1%	-	-	-	-	*	-	-	*	4	4					

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.

Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel

Source : Ipsos (122-007338-01)

*Less than 0.5%

Unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations.

<https://www.ipsos.uk/politicaltrendsdatafeeds>



Table 11
GOV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Satisfied	128	116	99	89	113	109	106	102	3	70	59	44	26	31	28	43	31	14	31	74	45	95	32	122
	11%	12%	13%	12%	12%	12%	12%	13%	4%	13%	10%	14%	10%	11%	10%	16%	10%	7%	13%	13%	10%	10%	20%	11%
Dissatisfied	945	800	638	603	781	746	712	650	57	454	472	254	204	253	234	213	269	174	199	482	373	809	108	951
	82%	83%	82%	83%	82%	83%	83%	82%	83%	83%	81%	79%	80%	86%	84%	80%	83%	84%	82%	82%	83%	84%	69%	83%
Don't know	75	50	40	33	54	49	43	40	9	22	52	24	26	10	15	10	22	19	14	33	33	54	16	75
	7%	5%	5%	5%	6%	5%	5%	5%	13%	4%	9%	8%	10%	3%	5%	4%	7%	9%	6%	6%	7%	6%	10%	7%
Net satisfied	-816	-685	-539	-514	-668	-637	-605	-548	-54	-384	-413	-210	-178	-222	-206	-170	-238	-160	-168	-408	-328	-715	-76	-829
	-71%	-71%	-69%	-71%	-70%	-70%	-70%	-69%	-79%	-70%	-71%	-65%	-70%	-76%	-74%	-64%	-74%	-77%	-69%	-69%	-73%	-75%	-49%	-72%

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 12
QDV (Government). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Unweighted)					Working status					Government					Work sector					Types					ONS Regions										Past vote (2024 General Election)										Qualifications			UnW. Tot.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Manufacturing	Chained overnight	Private sector	Social sector	Rentier	Total owner occupier	North east	East of England	South east	Greater London	England	Scott	Wales	Leb	Con	Reform UK	LD	ONS Incl. LD/Reform	No qual ¹	Other qual ¹	Degree																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Unweighted Total	1148	179	164	132	263	129	461	845	122	951	311	815	216	463	148	222	270	280	214	290	121	161	96	71	288	215	117	280	213	168	550	464																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	</

Fieldwork dates - Thursday 20th to Wednesday 26th November 2025.
Respondent Type - Probability sample, adults 16+, Great Britain, online KnowledgePanel.
Source - Ipsos J25-007239-01.
¹Values above 0.5%
+Where unweighted base size smaller than 100, please note results are indicative only



Table 13
K5 (Keir Starmer). Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Satisfied	153	135	109	101	132	129	126	113	5	82	70	49	29	36	39	52	47	21	26	99	46	120	31	153
	13%	14%	14%	14%	14%	14%	15%	14%	7%	15%	12%	15%	11%	12%	14%	19%	15%	10%	11%	17%	10%	13%	20%	13%
Dissatisfied	908	774	617	583	752	716	682	629	55	438	453	243	196	246	224	201	251	169	199	452	367	782	100	914
	79%	80%	80%	80%	79%	79%	79%	79%	81%	80%	78%	75%	76%	84%	81%	75%	78%	81%	82%	77%	81%	82%	64%	80%
Don't know	87	58	50	41	64	58	53	50	8	25	60	30	21	13	13	14	24	18	19	28	37	56	25	81
	8%	6%	6%	6%	7%	6%	6%	6%	12%	5%	10%	9%	12%	4%	5%	5%	8%	9%	8%	6%	8%	6%	16%	7%
Net satisfied	-755	-639	-508	-482	-620	-587	-555	-515	-50	-356	-383	-193	-167	-210	-185	-149	-204	-148	-173	-354	-321	-663	-69	-761
	-66%	-66%	-65%	-66%	-65%	-65%	-65%	-65%	-73%	-65%	-66%	-60%	-65%	-71%	-67%	-56%	-63%	-71%	-71%	-60%	-71%	-69%	-44%	-66%

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 14
Q3 (Rory Stanger): Are you satisfied or dissatisfied with the way Rory Stanger is doing his job as Prime Minister?

Base : All

	Total (Unweighted)	Voting					Working status		Government		Work sector		Turnout								ONS Regions						Past vote (2024 General Election)						Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most	Churned	Private voter	Social	Reformer	Total owner occupier	North east	South	Midlands (incl. E of England)	South east	Greater London	England	Scott	Wales	Lab	Con	Reform UK	LD	ONS Incl. LD/Reform	No qual ¹	Other qual ¹	Degree		
Unweighted Total	1148	179	164	132	283	129	461	645	122	951	311	635	216	463	148	122	270	819	280	214	270	212	142	861	96	71	788	215	117	100	213	168	550	464	1148	
Unweighted % total	11.6%	1.8%	1.7%	1.4%	2.9%	1.3%	4.7%	6.7%	1.2%	9.7%	3.2%	6.6%	2.2%	4.7%	1.5%	1.2%	2.7%	8.4%	2.9%	2.2%	2.7%	2.2%	1.4%	8.8%	1.0%	.7%	8.0%	2.2%	1.2%	1.0%	2.2%	1.7%	5.7%	4.8%	11.6%	
Satisfied	153	91	14	14	3	12	87	86	109	34	51	83	54	66	17	9	26	150	27	47	38	25	136	11	6	67	15	1	16	28	17	77	58	153		
	13%	50%	9%	14%	1%	9%	13%	14%	86%	4%	16%	13%	16%	15%	11%	6%	8%	15%	10%	16%	14%	12%	17%	14%	11%	11%	23%	7%	1%	18%	13%	9%	13%	16%	13%	
Dissatisfied	908	62	142	75	284	118	425	481	15	884	236	553	273	357	138	119	248	630	236	289	203	104	782	80	46	173	100	116	62	173	157	471	285	914		
	79%	34%	86%	54%	89%	87%	80%	70%	11%	94%	77%	83%	78%	83%	78%	84%	80%	80%	80%	80%	79%	78%	75%	79%	80%	80%	60%	85%	93%	87%	88%	78%	83%	80%	75%	80%
Don't know	87	29	4	12	1	5	37	43	5	27	27	45	22	20	21	17	38	41	14	17	25	20	76	9	8	25	4	3	13	21	16	38	31	81		
	8%	16%	2%	11%	+	4%	8%	7%	6%	3%	8%	7%	6%	4%	14%	11%	12%	5%	5%	6%	10%	14%	8%	8%	4%	4%	10%	2%	2%	15%	9%	8%	6%	9%	7%	
Net satisfied	-75%	29	-128	-61	-291	-109	-318	-394	94	-800	-205	-450	-218	-291	-101	-121	-222	-510	-211	-102	-169	-79	-646	-69	-40	-108	-175	-138	-46	-145	-140	-394	-207	-761		
	-65%	16%	-80%	-40%	-98%	-70%	-68%	-83%	73%	-90%	-41%	-68%	-43%	-60%	-43%	-78%	-72%	-64%	-70%	-43%	-62%	-13%	-43%	-43%	-4%	-4%	-40%	-64%	-38%	-30%	-60%	-74%	-57%	-58%	-60%	

Fieldwork dates - Thursday 20th to Wednesday 26th November 2025.
Respondent Type - Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source - Ipsos J25-007239-01
¹Values above 0.5%
n=Where unweighted base size smaller than 100, please note results are indicative only



Table 15
K1 (Kemi Badenoch). Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	342	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Satisfied	193	178	149	141	182	175	168	152	4	99	94	29	30	52	82	49	42	37	46	91	84	152	29	184
	17%	18%	19%	19%	19%	19%	19%	19%	5%	18%	16%	9%	12%	18%	30%	18%	13%	18%	19%	15%	19%	16%	19%	16%
Dissatisfied	672	574	467	438	549	522	506	476	43	337	323	208	159	167	137	174	190	121	139	364	260	568	94	682
	58%	59%	60%	60%	58%	58%	59%	60%	62%	62%	55%	65%	62%	57%	50%	65%	59%	58%	57%	62%	58%	59%	60%	59%
Don't know	284	215	161	145	218	207	188	164	22	110	166	85	67	75	57	43	91	49	58	134	107	238	33	282
	25%	22%	21%	20%	23%	23%	22%	21%	32%	20%	29%	26%	26%	25%	21%	16%	28%	24%	24%	23%	24%	25%	21%	25%
Net satisfied	-479	-397	-318	-297	-367	-348	-338	-324	-39	-238	-229	-179	-129	-115	-56	-125	-148	-84	-93	-273	-176	-416	-65	-498
	-42%	-41%	-41%	-41%	-39%	-39%	-39%	-41%	-57%	-44%	-39%	-56%	-50%	-39%	-20%	-47%	-46%	-40%	-38%	-46%	-39%	-43%	-42%	-43%

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>



Table 15
K18 (Kemi Badenoch) - Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative party?

Base : All

	Total (Unweighted)					Voting				Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW. Tot.
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most part-time	Owned outright	Private rental	Social sector	Rentier	Total owner-occupied	North east, South	Midlands (incl. E of England)	South east, London	Greater London	England	Scott	Wales	Lab	Con	Reform UK	LD	ONS Incl. LD, Dem	No qual ¹	Other qual ¹	Degree							
Unweighted Total	1148	179	164	122	283	129	461	845	122	951	311	835	216	463	148	222	270	280	214	270	121	181	96	71	288	215	117	100	213	168	550	464				1148			
Unweighted % total	11.6%	1.8%	1.7%	1.3%	2.9%	13.3%	47.6%	86.5%	12.5%	98.4%	31.5%	86.5%	22.3%	47.6%	15.5%	23.2%	27.9%	28.6%	21.4%	27.9%	12.5%	19.1%	9.2%	7.1%	29.5%	22.3%	12.0%	10.4%	21.9%	16.5%	57.6%	49.2%				11.6%			
Satisfied	193	22	74	9	69	2	54	135	30	157	57	107	37	111	12	17	30	34	52	60	28	174	16	3	30	80	28	6	14	42	108	41	16			184			
	17%	12%	47%	9%	23%	2%	10%	22%	23%	17%	17%	10%	16%	25%	8%	11%	10%	12%	17%	21%	19%	17%	16%	8%	11%	38%	20%	7%	6%	22%	18%	12%	16%						
Dissatisfied	672	111	50	72	171	108	335	333	67	574	230	379	238	231	180	90	190	174	167	142	62	176	56	39	180	82	82	60	147	90	112	241			682				
	58%	63%	31%	57%	58%	37%	72%	73%	68%	61%	73%	58%	60%	52%	64%	38%	61%	62%	60%	54%	62%	58%	56%	74%	60%	40%	60%	60%	60%	67%	68%	17%	68%			59%			
Don't know	284	50	36	20	57	22	140	142	32	214	67	175	84	101	44	48	92	70	84	62	29	245	28	11	54	46	22	26	10	56	145	72			282				
	25%	27%	22%	20%	19%	17%	27%	23%	25%	23%	20%	20%	24%	23%	28%	31%	29%	25%	28%	23%	19%	25%	28%	31%	21%	22%	18%	28%	27%	30%	25%	20%			25%				
Net satisfied	479	89	25	64	102	100	281	198	37	412	113	272	182	120	48	73	161	110	115	62	40	402	40	16	150	34	64	54	133	48	224	200			468				
	42%	48%	16%	43%	34%	39%	61%	62%	29%	44%	40%	41%	52%	27%	30%	47%	52%	39%	40%	48%	40%	40%	41%	41%	52%	43%	31%	42%	58%	60%	29%	38%			42%				

Fieldwork dates - Thursday 20th to Wednesday 26th November 2025.
Respondent Type - Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source - Ipsos J25-007239-01
¹Values <0.5%
n=Where unweighted base size smaller than 100, please note results are indicative only



Table 17
ED [Ed Davey]. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB+C1	C2+DE	White	Ethnic minority	
Unweighted Total	1148	374	327	342	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Satisfied	234	225	192	180	217	214	207	194	3	135	97	72	49	51	62	81	65	35	42	146	77	191	38	240
	20%	23%	25%	25%	23%	24%	24%	25%	5%	25%	17%	22%	19%	17%	22%	30%	20%	17%	17%	25%	17%	20%	24%	21%
Dissatisfied	485	406	335	314	391	372	357	341	39	229	247	127	115	125	118	106	126	99	106	232	205	412	59	490
	42%	42%	43%	43%	41%	41%	42%	43%	57%	42%	42%	39%	45%	43%	43%	40%	39%	48%	44%	39%	45%	43%	38%	43%
Don't know	429	336	250	232	339	318	296	257	27	181	238	123	92	118	97	80	132	73	96	211	169	354	58	418
	37%	35%	32%	32%	36%	35%	34%	32%	39%	33%	41%	38%	36%	40%	35%	30%	41%	35%	39%	36%	37%	37%	38%	36%
Net satisfied	-251	-181	-143	-134	-174	-157	-150	-147	-36	-94	-151	-55	-66	-74	-56	-25	-61	-64	-64	-86	-128	-221	-22	-250
	-22%	-19%	-18%	-18%	-18%	-17%	-17%	-19%	-52%	-17%	-26%	-17%	-26%	-25%	-20%	-9%	-19%	-31%	-26%	-15%	-28%	-23%	-14%	-22%

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>



Table 18
ED: Ed Davey: Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base: All

	Total (Unweighted)					Voting					Working status		Government		Work sector		Turnout										ONS Regions										Past vote (2024 General Election)						Qualifications			UnW Test
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Mostly paper	Owned overnight	Private sector	Social sector	Renter	Total owner occupier	North east, South	Midlands (incl. E of England)	South east, London	Greater London	England	Scotland	Wales	Leb	Con	Reform UK	LD	ONS Incl. LD,Grn	No qual ¹	Other qual ¹	Degree														
Unweighted Total	1148	179	164	132	283	129	461	645	122	951	311	615	216	463	148	222	270	280	214	290	123	161	96	71	288	215	237	280	213	168	550	464										1148				
Weighted Total	1148	112	120	111	228	122	428	611	128	942	321	613	208	442	129	211	272	229	203	298	142	205	118	73	292	229	243	312	212	169	514	414										1148				
Satisfied	234	65	32	51	17	48	304	130	62	152	77	133	80	98	33	16	49	178	40	62	67	38	205	20	9	80	35	9	39	64	17	114	101										240			
	20%	36%	20%	51%	6%	35%	20%	21%	48%	16%	23%	20%	23%	22%	21%	10%	20%	14%	21%	21%	24%	21%	10%	30%	17%	7%	42%	29%	9%	19%	29%										21%					
Dissatisfied	485	52	58	25	183	43	217	262	22	453	136	280	145	185	58	76	134	124	128	126	43	419	41	24	99	91	92	28	81	89	239	130										480				
	42%	29%	36%	21%	61%	32%	41%	43%	17%	48%	42%	41%	42%	42%	37%	48%	48%	44%	42%	39%	43%	41%	40%	37%	45%	45%	46%	80%	37%	41%	44%	37%										43%				
Don't know	429	65	70	24	99	44	207	219	45	340	118	248	123	160	65	64	129	283	115	113	93	49	170	19	20	86	80	42	25	76	83	212	122										418			
	37%	36%	44%	24%	33%	33%	39%	36%	35%	36%	35%	38%	35%	36%	42%	41%	41%	36%	41%	37%	35%	37%	39%	38%	33%	38%	29%	28%	34%	44%	36%	35%										36%				
Net satisfied	251	13	-27	26	-166	4	-113	-133	40	-302	-62	-147	-65	-87	-25	-60	-85	-152	-84	-66	-37	-27	-216	-22	-16	-18	-58	-82	11	-17	-71	-145	-29										-250			
	-22%	7%	-17%	20%	-58%	3%	-21%	-23%	31%	-32%	-19%	-23%	-28%	-20%	-10%	-38%	-27%	-29%	-30%	-32%	-24%	-28%	-21%	-6	-6	-7%	-26%	-38%	22%	-4%	-36%	-23%										-22%				

Fieldwork dates - Thursday 20th to Wednesday 26th November 2025.
Respondent Type - Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source - Ipsos J25-007239-01
¹Values than 0.5%
n=Where unweighted base size smaller than 100, please note results are indicative only



Table 19
Nigel Farage. Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB+C1	C2+DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Satisfied	354	316	280	268	328	318	310	292	12	189	163	48	74	115	116	66	87	86	89	153	174	311	34	346
	31%	33%	36%	37%	35%	35%	36%	37%	17%	35%	28%	15%	29%	39%	42%	25%	27%	41%	36%	26%	39%	32%	22%	30%
Dissatisfied	594	520	414	379	482	468	450	416	45	285	299	205	128	135	126	170	175	86	110	344	196	489	91	627
	52%	54%	53%	52%	51%	52%	52%	53%	66%	52%	51%	64%	50%	46%	46%	64%	54%	41%	45%	58%	43%	51%	59%	55%
Don't know	200	130	82	78	137	118	101	83	12	72	121	68	54	43	34	30	61	36	44	91	80	158	31	175
	17%	14%	11%	11%	14%	13%	12%	11%	17%	13%	21%	21%	21%	15%	12%	11%	19%	17%	18%	15%	18%	16%	20%	15%
Net satisfied	-240	-204	-135	-110	-154	-150	-141	-124	-33	-96	-136	-157	-54	-20	-10	-103	-88	*	-22	-191	-22	-178	-57	-281
	-21%	-21%	-17%	-15%	-18%	-17%	-16%	-16%	-49%	-18%	-23%	-49%	-21%	-7%	-4%	-39%	-27%	*	-9%	-32%	-5%	-19%	-37%	-24%

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>



Table 20
Nigel Farage: Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

Base : All

	Total (Unweighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			UnW. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most part	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, Greater London	England	Scot	Wales	Lab	Con	Reform UK	LD	ONS Incl. LD, Dem	No qual ¹	Other qual ¹	Degree ¹			
Unweighted Total	1148	179	164	122	263	129	461	645	122	951	311	815	216	463	148	122	270	817	280	314	270	142	897	96	71	288	215	117	280	213	168	550	464	1148	
Unweighted %	11.6%	15%	14%	11%	23%	11%	40%	56%	11%	83%	27%	72%	19%	40%	13%	11%	24%	72%	24%	27%	24%	12%	84%	8%	6%	25%	19%	10%	24%	19%	15%	48%	40%	100%	
Satisfied	314	7%	31%	3%	26%	2%	134	220	24	329	87	224	85	175	24	81	84	260	95	102	74	38	310	24	20	43	96	122	7	17	75	208	61	348	
							19%	35%	28%	34%	24%	40%	15%	39%	27%	33%	27%	33%	34%	34%	28%	26%	31%	24%	17%	16%	46%	80%	8%	94%	40%	30%	17%	30%	
Dissatisfied	594	14%	8%	8%	17	13%	300	291	92	470	180	329	208	251	108	58	186	408	145	147	143	79	513	54	27	185	82	7	65	107	71	273	245	627	
							57%	46%	75%	50%	57%	40%	80%	60%	69%	47%	53%	50%	52%	48%	54%	53%	52%	54%	51%	70%	39%	16%	71%	79%	38%	47%	69%	55%	
Own's home	200	29	23	17	16	20	94	100	12	146	58	109	56	66	24	36	61	122	39	54	47	30	171	22	9	37	30	14	20	36	43	104	47	173	
		17%	10%	14%	17%	15%	48%	100%	10%	73%	17%	17%	10%	15%	15%	24%	19%	15%	14%	18%	18%	20%	17%	22%	12%	14%	11%	10%	21%	10%	22%	18%	13%	15%	
Not satisfied	240	-127	-39	-78	248	-108	-167	-71	48	-141	-102	-105	-123	-25	-85	3	-82	-149	-49	-44	-69	-40	-203	-30	-7	-142	14	126	-58	-100	4	-65	-184	-281	
		-21%	-24%	-24%	43%	-16%	-36%	-11%	8%	-25%	-33%	-33%	-23%	-4%	-14%	1%	-15%	-29%	-10%	-13%	-20%	-17%	-20%	-1%	-5%	7%	82%	-40%	-48%	2%	-11%	-52%	-24%		

Fieldwork dates - Thursday 20th to Wednesday 26th November 2025.
Respondent Type - Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source - Ipsos J25-007239-01
¹Values above 0.5%
n=Where unweighted base size smaller than 100, please note results are indicative only



Table 21
ZP. Are you satisfied or dissatisfied with the way Zack Polanski is doing his job as leader of the Green party?

Base : All (Oct/Nov 2025 onwards)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABCD	C2DE	White	Ethnic minority	
Unweighted Total	1148	314	327	342	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Satisfied	276	257	221	198	254	251	244	226	6	146	120	117	59	47	53	81	82	39	52	162	91	223	42	268
	24%	27%	28%	27%	27%	28%	28%	29%	8%	27%	21%	36%	23%	16%	19%	30%	25%	19%	22%	28%	20%	23%	27%	23%
Dissatisfied	369	307	259	242	294	285	277	261	34	192	175	96	84	94	95	79	101	70	77	180	147	312	46	367
	32%	32%	33%	33%	31%	32%	32%	33%	49%	35%	30%	30%	33%	32%	34%	30%	31%	34%	32%	31%	33%	33%	29%	32%
Don't know	503	402	297	285	401	368	340	305	29	208	288	109	113	152	129	107	140	99	114	247	213	423	68	513
	44%	42%	38%	39%	42%	41%	40%	38%	43%	38%	49%	34%	44%	52%	47%	40%	43%	48%	47%	42%	47%	44%	44%	45%
Net satisfied/dissatisfied	-93	-50	-38	-44	-40	-34	-33	-35	-28	-46	-55	20	-24	-47	-42	2	-19	-31	-25	-17	-56	-89	-4	-99
	-8%	-5%	-5%	-6%	-4%	-4%	-4%	-4%	-41%	-8%	-9%	6%	-10%	-16%	-15%	1%	-6%	-15%	-10%	-3%	-12%	-9%	-2%	-9%

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 22
ZP: Are you satisfied or dissatisfied with the way Zak Polanski is doing his job as leader of the Green party?

Base : All (Oct/Nov 2025 onwards)

	Total (Unweighted)					Voting					Working status					Government					Work sector					Tenure					ONS Regions										Past vote (2024 General Election)										Qualifications			Unw. Tot.
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most part	Owned outright	Private rental	Social rental	Renter	Total owner occupier	North east	East of England	Midlands (incl. E of England)	South east	Greater London	England	Scott	Wales	Leb	Con	Reform UK	LD	ONS Incl. LD/Re	No qual ¹	Other qual ¹	Degree																					
Unweighted Total	1148	179	164	132	283	129	461	122	951	311	615	216	463	148	122	270	817	280	314	270	127	181	96	73	788	215	117	280	217	168	550	464																						
Unweighted %	11.6%	1.8%	1.7%	1.4%	2.9%	13.2%	47.8%	12.2%	9.2%	31.5%	61.5%	21.6%	46.3%	14.8%	12.2%	27.0%	81.7%	28.0%	31.4%	27.0%	12.7%	18.1%	9.6%	7.3%	78.8%	21.5%	11.7%	28.0%	21.7%	16.8%	55.0%	46.4%																						
Satisfied	24%	33%	13%	90%	8%	82%	24%	22%	48%	21%	30%	27%	22%	33%	14%	24%	24%	20%	24%	26%	30%	24%	10%	10%	34%	9%	6%	36%	45%	11%	22%	34%																						
Dissatisfied	30%	15%	55%	23%	180%	7%	186%	202%	20%	340%	100%	336%	154%	45%	55%	98%	258%	96%	97%	74%	48%	115%	14%	21%	68%	82%	78%	17%	44%	59%	210%	96%																						
Don't know	37%	10%	30%	21%	34%	1%	32%	18%	33%	37%	31%	34%	30%	30%	28%	32%	33%	34%	34%	28%	32%	32%	14%	39%	27%	39%	10%	39%	39%	20%	31%	18%	27%																					
Net satisfied/dissatisfied	-13	24	-16	7	-115	102	-37	-59	35	-141	-2	-80	-11	-57	9	-33	-24	-67	-40	-25	-5	-3	-73	8	-12	86	-23%	-48%	28%	23%	-20%	-38	-79	24																				
	-8%	13%	-12%	7%	-42%	77%	-7%	-10%	27%	-12%	-1%	-12%	-3%	-12%	6%	-12%	-8%	-9%	-12%	-8%	-2%	-2%	-7%	1%	1%	9%	-20%	-48%	28%	23%	-20%	-11%	7%																					

Fieldwork dates : Thursday 20th to Wednesday 26th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007239-01
¹Values <0.5%
n=Where unweighted base size smaller than 100, please note results are indicative only



Table 23
Rf. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	342	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Satisfied	122	115	98	85	114	112	110	100	1	78	44	42	27	29	26	42	32	15	25	73	40	88	32	115
	11%	12%	13%	12%	12%	12%	13%	13%	2%	14%	8%	13%	10%	10%	9%	16%	10%	7%	10%	12%	9%	9%	21%	10%
Dissatisfied	813	710	575	544	685	659	634	586	46	405	398	183	178	230	222	184	224	164	175	407	339	707	83	830
	71%	73%	74%	75%	72%	73%	74%	74%	67%	74%	68%	57%	70%	78%	80%	69%	69%	79%	72%	69%	75%	74%	53%	72%
Don't know	212	142	103	95	149	123	116	105	21	62	140	97	51	36	29	41	67	28	44	108	73	163	40	203
	19%	15%	13%	13%	16%	15%	14%	13%	31%	11%	24%	30%	20%	12%	10%	16%	21%	14%	18%	18%	16%	17%	26%	18%
Net satisfied	-691	-596	-477	-459	-572	-547	-524	-485	-45	-327	-354	-142	-152	-201	-196	-142	-192	-149	-150	-334	-299	-619	-51	-715
	-60%	-62%	-61%	-63%	-60%	-61%	-61%	-61%	-66%	-60%	-61%	-44%	-59%	-68%	-71%	-53%	-60%	-72%	-62%	-57%	-66%	-65%	-33%	-62%

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 24
RE. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

	Total (Unweighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)							Qualifications			Unw. Yrs.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most part	Owned outright	Private owner	Social renter	Renter	Total owner occupier	North east	East of England	South east	Greater London	England	Scotland	Wales	Lab	Con	Reform UK	LD	ONS Incl. LD/Con	No qual ¹	Other qual ¹	Degree				
Unweighted Total	1148	179	164	132	283	129	461	645	122	951	311	216	463	148	122	270	817	280	314	270	127	181	96	71	788	215	117	280	217	168	550	464	1148				
Unweighted %	11.6%	1.8%	1.7%	1.4%	2.9%	13.2%	47.6%	64.5%	12.2%	95.1%	31.1%	21.6%	46.3%	14.8%	12.2%	27.0%	81.7%	28.0%	31.4%	27.0%	12.7%	18.1%	9.6%	7.1%	78.8%	21.5%	11.7%	28.0%	21.7%	16.8%	55.0%	46.4%	11.6%				
Satisfied	122	71	8	10	18	8	52	71	76	38	30	37	38	44	19	19	38	82	20	37	20	28	113	6	3	57	10	5	14	20	13	64	43	113			
	11%	39%	5%	10%	6%	6%	10%	12%	59%	4%	11%	10%	11%	30%	1.6%	12%	10%	7%	12%	11%	17%	11%	8%	8%	21%	5%	4%	15%	9%	7%	11%	12%	10%				
Dissatisfied	813	68	141	69	257	95	375	433	19	777	245	187	102	101	203	188	239	212	183	62	696	77	40	153	188	136	62	128	145	415	242	830					
	71%	38%	86%	69%	88%	72%	71%	71%	1.5%	82%	78%	78%	45%	69%	85%	69%	74%	75%	58%	69%	62%	70%	77%	70%	58%	58%	68%	67%	77%	76%	71%	68%	72%				
Don't know	212	46	11	21	23	29	102	107	34	130	55	117	72	51	35	35	71	123	51	54	51	30	18%	17	55	10	12	17	40	32	106	69	203				
	19%	25%	7%	21%	8%	22%	19%	18%	27%	14%	16%	18%	21%	12%	23%	23%	16%	18%	18%	19%	20%	19%	17%	18%	21%	5%	8%	18%	18%	17%	18%	20%	18%				
Net satisfied	601	5	-113	-59	-239	-88	-323	-362	57	-739	-207	-411	-200	-304	-83	-81	-166	-504	-189	-175	-153	-66	-583	-71	-37	-97	-178	-121	-48	-140	-132	-350	-399	-715			
	-53%	3%	-68%	-38%	-84%	-31%	-49%	-56%	5%	-77%	-65%	-62%	-57%	-69%	-13%	-13%	-64%	-68%	-38%	-58%	-58%	-40%	-19%	-5%	-10%	-30%	-80%	-48%	-22%	-43%	-70%	-60%	-58%	-62%			

Fieldwork dates - Thursday 20th to Wednesday 26th November 2025.
Respondent Type - Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source - Ipsos J25-007239-01
¹Values <0.5%
²Where unweighted base size smaller than 100, please note results are indicative only



Table 25
Q88. Who do you think would make the most capable Prime Minister?

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Kemi Badenoch	102	95	72	67	97	93	87	74	2	45	56	15	15	27	45	28	28	12	25	56	38	86	11	101
	9%	10%	9%	9%	10%	10%	10%	9%	3%	8%	10%	5%	6%	9%	16%	10%	9%	6%	10%	9%	8%	9%	7%	9%
Keir Starmer	199	182	163	151	180	180	175	166	7	118	79	77	47	43	33	80	71	23	12	151	35	165	31	224
	17%	19%	21%	21%	19%	20%	20%	21%	10%	22%	13%	24%	18%	15%	12%	30%	22%	11%	5%	26%	8%	17%	20%	20%
Nigel Farage	284	248	228	219	261	252	246	236	11	154	128	46	55	99	85	54	72	69	70	126	138	264	18	269
	25%	26%	29%	30%	28%	28%	29%	30%	16%	28%	22%	14%	21%	34%	31%	20%	22%	33%	29%	21%	31%	28%	11%	23%
There is no difference	214	166	120	113	160	145	134	121	26	87	123	46	55	61	52	29	52	45	66	81	111	161	41	202
	19%	17%	16%	16%	17%	16%	16%	15%	37%	16%	21%	14%	21%	21%	19%	11%	16%	22%	27%	14%	25%	17%	26%	18%
No one	144	101	69	64	85	80	78	70	16	53	91	64	35	30	16	29	32	34	31	61	65	124	17	143
	13%	10%	9%	9%	9%	9%	9%	9%	23%	10%	16%	20%	14%	10%	6%	11%	10%	16%	13%	10%	14%	13%	11%	12%
Someone else. Specify...	103	97	82	72	92	88	88	82	2	57	42	43	25	17	19	32	34	13	17	66	30	77	22	98
	9%	10%	11%	10%	10%	10%	10%	10%	2%	10%	7%	13%	10%	6%	7%	12%	10%	6%	7%	11%	7%	8%	14%	9%
Don't know	103	78	42	39	73	65	53	44	6	33	63	32	25	17	28	15	33	11	22	48	34	81	16	111
	9%	8%	5%	5%	8%	7%	6%	6%	8%	6%	11%	10%	10%	6%	10%	6%	10%	6%	9%	8%	7%	8%	10%	10%

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=<Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 25
Q26: 'Who do you think would make the most capable Prime Minister?'

Base : All

	Total (Unweighted)	Voting					Working status		Government		Work sector		Turnout							ONS Regions							Past vote (2024 General Election)					Qualifications			Unw. Yrs.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working long	Satisfied	Dissatisfied	Public	Private	Most people	Owned outright	Private rental	Social rental	Rental	Total owner/occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ¹	Degree		
Unweighted Total	1148	179	164	122	203	129	491	645	122	915	311	815	216	463	146	222	270	813	280	314	270	123	161	96	73	280	215	117	100	213	168	100	464	1148	
Weighted Total	1148	122	122	111	228	122	529	617	122	925	311	815	216	463	146	222	270	813	280	314	270	123	161	96	73	280	215	117	100	213	168	100	464	1148	
Mean Bushmead	102	5	73	5	11	1	89	83	3	99	82	82	28	30	9	11	20	78	26	23	28	10	88	2	1	9	58	4	4	9	22	55	24	103	
	9%	3%	60%	5%	4%	1%	7%	10%	2%	10%	9%	9%	8%	11%	6%	7%	6%	10%	9%	8%	11%	7%	10%	2%	1	3%	28%	3%	4%	4%	12%	9%	7%	9%	
Male Skarmer	199	108	6	26	1	33	115	84	85	64	74	108	83	67	36	11	47	102	40	41	50	32	163	27	9	63	5	-	25	57	11	78	108	228	
	17%	60%	2%	24%	+	27%	22%	14%	87%	10%	22%	14%	24%	10%	23%	7%	15%	10%	14%	18%	19%	21%	16%	27%	18%	33%	2%	-	27%	20%	6%	18%	11%	20%	
Male Faran	284	7	15	1	246	3	123	161	13	271	69	183	77	131	18	52	70	209	85	88	52	21	247	17	20	36	58	117	7	13	61	168	47	269	
	25%	4%	10%	1%	83%	2%	23%	20%	10%	29%	21%	28%	22%	30%	12%	33%	22%	26%	31%	29%	20%	14%	21%	17%	3%	13%	28%	81%	8%	6%	32%	29%	13%	23%	
There is no difference	214	17	23	23	21	20	89	120	5	193	64	114	50	74	39	34	73	124	52	54	44	30	180	20	13	53	36	9	18	54	49	121	44	202	
	19%	9%	14%	23%	7%	13%	17%	20%	4%	20%	16%	17%	14%	17%	22%	24%	20%	19%	19%	18%	17%	20%	14%	20%	23%	17%	6%	29%	14%	20%	21%	22%	18%		
No one	144	16	22	21	8	26	65	79	9	123	37	86	53	40	24	13	44	93	32	35	40	21	128	11	5	28	21	5	10	35	14	69	56	143	
	12%	9%	14%	21%	3%	19%	12%	12%	7%	13%	11%	12%	13%	9%	10%	11%	14%	12%	12%	11%	14%	12%	11%	11%	9%	10%	10%	4%	21%	10%	7%	12%	10%	17%	
Someone else. Specify...	103	14	11	15	1	47	58	43	7	88	33	53	37	36	23	4	27	73	23	32	18	19	91	10	1	34	9	1	9	39	5	48	40	98	
	9%	8%	7%	14%	1%	38%	11%	7%	5%	9%	10%	8%	11%	8%	10%	2%	9%	9%	8%	10%	7%	13%	9%	10%	4%	4	13%	4%	1%	10%	10%	3%	8%	14%	9%
Don't know	103	15	13	10	8	5	40	62	6	77	26	56	20	44	7	24	31	64	21	31	22	15	89	12	2	14	22	6	10	14	27	46	26	111	
	9%	8%	8%	10%	3%	4%	8%	10%	5%	8%	8%	8%	8%	10%	4%	16%	10%	8%	7%	10%	8%	10%	9%	12%	1%	1%	14%	10%	4%	10%	7%	14%	8%	7%	10%

Fieldwork dates : Thursday 26th to Wednesday 30th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 105-007939-01
¹None than 0.5%
+Where unweighted base sizes smaller than 100, please note results are indicative only



Table 27
Q11_BritBetterWorse. Generally speaking, do you think that Britain as a place to live is getting better or worse or is it staying the same?

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB+C1	C2+DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Getting much better	7	7	3	3	4	4	4	3	-	2	6	3	4	*	-	*	-	4	3	*	7	*	6	4
	1%	1%	*	*	*	*	*	*	-s	1%	1%	1%	1%	*	-	*	-	2%	1%	*	2%	*	4%	*
Getting better	21	21	19	18	20	19	19	19	1	13	9	9	6	4	2	6	8	4	3	14	6	14	7	20
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	5%	2%
									s															
Staying the same	179	162	137	128	157	154	145	139	3	111	66	63	31	38	48	63	57	18	28	120	46	152	20	182
	16%	17%	18%	18%	17%	17%	17%	18%	4%	20%	11%	19%	12%	13%	17%	24%	18%	9%	11%	20%	10%	16%	13%	16%
									s															
Getting worse	550	479	372	328	480	449	424	375	21	258	286	143	115	147	145	127	158	110	108	285	218	459	82	555
	48%	50%	48%	45%	51%	50%	49%	47%	30%	47%	49%	44%	45%	50%	53%	48%	49%	53%	44%	48%	48%	48%	53%	48%
									s															
Getting much worse	371	292	243	244	281	274	266	253	39	159	201	95	94	100	81	68	93	67	101	162	167	317	38	360
	32%	30%	31%	34%	30%	30%	31%	32%	57%	29%	34%	30%	37%	34%	29%	26%	29%	32%	41%	27%	37%	33%	24%	31%
									s															
Don't know	19	5	3	4	6	4	4	4	6	3	16	8	6	4	*	2	6	5	1	8	6	16	3	27
	2%	1%	*	1%	1%	*	*	*	8%	1%	3%	3%	2%	1%	*	1%	2%	2%	*	1%	1%	2%	2%	2%
									s															
Combinations - net Getting better																								
	29	28	22	21	24	23	23	22	1	15	14	13	10	4	2	6	8	8	6	14	13	15	13	24
	3%	3%	3%	3%	3%	3%	3%	3%	1%	3%	2%	4%	4%	2%	1%	2%	2%	4%	2%	2%	3%	2%	8%	2%
									s															
Getting worse	921	771	615	572	761	723	689	628	59	417	486	238	209	247	226	195	252	177	209	447	385	776	120	915
	80%	80%	79%	79%	80%	80%	80%	79%	86%	76%	84%	74%	62%	84%	82%	73%	78%	85%	86%	76%	85%	81%	77%	80%
									s															
Net better-worse	-892	-743	-593	-551	-737	-700	-666	-606	-59	-402	-473	-225	-200	-243	-224	-189	-244	-169	-203	-433	-372	-762	-107	-891
	-78%	-77%	-76%	-76%	-78%	-78%	-77%	-77%	-85%	-74%	-81%	-70%	-78%	-83%	-81%	-71%	-76%	-82%	-83%	-74%	-82%	-79%	-69%	-78%
									s															

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 28
Q21, **Britain/Europe**. Generally speaking, do you think that Britain as a place to live is getting better or worse or is it staying the same?

Base : All (Oct/Nov 2025)

	Total (Unweighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)						Qualifications			Unw Tot.
		Labour	Conservative	Lib Dem	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most poor	Chained outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree ³			
Unweighted Total	1148	179	164	122	263	129	491	645	122	951	311	615	216	463	146	222	270	813	240	114	270	123	161	96	71	280	215	117	100	213	168	550	464	1148		
Weighted Total	1148	122	100	111	258	110	429	611	121	947	311	615	216	463	146	222	270	813	240	114	270	123	161	96	71	280	215	117	100	213	168	550	464	1148		
Gettine much better	7	4	-	-	-	-	6	4	7	4	+	+	+	3	+	1	3	-	3	+	+	3	6	1	+	3	4	-	-	-	3	3	+	4		
	1%	2%	-	-	-	-	2%	2%	6%	-	+	+	+	2%	-	1%	+	-	2%	+	2%	1%	2%	+	3%	-	-	-	-	-	1%	1%	+	+		
Gettine better	21	12	1	+	1	6	8	14	15	6	6	16	7	10	2	3	5	17	1	15	3	1	20	1	+	9	6	-	2	3	2	11	8	20		
	2%	7%	1%	+	+	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	4	+	3%	1%	2%	1%	1%	3%	2%	-	2%	2%	1%	2%	2%	2%			
Staying the same	179	65	24	24	9	33	92	83	60	105	60	97	71	65	26	10	35	156	39	50	48	24	161	15	3	61	29	4	19	51	19	84	75	182		
	16%	36%	15%	24%	3%	25%	17%	14%	47%	11%	18%	15%	20%	15%	17%	7%	12%	17%	14%	17%	18%	16%	15%	6%	23%	14%	3%	21%	23%	10%	14%	21%	16%			
Gettine worse	550	84	90	59	113	64	252	292	37	672	176	313	154	289	78	63	141	292	134	118	144	80	476	51	23	131	107	54	50	110	85	272	183	555		
	48%	46%	56%	18%	48%	48%	49%	29%	52%	32%	47%	44%	54%	30%	40%	42%	50%	48%	48%	38%	52%	54%	48%	51%	52%	32%	38%	54%	54%	45%	46%	52%	48%			
Gettine much worse	311	15	44	17	175	27	167	223	7	357	91	225	107	123	66	77	118	220	103	112	66	39	123	27	23	57	60	14	20	46	81	201	62	360		
	12%	8%	27%	17%	59%	21%	12%	13%	5%	18%	12%	14%	11%	20%	10%	10%	40%	29%	17%	17%	25%	20%	12%	27%	43%	22%	11%	10%	22%	21%	41%	34%	21%	31%		
Don't know	19	2	2	+	-	2	6	10	2	4	3	8	9	3	5	1	5	12	2	5	2	1	11	1	+	3	-	1	1	2	-	15	4	27		
	2%	1%	1%	+	-	2%	2%	2%	1%	+	1%	1%	2%	1%	3%	1%	2%	2%	1%	2%	1%	1%	1%	4%	9%	1%	-	1%	1%	1%	-	3%	1%	2%		
Combinations - not getting better	29	17	1	+	1	6	11	18	22	6	4	19	7	13	2	4	6	20	1	18	3	4	25	2	+	12	4	-	2	3	5	14	9	24		
	3%	9%	1%	+	+	2%	2%	3%	17%	1%	2%	3%	2%	3%	2%	2%	2%	+	+	1%	2%	2%	4%	1%	1%	7%	2%	-	2%	2%	3%	2%	2%			
Gettine worse	111	19	114	76	288	91	413	503	44	810	267	517	262	362	114	140	268	424	237	200	211	119	706	79	46	189	126	118	70	105	165	475	268	813		
	80%	14%	64%	76%	87%	89%	79%	82%	34%	88%	80%	81%	75%	82%	80%	90%	85%	79%	85%	76%	85%	80%	80%	79%	85%	71%	84%	84%	76%	75%	87%	81%	75%	80%		
Not better worse	482	-82	-113	-75	-286	-85	-468	-481	-22	-624	-263	-518	-255	-349	-113	-115	-258	-404	-236	-212	-208	-114	-770	1	+	-177	-172	-118	-68	-162	-160	-419	-257	-861		
	-78%	-45%	-83%	-71%	-66%	-64%	-77%	-79%	-17%	-87%	-79%	-78%	-73%	-79%	-79%	-87%	-83%	-76%	-83%	-83%	-70%	-79%	-77%	-77%	-76%	-45%	-67%	-83%	-96%	-78%	-83%	-78%	-73%	-78%		

Fieldwork dates : Thursday 20th to Wednesday 19th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos ZD-007339-01
¹None (0.0%)
²Where unweighted base size smaller than 100, please note results are indicative only



Table 29
Q12. Thinking about public services overall, do you think the quality of public services has got better or worse in the last five years, or has it stayed the same?

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Got much better	1	1	-	-	1	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-	1
	+	+	-	-	+	+	+	-	-	+	-	-	+	-	-	-	-	1%	-	-	+	-	-	+
Got a little better	71	62	42	41	56	52	50	42	1	38	31	40	16	10	5	11	31	11	13	42	23	42	27	55
	6%	6%	5%	6%	6%	6%	6%	5%	1%	7%	5%	12%	6%	4%	2%	4%	10%	5%	5%	7%	5%	4%	17%	5%
									s															
Stayed the same	137	118	99	93	119	115	110	101	3	78	56	26	37	41	32	45	32	21	26	77	46	119	12	144
	12%	12%	13%	13%	13%	13%	13%	13%	5%	14%	10%	8%	15%	14%	11%	17%	10%	10%	11%	13%	10%	12%	7%	13%
									s															
Got a little worse	450	387	309	273	393	366	343	313	19	210	233	138	79	120	114	112	115	93	91	227	184	373	65	443
	39%	40%	40%	38%	41%	41%	40%	40%	28%	38%	40%	43%	31%	41%	41%	42%	36%	45%	38%	39%	41%	39%	42%	39%
									s															
Got much worse	448	378	315	307	362	355	341	324	39	199	243	98	114	118	118	94	135	74	105	229	179	389	45	464
	39%	39%	41%	42%	38%	39%	40%	41%	57%	36%	42%	31%	44%	40%	43%	35%	42%	36%	43%	39%	40%	41%	29%	40%
									s															
Don't know	41	20	11	10	17	15	15	11	7	20	20	20	9	5	8	5	10	8	9	14	17	34	6	41
	4%	2%	1%	1%	2%	2%	2%	1%	10%	4%	3%	6%	4%	2%	3%	2%	3%	4%	4%	2%	4%	4%	4%	4%
									s															
Combinations - net Getting better																								
	72	63	42	41	57	53	51	42	1	39	31	40	17	10	5	11	31	12	13	42	24	42	27	56
	6%	7%	5%	6%	6%	6%	6%	5%	1%	7%	5%	12%	7%	4%	2%	4%	10%	6%	5%	7%	5%	4%	17%	5%
									s															
Getting worse	898	765	624	581	755	721	685	638	58	409	476	236	193	238	232	207	250	167	197	457	363	762	110	907
	78%	79%	80%	80%	80%	80%	80%	81%	85%	75%	82%	73%	75%	81%	84%	78%	78%	80%	81%	78%	81%	80%	71%	79%
									s															
Net better-worse	-826	-702	-583	-539	-697	-668	-634	-596	-58	-370	-445	-196	-176	-227	-227	-196	-219	-155	-184	-415	-339	-720	-83	-851
	-72%	-73%	-75%	-74%	-74%	-74%	-74%	-75%	-84%	-68%	-76%	-61%	-69%	-77%	-82%	-74%	-68%	-75%	-76%	-70%	-75%	-75%	-53%	-74%
									s															

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 30
Q12. Thinking about public services overall, do you think the quality of public services has got better or worse in the last few years, or has it stayed the same?

Base: All (Oct/Nov 2025)

	Total (Unweighted)	Voting					Working status		Government		Work sector		Turnout							ONS Regions							Past vote (2024 General Election)					Qualifications			Unw. Tot.	
	Labour	Conservative	Lib Dem	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most pge	Chained overnight	Private sector	Social sector	Rest owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree					
Unweighted Total	1148	179	164	122	283	129	491	645	122	951	315	615	216	461	146	222	270	817	280	314	270	147	161	96	71	288	215	117	100	217	168	100	464	1148		
Weighted Total	1148	122	100	111	298	122	229	611	147	947	294	615	216	447	159	215	279	817	279	313	270	147	161	96	71	288	215	117	100	217	168	100	464	1148		
Got much better	1	1	-	-	-	-	1	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1		
	0%	1%	-	-	-	-	1%	1%	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%	1%		
Got a little better	71	28	10	6	3	13	31	40	25	42	22	37	18	18	14	31	35	8	24	14	19	64	7	-	23	7	1	7	20	8	41	22	55			
	6%	15%	6%	4%	1%	10%	8%	7%	20%	4%	7%	6%	3%	4%	11%	8%	10%	4%	3%	8%	3%	11%	6%	7%	-	9%	3%	1%	8%	9%	4%	7%	6%	3%		
Stayed the same	137	29	25	17	23	18	69	63	26	98	32	85	44	56	17	13	30	101	32	38	36	13	44	119	13	4	37	31	13	15	24	22	95	49	144	
	12%	16%	15%	17%	8%	14%	13%	10%	20%	10%	10%	13%	13%	11%	8%	10%	13%	12%	12%	14%	9%	12%	13%	8%	14%	14%	11%	9%	10%	11%	12%	11%	14%	13%		
Got a little worse	450	73	67	49	100	61	212	238	53	372	168	237	140	181	61	52	112	323	107	113	118	60	60	107	38	15	107	92	51	35	97	68	229	150	443	
	39%	40%	42%	48%	34%	40%	42%	39%	34%	38%	36%	40%	40%	42%	33%	30%	42%	38%	38%	37%	44%	40%	40%	40%	38%	40%	40%	44%	38%	38%	28%	44%	30%	39%	42%	39%
Got much worse	448	52	57	28	158	38	189	248	23	405	165	278	134	170	55	73	138	265	120	120	94	55	188	28	31	96	77	16	34	72	82	238	127	464		
	39%	28%	35%	28%	57%	29%	38%	41%	2%	43%	11%	41%	10%	38%	35%	47%	41%	38%	42%	40%	40%	38%	37%	10%	28%	38%	38%	17%	11%	13%	13%	43%	19%	38%	40%	
Don't know	41	1	3	3	3	3	18	21	-	28	7	24	12	16	7	2	9	28	12	8	4	2	26	12	1	2	1	2	1	7	9	22	6	41		
	4%	1%	2%	3%	1%	2%	3%	3%	-	3%	2%	4%	3%	4%	5%	1%	3%	4%	4%	3%	2%	1%	3%	12%	1%	2	1%	1%	2%	1%	3%	5%	4%	2%	4%	
Combinations - not getting better	72	29	10	4	3	13	31	41	26	42	22	37	18	18	15	15	32	35	8	24	14	19	64	8	-	23	7	1	7	20	8	41	22	56		
	6%	16%	6%	4%	1%	10%	8%	7%	21%	4%	7%	6%	3%	4%	11%	10%	10%	4%	3%	8%	3%	11%	6%	7%	-	9%	3%	1%	8%	9%	4%	7%	6%	3%		
Getting worse	688	126	124	77	268	99	411	488	36	777	273	515	278	353	115	125	240	428	227	234	210	115	786	67	46	203	169	127	68	178	150	417	277	807		
	78%	68%	76%	76%	93%	75%	76%	88%	59%	82%	78%	78%	78%	80%	76%	81%	77%	79%	81%	77%	80%	77%	79%	67%	86%	77%	77%	81%	80%	75%	77%	79%	78%	79%		
Not better worse	626	96	114	72	365	46	380	446	50	736	211	478	258	337	69	110	208	583	219	210	187	98	721	5	6	181	182	126	62	140	141	416	215	483		
	72%	53%	71%	72%	88%	43%	72%	78%	38%	78%	71%	72%	73%	78%	43%	71%	67%	75%	78%	78%	80%	74%	65%	73%	6	6%	68%	78%	78%	67%	68%	73%	71%	72%	74%	

Fieldwork dates: Thursday 20th to Wednesday 19th November 2025.
Respondent Type: Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source: Ipsos ZD-007339-01
¹None (0.5%)
²Where unweighted base size smaller than 100, please note results are indicative only



Table 31
Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	545	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Living comfortably on present income	264	242	202	195	240	234	222	204	7	156	107	85	45	67	68	90	85	42	27	175	68	233	29	270
	23%	25%	26%	27%	25%	26%	26%	26%	11%	29%	18%	26%	17%	23%	25%	34%	26%	20%	11%	30%	15%	24%	18%	24%
Coping on present income	478	417	352	320	415	399	387	357	22	236	234	109	92	135	142	126	124	103	99	250	201	411	56	500
	42%	43%	45%	44%	44%	44%	45%	45%	32%	43%	40%	34%	36%	46%	52%	47%	38%	49%	41%	43%	45%	43%	36%	44%
Finding it difficult on present income	245	204	153	140	197	182	167	153	14	86	150	72	66	63	44	34	69	36	74	103	110	194	41	225
	21%	21%	20%	19%	21%	20%	19%	19%	21%	16%	26%	22%	26%	21%	16%	13%	21%	18%	30%	17%	24%	20%	27%	20%
Finding it very difficult on present income	133	92	60	60	82	78	74	67	22	63	69	48	42	26	17	13	36	23	40	49	63	101	25	116
	12%	9%	8%	8%	9%	9%	9%	8%	32%	12%	12%	15%	17%	9%	6%	5%	11%	11%	17%	8%	14%	11%	16%	10%
Don't know	12	5	5	6	6	6	6	6	2	2	9	3	7	-	2	*	4	1	4	4	5	7	1	13
	1%	1%	1%	1%	1%	1%	1%	1%	3%	*	2%	1%	3%	-	1%	*	1%	1%	2%	1%	1%	1%	1%	1%
Prefer not to say	16	6	5	4	7	5	5	5	1	3	13	5	4	3	3	2	5	3	-	7	3	12	3	24
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	-	1%	1%	1%	2%	2%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 22
Q13. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base : All (Oct/Nov 2025)

	Total (Unweighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			Unw Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most prop.	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot.	Midlands (incl. E of England)	South east, London	Greater London	England	Scot.	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree		
Unweighted Total	1148	179	164	132	283	129	461	845	122	951	315	835	176	463	146	122	270	817	280	314	290	127	181	96	71	280	215	117	100	217	168	550	464	1148	
Living comfortably on present income	264	53	46	40	50	35	150	115	49	189	79	173	89	128	26	14	40	217	54	65	78	36	232	25	7	62	54	30	30	58	27	131	97	270	
	23%	29%	28%	40%	17%	28%	28%	19%	38%	20%	24%	26%	28%	29%	17%	9%	13%	27%	19%	21%	28%	24%	23%	15%	14%	23%	26%	21%	33%	28%	14%	22%	28%	24%	
Struggling on present income	478	79	62	41	135	60	214	284	57	401	145	271	140	224	60	39	100	364	106	135	124	49	414	1	1	108	108	66	36	101	81	240	155	500	
	42%	43%	39%	41%	45%	43%	41%	42%	45%	42%	43%	41%	40%	51%	30%	21%	32%	40%	38%	40%	47%	33%	42%	41%	43%	41%	52%	46%	38%	38%	40%	43%	41%	44%	
Finding it difficult on present income	245	35	37	13	63	27	105	140	18	215	77	137	75	68	38	54	93	143	74	58	42	36	211	23	12	61	33	26	16	43	42	138	59	225	
	21%	19%	23%	13%	21%	20%	20%	23%	18%	23%	23%	21%	22%	15%	25%	35%	30%	18%	27%	19%	18%	24%	21%	23%	22%	23%	16%	18%	18%	18%	19%	22%	24%	17%	20%
Finding it very difficult on present income	133	13	13	6	47	8	53	80	4	126	31	71	38	15	27	46	73	53	41	37	17	22	117	7	9	28	11	20	8	17	11	62	39	116	
	12%	7%	8%	6%	16%	6%	10%	13%	3%	13%	9%	11%	11%	3%	17%	30%	23%	7%	13%	12%	6%	15%	12%	7%	10%	10%	5%	14%	9%	8%	16%	11%	11%	10%	
Don't know	12	4	1	-	1	1	1	6	1	6	1	4	1	2	2	1	3	3	1	2	1	4	5	9	1	1	5	1	-	1	1	7	4	-	13
	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	-	1%	
Prefer not to say	16	-	2	*	2	2	6	7	-	7	2	5	6	5	3	1	4	11	6	6	2	1	12	2	2	1	2	2	2	*	*	2	9	4	24
	1%	-	1%	*	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	2%	*	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	*	*	1%	2%	1%	2%	

Fieldwork dates : Thursday 20th to Wednesday 30th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 128-007339-01
*Less than 0.5%

anywhere unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unweighted amongst polling organisations:
<https://www.ipsos.co.uk/politicaltrends/socialtrends>



Table 33
Q13b. How worried, if at all, are you about you and your household's financial situation?

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Very worried	131	99	71	68	90	87	82	75	18	62	67	39	47	26	19	16	31	18	44	47	62	88	37	122
	11%	10%	9%	9%	9%	10%	10%	9%	27%	11%	11%	12%	18%	9%	7%	6%	10%	9%	18%	8%	14%	9%	23%	11%
Fairly worried	441	366	293	280	356	335	319	301	23	181	250	111	113	117	100	90	126	86	95	216	181	382	49	423
	38%	38%	38%	39%	38%	37%	37%	38%	33%	33%	43%	35%	44%	40%	36%	34%	39%	41%	39%	37%	40%	40%	31%	37%
Not very worried	421	374	307	276	377	364	348	210	17	227	190	130	62	119	110	118	118	76	81	226	158	355	53	426
	37%	39%	40%	38%	40%	40%	40%	39%	25%	42%	33%	40%	24%	41%	40%	44%	37%	37%	33%	40%	35%	37%	34%	37%
Not at all worried	117	102	88	83	100	94	93	88	8	65	49	34	18	29	37	39	31	23	14	70	37	106	9	137
	10%	11%	11%	11%	11%	10%	11%	11%	12%	12%	8%	11%	7%	10%	13%	14%	10%	11%	6%	12%	8%	11%	6%	12%
Don't know	22	17	9	10	16	16	10	10	1	8	15	4	13	*	5	1	10	1	9	11	10	13	5	16
	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	3%	1%	5%	*	2%	*	3%	1%	4%	2%	2%	1%	3%	1%
Prefer not to say	16	9	8	7	9	8	8	8	1	3	13	4	4	2	6	3	7	3	-	9	3	13	3	24
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	-	2%	1%	1%	2%	2%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 34
Q33b: How worried, if at all, are you about you and your household's financial situation?

Base: All (Oct/Nov 2025)

Total (Unweighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			Unw. Tot.
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most prop.	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot.	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Cons	Reform UK	LD	ONS Incl. LD/Cons	No qual ¹	Other qual ²	Degree ³		
Unweighted Total	1148	179	164	132	203	129	491	645	122	951	311	635	216	463	148	122	270	817	280	514	270	121	161	96	71	789	215	117	100	217	168	550	464	1148
Weighted Total	1148	179	164	132	203	129	491	645	122	951	311	635	216	463	148	122	270	817	280	514	270	121	161	96	71	789	215	117	100	217	168	550	464	1148
Never worried	131	13	13	9	41	7	40	86	13	113	38	88	26	20	23	52	75	46	26	36	22	30	113	12	6	26	13	19	11	20	28	72	30	132
	11%	7%	8%	9%	14%	5%	8%	14%	10%	12%	11%	10%	7%	5%	15%	33%	24%	6%	9%	12%	8%	20%	11%	11%	10%	6%	13%	12%	9%	15%	12%	8%	11%	
Partly worried	441	57	62	28	129	60	208	232	38	390	117	266	148	154	69	51	121	302	111	132	101	49	193	24	24	102	75	60	28	78	71	233	126	423
	38%	31%	38%	28%	41%	48%	39%	34%	29%	41%	37%	40%	43%	33%	44%	34%	39%	38%	40%	44%	38%	31%	42%	24%	45%	38%	38%	42%	30%	34%	34%	40%	38%	37%
Not very worried	421	82	65	48	95	51	205	218	50	320	141	235	137	189	50	35	85	205	106	104	103	49	163	44	14	100	88	41	44	100	48	213	156	420
	37%	45%	41%	48%	32%	38%	39%	33%	46%	35%	42%	35%	39%	43%	32%	22%	27%	41%	38%	34%	39%	33%	37%	44%	1	38%	42%	29%	48%	49%	25%	36%	44%	37%
Not at all worried	117	20	18	14	29	13	59	56	17	91	34	74	28	69	12	8	19	96	29	22	34	10	94	35	7	30	30	20	6	22	54	39	117	
	10%	11%	12%	14%	20%	10%	12%	10%	14%	10%	10%	11%	14%	23%	7%	3%	6%	12%	10%	7%	13%	7%	9%	13%	14%	11%	14%	14%	6%	6%	11%	9%	11%	10%
Don't know	22	10	-	1	1	*	8	10	-	12	2	13	4	5	2	7	9	9	5	5	1	9	20	2	-	5	-	-	2	2	17	3	1	18
	2%	5%	-	1%	1%	*	1%	2%	-	1%	1%	2%	1%	1%	1%	4%	3%	1%	2%	2%	*	6%	7%	2%	-	2%	-	-	2%	1%	4%	1%	2%	
Prefer not to say	16	2	1	1	1	1	4	8	1	9	2	5	6	6	1	1	1	12	3	4	4	1	11	4	2	3	1	3	1	1	3	10	2	24
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	*	*	2%	1%	1%	1%	1%	4%	3%	1%	1%	1%	1%	1%	2%	2%	1%	2%

Fieldwork dates: Thursday 20th to Wednesday 5th November 2025.
Respondent type: Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source: Ipsos 205-087339-01
*Less than 0.5%
*Where unweighted base sizes smaller than 100, please note results are indicative only



Table 35
Q14_imp1.con. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's economy

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	485	635	279	267	309	293	327	393	360	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Agree	201	180	151	139	178	171	166	155	5	112	86	79	42	43	36	63	64	26	37	128	63	154	45	206
	17%	19%	19%	19%	19%	19%	19%	20%	7%	21%	15%	25%	16%	15%	13%	24%	20%	12%	15%	22%	14%	16%	29%	18%
Disagree	754	635	510	485	621	590	566	519	53	355	383	176	166	210	202	166	194	156	162	360	318	649	81	753
	66%	66%	66%	67%	65%	65%	66%	66%	78%	65%	66%	55%	65%	71%	73%	62%	60%	75%	67%	61%	71%	68%	52%	66%
Don't know	193	152	116	100	149	142	129	118	11	79	113	67	48	41	38	37	65	26	44	102	70	154	30	189
	17%	16%	15%	14%	16%	16%	15%	15%	16%	14%	19%	21%	19%	14%	14%	14%	20%	12%	18%	17%	16%	16%	19%	16%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table B8
Q24_Imptopic: On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's economy

Base : All (Oct/Nov 2025)

	Total (Unweighted)					Voting		Working status		Government		Work sector		Types										ONS Regions					Past vote (2024 General Election)						Qualifications			Unw. Tot.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not work long	Satisfied	Dissatisfied	Public	Private	Manufacturing	Chemical/outsight	Private sector	Social sector	Rentier	Total owner/manager	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scott	Wales																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Unweighted Total	1148	179	164	132	283	491	645	122	915	311	835	276	463	148	122	270	817	280	314	290	127	181	96	71	288	215	117	100	217	168	150	404	1148																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

Fieldwork dates - Thursday 20th to Wednesday 26th November 2025.
Representative Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos I25-007330-01
¹Less than 0.5%
²Qualifications unweighted base size smaller than 100, please note results are indicative only



Table 37
Q14_impPubServ. On balance do you agree or disagree with the following statements? In the long term, this government's policies will improve the state of Britain's public services

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Agree	211	190	158	144	188	181	176	163	6	120	89	84	38	54	36	66	68	27	37	134	64	158	45	214
	18%	20%	20%	20%	20%	20%	20%	21%	8%	22%	15%	26%	15%	18%	13%	25%	21%	13%	15%	23%	14%	17%	29%	19%
Disagree	747	634	510	482	620	591	563	520	55	346	385	175	168	201	203	169	190	151	163	360	315	642	87	749
	65%	66%	66%	66%	65%	65%	65%	66%	80%	63%	66%	54%	66%	68%	73%	64%	59%	73%	67%	61%	70%	67%	56%	65%
Don't know	189	142	108	99	140	122	121	109	8	79	109	62	50	39	38	31	65	30	43	96	72	158	24	185
	16%	15%	14%	14%	15%	15%	14%	14%	12%	15%	19%	19%	20%	13%	14%	12%	20%	14%	18%	16%	16%	16%	15%	16%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 28
Q24_impPolMon. On balance do you agree or disagree with the following statements? In the long term, the government's policies will improve the state of Britain's public services

Base : All (Oct/Nov 2025)

	Total (Unweighted)					Voting		Working status		Government		Work sector		Types							ONS Regions							Past vote (2024 General Election)						Qualifications			UnW. Test
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Manufacturing	Health and social care	Private sector	Social sector	Rentier	Total owner-occupied	North east, South	Midlands (incl. E of England)	South east, London	Greater London	England	Scotland	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree					
Unweighted Total	1148	179	164	122	283	129	461	845	122	951	311	835	216	461	148	122	270	819	280	214	290	142	829	141	96	71	788	215	117	100	213	168	550	404	11.08		
Weighted Total	1148	179	164	122	283	129	461	845	122	951	311	835	216	461	148	122	270	819	280	214	290	142	829	141	96	71	788	215	117	100	213	168	550	404	11.08		
Age	211	108	11	23	17	25	88	114	101	98	71	116	88	73	37	22	60	142	89	81	45	41	187	17	8	87	14	5	28	43	11	114	84	214			
	18%	58%	7%	22%	6%	19%	18%	19%	79%	10%	22%	17%	20%	17%	24%	14%	18%	14%	14%	20%	17%	28%	19%	17%	14%	33%	14	5	28	43	11	114	84	214			
Discrete	747	38	135	54	251	85	164	461	11	720	215	485	222	302	96	101	197	524	197	200	173	83	653	58	35	125	178	111	47	138	141	518	215	748			
	65%	21%	84%	14%	84%	64%	35%	60%	8%	76%	69%	60%	100%	66%	62%	61%	83%	60%	73%	68%	68%	10%	66%	100%	60%	47%	85%	85%	11%	62%	76%	61%	61%	61%			
Don't know	189	37	14	24	29	22	87	96	16	127	41	111	58	67	29	11	54	125	43	42	45	24	154	23	10	53	16	17	19	40	35	94	55	183			
	16%	20%	8%	24%	10%	16%	16%	18%	13%	13%	13%	17%	17%	15%	14%	20%	16%	15%	15%	14%	16%	16%	18%	20%	20%	20%	20%	20%	20%	20%	19%	18%	16%	16%			

Fieldwork dates - Thursday 20th to Wednesday 26th November 2025.
Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos I25-007320-01
¹Less than 0.5%
²Where unweighted base size smaller than 100, please note results are indicative only



Table 39
Q15_econ. Which party do you think has the best policies ...? Managing the economy

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB+C1	C2+DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	119	103	92	81	106	102	98	93	3	60	58	43	19	31	25	41	38	14	21	79	35	93	24	124
	10%	11%	12%	11%	11%	11%	11%	12%	4%	11%	10%	13%	7%	11%	9%	15%	12%	7%	9%	13%	8%	10%	15%	11%
Conservatives	192	181	148	139	177	174	170	149	3	106	86	29	40	58	66	54	56	25	46	111	71	161	26	195
	17%	19%	19%	19%	19%	19%	20%	19%	4%	19%	15%	9%	15%	20%	24%	20%	17%	12%	19%	19%	16%	17%	17%	17%
Liberal Democrats	48	47	42	39	44	42	42	42	1	21	24	14	12	10	11	16	14	10	5	30	15	44	3	61
	4%	5%	5%	5%	5%	5%	5%	5%	1%	4%	4%	4%	5%	4%	4%	6%	4%	5%	2%	5%	3%	5%	2%	5%
Scottish National Party	14	14	13	9	14	14	14	13	-	13	1	6	4	2	2	5	4	2	1	10	4	8	1	11
	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	*	2%	1%	1%	1%	2%	1%	1%	*	2%	1%	1%	1%	1%
Pleid Cymru	3	3	2	2	2	2	2	2	-	2	1	1	1	-	1	*	-	1	2	*	3	3	-	4
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	-	*	1%	*	1%	*	-	*
Reform UK	188	168	165	160	178	173	173	171	7	105	81	32	40	57	58	36	41	53	43	77	96	175	9	170
	16%	17%	21%	22%	19%	19%	20%	22%	10%	19%	14%	10%	16%	20%	21%	14%	13%	26%	18%	13%	21%	18%	6%	15%
Green Party	85	79	71	67	78	78	75	71	4	39	42	48	23	5	9	24	27	9	16	51	25	62	19	75
	7%	8%	9%	9%	8%	9%	9%	9%	5%	7%	7%	15%	9%	2%	3%	9%	8%	4%	7%	9%	6%	6%	12%	7%
Other	12	9	3	3	7	5	4	3	2	3	9	5	5	*	1	3	1	5	2	5	7	9	2	11
	1%	1%	*	*	1%	1%	*	*	3%	1%	1%	2%	2%	*	*	1%	*	2%	1%	1%	2%	1%	1%	1%
None	179	137	92	87	117	111	100	92	28	78	98	37	45	55	42	39	51	31	43	90	74	147	28	191
	16%	14%	12%	12%	12%	12%	12%	12%	40%	14%	17%	12%	17%	19%	13%	13%	16%	15%	18%	15%	16%	15%	18%	17%
Don't know	308	225	148	137	225	204	182	155	22	119	183	106	67	75	60	47	89	58	65	137	123	255	43	306
	27%	23%	19%	19%	24%	23%	21%	20%	32%	22%	31%	33%	26%	25%	22%	18%	28%	28%	27%	23%	27%	27%	27%	27%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 40
Q25, main: Which party do you think has the best policies...? Managing the economy

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Turnout								ONS Regions							Past vote (2024 General Election)							Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most page	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales			Lab	Con	Reform UK	Lib	ODP incl. LD, Dem	No qual ¹	Other qual ²	Degree ³			
Unweighted Total	1148	181	122	164	122	203	491	645	122	915	311	615	276	463	146	122	270	819	280	314	290	129	161	96	71	788	215	117	100	219	168	550	464	1148				
Unweighted % total	11.0%	10.7%	10.7%	10.7%	18.0%	4.7%	6.2%	5.6%	10.7%	80.0%	27.2%	53.0%	25.0%	41.0%	13.0%	10.7%	23.6%	73.0%	24.3%	27.3%	26.3%	11.7%	13.9%	8.3%	5.7%	70.7%	18.9%	9.0%	8.3%	20.8%	14.6%	48.4%	40.7%	11.0%				
Labour	119	91	4	9	2	10	12	86	70	36	47	84	33	11	25	7	32	83	28	31	27	22	108	7	4	67	2	1	15	23	10	53	56	139				
	10%	8%	0%	1%	0%	1%	1%	7%	6%	3%	4%	7%	3%	1%	2%	0%	3%	7%	3%	3%	2%	1%	1%	1%	1%	0%	6%	0%	0%	1%	2%	1%	5%	11%				
Conservatives	192	10	117	9	19	2	85	113	12	178	41	136	56	18	18	17	152	17	48	64	28	177	11	4	12	111	16	14	22	28	100	60	195					
	17%	1%	10%	1%	2%	0%	7%	9%	1%	16%	7%	12%	12%	1%	2%	2%	14%	2%	10%	10%	5%	16%	1%	0%	1%	10%	1%	1%	2%	3%	2%	1%	5%	17%				
Liberal Democrats	48	3	2	10	1	7	23	26	3	40	14	26	15	24	6	4	10	38	9	7	22	6	44	2	7	8	5	-	18	23	2	22	24	61				
	4%	0%	0%	1%	0%	0%	2%	2%	0%	3%	2%	3%	2%	2%	0%	0%	3%	3%	1%	1%	2%	0%	4%	1%	0%	1%	0%	-	20%	15%	1%	4%	7%	5%				
Scottish National Party	14	1	-	1	-	-	6	7	1	13	5	7	3	2	4	3	8	5	-	-	-	-	-	14	-	-	-	-	-	-	11	1	6	5	11			
	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
Plaid Cymru	3	-	-	-	-	-	2	-	1	1	1	1	1	1	1	2	2	-	-	-	-	-	-	3	-	1	1	-	-	-	-	-	-	-	4			
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
Reform UK	188	-	1	-	-	177	2	94	103	7	181	50	123	14	34	49	116	63	56	35	14	167	12	9	28	12	86	2	7	42	114	29	170					
	16%	0%	0%	0%	0%	16%	0%	8%	9%	0%	16%	4%	11%	1%	3%	4%	10%	5%	5%	3%	1%	15%	1%	1%	2%	1%	8%	0%	0%	4%	10%	2%	15%					
Green Party	85	11	3	1	-	61	46	15	9	70	33	89	17	25	17	1	18	62	17	28	9	20	74	10	1	10	2	-	3	19	4	40	40	75				
	7%	1%	0%	0%	0%	5%	4%	1%	0%	6%	3%	8%	2%	2%	1%	0%	2%	6%	2%	2%	1%	2%	6%	1%	0%	1%	0%	0%	0%	2%	3%	4%	4%	7%				
Other	12	-	-	1	4	-	6	5	-	12	6	4	5	3	2	2	8	3	2	2	3	-	9	3	1	1	1	1	-	-	3	2	5	5	11			
	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
None	179	17	18	21	24	19	83	96	4	171	44	105	48	17	27	36	63	105	42	41	47	22	153	13	13	43	29	11	13	16	45	81	51	191				
	16%	1%	1%	2%	2%	1%	7%	8%	0%	16%	4%	9%	4%	1%	2%	3%	5%	9%	4%	4%	2%	14%	1%	1%	4%	3%	1%	1%	1%	1%	4%	7%	4%	17%				
Don't know	108	19	19	27	14	31	148	117	23	242	92	167	97	102	42	49	91	109	82	80	57	37	263	30	1	81	25	29	26	16	55	162	87	308				
	9%	2%	2%	2%	1%	3%	13%	10%	2%	21%	8%	14%	8%	9%	4%	4%	8%	10%	7%	7%	3%	3%	7%	3%	0%	7%	2%	3%	3%	2%	1%	13%	14%	26%				

Fieldwork dates : Thursday 30th to Wednesday 10th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos MORI 2025-01
*Less than 0.5%
†Where unweighted base sizes smaller than 100, please note results are indicative only



Table 41
Q15_Taxation. Which party do you think has the best policies ...? Taxation

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	974	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	104	88	77	69	94	88	86	80	1	48	56	42	16	21	25	35	28	12	23	63	35	78	26	98
	9%	9%	10%	10%	10%	10%	10%	10%	2%	9%	10%	13%	6%	7%	9%	13%	9%	6%	10%	11%	8%	8%	17%	9%
Conservatives	168	156	129	119	149	146	137	129	4	96	72	17	37	51	62	50	52	21	35	102	56	134	30	173
	15%	16%	17%	16%	16%	16%	16%	16%	6%	18%	12%	5%	14%	17%	22%	19%	16%	10%	15%	17%	12%	14%	19%	15%
Liberal Democrats	56	52	46	42	51	51	51	46	1	31	24	12	12	18	13	19	13	11	9	21	21	47	8	56
	5%	5%	6%	6%	5%	6%	6%	6%	1%	6%	4%	4%	5%	6%	5%	7%	4%	5%	4%	5%	5%	5%	5%	5%
Scottish National Party	11	11	10	10	11	11	11	10	-	10	1	3	5	2	1	2	3	4	1	6	5	9	1	10
	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	*	1%	2%	1%	*	1%	1%	2%	*	1%	1%	1%	1%	1%
Pleid Cymru	3	3	2	2	2	2	2	2	-	2	1	1	1	-	1	-	-	1	2	-	3	3	-	3
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	-	*	1%	-	1%	*	-	*
Reform UK	187	166	157	151	177	172	169	162	7	103	82	36	40	54	58	36	43	50	44	79	94	175	9	177
	16%	17%	20%	21%	19%	19%	20%	20%	10%	19%	14%	11%	15%	18%	21%	14%	13%	24%	18%	13%	21%	18%	6%	15%
Green Party	122	117	110	101	112	112	112	110	4	66	46	69	27	15	11	40	41	10	21	81	30	99	15	118
	11%	12%	14%	14%	12%	12%	13%	14%	5%	12%	8%	22%	10%	5%	4%	15%	13%	5%	8%	14%	7%	10%	9%	10%
Other	18	13	8	8	10	10	8	8	1	5	13	11	4	2	1	3	4	3	5	7	8	10	6	16
	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	4%	2%	1%	*	1%	1%	1%	2%	1%	2%	1%	4%	1%
None	175	132	88	83	116	107	101	88	26	71	104	37	43	53	42	35	50	36	41	85	77	148	23	189
	15%	14%	11%	11%	12%	12%	12%	11%	38%	13%	18%	12%	17%	18%	15%	13%	16%	18%	17%	14%	17%	15%	14%	16%
Don't know	304	228	150	140	226	206	184	157	25	115	181	92	70	78	63	45	89	60	62	135	122	255	39	308
	26%	24%	19%	19%	24%	23%	21%	20%	36%	21%	31%	29%	27%	27%	23%	17%	28%	29%	25%	23%	27%	27%	25%	27%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 42
Q25, 'Taxation: Which party do you think has the best policies...?' Taxation

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Taxpayers							ONS Regions							Past votes (2024 General Election)							Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most paye	Owned outright	Private sector	Social sector	Rentier	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales		Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree ³			
Unweighted Total	1148	179	164	122	263	491	645	122	915	311	815	276	463	146	222	270	819	280	214	290	142	881	96	71	788	215	117	100	219	168	550	464	1148				
Unweighted % total	11.6	1.8	1.7	1.3	2.7	50.7	65.5	12.5	93.5	31.5	81.5	27.6	46.3	14.6	22.2	27.0	81.9	28.0	21.4	29.0	14.2	88.1	9.6	7.1	78.8	21.5	11.7	10.0	21.9	16.8	55.0	46.4	11.6				
Labour	104	87	3	7	1	47	58	58	34	42	51	28	37	24	13	36	65	26	22	20	31	89	3	2	54	2	+	18	18	0	44	51	88				
	9%	48%	2%	7%	+	3%	9%	49%	4%	13%	8%	8%	8%	15%	6%	12%	8%	9%	7%	8%	21%	10%	3%	+	20%	1%	+	18%	8%	5%	7%	15%	9%				
Conservatives	168	8	112	8	27	1	85	104	11	156	39	110	51	84	15	13	28	13	38	63	28	160	6	2	13	95	12	10	19	24	89	51	173				
	15%	4%	70%	6%	8%	1%	12%	17%	8%	17%	13%	17%	15%	10%	8%	10%	8%	17%	13%	18%	24%	18%	16%	4%	3%	5%	46%	8%	11%	9%	12%	15%	14%	15%			
Liberal Democrats	56	9	2	28	3	7	29	26	12	37	15	35	18	28	3	6	9	46	5	13	23	10	52	8	3	1	11	10	-	20	27	4	24	28	56		
	5%	5%	1%	28%	2%	5%	8%	4%	9%	4%	5%	5%	5%	6%	2%	4%	3%	6%	2%	4%	9%	7%	5%	3%	1%	4%	5%	-	22%	12%	2%	4%	8%	5%			
Scottish National Party	11	1	-	1	-	-	9	2	1	9	4	6	3	3	1	4	5	6	-	-	-	-	-	11	-	1	-	-	-	-	8	2	7	1	10		
	2%	2%	-	1%	-	-	2%	+	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	-	-	-	-	-	11%	-	+	-	-	-	-	4%	2%	1%	+	2%		
Plaid Cymru	3	-	-	-	-	-	3	-	3	-	1	-	1	1	1	2	1	-	-	-	-	-	-	3	1	1	-	-	-	-	-	1	1	1	3		
	+	-	-	-	-	-	+	-	+	-	+	-	+	+	+	+	+	-	-	-	-	-	-	+	+	+	-	-	-	-	-	+	+	+			
Reform UK	187	-	4	1	175	1	85	102	7	180	47	123	53	84	15	33	48	116	59	58	37	15	169	30	8	23	12	89	2	6	35	115	35	177			
	16%	-	2%	1%	59%	1%	16%	17%	5%	15%	14%	19%	13%	19%	10%	21%	16%	17%	21%	19%	14%	10%	17%	10%	8	9%	15%	62%	2%	3%	19%	20%	10%	15%			
Green Party	122	15	-	7	2	84	68	49	15	100	40	63	52	31	30	2	32	83	25	38	18	20	101	18	3	48	1	2	7	52	4	55	63	118			
	11%	8%	-	7%	1%	63%	11%	6%	12%	11%	12%	10%	13%	10%	1%	1%	1%	11%	9%	11%	7%	14%	10%	14%	3%	4%	1%	2	7%	52	4	55	63	118			
Other	18	3	-	3	1	12	6	4	13	5	12	5	7	2	1	3	12	3	3	4	4	14	2	2	2	1	2	1	2	1	5	+	12	5	18		
	2%	2%	-	1%	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	-	2%	1%	2%	+	2%	2%	1%			
None	175	17	20	19	25	16	69	105	2	164	48	100	44	61	27	35	62	105	46	49	35	16	147	14	15	42	29	10	12	32	46	83	46	189			
	15%	10%	13%	19%	8%	12%	13%	17%	2%	17%	14%	15%	13%	14%	17%	21%	13%	17%	16%	13%	13%	15%	14%	14%	18%	14%	14%	7%	13%	14%	24%	14%	13%	16%			
Don't know	304	42	19	29	62	20	146	154	18	248	95	140	93	107	39	47	86	201	83	80	63	26	252	14	18	74	38	28	23	54	66	155	72	308			
	26%	23%	12%	24%	23%	13%	24%	25%	14%	24%	14%	22%	24%	23%	11%	28%	23%	10%	27%	24%	17%	23%	14%	14%	14%	28%	18%	13%	23%	24%	39%	27%	20%	27%			

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 125-027329-01
*Less than 0.5%
+Where unweighted base sizes smaller than 300, please note results are indicative only



Table 43
Q15_business. Which party do you think has the best policies ...? Britain's businesses
Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	105	103	92	81	96	96	95	93	*	61	44	39	17	26	23	38	35	14	18	72	32	80	24	100
	9%	11%	12%	11%	10%	11%	11%	12%	*	11%	7%	12%	7%	9%	8%	14%	11%	7%	7%	12%	7%	8%	15%	9%
									s															
Conservatives	220	208	171	156	203	198	191	171	4	123	98	34	45	63	77	62	70	23	51	132	74	184	31	230
	19%	22%	22%	22%	21%	22%	22%	22%	6%	22%	17%	11%	18%	22%	28%	23%	22%	11%	21%	22%	16%	19%	20%	20%
									s															
Liberal Democrats	47	46	42	42	43	42	42	42	1	23	21	16	8	8	14	19	14	8	3	22	11	44	2	55
	4%	5%	5%	6%	5%	5%	5%	5%	1%	4%	4%	5%	3%	3%	5%	7%	4%	4%	1%	6%	3%	5%	1%	5%
									s															
Scottish National Party	14	14	13	10	14	14	14	13	-	13	1	5	4	2	3	6	5	2	1	10	4	9	1	12
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	*	2%	2%	1%	1%	2%	1%	1%	*	2%	1%	1%	1%	1%
Pleid Cymru	3	3	2	2	2	2	2	2	-	2	1	1	1	-	1	*	-	1	2	*	3	3	-	4
	*	*	*	*	*	*	*	*	-s	*	*	*	*	-	*	*	*	-	1%	*	1%	*	*	*
Reform UK	189	164	156	151	178	172	168	161	8	106	81	38	44	51	55	38	41	51	44	79	94	172	12	175
	16%	17%	20%	21%	19%	19%	20%	20%	12%	20%	14%	12%	17%	17%	20%	14%	13%	25%	18%	13%	21%	18%	8%	15%
									s															
Green Party	67	63	56	52	61	60	60	56	3	23	40	33	22	5	7	16	21	11	13	36	24	47	16	66
	6%	6%	7%	7%	6%	7%	7%	7%	4%	4%	7%	10%	9%	2%	2%	6%	6%	5%	5%	6%	5%	5%	10%	6%
									s															
Other	13	9	2	3	5	3	3	3	1	2	11	7	5	*	1	3	2	3	6	5	8	6	7	12
	1%	1%	*	*	*	*	*	*	2%	*	2%	2%	2%	*	*	1%	1%	1%	2%	1%	2%	1%	4%	1%
									s															
None	140	103	62	59	82	76	71	63	26	61	76	37	37	44	21	28	41	30	29	69	59	114	23	150
	12%	11%	8%	8%	9%	8%	8%	8%	38%	11%	13%	12%	15%	15%	8%	10%	13%	14%	12%	12%	13%	12%	15%	13%
									s															
Don't know	349	255	179	169	263	239	215	187	25	131	210	110	71	94	74	59	94	65	76	153	142	297	41	344
	30%	26%	23%	23%	28%	26%	25%	24%	36%	24%	36%	34%	28%	32%	27%	22%	29%	31%	31%	26%	31%	31%	26%	30%
									s															

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 44
Q25, Business: Which party do you think has the best policies...? Britain's businesses

Base : All (Oct/Nov 2025)

	Total (Weighted)		Voting					Working status		Government		Work sector		Turnout					ONS Regions					Past vote (2024 General Election)					Qualifications			Unw. Tot.		
	Labour	Conservative	Lib Dem	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most	Churned	Private voter	Social	Reformer	Total owner manager	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²		Degree	
Unweighted Total	1148	179	164	122	203	129	461	645	122	951	311	615	216	461	146	222	270	280	214	270	123	161	96	71	280	215	117	200	217	168	550	464	1148	
Unweighted Total	1148	179	164	122	203	129	461	645	122	951	311	615	216	461	146	222	270	280	214	270	123	161	96	71	280	215	117	200	217	168	550	464	1148	
Labour	105	78	-	9	2	12	44	81	61	36	39	57	31	46	18	11	28	27	26	30	19	23	88	4	3	54	8	-	17	23	11	40	53	100
	9%	42%	-	9%	1%	9%	8%	10%	47%	4%	12%	9%	9%	10%	10%	7%	9%	9%	10%	7%	16%	10%	4%	3%	20%	3%	-	18%	10%	6%	7%	15%	9%	
Conservatives	220	18	119	11	45	6	87	113	11	205	54	140	11	120	35	16	46	38	58	24	32	202	12	6	24	116	17	18	11	31	115	71	230	
	19%	10%	75%	13%	15%	4%	16%	12%	8%	22%	16%	21%	17%	20%	13%	10%	15%	14%	18%	18%	22%	20%	12%	11%	9%	56%	12%	20%	14%	16%	20%	20%	20%	
Liberal Democrats	47	4	2	23	2	11	25	22	4	36	15	24	13	25	8	1	9	11	6	21	3	41	4	2	10	3	1	17	22	1	22	24	55	
	4%	2%	1%	23%	1%	8%	5%	4%	3%	4%	5%	4%	4%	6%	5%	1%	3%	4%	2%	8%	2%	4%	4%	4%	4%	4%	1%	1%	10%	10%	1%	4%	7%	5%
Scottish National Party	14	1	-	1	-	-	6	8	1	13	5	8	3	3	4	3	8	6	-	-	-	-	34	-	-	-	-	-	10	1	6	6	12	24
	2%	2%	-	1%	-	-	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	-	-	-	-	24%	-	-	-	-	-	2%	1%	1%	2%	2%	2%
Plaid Cymru	3	-	-	-	-	-	4	2	-	2	-	1	-	1	1	2	2	-	-	-	-	-	3	1	1	-	-	-	-	-	-	1	1	4
	0%	-	-	-	-	-	1%	1%	-	1%	-	0%	-	0%	1%	1%	1%	-	-	-	-	-	4%	1%	1%	-	-	-	-	-	-	0%	0%	0%
Reform UK	189	3	2	2	171	3	92	97	7	181	46	127	51	85	16	36	52	136	63	81	30	18	171	12	6	24	30	91	1	6	37	111	39	175
	16%	1%	1%	1%	2%	38%	17%	16%	5%	19%	14%	19%	13%	19%	10%	23%	17%	23%	20%	11%	12%	17%	12%	6%	9%	14%	64%	1%	3%	20%	11%	15%	15%	
Green Party	67	11	-	4	1	44	36	26	9	14	26	29	13	19	8	2	10	16	20	9	14	59	7	1	23	2	1	4	12	4	35	28	68	
	6%	6%	-	4%	0%	13%	7%	4%	7%	6%	8%	4%	10%	4%	5%	1%	7%	6%	7%	3%	9%	6%	7%	3%	7%	1%	1%	1%	4%	4%	4%	4%	1%	
Other	18	4	1	-	4	-	9	4	3	10	5	8	3	2	3	2	5	3	2	3	8	11	4	2	1	1	-	-	2	2	8	3	12	
	1%	2%	1%	-	2%	-	2%	1%	3%	1%	1%	1%	1%	0%	2%	1%	2%	1%	1%	1%	3%	1%	4%	2%	1%	1%	-	-	1%	1%	1%	1%	1%	
None	140	15	11	15	16	11	71	69	3	111	32	82	44	39	23	38	51	33	37	29	18	117	9	14	35	14	8	11	28	12	67	40	150	
	12%	8%	6%	10%	5%	10%	13%	11%	2%	14%	10%	12%	13%	9%	15%	18%	16%	10%	10%	10%	12%	12%	9%	17%	13%	7%	6%	12%	13%	17%	12%	11%	13%	
Don't know	169	55	23	33	59	44	118	187	11	274	111	184	130	113	47	53	100	223	90	90	78	36	294	18	16	50	36	25	24	67	70	179	89	344
	15%	30%	14%	13%	20%	13%	26%	11%	2%	29%	13%	28%	12%	26%	10%	14%	12%	12%	10%	10%	14%	10%	14%	11%	13%	17%	11%	17%	13%	13%	11%	21%	30%	

Fieldwork dates : Thursday 30th to Wednesday 10th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 125-027329-01
*Less than 0.5%
†Where unweighted base sizes smaller than 30, please note results are indicative only



Table 45
Q15_P9linWork. Which party do you think has the best policies ...? People in work

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1148	974	727	742	948	918	879	810	70	465	635	279	267	294	293	327	393	360	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	126	119	107	99	115	115	113	107	*	70	56	38	23	35	30	44	43	19	12	87	30	95	30	144
	11%	12%	14%	14%	12%	13%	13%	14%	s	13%	10%	12%	9%	12%	11%	16%	13%	9%	5%	15%	7%	10%	19%	13%
Conservatives	148	134	106	97	128	123	120	107	6	81	66	22	29	44	53	43	44	23	30	86	53	128	15	153
	13%	14%	14%	13%	13%	14%	14%	13%	8%	15%	11%	7%	11%	15%	19%	16%	14%	11%	12%	15%	12%	13%	10%	13%
Liberal Democrats	48	46	44	44	47	45	45	45	1	22	24	15	12	10	11	22	12	4	5	24	10	42	4	53
	4%	5%	6%	6%	5%	5%	5%	6%	1%	4%	4%	5%	5%	3%	4%	8%	4%	2%	2%	6%	2%	4%	3%	5%
Scottish National Party	16	16	14	10	16	16	15	14	-	14	2	6	5	1	3	5	4	4	2	9	6	10	1	12
	1%	2%	2%	1%	2%	2%	2%	2%	-	3%	*	2%	2%	*	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Plaid Cymru	3	3	2	2	2	2	2	2	-	2	1	1	1	-	1	*	-	1	2	*	3	3	-	4
	*	*	*	*	*	*	*	*	-s	*	*	*	*	-	*	*	-	*	1%	*	1%	*	-	*
Reform UK	211	184	170	167	200	192	187	178	9	115	93	43	48	63	57	38	41	61	54	78	115	191	16	192
	18%	19%	22%	23%	21%	21%	22%	22%	13%	21%	16%	13%	19%	21%	20%	14%	13%	29%	22%	13%	25%	20%	10%	17%
Green Party	86	79	74	68	78	77	75	74	4	36	42	52	20	6	9	23	35	6	15	59	21	67	14	85
	8%	8%	10%	9%	8%	9%	9%	9%	5%	7%	7%	16%	8%	2%	3%	9%	11%	3%	6%	10%	5%	7%	9%	7%
Other	14	7	5	5	9	6	6	6	1	5	9	8	4	*	1	3	2	3	4	6	6	8	5	12
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	3%	2%	*	*	1%	1%	1%	2%	1%	1%	1%	4%	1%
None	161	123	77	73	101	96	87	77	23	63	97	33	42	46	40	25	45	34	46	71	80	135	25	153
	14%	13%	10%	10%	11%	11%	10%	10%	33%	12%	17%	10%	16%	16%	14%	9%	14%	16%	19%	12%	18%	14%	16%	13%
Don't know	336	255	177	159	253	232	211	182	26	137	192	104	72	88	73	63	96	54	74	159	127	279	45	340
	29%	26%	23%	22%	27%	26%	24%	23%	37%	25%	33%	32%	28%	30%	26%	24%	30%	26%	30%	27%	28%	29%	29%	30%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 46
Q25_PPIWorkload: Which party do you think has the best policies...? People in work

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)							Qualifications			UnW. Tot.
		Labour	Conservative	Lib Dem	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most part	Owned outright	Private owner	Social renter	Renter	Total owner	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales		Lab	Con	Reform UK	Lib	OD	OD Incl. Lib Dem	No qual ¹	Other qual ²	Degree		
Unweighted Total	1148	179	164	132	203	129	461	645	122	951	311	615	276	443	128	155	111	721	279	303	298	148	209	161	96	71	288	215	117	100	217	168	100	464	1148		
Unweighted % tot	11%	12%	12%	11%	22%	12%	40%	56%	10%	83%	28%	56%	24%	41%	14%	22%	27%	24%	24%	24%	19%	27%	13%	20%	16%	9%	7%	24%	20%	11%	9%	22%	15%	10%	40%	11%	
Labour	126	88	6	12	3	9	58	88	62	56	43	70	37	55	19	14	33	28	33	26	31	118	3	5	61	11	23%	5%	*	20%	12%	7%	8%	18%	13%		
	11%	48%	4%	12%	1%	7%	11%	11%	48%	6%	13%	11%	11%	12%	9%	10%	10%	10%	11%	10%	21%	12%	3%	1	23%	5%	*	20%	12%	7%	8%	18%	13%				
Conservatives	148	4	100	10	23	*	61	167	7	138	29	103	46	74	15	8	23	120	25	38	59	18	140	6	1	9	82	7	15	21	21	64	39	153			
	13%	2%	63%	8%	8%	*	11%	14%	1%	14%	9%	16%	13%	17%	10%	5%	8%	13%	9%	18%	22%	11%	14%	4%	2%	3%	39%	5%	17%	10%	11%	14%	11%	13%			
Liberal Democrats	48	6	1	30	1	3	28	20	5	37	14	26	17	20	5	4	9	37	6	7	24	5	42	8	3	9	6	-	24	26	2	20	26	51			
	4%	3%	1%	30%	1%	3%	5%	3%	4%	4%	4%	4%	5%	5%	3%	3%	5%	2%	2%	9%	3%	4%	3%	5%	4%	3%	-	28%	12%	1%	3%	7%	5%	5%			
Scottish National Party	16	1	-	1	-	-	8	7	1	13	4	9	3	4	4	3	8	8	-	-	-	-	-	36	-	-	-	-	-	-	11	2	8	4	12		
	2%	2%	-	1%	-	-	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	-	-	-	-	-	36%	-	-	-	-	-	-	5%	2%	1%	2%	2%	2%		
Plaid Cymru	3	-	-	-	-	-	*	2	-	2	*	1	*	1	1	2	2	-	-	-	-	-	-	3	1	1	-	-	-	*	-	1	1	4			
	*	-	-	-	-	-	*	*	-	*	*	*	*	*	*	*	*	-	-	-	-	-	-	4%	1	1%	-	-	-	*	-	*	*	*	*		
Reform UK	211	2	6	1	180	3	95	115	10	168	52	138	59	90	20	38	59	169	67	63	37	22	188	11	11	26	11	97	4	10	41	130	37	192			
	18%	1%	4%	1%	64%	2%	18%	19%	8%	21%	15%	21%	17%	20%	13%	25%	19%	24%	21%	14%	15%	10%	16%	11%	11%	10%	19%	68%	4%	5%	22%	22%	10%	17%			
Green Party	85	12	-	2	-	62	46	36	11	69	29	44	26	26	17	2	19	62	20	27	12	13	72	13	1	15	1	-	1	15	4	39	44	85			
	8%	6%	-	2%	-	47%	9%	6%	8%	7%	9%	7%	10%	6%	11%	1%	13%	14%	16%	16%	10%	10%	14%	13%	1%	13%	1%	-	1%	15%	4%	39	44	85			
Other	14	2	-	3	*	*	7	6	3	10	8	8	3	3	4	*	4	6	6	2	6	-	14	*	1	1	-	-	-	2	*	10	4	12			
	1%	1%	-	3%	*	*	1%	1%	2%	1%	2%	1%	1%	1%	2%	*	1%	1%	2%	1%	2%	-	1%	*	1	-	-	-	1%	*	2%	1%	1%	1%			
None	161	14	20	17	19	19	69	92	6	151	45	90	42	50	25	36	61	92	39	39	35	24	117	13	12	34	28	9	9	34	41	77	41	153			
	14%	8%	12%	17%	6%	14%	13%	15%	5%	16%	14%	14%	12%	11%	16%	20%	12%	14%	11%	11%	16%	14%	13%	12%	13%	13%	13%	6%	10%	15%	22%	13%	12%	13%			
Don't know	136	13	25	23	63	35	117	177	24	269	111	176	105	118	45	48	93	224	88	91	64	37	283	36	17	88	49	30	20	54	64	167	93	340			
	20%	20%	16%	23%	21%	27%	30%	29%	10%	28%	33%	27%	30%	27%	23%	11%	28%	12%	11%	11%	24%	23%	28%	18%	13%	13%	21%	21%	22%	24%	14%	29%	26%	30%			

Fieldwork dates : Thursday 30th to Wednesday 16th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 125-027329-01
*Less than 0.5%
*Where unweighted base sizes smaller than 300, please note results are indicative only



Table 47
Q15_PubSpend. Which party do you think has the best policies ...? The level of public spending

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	112	104	97	87	107	104	101	97	1	59	52	34	21	33	24	40	29	16	22	69	38	90	22	117
	10%	11%	12%	12%	11%	11%	12%	12%	1%	11%	9%	11%	8%	11%	9%	15%	9%	8%	9%	12%	8%	9%	14%	10%
Conservatives	124	114	92	86	112	110	103	92	1	73	51	19	31	31	43	42	36	5	32	78	37	106	15	130
	11%	12%	12%	12%	12%	12%	12%	12%	1%	13%	9%	6%	12%	11%	15%	16%	11%	2%	13%	13%	8%	11%	10%	11%
Liberal Democrats	55	54	47	43	49	48	48	47	3	30	23	14	11	11	19	24	14	10	4	29	14	50	4	65
	5%	6%	6%	6%	5%	5%	6%	6%	4%	6%	4%	4%	4%	4%	7%	9%	4%	5%	1%	7%	3%	5%	3%	6%
Scottish National Party	12	12	11	7	12	12	12	11	-	10	1	6	4	2	-	5	3	2	-	9	2	6	1	9
	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	*	2%	1%	1%	-	2%	1%	1%	-	1%	1%	1%	1%	1%
Plaid Cymru	5	5	4	2	4	4	4	4	-	2	3	1	1	-	3	*	-	1	4	*	5	5	-	5
	*	1%	1%	*	*	*	*	*	-	*	*	*	*	-	1%	*	-	*	1%	*	1%	1%	-	*
Reform UK	216	190	181	176	205	199	197	188	7	121	93	42	44	67	62	35	57	55	49	93	105	194	15	196
	19%	20%	23%	24%	22%	22%	23%	24%	10%	22%	16%	13%	17%	23%	23%	13%	18%	27%	20%	16%	23%	20%	10%	17%
Green Party	93	87	82	77	84	84	83	82	4	45	43	46	25	13	9	23	38	6	17	61	23	75	14	95
	8%	9%	11%	11%	9%	9%	10%	10%	5%	8%	7%	14%	10%	4%	3%	9%	12%	3%	7%	10%	5%	8%	9%	8%
Other	10	6	5	5	6	6	5	5	1	3	7	1	5	2	2	3	2	3	2	5	4	7	3	11
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
None	185	144	91	86	119	111	103	92	28	74	107	42	46	49	49	39	53	36	42	92	78	148	33	199
	16%	15%	12%	12%	13%	12%	12%	12%	41%	14%	18%	13%	18%	17%	18%	15%	16%	17%	17%	16%	17%	15%	21%	17%
Don't know	337	250	167	157	250	228	206	174	24	127	203	117	68	86	66	53	89	72	73	142	145	277	49	321
	29%	26%	22%	22%	26%	25%	24%	22%	36%	23%	35%	36%	27%	29%	24%	20%	28%	35%	30%	24%	32%	29%	31%	28%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 48
Q25, Public spend, which party do you think has the best policies...? The level of public spending

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure						ONS Regions							Past vote (2024 General Election)							Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most part	Owned outright	Private rental	Social rental	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	ODP (incl. LD, Dem)	No qual ¹	Other qual ²	Degree			
Unweighted Total	1148	179	164	132	283	129	461	645	122	951	311	615	276	461	146	222	270	280	214	270	127	161	96	71	288	215	117	100	217	168	150	464	1148			
Unweighted %	11.0	1.7	1.6	1.3	2.7	12.5	44.5	61.5	11.7	91.5	30.3	59.7	26.2	44.5	14.0	21.7	25.7	26.9	20.4	25.7	12.3	16.1	9.2	6.7	27.7	20.5	11.2	9.6	21.5	16.4	14.8	44.5	11.0			
Labour	112	82	5	10	2	5	10	17	60	40	38	59	38	45	19	6	25	83	34	27	23	18	104	5	4	67	8	-	13	15	12	46	53	117		
	10%	40%	3%	10%	1%	4%	10%	9%	47%	4%	11%	9%	11%	10%	12%	4%	8%	11%	12%	9%	9%	18%	10%	5%	8%	23%	4%	-	15%	7%	6%	8%	15%	10%		
Conservatives	134	6	85	5	17	-	52	72	6	116	33	81	18	18	15	16	31	90	24	27	46	18	113	11	-	10	86	10	11	17	17	64	40	130		
	11%	1%	3%	1%	1%	-	10%	12%	1%	10%	11%	10%	10%	10%	10%	10%	11%	9%	8%	17%	11%	11%	11%	1%	-	4%	12%	7%	12%	8%	9%	11%	11%	11%		
Liberal Democrats	55	6	3	11	5	7	28	27	4	42	17	31	18	28	8	-	9	46	9	9	26	4	49	5	1	10	9	1	18	28	6	19	30	65		
	5%	3%	2%	3%	2%	5%	5%	4%	3%	4%	5%	5%	6%	5%	-	3%	6%	3%	3%	10%	3%	5%	9%	2%	-	4%	4%	1%	10%	12%	3%	3%	8%	6%		
Scottish National Party	12	1	-	1	-	-	7	6	1	11	4	6	3	1	3	4	7	5	-	-	-	-	12	-	1	-	-	-	-	9	1	6	4	9		
	2%	2%	-	1%	-	-	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	-	-	-	-	2%	-	1%	-	-	-	-	4%	1%	2%	2%	2%		
Plaid Cymru	5	-	-	-	-	-	-	5	-	5	-	3	-	3	1	2	3	-	-	-	-	-	-	-	1	-	-	-	-	2	-	2	1	5		
	1%	-	-	-	-	-	-	1%	-	1%	-	1%	-	1%	1%	1%	1%	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	1%	1%	1%		
Reform UK	216	2	10	-	-	189	2	101	115	9	206	53	138	61	96	18	16	64	64	62	64	22	192	12	11	25	42	96	2	7	39	132	40	196		
	19%	1%	1%	-	-	65%	2%	10%	10%	7%	22%	16%	21%	18%	22%	11%	23%	23%	20%	17%	21%	15%	16%	12%	1%	9%	20%	67%	2%	3%	21%	23%	11%	17%		
Green Party	93	14	-	5	1	65	50	88	13	74	31	47	40	10	15	2	17	16	11	16	15	81	10	2	18	4	-	5	18	5	46	42	95			
	8%	7%	-	1%	1%	49%	39%	65%	10%	64%	26%	37%	34%	8%	12%	1%	24%	16%	10%	14%	13%	69%	9%	2%	16%	3%	-	4%	16%	4%	40%	37%	8%			
Other	160	2	-	1	-	-	5	6	1	9	4	6	3	5	2	-	3	7	3	2	3	1	9	1	-	-	2	-	-	3	-	4	5	11		
	1%	1%	-	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	-	1%	-	-	1%	-	1%	1%	1%	1%		
None	185	17	10	10	22	18	78	107	8	170	49	106	48	62	29	35	64	110	43	47	43	27	160	11	14	18	10	9	16	40	51	88	46	189		
	16%	9%	16%	10%	7%	14%	33%	17%	6%	18%	15%	16%	14%	14%	14%	21%	14%	15%	16%	16%	18%	14%	11%	10%	14%	14%	14%	6%	18%	18%	27%	15%	13%	17%	17%	
Don't know	137	14	11	28	18	35	112	181	26	272	105	186	118	113	46	55	110	219	86	95	62	46	288	11	16	76	45	28	26	65	58	178	92	321		
	20%	10%	7%	20%	18%	27%	20%	30%	20%	29%	31%	28%	30%	26%	20%	23%	30%	31%	31%	31%	24%	30%	29%	1%	1%	13%	20%	13%	10%	20%	30%	30%	26%	28%		

Fieldwork dates : Thursday 30th to Wednesday 10th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 125-027328-01
*Less than 0.5%
†Where unweighted base sizes smaller than 300, please note results are indicative only



Table 49
Q15_Poverty. Which party do you think has the best policies ...? Poverty and inequality

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	339	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	138	123	109	99	122	120	119	111	-	81	57	49	31	30	28	56	42	11	17	98	28	105	33	147
	12%	13%	14%	14%	13%	13%	14%	14%	-s	15%	10%	15%	12%	10%	10%	21%	13%	5%	7%	17%	6%	11%	21%	13%
Conservatives	63	60	45	44	55	55	53	45	2	34	28	10	12	17	23	15	22	9	14	37	23	54	7	61
	5%	6%	6%	6%	6%	6%	6%	6%	3%	6%	5%	3%	5%	6%	8%	6%	7%	4%	6%	6%	5%	6%	5%	5%
Liberal Democrats	87	81	70	66	80	78	75	70	2	46	41	16	18	26	26	27	22	18	14	50	32	69	18	80
	8%	8%	9%	9%	8%	9%	9%	9%	2%	9%	7%	5%	7%	9%	9%	10%	7%	9%	6%	8%	7%	7%	11%	7%
Scottish National Party	18	17	15	15	18	18	17	15	-	15	3	4	5	2	7	3	7	4	4	10	8	15	1	16
	2%	2%	2%	2%	2%	2%	2%	2%	-s	3%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%
Plaid Cymru	4	4	3	2	3	3	3	3	-	2	1	1	1	+	1	1	-	1	2	1	3	4	+	6
	+	+	+	+	+	+	+	+	-s	+	+	+	+	+	+	+	-	+	1%	+	1%	+	+	1%
Reform UK	182	157	151	146	171	164	161	158	9	98	81	29	44	56	53	34	35	55	44	69	99	168	11	170
	16%	16%	19%	20%	18%	18%	19%	20%	12%	18%	14%	9%	17%	19%	19%	13%	11%	26%	18%	12%	22%	18%	7%	15%
Green Party	138	131	117	105	125	125	122	117	5	68	61	74	31	18	15	44	41	15	26	84	41	112	18	138
	12%	14%	15%	14%	13%	14%	14%	15%	7%	12%	10%	23%	12%	6%	5%	16%	13%	7%	11%	14%	9%	12%	11%	12%
Other	17	12	6	6	7	6	6	6	3	5	12	10	4	2	2	2	7	3	4	9	7	10	7	13
	2%	1%	1%	1%	1%	1%	1%	1%	4%	1%	2%	3%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	4%	1%
None	182	136	90	89	118	111	103	93	28	77	104	38	43	65	36	33	49	32	52	81	84	147	28	194
	16%	14%	12%	12%	12%	12%	12%	12%	41%	14%	18%	12%	17%	22%	13%	12%	15%	15%	21%	14%	19%	15%	18%	17%
Don't know	318	244	169	154	247	224	203	173	20	117	194	89	66	78	85	52	98	60	66	150	126	274	33	323
	28%	25%	22%	21%	26%	25%	24%	22%	29%	21%	33%	28%	26%	26%	31%	19%	30%	29%	27%	25%	28%	29%	21%	28%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos I25-007939-01
+ = Less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 50
Q25_Poverty_ Which party do you think has the best policies...? Poverty and inequality

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Turnout							ONS Regions							Past vote (2024 General Election)							Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not work long	Satisfied	Dissatisfied	Public	Private	Most page	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	LD	ONS Incl. LD, Con	No qual ¹	Other qual ²	Degree			
Unweighted Total	1148	179	164	122	203	491	645	122	951	311	835	216	443	146	222	270	819	280	214	270	121	161	96	71	280	215	117	100	217	168	100	464	1148				
Unweighted % tot	11%	12%	12%	11%	20%	22%	22%	12%	22%	12%	22%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%				
Labour	138	93	19	12	3	4	88	70	61	68	40	84	46	51	30	12	41	35	31	31	38	130	4	4	68	11	1	18	30	10	56	68	147				
	12%	51%	12%	1%	3%	1%	12%	12%	47%	7%	14%	13%	13%	12%	10%	7%	13%	12%	12%	23%	13%	13%	4%	4	20%	5%	1%	19%	13%	6%	10%	19%	13%				
Conservatives	63	*	45	3	16	1	23	38	3	59	12	41	22	30	2	7	9	51	16	15	25	6	62	1	-	5	35	8	1	10	35	18	61				
	5%	*	28%	1%	8%	1%	4%	8%	3%	6%	4%	8%	7%	2%	4%	3%	6%	8%	16%	10%	4%	6%	1%	-	2%	17%	4%	1%	*	5%	6%	3%	5%				
Liberal Democrats	87	15	17	36	8	7	33	54	10	68	24	54	29	40	8	9	17	70	11	21	37	11	81	4	3	12	21	2	28	35	5	46	35	80			
	8%	8%	11%	38%	3%	5%	6%	9%	8%	7%	8%	8%	9%	5%	6%	5%	9%	4%	7%	14%	7%	8%	4%	6%	5%	5%	10%	1%	31%	10%	1%	8%	10%	7%			
Scottish National Party	18	2	-	1	1	-	11	7	1	16	6	10	3	10	1	4	5	13	-	-	-	-	38	-	3	-	-	-	-	12	4	12	2	16			
	2%	2%	-	1%	*	-	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	-	-	-	-	28%	-	4	2%	-	-	-	6%	2%	2%	*	2%				
Plaid Cymru	4	*	-	-	-	-	4	-	*	4	1	1	*	1	1	2	2	-	-	-	-	-	-	4	1	1	-	-	-	*	-	1	2	6			
	4	*	-	-	-	-	4	-	*	4	1	1	*	1	1	2	2	-	-	-	-	-	-	4	1	1	-	-	-	*	-	1	2	6			
Reform UK	182	-	6	1	166	-	94	98	8	174	50	115	53	73	17	36	53	116	58	81	31	1%	16%	1	24	35	81	2	4	41	100	20	170				
	16%	-	4%	1%	56%	-	16%	16%	0%	18%	15%	17%	13%	10%	11%	23%	17%	10%	21%	20%	12%	10%	17%	11%	9%	17%	56%	2%	2%	22%	19%	8%	11%				
Green Party	138	17	-	8	4	90	79	55	17	115	43	77	39	39	35	2	14	99	28	37	25	28	116	20	2	51	5	2	9	59	7	56	74	138			
	12%	9%	-	6%	1%	68%	12%	9%	13%	12%	17%	17%	9%	20%	2%	11%	12%	10%	10%	12%	10%	14%	14%	10%	10%	10%	18%	1%	1%	1%	1%	1%	1%				
Other	17	-	-	4	-	12	5	3	11	4	11	6	2	3	2	5	8	4	*	5	4	13	3	1	-	-	4	-	2	2	13	3	13				
	2%	-	-	1%	-	2%	1%	1%	3%	1%	2%	2%	*	2%	1%	2%	1%	1%	*	2%	2%	2%	3%	1%	-	-	3%	-	1%	1%	2%	1%	1%				
None	182	16	15	15	26	12	79	102	4	170	57	88	44	60	29	43	71	104	51	51	39	17	158	10	35	12	12	15	14	42	95	45	194				
	16%	9%	9%	22%	13%	9%	13%	17%	3%	18%	17%	11%	13%	13%	18%	27%	23%	13%	18%	17%	12%	16%	16%	10%	13%	15%	8%	16%	15%	22%	14%	13%	17%				
Don't know	118	39	39	26	68	20	140	176	21	260	92	181	86	137	31	40	73	222	77	87	70	36	270	11	17	67	67	32	19	43	67	163	78	223			
	28%	21%	25%	26%	23%	11%	26%	29%	10%	27%	23%	27%	22%	31%	21%	26%	28%	28%	27%	20%	24%	27%	11%	11%	23%	23%	18%	23%	20%	20%	30%	28%	22%	28%			

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos I25-027329-01
*Less than 0.5%
+Where unweighted base sizes smaller than 300, please note results are indicative only



Table S1
Q15_PPLLikeMe. Which party do you think has the best policies ...? Helping people like me

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB+C1	C2+DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	339	720	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	115	103	88	76	98	98	96	89	-	55	61	44	16	28	27	29	36	13	26	64	39	85	30	114
	10%	11%	11%	10%	10%	11%	11%	11%	-s	10%	10%	14%	6%	10%	10%	11%	11%	6%	11%	11%	9%	9%	19%	10%
Conservatives	132	127	105	99	123	119	115	105	1	70	62	18	30	35	50	49	40	10	29	69	39	112	18	132
	12%	13%	13%	14%	13%	13%	13%	13%	1%	13%	11%	6%	12%	12%	18%	18%	13%	5%	12%	15%	9%	12%	12%	11%
									s															
Liberal Democrats	67	62	60	57	64	64	62	61	2	35	32	13	21	17	16	25	22	13	3	46	16	57	7	85
	6%	6%	8%	8%	7%	7%	7%	8%	3%	6%	5%	4%	8%	6%	6%	9%	7%	6%	1%	8%	4%	6%	5%	7%
									s															
Scottish National Party	19	19	17	13	19	18	18	17	-	15	3	6	5	4	5	6	6	2	4	12	6	13	1	16
	2%	2%	2%	2%	2%	2%	2%	2%	-s	3%	*	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%
Plaid Cymru	7	7	5	3	5	5	5	5	-	4	3	2	2	-	3	1	1	1	4	2	5	7	-	7
	1%	1%	1%	*	1%	1%	1%	1%	-s	1%	*	1%	1%	-	1%	*	*	*	1%	*	1%	1%	-	1%
Reform UK	226	197	188	183	212	203	200	196	10	123	101	42	47	72	65	40	46	62	58	87	120	209	12	211
	20%	20%	24%	25%	22%	22%	23%	25%	15%	23%	17%	13%	18%	24%	23%	15%	14%	30%	24%	15%	27%	22%	8%	18%
									s															
Green Party	107	99	91	85	95	95	95	91	6	45	53	60	21	13	12	33	32	11	20	65	31	82	20	105
	9%	10%	12%	12%	10%	11%	11%	12%	9%	8%	9%	19%	8%	5%	4%	12%	10%	5%	8%	11%	7%	9%	13%	9%
									s															
Other	14	9	8	8	9	9	8	8	1	8	7	6	5	1	2	3	5	3	2	8	4	9	5	14
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	*	1%	1%	2%	1%	1%	1%	1%	1%	4%	1%
									s															
None	188	139	82	79	120	108	99	84	30	80	105	38	57	55	37	32	56	40	44	88	84	154	30	195
	16%	14%	11%	11%	13%	12%	11%	11%	44%	15%	18%	12%	22%	19%	14%	12%	17%	19%	18%	15%	19%	16%	19%	17%
									s															
Don't know	273	204	133	123	203	185	162	136	19	111	157	93	52	68	60	49	78	51	56	127	107	230	32	269
	24%	21%	17%	17%	21%	20%	19%	17%	27%	20%	27%	29%	20%	23%	22%	18%	24%	25%	23%	22%	24%	24%	21%	23%
									s															

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007939-01
* = Less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table S2
Q25. **PTUKade**, which party do you think has the best policies...? Helping people like me

Base : All (24c/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Turnout							ONS Regions							Past vote (2024 General Election)							Qualifications			UnW. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not work long	Satisfied	Dissatisfied	Public	Private	Most page	Owned outright	Private sector	Social sector	Rentier	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scott	Wales		Lab	Con	Reform UK	Lib	ODP Incl. Lib.Dem.	No qual ¹	Other qual ²	Degree ³			
Unweighted Total	1148	181	179	164	122	283	129	491	122	951	311	835	276	463	148	222	270	817	280	214	270	142	821	161	96	71	288	215	117	100	217	168	550	464	1148		
Unweighted % tot	11.0	1.7	1.7	1.6	1.2	2.7	1.2	4.7	1.2	9.1	3.0	8.0	2.7	4.5	1.4	2.1	2.6	7.9	2.7	2.1	2.6	1.4	8.0	1.6	0.9	7.1	2.1	2.1	1.1	1.0	5.2	4.4	11.0				
Labour	115	87	6	4	6	7	10	81	59	44	41	84	34	48	20	12	32	31	25	21	30	107	4	5	61	5	1	13	18	13	51	51	134				
	10%	48%	3%	4%	2%	5%	10%	10%	46%	5%	12%	10%	46%	10%	13%	8%	10%	10%	11%	8%	8%	20%	11%	4%	5%	23%	3%	1%	14%	8%	7%	9%	11%	10%			
Conservatives	132	5	95	8	14	5	55	77	8	124	37	81	43	68	15	5	21	110	22	36	50	28	128	4	4	8	78	5	10	19	19	62	48	132			
	12%	3%	60%	5%	5%	4%	10%	13%	6%	13%	13%	12%	10%	10%	8%	7%	14%	8%	12%	18%	14%	13%	4%	1%	3%	38%	8%	11%	9%	10%	11%	14%	13%				
Liberal Democrats	67	13	5	41	1	5	36	30	9	48	16	44	23	28	6	7	14	52	9	11	31	7	58	7	58	7	2	14	10	-	26	30	4	31	32	85	
	6%	7%	3%	7%	1%	4%	7%	5%	7%	5%	7%	7%	7%	6%	4%	5%	7%	3%	4%	12%	5%	6%	7%	4%	5%	5%	5%	-	28%	13%	2%	5%	9%	7%			
Scottish National Party	19	1	-	1	-	-	8	10	1	18	5	11	4	6	4	4	8	11	-	-	-	-	-	19	-	2	-	-	-	-	14	4	7	6	16		
	2%	2%	-	1%	-	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	-	-	-	-	19%	-	4%	-	-	-	-	6%	2%	1%	2%	2%			
Plaid Cymru	7	-	-	-	-	-	2	5	1	6	1	3	2	3	1	2	5	-	-	-	-	-	-	7	-	2	1	-	-	-	3	-	3	2	7		
	1%	-	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-	4	-	1%	1%	-	-	-	1%	1%	1%	1%			
Reform UK	226	6	5	3	205	1	99	127	16	210	59	146	65	96	18	40	58	162	70	88	45	19	202	13	31	28	42	100	2	8	44	142	37	211			
	20%	3%	3%	3%	69%	1%	10%	21%	13%	22%	16%	22%	13%	22%	11%	26%	19%	20%	21%	22%	17%	13%	20%	13%	21%	11%	20%	70%	2%	4%	23%	24%	11%	18%			
Green Party	107	13	-	6	-	75	58	46	13	85	35	53	46	30	20	2	25	76	21	35	19	19	94	10	2	19	2	-	9	45	5	54	47	105			
	9%	7%	-	6%	-	17%	11%	6%	3%	10%	6%	10%	11%	7%	10%	1%	10%	7%	21%	21%	17%	13%	9%	4%	5%	11%	1%	-	8%	21%	8%	46%	13%	9%			
Other	14	-	2	-	3	-	7	6	-	13	3	8	5	5	2	1	4	19	5	1	3	2	12	4	1	4	1	2	2	-	3	1	7	6	14		
	1%	-	1%	-	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
None	188	22	22	18	24	13	84	103	4	174	46	107	46	18	34	43	77	104	47	52	42	22	163	13	12	18	13	9	15	16	44	92	52	195			
	16%	12%	13%	17%	8%	9%	16%	17%	3%	18%	14%	16%	13%	13%	22%	28%	25%	13%	17%	17%	16%	15%	16%	13%	23%	14%	16%	6%	17%	16%	23%	14%	15%	17%			
Don't know	273	36	26	22	45	27	126	145	16	224	90	144	80	104	32	39	72	184	75	75	54	29	232	30	11	72	34	26	17	44	55	138	71	289			
	24%	20%	17%	22%	13%	21%	24%	24%	12%	24%	27%	23%	23%	24%	21%	25%	23%	23%	27%	25%	20%	20%	23%	1%	1%	27%	18%	18%	18%	18%	20%	20%	23%	23%			

Fieldwork dates : Thursday 30th to Wednesday 10th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-027328-01
*Less than 0.5%
+Where unweighted base sizes smaller than 300, please note results are indicative only



Table S3
Q15_Reducing_the_cost_of_living_ Which party do you think has the best policies ...? Reducing the cost of living

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	339	720	299	1005	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	96	83	73	68	84	82	79	73	-	48	48	42	15	16	22	30	31	13	15	61	28	74	21	102
	8%	9%	9%	9%	9%	9%	9%	9%	-1	9%	8%	13%	6%	6%	8%	11%	10%	6%	6%	10%	6%	8%	13%	9%
Conservatives	215	107	84	78	101	98	92	84	1	73	42	16	28	22	40	32	42	9	25	74	34	95	17	116
	10%	11%	11%	11%	11%	11%	11%	11%	1%	13%	7%	5%	11%	11%	14%	12%	13%	4%	10%	12%	8%	10%	11%	10%
									s															
Liberal Democrats	54	53	48	47	50	49	48	48	1	28	26	11	17	14	12	17	13	13	3	30	16	41	11	59
	5%	5%	6%	6%	5%	5%	6%	6%	1%	5%	4%	3%	6%	5%	4%	6%	4%	6%	1%	5%	4%	4%	7%	5%
									s															
Scottish National Party	11	11	10	10	11	11	11	10	-	10	1	3	4	2	2	3	5	2	1	7	4	9	1	11
	1%	1%	1%	1%	1%	1%	1%	1%	-1	2%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
Plaid Cymru	3	3	2	2	2	2	2	2	-	2	1	1	1	-	1	*	-	1	2	*	3	3	-	4
	*	*	*	*	*	*	*	*	-1	*	*	*	*	-	*	*	-	*	1%	*	1%	*	-	*
Reform UK	203	179	166	161	191	183	179	171	9	114	87	29	44	70	60	40	41	60	48	81	108	188	11	186
	18%	19%	21%	22%	20%	20%	21%	22%	13%	21%	15%	9%	17%	24%	22%	15%	13%	29%	20%	14%	24%	20%	7%	16%
									s															
Green Party	109	101	91	80	97	96	96	91	5	55	46	66	24	13	7	32	39	12	18	71	30	84	18	101
	10%	10%	12%	11%	10%	11%	11%	11%	7%	10%	8%	21%	9%	4%	2%	12%	12%	6%	8%	12%	7%	9%	11%	9%
									s															
Other	8	4	2	3	3	3	3	3	1	2	5	2	4	*	1	3	*	3	1	3	4	4	3	8
	1%	*	*	*	*	*	*	*	1%	*	1%	1%	2%	*	*	1%	*	1%	*	1%	1%	*	2%	1%
									s															
None	220	177	123	113	155	145	137	125	26	93	126	47	49	67	56	50	63	35	54	113	89	179	36	238
	19%	18%	16%	16%	16%	16%	16%	16%	38%	17%	22%	15%	19%	23%	20%	19%	19%	17%	22%	19%	20%	19%	23%	21%
									s															
Don't know	328	250	177	163	254	233	214	184	26	121	200	106	70	78	76	61	89	60	76	150	136	280	37	323
	29%	26%	23%	23%	27%	26%	25%	23%	38%	22%	34%	33%	27%	27%	27%	23%	27%	29%	31%	25%	30%	29%	24%	28%
									s															

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos I25-007939-01
* = Less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>

14 Nov 2021

Fieldwork dates - Thursday 30th to Wednesday 1st November 2023.
Respondent type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007329-01
*Less than 0.5%
s/Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst online organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table S5
Q15_Aylum_and_immigration. Which party do you think has the best policies ...? Aylum and immigration

Base : All [Oct/Nov 2025]

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	574	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	82	73	62	60	75	74	68	65	2	43	39	25	21	22	15	31	23	8	12	55	20	58	25	86
	7%	8%	8%	8%	8%	8%	8%	8%	2%	8%	7%	8%	8%	7%	5%	12%	7%	4%	5%	9%	4%	6%	16%	7%
Conservatives	54	50	39	33	47	46	46	39	1	34	20	14	15	13	13	22	15	5	9	37	13	37	16	52
	5%	5%	5%	5%	5%	5%	5%	5%	1%	6%	3%	4%	6%	4%	5%	8%	5%	2%	4%	6%	3%	4%	11%	5%
Liberal Democrats	49	46	41	37	46	46	45	42	1	27	22	19	9	8	13	23	13	7	3	26	10	40	8	63
	4%	5%	5%	5%	5%	5%	5%	5%	2%	5%	4%	6%	3%	3%	5%	9%	4%	3%	1%	6%	2%	4%	5%	5%
Scottish National Party	15	14	13	9	14	14	14	13	1	13	2	4	7	2	2	6	2	4	1	8	5	9	1	14
	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	*	1%	3%	1%	1%	2%	1%	2%	*	1%	1%	1%	1%	1%
Plaid Cymru	3	3	2	2	2	2	2	2	-	2	1	1	1	-	1	*	-	1	2	*	3	3	-	4
	*	*	*	*	*	*	*	*	-s	*	*	*	*	-	*	*	-	*	*	*	1%	*	*	*
Reform UK	404	352	314	302	367	353	345	322	14	212	191	69	74	132	129	81	108	89	99	189	187	379	18	389
	35%	36%	40%	42%	39%	39%	40%	41%	20%	39%	33%	21%	29%	45%	47%	30%	33%	43%	41%	32%	42%	40%	12%	34%
Green Party	112	105	100	94	106	104	102	100	4	48	56	63	26	14	9	33	39	6	24	72	30	90	17	109
	10%	11%	13%	13%	11%	11%	12%	13%	5%	9%	10%	20%	10%	5%	3%	12%	12%	3%	10%	12%	7%	9%	11%	9%
Other	13	9	2	3	5	3	3	3	1	2	10	7	4	*	1	3	*	3	6	3	8	6	7	10
	1%	1%	*	*	*	*	*	*	2%	*	2%	2%	2%	*	*	1%	*	1%	2%	1%	2%	1%	4%	1%
None	196	158	110	108	139	132	122	112	25	90	105	38	40	62	56	36	53	42	49	88	90	164	26	205
	17%	16%	14%	15%	15%	15%	14%	14%	36%	17%	18%	12%	16%	21%	20%	13%	16%	20%	20%	15%	20%	17%	17%	18%
Don't know	218	156	93	77	148	129	115	93	21	75	137	83	57	41	37	31	70	44	40	100	83	172	38	216
	19%	16%	12%	11%	16%	14%	13%	12%	30%	14%	23%	26%	22%	14%	13%	11%	22%	21%	16%	17%	18%	18%	24%	19%

Fieldwork dates : Thursday 30th to Wednesday 8th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*-Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Date : All (Oct/Nov 2025)

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Ipsos Political Monitor - October/November 2025

14 Nov 2021

[illegible]

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.

Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel

Source : Ipsos 125-007339-01

^aLess than 0.5%

a-Where unweighted base sizes smaller than 300, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www Ipsos.co.uk/politicalandsocialtrends>



Table S7
Q15_Education. Which party do you think has the best policies ...? Education

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	139	129	116	105	126	124	121	116	2	72	67	46	22	41	30	43	46	17	26	90	44	103	35	143
	12%	13%	15%	14%	13%	14%	14%	15%	3%	13%	12%	14%	9%	14%	11%	16%	14%	8%	11%	15%	10%	11%	22%	12%
Conservatives	143	135	112	104	131	130	127	112	2	82	60	20	32	40	52	40	47	12	35	88	47	120	22	137
	12%	14%	14%	14%	14%	14%	15%	14%	3%	15%	10%	6%	12%	14%	19%	15%	15%	6%	14%	15%	10%	13%	14%	12%
Liberal Democrats	52	48	44	41	47	45	45	44	1	29	21	17	10	10	14	25	15	4	3	40	6	46	3	62
	4%	5%	6%	6%	5%	5%	5%	6%	1%	5%	4%	5%	4%	4%	5%	9%	5%	2%	1%	7%	1%	5%	2%	5%
Scottish National Party	20	19	17	13	20	20	18	17	-	17	3	7	6	2	5	5	5	4	4	11	8	14	1	16
	2%	2%	2%	2%	2%	2%	2%	2%	-s	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%
Plaid Cymru	7	7	5	5	5	5	5	5	-	6	1	3	2	*	1	*	3	1	2	4	3	7	-	7
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	*	1%	1%	*	*	*	1%	*	1%	1%	1%	1%	-	1%
Reform UK	126	108	100	95	120	114	108	105	6	68	57	22	36	41	28	19	19	42	38	38	80	115	11	114
	11%	11%	13%	13%	13%	13%	13%	13%	9%	12%	10%	7%	14%	14%	10%	7%	6%	20%	16%	6%	18%	12%	7%	10%
Green Party	91	85	80	74	82	82	81	80	4	39	44	52	22	8	9	26	30	9	19	56	28	72	14	87
	8%	9%	10%	10%	9%	9%	9%	10%	5%	7%	7%	16%	8%	3%	3%	10%	9%	4%	8%	9%	6%	8%	9%	8%
Other	12	4	3	3	7	4	3	3	3	3	9	6	4	*	1	3	*	3	4	4	6	8	2	10
	1%	*	*	*	1%	*	*	*	4%	*	2%	2%	2%	*	*	1%	*	1%	2%	1%	1%	1%	1%	1%
None	165	130	83	79	105	99	94	84	27	70	94	38	41	52	34	35	48	34	34	83	68	133	28	179
	14%	13%	11%	11%	11%	11%	11%	11%	40%	13%	16%	12%	16%	18%	12%	13%	15%	17%	14%	14%	15%	14%	18%	16%
Don't know	394	301	216	206	305	281	258	224	24	161	226	110	82	100	103	69	107	83	78	176	161	340	40	393
	34%	31%	28%	28%	32%	31%	30%	28%	35%	30%	39%	34%	32%	34%	37%	26%	33%	40%	32%	30%	36%	36%	26%	34%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 18
Q25, Education, Which party do you think has the best policies...? Education

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Turnout							ONS Regions							Past vote (2024 General Election)							Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most people	Owned outright	Private renter	Social renter	Renter	Total owner manager	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	LD	ONS Incl. LD, Dem	No qual ¹	Other qual ²	Degree			
Unweighted Total	1148	180	179	164	122	203	129	461	645	122	951	311	615	216	461	146	222	270	280	214	290	121	161	96	71	280	215	117	100	211	168	550	464	1148			
Unweighted % total	100%	16%	15%	14%	11%	18%	12%	40%	56%	11%	83%	27%	53%	19%	40%	13%	19%	24%	25%	19%	25%	11%	14%	8%	6%	24%	19%	10%	18%	19%	15%	48%	40%	100%			
Labour	139	2	87	5	39	2	56	87	5	138	36	92	43	72	11	14	25	133	35	35	45	29	130	11	2	12	81	18	6	11	19	78	48	137			
Conservatives	143	2	54%	5%	13%	2%	11%	14%	4%	13%	11%	14%	12%	10%	7%	9%	8%	13%	11%	12%	17%	14%	13%	11%	4%	5%	39%	12%	7%	3%	10%	13%	13%	12%			
Liberal Democrats	126	15	1	30%	6	4	31	21	3	43	13	32	18	24	6	3	9	42	10	9	22	2	42	6	3	10	5	2	19	24	3	20	29	62			
Reform UK	4%	3%	*	30%	2%	3%	6%	3%	3%	5%	4%	5%	5%	5%	4%	2%	3%	5%	3%	3%	8%	1%	4%	6%	6%	4%	3%	1%	21%	11%	1%	3%	8%	5%			
Green Party	20	2	-	1	-	-	10	10	1	18	6	12	4	9	4	3	8	13	-	-	-	-	-	20	-	1	-	-	-	14	4	10	4	16			
Scottish National Party	2%	2%	-	1%	-	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	-	-	-	-	20%	-	4	-	-	-	-	7%	2%	2%	2%	1%			
Plaid Cymru	7	-	-	-	2	-	4	3	1	6	1	4	4	1	1	2	5	-	-	-	-	-	7	1	1	2	-	1	-	1	-	4	1	7			
Other	2%	-	-	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	4	10%	-	1	1%	2%	-	1%	-	1%	*	1%			
Reform UK	126	-	3	2	117	-	62	65	7	120	34	83	36	48	13	29	43	84	46	36	19	13	114	6	18	17	58	2	7	26	85	16	114				
Other	11%	-	2%	2%	39%	-	12%	11%	5%	13%	10%	12%	10%	12%	8%	10%	14%	11%	17%	12%	7%	9%	11%	6%	7%	8%	40%	2%	3%	13%	15%	6%	10%				
Green Party	91	11	-	3	-	68	49	88	10	74	29	45	41	27	15	2	17	68	22	28	17	14	81	9	1	38	2	-	5	14	4	43	43	87			
Other	8%	6%	-	3%	-	13%	9%	6%	8%	9%	9%	7%	12%	6%	10%	1%	1%	9%	8%	9%	6%	10%	8%	2%	13%	1%	-	6%	10%	2%	7%	12%	8%				
None	12	1	-	3	*	-	5	6	3	9	7	3	4	2	2	*	3	6	4	*	6	1	11	*	1	-	-	-	-	2	*	8	4	18			
None	1%	*	-	3%	*	-	1%	1%	2%	1%	2%	*	1%	*	1%	*	1%	1%	1%	*	2%	*	1%	*	-	4	-	-	-	1%	*	1%	1%	1%			
Don't know	165	14	22	14	22	16	77	87	8	151	49	92	42	57	26	32	58	99	40	47	33	24	145	8	12	33	22	11	13	37	34	85	46	179			
Don't know	14%	7%	14%	14%	7%	12%	15%	14%	6%	16%	15%	14%	12%	13%	17%	21%	19%	12%	14%	16%	13%	15%	8%	23%	13%	13%	8%	14%	17%	18%	15%	13%	16%				
Don't know	394	50	41	34	105	33	171	219	28	324	116	218	133	133	49	54	102	207	94	108	94	43	340	36	18	84	69	50	22	60	81	198	102	393			
Don't know	34%	27%	26%	24%	33%	23%	32%	36%	22%	34%	31%	33%	33%	34%	31%	35%	33%	34%	34%	36%	33%	39%	34%	34%	34%	33%	33%	33%	34%	27%	43%	33%	29%	34%			

Fieldwork dates : Thursday 30th to Wednesday 10th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 125-027329-01
*Less than 0.5%
+Where unweighted base sizes smaller than 300, please note results are indicative only



Table S9
Q15_Healthcare. Which party do you think has the best policies ...? Healthcare

Base : All [Oct/Nov 2025]

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	974	727	742	948	918	879	810	70	465	635	279	267	399	293	327	393	360	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	160	142	122	114	144	142	135	125	5	81	79	51	35	34	40	60	48	14	25	108	39	126	32	177
	14%	15%	16%	16%	15%	16%	16%	16%	7%	15%	13%	16%	14%	12%	14%	23%	15%	7%	10%	18%	9%	13%	20%	15%
Conservatives	85	81	68	64	78	77	76	68	*	52	33	15	20	25	26	26	26	14	13	52	26	68	16	88
	7%	8%	9%	9%	8%	8%	9%	9%	1%	10%	6%	5%	8%	8%	9%	10%	8%	7%	5%	9%	6%	7%	10%	8%
Liberal Democrats	62	60	53	50	58	56	54	53	2	28	34	15	16	12	19	23	18	11	8	41	19	53	7	68
	5%	6%	7%	7%	6%	6%	6%	7%	3%	5%	6%	5%	6%	4%	7%	9%	6%	5%	3%	7%	4%	6%	5%	6%
Scottish National Party	21	20	18	15	20	20	20	18	1	18	3	6	7	2	6	5	5	5	4	11	9	16	1	17
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	*	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%
Plaid Cymru	8	8	6	4	6	6	6	6	-	4	4	2	2	1	3	2	1	1	4	3	5	8	-	10
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	1%	1%	*	1%	1%	*	*	1%	1%	1%	1%	-	1%
Reform UK	184	158	151	147	174	164	161	158	7	102	80	35	43	58	48	31	39	40	50	70	99	170	13	161
	16%	16%	19%	20%	18%	18%	19%	20%	11%	19%	14%	11%	17%	20%	18%	12%	12%	24%	21%	12%	22%	18%	8%	14%
Green Party	103	98	90	84	92	91	91	90	4	46	48	60	25	11	7	27	32	11	22	59	33	82	15	99
	9%	10%	12%	12%	10%	10%	11%	11%	5%	8%	8%	19%	10%	4%	2%	10%	10%	5%	9%	10%	7%	9%	10%	9%
Other	15	9	5	5	9	9	8	5	1	8	6	9	4	*	1	3	3	6	1	7	7	5	9	12
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	3%	2%	*	*	1%	1%	3%	*	1%	1%	1%	6%	1%
None	202	159	108	102	133	127	121	109	27	85	117	34	46	69	54	35	58	33	62	93	95	170	27	207
	18%	16%	14%	14%	14%	14%	14%	14%	39%	16%	20%	11%	18%	23%	19%	13%	18%	16%	25%	16%	21%	18%	17%	18%
Don't know	307	231	155	142	234	211	190	158	21	122	179	94	59	81	73	54	92	64	56	145	119	260	36	309
	27%	24%	20%	20%	25%	23%	22%	20%	31%	22%	31%	29%	23%	28%	26%	20%	28%	31%	23%	25%	26%	27%	23%	27%

Fieldwork dates : Thursday 30th to Wednesday 8th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 40
Q25_Healthcare: Which party do you think has the best policies...? Healthcare

Base : All (Oct/Nov 2025)

	Total (Unweighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions					Past vote (2024 General Election)					Qualifications			Unw Tot.		
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most past year	Shared ownership	Private rental	Social rental	Renter	Total owner occupier	North east, Scot.	Midlands (incl. E of England)	South east, London	Greater London	England	Scot.	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²		Degree ³	
Unweighted Total	1148	179	164	132	203	129	491	645	122	951	311	635	176	463	146	122	270	817	240	314	270	127	161	96	73	289	215	117	100	217	168	550	464	1148	
Unweighted % total	11.6%	1.8%	1.7%	1.4%	2.1%	1.3%	5.1%	6.7%	1.2%	9.7%	3.2%	6.6%	1.5%	4.7%	1.5%	1.2%	2.7%	24.9%	32.4%	27.1%	12.7%	16.1%	9.6%	7.3%	28.9%	21.5%	11.7%	10.0%	21.7%	16.8%	55.0%	46.4%	11.6%		
Labour	160	100	14	13	8	8	75	85	69	78	49	91	53	64	29	12	41	117	35	33	35	39	142	10	7	79	12	2	28	35	18	82	76	177	
	14%	55%	9%	13%	3%	6%	14%	14%	54%	8%	15%	14%	13%	15%	10%	8%	13%	15%	13%	11%	13%	26%	14%	10%	1	1	30%	6%	2%	30%	10%	9%	11%	21%	15%
Conservatives	85	5	62	2	14	1	41	44	6	78	22	55	32	38	6	7	13	70	14	22	32	15	82	3	4	4	55	4	1	7	8	53	22	88	
	7%	1%	55%	2%	12%	1%	36%	38%	5%	68%	22%	46%	28%	33%	4%	6%	10%	25%	12%	22%	28%	13%	82%	3%	4%	4%	48%	4%	1%	7%	8%	46%	20%	8%	
Liberal Democrats	62	7	4	34	3	10	29	33	5	47	29	36	21	30	10	1	11	51	7	18	29	6	60	1	1	10	8	-	25	35	7	29	30	66	
	5%	4%	3%	34%	1%	8%	6%	5%	4%	5%	6%	5%	6%	7%	6%	1%	4%	6%	2%	6%	11%	4%	60%	1%	1%	4%	4%	-	27%	10%	4%	4%	8%	6%	
Scottish National Party	22	1	-	1	-	-	10	11	1	19	5	13	4	8	4	4	9	12	-	-	-	-	-	21	-	1	-	-	-	-	15	4	9	7	17
	2%	2%	-	1%	-	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	-	-	-	-	21%	-	-	-	-	-	-	7%	2%	1%	2%	2%
Plaid Cymru	8	4	-	-	1	-	2	6	1	7	2	4	2	3	1	2	3	5	-	-	-	-	-	8	2	1	1	-	-	-	3	-	3	3	10
	1%	4%	-	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	8%	2%	1%	1%	-	-	-	1%	1%	1%	1%	10%
Reform UK	184	1	3	6	169	1	86	98	10	174	50	118	52	70	15	39	55	122	55	59	36	16	166	8	10	21	29	89	2	4	36	116	30	161	
	16%	4%	2%	6%	57%	1%	16%	18%	8%	18%	15%	18%	13%	16%	10%	25%	18%	15%	20%	19%	14%	11%	17%	8%	10%	8%	14%	62%	2%	2%	10%	20%	8%	14%	
Green Party	103	12	-	4	2	76	59	39	12	64	30	56	45	27	25	1	26	72	24	33	18	16	91	10	2	40	1	-	7	41	4	50	49	99	
	9%	6%	-	4%	2%	17%	11%	6%	4%	9%	6%	8%	11%	6%	10%	8%	9%	9%	9%	11%	7%	11%	9%	10%	3%	11%	1%	-	7%	18%	2%	4%	4%	9%	
Other	16	2	1	-	1	3	10	8	-	18	8	8	6	3	4	-	4	9	6	8	3	2	15	-	1	2	-	-	-	-	-	7	7	12	
	1%	1%	1%	-	1%	2%	2%	1%	-	1%	2%	1%	2%	1%	3%	-	1%	1%	2%	3%	1%	2%	1%	4	1%	-	-	-	-	-	1%	1%	2%	1%	
None	202	17	43	15	34	11	80	122	9	188	52	118	46	80	25	43	68	124	56	54	43	24	177	13	13	36	49	12	12	26	35	98	49	207	
	18%	9%	77%	15%	15%	8%	15%	20%	7%	20%	16%	18%	13%	18%	16%	28%	23%	16%	20%	18%	16%	18%	13%	14%	23%	14%	10%	8%	14%	10%	17%	14%	18%		
Don't know	107	39	33	24	67	23	136	168	15	216	96	187	88	120	36	45	81	209	82	81	68	29	261	1	1	70	53	34	17	41	57	180	81	300	
	27%	22%	21%	24%	22%	17%	28%	28%	12%	27%	21%	25%	26%	27%	23%	26%	26%	30%	30%	27%	26%	20%	26%	1%	1%	23%	26%	24%	18%	18%	30%	27%	23%	27%	

Fieldwork dates : Thursday 20th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos ZD-007339-01
¹None
²Where unweighted base size smaller than 100, please note results are indicative only



Table 61
Q15_future_relationsU. Which party do you think has the best policies ...? Handling Britain's future relationship with the European Union
Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	574	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	339	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	131	122	103	98	117	115	110	104	3	66	66	32	25	37	37	47	38	13	24	85	37	102	28	135
	11%	13%	13%	14%	12%	13%	13%	13%	5%	12%	11%	10%	10%	13%	14%	18%	12%	6%	10%	14%	8%	11%	18%	12%
Conservatives	101	93	71	65	94	91	83	72	-	52	49	14	24	28	35	26	27	21	20	54	41	82	18	103
	9%	10%	9%	9%	10%	10%	10%	9%	-%	9%	8%	4%	9%	9%	13%	10%	8%	10%	8%	9%	9%	9%	12%	9%
Liberal Democrats	87	82	77	72	82	80	78	77	1	51	35	29	19	16	23	37	34	7	6	71	12	72	13	103
	8%	9%	10%	10%	9%	9%	9%	10%	1%	9%	6%	9%	7%	5%	8%	14%	11%	3%	2%	12%	3%	8%	8%	9%
Scottish National Party	28	28	27	23	28	28	28	27	-	24	3	10	6	4	8	9	10	3	4	20	7	21	1	23
	2%	3%	3%	3%	3%	3%	3%	3%	-%	4%	1%	3%	2%	1%	3%	4%	3%	2%	1%	3%	2%	2%	1%	2%
Plaid Cymru	4	4	3	3	3	3	3	3	-	3	1	1	2	-	1	*	1	1	2	1	3	4	-	5
	*	*	*	*	*	*	*	*	-%	1%	*	*	1%	-	*	*	*	*	1%	*	1%	*	-	*
Reform UK	240	219	201	196	228	222	218	209	9	131	107	35	44	79	82	47	50	64	63	97	127	224	12	232
	21%	23%	26%	27%	24%	25%	26%	26%	13%	24%	18%	11%	17%	27%	30%	18%	16%	31%	26%	16%	28%	23%	8%	20%
Green Party	101	95	85	77	92	91	90	85	4	48	46	60	20	12	9	31	33	12	17	64	29	78	18	101
	9%	10%	11%	11%	10%	10%	10%	11%	4%	9%	8%	19%	8%	4%	3%	12%	10%	6%	7%	11%	6%	8%	11%	9%
Other	18	13	9	9	10	10	9	9	-	4	14	9	9	*	-	3	4	3	7	6	9	10	8	12
	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	3%	3%	*	-	3%	1%	1%	3%	1%	2%	1%	5%	1%
None	154	109	67	61	92	81	74	67	27	69	84	41	40	45	28	23	35	29	48	58	77	129	21	149
	13%	11%	9%	8%	10%	9%	9%	9%	40%	13%	14%	13%	15%	15%	10%	9%	11%	14%	20%	10%	17%	13%	14%	13%
Don't know	284	201	133	120	203	184	167	138	23	98	178	90	68	74	52	43	90	55	53	133	108	237	37	285
	25%	21%	17%	17%	21%	20%	19%	17%	33%	18%	31%	28%	27%	25%	19%	16%	28%	27%	22%	23%	24%	25%	24%	25%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos I25-007939-01
* = less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 62
Q25. Future, relationship. Which party do you think has the best policies ...? Handling Britain's future relationship with the European Union

Base : All (Oct/Nov 2025)

	Total (Weighted)					Voting					Working status					Government					Work sector					Turnout										ONS Regions										Past vote (2024 General Election)						Qualifications			Unw. Tot.
	Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not work long	Satisfied	Dissatisfied	Public	Private	Most agree	Owned outright	Private sector	Social sector	Rest of	Total owner manager	North east	South	Midlands (incl. E of England)	South east: London	Greater London	England	Scott	Wales	Leb	Cons	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree																						
Unweighted Total	1148	179	164	132	203	129	491	645	122	951	461	645	122	951	311	635	276	463	146	222	270	819	280	214	270	212	142	209	161	96	71	289	215	117	100	219	168	100	464	1148															
Unweighted %	1148	15%	14%	12%	18%	11%	52%	56%	11%	83%	40%	56%	11%	83%	27%	55%	24%	40%	13%	20%	24%	72%	24%	19%	24%	19%	13%	18%	14%	8%	6%	25%	23%	10%	9%	23%	15%	10%	43%	100%															
Labour	131	88	12	13	4	2	58	76	56	66	48	74	39	58	17	36	33	98	34	29	28	30	34	29	28	30	120	8	3	63	20	4	23	25	18	50	63	135																	
	11%	47%	8%	12%	1%	1%	11%	12%	48%	7%	14%	11%	11%	12%	43%	7%	14%	11%	10%	10%	10%	11%	10%	10%	11%	10%	8%	1	1	24%	10%	4	25%	11%	10%	9%	18%	12%																	
Conservatives	101	6	77	-	9	3	38	63	9	51	24	65	26	49	14	11	25	75	15	21	18	19	94	5	2	9	52	6	2	12	16	60	25	103	9	3	103																		
	8%	3%	46%	-	1%	1%	7%	10%	7%	10%	7%	10%	7%	11%	9%	7%	8%	9%	6%	7%	14%	12%	9%	5%	4	3%	23%	4%	2%	8%	8%	10%	7%	9%	9%	10%	7%	9%																	
Liberal Democrats	87	23	5	41	1	11	53	34	20	54	30	49	32	37	12	3	15	69	33	14	12	78	5	9	23	14	-	25	14	4	32	50	103	70	32	103																			
	8%	13%	3%	41%	4	8%	10%	6%	10%	6%	9%	7%	9%	7%	9%	2%	5%	9%	9%	5%	6%	13%	8%	8%	9%	6%	5	9%	6%	-	27%	15%	2%	6%	14%	9%																			
Scottish National Party	28	1	-	1	2	3	13	15	3	24	8	18	10	10	4	3	8	20	20	10	4	3	8	20	20	10	4	3	8	20	10	4	3	8	20	10	4	3	8	20															
	2%	2%	-	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%															
Plaid Cymru	4	-	-	-	-	-	2	3	1	3	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1														
	4	-	-	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%															
Reform UK	240	-	18	1	211	-	102	138	7	211	60	154	57	118	18	41	59	176	77	75	50	16	219	12	9	20	63	97	6	8	50	145	37	212	5	1	20%	11%	20%																
	21%	-	11%	1%	75%	-	10%	22%	0%	24%	16%	23%	11%	27%	11%	27%	19%	22%	28%	20%	16%	11%	22%	12%	8	17%	30%	68%	0%	4%	20%	20%	21%	11%	20%																				
Green Party	101	14	-	3	1	75	56	41	9	87	35	51	45	26	23	2	25	70	23	33	15	21	93	6	2	40	1	-	5	40	4	44	53	101	1	1	10%	13%	10%																
	8%	7%	-	3%	4	17%	12%	7%	7%	9%	10%	8%	11%	6%	10%	1%	10%	13%	8%	11%	6%	14%	9%	6%	4%	11%	1%	-	5%	40%	4	44%	53%	101%	1%	1%	10%	13%	10%																
Other	18	-	1	-	8	12	3	14	3	14	5	3	5	3	1	6	8	9	3	2	2	3	15	-	1	3	1	-	3	1	2	-	2	1	16	2	12	1	1																
	2%	2%	1%	-	1%	3%	3%	4	3%	4	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%																
None	154	12	22	16	17	9	63	90	8	139	41	78	38	46	27	32	59	84	34	44	35	17	131	12	11	21	22	10	14	16	39	78	36	149	39	78	36	149																	
	13%	6%	14%	10%	6%	7%	12%	15%	6%	15%	12%	12%	11%	10%	11%	11%	19%	11%	12%	11%	11%	12%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%															
Don't know	284	41	25	25	51	25	122	190	13	235	84	157	96	94	35	45	80	100	74	80	62	30	245	24	15	74	35	28	19	41	54	148	72	285	54	148	72	285																	
	25%	23%	16%	18%	13%	13%	25%	25%	10%	23%	10%	23%	23%	24%	28%	24%	28%	23%	23%	23%	28%	24%	20%	20%	23%	20%	23%	23%	24%	24%	27%	24%	19%	28%	23%	28%	23%	28%	23%	28%															

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 125-027329-01
*Less than 0.5%
†Where unweighted base sizes smaller than 30, please note results are indicative only



Table 63
Q15_The_environment. Which party do you think has the best policies ...? The environment
Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	37%	32%	7%	9%	8%	8%	8%	7%	46%	63%	27%	26%	30%	29%	32%	39%	16%	13%	22%	29%	10%	11%	1148
Weighted Total	1148	36%	32%	7%	9%	8%	8%	8%	7%	46%	63%	27%	26%	30%	29%	32%	39%	16%	13%	22%	29%	10%	11%	1148
Labour	52	47	37	35	45	41	39	37	-	33	19	19	10	9	14	19	15	8	7	34	15	40	13	52
Conservatives	61	77	58	56	73	71	70	59	2	47	34	13	15	27	26	23	25	9	21	48	29	73	8	79
	7%	8%	7%	8%	8%	8%	8%	7%	3%	9%	6%	4%	6%	9%	9%	9%	8%	4%	8%	8%	6%	8%	5%	7%
Liberal Democrats	41	36	34	33	36	36	36	36	2	18	23	6	8	10	17	16	13	6	2	29	8	35	4	48
	4%	4%	4%	5%	4%	4%	4%	5%	1%	3%	4%	2%	3%	3%	6%	6%	4%	3%	1%	5%	2%	4%	3%	4%
Scottish National Party	6	5	4	4	6	6	5	4	-	4	2	1	2	1	2	1	3	1	1	4	2	3	1	6
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	*	*	1%	*	1%	*	1%	1%	*	1%	1%	*	1%	1%
Plaid Cymru	3	3	2	2	2	2	2	2	-	2	1	1	1	-	1	-	-	1	2	-	3	3	-	3
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	-	*	1%	-	1%	*	-	*
Reform UK	151	136	129	123	144	138	133	131	7	88	61	29	36	42	44	28	28	44	36	56	79	133	16	133
	13%	14%	17%	17%	15%	15%	16%	17%	10%	16%	10%	9%	14%	14%	16%	11%	9%	21%	15%	10%	18%	14%	10%	12%
Green Party	418	383	325	292	375	367	357	328	14	196	212	146	91	99	81	126	123	52	90	249	143	340	64	437
	36%	40%	42%	40%	40%	41%	41%	41%	20%	36%	36%	45%	36%	34%	29%	47%	38%	25%	37%	42%	32%	36%	41%	38%
Other	10	6	4	5	5	5	5	5	1	4	5	2	5	*	2	3	*	4	1	4	5	7	3	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	*	1%	1%	*	2%	*	1%	1%	1%	2%	1%
None	126	90	60	57	74	69	64	60	24	52	74	30	31	40	25	19	38	33	24	56	57	103	17	133
	11%	9%	8%	8%	8%	8%	7%	8%	35%	9%	13%	9%	12%	14%	9%	7%	12%	16%	10%	10%	13%	11%	11%	12%
Don't know	260	184	123	118	188	167	150	130	19	102	150	75	58	64	63	32	77	50	61	109	111	222	30	247
	23%	19%	16%	16%	20%	18%	17%	16%	27%	19%	26%	23%	23%	22%	23%	12%	24%	24%	25%	18%	25%	23%	19%	22%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos I25-007339-01
* = Less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 64
Q25_The_environment_ Which party do you think has the best policies ...? The environment

Base : All (24c/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Turnout							ONS Regions							Past vote (2024 General Election)							Qualifications			UnW. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most paid	Owned outright	Private voter	Social voter	Reformer	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales	Lab	Con	Reform UK	Lib	LD	ONS Incl. LD, Dem	No qual ¹	Other qual ²	Degree ³			
Unweighted Total	1148	179	164	122	203	491	645	122	915	311	835	276	463	146	122	270	819	280	214	270	142	161	96	71	280	215	117	100	213	168	100	464	1148				
Unweighted %	11%	12%	12%	11%	22%	41%	51%	12%	81%	28%	61%	25%	41%	14%	12%	27%	82%	23%	17%	27%	14%	16%	9%	7%	28%	21%	11%	10%	21%	16%	10%	46%	11%				
Labour	52	42	1	5	3	21	30	30	21	18	28	15	28	4	6	11	42	13	13	10	12	48	3	1	29	3	3	5	5	8	24	20	52				
	5%	25%	4	5%	1%	-	4%	5%	24%	2%	5%	4%	5%	3%	4%	3%	5%	5%	5%	4%	4%	8%	5%	3%	1	11%	2%	2%	5%	2%	4%	4%	0%	5%			
Conservatives	81	4	55	2	16	1	28	51	7	24	19	27	17	7	10	17	64	16	16	10	10	71	8	2	4	48	7	6	6	7	50	21	79				
	7%	2%	34%	2%	1%	1%	5%	6%	8%	6%	8%	8%	8%	4%	6%	5%	8%	8%	16%	11%	7%	7%	4%	3%	1%	21%	1%	4%	3%	4%	8%	6%	7%				
Liberal Democrats	41	5	5	23	6	-	20	21	2	32	11	28	13	19	7	1	8	32	7	6	20	4	17	1	2	7	10	2	12	12	2	20	19	48			
	4%	3%	3%	23%	2%	-	4%	3%	1%	3%	4%	4%	4%	4%	1%	2%	4%	2%	2%	8%	3%	4%	1%	5%	3%	5%	1%	1%	1%	13%	5%	1%	3%	4%			
Scottish National Party	6	2	-	1	-	-	2	3	2	4	1	4	2	2	1	1	2	4	-	-	-	-	-	6	-	1	-	-	-	2	1	3	1	6			
	2%	2%	-	1%	-	-	4	2%	4	1%	1%	2%	2%	2%	1%	1%	2%	1%	-	-	-	-	-	8%	-	4	-	-	-	2%	1%	4	4	2%			
Plaid Cymru	3	-	-	-	-	-	1	-	1	-	1	-	1	1	1	2	1	-	-	-	-	-	-	3	1	1	-	-	-	-	-	1	1	2			
	4	-	-	-	-	-	1	-	1	-	1	-	1	1	1	2	1	-	-	-	-	-	-	4	1	1%	-	-	-	-	-	4	4	2			
Reform UK	151	-	9	-	137	-	70	81	7	144	36	103	41	61	14	31	45	104	49	44	24	19	136	7	8	20	25	70	2	6	32	97	20	133			
	13%	-	5%	-	46%	-	11%	13%	5%	15%	11%	10%	12%	14%	9%	20%	14%	11%	17%	19%	9%	12%	14%	7%	1%	8%	12%	48%	1%	3%	17%	17%	6%	12%			
Green Party	418	87	39	45	56	121	218	195	82	327	141	224	139	151	79	11	112	269	104	121	84	58	169	17	11	127	52	25	18	127	51	189	177	437			
	40%	47%	24%	43%	27%	23%	42%	42%	40%	42%	34%	44%	40%	34%	16%	21%	10%	37%	37%	48%	12%	10%	17%	17%	11%	48%	25%	17%	41%	54%	17%	11%	10%	38%			
Other	10	1	-	2	-	5	5	1	9	1	4	3	4	2	4	2	7	4	1	5	-	9	4	1	4	1	4	-	2	1	4	4	4	10			
	1%	4	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	4	1%	1%	1%	1%	4	-	1%	4	4	4	1%	1%	-	1%	1%	1%	1%	1%	1%			
None	126	9	19	8	26	1	54	72	2	121	34	71	37	43	11	17	40	80	29	36	25	17	107	8	10	21	20	10	9	22	32	62	31	133			
	11%	5%	12%	6%	9%	1%	10%	12%	1%	13%	10%	11%	11%	10%	8%	17%	13%	10%	10%	12%	11%	11%	8%	10%	8%	10%	7%	9%	10%	17%	17%	11%	9%	12%			
Don't know	260	32	16	13	10	109	148	15	210	72	145	70	98	28	45	74	168	58	66	66	39	216	20	15	55	48	26	22	19	55	138	60	247				
	23%	18%	10%	10%	7%	21%	24%	12%	23%	23%	23%	20%	22%	18%	28%	24%	21%	21%	21%	21%	19%	22%	20%	14	21%	21%	18%	24%	18%	20%	21%	17%	27%				

Fieldwork dates : Thursday 30th to Wednesday 10th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 125-027329-01
*Less than 0.5%
†Where unweighted base sizes smaller than 300, please note results are indicative only



Table 65
Q15_Defence. Which party do you think has the best policies ...? Defence

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	141	132	122	120	130	127	126	124	2	81	58	46	20	34	41	50	44	19	24	93	43	114	27	142
	12%	14%	16%	17%	14%	14%	15%	16%	3%	15%	10%	14%	8%	12%	15%	19%	13%	9%	10%	16%	10%	12%	17%	12%
Conservatives	169	162	128	116	155	152	141	128	2	91	78	21	37	49	62	51	52	18	37	103	55	136	27	176
	15%	17%	16%	16%	16%	17%	16%	16%	3%	17%	13%	7%	14%	17%	22%	19%	16%	9%	15%	18%	12%	14%	17%	15%
Liberal Democrats	27	25	25	24	25	25	25	25	1	15	12	12	5	6	4	11	9	1	2	21	3	26	-	36
	2%	3%	3%	3%	3%	3%	3%	3%	1%	3%	2%	4%	2%	2%	1%	4%	3%	*	1%	4%	1%	3%	-	3%
Scottish National Party	8	8	6	6	8	8	8	6	-	6	2	2	2	2	1	2	3	1	1	6	2	5	1	7
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	*	1%	1%	1%	*	1%	*	1%	1%	1%
Pleid Cymru	3	3	2	2	2	2	2	2	-	2	1	1	1	-	1	*	-	1	2	*	3	3	-	4
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	*	*	1%	*	1%	*	*	*
Reform UK	188	160	152	143	176	168	165	158	9	108	78	40	45	62	42	28	44	53	48	72	100	172	14	166
	16%	17%	20%	20%	19%	19%	19%	20%	12%	20%	13%	12%	17%	21%	15%	11%	14%	25%	20%	12%	22%	18%	9%	14%
Green Party	65	61	58	53	60	59	59	58	2	21	39	31	20	7	7	21	19	7	13	39	21	49	13	67
	6%	6%	8%	7%	6%	7%	7%	7%	3%	4%	7%	10%	8%	2%	3%	8%	6%	3%	5%	7%	5%	5%	8%	6%
Other	8	5	3	3	4	4	3	3	1	3	5	2	5	*	1	3	1	3	1	4	3	5	3	9
	1%	*	*	*	*	*	*	*	2%	*	1%	1%	2%	*	*	1%	*	1%	*	1%	1%	1%	2%	1%
None	165	127	75	68	101	93	85	75	26	73	89	60	39	37	29	26	51	34	41	77	75	125	33	165
	14%	13%	10%	9%	11%	10%	10%	9%	38%	13%	15%	19%	15%	13%	11%	10%	16%	17%	17%	13%	17%	13%	21%	14%
Don't know	373	284	206	191	287	266	247	212	26	145	220	107	81	96	88	73	100	71	75	173	146	322	40	376
	32%	29%	26%	26%	30%	29%	29%	27%	38%	27%	38%	33%	32%	33%	32%	27%	31%	34%	31%	29%	32%	34%	25%	33%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 65
Q25, Defence - Which party do you think has the best policies...? Defence

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)							Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most paid	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scott	Wales	Leb	Cons	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree				
Unweighted Total	1148	179	164	122	203	491	645	122	915	311	835	276	463	146	122	270	817	280	214	270	127	161	96	71	788	215	117	100	217	168	150	464	1148				
Unweighted % total	12%	19%	18%	13%	22%	52%	55%	10%	82%	28%	77%	32%	52%	18%	15%	32%	82%	28%	21%	32%	18%	10%	8%	8%	20%	8%	-	19%	25%	19%	57%	65%	142%				
Labour	141	92	3	16	3	17	58	85	70	59	40	84	40	60	19	17	100	32	38	30	28	128	10	3	70	16	-	19	25	19	57	65	142				
	12%	8%	2%	1%	1%	1%	5%	7%	6%	5%	5%	7%	3%	5%	2%	2%	12%	1%	3%	3%	2%	11%	1%	3%	6%	2%	-	20%	12%	10%	10%	18%	12%				
Conservatives	169	7	98	9	18	3	89	100	8	159	49	107	46	65	19	16	14	132	29	30	70	23	152	13	4	20	92	15	10	24	25	64	57	178			
	15%	1%	8%	1%	2%	1%	18%	10%	1%	16%	14%	14%	13%	10%	12%	10%	13%	10%	10%	20%	10%	15%	13%	8%	7%	44%	18%	11%	11%	11%	13%	14%	10%	15%			
Liberal Democrats	27	3	1	16	1	5	15	12	2	22	10	12	7	13	4	1	6	21	4	3	14	3	25	1	1	6	1	-	15	15	1	9	17	36			
	2%	2%	1%	1%	1%	1%	3%	2%	2%	3%	2%	2%	2%	3%	1%	2%	3%	1%	1%	5%	2%	3%	1%	2%	2%	1%	-	10%	7%	1%	2%	5%	3%				
Scottish National Party	8	1	-	1	1	-	4	3	1	7	4	2	3	2	-	3	3	4	-	-	-	-	-	8	-	-	-	-	1	-	4	-	5	1	7		
	2%	2%	-	1%	1%	-	2%	1%	1%	2%	1%	1%	2%	1%	-	2%	2%	2%	-	-	-	-	-	8%	-	-	-	-	1%	-	2%	-	1%	1%	2%		
Plaid Cymru	3	-	-	-	-	-	1	3	-	1	1	1	1	1	2	2	2	-	-	-	-	-	-	3	1	1	-	-	-	-	-	-	1	1	4		
	1%	-	-	-	-	-	1%	1%	-	1%	1%	1%	1%	1%	2%	2%	2%	-	-	-	-	-	-	4%	1%	1%	-	-	-	-	-	-	1%	1%	4%		
Reform UK	188	2	4	1	171	2	96	92	7	181	46	125	53	75	17	39	57	128	64	64	29	15	173	8	7	21	17	81	3	5	40	117	29	166			
	16%	1%	3%	1%	16%	2%	10%	10%	1%	16%	14%	10%	13%	17%	11%	20%	18%	10%	23%	21%	11%	10%	17%	8%	14%	8%	18%	10%	56%	2%	2%	21%	20%	8%	14%		
Green Party	65	11	-	3	-	43	34	27	9	52	21	80	29	19	11	1	12	48	14	24	9	10	57	7	2	24	1	-	3	10	4	35	26	67			
	6%	6%	-	1%	-	10%	6%	6%	2%	10%	5%	10%	8%	6%	7%	1%	6%	10%	5%	8%	4%	7%	6%	1%	1%	6%	1%	-	4%	14%	2%	4%	7%	10%			
Other	8	-	-	-	-	-	5	3	-	8	3	4	3	3	2	1	6	3	1	3	1	9	1	6	-	-	-	-	-	2	-	3	4	9			
	1%	-	-	-	-	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%			
None	165	12	10	15	18	22	77	88	4	152	54	84	53	43	30	29	60	96	38	45	27	27	138	13	14	38	14	10	10	42	31	82	49	165			
	14%	7%	10%	10%	6%	17%	16%	14%	3%	16%	10%	11%	10%	10%	10%	10%	12%	14%	14%	15%	10%	14%	14%	14%	7%	7%	11%	10%	10%	16%	14%	14%	14%	14%			
Don't know	173	58	38	38	66	40	172	197	26	302	103	212	114	141	52	46	98	255	94	97	82	41	314	40	19	87	46	36	32	72	68	181	284	378			
	15%	11%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%		

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type - Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source - Ipsos 125-027329-01
*Less than 0.5%
†Where unweighted base sizes smaller than 300, please note results are indicative only



Table 67
Q15_Housing. Which party do you think has the best policies ...? Housing

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB+C1	C2+DE	White	Ethnic minority	
Unweighted Total	1148	374	327	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	848	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	141	132	116	106	127	125	122	116	2	77	64	50	24	37	31	53	41	16	26	94	42	111	31	146
	12%	14%	15%	15%	13%	14%	14%	15%	2%	14%	11%	16%	9%	13%	11%	20%	13%	8%	11%	16%	9%	12%	20%	13%
Conservatives	81	77	58	57	74	72	70	60	2	47	33	12	17	21	31	24	24	9	22	47	30	69	10	84
	7%	8%	7%	8%	8%	8%	8%	8%	3%	9%	6%	4%	7%	7%	11%	9%	7%	4%	9%	8%	7%	7%	6%	7%
Liberal Democrats	54	52	47	41	49	48	48	48	1	29	24	10	11	12	20	20	19	7	2	39	8	44	8	60
	5%	5%	6%	6%	5%	5%	6%	6%	2%	5%	4%	3%	4%	4%	7%	7%	6%	3%	1%	7%	2%	5%	5%	5%
Scottish National Party	15	13	12	9	15	15	13	12	-	12	3	7	4	1	2	6	5	2	1	10	4	8	1	12
	1%	1%	2%	1%	2%	2%	2%	2%	-	2%	*	2%	1%	*	1%	2%	1%	1%	*	2%	1%	1%	1%	1%
Plaid Cymru	4	4	3	3	3	3	3	3	-	3	1	2	1	-	1	1	-	1	2	1	3	4	-	5
	*	*	*	*	*	*	*	*	-	1%	*	1%	*	-	*	*	-	*	1%	*	1%	*	-	*
Reform UK	187	165	151	142	176	166	162	157	7	98	88	38	43	56	50	35	38	47	51	73	98	164	21	168
	16%	17%	20%	20%	19%	18%	19%	20%	10%	18%	15%	12%	17%	19%	18%	13%	12%	23%	21%	12%	22%	17%	13%	15%
Green Party	106	99	92	84	99	99	98	92	4	51	45	58	24	15	9	33	37	11	18	70	29	83	17	107
	9%	10%	12%	12%	10%	11%	11%	12%	6%	9%	8%	18%	9%	5%	3%	12%	12%	5%	8%	12%	6%	9%	11%	9%
Other	8	5	3	3	4	4	3	3	1	3	5	1	5	*	2	3	2	3	1	4	3	5	3	10
	1%	*	*	*	*	*	*	*	2%	1%	1%	*	2%	*	1%	1%	1%	1%	*	1%	1%	1%	2%	1%
None	195	156	105	99	127	121	114	105	29	86	108	34	47	56	57	30	54	41	55	84	96	166	22	197
	17%	16%	13%	14%	13%	13%	13%	13%	42%	16%	19%	11%	19%	19%	21%	11%	17%	20%	23%	14%	21%	17%	14%	17%
Don't know	357	264	190	182	275	251	227	196	22	140	210	108	80	94	74	63	103	71	66	167	137	302	44	359
	31%	27%	24%	25%	29%	28%	26%	25%	32%	26%	36%	34%	31%	32%	27%	24%	32%	34%	27%	28%	30%	32%	28%	31%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 68

Q15_Housing. Which party do you think has the best policies ...? Housing

Base : All (Oct/Nov 2025)

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos I2S-007339-01
*Less than 0.5%
†Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 69
Q15_Crime_and_anti_social_behaviour: Which party do you think has the best policies ...? Crime and anti-social behaviour

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB+C1	C2+DE	White	Ethnic minority	
Unweighted Total	1148	374	327	342	944	918	879	810	70	465	635	279	267	309	293	327	393	160	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	104	96	87	81	96	94	91	87	2	55	47	34	20	30	19	36	30	15	14	66	29	84	19	120
	9%	10%	11%	11%	10%	10%	11%	11%	3%	10%	8%	11%	8%	10%	7%	14%	9%	7%	6%	11%	6%	9%	12%	10%
Conservatives	96	91	73	69	91	89	88	74	1	55	42	14	19	31	32	26	32	6	26	58	33	79	16	95
	8%	9%	9%	10%	10%	10%	10%	9%	1%	10%	7%	4%	8%	10%	12%	10%	10%	3%	11%	10%	7%	8%	10%	8%
Liberal Democrats	46	44	41	34	44	42	41	41	1	23	21	15	8	9	13	16	16	7	4	22	11	40	5	52
	4%	5%	5%	5%	5%	5%	5%	5%	1%	4%	4%	5%	3%	3%	5%	6%	5%	3%	2%	5%	2%	4%	3%	5%
Scottish National Party	12	12	11	7	12	12	12	11	-	10	1	4	4	2	2	5	2	2	1	7	4	6	1	10
	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	*	1%	1%	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%
Plaid Cymru	3	3	2	2	2	2	2	2	-	2	1	1	1	-	1	*	-	1	2	*	3	3	-	4
	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	*	-	1%	*	1%	*	*	*
Reform UK	279	240	224	218	261	247	242	233	9	155	122	55	59	80	85	58	67	63	69	125	132	256	16	260
	24%	25%	29%	30%	28%	27%	28%	29%	13%	28%	21%	17%	23%	27%	31%	22%	21%	30%	28%	21%	29%	27%	10%	23%
Green Party	80	74	69	64	73	73	70	69	4	31	45	41	24	8	7	21	28	5	19	49	23	59	17	78
	7%	8%	9%	9%	8%	8%	8%	9%	5%	6%	8%	13%	9%	3%	3%	8%	9%	2%	8%	8%	5%	6%	11%	7%
Other	10	6	-	-	3	2	-	-	1	1	9	7	2	*	1	-	2	3	6	2	8	5	3	9
	1%	1%	-	-	*	*	-	-	2%	*	2%	2%	1%	*	*	-	1%	1%	2%	*	2%	1%	2%	1%
None	188	150	92	89	125	119	107	94	28	83	102	41	44	51	52	38	48	43	45	86	89	152	30	186
	16%	16%	12%	12%	13%	13%	12%	12%	40%	15%	17%	13%	17%	17%	19%	14%	15%	21%	19%	15%	20%	16%	19%	16%
Don't know	330	250	177	161	242	225	207	180	23	131	193	110	75	82	64	65	97	63	57	163	120	272	48	334
	29%	26%	23%	22%	25%	25%	24%	23%	33%	24%	33%	34%	29%	28%	23%	24%	30%	30%	24%	28%	27%	28%	31%	29%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table 70
Q25_Crime_and_societal_behaviour. Which party do you think has the best policies -> Crime and anti-social behaviour

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)							Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most paid	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot.	Midlands (incl. E of England)	South east, London	Greater London	England	Scot.	Wales		Lab	Con	Reform UK	LD	ONS Incl. LD, Grn	No qual ^a	Other qual ^a	Degree			
Unweighted Total	1148	179	164	122	203	129	461	645	122	951	311	615	176	463	146	222	270	280	214	270	123	161	66	71	788	215	117	100	213	168	100	464	1148				
Unweighted % tot.	11.6	1.8	1.7	1.3	2.1	1.3	4.7	6.7	1.3	9.7	3.1	6.3	1.8	4.7	1.5	2.3	2.7	2.9	2.2	2.7	1.3	1.7	0.7	0.7	7.9	2.2	1.2	1.0	2.2	1.7	1.0	4.6	11.6				
Labour	104	80	2	6	2	9	13	50	56	41	31	60	34	40	24	6	30	74	31	28	19	18	86	4	4	58	5	-	10	18	11	46	47	120			
	9%	44%	1%	5%	1%	7%	10%	8%	48%	4%	10%	9%	18%	9%	15%	4%	10%	9%	11%	9%	7%	12%	10%	4%	1	22%	3%	-	11%	8%	6%	8%	13%	10%			
Conservatives	96	3	68	8	16	*	42	55	8	89	24	65	26	42	12	10	22	72	16	20	88	14	95	6	1	8	59	10	3	0	12	50	34	95			
	8%	2%	42%	6%	8%	-	86%	8%	7%	9%	7%	10%	8%	4%	7%	9%	7%	7%	7%	14%	8%	9%	6%	2%	3%	28%	7%	1%	3%	3%	6%	4%	32%	8%			
Liberal Democrats	46	8	-	25	2	6	23	23	6	29	15	25	10	27	8	1	9	37	7	9	19	5	40	6	1	9	3	1	18	24	3	15	28	52			
	4%	4%	-	23%	1%	4%	4%	4%	4%	3%	5%	4%	3%	6%	5%	*	3%	5%	2%	3%	7%	4%	4%	5%	2%	3%	1%	1%	20%	11%	1%	3%	8%	5%			
Scottish National Party	12	1	-	1	-	-	4	7	1	11	3	7	3	2	4	1	5	5	-	-	-	-	-	12	-	-	-	-	-	-	9	1	4	5	10		
	2%	2%	-	1%	-	-	2%	2%	2%	2%	2%	2%	2%	*	2%	1%	2%	2%	-	-	-	-	2%	-	-	-	-	-	-	4%	2%	1%	2%	2%			
Plaid Cymru	3	-	-	-	-	-	*	3	-	1	*	1	*	1	1	2	2	2	-	-	-	-	-	-	3	1	1	-	-	*	-	*	1	1	4		
	*	-	-	-	-	-	*	*	-	*	*	*	*	*	1%	1%	1%	1%	-	-	-	-	-	-	4	1%	1%	-	-	-	-	-	*	*	*		
Reform UK	279	4	23	6	223	4	122	136	12	264	73	176	81	120	18	51	69	201	77	77	62	26	241	22	15	20	65	107	10	17	51	162	59	260			
	24%	2%	14%	5%	75%	3%	23%	20%	9%	28%	22%	27%	23%	27%	12%	33%	25%	28%	28%	20%	24%	17%	24%	22%	29%	11%	31%	22%	70%	11%	8%	27%	28%	17%	23%		
Green Party	80	10	3	4	-	55	36	40	10	64	25	88	31	27	16	1	19	16	27	13	16	72	7	1	28	1	-	6	18	4	47	29	78				
	7%	5%	2%	4%	-	43%	7%	7%	8%	7%	8%	6%	8%	6%	10%	1%	10%	1%	6%	8%	15%	11%	7%	3%	10%	1%	-	5%	17%	2%	4%	8%	7%				
Other	10	1	-	*	-	7	4	3	7	3	6	2	1	2	2	3	3	1	1	1	3	2	7	1	1	1	-	*	-	-	2	7	1	9			
	1%	1%	-	-	*	-	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	2%	1%	2%	1	1	*	-	*	-	-	1%	1%	*	1%			
None	188	17	17	18	14	21	86	101	4	179	52	103	53	69	27	35	61	121	45	50	43	25	162	13	12	43	35	5	13	43	51	88	49	180			
	16%	9%	23%	18%	5%	18%	16%	17%	3%	19%	16%	16%	15%	16%	17%	22%	15%	16%	16%	17%	16%	16%	13%	23%	18%	19%	4%	14%	20%	27%	15%	14%	16%				
Don't know	130	58	28	33	41	35	135	172	29	218	105	181	118	114	48	48	93	218	85	91	68	43	287	30	13	87	39	19	33	65	55	168	101	334			
	29%	12%	18%	13%	14%	27%	29%	28%	22%	27%	31%	27%	30%	28%	23%	31%	30%	28%	30%	30%	28%	29%	29%	31%	13%	19%	13%	30%	30%	29%	28%	28%	28%	29%			

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos I25-027329-01
*Less than 0.5%
*Where unweighted base sizes smaller than 30, please note results are indicative only



Table 71
Q15_Transport. Which party do you think has the best policies ...? Transport
Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	944	918	879	810	70	465	635	279	267	309	293	327	393	160	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	114	102	89	82	100	98	93	90	*	64	50	41	18	33	22	38	29	16	22	66	38	84	30	107
	10%	11%	12%	11%	11%	11%	11%	11%	*	12%	9%	13%	7%	11%	8%	14%	9%	8%	9%	11%	8%	9%	19%	9%
Conservatives	101	98	78	73	93	91	88	78	2	61	40	18	25	31	27	28	32	12	21	60	33	80	20	98
	9%	10%	10%	10%	10%	10%	10%	10%	3%	11%	7%	5%	10%	11%	10%	10%	10%	6%	9%	10%	7%	8%	13%	9%
Liberal Democrats	51	49	46	43	47	47	46	46	1	33	17	15	8	13	15	18	20	6	4	28	10	47	4	54
	4%	5%	6%	6%	5%	5%	5%	6%	1%	6%	3%	5%	3%	4%	5%	7%	6%	3%	2%	6%	2%	5%	2%	5%
Scottish National Party	20	20	18	15	20	20	20	18	-	17	3	6	5	1	7	5	6	4	4	11	8	14	1	14
	2%	2%	2%	2%	2%	2%	2%	2%	-	3%	*	2%	2%	*	2%	2%	2%	2%	1%	2%	2%	1%	1%	1%
Plaid Cymru	5	5	4	2	4	4	4	4	-	2	3	1	1	-	3	*	*	1	4	*	5	5	-	5
	*	1%	1%	*	*	*	*	*	-	*	*	*	*	-	1%	*	*	*	1%	*	1%	1%	-	*
Reform UK	135	117	130	105	126	123	119	115	7	71	62	25	36	38	36	23	27	39	35	50	74	122	9	126
	12%	12%	14%	15%	13%	14%	14%	15%	10%	13%	11%	8%	14%	13%	13%	9%	8%	19%	14%	8%	16%	13%	6%	11%
Green Party	133	121	106	96	121	118	114	106	5	60	65	62	32	27	12	44	43	9	25	88	34	103	24	141
	12%	13%	14%	13%	13%	13%	13%	13%	7%	11%	11%	19%	13%	9%	4%	17%	13%	4%	10%	15%	8%	11%	15%	12%
Other	9	6	3	3	4	4	3	3	1	2	7	2	4	1	2	3	*	4	1	4	5	6	2	8
	1%	1%	*	*	*	*	*	*	1%	*	1%	*	2%	*	1%	1%	*	2%	*	1%	1%	1%	1%	1%
None	169	127	86	83	104	98	94	87	27	79	89	38	40	49	42	31	53	30	42	83	72	135	28	179
	15%	13%	11%	11%	11%	11%	11%	11%	39%	14%	15%	12%	15%	17%	15%	11%	16%	14%	17%	14%	16%	14%	18%	16%
Don't know	413	321	236	224	329	302	280	243	26	157	248	115	86	101	110	76	113	86	86	189	172	363	39	416
	36%	33%	30%	31%	35%	33%	33%	31%	37%	29%	43%	36%	34%	34%	40%	28%	35%	41%	35%	32%	38%	38%	25%	36%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Table T2
Q25. Transport - Which party do you think has the best policies...? Transport

Base : All (Oct/Nov 2025)

	Total (Unweighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)					Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most page	Owned outright	Private rental	Social rental	Renter	Total owner occupier	North east, Scot.	Midlands (incl. E of England)	South east, London	Greater London	England	Scot.	Wales	Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree		
Unweighted Total	1148	179	164	122	263	129	491	645	122	951	311	635	176	463	146	222	270	280	314	290	123	161	96	73	289	215	117	100	213	168	550	464	1148		
Weighted Total	1148	132	122	111	228	112	529	611	122	942	311	613	162	420	119	211	312	279	303	292	142	209	114	72	289	215	117	100	213	168	550	464	1148		
Labour	114	80	10	8	8	3	54	80	51	53	41	57	34	47	19	14	32	81	35	28	17	28	109	2	3	58	8	4	13	18	14	50	50	107	
	10%	44%	6%	6%	3%	2%	10%	10%	39%	6%	13%	9%	10%	11%	13%	9%	10%	10%	13%	9%	7%	10%	11%	2%	6%	22%	4%	3%	14%	8%	8%	14%	9%		
Conservatives	101	5	67	3	24	-	42	58	8	92	21	68	28	48	9	14	23	75	16	30	32	18	96	3	1	8	82	12	3	7	11	55	29	98	
	8%	3%	31%	1%	11%	-	8%	10%	6%	10%	7%	10%	8%	10%	6%	9%	7%	9%	6%	10%	12%	12%	10%	3%	1%	3%	30%	8%	3%	3%	7%	9%	8%	9%	
Liberal Democrats	51	8	6	25	1	8	28	24	6	40	18	29	22	22	7	*	7	44	14	8	25	2	49	1	1	6	10	-	18	24	4	21	25	54	
	4%	5%	4%	4%	23%	*	6%	5%	4%	5%	4%	6%	6%	5%	4%	*	2%	6%	5%	3%	10%	1%	5%	3%	2%	5%	-	10%	11%	2%	4%	7%	5%		
Scottish National Party	20	1	-	1	-	1	8	11	2	14	5	13	3	8	4	3	8	12	-	-	-	-	-	20	-	-	-	-	-	15	4	9	6	14	
	2%	2%	-	1%	-	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	-	-	-	-	20%	-4	-	-	-	-	7%	2%	2%	2%	2%	
Plaid Cymru	5	-	-	-	-	-	*	5	-	5	*	3	*	3	1	2	2	-	-	-	-	-	-	-	5	1	-	-	-	2	-	2	1	5	
	5	-	-	-	-	-	*	1%	-	1%	*	1%	*	1%	1%	1%	1%	-	-	-	-	-	-	-	4	0%	-	-	-	1%	-	1%	-	1%	
Reform UK	135	-	1	*	127	1	63	72	7	128	35	85	38	51	14	30	44	90	44	38	23	13	119	30	6	17	17	64	-	4	30	83	19	126	
	12%	-	1%	*	43%	1%	12%	12%	5%	14%	10%	13%	11%	12%	9%	10%	14%	11%	10%	13%	9%	9%	12%	10%	6	6%	8%	44%	-	2%	16%	14%	5%	11%	
Green Party	131	19	4	10	4	78	73	55	21	105	48	71	57	19	28	6	30	96	28	35	24	71	114	36	3	48	5	-	9	52	7	60	66	141	
	12%	11%	2%	4%	1%	10%	14%	9%	17%	11%	15%	11%	10%	9%	10%	4%	10%	12%	10%	12%	10%	11%	34%	6	4	18%	3%	-	9	52	7	60	66	141	
Other	9	-	2	-	*	*	4	4	-	9	4	2	3	4	2	-	2	7	3	1	4	-	5	-	1	*	2	-	-	2	-	4	4	8	
	1%	-	1%	-	*	*	1%	1%	-	1%	1%	*	1%	1%	1%	-	1%	1%	1%	*	2%	-	1%	-	4	*	1%	-	-	1%	-	1%	1%	1%	
None	169	14	27	14	28	11	80	88	7	137	42	100	42	58	26	12	50	100	39	44	36	21	142	13	14	29	28	15	11	32	30	79	50	179	
	15%	8%	17%	14%	9%	8%	15%	14%	5%	17%	13%	15%	12%	10%	17%	11%	10%	14%	14%	14%	14%	11%	27%	5	4	11%	11%	10%	14%	10%	20%	13%	14%	10%	
Don't know	413	55	43	41	106	30	176	233	27	341	121	232	120	161	50	55	105	261	101	118	99	40	358	5	19	98	76	48	36	64	79	222	101	416	
	36%	30%	27%	31%	35%	22%	33%	38%	21%	36%	30%	35%	34%	37%	32%	35%	34%	36%	30%	30%	38%	27%	30%	30%	37%	30%	33%	30%	29%	42%	38%	29%	30%		

Fieldwork dates : Thursday 20th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos ZD-007339-01
*Value less 0.5%
*Unweighted base size smaller than 100, please note results are indicative only



Table 73
Q15_Unemployment. Which party do you think has the best policies ...? Unemployment
Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	974	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	220	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	116	102	87	85	104	101	99	89	1	63	53	38	21	28	29	39	37	15	18	76	34	91	24	124
	10%	11%	11%	12%	11%	11%	12%	11%	2%	11%	9%	12%	8%	10%	10%	15%	11%	7%	7%	13%	7%	9%	15%	11%
Conservatives	115	104	84	76	100	98	96	85	3	69	46	22	26	35	33	35	34	8	29	68	37	93	18	115
	10%	11%	11%	11%	11%	11%	11%	11%	4%	13%	8%	7%	10%	12%	12%	13%	10%	4%	12%	12%	8%	10%	11%	10%
Liberal Democrats	46	44	38	36	42	42	42	38	1	26	19	17	6	4	19	19	12	9	3	21	12	29	5	50
	4%	5%	5%	5%	4%	5%	5%	5%	1%	5%	3%	5%	2%	1%	7%	7%	4%	4%	1%	5%	3%	4%	3%	4%
Scottish National Party	11	11	11	7	11	11	11	11	-	8	1	4	3	3	1	5	2	1	1	7	2	6	1	9
	1%	1%	1%	1%	1%	1%	1%	1%	-s	2%	*	1%	1%	1%	*	2%	1%	1%	*	1%	1%	1%	1%	1%
Plaid Cymru	6	6	5	4	5	5	5	5	-	5	1	3	1	-	1	*	2	1	2	3	3	6	-	5
	1%	1%	1%	1%	*	1%	1%	1%	-s	1%	*	1%	*	-	*	*	1%	*	1%	*	1%	1%	-	*
Reform UK	209	185	173	165	197	191	187	179	7	114	92	33	48	65	63	40	40	65	50	80	115	189	15	192
	18%	19%	22%	23%	21%	21%	22%	23%	10%	21%	16%	10%	19%	22%	23%	15%	12%	31%	20%	14%	25%	20%	10%	17%
Green Party	90	85	74	70	77	75	75	74	4	38	46	53	24	6	7	17	35	10	18	53	28	67	19	85
	8%	9%	10%	10%	8%	8%	9%	9%	5%	7%	8%	16%	10%	2%	2%	7%	11%	5%	7%	9%	6%	7%	12%	7%
Other	15	7	4	3	9	5	4	4	1	5	10	7	7	*	1	2	2	3	6	4	9	7	6	13
	1%	1%	*	*	1%	1%	*	*	2%	1%	2%	2%	3%	*	*	1%	1%	1%	3%	1%	2%	1%	4%	1%
None	205	167	120	110	149	144	132	121	27	81	119	42	49	62	52	41	57	35	57	99	92	169	32	203
	18%	17%	15%	15%	16%	16%	15%	15%	39%	15%	20%	13%	19%	21%	19%	15%	18%	17%	24%	17%	20%	18%	21%	18%
Don't know	337	256	181	167	253	232	211	187	25	136	195	103	72	91	70	67	102	61	59	169	120	291	36	352
	29%	26%	23%	23%	27%	26%	25%	24%	36%	25%	33%	32%	28%	31%	25%	25%	32%	29%	24%	29%	27%	30%	23%	31%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-007339-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only



Ipsos Political Monitor - October/November 2025

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Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type - Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source - Ipsos 125-007329-01
*Less than 0.5%
n=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 75
Q15_Pensions. Which party do you think has the best policies ...? Pensions

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	160	139	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	99	91	84	79	94	93	92	87	*	54	45	34	16	18	31	34	24	15	19	58	34	77	21	100
	9%	9%	11%	11%	10%	10%	11%	11%	s	10%	8%	11%	6%	6%	11%	13%	7%	7%	8%	10%	8%	8%	14%	9%
Conservatives	170	163	130	124	155	152	145	131	3	93	76	22	26	62	58	56	52	16	36	108	52	140	24	172
	15%	17%	17%	17%	16%	17%	17%	17%	4%	17%	13%	7%	10%	21%	21%	21%	16%	8%	15%	18%	12%	15%	15%	15%
Liberal Democrats	50	46	43	42	48	46	46	44	1	26	21	15	13	7	15	18	17	9	3	25	12	44	4	55
	4%	5%	6%	6%	5%	5%	5%	6%	1%	5%	4%	5%	5%	2%	5%	7%	5%	4%	1%	6%	3%	5%	3%	5%
Scottish National Party	13	13	12	8	13	13	13	12	-	12	1	6	4	2	1	6	4	2	-	10	2	7	1	11
	1%	1%	2%	1%	1%	1%	1%	1%	-	2%	*	2%	1%	1%	*	2%	1%	1%	-	2%	1%	1%	1%	1%
Plaid Cymru	2	2	2	2	2	2	2	2	-	1	*	1	1	-	-	*	-	1	1	*	2	2	-	3
	*	*	*	*	*	*	*	*	-s	*	*	*	*	-	-	*	*	*	*	*	*	*	*	*
Reform UK	140	120	115	112	131	127	125	122	7	76	62	21	38	35	46	22	24	45	39	47	83	128	10	131
	12%	12%	15%	15%	14%	14%	15%	15%	10%	14%	11%	7%	15%	12%	17%	8%	8%	21%	16%	8%	18%	13%	6%	11%
Green Party	79	74	70	63	72	71	71	70	3	35	38	39	23	12	5	21	26	6	18	47	24	58	15	73
	7%	8%	9%	9%	8%	8%	8%	9%	5%	6%	6%	12%	9%	4%	2%	8%	8%	3%	7%	8%	5%	6%	10%	6%
Other	13	9	3	3	6	4	3	3	1	1	12	7	4	1	1	2	3	3	6	5	8	6	6	10
	1%	1%	*	*	1%	*	*	*	1%	*	2%	2%	2%	*	*	1%	1%	1%	2%	1%	2%	1%	4%	1%
None	194	148	102	95	132	123	113	104	29	78	115	42	48	56	49	38	57	32	53	95	85	167	24	203
	17%	15%	13%	13%	14%	14%	13%	13%	42%	14%	20%	13%	19%	19%	18%	14%	18%	15%	22%	16%	19%	17%	16%	18%
Don't know	389	300	214	198	295	271	251	217	25	169	212	134	83	101	70	70	116	79	70	185	149	327	50	390
	34%	31%	28%	27%	31%	30%	29%	27%	36%	31%	36%	42%	32%	34%	25%	26%	36%	38%	29%	31%	33%	34%	32%	34%

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos 125-007339-01
*=Less than 0.5%
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<https://www.ipsos.uk/politicalandsocialtrends>



Table 76
Q25_Pensions. Which party do you think has the best policies...? Pensions

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Turnout							ONS Regions							Past vote (2024 General Election)							Qualifications			Unw. Tot.
		Labour	Conservative	Lib Dem	Reform UK	Green Party	Full-time	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most agree	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales		Lab	Con	Reform UK	Lib	ODP Incl. Lib Dem	No qual ¹	Other qual ²	Degree ³			
Unweighted Total	1148	179	164	132	203	491	645	122	951	311	635	276	463	146	122	270	819	280	214	290	129	161	96	71	788	215	117	100	219	168	550	464	1148				
Unweighted % tot	11.6	1.8	1.7	1.4	2.1	5.0	6.7	1.2	9.7	3.2	6.6	2.8	4.7	1.5	1.2	2.7	8.4	2.9	2.2	3.0	1.6	1.0	0.7	0.7	8.0	2.2	1.2	1.0	2.3	5.7	4.8	4.7	11.6				
Labour	99	20	5	11	5	6	44	54	46	40	31	50	26	46	22	4	26	72	24	27	19	22	82	5	2	50	7	4	15	18	12	33	54	100			
	9%	20%	3%	11%	2%	4%	8%	9%	36%	4%	10%	8%	8%	20%	14%	3%	8%	9%	9%	7%	23%	9%	3%	19%	4%	2%	16%	8%	6%	6%	15%	9%					
Conservatives	170	4	98	11	42	2	89	101	9	159	42	114	45	94	15	11	26	138	39	41	54	24	158	8	3	10	97	19	8	18	22	95	49	172			
	15%	2%	8%	1%	4%	0%	8%	9%	1%	14%	7%	18%	4%	8%	1%	1%	3%	12%	3%	4%	5%	2%	14%	1%	0%	9%	8%	2%	1%	1%	2%	4%	4%	15%			
Liberal Democrats	50	7	1	27	4	8	21	28	6	39	13	28	12	24	9	4	13	36	10	8	23	4	45	4	1	6	6	2	22	27	3	25	22	55			
	4%	4%	1%	20%	1%	0%	4%	5%	5%	4%	4%	3%	5%	8%	3%	0%	5%	4%	3%	9%	3%	5%	4%	1%	2%	1%	3%	1%	18%	12%	1%	4%	6%	5%			
Scottish National Party	13	1	-	1	-	-	6	6	1	12	6	6	3	2	3	3	6	6	-	-	-	-	-	13	-	-	-	-	-	-	-	-	10	-	6	11	
	2%	2%	-	1%	-	-	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	-	-	-	-	-	13%	-	-	-	-	-	-	-	-	2%	-	1%	2%	2%
Plaid Cymru	2	-	-	-	-	-	2	-	2	-	2	-	-	-	1	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	1	1	2		
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
Reform UK	140	-	2	1	130	1	57	83	7	133	34	92	39	55	12	33	46	91	47	46	29	11	132	7	1	16	21	66	2	3	33	84	23	131			
	12%	-	1%	1%	64%	1%	11%	24%	5%	14%	10%	24%	11%	12%	8%	21%	15%	12%	17%	15%	11%	8%	13%	7%	3%	6%	10%	46%	1%	1%	18%	14%	7%	11%			
Green Party	79	13	-	1	3	52	45	29	12	61	21	43	26	27	10	2	12	63	17	29	12	9	66	11	2	11	1	-	4	10	4	44	31	73			
	7%	7%	-	1%	1%	10%	9%	5%	9%	6%	3%	7%	10%	9%	4%	1%	4%	8%	3%	20%	4%	8%	7%	11%	1%	1%	1%	0%	4%	14%	2%	7%	9%	6%			
Other	18	2	-	-	-	9	4	4	9	5	7	2	6	2	2	4	6	3	1	3	6	19	3	1	1	2	-	-	-	-	2	8	3	18			
	1%	1%	-	-	-	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%	1%	1%	1%			
None	104	25	24	18	34	19	89	105	13	177	48	112	54	63	28	40	67	117	44	53	43	22	162	13	19	46	29	18	13	41	47	93	51	203			
	17%	14%	15%	14%	11%	14%	17%	17%	10%	19%	14%	17%	10%	14%	18%	26%	22%	15%	16%	18%	16%	15%	16%	18%	10%	17%	14%	11%	15%	10%	25%	14%	14%	18%			
Don't know	189	61	30	31	80	45	187	198	31	311	128	209	130	128	55	56	110	258	95	98	83	53	330	37	23	103	47	35	28	72	66	187	113	390			
	16%	13%	10%	10%	27%	14%	20%	21%	3%	31%	18%	31%	17%	20%	13%	16%	13%	14%	14%	13%	12%	13%	17%	11%	4%	9%	12%	11%	11%	10%	10%	14%	14%	34%			

Fieldwork dates : Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 16+, Great Britain, online KnowledgePanel
Source : Ipsos 125-027329-01
*Less than 0.5%
†Where unweighted base sizes smaller than 300, please note results are indicative only



Table 77
Q15_Benefits. Which party do you think has the best policies ...? Benefits

Base : All (Oct/Nov 2025)

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age				Social grade						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Men	Women	18-34	35-49	50-64	65+	AB	C1	C2	DE	AB/C1	C2/DE	White	Ethnic minority	
Unweighted Total	1148	374	727	742	948	918	879	810	70	465	635	279	267	309	293	327	393	360	339	720	299	1095	112	1148
Weighted Total	1148	967	776	725	948	904	861	792	69	546	583	321	256	294	276	267	323	207	244	589	451	958	156	1148
Labour	117	108	96	87	112	108	103	98	-	58	59	41	23	31	22	44	24	14	26	68	39	85	30	122
	10%	11%	12%	12%	12%	12%	12%	12%	-s	11%	10%	13%	9%	11%	8%	16%	8%	7%	11%	12%	9%	9%	20%	11%
Conservatives	103	91	70	68	85	83	81	71	4	60	41	20	22	33	26	35	33	6	19	69	25	84	15	103
	9%	9%	9%	9%	9%	9%	9%	9%	5%	11%	7%	6%	8%	11%	9%	13%	10%	3%	8%	12%	6%	9%	9%	9%
									s															
Liberal Democrats	52	50	45	44	48	47	45	45	1	26	26	11	11	11	18	17	17	8	5	34	12	46	5	59
	4%	5%	6%	6%	5%	5%	5%	6%	2%	5%	4%	3%	4%	4%	7%	6%	5%	4%	2%	6%	3%	5%	3%	5%
									s															
Scottish National Party	21	20	19	16	21	21	20	19	-	19	1	6	6	2	6	6	7	4	4	13	8	14	1	16
	2%	2%	2%	2%	2%	2%	2%	2%	-s	3%	*	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	1%
Plaid Cymru	4	4	3	2	3	3	3	3	-	2	1	1	1	*	1	1	-	1	2	1	3	4	*	6
	*	*	*	*	*	*	*	*	-s	*	*	*	*	*	*	*	*	*	1%	*	1%	*	*	1%
Reform UK	236	214	201	194	224	219	217	208	9	133	101	43	55	68	70	45	53	68	56	98	124	217	15	219
	21%	22%	26%	27%	24%	24%	25%	26%	12%	24%	17%	13%	21%	23%	25%	17%	16%	33%	23%	17%	27%	23%	10%	19%
									s															
Green Party	107	99	89	84	95	95	95	90	6	47	52	64	24	12	9	29	36	14	21	65	35	86	17	103
	9%	10%	12%	12%	10%	11%	11%	11%	9%	9%	9%	20%	9%	4%	3%	11%	11%	7%	9%	11%	8%	9%	11%	9%
									s															
Other	9	5	2	3	4	3	3	3	1	2	6	2	5	*	1	3	2	3	1	5	3	5	3	9
	1%	*	*	*	*	*	*	*	2%	*	1%	1%	2%	*	*	1%	1%	1%	1%	1%	1%	1%	2%	1%
									s															
None	178	136	88	79	115	107	99	89	26	76	100	37	43	44	53	29	53	28	51	82	79	141	32	182
	15%	14%	11%	11%	12%	12%	12%	11%	38%	14%	17%	12%	17%	15%	19%	11%	16%	13%	21%	14%	17%	15%	20%	16%
									s															
Don't know	324	242	164	148	241	218	196	167	22	122	195	96	66	91	70	58	97	63	60	154	123	275	37	329
	28%	25%	21%	20%	25%	24%	23%	21%	32%	22%	33%	30%	26%	31%	25%	22%	30%	30%	25%	26%	27%	29%	24%	29%
									s															

Fieldwork dates - Thursday 30th to Wednesday 5th November 2025.
Respondent Type : Probability sample, adults 18+, Great Britain, online KnowledgePanel
Source : Ipsos J25-007939-01
* = Less than 0.5%
s = Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:
<https://www.ipsos.uk/politicalandsocialtrends>



Table 28
Q25. Benefits. Which party do you think has the best policies...? Benefits

Base : All (Oct/Nov 2025)

	Total (Weighted)	Voting					Working status		Government		Work sector		Tenure							ONS Regions							Past vote (2024 General Election)							Qualifications			Unw. Tot.
		Labour	Conservative	Liberal Democrats (Lib Dem)	Reform UK	Green Party	Full-time working	Not full-time/Not working	Satisfied	Dissatisfied	Public	Private	Most paid	Owned outright	Private renter	Social renter	Renter	Total owner occupier	North east, Scot	Midlands (incl. E of England)	South east, London	Greater London	England	Scot	Wales		Lab	Con	Reform UK	Lib	ONS Incl. Lib Dem	No qual ¹	Other qual ²	Degree			
Unweighted Total	1148	180	179	164	132	283	491	645	122	951	311	835	276	463	146	122	270	817	280	314	270	142	161	96	71	788	215	117	100	217	168	100	464	1148			
Unweighted %	100%	16%	15%	14%	11%	25%	43%	56%	10%	83%	27%	70%	24%	40%	13%	11%	23%	71%	24%	28%	24%	12%	14%	8%	6%	69%	18%	10%	9%	18%	15%	22%	40%	100%			
Labour	117	77	9	11	8	54	83	59	51	41	81	44	39	20	10	30	83	32	38	29	21	110	4	4	56	13	4	12	19	13	50	55	122				
	10%	42%	6%	10%	3%	19%	13%	9%	13%	6%	10%	10%	10%	10%	10%	10%	10%	11%	9%	11%	14%	11%	4%	7%	23%	6%	3%	10%	9%	7%	9%	11%	11%				
Conservatives	101	8	65	9	11	55	48	9	91	26	85	38	41	12	8	20	79	20	27	36	14	96	5	1	9	55	5	7	12	11	58	30	103				
	9%	4%	40%	9%	4%	1%	30%	4%	7%	10%	8%	10%	11%	9%	8%	5%	10%	7%	9%	13%	9%	10%	5%	1%	4%	26%	4%	8%	5%	6%	10%	8%	9%				
Liberal Democrats	52	10	2	27	1	25	27	6	36	9	35	16	28	6	2	7	44	7	8	29	4	47	3	1	7	5	1	26	31	5	19	27	59				
	4%	4%	1%	27%	2%	9%	4%	1%	4%	3%	4%	5%	6%	4%	1%	2%	6%	2%	3%	11%	3%	5%	1%	1%	1%	7%	2%	2%	14%	3%	3%	8%	5%				
Scottish National Party	21	2	1	1	1	10	10	1	18	5	13	3	9	4	3	8	12	1	1	1	1	1	1	1	4	1	1	1	1	14	4	10	6	16			
	2%	1%	0%	1%	0%	3%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	2%	2%	2%	2%				
Plaid Cymru	4	1	1	1	1	4	4	1	4	1	1	1	1	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	6				
	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
Reform UK	236	2	21	2	201	111	125	6	228	56	159	67	104	21	40	61	171	71	89	49	24	213	13	11	27	53	100	4	11	46	140	47	219				
	21%	1%	1%	1%	71%	23%	20%	1%	27%	18%	19%	10%	23%	14%	26%	20%	22%	25%	28%	18%	16%	21%	13%	11%	10%	25%	70%	3%	6%	24%	24%	13%	19%				
Green Party	107	12	1	7	77	62	41	11	89	40	51	49	30	22	2	24	79	24	34	16	20	95	11	2	40	1	1	8	44	5	51	51	103				
	9%	6%	1%	7%	27%	13%	8%	1%	11%	13%	6%	14%	7%	14%	1%	24%	10%	8%	11%	6%	14%	10%	11%	3%	11%	1%	0%	5%	20%	8%	14%	14%	10%				
Other	9	1	1	1	1	3	2	1	9	3	6	4	2	1	1	1	6	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	9				
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%				
None	178	19	11	15	18	69	108	7	166	46	101	38	63	26	40	66	101	44	45	38	26	152	12	14	37	34	3	15	35	47	81	49	182				
	15%	10%	10%	10%	6%	12%	13%	1%	16%	14%	10%	11%	11%	17%	26%	21%	13%	16%	15%	14%	17%	15%	12%	16%	14%	16%	2%	17%	10%	25%	14%	14%	16%				
Don't know	124	13	29	30	17	136	184	29	254	104	171	90	121	41	50	90	215	79	91	64	40	274	11	18	83	47	30	20	49	59	170	84	339				
	10%	2%	2%	2%	6%	26%	29%	2%	30%	22%	21%	20%	20%	20%	16%	23%	27%	28%	30%	24%	27%	28%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%				

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