Deltapoll Survey Results

Sample Size: 1,932 Adults in Great Britain
Fieldwork: 23rd to 26th October 2026

DELTAPOLL

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
Weighted Sample	2618	1318	1300	280	388	901	430	619
Unweighted Sample	1932	910	1022	205	294	665	319	449

General Election Voting Intention

[Excluding 'Don't know' and 'Would not vote']

Conservative	**21%**	18%	24%	7%	11%	21%	20%	34%
Labour	**32%**	35%	29%	33%	38%	35%	31%	24%
Liberal Democrat	**7%**	7%	7%	9%	4%	6%	6%	9%
Reform UK	**25%**	27%	23%	19%	24%	24%	30%	26%
Scottish National Party	**4%**	4%	4%	2%	5%	4%	5%	2%
Plaid Cymru	**1%**	1%	1%	1%	1%	1%	1%	2%
Green	**8%**	6%	9%	22%	16%	6%	3%	2%
Other	**3%**	3%	4%	6%	3%	3%	4%	2%

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that it lies within 2 points.

For more information please see www.deltapoll.co.uk/methods

Deltapoll Survey Results

Sample Size: 1,932 Adults in Great Britain
Fieldwork: 23rd to 26th October 2026

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
Weighted Sample	2618	439	710	700	719	1030	907
Unweighted Sample	1932	324	525	539	510	633	630
General Election Voting Intention							
[Excluding 'Don't know' and 'Would not vote']							
Conservative	**21%**	9%	17%	20%	30%	20%	26%
Labour	**32%**	33%	38%	32%	26%	47%	15%
Liberal Democrat	**7%**	7%	5%	7%	8%	10%	4%
Reform UK	**25%**	20%	24%	28%	26%	9%	45%
Scottish National Party	**4%**	4%	3%	5%	3%	5%	2%
Plaid Cymru	**1%**	0%	1%	1%	2%	2%	1%
Green	**8%**	22%	8%	5%	3%	6%	2%
Other	**3%**	4%	4%	3%	3%	1%	5%

Deltapoll Survey Results

Sample Size: 1,932 Adults in Great Britain
Fieldwork: 23rd to 26th October 2026

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
Weighted Sample	2618	518	856	183	361	230
Unweighted Sample	1932	301	559	114	221	178

General Election Voting Intention

[Excluding 'Don't know' and 'Would not vote']

Conservative	**21%**	69%	7%	12%	6%	4%
Labour	**32%**	6%	72%	13%	4%	15%
Liberal Democrat	**7%**	2%	4%	59%	0%	3%
Reform UK	**25%**	22%	8%	9%	82%	5%
Scottish National Party	**4%**	0%	2%	0%	0%	33%
Plaid Cymru	**1%**	0%	1%	0%	0%	7%
Green	**8%**	0%	5%	6%	1%	31%
Other	**3%**	1%	1%	1%	7%	2%

Deltapoll Survey Results

Sample Size: 1,932 Adults in Great Britain
Fieldwork: 23rd to 26th October 2026

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
Weighted Sample	2618	339	843	453	628	128	227
Unweighted Sample	1932	220	620	325	485	108	174

General Election Voting Intention

[Excluding 'Don't know' and 'Would not vote']

Conservative	**21%**	21%	27%	19%	18%	17%	8%
Labour	**32%**	35%	25%	38%	40%	24%	23%
Liberal Democrat	**7%**	7%	11%	5%	4%	4%	4%
Reform UK	**25%**	22%	26%	24%	27%	27%	18%
Scottish National Party	**4%**	0%	0%	0%	0%	0%	43%
Plaid Cymru	**1%**	0%	0%	0%	0%	22%	0%
Green	**8%**	11%	9%	9%	7%	4%	4%
Other	**3%**	4%	3%	4%	5%	1%	1%

Deltapoll Survey Results

Sample Size: 1,932 Adults in Great Britain
Fieldwork: 23rd to 26th October 2026

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
Weighted Sample	2618	1679	930	540	829	179	650	207	184
Unweighted Sample	1932	1022	885	307	515	118	402	127	114

General Election Voting Intention

[Excluding 'Don't know' and 'Would not vote']

Conservative	**21%**	24%	14%	100%	0%	0%	0%	0%	0%
Labour	**32%**	34%	27%	0%	100%	0%	0%	0%	0%
Liberal Democrat	**7%**	7%	6%	0%	0%	100%	0%	0%	0%
Reform UK	**25%**	19%	35%	0%	0%	0%	100%	0%	0%
Scottish National Party	**4%**	3%	5%	0%	0%	0%	0%	0%	53%
Plaid Cymru	**1%**	1%	1%	0%	0%	0%	0%	0%	0%
Green	**8%**	8%	9%	0%	0%	0%	0%	100%	0%
Other	**3%**	3%	4%	0%	0%	0%	0%	0%	47%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1933	936	997	251	267	640	332	442
Unweighted Sample	1932	910	1022	205	294	665	319	449

For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The Prime Minister, Andy Burnham

Very well	**18%**	24%	13%	23%	24%	18%	18%	14%
Quite well	**37%**	34%	39%	42%	38%	36%	41%	32%
Quite badly	**19%**	15%	22%	17%	24%	16%	14%	25%
Very badly	**16%**	16%	16%	4%	9%	19%	19%	22%
Don't know	**9%**	10%	9%	14%	6%	11%	9%	7%
Well (All)	**55%**	58%	53%	65%	62%	54%	59%	46%
Badly (All)	**35%**	32%	38%	21%	33%	35%	33%	47%
Net Approval	**+20**	+26	+15	+44	+29	+19	+26	-1

The leader of the Conservative Party, Kemi Badenoch

Very well	**13%**	14%	12%	8%	14%	8%	16%	19%
Quite well	**36%**	35%	36%	23%	26%	36%	42%	44%
Quite badly	**23%**	22%	23%	28%	26%	23%	21%	18%
Very badly	**16%**	20%	13%	29%	15%	16%	11%	14%
Don't know	**13%**	8%	17%	12%	20%	16%	11%	5%
Well (All)	**48%**	49%	48%	31%	40%	44%	58%	62%
Badly (All)	**39%**	43%	35%	57%	40%	40%	31%	33%
Net Approval	**+9**	+6	+13	-26	0	+4	+27	+29

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1933	357	495	530	505	713	622
Unweighted Sample	1932	324	525	539	510	633	630

For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The Prime Minister, Andy Burnham

Very well	**18%**	25%	20%	18%	15%	29%	9%
Quite well	**37%**	37%	38%	39%	34%	42%	28%
Quite badly	**19%**	19%	19%	15%	22%	17%	24%
Very badly	**16%**	8%	15%	17%	23%	7%	31%
Don't know	**9%**	12%	8%	12%	7%	5%	9%
Well (All)	**55%**	62%	58%	57%	49%	71%	37%
Badly (All)	**35%**	27%	34%	32%	44%	24%	54%
Net Approval	**+20**	+35	+24	+25	+5	+47	-17

The leader of the Conservative Party, Kemi Badenoch

Very well	**13%**	12%	9%	12%	17%	13%	17%
Quite well	**36%**	23%	32%	42%	39%	36%	44%
Quite badly	**23%**	24%	24%	20%	23%	26%	15%
Very badly	**16%**	26%	14%	15%	15%	17%	12%
Don't know	**13%**	15%	20%	12%	6%	8%	12%
Well (All)	**48%**	35%	41%	53%	56%	49%	61%
Badly (All)	**39%**	51%	39%	35%	37%	43%	27%
Net Approval	**+9**	-16	+2	+18	+19	+6	+34

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain	1933	361	584	107	235	155
Unweighted Sample	1932	301	559	114	221	178

For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The Prime Minister, Andy Burnham

Very well	**18%**	9%	36%	14%	4%	23%
Quite well	**37%**	26%	43%	45%	28%	43%
Quite badly	**19%**	33%	11%	28%	19%	15%
Very badly	**16%**	25%	7%	10%	37%	13%
Don't know	**9%**	7%	2%	3%	12%	6%
Well (All)	**55%**	35%	79%	59%	32%	66%
Badly (All)	**35%**	58%	18%	37%	56%	29%
Net Approval	**+20**	-23	+61	+22	-24	+37

The leader of the Conservative Party, Kemi Badenoch

Very well	**13%**	35%	8%	11%	7%	2%
Quite well	**36%**	49%	30%	41%	49%	25%
Quite badly	**23%**	8%	28%	37%	24%	24%
Very badly	**16%**	2%	23%	9%	12%	35%
Don't know	**13%**	6%	11%	2%	7%	14%
Well (All)	**48%**	85%	38%	51%	56%	27%
Badly (All)	**39%**	10%	51%	47%	36%	59%
Net Approval	**+9**	+75	-13	+4	+20	-32

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	1933	248	634	325	467	89	170
Unweighted Sample	1932	220	620	325	485	108	174

For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The Prime Minister, Andy Burnham

Very well	**18%**	19%	12%	19%	26%	7%	25%
Quite well	**37%**	33%	38%	35%	37%	51%	36%
Quite badly	**19%**	25%	20%	21%	14%	13%	17%
Very badly	**16%**	14%	19%	18%	14%	10%	12%
Don't know	**9%**	10%	11%	6%	8%	19%	11%
Well (All)	**55%**	52%	50%	54%	63%	58%	60%
Badly (All)	**35%**	39%	39%	40%	29%	24%	29%
Net Approval	**+20**	+13	+11	+14	+34	+34	+31

The leader of the Conservative Party, Kemi Badenoch

Very well	**13%**	19%	13%	12%	14%	9%	4%
Quite well	**36%**	35%	37%	40%	32%	35%	35%
Quite badly	**23%**	21%	21%	26%	23%	20%	26%
Very badly	**16%**	22%	13%	12%	15%	31%	22%
Don't know	**13%**	3%	16%	10%	17%	5%	13%
Well (All)	**48%**	54%	50%	52%	45%	44%	39%
Badly (All)	**39%**	44%	34%	38%	38%	51%	48%
Net Approval	**+9**	+10	+16	+14	+7	-7	-9

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1933	1181	746	353	567	111	382	133	93
Unweighted Sample	1932	1022	885	307	515	118	402	127	114

For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The Prime Minister, Andy Burnham

Very well	**18%**	21%	14%	10%	45%	14%	3%	10%	16%
Quite well	**37%**	38%	36%	28%	47%	60%	21%	40%	36%
Quite badly	**19%**	20%	17%	39%	4%	15%	23%	19%	16%
Very badly	**16%**	15%	19%	18%	0%	7%	43%	19%	25%
Don't know	**9%**	6%	15%	5%	4%	3%	10%	13%	7%
Well (All)	**55%**	59%	50%	38%	92%	75%	24%	50%	52%
Badly (All)	**35%**	35%	35%	57%	5%	22%	66%	37%	41%
Net Approval	**+20**	+24	+15	-19	+87	+53	-42	+13	+11

The leader of the Conservative Party, Kemi Badenoch

Very well	**13%**	15%	10%	46%	5%	6%	8%	3%	3%
Quite well	**36%**	36%	35%	43%	35%	38%	43%	6%	43%
Quite badly	**23%**	23%	22%	4%	27%	42%	27%	32%	21%
Very badly	**16%**	15%	19%	1%	21%	13%	14%	49%	23%
Don't know	**13%**	11%	15%	6%	11%	2%	8%	10%	10%
Well (All)	**48%**	51%	45%	89%	41%	44%	51%	8%	46%
Badly (All)	**39%**	38%	41%	5%	48%	54%	41%	82%	45%
Net Approval	**+9**	+13	+4	+84	-7	-10	+10	-74	+1

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1933	936	997	251	267	640	332	442
Unweighted Sample	1932	910	1022	205	294	665	319	449
The leader of the Reform Party, Nigel Farage								
Very well	**13%**	15%	10%	7%	11%	14%	18%	11%
Quite well	**23%**	26%	21%	16%	33%	24%	25%	20%
Quite badly	**17%**	15%	19%	16%	16%	15%	22%	18%
Very badly	**38%**	36%	39%	47%	31%	36%	29%	45%
Don't know	**9%**	8%	10%	15%	10%	11%	5%	7%
Well (All)	**36%**	41%	32%	22%	44%	38%	43%	31%
Badly (All)	**55%**	51%	58%	63%	47%	51%	52%	62%
Net Approval	**-19**	-10	-26	-41	-3	-13	-9	-31
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?								
A Conservative government led by Kemi Badenoch with Andrew Griffith as Chancellor of the Exchequer	**34%**	32%	36%	20%	30%	29%	38%	48%
A Labour government led by Andy Burnham with John Healey as Chancellor of the Exchequer	**47%**	53%	42%	59%	54%	49%	41%	38%
Don't know	**19%**	15%	22%	22%	16%	22%	20%	13%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1933	357	495	530	505	713	622
Unweighted Sample	1932	324	525	539	510	633	630
The leader of the Reform Party, Nigel Farage							
Very well	**13%**	8%	15%	13%	13%	6%	24%
Quite well	**23%**	22%	27%	25%	21%	19%	33%
Quite badly	**17%**	16%	13%	21%	16%	14%	18%
Very badly	**38%**	39%	34%	35%	42%	57%	17%
Don't know	**9%**	15%	11%	6%	7%	4%	8%
Well (All)	**36%**	30%	42%	38%	34%	25%	57%
Badly (All)	**55%**	55%	47%	56%	58%	70%	35%
Net Approval	**-19**	-25	-5	-18	-24	-45	+22
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?							
A Conservative government led by Kemi Badenoch with Andrew Griffith as Chancellor of the Exchequer	**34%**	24%	27%	36%	44%	25%	54%
A Labour government led by Andy Burnham with John Healey as Chancellor of the Exchequer	**47%**	58%	51%	44%	40%	62%	30%
Don't know	**19%**	18%	22%	20%	16%	12%	17%

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain	1933	361	584	107	235	155
Unweighted Sample	1932	301	559	114	221	178
The leader of the Reform Party, Nigel Farage						
Very well	**13%**	12%	7%	7%	50%	3%
Quite well	**23%**	32%	19%	19%	35%	11%
Quite badly	**17%**	21%	15%	16%	8%	17%
Very badly	**38%**	30%	51%	52%	4%	62%
Don't know	**9%**	4%	7%	5%	3%	7%
Well (All)	**36%**	44%	26%	26%	85%	14%
Badly (All)	**55%**	52%	66%	68%	12%	79%
Net Approval	**-19**	-8	-40	-42	+73	-65
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?						
A Conservative government led by Kemi Badenoch with Andrew Griffith as Chancellor of the Exchequer	**34%**	81%	13%	34%	53%	11%
A Labour government led by Andy Burnham with John Healey as Chancellor of the Exchequer	**47%**	14%	78%	40%	23%	66%
Don't know	**19%**	5%	9%	26%	24%	22%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	1933	248	634	325	467	89	170
Unweighted Sample	1932	220	620	325	485	108	174
The leader of the Reform Party, Nigel Farage							
Very well	**13%**	13%	11%	17%	12%	11%	13%
Quite well	**23%**	37%	19%	21%	25%	27%	18%
Quite badly	**17%**	11%	19%	21%	14%	19%	20%
Very badly	**38%**	31%	40%	34%	37%	37%	46%
Don't know	**9%**	8%	11%	7%	11%	5%	3%
Well (All)	**36%**	50%	30%	38%	37%	39%	31%
Badly (All)	**55%**	41%	59%	55%	51%	57%	66%
Net Approval	**-19**	+9	-29	-17	-14	-18	-35
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?							
A Conservative government led by Kemi Badenoch with Andrew Griffith as Chancellor of the Exchequer	**34%**	37%	40%	40%	26%	29%	19%
A Labour government led by Andy Burnham with John Healey as Chancellor of the Exchequer	**47%**	43%	38%	46%	58%	48%	60%
Don't know	**19%**	20%	22%	13%	16%	23%	21%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1933	1181	746	353	567	111	382	133	93
Unweighted Sample	1932	1022	885	307	515	118	402	127	114
The leader of the Reform Party, Nigel Farage									
Very well	**13%**	11%	16%	9%	2%	5%	48%	1%	3%
Quite well	**23%**	25%	22%	23%	19%	12%	42%	4%	33%
Quite badly	**17%**	16%	19%	25%	17%	20%	7%	11%	15%
Very badly	**38%**	41%	32%	37%	53%	61%	2%	70%	34%
Don't know	**9%**	8%	12%	6%	9%	1%	1%	14%	16%
Well (All)	**36%**	35%	37%	32%	21%	18%	90%	5%	36%
Badly (All)	**55%**	57%	51%	62%	70%	81%	9%	81%	48%
Net Approval	**-19**	-22	-14	-30	-49	-63	+81	-76	-12
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?									
A Conservative government led by Kemi Badenoch with Andrew Griffith as Chancellor of the Exchequer	**34%**	35%	33%	90%	4%	27%	51%	18%	31%
A Labour government led by Andy Burnham with John Healey as Chancellor of the Exchequer	**47%**	51%	42%	7%	94%	56%	24%	60%	37%
Don't know	**19%**	14%	25%	3%	2%	17%	25%	21%	32%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Who Would Vote in a Second Referendum	**1661**	836	826	197	236	550	287	391
Unweighted Sample	**1560**	781	779	147	225	537	262	389
And if there were a second referendum on British membership of the European Union, how would you vote?								
To stay out of the European Union	**34%**	35%	32%	15%	19%	31%	40%	51%
To re-join the European Union	**66%**	65%	68%	85%	81%	69%	60%	49%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	**1932**	**930**	**1002**	**223**	**248**	**749**	**278**	**434**
Unweighted Sample	**1932**	**910**	**1022**	**205**	**294**	**665**	**319**	**449**
How would you describe your own household's financial situation at the present time?								
Very strong	**4%**	5%	2%	5%	6%	2%	6%	3%
Fairly strong	**22%**	27%	18%	24%	15%	17%	28%	30%
Neither strong nor weak	**38%**	37%	39%	35%	37%	38%	40%	40%
Fairly weak	**24%**	22%	26%	23%	26%	30%	15%	19%
Very weak	**11%**	9%	13%	8%	15%	13%	10%	7%
Don't know	**1%**	1%	2%	4%	3%	0%	2%	0%
Strong (All)	**26%**	32%	20%	29%	20%	19%	33%	34%
Weak (All)	**35%**	30%	39%	32%	40%	43%	24%	26%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Who Would Vote in a Second Referendum	**1661**	295	421	455	448	669	557
Unweighted Sample	**1560**	238	412	444	436	591	554
And if there were a second referendum on British membership of the European Union, how would you vote?							
To stay out of the European Union	**34%**	16%	31%	29%	49%	8%	74%
To re-join the European Union	**66%**	84%	69%	71%	51%	92%	26%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	**1932**	**303**	**558**	**565**	**473**	**356**	**562**
Unweighted Sample	**1932**	**324**	**525**	**539**	**510**	**301**	**559**
How would you describe your own household's financial situation at the present time?							
Very strong	**4%**	4%	3%	4%	4%	3%	4%
Fairly strong	**22%**	24%	15%	19%	30%	22%	23%
Neither strong nor weak	**38%**	31%	40%	38%	40%	41%	35%
Fairly weak	**24%**	24%	31%	22%	18%	23%	26%
Very weak	**11%**	11%	10%	15%	8%	9%	12%
Don't know	**1%**	5%	0%	1%	0%	1%	0%
Strong (All)	**26%**	28%	18%	23%	34%	25%	27%
Weak (All)	**35%**	35%	41%	37%	26%	32%	38%

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
All Who Would Vote in a Second Referendum	**1661**	323	544	100	223	134
Unweighted Sample	**1560**	268	507	102	199	152
And if there were a second referendum on British membership of the European Union, how would you vote?						
To stay out of the European Union	**34%**	58%	21%	17%	67%	24%
To re-join the European Union	**66%**	42%	79%	83%	33%	76%

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain	**1932**	**185**	**214**	**229**	**747**	**813**
Unweighted Sample	**1932**	**114**	**221**	**178**	**633**	**630**
How would you describe your own household's financial situation at the present time?						
Very strong	**4%**	5%	4%	7%	2%	2%
Fairly strong	**22%**	29%	21%	21%	26%	20%
Neither strong nor weak	**38%**	39%	38%	40%	31%	42%
Fairly weak	**24%**	17%	28%	23%	24%	23%
Very weak	**11%**	8%	8%	10%	17%	11%
Don't know	**1%**	2%	0%	0%	0%	2%
Strong (All)	**26%**	34%	25%	28%	28%	22%
Weak (All)	**35%**	25%	37%	32%	40%	34%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Who Would Vote in a Second Referendum	**1661**	223	517	277	417	77	150
Unweighted Sample	**1560**	186	489	256	399	85	145
And if there were a second referendum on British membership of the European Union, how would you vote?							
To stay out of the European Union	**34%**	29%	34%	37%	38%	36%	19%
To re-join the European Union	**66%**	71%	66%	63%	62%	64%	81%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	**1932**	**260**	**630**	**319**	**460**	**95**	**168**
Unweighted Sample	**1932**	**220**	**620**	**325**	**485**	**108**	**174**
How would you describe your own household's financial situation at the present time?							
Very strong	**4%**	4%	3%	3%	7%	3%	1%
Fairly strong	**22%**	18%	24%	25%	21%	18%	23%
Neither strong nor weak	**38%**	33%	36%	41%	41%	45%	35%
Fairly weak	**24%**	32%	26%	20%	20%	19%	24%
Very weak	**11%**	13%	10%	8%	11%	11%	16%
Don't know	**1%**	0%	1%	2%	1%	5%	1%
Strong (All)	**26%**	22%	26%	28%	28%	21%	24%
Weak (All)	**35%**	45%	36%	29%	31%	29%	41%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Who Would Vote in a Second Referendum	**1661**	1064	593	313	538	100	345	126	75
Unweighted Sample	**1560**	900	649	273	461	106	350	113	93
And if there were a second referendum on British membership of the European Union, how would you vote?									
To stay out of the European Union	**34%**	33%	34%	54%	14%	12%	63%	18%	41%
To re-join the European Union	**66%**	67%	66%	46%	86%	88%	37%	82%	59%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	**1932**	**1082**	**825**	**338**	**475**	**179**	**387**	**127**	**265**
Unweighted Sample	**1932**	**1054**	**853**	**307**	**515**	**118**	**402**	**127**	**262**
How would you describe your own household's financial situation at the present time?									
Very strong	**4%**	4%	4%	5%	5%	3%	5%	1%	1%
Fairly strong	**22%**	27%	16%	28%	27%	23%	19%	12%	12%
Neither strong nor weak	**38%**	38%	38%	38%	36%	46%	36%	45%	39%
Fairly weak	**24%**	21%	27%	18%	25%	22%	27%	28%	33%
Very weak	**11%**	7%	16%	10%	7%	7%	13%	14%	15%
Don't know	**1%**	2%	0%	2%	0%	0%	1%	0%	1%
Strong (All)	**26%**	31%	19%	33%	32%	26%	24%	13%	13%
Weak (All)	**35%**	28%	43%	28%	32%	28%	40%	41%	47%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1932	930	1002	223	248	749	278	434
Unweighted Sample	1932	910	1022	205	294	665	319	449
How would you describe the United Kingdom's economic situation at the present time?								
Very strong	**2%**	4%	1%	7%	5%	2%	0%	0%
Fairly strong	**6%**	9%	3%	8%	12%	5%	6%	3%
Neither strong nor weak	**22%**	24%	21%	26%	16%	23%	26%	20%
Fairly weak	**47%**	44%	49%	40%	43%	46%	49%	51%
Very weak	**21%**	18%	24%	13%	21%	23%	18%	25%
Don't know	**2%**	1%	2%	6%	3%	1%	0%	1%
Strong (All)	**8%**	13%	4%	15%	17%	7%	6%	3%
Weak (All)	**68%**	62%	73%	53%	64%	69%	67%	77%
Thinking about your own household's financial situation, how do you think it has changed over the last twelve months, if at all?								
Got a lot better	**3%**	3%	2%	5%	6%	2%	1%	1%
Got a little better	**11%**	16%	7%	18%	13%	10%	12%	9%
Stayed the same	**28%**	30%	26%	24%	22%	27%	30%	35%
Got a little worse	**37%**	34%	39%	32%	31%	37%	41%	40%
Got a lot worse	**20%**	16%	23%	16%	24%	24%	16%	14%
Don't know	**1%**	1%	2%	6%	3%	0%	0%	1%
Got better (All)	**14%**	19%	9%	23%	20%	12%	13%	11%
Got worse (All)	**56%**	50%	63%	48%	55%	61%	57%	54%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1932	303	558	565	473	356	562
Unweighted Sample	1932	324	525	539	510	301	559
How would you describe the United Kingdom's economic situation at the present time?							
Very strong	**2%**	6%	3%	1%	0%	2%	1%
Fairly strong	**6%**	9%	7%	6%	3%	7%	4%
Neither strong nor weak	**22%**	23%	24%	22%	20%	26%	17%
Fairly weak	**47%**	40%	47%	44%	53%	47%	48%
Very weak	**21%**	16%	18%	26%	24%	17%	28%
Don't know	**2%**	6%	1%	1%	1%	1%	1%
Strong (All)	**8%**	15%	11%	7%	3%	8%	6%
Weak (All)	**68%**	56%	65%	70%	77%	64%	76%
Thinking about your own household's financial situation, how do you think it has changed over the last twelve months, if at all?							
Got a lot better	**3%**	6%	3%	1%	2%	3%	2%
Got a little better	**11%**	16%	11%	11%	9%	12%	9%
Stayed the same	**28%**	24%	29%	22%	36%	30%	27%
Got a little worse	**37%**	26%	36%	42%	38%	37%	39%
Got a lot worse	**20%**	21%	20%	24%	14%	17%	22%
Don't know	**1%**	7%	1%	0%	1%	1%	0%
Got better (All)	**14%**	22%	14%	12%	11%	14%	12%
Got worse (All)	**56%**	48%	56%	66%	52%	55%	61%

		Total	GE 2024 Vote				
			Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain		1932	185	214	229	747	813
Unweighted Sample		1932	114	221	178	633	630
How would you describe the United Kingdom's economic situation at the present time?							
Very strong	**2%**		1%	3%	1%	2%	3%
Fairly strong	**6%**		4%	9%	3%	6%	6%
Neither strong nor weak	**22%**		20%	24%	28%	15%	20%
Fairly weak	**47%**		48%	49%	43%	47%	53%
Very weak	**21%**		26%	15%	25%	29%	16%
Don't know	**2%**		0%	1%	0%	1%	2%
Strong (All)	**8%**		5%	11%	4%	9%	9%
Weak (All)	**68%**		74%	64%	68%	76%	69%
Thinking about your own household's financial situation, how do you think it has changed over the last twelve months, if at all?							
Got a lot better	**3%**		2%	4%	4%	2%	1%
Got a little better	**11%**		12%	14%	10%	10%	8%
Stayed the same	**28%**		29%	32%	24%	29%	27%
Got a little worse	**37%**		41%	33%	40%	37%	41%
Got a lot worse	**20%**		17%	16%	22%	22%	21%
Don't know	**1%**		0%	1%	0%	0%	2%
Got better (All)	**14%**		14%	18%	13%	12%	9%
Got worse (All)	**56%**		57%	49%	63%	59%	62%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	1932	260	630	319	460	95	168
Unweighted Sample	1932	220	620	325	485	108	174
How would you describe the United Kingdom's economic situation at the present time?							
Very strong	**2%**	5%	1%	3%	2%	0%	1%
Fairly strong	**6%**	8%	6%	7%	6%	6%	2%
Neither strong nor weak	**22%**	20%	22%	26%	23%	15%	22%
Fairly weak	**47%**	49%	48%	41%	44%	49%	53%
Very weak	**21%**	17%	22%	19%	24%	25%	21%
Don't know	**2%**	0%	2%	3%	1%	4%	1%
Strong (All)	**8%**	14%	7%	10%	8%	7%	3%
Weak (All)	**68%**	66%	70%	61%	68%	74%	74%
Thinking about your own household's financial situation, how do you think it has changed over the last twelve months, if at all?							
Got a lot better	**3%**	4%	1%	2%	4%	8%	1%
Got a little better	**11%**	16%	10%	13%	10%	15%	9%
Stayed the same	**28%**	23%	30%	32%	29%	25%	23%
Got a little worse	**37%**	39%	37%	32%	39%	23%	43%
Got a lot worse	**20%**	17%	21%	19%	16%	24%	23%
Don't know	**1%**	1%	1%	2%	1%	5%	1%
Got better (All)	**14%**	20%	11%	15%	14%	23%	10%
Got worse (All)	**56%**	57%	58%	51%	56%	47%	66%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1932	1082	825	338	475	179	387	127	265
Unweighted Sample	1932	1054	853	307	515	118	402	127	262
How would you describe the United Kingdom's economic situation at the present time?									
Very strong	**2%**	2%	2%	1%	5%	2%	2%	1%	0%
Fairly strong	**6%**	6%	6%	6%	12%	6%	3%	7%	4%
Neither strong nor weak	**22%**	22%	23%	20%	28%	30%	14%	21%	21%
Fairly weak	**47%**	48%	45%	46%	45%	48%	46%	58%	51%
Very weak	**21%**	21%	22%	27%	11%	14%	32%	14%	21%
Don't know	**2%**	1%	2%	0%	0%	0%	2%	0%	2%
Strong (All)	**8%**	8%	8%	7%	16%	7%	5%	8%	5%
Weak (All)	**68%**	69%	67%	73%	56%	62%	79%	71%	73%
Thinking about your own household's financial situation, how do you think it has changed over the last twelve months, if at all?									
Got a lot better	**3%**	3%	2%	2%	6%	2%	2%	3%	1%
Got a little better	**11%**	13%	9%	9%	19%	13%	8%	13%	9%
Stayed the same	**28%**	28%	29%	32%	33%	21%	27%	24%	28%
Got a little worse	**37%**	38%	35%	39%	30%	41%	41%	33%	34%
Got a lot worse	**20%**	16%	24%	18%	12%	22%	22%	25%	25%
Don't know	**1%**	1%	2%	0%	0%	0%	1%	1%	2%
Got better (All)	**14%**	17%	11%	11%	25%	15%	10%	16%	10%
Got worse (All)	**56%**	54%	59%	57%	42%	64%	63%	59%	59%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1932	930	1002	223	248	749	278	434
Unweighted Sample	1932	910	1022	205	294	665	319	449

Thinking about your own household's financial situation, how do you think it will change over the next twelve months, if at all?

Get a lot better	**5%**	6%	3%	8%	9%	4%	3%	2%
Get a little better	**16%**	19%	13%	21%	23%	17%	12%	10%
Stay the same	**31%**	33%	30%	27%	28%	29%	37%	36%
Get a little worse	**29%**	25%	32%	26%	20%	29%	33%	34%
Get a lot worse	**15%**	14%	17%	13%	13%	17%	15%	16%
Don't know	**4%**	3%	4%	5%	9%	4%	1%	2%
Get better (All)	**20%**	25%	16%	29%	32%	22%	14%	11%
Get worse (All)	**44%**	39%	49%	39%	32%	46%	48%	50%

Thinking about the United Kingdom's economic situation, how do you think it has changed over the last twelve months, if at all?

Got a lot better	**1%**	2%	1%	4%	4%	1%	0%	1%
Got a little better	**9%**	11%	6%	11%	13%	10%	3%	6%
Stayed the same	**20%**	25%	16%	24%	20%	22%	22%	14%
Got a little worse	**40%**	40%	40%	37%	35%	38%	48%	44%
Got a lot worse	**26%**	19%	32%	17%	23%	27%	25%	32%
Don't know	**4%**	3%	5%	7%	5%	3%	3%	4%
Got better (All)	**10%**	13%	7%	15%	17%	11%	3%	7%
Got worse (All)	**66%**	59%	72%	54%	58%	64%	73%	76%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1932	303	558	565	473	356	562
Unweighted Sample	1932	324	525	539	510	301	559
Thinking about your own household's financial situation, how do you think it will change over the next twelve months, if at all?							
Get a lot better	**5%**	8%	7%	3%	2%	6%	2%
Get a little better	**16%**	20%	20%	15%	11%	16%	14%
Stay the same	**31%**	29%	29%	28%	38%	32%	31%
Get a little worse	**29%**	22%	26%	33%	32%	30%	30%
Get a lot worse	**15%**	15%	13%	19%	16%	10%	21%
Don't know	**4%**	7%	5%	3%	2%	5%	2%
Get better (All)	**20%**	28%	27%	18%	12%	23%	16%
Get worse (All)	**44%**	37%	39%	52%	47%	40%	51%
Thinking about the United Kingdom's economic situation, how do you think it has changed over the last twelve months, if at all?							
Got a lot better	**1%**	4%	2%	0%	0%	1%	1%
Got a little better	**9%**	11%	12%	6%	5%	11%	5%
Stayed the same	**20%**	23%	25%	18%	16%	21%	18%
Got a little worse	**40%**	35%	35%	43%	44%	42%	40%
Got a lot worse	**26%**	19%	22%	29%	31%	20%	35%
Don't know	**4%**	8%	3%	3%	3%	4%	2%
Got better (All)	**10%**	15%	14%	7%	6%	13%	6%
Got worse (All)	**66%**	54%	58%	72%	75%	62%	74%

		Total	GE 2024 Vote				
			Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain		1932	185	214	229	747	813
Unweighted Sample		1932	114	221	178	633	630
Thinking about your own household's financial situation, how do you think it will change over the next twelve months, if at all?							
Get a lot better	**5%**		2%	8%	4%	2%	6%
Get a little better	**16%**		17%	19%	15%	16%	11%
Stay the same	**31%**		33%	33%	33%	32%	29%
Get a little worse	**29%**		31%	26%	29%	26%	30%
Get a lot worse	**15%**		15%	13%	17%	22%	12%
Don't know	**4%**		2%	2%	2%	1%	12%
Get better (All)	**20%**		19%	27%	19%	18%	17%
Get worse (All)	**44%**		46%	39%	46%	49%	42%
Thinking about the United Kingdom's economic situation, how do you think it has changed over the last twelve months, if at all?							
Got a lot better	**1%**		0%	2%	1%	2%	1%
Got a little better	**9%**		8%	13%	8%	6%	8%
Stayed the same	**20%**		16%	22%	14%	22%	21%
Got a little worse	**40%**		47%	39%	44%	33%	42%
Got a lot worse	**26%**		28%	20%	27%	36%	26%
Don't know	**4%**		2%	5%	7%	2%	2%
Got better (All)	**10%**		8%	15%	9%	7%	9%
Got worse (All)	**66%**		74%	58%	71%	69%	68%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	1932	260	630	319	460	95	168
Unweighted Sample	1932	220	620	325	485	108	174
Thinking about your own household's financial situation, how do you think it will change over the next twelve months, if at all?							
Get a lot better	**5%**	9%	3%	4%	5%	9%	1%
Get a little better	**16%**	24%	13%	16%	17%	11%	13%
Stay the same	**31%**	23%	33%	36%	30%	34%	32%
Get a little worse	**29%**	27%	29%	25%	32%	27%	33%
Get a lot worse	**15%**	12%	19%	15%	13%	12%	15%
Don't know	**4%**	5%	3%	4%	3%	7%	6%
Get better (All)	**20%**	33%	16%	20%	22%	19%	14%
Get worse (All)	**44%**	39%	48%	40%	45%	39%	48%
Thinking about the United Kingdom's economic situation, how do you think it has changed over the last twelve months, if at all?							
Got a lot better	**1%**	3%	0%	2%	3%	0%	1%
Got a little better	**9%**	10%	6%	13%	10%	6%	6%
Stayed the same	**20%**	21%	21%	21%	21%	13%	16%
Got a little worse	**40%**	43%	40%	44%	35%	34%	46%
Got a lot worse	**26%**	19%	29%	17%	29%	36%	27%
Don't know	**4%**	4%	4%	3%	3%	10%	4%
Got better (All)	**10%**	13%	6%	14%	12%	7%	7%
Got worse (All)	**66%**	63%	69%	61%	64%	71%	73%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1932	1082	825	338	475	179	387	127	265
Unweighted Sample	1932	1054	853	307	515	118	402	127	262

Thinking about your own household's financial situation, how do you think it will change over the next twelve months, if at all?

Get a lot better	**5%**	6%	3%	2%	10%	2%	2%	7%	4%
Get a little better	**16%**	17%	15%	10%	25%	19%	13%	12%	11%
Stay the same	**31%**	33%	29%	35%	31%	35%	31%	23%	30%
Get a little worse	**29%**	29%	30%	30%	22%	29%	33%	32%	33%
Get a lot worse	**15%**	13%	19%	19%	8%	13%	21%	17%	17%
Don't know	**4%**	3%	4%	3%	4%	2%	2%	8%	6%
Get better (All)	**20%**	22%	19%	13%	35%	21%	15%	19%	15%
Get worse (All)	**44%**	41%	48%	49%	31%	42%	53%	49%	50%

Thinking about the United Kingdom's economic situation, how do you think it has changed over the last twelve months, if at all?

Got a lot better	**1%**	1%	1%	0%	4%	1%	1%	1%	1%
Got a little better	**9%**	9%	9%	6%	19%	11%	5%	5%	4%
Stayed the same	**20%**	18%	23%	16%	28%	15%	15%	19%	21%
Got a little worse	**40%**	42%	37%	45%	32%	49%	41%	48%	39%
Got a lot worse	**26%**	26%	25%	31%	13%	20%	36%	25%	32%
Don't know	**4%**	3%	4%	2%	5%	4%	3%	1%	3%
Got better (All)	**10%**	10%	10%	7%	22%	12%	6%	6%	5%
Got worse (All)	**66%**	69%	62%	76%	45%	69%	77%	73%	71%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1932	930	1002	223	248	749	278	434
Unweighted Sample	1932	910	1022	205	294	665	319	449
Thinking about the United Kingdom's economic situation, how do you think it will change over the next twelve months, if at all?								
Get a lot better	**3%**	4%	2%	6%	9%	3%	0%	1%
Get a little better	**13%**	16%	9%	16%	14%	15%	10%	8%
Stay the same	**25%**	28%	22%	26%	23%	24%	27%	24%
Get a little worse	**34%**	31%	37%	31%	27%	35%	41%	34%
Get a lot worse	**20%**	16%	23%	13%	17%	20%	19%	25%
Don't know	**6%**	4%	7%	8%	10%	3%	3%	9%
Get better (All)	**16%**	20%	11%	22%	23%	17%	11%	9%
Get worse (All)	**54%**	48%	60%	44%	45%	56%	60%	59%
Which of the following statements comes closest to your own view?								
What the United Kingdom is currently going through is mainly a result of political decisions taken by UK governments	**56%**	53%	58%	60%	66%	55%	57%	47%
What the United Kingdom is currently going through is mainly a result of events outside the control of UK governments	**34%**	40%	29%	26%	26%	34%	36%	43%
Don't know	**10%**	7%	12%	14%	8%	11%	7%	10%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1932	303	558	565	473	356	562
Unweighted Sample	1932	324	525	539	510	301	559
Thinking about the United Kingdom's economic situation, how do you think it will change over the next twelve months, if at all?							
Get a lot better	**3%**	5%	6%	1%	1%	3%	2%
Get a little better	**13%**	16%	15%	12%	8%	17%	8%
Stay the same	**25%**	26%	24%	24%	24%	23%	25%
Get a little worse	**34%**	30%	33%	36%	36%	35%	35%
Get a lot worse	**20%**	13%	19%	22%	24%	16%	26%
Don't know	**6%**	10%	2%	4%	7%	6%	4%
Get better (All)	**16%**	21%	22%	14%	9%	20%	10%
Get worse (All)	**54%**	43%	52%	58%	60%	50%	61%
Which of the following statements comes closest to your own view?							
What the United Kingdom is currently going through is mainly a result of political decisions taken by UK governments	**56%**	63%	58%	55%	50%	48%	61%
What the United Kingdom is currently going through is mainly a result of events outside the control of UK governments	**34%**	24%	33%	34%	42%	43%	32%
Don't know	**10%**	13%	9%	11%	9%	9%	8%

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain	1932	185	214	229	747	813
Unweighted Sample	1932	114	221	178	633	630
Thinking about the United Kingdom's economic situation, how do you think it will change over the next twelve months, if at all?						
Get a lot better	**3%**	2%	5%	2%	2%	4%
Get a little better	**13%**	7%	22%	8%	6%	10%
Stay the same	**25%**	26%	27%	22%	22%	23%
Get a little worse	**34%**	42%	27%	39%	36%	31%
Get a lot worse	**20%**	18%	14%	22%	31%	24%
Don't know	**6%**	4%	5%	7%	4%	9%
Get better (All)	**16%**	9%	27%	10%	8%	14%
Get worse (All)	**54%**	60%	41%	61%	67%	55%
Which of the following statements comes closest to your own view?						
What the United Kingdom is currently going through is mainly a result of political decisions taken by UK governments	**56%**	52%	51%	51%	73%	58%
What the United Kingdom is currently going through is mainly a result of events outside the control of UK governments	**34%**	42%	43%	35%	17%	30%
Don't know	**10%**	6%	6%	13%	10%	12%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	1932	260	630	319	460	95	168
Unweighted Sample	1932	220	620	325	485	108	174
Thinking about the United Kingdom's economic situation, how do you think it will change over the next twelve months, if at all?							
Get a lot better	**3%**	8%	1%	3%	4%	5%	1%
Get a little better	**13%**	16%	10%	13%	15%	5%	12%
Stay the same	**25%**	20%	26%	29%	23%	18%	25%
Get a little worse	**34%**	33%	38%	32%	33%	31%	32%
Get a lot worse	**20%**	18%	19%	17%	22%	29%	22%
Don't know	**6%**	6%	6%	7%	3%	12%	7%
Get better (All)	**16%**	24%	11%	16%	19%	10%	13%
Get worse (All)	**54%**	51%	57%	48%	55%	60%	54%
Which of the following statements comes closest to your own view?							
What the United Kingdom is currently going through is mainly a result of political decisions taken by UK governments	**56%**	59%	55%	52%	59%	53%	50%
What the United Kingdom is currently going through is mainly a result of events outside the control of UK governments	**34%**	34%	33%	37%	34%	31%	40%
Don't know	**10%**	7%	12%	10%	8%	16%	10%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1932	1082	825	338	475	179	387	127	265
Unweighted Sample	1932	1054	853	307	515	118	402	127	262
Thinking about the United Kingdom's economic situation, how do you think it will change over the next twelve months, if at all?									
Get a lot better	**3%**	4%	2%	3%	6%	7%	2%	3%	2%
Get a little better	**13%**	13%	12%	7%	31%	11%	4%	10%	7%
Stay the same	**25%**	23%	27%	22%	29%	24%	20%	22%	24%
Get a little worse	**34%**	36%	33%	43%	24%	35%	37%	33%	32%
Get a lot worse	**20%**	20%	20%	21%	7%	17%	33%	21%	27%
Don't know	**6%**	5%	6%	4%	4%	6%	4%	11%	8%
Get better (All)	**16%**	17%	14%	10%	37%	17%	6%	13%	9%
Get worse (All)	**54%**	55%	53%	65%	30%	53%	70%	54%	59%
Which of the following statements comes closest to your own view?									
What the United Kingdom is currently going through is mainly a result of political decisions taken by UK governments	**56%**	56%	54%	54%	46%	42%	74%	68%	65%
What the United Kingdom is currently going through is mainly a result of events outside the control of UK governments	**34%**	35%	35%	41%	49%	43%	17%	19%	24%
Don't know	**10%**	9%	11%	5%	5%	15%	9%	12%	11%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1932	930	1002	223	248	749	278	434
Unweighted Sample	1932	910	1022	205	294	665	319	449
With Britain in economic difficulties, which party has the best policies for managing the economy?								
Conservative	**17%**	18%	16%	5%	8%	13%	25%	31%
Labour	**25%**	29%	21%	28%	27%	28%	23%	18%
Liberal Democrat	**5%**	7%	4%	3%	7%	5%	3%	7%
Reform UK	**18%**	20%	16%	10%	20%	21%	21%	15%
Green	**5%**	4%	5%	20%	5%	3%	1%	2%
Some other party	**3%**	3%	4%	2%	5%	3%	5%	3%
Don't know	**26%**	18%	34%	32%	28%	26%	23%	25%
Suppose the UK government had to choose between the following three options. Which do you think it should choose?								
Keep taxes and spending on these services at the same level as now	**31%**	33%	29%	29%	31%	31%	36%	30%
Increase taxes and spend more on health, education and social benefits	**28%**	26%	30%	29%	27%	25%	28%	35%
Reduce taxes and spend less on health, education and social benefits	**25%**	30%	20%	23%	30%	26%	23%	22%
Don't know	**16%**	10%	21%	19%	12%	18%	13%	13%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1932	303	558	565	473	356	562
Unweighted Sample	1932	324	525	539	510	301	559
With Britain in economic difficulties, which party has the best policies for managing the economy?							
Conservative	**17%**	7%	8%	20%	29%	17%	22%
Labour	**25%**	25%	33%	23%	19%	36%	16%
Liberal Democrat	**5%**	5%	6%	5%	6%	7%	5%
Reform UK	**18%**	10%	24%	19%	17%	10%	29%
Green	**5%**	17%	4%	2%	2%	4%	1%
Some other party	**3%**	2%	4%	4%	3%	3%	4%
Don't know	**26%**	35%	22%	28%	26%	23%	23%
Suppose the UK government had to choose between the following three options. Which do you think it should choose?							
Keep taxes and spending on these services at the same level as now	**31%**	28%	31%	33%	31%	29%	35%
Increase taxes and spend more on health, education and social benefits	**28%**	27%	26%	27%	34%	19%	36%
Reduce taxes and spend less on health, education and social benefits	**25%**	26%	29%	22%	22%	38%	20%
Don't know	**16%**	19%	14%	18%	13%	14%	10%

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain	1932	185	214	229	747	813
Unweighted Sample	1932	114	221	178	633	630
With Britain in economic difficulties, which party has the best policies for managing the economy?						
Conservative	**17%**	59%	6%	12%	10%	10%
Labour	**25%**	7%	57%	14%	2%	18%
Liberal Democrat	**5%**	1%	4%	31%	2%	2%
Reform UK	**18%**	14%	13%	4%	68%	8%
Green	**5%**	0%	2%	0%	3%	20%
Some other party	**3%**	2%	1%	4%	6%	10%
Don't know	**26%**	17%	18%	35%	11%	31%
Suppose the UK government had to choose between the following three options. Which do you think it should choose?						
Keep taxes and spending on these services at the same level as now	**31%**	38%	31%	26%	30%	34%
Increase taxes and spend more on health, education and social benefits	**28%**	38%	17%	33%	33%	25%
Reduce taxes and spend less on health, education and social benefits	**25%**	16%	37%	16%	21%	29%
Don't know	**16%**	7%	14%	25%	15%	12%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	1932	260	630	319	460	95	168
Unweighted Sample	1932	220	620	325	485	108	174
With Britain in economic difficulties, which party has the best policies for managing the economy?							
Conservative	**17%**	9%	24%	19%	14%	9%	12%
Labour	**25%**	30%	21%	25%	30%	12%	26%
Liberal Democrat	**5%**	8%	6%	4%	4%	2%	3%
Reform UK	**18%**	20%	18%	19%	20%	15%	13%
Green	**5%**	6%	3%	7%	4%	7%	8%
Some other party	**3%**	4%	3%	1%	3%	9%	7%
Don't know	**26%**	24%	26%	25%	24%	46%	31%
Suppose the UK government had to choose between the following three options. Which do you think it should choose?							
Keep taxes and spending on these services at the same level as now	**31%**	30%	33%	31%	33%	34%	20%
Increase taxes and spend more on health, education and social benefits	**28%**	30%	25%	25%	31%	33%	36%
Reduce taxes and spend less on health, education and social benefits	**25%**	24%	27%	29%	23%	12%	26%
Don't know	**16%**	17%	16%	16%	13%	21%	18%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1932	1082	825	338	475	179	387	127	265
Unweighted Sample	1932	1054	853	307	515	118	402	127	262
With Britain in economic difficulties, which party has the best policies for managing the economy?									
Conservative	**17%**	20%	13%	76%	2%	9%	5%	3%	5%
Labour	**25%**	27%	23%	7%	79%	12%	2%	7%	10%
Liberal Democrat	**5%**	6%	5%	1%	1%	43%	0%	8%	5%
Reform UK	**18%**	15%	24%	3%	2%	3%	77%	1%	5%
Green	**5%**	5%	5%	0%	1%	0%	1%	58%	28%
Some other party	**3%**	4%	3%	0%	0%	1%	1%	1%	17%
Don't know	**26%**	24%	28%	13%	15%	32%	15%	22%	30%
Suppose the UK government had to choose between the following three options. Which do you think it should choose?									
Keep taxes and spending on these services at the same level as now	**31%**	30%	33%	29%	37%	30%	32%	25%	29%
Increase taxes and spend more on health, education and social benefits	**28%**	29%	27%	22%	37%	39%	19%	36%	29%
Reduce taxes and spend less on health, education and social benefits	**25%**	27%	22%	38%	19%	20%	33%	21%	23%
Don't know	**16%**	14%	17%	11%	7%	10%	16%	19%	18%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1932	930	1002	223	248	749	278	434
Unweighted Sample	1932	910	1022	205	294	665	319	449

If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for INCREASED government spending?

The NHS	**52%**	47%	56%	49%	47%	51%	51%	57%
Reducing immigration	**40%**	41%	39%	16%	30%	41%	51%	50%
Defence and security	**30%**	35%	26%	15%	12%	27%	39%	49%
Crime and policing	**27%**	27%	28%	20%	25%	31%	21%	31%
Housing	**24%**	25%	23%	36%	32%	25%	13%	17%
Social care	**24%**	22%	27%	24%	24%	25%	26%	23%
Pensions	**19%**	17%	21%	9%	6%	17%	24%	31%
Education	**19%**	17%	21%	37%	20%	20%	11%	11%
Welfare and benefits	**16%**	16%	17%	18%	19%	19%	13%	11%
The environment and climate change	**14%**	14%	15%	20%	14%	14%	9%	16%
Levelling up' the regions of the UK	**12%**	13%	10%	9%	6%	14%	14%	11%
Childcare	**9%**	9%	9%	18%	17%	11%	2%	2%
Local government services	**9%**	7%	11%	10%	9%	12%	5%	7%
Transport	**8%**	9%	8%	19%	8%	9%	6%	5%
Overseas aid	**4%**	3%	5%	5%	5%	6%	2%	2%
None of the above	**1%**	1%	1%	1%	5%	1%	0%	0%
Don't know	**4%**	3%	4%	6%	3%	4%	3%	1%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1932	303	558	565	473	356	562
Unweighted Sample	1932	324	525	539	510	301	559
If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for INCREASED government spending?							
The NHS	**52%**	48%	47%	53%	58%	46%	55%
Reducing immigration	**40%**	22%	34%	47%	50%	57%	34%
Defence and security	**30%**	13%	18%	37%	46%	45%	26%
Crime and policing	**27%**	22%	30%	27%	29%	34%	28%
Housing	**24%**	31%	32%	19%	16%	16%	28%
Social care	**24%**	21%	28%	23%	26%	18%	30%
Pensions	**19%**	8%	15%	19%	30%	22%	17%
Education	**19%**	33%	22%	15%	12%	15%	21%
Welfare and benefits	**16%**	16%	20%	17%	12%	14%	18%
The environment and climate change	**14%**	17%	17%	10%	15%	9%	18%
Levelling up' the regions of the UK	**12%**	8%	13%	12%	12%	9%	15%
Childcare	**9%**	16%	15%	6%	2%	4%	10%
Local government services	**9%**	10%	14%	8%	6%	7%	13%
Transport	**8%**	17%	11%	5%	4%	3%	11%
Overseas aid	**4%**	5%	7%	3%	2%	5%	4%
None of the above	**1%**	2%	2%	1%	0%	1%	1%
Don't know	**4%**	6%	3%	5%	1%	3%	2%

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain	1932	185	214	229	747	813
Unweighted Sample	1932	114	221	178	633	630
If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for INCREASED government spending?						
The NHS	**52%**	57%	46%	61%	56%	50%
Reducing immigration	**40%**	37%	66%	24%	30%	58%
Defence and security	**30%**	40%	41%	24%	29%	38%
Crime and policing	**27%**	26%	36%	19%	29%	29%
Housing	**24%**	12%	18%	35%	27%	16%
Social care	**24%**	28%	21%	32%	30%	21%
Pensions	**19%**	18%	25%	21%	18%	24%
Education	**19%**	15%	8%	25%	23%	11%
Welfare and benefits	**16%**	10%	11%	21%	17%	14%
The environment and climate change	**14%**	20%	5%	23%	21%	8%
Levelling up' the regions of the UK	**12%**	14%	8%	15%	16%	9%
Childcare	**9%**	3%	5%	17%	12%	4%
Local government services	**9%**	3%	6%	16%	12%	6%
Transport	**8%**	7%	4%	12%	11%	4%
Overseas aid	**4%**	4%	4%	5%	6%	3%
None of the above	**1%**	1%	0%	0%	2%	1%
Don't know	**4%**	0%	2%	7%	4%	2%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	1932	260	630	319	460	95	168
Unweighted Sample	1932	220	620	325	485	108	174
If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for INCREASED government spending?							
The NHS	**52%**	51%	52%	45%	52%	64%	54%
Reducing immigration	**40%**	32%	39%	46%	45%	30%	35%
Defence and security	**30%**	21%	34%	32%	32%	20%	27%
Crime and policing	**27%**	26%	27%	23%	33%	18%	29%
Housing	**24%**	37%	21%	21%	23%	15%	27%
Social care	**24%**	25%	22%	24%	25%	26%	29%
Pensions	**19%**	22%	19%	15%	21%	9%	23%
Education	**19%**	24%	18%	17%	16%	13%	27%
Welfare and benefits	**16%**	28%	15%	12%	15%	14%	16%
The environment and climate change	**14%**	19%	15%	16%	12%	7%	12%
Levelling up' the regions of the UK	**12%**	11%	10%	11%	16%	10%	7%
Childcare	**9%**	14%	7%	12%	8%	6%	9%
Local government services	**9%**	11%	9%	7%	10%	6%	14%
Transport	**8%**	11%	8%	9%	8%	1%	11%
Overseas aid	**4%**	6%	4%	4%	6%	2%	0%
None of the above	**1%**	1%	2%	2%	0%	1%	1%
Don't know	**4%**	0%	4%	3%	3%	7%	6%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1932	1082	825	338	475	179	387	127	265
Unweighted Sample	1932	1054	853	307	515	118	402	127	262

If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for INCREASED government spending?

The NHS	**52%**	53%	50%	47%	54%	55%	45%	52%	57%
Reducing immigration	**40%**	37%	44%	47%	26%	31%	71%	13%	42%
Defence and security	**30%**	33%	26%	47%	25%	29%	34%	11%	33%
Crime and policing	**27%**	28%	27%	33%	24%	27%	33%	26%	27%
Housing	**24%**	23%	24%	18%	24%	17%	16%	45%	29%
Social care	**24%**	27%	21%	22%	27%	36%	16%	31%	27%
Pensions	**19%**	18%	20%	22%	12%	18%	24%	11%	27%
Education	**19%**	23%	13%	18%	21%	17%	7%	37%	18%
Welfare and benefits	**16%**	15%	18%	11%	14%	16%	16%	22%	19%
The environment and climate change	**14%**	18%	10%	9%	18%	23%	4%	33%	11%
Levelling up' the regions of the UK	**12%**	14%	9%	10%	19%	11%	6%	13%	14%
Childcare	**9%**	10%	8%	5%	11%	4%	5%	17%	13%
Local government services	**9%**	11%	7%	8%	11%	7%	6%	13%	17%
Transport	**8%**	10%	7%	5%	11%	7%	5%	16%	11%
Overseas aid	**4%**	5%	3%	4%	3%	6%	3%	6%	5%
None of the above	**1%**	1%	2%	1%	1%	1%	1%	0%	0%
Don't know	**4%**	4%	3%	1%	1%	1%	2%	5%	6%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1932	930	1002	223	248	749	278	434
Unweighted Sample	1932	910	1022	205	294	665	319	449

If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for REDUCED government spending?

Overseas aid	**45%**	45%	44%	21%	32%	46%	51%	58%
Welfare and benefits	**26%**	28%	25%	9%	19%	26%	34%	35%
Reducing immigration	**22%**	19%	25%	19%	19%	23%	21%	25%
The environment and climate change	**18%**	20%	16%	7%	16%	15%	25%	25%
Levelling up' the regions of the UK	**13%**	16%	10%	9%	11%	11%	22%	15%
The NHS	**9%**	9%	9%	10%	9%	10%	9%	5%
Local government services	**8%**	8%	7%	4%	7%	9%	5%	8%
Defence and security	**7%**	9%	5%	4%	6%	9%	6%	6%
Housing	**7%**	7%	7%	4%	10%	9%	5%	4%
Transport	**7%**	6%	8%	6%	10%	8%	5%	6%
Crime and policing	**7%**	8%	5%	10%	8%	9%	4%	2%
Childcare	**6%**	5%	7%	3%	2%	6%	9%	6%
Social care	**6%**	6%	6%	6%	8%	8%	4%	3%
Education	**5%**	5%	4%	6%	7%	5%	2%	4%
Pensions	**4%**	5%	4%	7%	7%	4%	4%	1%
None of the above	**6%**	6%	6%	12%	3%	5%	4%	5%
Don't know	**6%**	4%	8%	12%	9%	5%	4%	4%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1932	303	558	565	473	356	562
Unweighted Sample	1932	324	525	539	510	301	559
If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for REDUCED government spending?							
Overseas aid	**45%**	22%	42%	49%	56%	51%	42%
Welfare and benefits	**26%**	9%	22%	32%	34%	45%	22%
Reducing immigration	**22%**	19%	22%	22%	24%	21%	22%
The environment and climate change	**18%**	10%	16%	19%	23%	24%	12%
Levelling up' the regions of the UK	**13%**	8%	10%	16%	16%	19%	11%
The NHS	**9%**	9%	10%	12%	5%	7%	10%
Local government services	**8%**	4%	9%	8%	8%	8%	6%
Defence and security	**7%**	4%	5%	11%	6%	5%	8%
Housing	**7%**	4%	10%	9%	4%	9%	9%
Transport	**7%**	6%	10%	6%	6%	5%	7%
Crime and policing	**7%**	11%	8%	7%	2%	4%	9%
Childcare	**6%**	3%	6%	8%	6%	10%	5%
Social care	**6%**	6%	7%	8%	3%	6%	9%
Education	**5%**	7%	4%	5%	4%	4%	6%
Pensions	**4%**	6%	5%	5%	1%	2%	6%
None of the above	**6%**	11%	5%	4%	5%	3%	7%
Don't know	**6%**	11%	6%	5%	4%	2%	5%

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain	1932	185	214	229	747	813
Unweighted Sample	1932	114	221	178	633	630
If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for REDUCED government spending?						
Overseas aid	**45%**	55%	55%	35%	41%	56%
Welfare and benefits	**26%**	27%	34%	22%	29%	31%
Reducing immigration	**22%**	22%	25%	30%	22%	23%
The environment and climate change	**18%**	15%	34%	15%	14%	26%
Levelling up' the regions of the UK	**13%**	18%	15%	9%	13%	15%
The NHS	**9%**	5%	9%	13%	10%	7%
Local government services	**8%**	4%	12%	7%	5%	11%
Defence and security	**7%**	7%	7%	7%	8%	6%
Housing	**7%**	2%	5%	10%	8%	7%
Transport	**7%**	13%	8%	5%	7%	8%
Crime and policing	**7%**	5%	8%	6%	6%	6%
Childcare	**6%**	9%	3%	3%	7%	5%
Social care	**6%**	6%	6%	5%	7%	6%
Education	**5%**	1%	6%	5%	5%	5%
Pensions	**4%**	6%	3%	7%	4%	4%
None of the above	**6%**	1%	4%	6%	6%	3%
Don't know	**6%**	5%	0%	13%	7%	3%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	1932	260	630	319	460	95	168
Unweighted Sample	1932	220	620	325	485	108	174
If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for REDUCED government spending?							
Overseas aid	**45%**	30%	49%	47%	48%	38%	42%
Welfare and benefits	**26%**	20%	28%	24%	31%	28%	22%
Reducing immigration	**22%**	26%	23%	14%	22%	24%	26%
The environment and climate change	**18%**	18%	16%	18%	23%	12%	14%
Levelling up' the regions of the UK	**13%**	16%	14%	17%	8%	8%	14%
The NHS	**9%**	11%	9%	7%	10%	10%	9%
Local government services	**8%**	8%	9%	8%	6%	7%	5%
Defence and security	**7%**	7%	10%	4%	5%	5%	7%
Housing	**7%**	8%	6%	8%	8%	4%	7%
Transport	**7%**	10%	6%	9%	8%	2%	4%
Crime and policing	**7%**	8%	5%	10%	7%	6%	3%
Childcare	**6%**	4%	6%	4%	9%	11%	1%
Social care	**6%**	9%	6%	7%	6%	5%	3%
Education	**5%**	6%	4%	5%	5%	8%	2%
Pensions	**4%**	6%	4%	2%	7%	3%	1%
None of the above	**6%**	4%	6%	6%	5%	5%	7%
Don't know	**6%**	6%	7%	4%	5%	10%	11%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1932	1082	825	338	475	179	387	127	265
Unweighted Sample	1932	1054	853	307	515	118	402	127	262

If you had to choose, which of the following areas, if any, do you think the UK government should prioritise for REDUCED government spending?

Overseas aid	**45%**	47%	42%	54%	38%	51%	56%	22%	43%
Welfare and benefits	**26%**	31%	21%	42%	18%	25%	31%	21%	35%
Reducing immigration	**22%**	22%	21%	21%	24%	17%	29%	31%	11%
The environment and climate change	**18%**	18%	18%	22%	11%	13%	26%	7%	23%
Levelling up' the regions of the UK	**13%**	14%	12%	18%	9%	21%	16%	13%	9%
The NHS	**9%**	7%	11%	7%	11%	9%	5%	9%	12%
Local government services	**8%**	7%	8%	7%	6%	2%	11%	6%	12%
Defence and security	**7%**	7%	7%	4%	8%	10%	5%	11%	12%
Housing	**7%**	5%	10%	7%	9%	2%	8%	5%	10%
Transport	**7%**	7%	7%	7%	5%	19%	7%	5%	4%
Crime and policing	**7%**	6%	7%	4%	11%	5%	5%	14%	4%
Childcare	**6%**	6%	5%	10%	5%	6%	4%	2%	4%
Social care	**6%**	6%	6%	6%	7%	7%	5%	12%	7%
Education	**5%**	5%	4%	5%	6%	2%	4%	6%	6%
Pensions	**4%**	5%	4%	3%	9%	4%	1%	5%	7%
None of the above	**6%**	5%	6%	2%	6%	6%	3%	7%	9%
Don't know	**6%**	5%	8%	2%	3%	2%	3%	14%	14%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1932	930	1002	223	248	749	278	434
Unweighted Sample	1932	910	1022	205	294	665	319	449
Taking everything into account, thinking about the amount of money YOU PERSONALLY pay in tax, do you believe it should go up, go down or stay the same?								
Go up by a lot	**2%**	2%	2%	2%	3%	1%	2%	2%
Go up by a little	**10%**	12%	8%	10%	11%	7%	9%	13%
Stay the same	**36%**	36%	37%	35%	34%	36%	38%	37%
Go down by a little	**29%**	29%	28%	30%	23%	30%	33%	27%
Go down by a lot	**16%**	15%	17%	14%	17%	17%	13%	16%
Don't know	**8%**	6%	9%	9%	11%	9%	4%	5%
Go up a lot (All)	**11%**	13%	9%	12%	14%	8%	11%	15%
Go up a little (All)	**45%**	44%	45%	45%	40%	47%	46%	43%
Balance	**-34**	-31	-36	-33	-26	-39	-35	-28
Would you support or oppose taxes being raised to pay for each of the following?								
Paying off the national debt								
Oppose	**34%**	30%	38%	27%	30%	38%	34%	32%
Support	**50%**	57%	43%	54%	56%	47%	53%	48%
Don't know	**16%**	13%	18%	19%	14%	15%	13%	19%
Raising pay for all public sector workers								
Oppose	**41%**	43%	40%	18%	24%	38%	46%	64%
Support	**44%**	44%	44%	62%	63%	47%	41%	21%
Don't know	**15%**	13%	16%	20%	12%	14%	13%	15%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1932	303	558	565	473	356	562
Unweighted Sample	1932	324	525	539	510	301	559
Taking everything into account, thinking about the amount of money YOU PERSONALLY pay in tax, do you believe it should go up, go down or stay the same?							
Go up by a lot	**2%**	2%	2%	1%	2%	2%	2%
Go up by a little	**10%**	10%	10%	6%	12%	9%	11%
Stay the same	**36%**	34%	35%	37%	39%	35%	37%
Go down by a little	**29%**	29%	28%	31%	27%	36%	26%
Go down by a lot	**16%**	15%	16%	17%	14%	16%	18%
Don't know	**8%**	10%	9%	8%	5%	2%	6%
Go up a lot (All)	**11%**	12%	12%	7%	14%	11%	13%
Go up a little (All)	**45%**	45%	44%	48%	41%	52%	44%
Balance	**-34**	-33	-32	-41	-27	-41	-31
Would you support or oppose taxes being raised to pay for each of the following?							
Paying off the national debt							
Oppose	**34%**	28%	36%	37%	33%	28%	36%
Support	**50%**	54%	51%	48%	48%	58%	50%
Don't know	**16%**	18%	13%	15%	20%	14%	14%
Raising pay for all public sector workers							
Oppose	**41%**	20%	29%	46%	61%	59%	34%
Support	**44%**	62%	58%	40%	25%	33%	52%
Don't know	**15%**	18%	13%	14%	14%	9%	13%

	Total	GE 2024 Vote				
		Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain	1932	185	214	229	747	813
Unweighted Sample	1932	114	221	178	633	630
Taking everything into account, thinking about the amount of money YOU PERSONALLY pay in tax, do you believe it should go up, go down or stay the same?						
Go up by a lot	**2%**	0%	3%	1%	1%	2%
Go up by a little	**10%**	18%	5%	5%	10%	9%
Stay the same	**36%**	44%	36%	41%	42%	33%
Go down by a little	**29%**	20%	34%	25%	25%	32%
Go down by a lot	**16%**	10%	17%	10%	13%	18%
Don't know	**8%**	8%	4%	17%	8%	6%
Go up a lot (All)	**11%**	18%	8%	6%	12%	11%
Go up a little (All)	**45%**	30%	51%	35%	38%	51%
Balance	**-34**	-12	-43	-29	-26	-40
Would you support or oppose taxes being raised to pay for each of the following?						
Paying off the national debt						
Oppose	**34%**	31%	42%	35%	34%	37%
Support	**50%**	54%	44%	47%	50%	49%
Don't know	**16%**	15%	14%	18%	16%	15%
Raising pay for all public sector workers						
Oppose	**41%**	47%	53%	39%	42%	49%
Support	**44%**	37%	29%	49%	46%	37%
Don't know	**15%**	15%	18%	12%	12%	14%

	Total	Region					
		London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain	1932	260	630	319	460	95	168
Unweighted Sample	1932	220	620	325	485	108	174
Taking everything into account, thinking about the amount of money YOU PERSONALLY pay in tax, do you believe it should go up, go down or stay the same?							
Go up by a lot	**2%**	1%	1%	2%	2%	4%	2%
Go up by a little	**10%**	10%	9%	10%	8%	9%	13%
Stay the same	**36%**	28%	37%	35%	41%	30%	38%
Go down by a little	**29%**	31%	29%	31%	30%	31%	19%
Go down by a lot	**16%**	18%	16%	14%	17%	14%	15%
Don't know	**8%**	12%	8%	9%	2%	11%	13%
Go up a lot (All)	**11%**	11%	11%	12%	10%	13%	15%
Go up a little (All)	**45%**	49%	44%	44%	47%	46%	34%
Balance	**-34**	-38	-33	-32	-37	-33	-19
Would you support or oppose taxes being raised to pay for each of the following?							
Paying off the national debt							
Oppose	**34%**	33%	35%	34%	36%	27%	31%
Support	**50%**	56%	45%	52%	51%	55%	51%
Don't know	**16%**	12%	20%	14%	14%	18%	18%
Raising pay for all public sector workers							
Oppose	**41%**	32%	43%	39%	42%	37%	50%
Support	**44%**	59%	40%	46%	43%	39%	40%
Don't know	**15%**	10%	16%	15%	15%	24%	11%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1932	1082	825	338	475	179	387	127	265
Unweighted Sample	1932	1054	853	307	515	118	402	127	262
Taking everything into account, thinking about the amount of money YOU PERSONALLY pay in tax, do you believe it should go up, go down or stay the same?									
Go up by a lot	**2%**	2%	2%	2%	2%	0%	2%	2%	1%
Go up by a little	**10%**	12%	7%	8%	13%	18%	8%	12%	5%
Stay the same	**36%**	37%	37%	33%	41%	37%	33%	35%	39%
Go down by a little	**29%**	31%	26%	41%	24%	25%	29%	23%	22%
Go down by a lot	**16%**	15%	17%	13%	13%	9%	23%	19%	20%
Don't know	**8%**	5%	11%	2%	7%	10%	5%	10%	13%
Go up a lot (All)	**11%**	13%	9%	10%	15%	18%	10%	14%	6%
Go up a little (All)	**45%**	45%	43%	54%	37%	35%	52%	42%	42%
Balance	**-34**	-32	-34	-44	-22	-17	-42	-28	-36
Would you support or oppose taxes being raised to pay for each of the following?									
Paying off the national debt									
Oppose	**34%**	34%	34%	28%	35%	35%	41%	36%	35%
Support	**50%**	51%	48%	58%	51%	51%	46%	46%	43%
Don't know	**16%**	15%	18%	14%	15%	13%	13%	17%	22%
Raising pay for all public sector workers									
Oppose	**41%**	42%	40%	53%	34%	32%	53%	28%	43%
Support	**44%**	45%	43%	36%	55%	51%	33%	63%	36%
Don't know	**15%**	13%	17%	11%	11%	17%	14%	10%	21%

		Total	Gender		Age				
			Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain		1932	930	1002	223	248	749	278	434
Unweighted Sample		1932	910	1022	205	294	665	319	449
Increasing the state pension									
	Oppose	**22%**	25%	20%	32%	27%	23%	14%	19%
	Support	**65%**	63%	66%	47%	59%	66%	75%	68%
	Don't know	**13%**	12%	14%	21%	14%	11%	11%	13%
Building more new homes									
	Oppose	**42%**	39%	46%	21%	38%	44%	47%	50%
	Support	**45%**	51%	40%	67%	51%	43%	46%	34%
	Don't know	**12%**	10%	14%	12%	10%	13%	7%	16%
Improving roads									
	Oppose	**22%**	19%	25%	17%	24%	23%	19%	24%
	Support	**65%**	69%	62%	66%	64%	66%	70%	61%
	Don't know	**13%**	12%	14%	16%	12%	10%	11%	15%
Improving public transport									
	Oppose	**32%**	28%	36%	12%	28%	34%	36%	40%
	Support	**54%**	60%	49%	71%	60%	54%	54%	43%
	Don't know	**13%**	12%	15%	16%	11%	11%	11%	18%
Reducing NHS waiting times									
	Oppose	**13%**	14%	12%	12%	18%	11%	16%	12%
	Support	**79%**	78%	80%	76%	73%	83%	78%	78%
	Don't know	**8%**	8%	8%	12%	9%	6%	6%	10%

		Total	Generation				EU Ref Vote	
			Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain		1932	303	558	565	473	356	562
Unweighted Sample		1932	324	525	539	510	301	559
Increasing the state pension								
	Oppose	**22%**	32%	25%	18%	17%	18%	21%
	Support	**65%**	48%	65%	70%	70%	70%	70%
	Don't know	**13%**	20%	11%	12%	13%	11%	9%
Building more new homes								
	Oppose	**42%**	26%	39%	48%	50%	50%	36%
	Support	**45%**	61%	49%	41%	36%	38%	53%
	Don't know	**12%**	12%	12%	11%	13%	12%	11%
Improving roads								
	Oppose	**22%**	19%	21%	23%	22%	17%	21%
	Support	**65%**	65%	67%	67%	62%	73%	67%
	Don't know	**13%**	16%	12%	10%	15%	10%	12%
Improving public transport								
	Oppose	**32%**	17%	27%	40%	39%	41%	29%
	Support	**54%**	68%	63%	48%	45%	45%	59%
	Don't know	**13%**	15%	10%	12%	16%	14%	12%
Reducing NHS waiting times								
	Oppose	**13%**	12%	14%	14%	11%	15%	10%
	Support	**79%**	77%	79%	81%	79%	75%	87%
	Don't know	**8%**	11%	7%	5%	10%	10%	4%

		Total	GE 2024 Vote				
			Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain		1932	185	214	229	747	813
Unweighted Sample		1932	114	221	178	633	630
Increasing the state pension							
	Oppose	**22%**	30%	22%	28%	21%	21%
	Support	**65%**	59%	65%	59%	67%	68%
	Don't know	**13%**	11%	13%	13%	12%	11%
Building more new homes							
	Oppose	**42%**	52%	53%	42%	43%	49%
	Support	**45%**	35%	35%	47%	44%	40%
	Don't know	**12%**	14%	12%	11%	12%	12%
Improving roads							
	Oppose	**22%**	26%	23%	27%	22%	24%
	Support	**65%**	57%	67%	62%	66%	66%
	Don't know	**13%**	16%	10%	11%	12%	11%
Improving public transport							
	Oppose	**32%**	38%	36%	31%	31%	40%
	Support	**54%**	58%	49%	59%	58%	46%
	Don't know	**13%**	4%	16%	10%	11%	13%
Reducing NHS waiting times							
	Oppose	**13%**	9%	17%	15%	12%	14%
	Support	**79%**	85%	74%	78%	82%	78%
	Don't know	**8%**	6%	10%	7%	6%	8%

		Total	Region					
			London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain		1932	260	630	319	460	95	168
Unweighted Sample		1932	220	620	325	485	108	174
Increasing the state pension								
	Oppose	**22%**	22%	25%	21%	20%	24%	20%
	Support	**65%**	68%	59%	65%	68%	63%	71%
	Don't know	**13%**	10%	16%	14%	12%	13%	9%
Building more new homes								
	Oppose	**42%**	26%	46%	47%	45%	39%	40%
	Support	**45%**	65%	39%	42%	45%	48%	46%
	Don't know	**12%**	9%	15%	11%	11%	12%	14%
Improving roads								
	Oppose	**22%**	31%	19%	17%	22%	25%	28%
	Support	**65%**	59%	68%	71%	64%	64%	59%
	Don't know	**13%**	10%	13%	12%	14%	11%	12%
Improving public transport								
	Oppose	**32%**	27%	34%	34%	32%	31%	34%
	Support	**54%**	66%	52%	53%	55%	50%	48%
	Don't know	**13%**	7%	14%	14%	12%	19%	18%
Reducing NHS waiting times								
	Oppose	**13%**	13%	13%	13%	12%	5%	17%
	Support	**79%**	81%	78%	78%	80%	88%	75%
	Don't know	**8%**	6%	9%	8%	7%	7%	8%

		Total	Social Grade		Voting Intention					
			ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain		1932	1082	825	338	475	179	387	127	265
Unweighted Sample		1932	1054	853	307	515	118	402	127	262
Increasing the state pension										
	Oppose	**22%**	25%	19%	21%	27%	24%	17%	34%	18%
	Support	**65%**	61%	69%	67%	62%	64%	70%	49%	75%
	Don't know	**13%**	14%	12%	12%	11%	12%	13%	17%	7%
Building more new homes										
	Oppose	**42%**	44%	41%	49%	33%	42%	53%	36%	46%
	Support	**45%**	44%	46%	40%	59%	49%	33%	58%	36%
	Don't know	**12%**	12%	13%	11%	8%	9%	14%	6%	18%
Improving roads										
	Oppose	**22%**	23%	21%	18%	21%	27%	25%	13%	27%
	Support	**65%**	65%	66%	72%	67%	61%	63%	74%	58%
	Don't know	**13%**	12%	13%	10%	12%	12%	12%	13%	15%
Improving public transport										
	Oppose	**32%**	33%	32%	36%	27%	34%	39%	24%	37%
	Support	**54%**	54%	55%	48%	62%	59%	51%	68%	45%
	Don't know	**13%**	13%	13%	15%	11%	7%	10%	8%	18%
Reducing NHS waiting times										
	Oppose	**13%**	14%	12%	13%	11%	10%	16%	17%	14%
	Support	**79%**	79%	79%	78%	84%	84%	76%	79%	76%
	Don't know	**8%**	7%	9%	9%	4%	7%	8%	4%	10%

	Total	Gender		Age				
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
All Adults in Great Britain	1932	930	1002	223	248	749	278	434
Unweighted Sample	1932	910	1022	205	294	665	319	449
Raising pay for doctors and nurses								
Oppose	**32%**	32%	33%	12%	34%	30%	38%	43%
Support	**55%**	55%	55%	75%	59%	58%	50%	40%
Don't know	**12%**	13%	12%	13%	8%	11%	12%	17%
Increasing the size of our armed forces								
Oppose	**26%**	26%	26%	33%	33%	29%	22%	16%
Support	**58%**	61%	55%	45%	53%	55%	65%	67%
Don't know	**16%**	13%	19%	22%	15%	16%	13%	17%
Blackpool, Milton Keynes, Sheffield and Wrexham have been shortlisted for the UK City of Culture 2029 Taking everything into account, which of those four do you believe should be the UK City of Culture for 2029?								
Blackpool	**17%**	18%	16%	20%	18%	20%	11%	14%
Milton Keynes	**11%**	11%	11%	18%	14%	10%	8%	9%
Sheffield	**23%**	28%	19%	18%	16%	24%	27%	26%
Wrexham	**10%**	12%	9%	4%	14%	10%	14%	11%
Don't know	**39%**	32%	45%	39%	38%	37%	40%	40%

	Total	Generation				EU Ref Vote	
		Gen Z	Mille-nnials	Gen X	Baby Boomers	Remain	Leave
All Adults in Great Britain	1932	303	558	565	473	356	562
Unweighted Sample	1932	324	525	539	510	301	559
Raising pay for doctors and nurses							
Oppose	**32%**	17%	28%	37%	42%	43%	24%
Support	**55%**	70%	61%	53%	40%	46%	64%
Don't know	**12%**	12%	10%	11%	18%	11%	12%
Increasing the size of our armed forces							
Oppose	**26%**	32%	29%	28%	17%	17%	30%
Support	**58%**	47%	54%	59%	68%	70%	54%
Don't know	**16%**	20%	18%	13%	16%	13%	17%
Blackpool, Milton Keynes, Sheffield and Wrexham have been shortlisted for the UK City of Culture 2029 Taking everything into account, which of those four do you believe should be the UK City of Culture for 2029?							
Blackpool	**17%**	19%	17%	19%	13%	21%	20%
Milton Keynes	**11%**	15%	14%	7%	9%	13%	12%
Sheffield	**23%**	17%	23%	24%	25%	18%	27%
Wrexham	**10%**	6%	10%	12%	12%	11%	9%
Don't know	**39%**	43%	35%	38%	41%	38%	32%

		Total	GE 2024 Vote				
			Con	Lab	Lib Dem	Reform	Other
All Adults in Great Britain		1932	185	214	229	747	813
Unweighted Sample		1932	114	221	178	633	630
Raising pay for doctors and nurses							
	Oppose	**32%**	37%	45%	37%	31%	40%
	Support	**55%**	47%	41%	53%	58%	47%
	Don't know	**12%**	16%	14%	10%	11%	13%
Increasing the size of our armed forces							
	Oppose	**26%**	22%	20%	32%	29%	21%
	Support	**58%**	68%	71%	49%	53%	67%
	Don't know	**16%**	10%	9%	19%	18%	12%
Blackpool, Milton Keynes, Sheffield and Wrexham have been shortlisted for the UK City of Culture 2029 Taking everything into account, which of those four do you believe should be the UK City of Culture for 2029?							
	Blackpool	**17%**	10%	15%	11%	16%	17%
	Milton Keynes	**11%**	2%	9%	9%	10%	10%
	Sheffield	**23%**	31%	24%	26%	26%	23%
	Wrexham	**10%**	13%	12%	15%	11%	12%
	Don't know	**39%**	44%	40%	38%	36%	39%

		Total	Region					
			London	Rest of South	Midlands	North	Wales	Scotland
All Adults in Great Britain		1932	260	630	319	460	95	168
Unweighted Sample		1932	220	620	325	485	108	174
Raising pay for doctors and nurses								
	Oppose	**32%**	30%	32%	35%	31%	22%	43%
	Support	**55%**	58%	55%	51%	57%	63%	49%
	Don't know	**12%**	13%	13%	14%	12%	15%	7%
Increasing the size of our armed forces								
	Oppose	**26%**	33%	23%	21%	27%	24%	34%
	Support	**58%**	57%	58%	61%	60%	54%	49%
	Don't know	**16%**	9%	19%	18%	13%	23%	17%
Blackpool, Milton Keynes, Sheffield and Wrexham have been shortlisted for the UK City of Culture 2029 Taking everything into account, which of those four do you believe should be the UK City of Culture for 2029?								
	Blackpool	**17%**	17%	13%	19%	24%	9%	16%
	Milton Keynes	**11%**	17%	17%	11%	3%	7%	3%
	Sheffield	**23%**	15%	18%	31%	35%	6%	15%
	Wrexham	**10%**	13%	9%	7%	8%	45%	7%
	Don't know	**39%**	38%	44%	32%	30%	33%	58%

	Total	Social Grade		Voting Intention					
		ABC1	C2DE	Con	Lab	Lib Dem	Reform	Green	Other
All Adults in Great Britain	1932	1082	825	338	475	179	387	127	265
Unweighted Sample	1932	1054	853	307	515	118	402	127	262
Raising pay for doctors and nurses									
Oppose	**32%**	33%	32%	43%	22%	32%	39%	23%	45%
Support	**55%**	55%	55%	45%	67%	58%	45%	69%	37%
Don't know	**12%**	12%	13%	12%	10%	10%	15%	7%	18%
Increasing the size of our armed forces									
Oppose	**26%**	26%	26%	17%	30%	22%	24%	54%	31%
Support	**58%**	58%	58%	72%	54%	64%	66%	36%	46%
Don't know	**16%**	16%	16%	12%	16%	14%	10%	10%	23%
Blackpool, Milton Keynes, Sheffield and Wrexham have been shortlisted for the UK City of Culture 2029 Taking everything into account, which of those four do you believe should be the UK City of Culture for 2029?									
Blackpool	**17%**	16%	19%	18%	21%	10%	19%	20%	12%
Milton Keynes	**11%**	11%	10%	12%	12%	11%	9%	13%	7%
Sheffield	**23%**	26%	19%	22%	30%	32%	18%	25%	21%
Wrexham	**10%**	11%	10%	11%	8%	13%	14%	10%	16%
Don't know	**39%**	36%	42%	37%	29%	35%	41%	32%	44%