

YouGov Survey Results

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

| Weighted Sample<br>Unweighted Sample |       | Westminster VI |      |         |           |       | Vote in 2024 GE |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          |
|--------------------------------------|-------|----------------|------|---------|-----------|-------|-----------------|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|
|                                      | Total | Con            | Lab  | Lib Dem | Reform UK | Green | Con             | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland |
|                                      | 6289  | 794            | 989  | 670     | 1305      | 565   | 1132            | 1616 | 579     | 679       | 380   | 2207        | 2245  | 3044   | 3245   | 660   | 2598  | 1553  | 1478 | 3585         | 2704 | 5440    | 302   | 547      |
|                                      | 6289  | 802            | 1025 | 729     | 1336      | 578   | 1105            | 1711 | 630     | 714       | 407   | 2488        | 2355  | 2751   | 3538   | 436   | 2359  | 1707  | 1787 | 3808         | 2481 | 5423    | 316   | 550      |
|                                      | %     | %              | %    | %       | %         | %     | %               | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        |

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

|                                                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Would never consider voting for them       | 39 | 0  | 56 | 42 | 25 | 65 | 2  | 55 | 37 | 26 | 59 | 46 | 26 | 39 | 39 | 46 | 46 | 35 | 28 | 36 | 42 | 37 | 43 | 53 |
| 1                                              | 7  | 0  | 11 | 10 | 6  | 9  | 1  | 9  | 8  | 8  | 9  | 8  | 5  | 8  | 6  | 9  | 7  | 8  | 5  | 8  | 6  | 7  | 9  | 6  |
| 2                                              | 8  | 0  | 12 | 14 | 8  | 7  | 1  | 11 | 12 | 9  | 8  | 9  | 7  | 8  | 7  | 9  | 8  | 7  | 6  | 8  | 7  | 8  | 10 | 7  |
| 3                                              | 6  | 1  | 8  | 7  | 8  | 5  | 3  | 6  | 8  | 9  | 4  | 6  | 6  | 6  | 5  | 7  | 6  | 6  | 5  | 6  | 5  | 6  | 6  | 4  |
| 4                                              | 4  | 1  | 5  | 6  | 6  | 4  | 2  | 4  | 7  | 8  | 4  | 4  | 5  | 5  | 4  | 6  | 4  | 5  | 4  | 5  | 4  | 5  | 4  | 4  |
| 5                                              | 8  | 3  | 5  | 8  | 13 | 4  | 10 | 5  | 8  | 14 | 6  | 6  | 12 | 7  | 9  | 5  | 7  | 9  | 11 | 8  | 9  | 9  | 8  | 5  |
| 6                                              | 4  | 5  | 1  | 4  | 8  | 1  | 7  | 2  | 5  | 9  | 3  | 3  | 6  | 5  | 4  | 3  | 4  | 5  | 5  | 5  | 4  | 4  | 3  | 4  |
| 7                                              | 6  | 12 | 1  | 4  | 11 | 2  | 14 | 2  | 4  | 7  | 2  | 4  | 8  | 7  | 5  | 4  | 4  | 6  | 7  | 6  | 5  | 6  | 4  | 3  |
| 8                                              | 5  | 15 | 1  | 2  | 7  | 1  | 15 | 1  | 3  | 5  | 2  | 3  | 8  | 4  | 5  | 2  | 3  | 5  | 7  | 5  | 4  | 5  | 4  | 3  |
| 9                                              | 2  | 9  | 0  | 0  | 3  | 0  | 8  | 0  | 1  | 1  | 0  | 2  | 3  | 2  | 2  | 1  | 1  | 2  | 4  | 2  | 2  | 2  | 1  | 1  |
| 10 - Would definitely consider voting for them | 8  | 52 | 0  | 2  | 4  | 0  | 36 | 1  | 3  | 4  | 1  | 8  | 13 | 7  | 9  | 1  | 4  | 10 | 17 | 8  | 8  | 9  | 5  | 7  |
| Prefer not to answer                           | 3  | 0  | 0  | 1  | 0  | 0  | 1  | 1  | 3  | 0  | 1  | 2  | 1  | 2  | 4  | 7  | 4  | 1  | 1  | 2  | 4  | 3  | 3  | 3  |

Labour

|                                                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Would never consider voting for them       | 38 | 57 | 0  | 13 | 76 | 16 | 64 | 7  | 20 | 79 | 22 | 19 | 60 | 37 | 38 | 16 | 31 | 42 | 54 | 31 | 47 | 38 | 36 | 35 |
| 1                                              | 6  | 9  | 0  | 2  | 7  | 6  | 8  | 3  | 3  | 6  | 7  | 4  | 7  | 6  | 5  | 5  | 6  | 6  | 6  | 6  | 6  | 5  | 6  | 7  |
| 2                                              | 6  | 9  | 0  | 9  | 5  | 10 | 8  | 3  | 8  | 5  | 13 | 6  | 6  | 6  | 6  | 5  | 6  | 7  | 5  | 6  | 6  | 6  | 8  | 6  |
| 3                                              | 5  | 6  | 1  | 8  | 4  | 10 | 5  | 4  | 8  | 3  | 12 | 5  | 5  | 5  | 5  | 8  | 6  | 4  | 4  | 5  | 5  | 5  | 4  | 5  |
| 4                                              | 5  | 4  | 1  | 10 | 3  | 9  | 4  | 4  | 11 | 2  | 8  | 7  | 4  | 5  | 5  | 7  | 6  | 5  | 4  | 6  | 4  | 5  | 6  | 5  |
| 5                                              | 9  | 7  | 4  | 14 | 3  | 13 | 6  | 11 | 13 | 2  | 10 | 11 | 6  | 8  | 10 | 12 | 10 | 8  | 7  | 9  | 8  | 8  | 10 | 13 |
| 6                                              | 6  | 3  | 7  | 13 | 1  | 13 | 2  | 9  | 10 | 0  | 9  | 8  | 3  | 6  | 6  | 10 | 7  | 6  | 3  | 7  | 4  | 6  | 5  | 6  |
| 7                                              | 6  | 2  | 12 | 12 | 1  | 10 | 1  | 12 | 8  | 1  | 9  | 9  | 2  | 6  | 6  | 8  | 7  | 6  | 4  | 7  | 5  | 6  | 7  | 6  |
| 8                                              | 5  | 1  | 18 | 6  | 0  | 7  | 1  | 12 | 6  | 1  | 5  | 8  | 2  | 5  | 5  | 9  | 6  | 4  | 3  | 6  | 4  | 5  | 3  | 6  |
| 9                                              | 2  | 0  | 10 | 4  | 0  | 1  | 0  | 6  | 3  | 0  | 1  | 4  | 1  | 2  | 2  | 2  | 2  | 2  | 2  | 3  | 1  | 2  | 2  | 2  |
| 10 - Would definitely consider voting for them | 9  | 0  | 47 | 8  | 0  | 4  | 0  | 28 | 8  | 0  | 2  | 17 | 3  | 10 | 9  | 10 | 10 | 10 | 8  | 12 | 6  | 10 | 9  | 7  |
| Prefer not to answer                           | 3  | 0  | 0  | 1  | 0  | 1  | 1  | 1  | 3  | 0  | 1  | 2  | 1  | 2  | 4  | 8  | 4  | 1  | 1  | 2  | 4  | 3  | 3  | 4  |

Liberal Democrats

|                                                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Would never consider voting for them       | 29 | 36 | 9  | 1  | 55 | 12 | 42 | 11 | 3  | 57 | 17 | 14 | 44 | 32 | 27 | 15 | 27 | 30 | 38 | 24 | 36 | 29 | 31 | 26 |
| 1                                              | 5  | 8  | 2  | 0  | 9  | 5  | 9  | 3  | 0  | 10 | 6  | 4  | 8  | 6  | 5  | 3  | 6  | 6  | 5  | 5  | 5  | 5  | 7  | 6  |
| 2                                              | 6  | 8  | 5  | 0  | 9  | 5  | 8  | 5  | 1  | 9  | 7  | 6  | 8  | 6  | 6  | 3  | 6  | 7  | 6  | 6  | 6  | 6  | 6  | 7  |
| 3                                              | 7  | 9  | 8  | 1  | 7  | 11 | 8  | 8  | 2  | 6  | 8  | 6  | 7  | 8  | 6  | 10 | 7  | 6  | 7  | 7  | 7  | 7  | 6  | 10 |
| 4                                              | 7  | 10 | 8  | 2  | 5  | 9  | 7  | 7  | 4  | 4  | 11 | 7  | 6  | 7  | 7  | 7  | 7  | 6  | 7  | 7  | 6  | 7  | 8  | 7  |
| 5                                              | 13 | 13 | 16 | 4  | 8  | 18 | 11 | 16 | 11 | 7  | 17 | 14 | 12 | 11 | 14 | 13 | 13 | 12 | 11 | 13 | 12 | 12 | 17 | 13 |
| 6                                              | 8  | 8  | 15 | 7  | 3  | 13 | 7  | 13 | 8  | 2  | 12 | 11 | 5  | 8  | 8  | 11 | 8  | 8  | 5  | 9  | 6  | 8  | 7  | 7  |
| 7                                              | 7  | 4  | 15 | 16 | 2  | 12 | 3  | 13 | 14 | 2  | 10 | 11 | 4  | 7  | 8  | 11 | 8  | 7  | 5  | 9  | 5  | 7  | 5  | 8  |
| 8                                              | 6  | 3  | 10 | 20 | 1  | 7  | 3  | 10 | 15 | 1  | 6  | 10 | 2  | 5  | 6  | 8  | 6  | 6  | 5  | 7  | 4  | 6  | 4  | 6  |
| 9                                              | 3  | 1  | 4  | 12 | 0  | 1  | 1  | 4  | 9  | 0  | 2  | 4  | 1  | 2  | 3  | 4  | 2  | 3  | 2  | 3  | 2  | 3  | 1  | 2  |
| 10 - Would definitely consider voting for them | 6  | 1  | 8  | 36 | 1  | 4  | 1  | 8  | 31 | 0  | 4  | 11 | 3  | 6  | 7  | 6  | 6  | 7  | 7  | 7  | 5  | 7  | 4  | 5  |
| Prefer not to answer                           | 3  | 0  | 0  | 1  | 0  | 1  | 1  | 1  | 3  | 1  | 1  | 2  | 1  | 2  | 5  | 9  | 4  | 1  | 1  | 2  | 4  | 3  | 3  | 4  |

YouGov Survey Results

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                   | Region in England |       |          |        |               | Likelihood of voting for different political parties |                                |                                  |                                   |                                     |                                                                    |
|-------------------|-------------------|-------|----------|--------|---------------|------------------------------------------------------|--------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|
|                   | Total             | North | Midlands | London | Rest of South | Likely to vote for Conservatives (6+)                | Likely to vote for Labour (6+) | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |
| Weighted Sample   | 6289              | 1490  | 1031     | 761    | 2157          | 1553                                                 | 1799                           | 1869                             | 1844                              | 1773                                | 1198                                                               |
| Unweighted Sample | 6289              | 1517  | 1046     | 617    | 2243          | 1598                                                 | 1885                           | 1986                             | 1877                              | 1854                                | 1214                                                               |
|                   | %                 | %     | %        | %      | %             | %                                                    | %                              | %                                | %                                 | %                                   | %                                                                  |

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

|                                                |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Would never consider voting for them       | 39 | 43 | 36 | 39 | 34 | 0  | 51 | 44 | 22 | 56 | 68 |
| 1                                              | 7  | 7  | 7  | 8  | 7  | 0  | 11 | 9  | 5  | 9  | 9  |
| 2                                              | 8  | 7  | 8  | 9  | 8  | 0  | 12 | 10 | 7  | 9  | 8  |
| 3                                              | 6  | 6  | 7  | 6  | 5  | 0  | 8  | 7  | 7  | 6  | 5  |
| 4                                              | 4  | 5  | 4  | 4  | 4  | 0  | 5  | 5  | 6  | 5  | 3  |
| 5                                              | 8  | 9  | 10 | 7  | 9  | 0  | 4  | 6  | 11 | 4  | 3  |
| 6                                              | 4  | 4  | 5  | 4  | 5  | 18 | 3  | 4  | 8  | 2  | 1  |
| 7                                              | 6  | 5  | 5  | 7  | 6  | 22 | 2  | 4  | 11 | 3  | 1  |
| 8                                              | 5  | 5  | 5  | 5  | 5  | 18 | 1  | 4  | 8  | 2  | 1  |
| 9                                              | 2  | 2  | 2  | 1  | 3  | 8  | 1  | 1  | 4  | 1  | 1  |
| 10 - Would definitely consider voting for them | 8  | 6  | 9  | 6  | 11 | 33 | 2  | 4  | 11 | 2  | 1  |
| Prefer not to answer                           | 3  | 2  | 1  | 4  | 3  | 0  | 0  | 0  | 0  | 0  | 0  |

Labour

|                                                |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Would never consider voting for them       | 38 | 38 | 41 | 29 | 40 | 58 | 0  | 12 | 68 | 12 | 12 |
| 1                                              | 6  | 5  | 6  | 5  | 5  | 8  | 0  | 3  | 8  | 4  | 4  |
| 2                                              | 6  | 6  | 6  | 5  | 6  | 8  | 0  | 6  | 6  | 6  | 6  |
| 3                                              | 5  | 5  | 5  | 5  | 6  | 5  | 0  | 5  | 4  | 7  | 7  |
| 4                                              | 5  | 5  | 5  | 6  | 5  | 4  | 0  | 6  | 3  | 7  | 7  |
| 5                                              | 9  | 9  | 9  | 9  | 8  | 6  | 0  | 10 | 3  | 11 | 10 |
| 6                                              | 6  | 7  | 5  | 8  | 5  | 4  | 21 | 11 | 1  | 11 | 11 |
| 7                                              | 6  | 5  | 5  | 7  | 7  | 3  | 21 | 12 | 2  | 11 | 11 |
| 8                                              | 5  | 6  | 6  | 7  | 4  | 2  | 18 | 11 | 1  | 10 | 10 |
| 9                                              | 2  | 3  | 1  | 3  | 2  | 1  | 8  | 4  | 1  | 4  | 4  |
| 10 - Would definitely consider voting for them | 9  | 10 | 9  | 12 | 9  | 1  | 33 | 21 | 2  | 17 | 18 |
| Prefer not to answer                           | 3  | 2  | 2  | 4  | 3  | 0  | 0  | 0  | 0  | 0  | 0  |

Liberal Democrats

|                                                |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Would never consider voting for them       | 29 | 32 | 32 | 25 | 28 | 36 | 6  | 0  | 47 | 8  | 9  |
| 1                                              | 5  | 5  | 7  | 5  | 5  | 7  | 1  | 0  | 9  | 2  | 4  |
| 2                                              | 6  | 6  | 7  | 6  | 6  | 8  | 4  | 0  | 8  | 4  | 5  |
| 3                                              | 7  | 7  | 7  | 7  | 7  | 9  | 6  | 0  | 7  | 6  | 7  |
| 4                                              | 7  | 7  | 6  | 7  | 6  | 8  | 6  | 0  | 6  | 6  | 7  |
| 5                                              | 13 | 12 | 13 | 13 | 12 | 11 | 14 | 0  | 9  | 14 | 15 |
| 6                                              | 8  | 9  | 7  | 10 | 7  | 8  | 15 | 26 | 5  | 14 | 14 |
| 7                                              | 7  | 7  | 6  | 7  | 8  | 5  | 15 | 25 | 4  | 14 | 14 |
| 8                                              | 6  | 5  | 5  | 6  | 6  | 4  | 13 | 20 | 2  | 12 | 9  |
| 9                                              | 3  | 2  | 2  | 2  | 4  | 2  | 6  | 9  | 1  | 6  | 5  |
| 10 - Would definitely consider voting for them | 6  | 4  | 5  | 7  | 9  | 3  | 12 | 21 | 2  | 14 | 11 |
| Prefer not to answer                           | 3  | 3  | 2  | 4  | 4  | 0  | 1  | 0  | 1  | 1  | 1  |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                                                |      | Westminster VI |      |     |         |           | Vote in 2024 GE |      |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      | Country |         |       |          |
|------------------------------------------------|------|----------------|------|-----|---------|-----------|-----------------|------|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------|---------|-------|----------|
|                                                |      | Total          | Con  | Lab | Lib Dem | Reform UK | Green           | Con  | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE    | England | Wales | Scotland |
| Weighted Sample                                | 6289 | 794            | 989  | 670 | 1305    | 565       | 1132            | 1616 | 579 | 679     | 380       | 2207        | 2245   | 3044   | 3245 | 660    | 2598  | 1553  | 1478  | 3585         | 2704 | 5440    | 302     | 547   |          |
| Unweighted Sample                              | 6289 | 802            | 1025 | 729 | 1336    | 578       | 1105            | 1711 | 630 | 714     | 407       | 2488        | 2355   | 2751   | 3538 | 436    | 2359  | 1707  | 1787  | 3808         | 2481 | 5423    | 316     | 550   |          |
|                                                |      | %              | %    | %   | %       | %         | %               | %    | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %       | %       | %     |          |
| Reform UK                                      |      |                |      |     |         |           |                 |      |     |         |           |             |        |        |      |        |       |       |       |              |      |         |         |       |          |
| 0 - Would never consider voting for them       |      | 49             | 31   | 79  | 77      | 0         | 84              | 23   | 71  | 68      | 2         | 77          | 71     | 22     | 48   | 50     | 66    | 54    | 44    | 39           | 54   | 42      | 48      | 50    | 56       |
| 1                                              | 4    | 6              | 4    | 3   | 0       | 4         | 4               | 4    | 3   | 1       | 4         | 4           | 3      | 4      | 4    | 5      | 4     | 4     | 3     | 4            | 4    | 4       | 2       | 5     |          |
| 2                                              | 3    | 7              | 2    | 3   | 0       | 3         | 4               | 3    | 4   | 1       | 3         | 3           | 3      | 4      | 3    | 3      | 4     | 3     | 3     | 4            | 3    | 3       | 2       | 4     |          |
| 3                                              | 3    | 6              | 3    | 2   | 0       | 1         | 5               | 2    | 3   | 2       | 1         | 3           | 3      | 3      | 3    | 3      | 4     | 2     | 3     | 3            | 4    | 3       | 3       | 3     |          |
| 4                                              | 3    | 6              | 2    | 3   | 1       | 2         | 5               | 2    | 2   | 0       | 1         | 2           | 4      | 2      | 3    | 1      | 2     | 3     | 3     | 2            | 3    | 3       | 2       | 2     |          |
| 5                                              | 6    | 11             | 3    | 4   | 2       | 4         | 9               | 4    | 5   | 4       | 4         | 4           | 8      | 5      | 6    | 4      | 6     | 6     | 6     | 5            | 7    | 6       | 9       | 5     |          |
| 6                                              | 3    | 9              | 2    | 1   | 2       | 1         | 6               | 3    | 2   | 2       | 1         | 2           | 5      | 3      | 3    | 1      | 3     | 3     | 4     | 3            | 3    | 3       | 2       | 3     |          |
| 7                                              | 3    | 7              | 2    | 3   | 5       | 1         | 6               | 2    | 2   | 5       | 2         | 2           | 5      | 3      | 4    | 4      | 4     | 3     | 4     | 4            | 3    | 4       | 3       | 3     |          |
| 8                                              | 4    | 6              | 2    | 2   | 10      | 0         | 8               | 3    | 2   | 7       | 1         | 2           | 6      | 4      | 3    | 1      | 3     | 5     | 5     | 4            | 4    | 4       | 1       | 3     |          |
| 9                                              | 3    | 4              | 0    | 1   | 10      | 0         | 7               | 1    | 2   | 8       | 0         | 1           | 6      | 3      | 3    | 0      | 2     | 4     | 5     | 3            | 4    | 3       | 2       | 2     |          |
| 10 - Would definitely consider voting for them |      | 16             | 6    | 1   | 1       | 69        | 0               | 23   | 4   | 5       | 67        | 2           | 5      | 33     | 18   | 14     | 3     | 11    | 22    | 24           | 13   | 20      | 16      | 20    | 12       |
| Prefer not to answer                           |      | 3              | 0    | 1   | 1       | 1         | 0               | 1    | 1   | 3       | 1         | 1           | 1      | 2      | 2    | 4      | 8     | 4     | 1     | 1            | 2    | 4       | 3       | 3     | 4        |
| Green Party                                    |      |                |      |     |         |           |                 |      |     |         |           |             |        |        |      |        |       |       |       |              |      |         |         |       |          |
| 0 - Would never consider voting for them       |      | 33             | 49   | 14  | 12      | 60        | 0               | 53   | 17  | 13      | 62        | 3           | 19     | 49     | 38   | 29     | 15    | 29    | 36    | 46           | 30   | 38      | 32      | 33    | 41       |
| 1                                              | 6    | 8              | 4    | 3   | 7       | 0         | 9               | 5    | 3   | 7       | 1         | 5           | 8      | 7      | 5    | 3      | 5     | 7     | 7     | 6            | 6    | 6       | 4       | 7     |          |
| 2                                              | 7    | 11             | 6    | 6   | 7       | 1         | 9               | 6    | 7   | 6       | 2         | 7           | 8      | 6      | 7    | 5      | 6     | 7     | 7     | 7            | 6    | 6       | 8       | 6     |          |
| 3                                              | 6    | 9              | 7    | 9   | 5       | 0         | 7               | 7    | 7   | 5       | 1         | 7           | 6      | 6      | 7    | 5      | 7     | 6     | 7     | 6            | 6    | 6       | 7       | 8     |          |
| 4                                              | 6    | 6              | 8    | 8   | 5       | 1         | 5               | 7    | 8   | 4       | 2         | 7           | 5      | 6      | 6    | 6      | 6     | 6     | 6     | 6            | 6    | 6       | 4       | 6     |          |
| 5                                              | 11   | 10             | 17   | 14  | 7       | 4         | 9               | 14   | 14  | 7       | 6         | 13          | 10     | 11     | 11   | 10     | 12    | 11    | 10    | 12           | 10   | 11      | 15      | 10    |          |
| 6                                              | 7    | 2              | 14   | 11  | 3       | 5         | 2               | 11   | 11  | 3       | 4         | 9           | 4      | 6      | 7    | 10     | 7     | 6     | 4     | 8            | 5    | 7       | 7       | 6     |          |
| 7                                              | 6    | 3              | 11   | 13  | 3       | 9         | 2               | 10   | 11  | 2       | 13        | 9           | 3      | 6      | 6    | 10     | 7     | 6     | 3     | 7            | 6    | 7       | 5       | 2     |          |
| 8                                              | 6    | 1              | 9    | 9   | 1       | 19        | 1               | 9    | 7   | 2       | 17        | 8           | 2      | 5      | 6    | 8      | 6     | 5     | 4     | 6            | 5    | 6       | 4       | 3     |          |
| 9                                              | 2    | 0              | 3    | 4   | 0       | 9         | 0               | 3    | 4   | 0       | 7         | 3           | 1      | 2      | 3    | 3      | 2     | 2     | 2     | 2            | 2    | 2       | 1       | 3     |          |
| 10 - Would definitely consider voting for them |      | 8              | 0    | 6   | 9       | 1         | 50              | 1    | 9   | 12      | 0         | 44          | 11     | 3      | 6    | 9      | 16    | 9     | 6     | 3            | 9    | 6       | 8       | 8     | 5        |
| Prefer not to answer                           |      | 3              | 0    | 0   | 1       | 1         | 1               | 1    | 1   | 3       | 1         | 1           | 1      | 2      | 2    | 5      | 8     | 4     | 2     | 1            | 2    | 5       | 3       | 3     | 4        |
| Corbyn Party                                   |      |                |      |     |         |           |                 |      |     |         |           |             |        |        |      |        |       |       |       |              |      |         |         |       |          |
| 0 - Would never consider voting for them       |      | 52             | 82   | 28  | 40      | 79        | 15              | 83   | 30  | 43      | 84        | 23          | 42     | 73     | 56   | 49     | 22    | 42    | 62    | 74           | 51   | 54      | 53      | 48    | 50       |
| 1                                              | 4    | 4              | 4    | 4   | 3       | 2         | 4               | 4    | 5   | 2       | 2         | 4           | 4      | 4      | 4    | 3      | 4     | 5     | 4     | 4            | 4    | 4       | 4       | 5     | 4        |
| 2                                              | 5    | 4              | 6    | 8   | 3       | 5         | 4               | 7    | 9   | 3       | 4         | 6           | 4      | 5      | 5    | 6      | 6     | 6     | 3     | 6            | 4    | 5       | 4       | 5     |          |
| 3                                              | 4    | 2              | 7    | 6   | 3       | 4         | 2               | 6    | 6   | 2       | 4         | 5           | 3      | 4      | 4    | 3      | 5     | 4     | 3     | 4            | 4    | 4       | 4       | 5     |          |
| 4                                              | 4    | 2              | 6    | 5   | 1       | 5         | 2               | 5    | 5   | 1       | 5         | 5           | 2      | 4      | 4    | 5      | 4     | 3     | 2     | 4            | 3    | 3       | 5       | 6     |          |
| 5                                              | 7    | 2              | 15   | 7   | 3       | 10        | 2               | 12   | 6   | 4       | 9         | 9           | 5      | 7      | 8    | 9      | 9     | 6     | 4     | 8            | 7    | 7       | 13      | 8     |          |
| 6                                              | 3    | 0              | 8    | 6   | 2       | 5         | 0               | 7    | 5   | 1       | 5         | 5           | 2      | 4      | 3    | 6      | 5     | 2     | 1     | 4            | 3    | 4       | 2       | 3     |          |
| 7                                              | 3    | 1              | 8    | 5   | 1       | 6         | 0               | 7    | 3   | 1       | 5         | 5           | 1      | 4      | 3    | 8      | 4     | 2     | 1     | 4            | 3    | 3       | 2       | 5     |          |
| 8                                              | 3    | 0              | 5    | 3   | 1       | 10        | 0               | 6    | 3   | 0       | 8         | 5           | 1      | 3      | 3    | 6      | 4     | 2     | 1     | 3            | 2    | 3       | 2       | 3     |          |
| 9                                              | 2    | 0              | 3    | 3   | 0       | 4         | 0               | 3    | 2   | 0       | 3         | 2           | 1      | 1      | 2    | 4      | 2     | 1     | 1     | 2            | 1    | 2       | 1       | 1     |          |
| 10 - Would definitely consider voting for them |      | 8              | 1    | 9   | 9       | 1         | 31              | 1    | 11  | 10      | 0         | 31          | 10     | 2      | 6    | 9      | 17    | 9     | 5     | 3            | 8    | 7       | 8       | 9     | 6        |
| Prefer not to answer                           |      | 4              | 1    | 2   | 3       | 1         | 2               | 1    | 2   | 4       | 1         | 2           | 2      | 2      | 2    | 6      | 10    | 5     | 2     | 2            | 3    | 6       | 4       | 4     | 4        |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                                                |    | Region in England |       |          |        |               | Likelihood of voting for different political parties |                                |                                  |                                   |                                     |                                                                    |
|------------------------------------------------|----|-------------------|-------|----------|--------|---------------|------------------------------------------------------|--------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|
|                                                |    | Total             | North | Midlands | London | Rest of South | Likely to vote for Conservatives (6+)                | Likely to vote for Labour (6+) | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |
| <b>Weighted Sample</b>                         |    | <b>6289</b>       | 1490  | 1031     | 761    | 2157          | 1553                                                 | 1799                           | 1869                             | 1844                              | 1773                                | 1198                                                               |
| <b>Unweighted Sample</b>                       |    | <b>6289</b>       | 1517  | 1046     | 617    | 2243          | 1598                                                 | 1885                           | 1986                             | 1877                              | 1854                                | 1214                                                               |
|                                                |    | %                 | %     | %        | %      | %             | %                                                    | %                              | %                                | %                                 | %                                   | %                                                                  |
| <b>Reform UK</b>                               |    |                   |       |          |        |               |                                                      |                                |                                  |                                   |                                     |                                                                    |
| 0 - Would never consider voting for them       |    | 49                | 48    | 45       | 56     | 48            | 23                                                   | 77                             | 73                               | 0                                 | 77                                  | 80                                                                 |
| 1                                              | 4  | 4                 | 3     | 6        | 3      | 5             | 5                                                    | 4                              | 4                                | 0                                 | 3                                   | 3                                                                  |
| 2                                              | 3  | 3                 | 4     | 2        | 4      | 5             | 3                                                    | 3                              | 3                                | 0                                 | 2                                   | 2                                                                  |
| 3                                              | 3  | 3                 | 3     | 3        | 3      | 5             | 3                                                    | 3                              | 3                                | 0                                 | 2                                   | 1                                                                  |
| 4                                              | 3  | 2                 | 4     | 2        | 3      | 4             | 2                                                    | 1                              | 1                                | 0                                 | 1                                   | 1                                                                  |
| 5                                              | 6  | 4                 | 8     | 5        | 6      | 8             | 2                                                    | 3                              | 3                                | 0                                 | 3                                   | 2                                                                  |
| 6                                              | 3  | 3                 | 4     | 3        | 3      | 7             | 2                                                    | 3                              | 3                                | 11                                | 2                                   | 2                                                                  |
| 7                                              | 3  | 4                 | 4     | 3        | 3      | 6             | 2                                                    | 3                              | 3                                | 12                                | 3                                   | 2                                                                  |
| 8                                              | 4  | 5                 | 4     | 4        | 3      | 8             | 1                                                    | 2                              | 2                                | 13                                | 2                                   | 2                                                                  |
| 9                                              | 3  | 4                 | 3     | 1        | 3      | 7             | 1                                                    | 1                              | 1                                | 10                                | 1                                   | 1                                                                  |
| 10 - Would definitely consider voting for them |    | 16                | 16    | 17       | 12     | 17            | 23                                                   | 1                              | 3                                | 54                                | 5                                   | 4                                                                  |
| Prefer not to answer                           |    | 3                 | 3     | 2        | 4      | 3             | 0                                                    | 0                              | 0                                | 0                                 | 0                                   | 0                                                                  |
| <b>Green Party</b>                             |    |                   |       |          |        |               |                                                      |                                |                                  |                                   |                                     |                                                                    |
| 0 - Would never consider voting for them       |    | 33                | 34    | 34       | 27     | 33            | 49                                                   | 11                             | 11                               | 54                                | 0                                   | 6                                                                  |
| 1                                              | 6  | 7                 | 6     | 7        | 5      | 8             | 4                                                    | 3                              | 3                                | 7                                 | 0                                   | 2                                                                  |
| 2                                              | 7  | 6                 | 7     | 6        | 7      | 9             | 5                                                    | 5                              | 7                                | 7                                 | 0                                   | 2                                                                  |
| 3                                              | 6  | 6                 | 7     | 5        | 6      | 7             | 7                                                    | 6                              | 6                                | 5                                 | 0                                   | 3                                                                  |
| 4                                              | 6  | 7                 | 6     | 5        | 5      | 6             | 7                                                    | 6                              | 7                                | 5                                 | 0                                   | 4                                                                  |
| 5                                              | 11 | 9                 | 12    | 12       | 11     | 9             | 14                                                   | 13                             | 9                                | 9                                 | 0                                   | 10                                                                 |
| 6                                              | 7  | 7                 | 6     | 8        | 6      | 4             | 12                                                   | 12                             | 12                               | 4                                 | 23                                  | 12                                                                 |
| 7                                              | 6  | 7                 | 5     | 9        | 7      | 4             | 12                                                   | 13                             | 13                               | 4                                 | 22                                  | 14                                                                 |
| 8                                              | 6  | 5                 | 5     | 7        | 6      | 2             | 11                                                   | 12                             | 12                               | 2                                 | 20                                  | 15                                                                 |
| 9                                              | 2  | 2                 | 2     | 2        | 2      | 1             | 4                                                    | 5                              | 5                                | 0                                 | 7                                   | 7                                                                  |
| 10 - Would definitely consider voting for them |    | 8                 | 7     | 7        | 7      | 9             | 1                                                    | 13                             | 14                               | 1                                 | 27                                  | 25                                                                 |
| Prefer not to answer                           |    | 3                 | 3     | 2        | 4      | 4             | 0                                                    | 0                              | 1                                | 1                                 | 0                                   | 1                                                                  |
| <b>Corbyn Party</b>                            |    |                   |       |          |        |               |                                                      |                                |                                  |                                   |                                     |                                                                    |
| 0 - Would never consider voting for them       |    | 52                | 51    | 56       | 44     | 56            | 80                                                   | 26                             | 32                               | 75                                | 20                                  | 0                                                                  |
| 1                                              | 4  | 4                 | 4     | 4        | 4      | 4             | 4                                                    | 4                              | 4                                | 4                                 | 2                                   | 0                                                                  |
| 2                                              | 5  | 6                 | 5     | 5        | 4      | 4             | 4                                                    | 7                              | 6                                | 3                                 | 5                                   | 0                                                                  |
| 3                                              | 4  | 4                 | 4     | 4        | 4      | 3             | 6                                                    | 6                              | 6                                | 3                                 | 4                                   | 0                                                                  |
| 4                                              | 4  | 4                 | 2     | 4        | 4      | 2             | 6                                                    | 5                              | 5                                | 2                                 | 6                                   | 0                                                                  |
| 5                                              | 7  | 7                 | 7     | 10       | 6      | 2             | 12                                                   | 11                             | 11                               | 4                                 | 12                                  | 0                                                                  |
| 6                                              | 3  | 3                 | 3     | 6        | 4      | 1             | 8                                                    | 7                              | 7                                | 2                                 | 8                                   | 18                                                                 |
| 7                                              | 3  | 4                 | 3     | 4        | 3      | 1             | 8                                                    | 7                              | 7                                | 1                                 | 8                                   | 18                                                                 |
| 8                                              | 3  | 3                 | 3     | 4        | 3      | 0             | 6                                                    | 6                              | 6                                | 1                                 | 9                                   | 16                                                                 |
| 9                                              | 2  | 2                 | 2     | 2        | 2      | 0             | 3                                                    | 3                              | 3                                | 1                                 | 4                                   | 9                                                                  |
| 10 - Would definitely consider voting for them |    | 8                 | 9     | 7        | 8      | 6             | 1                                                    | 11                             | 11                               | 2                                 | 21                                  | 40                                                                 |
| Prefer not to answer                           |    | 4                 | 4     | 3        | 5      | 4             | 1                                                    | 2                              | 2                                | 2                                 | 2                                   | 0                                                                  |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

| Weighted Sample<br>Unweighted Sample |       | Westminster VI |      |         |           |       | Vote in 2024 GE |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          |
|--------------------------------------|-------|----------------|------|---------|-----------|-------|-----------------|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|
|                                      | Total | Con            | Lab  | Lib Dem | Reform UK | Green | Con             | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland |
|                                      | 6289  | 794            | 989  | 670     | 1305      | 565   | 1132            | 1616 | 579     | 679       | 380   | 2207        | 2245  | 3044   | 3245   | 660   | 2598  | 1553  | 1478 | 3585         | 2704 | 5440    | 302   | 547      |
|                                      | 6289  | 802            | 1025 | 729     | 1336      | 578   | 1105            | 1711 | 630     | 714       | 407   | 2488        | 2355  | 2751   | 3538   | 436   | 2359  | 1707  | 1787 | 3808         | 2481 | 5423    | 316   | 550      |
|                                      | %     | %              | %    | %       | %         | %     | %               | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        |

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

|                                                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The cost of living                                 | 46 | 37 | 50 | 42 | 38 | 52 | 35 | 51 | 42 | 41 | 53 | 45 | 41 | 44 | 49 | 57 | 56 | 41 | 30 | 44 | 49 | 47 | 46 | 44 |
| Immigration and asylum                             | 45 | 62 | 21 | 26 | 89 | 13 | 70 | 27 | 26 | 89 | 21 | 28 | 71 | 46 | 44 | 20 | 37 | 53 | 63 | 40 | 52 | 46 | 43 | 39 |
| NHS                                                | 41 | 38 | 53 | 49 | 28 | 46 | 33 | 51 | 45 | 27 | 45 | 49 | 35 | 34 | 49 | 42 | 40 | 41 | 44 | 43 | 39 | 40 | 51 | 50 |
| The economy in general                             | 36 | 46 | 38 | 40 | 31 | 30 | 44 | 38 | 39 | 33 | 29 | 39 | 35 | 39 | 33 | 34 | 34 | 38 | 38 | 39 | 31 | 36 | 33 | 36 |
| Crime                                              | 17 | 17 | 10 | 8  | 30 | 9  | 21 | 10 | 9  | 32 | 12 | 11 | 23 | 18 | 16 | 12 | 17 | 17 | 17 | 15 | 19 | 17 | 13 | 11 |
| The environment and climate change                 | 17 | 7  | 24 | 30 | 3  | 46 | 6  | 24 | 28 | 2  | 43 | 27 | 8  | 15 | 18 | 23 | 18 | 16 | 13 | 20 | 12 | 17 | 17 | 16 |
| Defence and security, including the war in Ukraine | 17 | 28 | 18 | 20 | 18 | 10 | 28 | 16 | 21 | 17 | 11 | 19 | 20 | 19 | 16 | 11 | 11 | 21 | 27 | 19 | 15 | 17 | 17 | 21 |
| Housing                                            | 12 | 6  | 20 | 11 | 6  | 17 | 5  | 16 | 12 | 6  | 17 | 13 | 8  | 12 | 12 | 21 | 14 | 8  | 8  | 12 | 12 | 12 | 10 | 13 |
| Welfare benefits                                   | 11 | 14 | 8  | 8  | 15 | 9  | 14 | 10 | 11 | 15 | 9  | 10 | 14 | 11 | 11 | 5  | 10 | 14 | 13 | 10 | 12 | 11 | 12 | 11 |
| Britain's relationship with the EU                 | 9  | 6  | 14 | 17 | 3  | 16 | 5  | 14 | 14 | 3  | 8  | 15 | 4  | 11 | 7  | 11 | 7  | 11 | 9  | 11 | 7  | 9  | 10 | 9  |
| Tax                                                | 8  | 10 | 6  | 6  | 11 | 6  | 9  | 5  | 7  | 9  | 7  | 7  | 9  | 10 | 6  | 6  | 11 | 8  | 5  | 8  | 8  | 8  | 5  | 7  |
| The conflict in Gaza                               | 7  | 3  | 7  | 9  | 1  | 23 | 2  | 8  | 10 | 1  | 22 | 9  | 3  | 6  | 8  | 16 | 7  | 5  | 4  | 7  | 6  | 7  | 7  | 8  |
| Education                                          | 6  | 4  | 10 | 9  | 2  | 8  | 4  | 8  | 9  | 2  | 6  | 8  | 3  | 5  | 7  | 8  | 8  | 5  | 3  | 7  | 5  | 6  | 7  | 5  |
| Pensions                                           | 5  | 7  | 4  | 4  | 6  | 2  | 7  | 4  | 4  | 5  | 2  | 3  | 7  | 6  | 4  | 1  | 2  | 5  | 10 | 4  | 6  | 5  | 4  | 5  |
| Family life and childcare                          | 3  | 2  | 2  | 4  | 2  | 3  | 2  | 3  | 4  | 2  | 1  | 3  | 2  | 2  | 4  | 2  | 5  | 2  | 1  | 3  | 2  | 3  | 3  | 4  |
| Transport                                          | 1  | 1  | 3  | 1  | 0  | 2  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 5  | 1  | 1  | 0  | 2  | 1  | 1  | 0  | 1  |
| None of these                                      | 1  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 1  |
| Don't know                                         | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 3  | 2  | 1  | 0  | 1  | 2  | 1  | 3  | 3  |

And which ONE of these would you say is the single most important issue facing the country at this time?

[Asked only to those who gave an answer in the previous question; n=6203]

|                                                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| NHS                                                | 10 | 8  | 17 | 13 | 3  | 12 | 6  | 16 | 12 | 3  | 10 | 14 | 8  | 8  | 13 | 10 | 10 | 11 | 11 | 11 | 10 | 10 | 16 | 15 |
| Immigration and asylum                             | 31 | 39 | 8  | 12 | 77 | 6  | 50 | 14 | 15 | 77 | 12 | 15 | 54 | 33 | 29 | 8  | 23 | 38 | 45 | 26 | 37 | 31 | 26 | 24 |
| Crime                                              | 2  | 2  | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 2  | 2  | 1  | 2  | 2  | 2  | 3  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 1  |
| The economy in general                             | 14 | 21 | 18 | 21 | 6  | 9  | 17 | 17 | 20 | 6  | 9  | 18 | 10 | 16 | 12 | 15 | 13 | 14 | 15 | 17 | 10 | 14 | 13 | 16 |
| Tax                                                | 1  | 2  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 1  | 1  | 1  |
| Pensions                                           | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  |
| Education                                          | 1  | 0  | 2  | 1  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 2  | 0  | 1  | 1  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 1  | 1  |
| Family life and childcare                          | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 1  |
| Housing                                            | 2  | 1  | 4  | 2  | 0  | 3  | 1  | 4  | 3  | 0  | 4  | 3  | 1  | 3  | 2  | 4  | 3  | 2  | 1  | 3  | 2  | 2  | 2  | 1  |
| The environment and climate change                 | 6  | 2  | 9  | 11 | 0  | 24 | 1  | 9  | 11 | 0  | 22 | 11 | 2  | 6  | 6  | 7  | 7  | 6  | 5  | 8  | 5  | 6  | 7  | 6  |
| Britain's relationship with the EU                 | 2  | 1  | 3  | 4  | 0  | 3  | 1  | 3  | 3  | 0  | 1  | 3  | 0  | 2  | 1  | 2  | 1  | 2  | 1  | 2  | 1  | 2  | 1  | 2  |
| Transport                                          | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Welfare benefits                                   | 1  | 1  | 1  | 2  | 1  | 2  | 1  | 2  | 2  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 2  |
| Defence and security, including the war in Ukraine | 4  | 9  | 5  | 6  | 2  | 2  | 7  | 3  | 6  | 1  | 3  | 5  | 4  | 4  | 4  | 3  | 3  | 5  | 6  | 5  | 4  | 4  | 4  | 3  |
| The conflict in Gaza                               | 2  | 1  | 2  | 3  | 0  | 7  | 0  | 2  | 3  | 0  | 8  | 3  | 1  | 2  | 3  | 5  | 3  | 2  | 1  | 2  | 2  | 2  | 2  | 4  |
| The cost of living                                 | 20 | 13 | 25 | 20 | 8  | 27 | 12 | 24 | 20 | 8  | 25 | 19 | 14 | 18 | 22 | 32 | 28 | 14 | 9  | 19 | 21 | 20 | 20 | 20 |
| Don't know                                         | 2  | 1  | 2  | 1  | 0  | 2  | 1  | 2  | 1  | 0  | 2  | 1  | 1  | 2  | 2  | 5  | 2  | 1  | 1  | 2  | 2  | 2  | 4  | 2  |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                          | Region in England |       |          |        |               | Likelihood of voting for different political parties |                                |                                  |                                   |                                     |                                                                    |
|--------------------------|-------------------|-------|----------|--------|---------------|------------------------------------------------------|--------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|
|                          | Total             | North | Midlands | London | Rest of South | Likely to vote for Conservatives (6+)                | Likely to vote for Labour (6+) | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |
| <b>Weighted Sample</b>   | <b>6289</b>       | 1490  | 1031     | 761    | 2157          | 1553                                                 | 1799                           | 1869                             | 1844                              | 1773                                | 1198                                                               |
| <b>Unweighted Sample</b> | <b>6289</b>       | 1517  | 1046     | 617    | 2243          | 1598                                                 | 1885                           | 1986                             | 1877                              | 1854                                | 1214                                                               |
|                          | %                 | %     | %        | %      | %             | %                                                    | %                              | %                                | %                                 | %                                   | %                                                                  |

Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

|                                                    |           |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|
| The cost of living                                 | <b>46</b> | 48 | 46 | 50 | 45 | 37 | 48 | 46 | 39 | 49 | 57 |
| Immigration and asylum                             | <b>45</b> | 49 | 51 | 36 | 45 | 67 | 20 | 25 | 84 | 20 | 17 |
| NHS                                                | <b>41</b> | 41 | 40 | 36 | 41 | 35 | 53 | 51 | 31 | 49 | 51 |
| The economy in general                             | <b>36</b> | 37 | 35 | 35 | 37 | 43 | 39 | 39 | 33 | 32 | 30 |
| Crime                                              | <b>17</b> | 16 | 19 | 25 | 15 | 21 | 9  | 9  | 27 | 9  | 8  |
| The environment and climate change                 | <b>17</b> | 14 | 15 | 17 | 19 | 7  | 29 | 29 | 4  | 37 | 31 |
| Defence and security, including the war in Ukraine | <b>17</b> | 16 | 16 | 12 | 20 | 25 | 18 | 19 | 18 | 15 | 8  |
| Housing                                            | <b>12</b> | 11 | 10 | 23 | 10 | 6  | 18 | 14 | 6  | 16 | 20 |
| Welfare benefits                                   | <b>11</b> | 13 | 12 | 7  | 11 | 15 | 8  | 9  | 16 | 9  | 10 |
| Britain's relationship with the EU                 | <b>9</b>  | 9  | 9  | 10 | 9  | 6  | 15 | 14 | 4  | 14 | 15 |
| Tax                                                | <b>8</b>  | 9  | 10 | 8  | 8  | 11 | 5  | 5  | 11 | 6  | 7  |
| The conflict in Gaza                               | <b>7</b>  | 6  | 7  | 9  | 7  | 3  | 9  | 10 | 2  | 15 | 20 |
| Education                                          | <b>6</b>  | 6  | 6  | 5  | 7  | 3  | 9  | 8  | 2  | 8  | 8  |
| Pensions                                           | <b>5</b>  | 6  | 4  | 4  | 4  | 7  | 3  | 3  | 6  | 3  | 2  |
| Family life and childcare                          | <b>3</b>  | 3  | 3  | 3  | 3  | 2  | 3  | 3  | 2  | 3  | 3  |
| Transport                                          | <b>1</b>  | 1  | 1  | 2  | 2  | 1  | 2  | 2  | 1  | 1  | 1  |
| None of these                                      | <b>1</b>  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  |
| Don't know                                         | <b>1</b>  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 0  |

And which ONE of these would you say is the single most important issue facing the country at this time?

[Asked only to those who gave an answer in the previous question; n=6203]

|                                                    |           |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|
| NHS                                                | <b>10</b> | 10 | 10 | 8  | 10 | 6  | 16 | 14 | 4  | 13 | 13 |
| Immigration and asylum                             | <b>31</b> | 34 | 35 | 22 | 31 | 46 | 8  | 12 | 69 | 10 | 8  |
| Crime                                              | <b>2</b>  | 2  | 1  | 4  | 2  | 2  | 1  | 1  | 2  | 1  | 1  |
| The economy in general                             | <b>14</b> | 13 | 13 | 17 | 14 | 18 | 17 | 18 | 8  | 13 | 12 |
| Tax                                                | <b>1</b>  | 1  | 2  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  |
| Pensions                                           | <b>0</b>  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Education                                          | <b>1</b>  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 1  |
| Family life and childcare                          | <b>0</b>  | 0  | 0  | 1  | 0  | 0  | 1  | 0  | 0  | 1  | 0  |
| Housing                                            | <b>2</b>  | 1  | 2  | 5  | 3  | 1  | 4  | 3  | 0  | 3  | 4  |
| The environment and climate change                 | <b>6</b>  | 4  | 6  | 6  | 8  | 2  | 12 | 11 | 0  | 16 | 13 |
| Britain's relationship with the EU                 | <b>2</b>  | 1  | 2  | 1  | 2  | 1  | 3  | 3  | 0  | 3  | 3  |
| Transport                                          | <b>0</b>  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  |
| Welfare benefits                                   | <b>1</b>  | 1  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 2  |
| Defence and security, including the war in Ukraine | <b>4</b>  | 4  | 4  | 4  | 5  | 6  | 4  | 6  | 3  | 4  | 2  |
| The conflict in Gaza                               | <b>2</b>  | 2  | 2  | 3  | 2  | 1  | 2  | 3  | 0  | 5  | 7  |
| The cost of living                                 | <b>20</b> | 22 | 20 | 23 | 18 | 13 | 25 | 22 | 10 | 25 | 29 |
| Don't know                                         | <b>2</b>  | 2  | 1  | 2  | 2  | 1  | 2  | 2  | 1  | 2  | 2  |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                   | Westminster VI |     |      |         |           |       | Vote in 2024 GE |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          |
|-------------------|----------------|-----|------|---------|-----------|-------|-----------------|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|
|                   | Total          | Con | Lab  | Lib Dem | Reform UK | Green | Con             | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland |
| Weighted Sample   | 6289           | 794 | 989  | 670     | 1305      | 565   | 1132            | 1616 | 579     | 679       | 380   | 2207        | 2245  | 3044   | 3245   | 660   | 2598  | 1553  | 1478 | 3585         | 2704 | 5440    | 302   | 547      |
| Unweighted Sample | 6289           | 802 | 1025 | 729     | 1336      | 578   | 1105            | 1711 | 630     | 714       | 407   | 2488        | 2355  | 2751   | 3538   | 436   | 2359  | 1707  | 1787 | 3808         | 2481 | 5423    | 316   | 550      |
|                   | %              | %   | %    | %       | %         | %     | %               | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        |

Do you have a favourable or unfavourable opinion of the following?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

Carla Denyer

|                       |    |     |    |    |     |    |     |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|----|-----|----|----|-----|----|-----|----|----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very favourable       | 7  | 1   | 6  | 10 | 0   | 10 | 1   | 6  | 6  | 0   | 11 | 8  | 4  | 8  | 6  | 10 | 5  | 8  | 7  | 7  | 6  | 7  | 5  | 9  |
| Somewhat favourable   | 12 | 1   | 13 | 13 | 0   | 15 | 1   | 14 | 14 | 2   | 17 | 12 | 9  | 16 | 9  | 15 | 11 | 13 | 10 | 13 | 11 | 12 | 8  | 11 |
| TOTAL FAVOURABLE      | 19 | 2   | 19 | 23 | 0   | 25 | 2   | 20 | 20 | 2   | 28 | 20 | 13 | 24 | 15 | 25 | 16 | 21 | 17 | 20 | 17 | 19 | 13 | 20 |
| Somewhat unfavourable | 3  | 3   | 4  | 3  | 10  | 3  | 9   | 3  | 3  | 10  | 2  | 3  | 6  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 0  | 3  |
| Very unfavourable     | 1  | 11  | 1  | 1  | 2   | 2  | 4   | 1  | 0  | 2   | 1  | 1  | 4  | 2  | 1  | 1  | 2  | 1  | 1  | 1  | 2  | 2  | 0  | 0  |
| TOTAL UNFAVOURABLE    | 4  | 14  | 5  | 4  | 12  | 5  | 13  | 4  | 3  | 12  | 3  | 4  | 10 | 6  | 4  | 4  | 5  | 5  | 5  | 4  | 5  | 6  | 0  | 3  |
| Don't know            | 76 | 83  | 76 | 74 | 87  | 71 | 85  | 76 | 76 | 87  | 68 | 76 | 77 | 70 | 81 | 72 | 79 | 74 | 78 | 75 | 78 | 76 | 87 | 77 |
| NET FAVOURABILITY     | 15 | -12 | 14 | 19 | -12 | 20 | -11 | 16 | 17 | -10 | 25 | 16 | 3  | 18 | 11 | 21 | 11 | 16 | 12 | 16 | 12 | 13 | 13 | 17 |

Adrian Ramsay

|                       |    |    |    |    |     |    |    |    |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|----|----|----|----|-----|----|----|----|----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very favourable       | 2  | 0  | 1  | 3  | 0   | 5  | 0  | 2  | 3  | 0   | 6  | 3  | 2  | 2  | 2  | 1  | 2  | 3  | 5  | 2  | 3  | 2  | 1  | 0  |
| Somewhat favourable   | 7  | 11 | 9  | 9  | 2   | 7  | 5  | 7  | 9  | 2   | 8  | 8  | 7  | 10 | 5  | 8  | 6  | 8  | 9  | 7  | 7  | 7  | 5  | 5  |
| TOTAL FAVOURABLE      | 9  | 11 | 10 | 12 | 2   | 12 | 5  | 9  | 12 | 2   | 14 | 11 | 9  | 12 | 7  | 9  | 8  | 11 | 14 | 9  | 10 | 9  | 6  | 5  |
| Somewhat unfavourable | 4  | 3  | 4  | 2  | 6   | 4  | 3  | 3  | 3  | 9   | 3  | 2  | 4  | 5  | 3  | 6  | 3  | 3  | 3  | 4  | 3  | 4  | 0  | 6  |
| Very unfavourable     | 2  | 8  | 1  | 0  | 6   | 2  | 7  | 2  | 1  | 4   | 1  | 1  | 5  | 2  | 2  | 1  | 2  | 2  | 2  | 2  | 2  | 2  | 0  | 0  |
| TOTAL UNFAVOURABLE    | 6  | 11 | 5  | 2  | 12  | 6  | 10 | 5  | 4  | 13  | 4  | 3  | 9  | 7  | 5  | 7  | 5  | 5  | 5  | 6  | 5  | 6  | 0  | 6  |
| Don't know            | 85 | 79 | 85 | 85 | 85  | 82 | 85 | 87 | 84 | 85  | 82 | 85 | 82 | 81 | 88 | 84 | 87 | 83 | 82 | 85 | 84 | 84 | 94 | 88 |
| NET FAVOURABILITY     | 3  | 0  | 5  | 10 | -10 | 6  | -5 | 4  | 8  | -11 | 10 | 8  | 0  | 5  | 2  | 2  | 3  | 6  | 9  | 3  | 5  | 3  | 6  | -1 |

Caroline Lucas

|                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very favourable       | 15 | 0  | 16 | 19 | 2  | 19 | 3  | 17 | 19 | 2  | 19 | 22 | 8  | 18 | 12 | 6  | 12 | 23 | 23 | 16 | 12 | 14 | 20 | 15 |
| Somewhat favourable   | 23 | 14 | 27 | 30 | 13 | 21 | 17 | 27 | 31 | 14 | 20 | 30 | 21 | 28 | 20 | 15 | 23 | 27 | 30 | 26 | 19 | 23 | 18 | 28 |
| TOTAL FAVOURABLE      | 38 | 14 | 43 | 49 | 15 | 40 | 20 | 44 | 50 | 16 | 39 | 52 | 29 | 46 | 32 | 21 | 35 | 50 | 53 | 42 | 31 | 37 | 38 | 43 |
| Somewhat unfavourable | 4  | 10 | 5  | 2  | 9  | 4  | 9  | 3  | 4  | 8  | 4  | 3  | 7  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 2  | 3  |
| Very unfavourable     | 2  | 6  | 1  | 1  | 3  | 2  | 4  | 1  | 1  | 0  | 2  | 1  | 3  | 2  | 2  | 1  | 2  | 1  | 1  | 2  | 2  | 2  | 1  | 3  |
| TOTAL UNFAVOURABLE    | 6  | 16 | 6  | 3  | 12 | 6  | 13 | 4  | 5  | 8  | 6  | 4  | 10 | 6  | 6  | 4  | 6  | 5  | 5  | 6  | 6  | 6  | 3  | 6  |
| Don't know            | 56 | 70 | 51 | 48 | 73 | 54 | 67 | 52 | 45 | 77 | 55 | 44 | 61 | 49 | 62 | 76 | 59 | 44 | 42 | 53 | 63 | 57 | 59 | 51 |
| NET FAVOURABILITY     | 32 | -2 | 37 | 46 | 3  | 34 | 7  | 40 | 45 | 8  | 33 | 48 | 19 | 40 | 26 | 17 | 29 | 45 | 48 | 36 | 25 | 31 | 35 | 37 |

Siân Berry

|                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very favourable       | 3  | 0  | 2  | 4  | 2  | 5  | 0  | 3  | 2  | 1  | 6  | 4  | 2  | 4  | 3  | 2  | 2  | 6  | 5  | 3  | 3  | 3  | 5  | 2  |
| Somewhat favourable   | 12 | 13 | 15 | 12 | 1  | 13 | 3  | 15 | 11 | 2  | 12 | 15 | 7  | 14 | 10 | 10 | 10 | 15 | 11 | 12 | 10 | 12 | 9  | 11 |
| TOTAL FAVOURABLE      | 15 | 13 | 17 | 16 | 3  | 18 | 3  | 18 | 13 | 3  | 18 | 19 | 9  | 18 | 13 | 12 | 12 | 21 | 16 | 15 | 13 | 15 | 14 | 13 |
| Somewhat unfavourable | 3  | 6  | 4  | 2  | 10 | 3  | 7  | 3  | 3  | 10 | 3  | 3  | 5  | 5  | 2  | 2  | 3  | 4  | 3  | 3  | 4  | 3  | 4  | 1  |
| Very unfavourable     | 1  | 4  | 0  | 1  | 2  | 1  | 3  | 1  | 0  | 2  | 0  | 0  | 3  | 2  | 1  | 2  | 1  | 1  | 0  | 1  | 2  | 1  | 1  | 2  |
| TOTAL UNFAVOURABLE    | 4  | 10 | 4  | 3  | 12 | 4  | 10 | 4  | 3  | 12 | 3  | 3  | 8  | 7  | 3  | 4  | 4  | 5  | 3  | 4  | 6  | 4  | 5  | 3  |
| Don't know            | 81 | 78 | 78 | 81 | 84 | 77 | 86 | 78 | 83 | 85 | 78 | 78 | 82 | 76 | 84 | 84 | 83 | 74 | 81 | 80 | 82 | 80 | 81 | 85 |
| NET FAVOURABILITY     | 11 | 3  | 13 | 13 | -9 | 14 | -7 | 14 | 10 | -9 | 15 | 16 | 1  | 11 | 10 | 8  | 8  | 16 | 13 | 11 | 7  | 11 | 9  | 10 |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                   | Region in England |       |          |        |               | Likelihood of voting for different political parties |                                |                                  |                                   |                                     |                                                                    |
|-------------------|-------------------|-------|----------|--------|---------------|------------------------------------------------------|--------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|
|                   | Total             | North | Midlands | London | Rest of South | Likely to vote for Conservatives (6+)                | Likely to vote for Labour (6+) | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |
| Weighted Sample   | 6289              | 1490  | 1031     | 761    | 2157          | 1553                                                 | 1799                           | 1869                             | 1844                              | 1773                                | 1198                                                               |
| Unweighted Sample | 6289              | 1517  | 1046     | 617    | 2243          | 1598                                                 | 1885                           | 1986                             | 1877                              | 1854                                | 1214                                                               |
|                   | %                 | %     | %        | %      | %             | %                                                    | %                              | %                                | %                                 | %                                   | %                                                                  |

Do you have a favourable or unfavourable opinion of the following?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

Carla Denyer

|                           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very favourable           | 7         | 6         | 8         | 4         | 8         | 2         | 7         | 8         | 2         | 7         | 10        |
| Somewhat favourable       | 12        | 13        | 11        | 15        | 11        | 7         | 12        | 13        | 6         | 12        | 14        |
| <b>TOTAL FAVOURABLE</b>   | <b>19</b> | <b>19</b> | <b>19</b> | <b>19</b> | <b>19</b> | <b>9</b>  | <b>19</b> | <b>21</b> | <b>8</b>  | <b>19</b> | <b>24</b> |
| Somewhat unfavourable     | 3         | 4         | 3         | 5         | 3         | 8         | 3         | 3         | 7         | 3         | 2         |
| Very unfavourable         | 1         | 2         | 2         | 2         | 1         | 3         | 1         | 1         | 4         | 1         | 1         |
| <b>TOTAL UNFAVOURABLE</b> | <b>4</b>  | <b>6</b>  | <b>5</b>  | <b>7</b>  | <b>4</b>  | <b>11</b> | <b>4</b>  | <b>4</b>  | <b>11</b> | <b>4</b>  | <b>3</b>  |
| Don't know                | 76        | 74        | 76        | 75        | 77        | 81        | 77        | 75        | 82        | 76        | 72        |
| <b>NET FAVOURABILITY</b>  | <b>15</b> | <b>13</b> | <b>14</b> | <b>12</b> | <b>15</b> | <b>-2</b> | <b>15</b> | <b>17</b> | <b>-3</b> | <b>15</b> | <b>21</b> |

Adrian Ramsay

|                           |          |          |           |           |           |           |           |           |           |          |           |
|---------------------------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|
| Very favourable           | 2        | 2        | 3         | 1         | 3         | 0         | 2         | 3         | 1         | 2        | 3         |
| Somewhat favourable       | 7        | 7        | 7         | 10        | 7         | 6         | 8         | 9         | 6         | 7        | 8         |
| <b>TOTAL FAVOURABLE</b>   | <b>9</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>10</b> | <b>6</b>  | <b>10</b> | <b>12</b> | <b>7</b>  | <b>9</b> | <b>11</b> |
| Somewhat unfavourable     | 4        | 6        | 4         | 2         | 3         | 6         | 3         | 3         | 7         | 4        | 4         |
| Very unfavourable         | 2        | 3        | 2         | 1         | 2         | 5         | 1         | 1         | 7         | 2        | 1         |
| <b>TOTAL UNFAVOURABLE</b> | <b>6</b> | <b>9</b> | <b>6</b>  | <b>3</b>  | <b>5</b>  | <b>11</b> | <b>4</b>  | <b>4</b>  | <b>14</b> | <b>6</b> | <b>5</b>  |
| Don't know                | 85       | 82       | 84        | 86        | 85        | 84        | 86        | 84        | 79        | 85       | 84        |
| <b>NET FAVOURABILITY</b>  | <b>3</b> | <b>0</b> | <b>4</b>  | <b>8</b>  | <b>5</b>  | <b>-5</b> | <b>6</b>  | <b>8</b>  | <b>-7</b> | <b>3</b> | <b>6</b>  |

Caroline Lucas

|                           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very favourable           | 15        | 12        | 14        | 13        | 17        | 3         | 17        | 18        | 3         | 15        | 19        |
| Somewhat favourable       | 23        | 20        | 22        | 27        | 25        | 16        | 27        | 27        | 17        | 23        | 25        |
| <b>TOTAL FAVOURABLE</b>   | <b>38</b> | <b>32</b> | <b>36</b> | <b>40</b> | <b>42</b> | <b>19</b> | <b>44</b> | <b>45</b> | <b>20</b> | <b>38</b> | <b>44</b> |
| Somewhat unfavourable     | 4         | 4         | 4         | 5         | 4         | 10        | 3         | 3         | 8         | 4         | 3         |
| Very unfavourable         | 2         | 3         | 2         | 0         | 1         | 3         | 1         | 1         | 3         | 2         | 1         |
| <b>TOTAL UNFAVOURABLE</b> | <b>6</b>  | <b>7</b>  | <b>6</b>  | <b>5</b>  | <b>5</b>  | <b>13</b> | <b>4</b>  | <b>4</b>  | <b>11</b> | <b>6</b>  | <b>4</b>  |
| Don't know                | 56        | 62        | 58        | 55        | 53        | 69        | 52        | 50        | 69        | 56        | 52        |
| <b>NET FAVOURABILITY</b>  | <b>32</b> | <b>25</b> | <b>30</b> | <b>35</b> | <b>37</b> | <b>6</b>  | <b>40</b> | <b>41</b> | <b>9</b>  | <b>32</b> | <b>40</b> |

Siân Berry

|                           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very favourable           | 3         | 2         | 5         | 4         | 3         | 0         | 3         | 3         | 1         | 3         | 5         |
| Somewhat favourable       | 12        | 9         | 8         | 24        | 11        | 9         | 14        | 14        | 6         | 12        | 14        |
| <b>TOTAL FAVOURABLE</b>   | <b>15</b> | <b>11</b> | <b>13</b> | <b>28</b> | <b>14</b> | <b>9</b>  | <b>17</b> | <b>17</b> | <b>7</b>  | <b>15</b> | <b>19</b> |
| Somewhat unfavourable     | 3         | 4         | 2         | 4         | 3         | 7         | 3         | 3         | 9         | 3         | 2         |
| Very unfavourable         | 1         | 1         | 1         | 3         | 1         | 3         | 1         | 1         | 4         | 1         | 1         |
| <b>TOTAL UNFAVOURABLE</b> | <b>4</b>  | <b>5</b>  | <b>3</b>  | <b>7</b>  | <b>4</b>  | <b>10</b> | <b>4</b>  | <b>4</b>  | <b>13</b> | <b>4</b>  | <b>3</b>  |
| Don't know                | 81        | 83        | 84        | 65        | 83        | 82        | 79        | 79        | 79        | 81        | 78        |
| <b>NET FAVOURABILITY</b>  | <b>11</b> | <b>6</b>  | <b>10</b> | <b>21</b> | <b>10</b> | <b>-1</b> | <b>13</b> | <b>13</b> | <b>-6</b> | <b>11</b> | <b>16</b> |



Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                   | Westminster VI |     |      |         |           |       | Vote in 2024 GE |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          |
|-------------------|----------------|-----|------|---------|-----------|-------|-----------------|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|
|                   | Total          | Con | Lab  | Lib Dem | Reform UK | Green | Con             | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland |
| Weighted Sample   | 6289           | 794 | 989  | 670     | 1305      | 565   | 1132            | 1616 | 579     | 679       | 380   | 2207        | 2245  | 3044   | 3245   | 660   | 2598  | 1553  | 1478 | 3585         | 2704 | 5440    | 302   | 547      |
| Unweighted Sample | 6289           | 802 | 1025 | 729     | 1336      | 578   | 1105            | 1711 | 630     | 714       | 407   | 2488        | 2355  | 2751   | 3538   | 436   | 2359  | 1707  | 1787 | 3808         | 2481 | 5423    | 316   | 550      |
|                   | %              | %   | %    | %       | %         | %     | %               | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        |

Zack Polanski

|                       |    |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very favourable       | 3  | 0   | 2  | 3  | 1  | 7  | 0  | 3  | 3  | 2  | 8  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 3  | 2  | 3  |
| Somewhat favourable   | 8  | 5   | 8  | 7  | 2  | 10 | 7  | 6  | 8  | 2  | 11 | 8  | 5  | 10 | 6  | 10 | 7  | 7  | 7  | 9  | 6  | 8  | 4  | 10 |
| TOTAL FAVOURABLE      | 11 | 5   | 10 | 10 | 3  | 17 | 7  | 9  | 11 | 4  | 19 | 12 | 8  | 14 | 9  | 13 | 10 | 11 | 10 | 12 | 9  | 11 | 6  | 13 |
| Somewhat unfavourable | 3  | 7   | 3  | 2  | 7  | 3  | 3  | 3  | 3  | 8  | 2  | 3  | 3  | 4  | 2  | 2  | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  |
| Very unfavourable     | 2  | 8   | 1  | 1  | 4  | 2  | 5  | 1  | 0  | 4  | 1  | 1  | 4  | 2  | 1  | 2  | 2  | 2  | 1  | 2  | 2  | 2  | 3  | 0  |
| TOTAL UNFAVOURABLE    | 5  | 15  | 4  | 3  | 11 | 5  | 8  | 4  | 3  | 12 | 3  | 4  | 7  | 6  | 3  | 4  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 2  |
| Don't know            | 84 | 81  | 86 | 87 | 86 | 78 | 86 | 87 | 86 | 85 | 78 | 85 | 85 | 80 | 88 | 82 | 85 | 84 | 86 | 84 | 86 | 84 | 89 | 85 |
| NET FAVOURABILITY     | 6  | -10 | 6  | 7  | -8 | 12 | -1 | 5  | 8  | -8 | 16 | 8  | 1  | 8  | 6  | 9  | 5  | 6  | 6  | 7  | 4  | 6  | 1  | 11 |

Ellie Chowns

|                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very favourable       | 2  | 0  | 1  | 4  | 0  | 3  | 0  | 1  | 3  | 0  | 2  | 2  | 1  | 2  | 1  | 2  | 1  | 3  | 2  | 2  | 2  | 2  | 1  | 1  |
| Somewhat favourable   | 5  | 6  | 7  | 4  | 4  | 5  | 9  | 6  | 4  | 3  | 5  | 6  | 3  | 7  | 4  | 4  | 3  | 8  | 6  | 5  | 5  | 5  | 8  | 7  |
| TOTAL FAVOURABLE      | 7  | 6  | 8  | 8  | 4  | 8  | 9  | 7  | 7  | 3  | 7  | 8  | 4  | 9  | 5  | 6  | 4  | 11 | 8  | 7  | 7  | 7  | 9  | 8  |
| Somewhat unfavourable | 2  | 3  | 2  | 1  | 8  | 3  | 4  | 2  | 2  | 9  | 2  | 2  | 4  | 3  | 2  | 1  | 3  | 2  | 4  | 2  | 4  | 3  | 1  | 0  |
| Very unfavourable     | 1  | 4  | 1  | 1  | 4  | 2  | 2  | 1  | 0  | 2  | 1  | 0  | 3  | 2  | 1  | 2  | 2  | 1  | 1  | 2  | 1  | 2  | 0  | 1  |
| TOTAL UNFAVOURABLE    | 3  | 7  | 3  | 2  | 12 | 5  | 6  | 3  | 2  | 11 | 3  | 2  | 7  | 5  | 3  | 3  | 5  | 3  | 5  | 4  | 5  | 5  | 1  | 1  |
| Don't know            | 89 | 87 | 90 | 90 | 84 | 87 | 85 | 89 | 92 | 86 | 90 | 89 | 88 | 86 | 92 | 90 | 92 | 86 | 87 | 90 | 88 | 89 | 90 | 92 |
| NET FAVOURABILITY     | 4  | -1 | 5  | 6  | -8 | 3  | 3  | 4  | 5  | -8 | 4  | 6  | -3 | 4  | 2  | 3  | -1 | 8  | 3  | 3  | 2  | 2  | 8  | 7  |

Jeremy Corbyn

|                       |    |     |    |    |     |    |     |    |    |     |    |    |     |    |    |    |    |    |     |    |    |    |    |    |
|-----------------------|----|-----|----|----|-----|----|-----|----|----|-----|----|----|-----|----|----|----|----|----|-----|----|----|----|----|----|
| Very favourable       | 23 | 0   | 18 | 14 | 6   | 35 | 2   | 24 | 15 | 2   | 36 | 23 | 15  | 24 | 22 | 31 | 25 | 17 | 13  | 23 | 23 | 22 | 25 | 28 |
| Somewhat favourable   | 31 | 9   | 44 | 32 | 21  | 29 | 8   | 39 | 27 | 10  | 25 | 34 | 19  | 35 | 29 | 36 | 35 | 26 | 22  | 33 | 28 | 31 | 34 | 38 |
| TOTAL FAVOURABLE      | 54 | 9   | 62 | 46 | 27  | 64 | 10  | 63 | 42 | 12  | 61 | 57 | 34  | 59 | 51 | 67 | 60 | 43 | 35  | 56 | 51 | 53 | 59 | 66 |
| Somewhat unfavourable | 19 | 24  | 21 | 24 | 19  | 14 | 14  | 17 | 25 | 29  | 17 | 20 | 20  | 17 | 20 | 14 | 19 | 23 | 20  | 20 | 17 | 19 | 21 | 21 |
| Very unfavourable     | 18 | 54  | 11 | 22 | 39  | 13 | 69  | 12 | 25 | 43  | 14 | 16 | 37  | 16 | 19 | 5  | 12 | 28 | 36  | 18 | 18 | 19 | 9  | 7  |
| TOTAL UNFAVOURABLE    | 37 | 78  | 32 | 46 | 58  | 27 | 83  | 29 | 50 | 72  | 31 | 36 | 57  | 33 | 39 | 19 | 31 | 51 | 56  | 38 | 35 | 38 | 30 | 28 |
| Don't know            | 9  | 13  | 6  | 8  | 16  | 10 | 6   | 7  | 9  | 16  | 8  | 6  | 9   | 7  | 11 | 13 | 9  | 7  | 9   | 7  | 13 | 9  | 12 | 6  |
| NET FAVOURABILITY     | 17 | -69 | 30 | 0  | -31 | 37 | -73 | 34 | -8 | -60 | 30 | 21 | -23 | 26 | 12 | 48 | 29 | -8 | -21 | 18 | 16 | 15 | 29 | 38 |

Keir Starmer

|                       |     |     |    |    |     |     |     |    |     |     |     |    |     |     |     |     |     |    |     |     |     |     |     |     |
|-----------------------|-----|-----|----|----|-----|-----|-----|----|-----|-----|-----|----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|
| Very favourable       | 4   | 2   | 12 | 4  | 1   | 2   | 3   | 7  | 3   | 0   | 2   | 4  | 5   | 6   | 3   | 3   | 3   | 9  | 4   | 5   | 4   | 5   | 2   | 3   |
| Somewhat favourable   | 33  | 19  | 59 | 41 | 5   | 20  | 19  | 45 | 38  | 7   | 17  | 41 | 18  | 34  | 32  | 24  | 33  | 36 | 37  | 36  | 26  | 33  | 35  | 29  |
| TOTAL FAVOURABLE      | 37  | 21  | 71 | 45 | 6   | 22  | 22  | 52 | 41  | 7   | 19  | 45 | 23  | 40  | 35  | 27  | 36  | 45 | 41  | 41  | 30  | 38  | 37  | 32  |
| Somewhat unfavourable | 33  | 31  | 22 | 38 | 19  | 35  | 31  | 31 | 34  | 23  | 36  | 31 | 29  | 32  | 34  | 40  | 35  | 24 | 29  | 33  | 31  | 33  | 27  | 39  |
| Very unfavourable     | 25  | 46  | 5  | 15 | 70  | 38  | 44  | 14 | 22  | 63  | 40  | 19 | 44  | 25  | 25  | 26  | 23  | 27 | 28  | 22  | 31  | 25  | 27  | 26  |
| TOTAL UNFAVOURABLE    | 58  | 77  | 27 | 53 | 89  | 73  | 75  | 45 | 56  | 86  | 76  | 50 | 73  | 57  | 59  | 66  | 58  | 51 | 57  | 55  | 62  | 58  | 54  | 65  |
| Don't know            | 5   | 2   | 2  | 2  | 5   | 6   | 3   | 4  | 2   | 7   | 6   | 4  | 4   | 4   | 6   | 6   | 6   | 3  | 2   | 4   | 7   | 5   | 8   | 4   |
| NET FAVOURABILITY     | -21 | -56 | 44 | -8 | -83 | -51 | -53 | 7  | -15 | -79 | -57 | -5 | -50 | -17 | -24 | -39 | -22 | -6 | -16 | -14 | -32 | -20 | -17 | -33 |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                           | Region in England |            |            |            |               | Likelihood of voting for different political parties |                                |                                  |                                   |                                     |                                                                    |
|---------------------------|-------------------|------------|------------|------------|---------------|------------------------------------------------------|--------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|
|                           | Total             | North      | Midlands   | London     | Rest of South | Likely to vote for Conservatives (6+)                | Likely to vote for Labour (6+) | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |
| <b>Weighted Sample</b>    | <b>6289</b>       | 1490       | 1031       | 761        | 2157          | 1553                                                 | 1799                           | 1869                             | 1844                              | 1773                                | 1198                                                               |
| <b>Unweighted Sample</b>  | <b>6289</b>       | 1517       | 1046       | 617        | 2243          | 1598                                                 | 1885                           | 1986                             | 1877                              | 1854                                | 1214                                                               |
|                           | %                 | %          | %          | %          | %             | %                                                    | %                              | %                                | %                                 | %                                   | %                                                                  |
| <b>Zack Polanski</b>      |                   |            |            |            |               |                                                      |                                |                                  |                                   |                                     |                                                                    |
| Very favourable           | 3                 | 4          | 4          | 2          | 3             | 1                                                    | 3                              | 3                                | 1                                 | 3                                   | 6                                                                  |
| Somewhat favourable       | 8                 | 7          | 5          | 12         | 7             | 6                                                    | 7                              | 8                                | 5                                 | 8                                   | 10                                                                 |
| <b>TOTAL FAVOURABLE</b>   | <b>11</b>         | <b>11</b>  | <b>9</b>   | <b>14</b>  | <b>10</b>     | <b>7</b>                                             | <b>10</b>                      | <b>11</b>                        | <b>6</b>                          | <b>11</b>                           | <b>16</b>                                                          |
| Somewhat unfavourable     | 3                 | 3          | 3          | 3          | 3             | 6                                                    | 3                              | 2                                | 7                                 | 3                                   | 2                                                                  |
| Very unfavourable         | 2                 | 2          | 2          | 3          | 1             | 3                                                    | 1                              | 1                                | 5                                 | 2                                   | 1                                                                  |
| <b>TOTAL UNFAVOURABLE</b> | <b>5</b>          | <b>5</b>   | <b>5</b>   | <b>6</b>   | <b>4</b>      | <b>9</b>                                             | <b>4</b>                       | <b>3</b>                         | <b>12</b>                         | <b>5</b>                            | <b>3</b>                                                           |
| Don't know                | 84                | 84         | 87         | 79         | 85            | 84                                                   | 86                             | 86                               | 81                                | 84                                  | 81                                                                 |
| <b>NET FAVOURABILITY</b>  | <b>6</b>          | <b>6</b>   | <b>4</b>   | <b>8</b>   | <b>6</b>      | <b>-2</b>                                            | <b>6</b>                       | <b>8</b>                         | <b>-6</b>                         | <b>6</b>                            | <b>13</b>                                                          |
| <b>Ellie Chowns</b>       |                   |            |            |            |               |                                                      |                                |                                  |                                   |                                     |                                                                    |
| Very favourable           | 2                 | 1          | 4          | 1          | 1             | 0                                                    | 2                              | 2                                | 0                                 | 2                                   | 3                                                                  |
| Somewhat favourable       | 5                 | 4          | 6          | 6          | 4             | 8                                                    | 6                              | 6                                | 6                                 | 5                                   | 6                                                                  |
| <b>TOTAL FAVOURABLE</b>   | <b>7</b>          | <b>5</b>   | <b>10</b>  | <b>7</b>   | <b>5</b>      | <b>8</b>                                             | <b>8</b>                       | <b>8</b>                         | <b>6</b>                          | <b>7</b>                            | <b>9</b>                                                           |
| Somewhat unfavourable     | 2                 | 4          | 3          | 3          | 2             | 4                                                    | 2                              | 2                                | 6                                 | 2                                   | 2                                                                  |
| Very unfavourable         | 1                 | 2          | 1          | 2          | 1             | 3                                                    | 1                              | 1                                | 5                                 | 1                                   | 1                                                                  |
| <b>TOTAL UNFAVOURABLE</b> | <b>3</b>          | <b>6</b>   | <b>4</b>   | <b>5</b>   | <b>3</b>      | <b>7</b>                                             | <b>3</b>                       | <b>3</b>                         | <b>11</b>                         | <b>3</b>                            | <b>3</b>                                                           |
| Don't know                | 89                | 89         | 86         | 88         | 91            | 84                                                   | 90                             | 90                               | 83                                | 89                                  | 88                                                                 |
| <b>NET FAVOURABILITY</b>  | <b>4</b>          | <b>-1</b>  | <b>6</b>   | <b>2</b>   | <b>2</b>      | <b>1</b>                                             | <b>5</b>                       | <b>5</b>                         | <b>-5</b>                         | <b>4</b>                            | <b>6</b>                                                           |
| <b>Jeremy Corbyn</b>      |                   |            |            |            |               |                                                      |                                |                                  |                                   |                                     |                                                                    |
| Very favourable           | 23                | 26         | 24         | 24         | 19            | 2                                                    | 20                             | 19                               | 8                                 | 23                                  | 45                                                                 |
| Somewhat favourable       | 31                | 32         | 25         | 36         | 31            | 15                                                   | 39                             | 34                               | 23                                | 31                                  | 44                                                                 |
| <b>TOTAL FAVOURABLE</b>   | <b>54</b>         | <b>58</b>  | <b>49</b>  | <b>60</b>  | <b>50</b>     | <b>17</b>                                            | <b>59</b>                      | <b>53</b>                        | <b>31</b>                         | <b>54</b>                           | <b>89</b>                                                          |
| Somewhat unfavourable     | 19                | 17         | 19         | 18         | 20            | 20                                                   | 21                             | 21                               | 19                                | 19                                  | 6                                                                  |
| Very unfavourable         | 18                | 16         | 21         | 14         | 21            | 49                                                   | 12                             | 17                               | 35                                | 18                                  | 1                                                                  |
| <b>TOTAL UNFAVOURABLE</b> | <b>37</b>         | <b>33</b>  | <b>40</b>  | <b>32</b>  | <b>41</b>     | <b>69</b>                                            | <b>33</b>                      | <b>38</b>                        | <b>54</b>                         | <b>37</b>                           | <b>7</b>                                                           |
| Don't know                | 9                 | 9          | 11         | 8          | 10            | 13                                                   | 8                              | 8                                | 15                                | 9                                   | 4                                                                  |
| <b>NET FAVOURABILITY</b>  | <b>17</b>         | <b>25</b>  | <b>9</b>   | <b>28</b>  | <b>9</b>      | <b>-52</b>                                           | <b>26</b>                      | <b>15</b>                        | <b>-23</b>                        | <b>17</b>                           | <b>82</b>                                                          |
| <b>Keir Starmer</b>       |                   |            |            |            |               |                                                      |                                |                                  |                                   |                                     |                                                                    |
| Very favourable           | 4                 | 6          | 3          | 5          | 4             | 4                                                    | 8                              | 6                                | 5                                 | 4                                   | 3                                                                  |
| Somewhat favourable       | 33                | 29         | 34         | 32         | 35            | 21                                                   | 52                             | 42                               | 15                                | 33                                  | 27                                                                 |
| <b>TOTAL FAVOURABLE</b>   | <b>37</b>         | <b>35</b>  | <b>37</b>  | <b>37</b>  | <b>39</b>     | <b>25</b>                                            | <b>60</b>                      | <b>48</b>                        | <b>20</b>                         | <b>37</b>                           | <b>30</b>                                                          |
| Somewhat unfavourable     | 33                | 32         | 29         | 37         | 33            | 33                                                   | 29                             | 33                               | 25                                | 33                                  | 39                                                                 |
| Very unfavourable         | 25                | 27         | 30         | 22         | 24            | 37                                                   | 6                              | 17                               | 51                                | 25                                  | 28                                                                 |
| <b>TOTAL UNFAVOURABLE</b> | <b>58</b>         | <b>59</b>  | <b>59</b>  | <b>59</b>  | <b>57</b>     | <b>70</b>                                            | <b>35</b>                      | <b>50</b>                        | <b>76</b>                         | <b>58</b>                           | <b>67</b>                                                          |
| Don't know                | 5                 | 6          | 5          | 5          | 4             | 5                                                    | 5                              | 3                                | 5                                 | 5                                   | 3                                                                  |
| <b>NET FAVOURABILITY</b>  | <b>-21</b>        | <b>-24</b> | <b>-22</b> | <b>-22</b> | <b>-18</b>    | <b>-45</b>                                           | <b>25</b>                      | <b>-2</b>                        | <b>-56</b>                        | <b>-21</b>                          | <b>-37</b>                                                         |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                   | Westminster VI |     |      |         |           | Vote in 2024 GE |      |      |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      | Country |         |       |          |
|-------------------|----------------|-----|------|---------|-----------|-----------------|------|------|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|---------|---------|-------|----------|
|                   | Total          | Con | Lab  | Lib Dem | Reform UK | Green           | Con  | Lab  | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE    | England | Wales | Scotland |
| Weighted Sample   | 6289           | 794 | 989  | 670     | 1305      | 565             | 1132 | 1616 | 579     | 679       | 380         | 2207   | 2245   | 3044 | 3245   | 660   | 2598  | 1553  | 1478         | 3585 | 2704    | 5440    | 302   | 547      |
| Unweighted Sample | 6289           | 802 | 1025 | 729     | 1336      | 578             | 1105 | 1711 | 630     | 714       | 407         | 2488   | 2355   | 2751 | 3538   | 436   | 2359  | 1707  | 1787         | 3808 | 2481    | 5423    | 316   | 550      |
|                   | %              | %   | %    | %       | %         | %               | %    | %    | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %       | %       | %     | %        |

Which of the following comes closest to your view on what should be the future direction of the Green Party?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                                                                                                                                        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would rather the Greens focussed most on being an environmentalist party, primarily talking about climate change and the environment | 33 | 49 | 36 | 37 | 46 | 30 | 53 | 31 | 39 | 28 | 32 | 35 | 41 | 31 | 34 | 23 | 30 | 40 | 46 | 35 | 30 | 33 | 33 | 32 |
| I would rather the Greens focussed most on being a general left-wing party, primarily talking about wider economic and social issues   | 52 | 30 | 55 | 49 | 27 | 58 | 25 | 58 | 48 | 30 | 57 | 52 | 40 | 56 | 49 | 66 | 55 | 44 | 36 | 54 | 49 | 52 | 47 | 54 |
| Something else                                                                                                                         | 5  | 2  | 2  | 6  | 6  | 5  | 10 | 3  | 6  | 15 | 5  | 5  | 6  | 4  | 5  | 3  | 5  | 6  | 5  | 4  | 6  | 5  | 4  | 5  |
| Don't know                                                                                                                             | 10 | 19 | 8  | 8  | 21 | 7  | 11 | 9  | 8  | 27 | 7  | 8  | 13 | 8  | 12 | 7  | 11 | 11 | 13 | 8  | 15 | 10 | 16 | 10 |

If the next general election resulted in a hung parliament where the Green Party had the opportunity to be part of a coalition government, which of the following would you rather the Greens did?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                                                                                                                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would rather the Greens entered a coalition government, even if it meant compromising on policy with other parties | 59 | 44 | 73 | 66 | 30 | 58 | 37 | 67 | 70 | 17 | 51 | 64 | 43 | 64 | 55 | 63 | 59 | 61 | 51 | 65 | 48 | 59 | 50 | 64 |
| I would rather the Greens remained in opposition, so they didn't have to compromise on policy with other parties     | 25 | 32 | 19 | 22 | 42 | 27 | 36 | 20 | 20 | 48 | 33 | 23 | 37 | 24 | 26 | 21 | 25 | 23 | 33 | 22 | 30 | 25 | 22 | 23 |
| Something else                                                                                                       | 2  | 0  | 1  | 3  | 1  | 3  | 2  | 2  | 3  | 4  | 2  | 2  | 4  | 2  | 3  | 1  | 3  | 2  | 2  | 2  | 3  | 2  | 2  | 1  |
| Don't know                                                                                                           | 14 | 24 | 7  | 9  | 28 | 11 | 25 | 11 | 7  | 31 | 14 | 11 | 16 | 11 | 16 | 14 | 14 | 14 | 13 | 11 | 18 | 13 | 26 | 12 |

Would you support or oppose the Green Party agreeing electoral pacts with similarly-minded parties, so that they do not stand candidates against each other in their target seats?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Strongly support | 27 | 6  | 31 | 28 | 6  | 31 | 16 | 30 | 29 | 4  | 29 | 30 | 14 | 32 | 24 | 30 | 28 | 25 | 25 | 31 | 21 | 27 | 24 | 25 |
| Somewhat support | 51 | 53 | 55 | 55 | 50 | 49 | 45 | 53 | 53 | 55 | 48 | 51 | 54 | 51 | 52 | 51 | 50 | 52 | 53 | 51 | 51 | 51 | 51 | 55 |
| Somewhat oppose  | 5  | 18 | 2  | 4  | 11 | 5  | 11 | 4  | 4  | 9  | 7  | 4  | 9  | 6  | 4  | 4  | 5  | 6  | 5  | 4  | 6  | 5  | 8  | 5  |
| Strongly oppose  | 1  | 0  | 1  | 2  | 1  | 1  | 6  | 1  | 2  | 3  | 2  | 2  | 2  | 2  | 1  | 0  | 1  | 2  | 3  | 1  | 2  | 1  | 2  | 2  |
| Don't know       | 15 | 23 | 11 | 11 | 31 | 13 | 22 | 12 | 13 | 29 | 14 | 12 | 21 | 10 | 19 | 14 | 16 | 14 | 14 | 13 | 19 | 15 | 15 | 13 |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                   | Region in England |       |          |        |               | Likelihood of voting for different political parties |                                |                                  |                                   |                                     |                                                                    |
|-------------------|-------------------|-------|----------|--------|---------------|------------------------------------------------------|--------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|
|                   | Total             | North | Midlands | London | Rest of South | Likely to vote for Conservatives (6+)                | Likely to vote for Labour (6+) | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |
| Weighted Sample   | 6289              | 1490  | 1031     | 761    | 2157          | 1553                                                 | 1799                           | 1869                             | 1844                              | 1773                                | 1198                                                               |
| Unweighted Sample | 6289              | 1517  | 1046     | 617    | 2243          | 1598                                                 | 1885                           | 1986                             | 1877                              | 1854                                | 1214                                                               |
|                   | %                 | %     | %        | %      | %             | %                                                    | %                              | %                                | %                                 | %                                   | %                                                                  |

Which of the following comes closest to your view on what should be the future direction of the Green Party?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                                                                                                                                        |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| I would rather the Greens focussed most on being an environmentalist party, primarily talking about climate change and the environment | 33 | 27 | 36 | 37 | 34 | 45 | 33 | 33 | 43 | 33 | 22 |
| I would rather the Greens focussed most on being a general left-wing party, primarily talking about wider economic and social issues   | 52 | 57 | 47 | 51 | 51 | 26 | 55 | 53 | 28 | 52 | 66 |
| Something else                                                                                                                         | 5  | 5  | 6  | 3  | 5  | 10 | 3  | 4  | 6  | 5  | 4  |
| Don't know                                                                                                                             | 10 | 11 | 11 | 9  | 10 | 19 | 9  | 9  | 22 | 10 | 8  |

If the next general election resulted in a hung parliament where the Green Party had the opportunity to be part of a coalition government, which of the following would you rather the Greens did?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                                                                                                                      |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| I would rather the Greens entered a coalition government, even if it meant compromising on policy with other parties | 59 | 56 | 58 | 63 | 60 | 47 | 71 | 66 | 39 | 59 | 64 |
| I would rather the Greens remained in opposition, so they didn't have to compromise on policy with other parties     | 25 | 25 | 26 | 25 | 26 | 28 | 18 | 20 | 35 | 25 | 22 |
| Something else                                                                                                       | 2  | 3  | 2  | 1  | 2  | 1  | 1  | 2  | 2  | 2  | 3  |
| Don't know                                                                                                           | 14 | 16 | 14 | 11 | 12 | 23 | 10 | 11 | 24 | 14 | 11 |

Would you support or oppose the Green Party agreeing electoral pacts with similarly-minded parties, so that they do not stand candidates against each other in their target seats?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                  |    |    |    |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|----|----|----|
| Strongly support | 27 | 26 | 24 | 33 | 28 | 10 | 31 | 30 | 9  | 27 | 36 |
| Somewhat support | 51 | 50 | 50 | 50 | 52 | 51 | 54 | 52 | 53 | 51 | 49 |
| Somewhat oppose  | 5  | 5  | 7  | 2  | 5  | 13 | 4  | 5  | 9  | 5  | 3  |
| Strongly oppose  | 1  | 1  | 1  | 2  | 1  | 2  | 1  | 1  | 2  | 1  | 1  |
| Don't know       | 15 | 18 | 17 | 14 | 14 | 25 | 11 | 11 | 28 | 15 | 11 |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

| Weighted Sample<br>Unweighted Sample |       | Westminster VI |      |         |           |       | Vote in 2024 GE |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          |
|--------------------------------------|-------|----------------|------|---------|-----------|-------|-----------------|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|
|                                      | Total | Con            | Lab  | Lib Dem | Reform UK | Green | Con             | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland |
|                                      | 6289  | 794            | 989  | 670     | 1305      | 565   | 1132            | 1616 | 579     | 679       | 380   | 2207        | 2245  | 3044   | 3245   | 660   | 2598  | 1553  | 1478 | 3585         | 2704 | 5440    | 302   | 547      |
|                                      | 6289  | 802            | 1025 | 729     | 1336      | 578   | 1105            | 1711 | 630     | 714       | 407   | 2488        | 2355  | 2751   | 3538   | 436   | 2359  | 1707  | 1787 | 3808         | 2481 | 5423    | 316   | 550      |
|                                      | %     | %              | %    | %       | %         | %     | %               | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        |

Which, if any, of the following parties would you consider to be similarly-minded to the Green Party?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                                            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservatives                              | 1  | 12 | 1  | 0  | 0  | 1  | 10 | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 2  | 1  |
| Labour                                     | 19 | 3  | 43 | 18 | 3  | 10 | 5  | 29 | 16 | 5  | 9  | 22 | 10 | 24 | 16 | 20 | 20 | 17 | 18 | 23 | 13 | 20 | 10 | 17 |
| Liberal Democrats                          | 39 | 28 | 46 | 66 | 20 | 30 | 23 | 46 | 55 | 31 | 26 | 47 | 26 | 44 | 35 | 35 | 37 | 42 | 44 | 43 | 33 | 40 | 29 | 36 |
| Scottish National Party (SNP)              | 9  | 2  | 8  | 6  | 4  | 11 | 0  | 8  | 8  | 5  | 9  | 12 | 2  | 12 | 7  | 9  | 11 | 8  | 7  | 11 | 5  | 7  | 11 | 46 |
| Plaid Cymru                                | 11 | 2  | 11 | 8  | 4  | 11 | 5  | 11 | 8  | 5  | 11 | 12 | 7  | 13 | 8  | 11 | 11 | 10 | 9  | 13 | 6  | 8  | 47 | 16 |
| Reform UK                                  | 1  | 1  | 1  | 0  | 17 | 0  | 8  | 0  | 1  | 18 | 0  | 0  | 5  | 1  | 2  | 0  | 1  | 2  | 2  | 1  | 3  | 1  | 6  | 1  |
| A new left-wing party led by Jeremy Corbyn | 39 | 5  | 39 | 34 | 5  | 53 | 5  | 40 | 35 | 0  | 56 | 41 | 17 | 44 | 35 | 56 | 44 | 28 | 19 | 42 | 34 | 39 | 34 | 45 |
| None of the above                          | 15 | 21 | 10 | 12 | 35 | 16 | 24 | 14 | 12 | 22 | 17 | 13 | 29 | 13 | 16 | 9  | 13 | 21 | 19 | 14 | 18 | 15 | 11 | 12 |
| Don't know                                 | 15 | 31 | 10 | 13 | 24 | 12 | 31 | 10 | 15 | 29 | 12 | 11 | 22 | 9  | 19 | 14 | 14 | 15 | 19 | 12 | 20 | 15 | 14 | 7  |

Which of the following comes closest to your view on the leadership of the Green Party?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                                               |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I would rather the Greens had a single leader | 41 | 56 | 50 | 44 | 52 | 36 | 64 | 44 | 46 | 41 | 34 | 42 | 49 | 51 | 33 | 35 | 36 | 49 | 52 | 43 | 37 | 42 | 27 | 39 |
| I would rather the Greens had two co-leaders  | 20 | 13 | 14 | 19 | 15 | 27 | 7  | 18 | 17 | 18 | 24 | 18 | 17 | 16 | 22 | 28 | 19 | 16 | 16 | 18 | 23 | 20 | 10 | 27 |
| Something else                                | 2  | 5  | 2  | 4  | 1  | 2  | 3  | 2  | 2  | 1  | 3  | 3  | 2  | 3  | 2  | 1  | 3  | 2  | 1  | 2  | 2  | 2  | 5  | 4  |
| Don't know                                    | 37 | 27 | 34 | 33 | 31 | 35 | 26 | 36 | 34 | 39 | 39 | 37 | 32 | 30 | 42 | 35 | 42 | 33 | 31 | 37 | 38 | 37 | 58 | 30 |

How much would you trust the Green Party on each of the following areas?

Animal rights

|                                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A great deal                     | 24 | 11 | 36 | 40 | 12 | 62 | 10 | 34 | 37 | 11 | 57 | 34 | 13 | 24 | 25 | 40 | 28 | 22 | 13 | 29 | 19 | 25 | 24 | 20 |
| A fair amount                    | 29 | 32 | 40 | 34 | 23 | 28 | 27 | 37 | 33 | 23 | 31 | 35 | 26 | 29 | 28 | 28 | 28 | 30 | 29 | 31 | 25 | 29 | 25 | 27 |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 53 | 43 | 76 | 74 | 35 | 90 | 37 | 71 | 70 | 34 | 88 | 69 | 39 | 53 | 53 | 68 | 56 | 52 | 42 | 60 | 44 | 54 | 49 | 47 |
| Not very much                    | 9  | 12 | 5  | 7  | 16 | 4  | 14 | 7  | 7  | 15 | 1  | 7  | 14 | 10 | 9  | 4  | 8  | 11 | 13 | 9  | 11 | 9  | 10 | 12 |
| Not at all                       | 16 | 27 | 5  | 6  | 33 | 0  | 29 | 6  | 7  | 33 | 2  | 9  | 26 | 19 | 13 | 4  | 13 | 18 | 23 | 14 | 18 | 15 | 16 | 21 |
| TOTAL NOT VERY MUCH / AT ALL     | 25 | 39 | 10 | 13 | 49 | 4  | 43 | 13 | 14 | 48 | 3  | 16 | 40 | 29 | 22 | 8  | 21 | 29 | 36 | 23 | 29 | 24 | 26 | 33 |
| Don't know                       | 22 | 19 | 14 | 13 | 15 | 5  | 19 | 16 | 16 | 18 | 9  | 15 | 22 | 18 | 26 | 23 | 23 | 19 | 22 | 18 | 27 | 22 | 26 | 20 |

Environment and climate change

|                                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A great deal                     | 33 | 18 | 53 | 53 | 14 | 76 | 15 | 49 | 49 | 12 | 71 | 46 | 18 | 31 | 35 | 53 | 36 | 31 | 20 | 39 | 25 | 33 | 33 | 28 |
| A fair amount                    | 23 | 26 | 28 | 27 | 20 | 19 | 25 | 27 | 27 | 18 | 21 | 27 | 22 | 22 | 23 | 19 | 23 | 24 | 24 | 24 | 21 | 23 | 24 | 22 |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 56 | 44 | 81 | 80 | 34 | 95 | 40 | 76 | 76 | 30 | 92 | 73 | 40 | 53 | 58 | 72 | 59 | 55 | 44 | 63 | 46 | 56 | 57 | 50 |
| Not very much                    | 10 | 17 | 6  | 7  | 16 | 1  | 18 | 6  | 7  | 16 | 1  | 7  | 15 | 11 | 9  | 5  | 7  | 12 | 15 | 9  | 12 | 10 | 10 | 11 |
| Not at all                       | 17 | 27 | 5  | 4  | 38 | 2  | 30 | 7  | 6  | 39 | 1  | 9  | 28 | 22 | 13 | 6  | 14 | 20 | 24 | 15 | 19 | 16 | 16 | 24 |
| TOTAL NOT VERY MUCH / AT ALL     | 27 | 44 | 11 | 11 | 54 | 3  | 48 | 13 | 13 | 55 | 2  | 16 | 43 | 33 | 22 | 11 | 21 | 32 | 39 | 24 | 31 | 26 | 26 | 35 |
| Don't know                       | 17 | 13 | 9  | 8  | 12 | 2  | 13 | 11 | 11 | 15 | 6  | 11 | 17 | 14 | 21 | 17 | 20 | 13 | 16 | 13 | 23 | 17 | 17 | 15 |

Crime and policing

|                                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A great deal                     | 3  | 1  | 4  | 6  | 0  | 16 | 0  | 5  | 5  | 0  | 14 | 5  | 1  | 3  | 3  | 8  | 4  | 3  | 1  | 4  | 2  | 3  | 3  | 3  |
| A fair amount                    | 17 | 5  | 28 | 29 | 6  | 48 | 6  | 28 | 28 | 5  | 39 | 25 | 9  | 17 | 18 | 24 | 19 | 16 | 13 | 19 | 15 | 17 | 18 | 15 |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 20 | 6  | 32 | 35 | 6  | 64 | 6  | 33 | 33 | 5  | 53 | 30 | 10 | 20 | 21 | 32 | 23 | 19 | 14 | 23 | 17 | 20 | 21 | 18 |
| Not very much                    | 23 | 30 | 28 | 30 | 22 | 16 | 26 | 26 | 28 | 19 | 16 | 25 | 24 | 23 | 23 | 21 | 21 | 24 | 25 | 25 | 21 | 23 | 20 | 23 |
| Not at all                       | 27 | 44 | 13 | 11 | 56 | 2  | 48 | 15 | 13 | 57 | 4  | 18 | 43 | 33 | 22 | 13 | 24 | 33 | 35 | 27 | 28 | 27 | 24 | 35 |
| TOTAL NOT VERY MUCH / AT ALL     | 50 | 74 | 41 | 41 | 78 | 18 | 74 | 41 | 41 | 76 | 20 | 43 | 67 | 56 | 45 | 34 | 45 | 57 | 60 | 52 | 49 | 50 | 44 | 58 |
| Don't know                       | 29 | 20 | 26 | 25 | 15 | 19 | 20 | 27 | 26 | 18 | 26 | 26 | 23 | 23 | 34 | 34 | 33 | 24 | 25 | 26 | 33 | 29 | 35 | 23 |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                          | Region in England |       |          |        |               | Likelihood of voting for different political parties |                                |                                  |                                   |                                     |                                                                    |
|--------------------------|-------------------|-------|----------|--------|---------------|------------------------------------------------------|--------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|
|                          | Total             | North | Midlands | London | Rest of South | Likely to vote for Conservatives (6+)                | Likely to vote for Labour (6+) | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |
| <b>Weighted Sample</b>   | <b>6289</b>       | 1490  | 1031     | 761    | 2157          | 1553                                                 | 1799                           | 1869                             | 1844                              | 1773                                | 1198                                                               |
| <b>Unweighted Sample</b> | <b>6289</b>       | 1517  | 1046     | 617    | 2243          | 1598                                                 | 1885                           | 1986                             | 1877                              | 1854                                | 1214                                                               |
|                          | %                 | %     | %        | %      | %             | %                                                    | %                              | %                                | %                                 | %                                   | %                                                                  |

Which, if any, of the following parties would you consider to be similarly-minded to the Green Party?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                                            |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| Conservatives                              | 1  | 1  | 0  | 1  | 1  | 7  | 1  | 0  | 2  | 1  | 1  |
| Labour                                     | 19 | 18 | 16 | 26 | 20 | 9  | 33 | 23 | 9  | 19 | 21 |
| Liberal Democrats                          | 39 | 34 | 42 | 35 | 44 | 28 | 46 | 55 | 22 | 39 | 39 |
| Scottish National Party (SNP)              | 9  | 5  | 8  | 10 | 6  | 3  | 9  | 9  | 4  | 9  | 12 |
| Plaid Cymru                                | 11 | 8  | 10 | 7  | 9  | 4  | 12 | 11 | 6  | 11 | 13 |
| Reform UK                                  | 1  | 1  | 2  | 1  | 1  | 4  | 0  | 1  | 10 | 1  | 0  |
| A new left-wing party led by Jeremy Corbyn | 39 | 42 | 32 | 45 | 37 | 7  | 41 | 38 | 8  | 39 | 68 |
| None of the above                          | 15 | 17 | 15 | 13 | 15 | 23 | 11 | 11 | 24 | 15 | 6  |
| Don't know                                 | 15 | 16 | 18 | 12 | 15 | 29 | 11 | 13 | 31 | 15 | 8  |

Which of the following comes closest to your view on the leadership of the Green Party?

[Asked only to those who rated their likelihood to vote for the Green Party at the next election of 6 or higher; n=1854]

|                                               |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| I would rather the Greens had a single leader | 41 | 40 | 49 | 44 | 39 | 50 | 42 | 42 | 44 | 41 | 36 |
| I would rather the Greens had two co-leaders  | 20 | 18 | 19 | 14 | 24 | 18 | 17 | 19 | 22 | 20 | 23 |
| Something else                                | 2  | 3  | 2  | 2  | 2  | 2  | 2  | 3  | 1  | 2  | 3  |
| Don't know                                    | 37 | 40 | 30 | 40 | 36 | 30 | 38 | 36 | 33 | 37 | 38 |

How much would you trust the Green Party on each of the following areas?

Animal rights

|                                         |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A great deal                            | 24        | 24        | 22        | 29        | 25        | 13        | 42        | 42        | 13        | 55        | 54        |
| A fair amount                           | 29        | 28        | 31        | 30        | 29        | 30        | 35        | 35        | 26        | 33        | 31        |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>53</b> | <b>52</b> | <b>53</b> | <b>59</b> | <b>54</b> | <b>43</b> | <b>77</b> | <b>77</b> | <b>39</b> | <b>88</b> | <b>85</b> |
| Not very much                           | 9         | 9         | 8         | 8         | 10        | 14        | 6         | 6         | 14        | 3         | 3         |
| Not at all                              | 16        | 15        | 17        | 14        | 15        | 26        | 4         | 5         | 29        | 1         | 2         |
| <b>TOTAL NOT VERY MUCH / AT ALL</b>     | <b>25</b> | <b>24</b> | <b>25</b> | <b>22</b> | <b>25</b> | <b>40</b> | <b>10</b> | <b>11</b> | <b>43</b> | <b>4</b>  | <b>5</b>  |
| Don't know                              | 22        | 24        | 22        | 19        | 21        | 17        | 13        | 13        | 18        | 9         | 10        |

Environment and climate change

|                                         |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A great deal                            | 33        | 31        | 30        | 40        | 34        | 19        | 56        | 55        | 17        | 71        | 67        |
| A fair amount                           | 23        | 23        | 25        | 20        | 23        | 27        | 26        | 27        | 22        | 22        | 20        |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>56</b> | <b>54</b> | <b>55</b> | <b>60</b> | <b>57</b> | <b>46</b> | <b>82</b> | <b>82</b> | <b>39</b> | <b>93</b> | <b>87</b> |
| Not very much                           | 10        | 9         | 9         | 9         | 11        | 16        | 5         | 5         | 16        | 2         | 3         |
| Not at all                              | 17        | 16        | 17        | 16        | 16        | 27        | 4         | 5         | 32        | 0         | 3         |
| <b>TOTAL NOT VERY MUCH / AT ALL</b>     | <b>27</b> | <b>25</b> | <b>26</b> | <b>25</b> | <b>27</b> | <b>43</b> | <b>9</b>  | <b>10</b> | <b>48</b> | <b>2</b>  | <b>6</b>  |
| Don't know                              | 17        | 20        | 19        | 14        | 16        | 11        | 8         | 8         | 14        | 5         | 7         |

Crime and policing

|                                         |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A great deal                            | 3         | 3         | 3         | 4         | 3         | 1         | 5         | 6         | 1         | 10        | 12        |
| A fair amount                           | 17        | 16        | 17        | 20        | 18        | 7         | 29        | 30        | 8         | 41        | 38        |
| <b>TOTAL A GREAT DEAL / FAIR AMOUNT</b> | <b>20</b> | <b>19</b> | <b>20</b> | <b>24</b> | <b>21</b> | <b>8</b>  | <b>34</b> | <b>36</b> | <b>9</b>  | <b>51</b> | <b>50</b> |
| Not very much                           | 23        | 23        | 23        | 23        | 24        | 27        | 28        | 28        | 23        | 21        | 19        |
| Not at all                              | 27        | 26        | 28        | 27        | 27        | 46        | 12        | 11        | 50        | 3         | 6         |
| <b>TOTAL NOT VERY MUCH / AT ALL</b>     | <b>50</b> | <b>49</b> | <b>51</b> | <b>50</b> | <b>51</b> | <b>73</b> | <b>40</b> | <b>39</b> | <b>73</b> | <b>24</b> | <b>25</b> |
| Don't know                              | 29        | 32        | 30        | 26        | 28        | 19        | 26        | 25        | 19        | 25        | 25        |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

| Fieldwork: 17th - 22nd July 2025 |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |  |
|----------------------------------|----------------|-----|------|---------|-----------|-------|-----------------|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|--|
|                                  | Westminster VI |     |      |         |           |       | Vote in 2024 GE |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          |  |
|                                  | Total          | Con | Lab  | Lib Dem | Reform UK | Green | Con             | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland |  |
| Weighted Sample                  | 6289           | 794 | 989  | 670     | 1305      | 565   | 1132            | 1616 | 579     | 679       | 380   | 2207        | 2245  | 3044   | 3245   | 660   | 2598  | 1553  | 1478 | 3585         | 2704 | 5440    | 302   | 547      |  |
| Unweighted Sample                | 6289           | 802 | 1025 | 729     | 1336      | 578   | 1105            | 1711 | 630     | 714       | 407   | 2488        | 2355  | 2751   | 3538   | 436   | 2359  | 1707  | 1787 | 3808         | 2481 | 5423    | 316   | 550      |  |
|                                  | %              | %   | %    | %       | %         | %     | %               | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        |  |
| Defence and security             |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |  |
| A great deal                     | 2              | 0   | 4    | 4       | 0         | 12    | 0               | 3    | 4       | 0         | 10    | 3           | 1     | 2      | 2      | 5     | 3     | 2     | 1    | 3            | 2    | 2       | 2     | 2        |  |
| A fair amount                    | 11             | 3   | 16   | 18      | 4         | 39    | 3               | 17   | 16      | 3         | 33    | 16          | 6     | 11     | 12     | 20    | 12    | 10    | 8    | 13           | 9    | 11      | 13    | 11       |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 13             | 3   | 20   | 22      | 4         | 51    | 3               | 20   | 20      | 3         | 43    | 19          | 7     | 13     | 14     | 25    | 15    | 12    | 9    | 16           | 11   | 13      | 15    | 13       |  |
| Not very much                    | 24             | 23  | 35   | 34      | 19        | 25    | 22              | 31   | 31      | 17        | 22    | 28          | 20    | 24     | 24     | 26    | 24    | 23    | 23   | 25           | 23   | 24      | 23    | 22       |  |
| Not at all                       | 34             | 55  | 22   | 21      | 62        | 4     | 57              | 23   | 24      | 62        | 7     | 27          | 50    | 42     | 27     | 17    | 28    | 42    | 44   | 35           | 33   | 33      | 28    | 43       |  |
| TOTAL NOT VERY MUCH / AT ALL     | 58             | 78  | 57   | 55      | 81        | 29    | 79              | 54   | 55      | 79        | 29    | 55          | 70    | 66     | 51     | 43    | 52    | 65    | 67   | 60           | 56   | 57      | 51    | 65       |  |
| Don't know                       | 28             | 19  | 24   | 23      | 15        | 21    | 18              | 26   | 25      | 18        | 27    | 26          | 23    | 21     | 35     | 32    | 32    | 23    | 25   | 25           | 33   | 28      | 35    | 23       |  |
| Economy                          |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |  |
| A great deal                     | 4              | 1   | 5    | 5       | 1         | 19    | 1               | 6    | 4       | 0         | 14    | 5           | 2     | 4      | 4      | 9     | 4     | 3     | 1    | 4            | 3    | 4       | 5     | 4        |  |
| A fair amount                    | 16             | 5   | 25   | 25      | 5         | 49    | 4               | 25   | 24      | 4         | 42    | 23          | 8     | 15     | 17     | 27    | 19    | 13    | 10   | 18           | 14   | 16      | 16    | 13       |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 20             | 6   | 30   | 30      | 6         | 68    | 5               | 31   | 28      | 4         | 56    | 28          | 10    | 19     | 21     | 36    | 23    | 16    | 11   | 22           | 17   | 20      | 21    | 17       |  |
| Not very much                    | 24             | 27  | 33   | 34      | 22        | 15    | 25              | 28   | 34      | 19        | 19    | 28          | 24    | 25     | 24     | 22    | 23    | 26    | 26   | 26           | 22   | 24      | 21    | 26       |  |
| Not at all                       | 29             | 49  | 14   | 13      | 57        | 2     | 52              | 16   | 15      | 58        | 4     | 20          | 45    | 35     | 22     | 11    | 24    | 35    | 39   | 28           | 29   | 28      | 23    | 36       |  |
| TOTAL NOT VERY MUCH / AT ALL     | 53             | 76  | 47   | 47      | 79        | 17    | 77              | 44   | 49      | 77        | 23    | 48          | 69    | 60     | 46     | 33    | 47    | 61    | 65   | 54           | 51   | 52      | 44    | 62       |  |
| Don't know                       | 27             | 18  | 23   | 22      | 15        | 15    | 19              | 26   | 23      | 18        | 21    | 24          | 22    | 21     | 33     | 32    | 30    | 23    | 24   | 23           | 32   | 27      | 34    | 21       |  |
| Education                        |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |  |
| A great deal                     | 7              | 1   | 9    | 12      | 1         | 29    | 1               | 10   | 11      | 1         | 27    | 10          | 2     | 7      | 6      | 15    | 7     | 5     | 4    | 8            | 5    | 7       | 7     | 6        |  |
| A fair amount                    | 24             | 12  | 40   | 38      | 12        | 51    | 12              | 37   | 35      | 10        | 46    | 33          | 16    | 25     | 23     | 34    | 26    | 23    | 18   | 28           | 20   | 25      | 24    | 20       |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 31             | 13  | 49   | 50      | 13        | 80    | 13              | 47   | 46      | 11        | 73    | 43          | 18    | 32     | 29     | 49    | 33    | 28    | 22   | 36           | 25   | 32      | 31    | 26       |  |
| Not very much                    | 19             | 27  | 19   | 20      | 21        | 7     | 25              | 19   | 20      | 19        | 8     | 18          | 22    | 18     | 19     | 16    | 16    | 21    | 22   | 19           | 18   | 19      | 17    | 21       |  |
| Not at all                       | 22             | 38  | 9    | 7       | 47        | 0     | 40              | 10   | 10      | 48        | 2     | 14          | 36    | 27     | 18     | 7     | 19    | 27    | 30   | 22           | 23   | 22      | 19    | 30       |  |
| TOTAL NOT VERY MUCH / AT ALL     | 41             | 65  | 28   | 27      | 68        | 7     | 65              | 29   | 30      | 67        | 10    | 32          | 58    | 45     | 37     | 23    | 35    | 48    | 52   | 41           | 41   | 41      | 36    | 51       |  |
| Don't know                       | 28             | 21  | 23   | 23      | 19        | 12    | 22              | 25   | 23      | 22        | 17    | 24          | 25    | 23     | 33     | 27    | 31    | 25    | 26   | 24           | 34   | 28      | 33    | 22       |  |
| Energy                           |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |  |
| A great deal                     | 17             | 4   | 29   | 31      | 5         | 52    | 3               | 27   | 29      | 4         | 45    | 26          | 7     | 15     | 19     | 27    | 20    | 15    | 10   | 21           | 13   | 17      | 18    | 15       |  |
| A fair amount                    | 26             | 23  | 38   | 36      | 16        | 37    | 21              | 36   | 33      | 13        | 41    | 34          | 20    | 25     | 27     | 32    | 28    | 27    | 21   | 29           | 23   | 27      | 26    | 21       |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 43             | 27  | 67   | 67      | 21        | 89    | 24              | 63   | 62      | 17        | 86    | 60          | 27    | 40     | 46     | 59    | 48    | 42    | 31   | 50           | 36   | 44      | 44    | 36       |  |
| Not very much                    | 13             | 21  | 11   | 15      | 17        | 5     | 19              | 10   | 16      | 17        | 4     | 13          | 17    | 14     | 13     | 9     | 11    | 15    | 18   | 14           | 13   | 13      | 13    | 15       |  |
| Not at all                       | 23             | 36  | 9    | 7       | 49        | 0     | 41              | 11   | 9       | 50        | 2     | 13          | 37    | 29     | 17     | 8     | 18    | 27    | 33   | 21           | 24   | 22      | 21    | 31       |  |
| TOTAL NOT VERY MUCH / AT ALL     | 36             | 57  | 20   | 22      | 66        | 5     | 60              | 21   | 25      | 67        | 6     | 26          | 54    | 43     | 30     | 17    | 29    | 42    | 51   | 35           | 37   | 35      | 34    | 46       |  |
| Don't know                       | 20             | 16  | 14   | 12      | 13        | 6     | 16              | 15   | 14      | 16        | 9     | 14          | 19    | 16     | 24     | 24    | 23    | 17    | 18   | 16           | 27   | 21      | 23    | 18       |  |
| Health                           |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |  |
| A great deal                     | 7              | 1   | 12   | 12      | 1         | 32    | 1               | 11   | 10      | 1         | 28    | 10          | 3     | 8      | 7      | 18    | 8     | 5     | 4    | 9            | 6    | 8       | 7     | 6        |  |
| A fair amount                    | 25             | 14  | 40   | 40      | 13        | 53    | 13              | 37   | 37      | 11        | 50    | 35          | 16    | 26     | 25     | 38    | 26    | 23    | 20   | 29           | 20   | 26      | 25    | 21       |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 32             | 15  | 52   | 52      | 14        | 85    | 14              | 48   | 47      | 12        | 78    | 45          | 19    | 34     | 32     | 56    | 34    | 28    | 24   | 38           | 26   | 34      | 32    | 27       |  |
| Not very much                    | 19             | 28  | 19   | 19      | 23        | 6     | 26              | 17   | 20      | 22        | 7     | 19          | 23    | 18     | 19     | 11    | 16    | 22    | 23   | 19           | 19   | 19      | 16    | 22       |  |
| Not at all                       | 22             | 36  | 9    | 8       | 46        | 0     | 39              | 11   | 10      | 46        | 3     | 14          | 35    | 27     | 18     | 7     | 19    | 26    | 29   | 21           | 23   | 21      | 20    | 30       |  |
| TOTAL NOT VERY MUCH / AT ALL     | 41             | 64  | 28   | 27      | 69        | 6     | 65              | 28   | 30      | 68        | 10    | 33          | 58    | 45     | 37     | 18    | 35    | 48    | 52   | 40           | 42   | 40      | 36    | 52       |  |
| Don't know                       | 27             | 20  | 20   | 21      | 17        | 10    | 21              | 23   | 23      | 20        | 12    | 23          | 23    | 21     | 32     | 27    | 30    | 23    | 24   | 23           | 32   | 27      | 33    | 21       |  |
| Housing                          |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |  |
| A great deal                     | 6              | 1   | 8    | 11      | 1         | 26    | 1               | 9    | 10      | 1         | 22    | 10          | 2     | 6      | 6      | 10    | 7     | 5     | 4    | 7            | 5    | 6       | 7     | 6        |  |
| A fair amount                    | 22             | 11  | 37   | 33      | 7         | 53    | 10              | 34   | 32      | 6         | 47    | 31          | 12    | 21     | 22     | 33    | 22    | 21    | 16   | 25           | 17   | 22      | 18    | 19       |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 28             | 12  | 45   | 44      | 8         | 79    | 11              | 43   | 42      | 7         | 69    | 41          | 14    | 27     | 28     | 43    | 29    | 26    | 20   | 32           | 22   | 28      | 25    | 25       |  |
| Not very much                    | 22             | 30  | 22   | 26      | 25        | 8     | 28              | 20   | 26      | 24        | 11    | 22          | 25    | 22     | 21     | 19    | 20    | 23    | 25   | 22           | 21   | 22      | 20    | 22       |  |
| Not at all                       | 24             | 39  | 11   | 10      | 50        | 0     | 41              | 13   | 11      | 49        | 3     | 16          | 37    | 28     | 19     | 8     | 21    | 28    | 31   | 22           | 25   | 23      | 22    | 32       |  |
| TOTAL NOT VERY MUCH / AT ALL     | 46             | 69  | 33   | 36      | 75        | 8     | 69              | 33   | 37      | 73        | 14    | 38          | 62    | 50     | 40     | 27    | 41    | 51    | 56   | 44           | 46   | 45      | 42    | 54       |  |
| Don't know                       | 27             | 20  | 22   | 20      | 17        | 13    | 20              | 24   | 22      | 20        | 17    | 22          | 24    | 22     | 32     | 31    | 30    | 23    | 24   | 23           | 32   | 27      | 32    | 22       |  |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                                  |       | Region in England |          |        |               |                                       | Likelihood of voting for different political parties |                                  |                                   |                                     |                                                                    |  |
|----------------------------------|-------|-------------------|----------|--------|---------------|---------------------------------------|------------------------------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|--|
|                                  | Total | North             | Midlands | London | Rest of South | Likely to vote for Conservatives (6+) | Likely to vote for Labour (6+)                       | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |  |
| Weighted Sample                  | 6289  | 1490              | 1031     | 761    | 2157          | 1553                                  | 1799                                                 | 1869                             | 1844                              | 1773                                | 1198                                                               |  |
| Unweighted Sample                | 6289  | 1517              | 1046     | 617    | 2243          | 1598                                  | 1885                                                 | 1986                             | 1877                              | 1854                                | 1214                                                               |  |
|                                  | %     | %                 | %        | %      | %             | %                                     | %                                                    | %                                | %                                 | %                                   | %                                                                  |  |
| Defence and security             |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 2     | 2                 | 2        | 3      | 3             | 1                                     | 4                                                    | 4                                | 1                                 | 7                                   | 8                                                                  |  |
| A fair amount                    | 11    | 11                | 11       | 14     | 11            | 3                                     | 18                                                   | 20                               | 5                                 | 29                                  | 28                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 13    | 13                | 13       | 17     | 14            | 4                                     | 22                                                   | 24                               | 6                                 | 36                                  | 36                                                                 |  |
| Not very much                    | 24    | 23                | 24       | 25     | 25            | 22                                    | 34                                                   | 32                               | 19                                | 30                                  | 27                                                                 |  |
| Not at all                       | 34    | 33                | 33       | 32     | 34            | 56                                    | 20                                                   | 20                               | 57                                | 8                                   | 11                                                                 |  |
| TOTAL NOT VERY MUCH / AT ALL     | 58    | 56                | 57       | 57     | 59            | 78                                    | 54                                                   | 52                               | 76                                | 38                                  | 38                                                                 |  |
| Don't know                       | 28    | 31                | 30       | 26     | 27            | 18                                    | 25                                                   | 25                               | 19                                | 26                                  | 26                                                                 |  |
| Economy                          |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 4     | 3                 | 3        | 4      | 4             | 1                                     | 6                                                    | 6                                | 1                                 | 11                                  | 12                                                                 |  |
| A fair amount                    | 16    | 15                | 17       | 20     | 16            | 6                                     | 28                                                   | 28                               | 7                                 | 41                                  | 39                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 20    | 18                | 20       | 24     | 20            | 7                                     | 34                                                   | 34                               | 8                                 | 52                                  | 51                                                                 |  |
| Not very much                    | 24    | 23                | 23       | 24     | 26            | 25                                    | 30                                                   | 30                               | 22                                | 22                                  | 21                                                                 |  |
| Not at all                       | 29    | 29                | 29       | 27     | 28            | 50                                    | 12                                                   | 13                               | 51                                | 3                                   | 6                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 53    | 52                | 52       | 51     | 54            | 75                                    | 42                                                   | 43                               | 73                                | 25                                  | 27                                                                 |  |
| Don't know                       | 27    | 29                | 28       | 25     | 26            | 18                                    | 24                                                   | 23                               | 18                                | 23                                  | 22                                                                 |  |
| Education                        |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 7     | 6                 | 6        | 9      | 7             | 2                                     | 12                                                   | 13                               | 2                                 | 21                                  | 21                                                                 |  |
| A fair amount                    | 24    | 22                | 25       | 28     | 25            | 14                                    | 40                                                   | 38                               | 14                                | 48                                  | 45                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 31    | 28                | 31       | 37     | 32            | 16                                    | 52                                                   | 51                               | 16                                | 69                                  | 66                                                                 |  |
| Not very much                    | 19    | 19                | 17       | 16     | 20            | 25                                    | 18                                                   | 18                               | 21                                | 11                                  | 11                                                                 |  |
| Not at all                       | 22    | 22                | 22       | 22     | 21            | 38                                    | 7                                                    | 8                                | 42                                | 1                                   | 4                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 41    | 41                | 39       | 38     | 41            | 63                                    | 25                                                   | 26                               | 63                                | 12                                  | 15                                                                 |  |
| Don't know                       | 28    | 30                | 30       | 26     | 27            | 21                                    | 22                                                   | 22                               | 22                                | 19                                  | 19                                                                 |  |
| Energy                           |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 17    | 15                | 16       | 21     | 18            | 6                                     | 33                                                   | 32                               | 6                                 | 45                                  | 45                                                                 |  |
| A fair amount                    | 26    | 27                | 27       | 28     | 26            | 23                                    | 37                                                   | 37                               | 19                                | 39                                  | 34                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 43    | 42                | 43       | 49     | 44            | 29                                    | 70                                                   | 69                               | 25                                | 84                                  | 79                                                                 |  |
| Not very much                    | 13    | 13                | 12       | 14     | 14            | 19                                    | 11                                                   | 12                               | 17                                | 4                                   | 6                                                                  |  |
| Not at all                       | 23    | 22                | 23       | 19     | 22            | 37                                    | 7                                                    | 7                                | 43                                | 1                                   | 4                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 36    | 35                | 35       | 33     | 36            | 56                                    | 18                                                   | 19                               | 60                                | 5                                   | 10                                                                 |  |
| Don't know                       | 20    | 23                | 22       | 18     | 19            | 15                                    | 13                                                   | 12                               | 15                                | 10                                  | 11                                                                 |  |
| Health                           |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 7     | 7                 | 6        | 10     | 8             | 2                                     | 14                                                   | 13                               | 2                                 | 22                                  | 24                                                                 |  |
| A fair amount                    | 25    | 24                | 26       | 30     | 25            | 15                                    | 41                                                   | 40                               | 15                                | 50                                  | 46                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 32    | 31                | 32       | 40     | 33            | 17                                    | 55                                                   | 53                               | 17                                | 72                                  | 70                                                                 |  |
| Not very much                    | 19    | 19                | 18       | 16     | 20            | 26                                    | 17                                                   | 18                               | 23                                | 10                                  | 11                                                                 |  |
| Not at all                       | 22    | 21                | 22       | 21     | 22            | 37                                    | 8                                                    | 8                                | 41                                | 1                                   | 4                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 41    | 40                | 40       | 37     | 42            | 63                                    | 25                                                   | 26                               | 64                                | 11                                  | 15                                                                 |  |
| Don't know                       | 27    | 29                | 28       | 24     | 26            | 20                                    | 20                                                   | 21                               | 20                                | 17                                  | 16                                                                 |  |
| Housing                          |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 6     | 5                 | 6        | 7      | 6             | 1                                     | 11                                                   | 12                               | 2                                 | 18                                  | 19                                                                 |  |
| A fair amount                    | 22    | 21                | 21       | 25     | 22            | 11                                    | 37                                                   | 36                               | 9                                 | 46                                  | 43                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 28    | 26                | 27       | 32     | 28            | 12                                    | 48                                                   | 48                               | 11                                | 64                                  | 62                                                                 |  |
| Not very much                    | 22    | 20                | 23       | 20     | 23            | 29                                    | 21                                                   | 22                               | 25                                | 15                                  | 14                                                                 |  |
| Not at all                       | 24    | 23                | 22       | 24     | 23            | 39                                    | 9                                                    | 9                                | 44                                | 3                                   | 5                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 46    | 43                | 45       | 44     | 46            | 68                                    | 30                                                   | 31                               | 69                                | 18                                  | 19                                                                 |  |
| Don't know                       | 27    | 30                | 28       | 24     | 26            | 19                                    | 22                                                   | 21                               | 20                                | 19                                  | 19                                                                 |  |



Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                                  | Westminster VI |     |      |         |           |       | Vote in 2024 GE |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          |
|----------------------------------|----------------|-----|------|---------|-----------|-------|-----------------|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|
|                                  | Total          | Con | Lab  | Lib Dem | Reform UK | Green | Con             | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland |
| Weighted Sample                  | 6289           | 794 | 989  | 670     | 1305      | 565   | 1132            | 1616 | 579     | 679       | 380   | 2207        | 2245  | 3044   | 3245   | 660   | 2598  | 1553  | 1478 | 3585         | 2704 | 5440    | 302   | 547      |
| Unweighted Sample                | 6289           | 802 | 1025 | 729     | 1336      | 578   | 1105            | 1711 | 630     | 714       | 407   | 2488        | 2355  | 2751   | 3538   | 436   | 2359  | 1707  | 1787 | 3808         | 2481 | 5423    | 316   | 550      |
|                                  | %              | %   | %    | %       | %         | %     | %               | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        |
| Immigration                      |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |
| A great deal                     | 4              | 0   | 6    | 8       | 0         | 22    | 0               | 7    | 7       | 0         | 18    | 7           | 1     | 5      | 4      | 9     | 5     | 3     | 2    | 5            | 3    | 4       | 3     | 6        |
| A fair amount                    | 15             | 4   | 26   | 23      | 3         | 44    | 4               | 24   | 20      | 2         | 38    | 22          | 6     | 14     | 15     | 26    | 16    | 13    | 9    | 18           | 10   | 15      | 16    | 13       |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 19             | 4   | 32   | 31      | 3         | 66    | 4               | 31   | 27      | 2         | 56    | 29          | 7     | 19     | 19     | 35    | 21    | 16    | 11   | 23           | 13   | 19      | 19    | 19       |
| Not very much                    | 19             | 22  | 24   | 30      | 13        | 14    | 18              | 22   | 28      | 12        | 15    | 23          | 17    | 19     | 19     | 17    | 18    | 19    | 20   | 20           | 18   | 19      | 21    | 21       |
| Not at all                       | 33             | 54  | 16   | 14      | 70        | 3     | 58              | 18   | 17      | 70        | 7     | 21          | 54    | 39     | 27     | 13    | 27    | 41    | 45   | 32           | 35   | 33      | 27    | 37       |
| TOTAL NOT VERY MUCH / AT ALL     | 52             | 76  | 40   | 44      | 83        | 17    | 76              | 40   | 45      | 82        | 22    | 44          | 71    | 58     | 46     | 30    | 45    | 60    | 65   | 52           | 53   | 52      | 48    | 58       |
| Don't know                       | 29             | 19  | 27   | 26      | 14        | 17    | 20              | 28   | 27      | 16        | 22    | 27          | 23    | 23     | 34     | 34    | 33    | 24    | 25   | 25           | 34   | 29      | 33    | 23       |
| LGBT rights                      |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |
| A great deal                     | 15             | 5   | 23   | 27      | 4         | 46    | 5               | 22   | 21      | 5         | 39    | 22          | 6     | 16     | 14     | 30    | 17    | 12    | 8    | 18           | 10   | 15      | 14    | 12       |
| A fair amount                    | 22             | 17  | 37   | 31      | 14        | 34    | 16              | 33   | 31      | 13        | 34    | 30          | 16    | 22     | 23     | 27    | 23    | 23    | 19   | 25           | 18   | 23      | 18    | 23       |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 37             | 22  | 60   | 58      | 18        | 80    | 21              | 55   | 52      | 18        | 73    | 52          | 22    | 38     | 37     | 57    | 40    | 35    | 27   | 43           | 28   | 38      | 32    | 35       |
| Not very much                    | 10             | 15  | 8    | 10      | 13        | 4     | 14              | 9    | 10      | 13        | 5     | 9           | 13    | 9      | 11     | 5     | 10    | 11    | 13   | 9            | 11   | 10      | 10    | 11       |
| Not at all                       | 20             | 34  | 8    | 7       | 41        | 2     | 36              | 10   | 9       | 41        | 2     | 12          | 32    | 25     | 15     | 9     | 17    | 24    | 28   | 19           | 22   | 20      | 19    | 26       |
| TOTAL NOT VERY MUCH / AT ALL     | 30             | 49  | 16   | 17      | 54        | 6     | 50              | 19   | 19      | 54        | 7     | 21          | 45    | 34     | 26     | 14    | 27    | 35    | 41   | 28           | 33   | 30      | 29    | 37       |
| Don't know                       | 32             | 29  | 23   | 24      | 27        | 15    | 30              | 27   | 28      | 29        | 19    | 27          | 33    | 27     | 37     | 29    | 34    | 31    | 32   | 28           | 38   | 32      | 39    | 28       |
| Taxation                         |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |
| A great deal                     | 5              | 0   | 7    | 7       | 0         | 24    | 0               | 8    | 6       | 1         | 21    | 7           | 1     | 6      | 4      | 11    | 6     | 4     | 2    | 6            | 4    | 5       | 5     | 4        |
| A fair amount                    | 15             | 4   | 27   | 24      | 4         | 44    | 4               | 24   | 22      | 4         | 39    | 22          | 7     | 15     | 15     | 25    | 16    | 13    | 10   | 17           | 11   | 15      | 12    | 14       |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 20             | 4   | 34   | 31      | 4         | 68    | 4               | 32   | 28      | 5         | 60    | 29          | 8     | 21     | 19     | 36    | 22    | 17    | 12   | 23           | 15   | 20      | 17    | 18       |
| Not very much                    | 22             | 26  | 27   | 30      | 21        | 13    | 24              | 24   | 30      | 19        | 13    | 24          | 22    | 22     | 22     | 20    | 20    | 23    | 24   | 23           | 21   | 22      | 23    | 21       |
| Not at all                       | 29             | 49  | 14   | 13      | 58        | 2     | 52              | 16   | 16      | 58        | 5     | 20          | 45    | 35     | 24     | 13    | 25    | 35    | 39   | 29           | 30   | 29      | 24    | 36       |
| TOTAL NOT VERY MUCH / AT ALL     | 51             | 75  | 41   | 43      | 79        | 15    | 76              | 40   | 46      | 77        | 18    | 44          | 67    | 57     | 46     | 33    | 45    | 58    | 63   | 52           | 51   | 51      | 47    | 57       |
| Don't know                       | 29             | 21  | 26   | 27      | 17        | 17    | 20              | 29   | 26      | 19        | 22    | 27          | 24    | 23     | 36     | 31    | 33    | 25    | 26   | 25           | 35   | 29      | 35    | 25       |
| Transport                        |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |
| A great deal                     | 9              | 1   | 14   | 16      | 2         | 36    | 1               | 14   | 14      | 1         | 30    | 14          | 3     | 9      | 9      | 18    | 10    | 7     | 5    | 11           | 6    | 9       | 9     | 9        |
| A fair amount                    | 23             | 13  | 36   | 35      | 10        | 45    | 12              | 34   | 33      | 8         | 44    | 31          | 15    | 22     | 24     | 33    | 25    | 22    | 15   | 26           | 18   | 23      | 22    | 20       |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 32             | 14  | 50   | 51      | 12        | 81    | 13              | 48   | 47      | 9         | 74    | 45          | 18    | 31     | 33     | 51    | 35    | 29    | 20   | 37           | 24   | 32      | 31    | 29       |
| Not very much                    | 19             | 27  | 19   | 23      | 21        | 9     | 24              | 18   | 21      | 20        | 8     | 20          | 21    | 19     | 18     | 14    | 17    | 20    | 23   | 19           | 19   | 19      | 21    | 18       |
| Not at all                       | 25             | 41  | 12   | 10      | 53        | 1     | 46              | 13   | 12      | 53        | 3     | 17          | 40    | 31     | 20     | 9     | 21    | 32    | 34   | 25           | 26   | 25      | 23    | 34       |
| TOTAL NOT VERY MUCH / AT ALL     | 44             | 68  | 31   | 33      | 74        | 10    | 70              | 31   | 33      | 73        | 11    | 37          | 61    | 50     | 38     | 23    | 38    | 52    | 57   | 44           | 45   | 44      | 44    | 52       |
| Don't know                       | 24             | 18  | 19   | 16      | 15        | 10    | 18              | 20   | 19      | 17        | 14    | 19          | 21    | 19     | 29     | 25    | 27    | 19    | 23   | 19           | 30   | 24      | 25    | 19       |
| Welfare benefits                 |                |     |      |         |           |       |                 |      |         |           |       |             |       |        |        |       |       |       |      |              |      |         |       |          |
| A great deal                     | 6              | 1   | 9    | 10      | 1         | 26    | 1               | 9    | 8       | 1         | 22    | 9           | 2     | 7      | 5      | 15    | 7     | 4     | 3    | 7            | 4    | 6       | 5     | 5        |
| A fair amount                    | 20             | 7   | 35   | 35      | 7         | 49    | 8               | 31   | 33      | 5         | 47    | 29          | 10    | 20     | 20     | 33    | 22    | 18    | 15   | 23           | 16   | 21      | 17    | 19       |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 26             | 8   | 44   | 45      | 8         | 75    | 9               | 40   | 41      | 6         | 69    | 38          | 12    | 27     | 25     | 48    | 29    | 22    | 18   | 30           | 20   | 27      | 22    | 24       |
| Not very much                    | 20             | 28  | 21   | 21      | 22        | 10    | 25              | 20   | 22      | 21        | 9     | 20          | 23    | 20     | 20     | 13    | 18    | 23    | 23   | 20           | 19   | 20      | 19    | 20       |
| Not at all                       | 25             | 43  | 11   | 10      | 52        | 1     | 45              | 13   | 13      | 51        | 3     | 16          | 40    | 30     | 20     | 9     | 21    | 30    | 34   | 25           | 25   | 24      | 23    | 34       |
| TOTAL NOT VERY MUCH / AT ALL     | 45             | 71  | 32   | 31      | 74        | 11    | 70              | 33   | 35      | 72        | 12    | 36          | 63    | 50     | 40     | 22    | 39    | 53    | 57   | 45           | 44   | 44      | 42    | 54       |
| Don't know                       | 29             | 22  | 24   | 23      | 18        | 13    | 21              | 27   | 24      | 22        | 19    | 25          | 25    | 23     | 34     | 30    | 33    | 25    | 26   | 24           | 35   | 29      | 35    | 23       |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                                  |       | Region in England |          |        |               |                                       | Likelihood of voting for different political parties |                                  |                                   |                                     |                                                                    |  |
|----------------------------------|-------|-------------------|----------|--------|---------------|---------------------------------------|------------------------------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|--|
|                                  | Total | North             | Midlands | London | Rest of South | Likely to vote for Conservatives (6+) | Likely to vote for Labour (6+)                       | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |  |
| Weighted Sample                  | 6289  | 1490              | 1031     | 761    | 2157          | 1553                                  | 1799                                                 | 1869                             | 1844                              | 1773                                | 1198                                                               |  |
| Unweighted Sample                | 6289  | 1517              | 1046     | 617    | 2243          | 1598                                  | 1885                                                 | 1986                             | 1877                              | 1854                                | 1214                                                               |  |
|                                  | %     | %                 | %        | %      | %             | %                                     | %                                                    | %                                | %                                 | %                                   | %                                                                  |  |
| Immigration                      |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 4     | 4                 | 5        | 5      | 4             | 1                                     | 8                                                    | 8                                | 1                                 | 14                                  | 16                                                                 |  |
| A fair amount                    | 15    | 13                | 13       | 18     | 15            | 4                                     | 26                                                   | 26                               | 4                                 | 35                                  | 35                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 19    | 17                | 18       | 23     | 19            | 5                                     | 34                                                   | 34                               | 5                                 | 49                                  | 51                                                                 |  |
| Not very much                    | 19    | 19                | 17       | 18     | 20            | 20                                    | 25                                                   | 24                               | 15                                | 19                                  | 17                                                                 |  |
| Not at all                       | 33    | 33                | 34       | 31     | 34            | 55                                    | 14                                                   | 15                               | 62                                | 7                                   | 8                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 52    | 52                | 51       | 49     | 54            | 75                                    | 39                                                   | 39                               | 77                                | 26                                  | 25                                                                 |  |
| Don't know                       | 29    | 31                | 31       | 29     | 28            | 19                                    | 27                                                   | 27                               | 17                                | 26                                  | 24                                                                 |  |
| LGBT rights                      |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 15    | 14                | 14       | 18     | 15            | 6                                     | 27                                                   | 27                               | 6                                 | 35                                  | 37                                                                 |  |
| A fair amount                    | 22    | 21                | 20       | 29     | 22            | 19                                    | 35                                                   | 33                               | 16                                | 36                                  | 34                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 37    | 35                | 34       | 47     | 37            | 25                                    | 62                                                   | 60                               | 22                                | 71                                  | 71                                                                 |  |
| Not very much                    | 10    | 10                | 11       | 8      | 11            | 13                                    | 8                                                    | 9                                | 13                                | 6                                   | 5                                                                  |  |
| Not at all                       | 20    | 20                | 21       | 19     | 20            | 34                                    | 7                                                    | 7                                | 37                                | 2                                   | 3                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 30    | 30                | 32       | 27     | 31            | 47                                    | 15                                                   | 16                               | 50                                | 8                                   | 8                                                                  |  |
| Don't know                       | 32    | 35                | 34       | 27     | 31            | 29                                    | 22                                                   | 24                               | 29                                | 21                                  | 20                                                                 |  |
| Taxation                         |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 5     | 5                 | 5        | 5      | 5             | 1                                     | 9                                                    | 9                                | 1                                 | 15                                  | 18                                                                 |  |
| A fair amount                    | 15    | 13                | 15       | 19     | 15            | 4                                     | 27                                                   | 27                               | 5                                 | 36                                  | 34                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 20    | 18                | 20       | 24     | 20            | 5                                     | 36                                                   | 36                               | 6                                 | 51                                  | 52                                                                 |  |
| Not very much                    | 22    | 22                | 20       | 21     | 23            | 25                                    | 26                                                   | 26                               | 22                                | 19                                  | 18                                                                 |  |
| Not at all                       | 29    | 28                | 29       | 29     | 30            | 50                                    | 12                                                   | 13                               | 52                                | 4                                   | 6                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 51    | 50                | 49       | 50     | 53            | 75                                    | 38                                                   | 39                               | 74                                | 23                                  | 24                                                                 |  |
| Don't know                       | 29    | 32                | 31       | 25     | 28            | 20                                    | 26                                                   | 26                               | 20                                | 25                                  | 24                                                                 |  |
| Transport                        |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 9     | 9                 | 8        | 10     | 9             | 2                                     | 18                                                   | 17                               | 2                                 | 27                                  | 29                                                                 |  |
| A fair amount                    | 23    | 22                | 22       | 27     | 23            | 14                                    | 36                                                   | 37                               | 12                                | 44                                  | 40                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 32    | 31                | 30       | 37     | 32            | 16                                    | 54                                                   | 54                               | 14                                | 71                                  | 69                                                                 |  |
| Not very much                    | 19    | 19                | 17       | 18     | 20            | 24                                    | 19                                                   | 18                               | 21                                | 11                                  | 11                                                                 |  |
| Not at all                       | 25    | 24                | 26       | 22     | 25            | 43                                    | 9                                                    | 11                               | 46                                | 3                                   | 5                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 44    | 43                | 43       | 40     | 45            | 67                                    | 28                                                   | 29                               | 67                                | 14                                  | 16                                                                 |  |
| Don't know                       | 24    | 27                | 27       | 22     | 22            | 17                                    | 18                                                   | 17                               | 18                                | 16                                  | 16                                                                 |  |
| Welfare benefits                 |       |                   |          |        |               |                                       |                                                      |                                  |                                   |                                     |                                                                    |  |
| A great deal                     | 6     | 6                 | 6        | 7      | 6             | 1                                     | 11                                                   | 12                               | 1                                 | 18                                  | 21                                                                 |  |
| A fair amount                    | 20    | 18                | 19       | 27     | 20            | 9                                     | 37                                                   | 35                               | 9                                 | 45                                  | 42                                                                 |  |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 26    | 24                | 25       | 34     | 26            | 10                                    | 48                                                   | 47                               | 10                                | 63                                  | 63                                                                 |  |
| Not very much                    | 20    | 20                | 20       | 17     | 21            | 25                                    | 19                                                   | 20                               | 23                                | 13                                  | 12                                                                 |  |
| Not at all                       | 25    | 24                | 24       | 23     | 24            | 43                                    | 9                                                    | 10                               | 46                                | 2                                   | 5                                                                  |  |
| TOTAL NOT VERY MUCH / AT ALL     | 45    | 44                | 44       | 40     | 45            | 68                                    | 28                                                   | 30                               | 69                                | 15                                  | 17                                                                 |  |
| Don't know                       | 29    | 31                | 31       | 25     | 28            | 21                                    | 24                                                   | 23                               | 21                                | 22                                  | 20                                                                 |  |

Sample Size: 6289 Adults in GB  
Fieldwork: 17th - 22nd July 2025

|                   |       | Westminster VI |      |         |           |       | Vote in 2024 GE |      |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |      | Social Grade |      | Country |       |          |
|-------------------|-------|----------------|------|---------|-----------|-------|-----------------|------|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|------|--------------|------|---------|-------|----------|
|                   | Total | Con            | Lab  | Lib Dem | Reform UK | Green | Con             | Lab  | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+  | ABC1         | C2DE | England | Wales | Scotland |
| Weighted Sample   | 6289  | 794            | 989  | 670     | 1305      | 565   | 1132            | 1616 | 579     | 679       | 380   | 2207        | 2245  | 3044   | 3245   | 660   | 2598  | 1553  | 1478 | 3585         | 2704 | 5440    | 302   | 547      |
| Unweighted Sample | 6289  | 802            | 1025 | 729     | 1336      | 578   | 1105            | 1711 | 630     | 714       | 407   | 2488        | 2355  | 2751   | 3538   | 436   | 2359  | 1707  | 1787 | 3808         | 2481 | 5423    | 316   | 550      |
|                   | %     | %              | %    | %       | %         | %     | %               | %    | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %    | %            | %    | %       | %     | %        |

Conflict in Gaza

|                                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| A great deal                     | 8  | 1  | 11 | 13 | 1  | 35 | 1  | 11 | 13 | 1  | 29 | 11 | 2  | 9  | 7  | 20 | 9  | 5  | 4  | 9  | 5  | 8  | 9  | 6  |
| A fair amount                    | 15 | 7  | 26 | 22 | 5  | 35 | 5  | 24 | 20 | 4  | 31 | 21 | 8  | 15 | 15 | 23 | 16 | 13 | 10 | 18 | 11 | 15 | 11 | 15 |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 23 | 8  | 37 | 35 | 6  | 70 | 6  | 35 | 33 | 5  | 60 | 32 | 10 | 24 | 22 | 43 | 25 | 18 | 14 | 27 | 16 | 23 | 20 | 21 |
| Not very much                    | 18 | 22 | 22 | 22 | 19 | 10 | 20 | 19 | 21 | 17 | 10 | 19 | 19 | 18 | 18 | 15 | 17 | 20 | 20 | 17 | 19 | 18 | 18 | 19 |
| Not at all                       | 28 | 47 | 15 | 16 | 54 | 2  | 50 | 16 | 18 | 53 | 5  | 20 | 43 | 34 | 23 | 11 | 24 | 33 | 38 | 28 | 29 | 28 | 23 | 35 |
| TOTAL NOT VERY MUCH / AT ALL     | 46 | 69 | 37 | 38 | 73 | 12 | 70 | 35 | 39 | 70 | 15 | 39 | 62 | 52 | 41 | 26 | 41 | 53 | 58 | 45 | 48 | 46 | 41 | 54 |
| Don't know                       | 31 | 24 | 27 | 27 | 21 | 18 | 24 | 30 | 28 | 24 | 25 | 29 | 28 | 25 | 37 | 31 | 34 | 30 | 29 | 27 | 37 | 32 | 40 | 24 |

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Sample Size: 6289 Adults in GB  
 Fieldwork: 17th - 22nd July 2025

|                                  |       | Region in England |          |        |               | Likelihood of voting for different political parties |                                |                                  |                                   |                                     |                                                                    |
|----------------------------------|-------|-------------------|----------|--------|---------------|------------------------------------------------------|--------------------------------|----------------------------------|-----------------------------------|-------------------------------------|--------------------------------------------------------------------|
|                                  | Total | North             | Midlands | London | Rest of South | Likely to vote for Conservatives (6+)                | Likely to vote for Labour (6+) | Likely to vote for Lib Dems (6+) | Likely to vote for Reform UK (6+) | Likely to vote for Green Party (6+) | Likely to vote for a new left-wing party led by Jeremy Corbyn (6+) |
| Weighted Sample                  | 6289  | 1490              | 1031     | 761    | 2157          | 1553                                                 | 1799                           | 1869                             | 1844                              | 1773                                | 1198                                                               |
| Unweighted Sample                | 6289  | 1517              | 1046     | 617    | 2243          | 1598                                                 | 1885                           | 1986                             | 1877                              | 1854                                | 1214                                                               |
|                                  | %     | %                 | %        | %      | %             | %                                                    | %                              | %                                | %                                 | %                                   | %                                                                  |
| Conflict in Gaza                 |       |                   |          |        |               |                                                      |                                |                                  |                                   |                                     |                                                                    |
| A great deal                     | 8     | 8                 | 7        | 10     | 8             | 1                                                    | 14                             | 15                               | 1                                 | 22                                  | 26                                                                 |
| A fair amount                    | 15    | 13                | 15       | 20     | 14            | 7                                                    | 27                             | 25                               | 6                                 | 32                                  | 32                                                                 |
| TOTAL A GREAT DEAL / FAIR AMOUNT | 23    | 21                | 22       | 30     | 22            | 8                                                    | 41                             | 40                               | 7                                 | 54                                  | 58                                                                 |
| Not very much                    | 18    | 17                | 19       | 16     | 19            | 21                                                   | 20                             | 20                               | 19                                | 15                                  | 13                                                                 |
| Not at all                       | 28    | 28                | 28       | 26     | 28            | 48                                                   | 13                             | 14                               | 49                                | 5                                   | 7                                                                  |
| TOTAL NOT VERY MUCH / AT ALL     | 46    | 45                | 47       | 42     | 47            | 69                                                   | 33                             | 34                               | 68                                | 20                                  | 20                                                                 |
| Don't know                       | 31    | 34                | 32       | 28     | 32            | 23                                                   | 27                             | 26                               | 24                                | 26                                  | 23                                                                 |

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*