



More in
Common

Britain and the world

Insights on foreign policy and defence
by More in Common for the Sunday
Times

Key Takeaways: Part 1

New More in Common polling for the Sunday Times reveals that Donald Trump's impact on global politics has fundamentally shifted how Britons see the world and the UK's place in it.

Britons see the world as "chaotic" and "dangerous" above all else - a sense of a stable world order is slipping away. Only half now see the US as an ally, although most view Australia, Ukraine and France as allies. At the same time, four in ten Britons think that the UK is losing power on the world stage, whereas most think that the US and China are gaining power.

UK-US relations under strain - just 38 per cent think there is still a special relationship between the US and UK. Only 5 per cent think it is certain that the US would defend a NATO ally if they were attacked, and just half think it is more likely they would than not. Britons overwhelmingly reject the idea that Trump should be awarded a Nobel Peace Prize - by 76 per cent against with 14 per cent in favour.

Britons' support for Ukraine remains strong, but there is some fatigue - less than a fifth (17 per cent) think we should stop supporting Ukraine now, and more than half (51 per cent) think we should keep supporting Ukraine until they have won back all the territory they had at the start of the war. Zelenskyy is viewed much more positively by Britons than any other world leader tested.

Key Takeaways: Part 2

29 per cent of Britons say they sympathise most with Palestine in the conflict - an 11 point increase since November 2023, and the highest we have recorded. Britons are worried about Israel going too far in Gaza, but support Israel's right to exist and think it was right that Palestine Action have been proscribed. Britons also have concerns about the impact of the conflict on religious tensions in the UK.

Changing mood on UK-EU relations. Britons would overwhelmingly vote to Remain in the EU if given the chance to vote again: 58 per cent say Brexit has been a failure compared to 24 per cent who say it has been a success. Still, Britons are more likely to say that other anglophone countries such as Canada and Australia are allies than to say the same about EU countries such as France and Germany.

Concern about small boats - and a sense that France is not doing enough. Most (61 per cent) think that France is not doing enough to stop small boats. Just 12 per cent think they are. Most also support using the Navy to stop small boats. In focus groups from Plymouth and Portsmouth, participants all suggested that Britain's ability to stop small boats threatens our credibility on international issues.

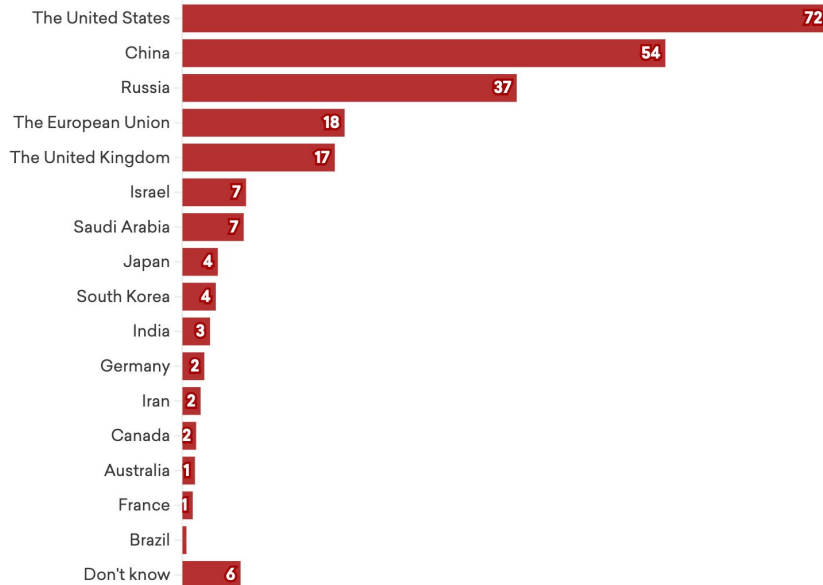
Concern about Chinese investment in Britain. Most oppose Chinese investment in energy or transport infrastructure, or public services. Meanwhile 43 per cent think it is likely that China invades Taiwan in the next five years and just 12 per cent think it is unlikely.



The changing nature of geopolitics

The US, China and Russia are seen as dominant powers

Britons think the US is still the most powerful country in the world, followed by China and Russia



The USA, China, and Russia are viewed by the British public as the world's dominant powers, with the UK in fifth place. Just 17 per cent of Britons put the UK in their top three most powerful countries, narrowly behind the EU (18 per cent) but ahead of Israel (7 per cent).

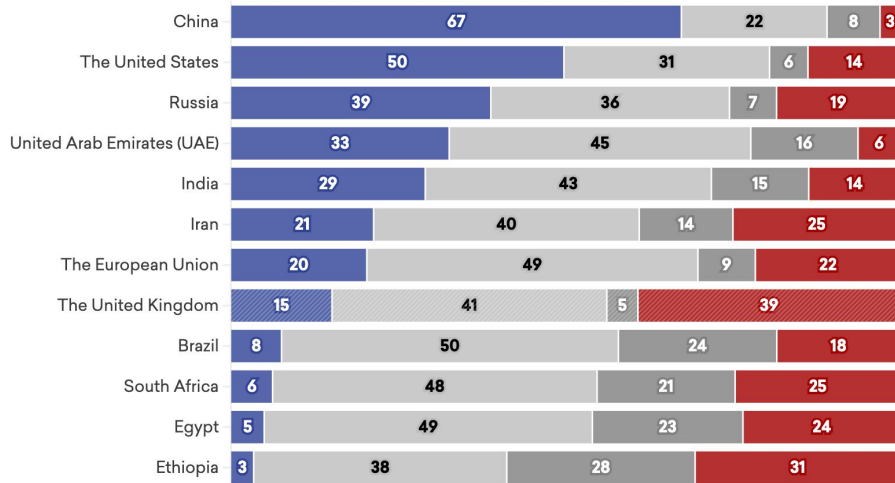
Perceptions of British power vary by age: Gen Z are more likely to see the UK as a top-three power (23 per cent), while older generations view the US and China as leading global forces.

China's power seen as rising while UK power fades

Most believe China is becoming more powerful, while two in five Britons believe Britain is becoming weaker

For each of the following countries or blocs, please indicate whether you think they are becoming more powerful, less powerful, or staying about the same.

● More powerful ● About the same ● Don't know ● Less powerful



Looking to the future, China is the country most widely seen to be on the rise: 67 per cent of Britons say it is gaining power. The US follows, with 50 per cent saying its influence is growing from an already strong base, followed by Russia at 39 per cent.

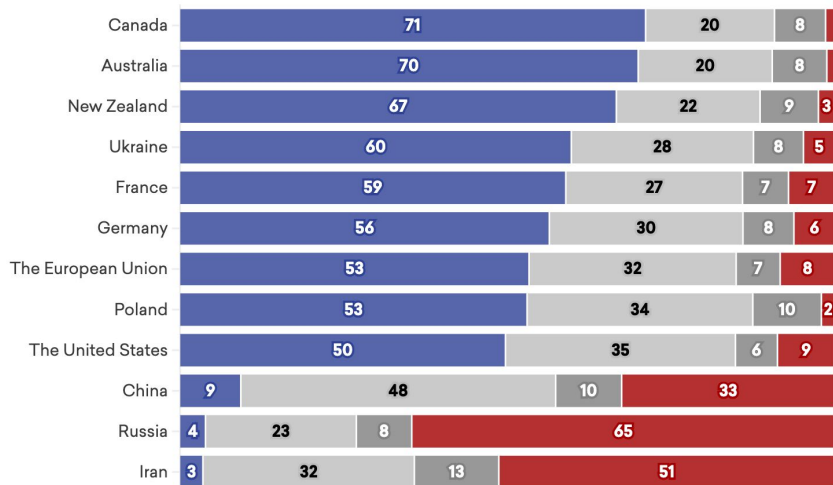
The public are most negative about the UK's global influence with 39 per cent believing their country is becoming less powerful. This feeling is strongest among Reform and Green voters, whereas 2024 Labour voters are the only group where more believe the UK is becoming more powerful than not.

Friend or foe? Britons are unsure about the US

Britons see key Commonwealth and European partners as our closest allies, while fewer than one in ten would say the same of China, Russia, and Iran

Overall, do you think the following countries and organisations are allies or enemies of the UK, or neither?

● An ally ● Neither an ally nor an enemy ● Don't know ● An enemy



Britons largely see Commonwealth countries - such as **Canada, Australia, and New Zealand** - and key European nations, - as close partners and allies. In contrast, **China, Iran, and Russia** are viewed more as **enemies** than allies.

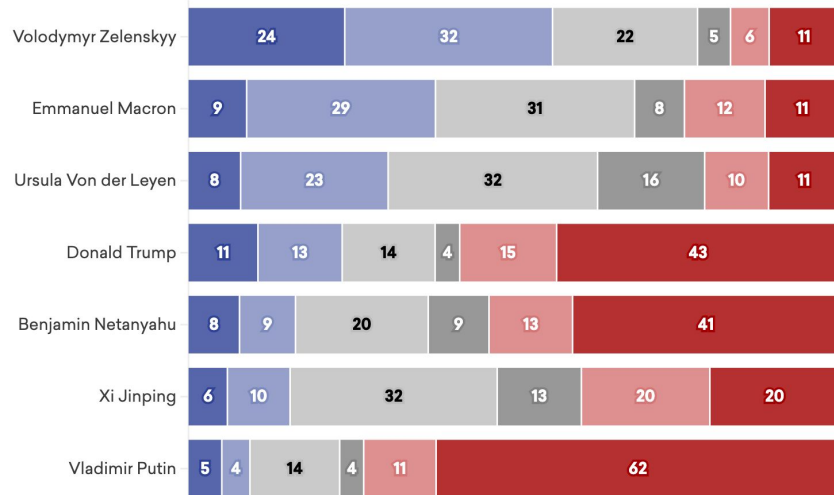
Views on the US are mixed. **Only 50 per cent** say they see the **US** as an ally of the **UK**, though that number has risen slightly since from a low in the aftermath of the Zelenskyy Oval Office meeting.

President Zelenskyy is widely admired

Zelenskyy is the most popular foreign leader, while less than one in ten have a positive view of Putin

Thinking about the following world leaders, do you have a positive or negative opinion of them?


Very positive Quite positive Neither positive nor negative Don't know Quite negative Very negative



Volodymyr Zelenskyy stands out as the only world leader widely admired by Britons. 56 per cent hold a positive view of him. Emmanuel Macron and Ursula von der Leyen are also viewed more positively than negatively, though to a lesser extent. Von der Leyen's ratings vary sharply by Brexit vote - 48 per cent of Remainers view her positively, compared to 21 per cent of Leavers. Britons see Trump, and Putin in particular the most unfavourably.

"He was absolutely set up from the first question of why aren't you wearing a suit? I mean, come on, that's ridiculous. The guy was absolutely set up in front of the world and ridiculed and I thought he held himself incredibly well and I respect him for it."

Peter, Dockyard Manager, Plymouth



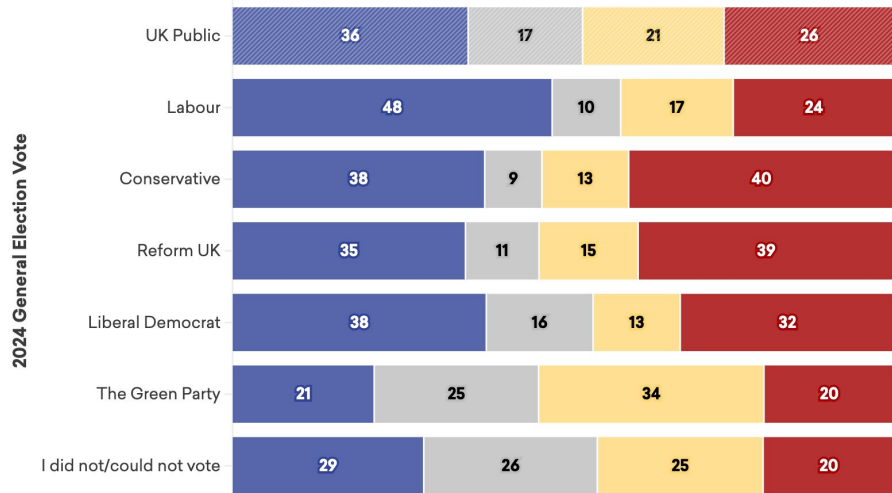
Attitudes toward defence and military intervention

The public is split on defence spending

Following increases to military spending, the average Briton believes that military spending is about right

Government spending plans suggest that defence spending is set to total £59.8 billion in 2025/26 – around 2% of GDP. In your opinion, is this amount about right, too little, or too much?

● About right ● Don't know ● Too much ● Too little



Public opinion on UK defence spending is mixed. **36 per cent say the current level is about right**, while the rest are split- **26 per cent** think it's too low and **21 per cent** say it's too high.

Those who see the war in Ukraine as one of the top issues for the country are more likely to want increased spending, while those more concerned about conflict in the Middle East are inclined to think the UK is overspending.

Reform and Conservative voters are the most likely to say we spend too little on defence, whereas Green voters are the most likely to say we spend too much.

Views on defence spending - in their own words

“Starmers hand was forced, wasn't it? When Trump said he wasn't going to look after, he wasn't going to be a peacekeeper in Europe, he was going to draw his horns in, call it what you will, he was going to look after his own borders, which again is perfectly reasonable, nothing wrong with that, unless Europe paid and Europe clearly had no intention of paying. We have to look after ourselves now because we're not in Europe to any great extent anymore because we managed to get out of that as well to leave ourselves entirely isolated and on our own. As for the 5 per cent thing, well that's, what are we talking about? 2036. It's just a wish. Keir won't be the Prime Minister in 2036. It's highly unlikely the Labour government will be there so you can say what you like frankly.”

Alfie, Retired, Plymouth

“My personal opinion is [defence spending] is a good thing. The unfortunate thing is it's very little and very late. We've depleted our services over our armed services over a number of years, so we're actually on catch up back to where we were, which will take us numbers of years. Of course you can't spend today and expect the capability to be available tomorrow. It takes a number of years to grow that back.”

Peter, Dockyard Manager, Plymouth

“My partner's actually in the military and he's currently away at sea right now and I think the spending is needed. the military as a whole has just been slowly going downhill when you compare it to Americans, their military, and their package as a whole ... but when you compare it to our military, they get paid next to nothing.”

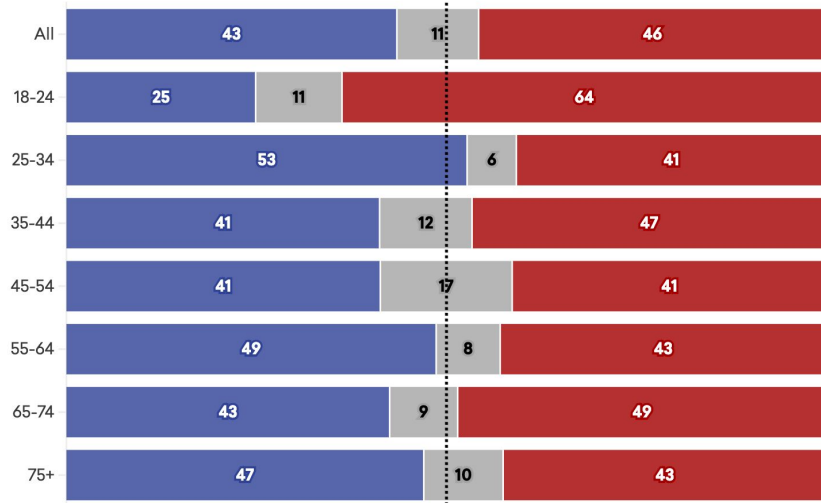
Rhiann, Designer, Plymouth

Support for national service is split along age lines

Britons are closely divided on national service, with young people strongly opposed

Which of the following comes closest to your view?

- The UK should reintroduce compulsory national service for young people
- Don't know
- The UK should not reintroduce compulsory national service for young people



Britons are divided on the idea of reintroducing compulsory national service. **46 per cent oppose it's reintroduction and 43 per cent would support it.**

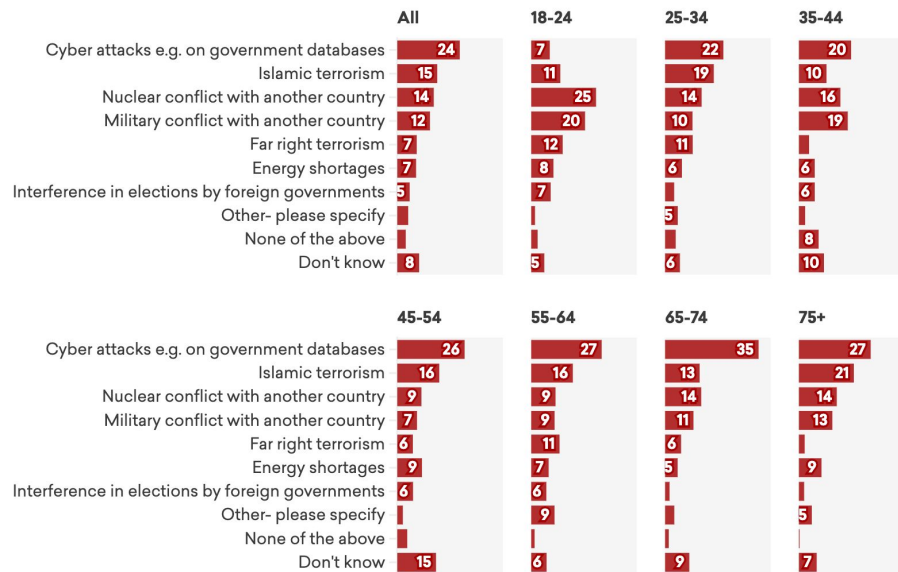
Opposition is strongest among the youngest - nearly two-thirds of 18-24 year olds reject the idea. Yet support peaks among 25-34 year olds, where a majority (53 per cent) back it.

Among older age groups, opinion is more evenly split, with over-55s almost equally divided between support (46 per cent) and opposition (45 per cent).

Threat perceptions vary by age group

The public sees cyber attacks as the biggest threat to the country, but perceived threats vary by age

Which of the following do you think is the greatest threat to the United Kingdom?



Cyber attacks are viewed as the greatest threat to the UK. 24 per cent of Britons cite it as their top concern, reflecting concern about recent high-profile hacking incidents.

Islamic terrorism ranks second (15 per cent), followed closely by nuclear conflict (14 per cent).

Younger Britons perceive the major threats to the UK differently from older generations, with far-right terrorism and nuclear conflict seen as more pressing risks by those aged 18–26 compared to over 60s. 15 per cent of young adults cite far-right terror as the biggest threat, more than double the number for the country as a whole.



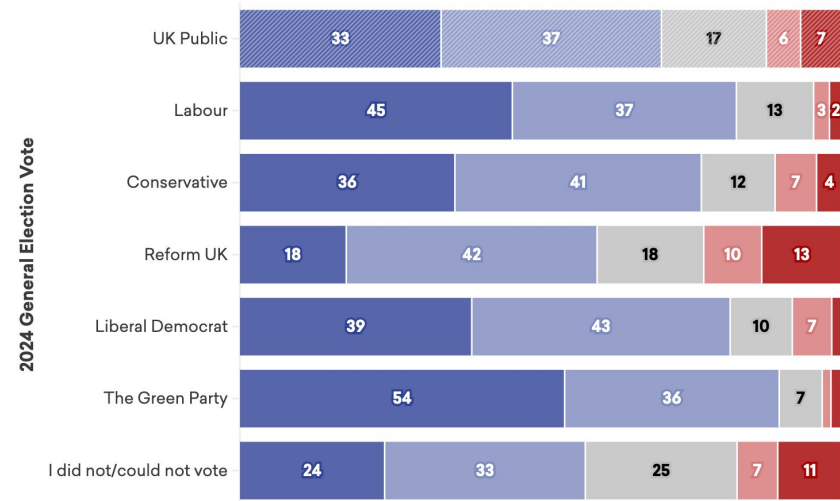
Israel-Palestine

Britons are pessimistic about peace in the Middle East

Britons of all parties are concerned about the Israel-Palestine conflict

How concerned are you about the Israel-Palestine conflict?

Very concerned Somewhat concerned Neither concerned nor unconcerned Not very concerned Not at all concerned



70 per cent of Britons say they are concerned about the Israel-Palestine conflict. Concern is weakest among 2024 Reform voters (59 per cent), though a majority remain worried, and strongest among Green voters (90 per cent).

60 per cent of Britons do not think there will be peace in the Middle East in their lifetime, while 25 per cent think there will be.

“And as for the Middle East, there's been war since I was a child. It's always been on the press, whether it's Iran, Iraq, Israel, Palestine, it goes on and on and on. It doesn't seem to ever stop. There's religious differences there and whilst there's religion, there'll always be conflict and plus a fair smattering of nutters in there as well.”

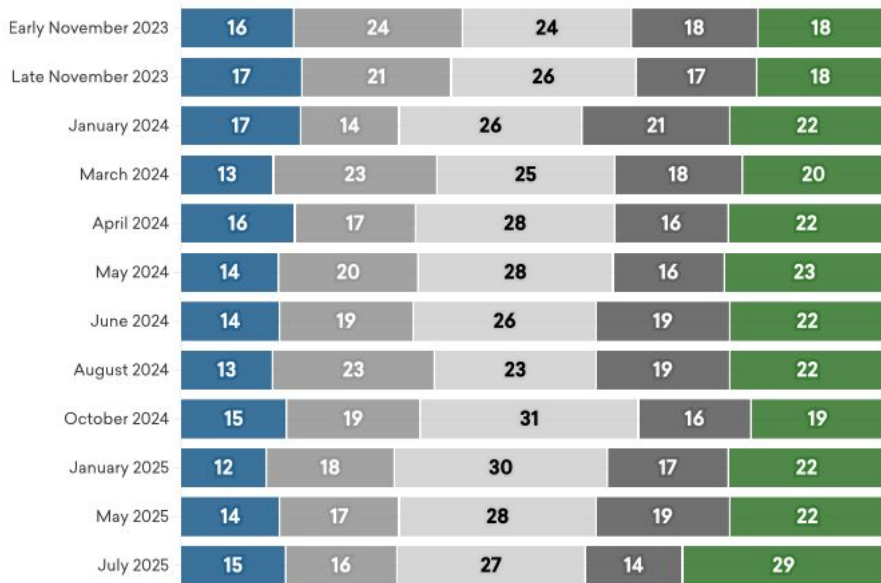
Peter, Dockyard Manager, Plymouth

Sympathy for Palestine has increased since 2023

Britons are twice as likely to sympathise with Palestine than Israel

Which side in the Israel-Palestine conflict do you sympathise with more?

● The Israeli side ● Both sides equally ● Neither side ● Not sure ● The Palestinian side



When asked about their sympathies in the Israel-Palestine conflict, Britons are more likely to say Palestine (29 per cent) than Israel (15 per cent), though a significant portion remain neutral or supportive of both. Sympathy for the Palestinian side has grown among Brits, increasing by 11 points since November 2023.

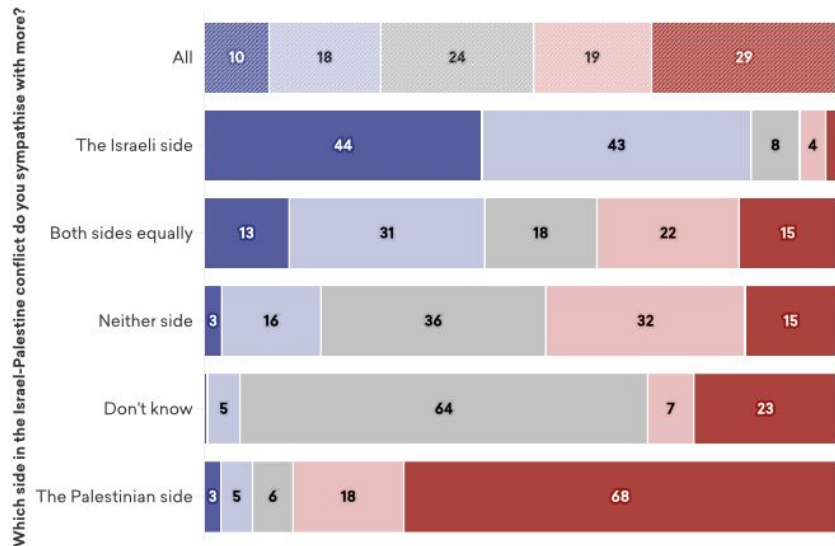
Younger Britons, especially those aged 18-24, show stronger alignment with Palestine - with 45 per cent expressing more sympathy.

Has Israel's response in Gaza been proportionate?

Britons are more likely to say Israel's response in Gaza has been disproportionate, than proportionate

To what extent do you believe that Israel's military response in Gaza has been proportionate?

- Israel's response has been completely proportionate
- For the most part, Israel's response has been proportionate
- Don't know
- For the most part, Israel's response has been disproportionate
- Israel's response has been completely disproportionate



Nearly half of Britons (48 per cent) believe Israel's military response in Gaza has been disproportionate, while 28 per cent consider it proportionate.

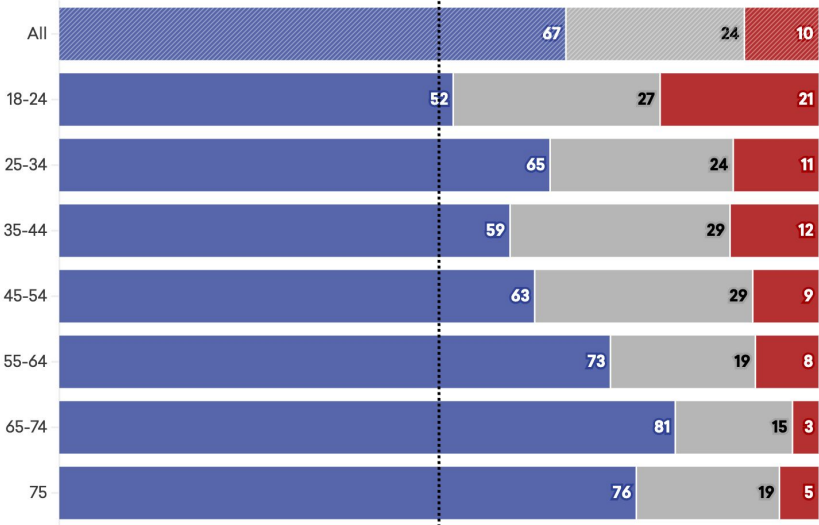
Those who sympathise with both sides equally tend to say the response has been proportionate while those who sympathise with neither side are more likely to say the response has been disproportionate. Among those who sympathise more with the Israeli side, less than half (44 per cent) say Israel's response has been "completely" proportionate.

Strong support for Israel's right to exist

Despite their sympathies for Palestine, two in three Britons believe Israel has a right to exist

Which of the following comes closest to your view?

● Israel has a right to exist ● Don't know ● Israel does not have a right to exist



At the same time, a clear majority (67 per cent) believe that Israel has a right to exist, though 10 per cent disagree.

Opposition to Israel's right to exist is higher than average among 2024 Green voters (of whom 51 per cent say Israel has a right to exist) and younger people (particularly those aged 18-24).

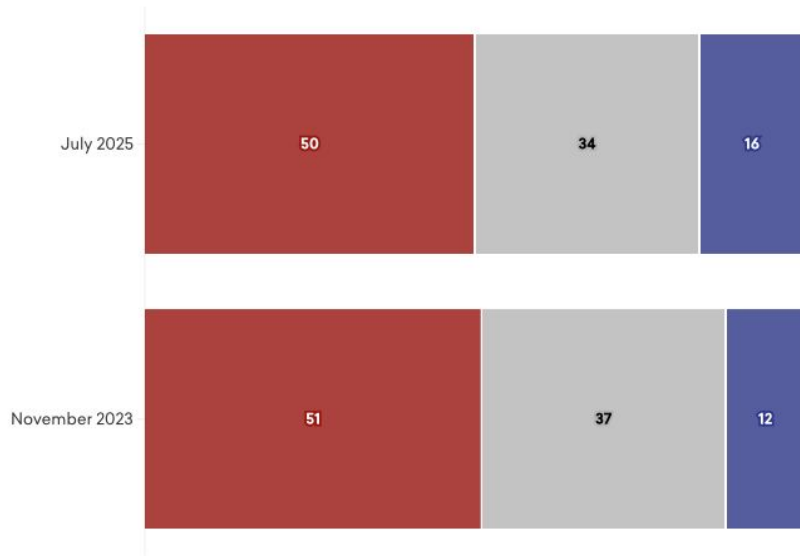
Among those aged over 65 support for Israel's right to exist is higher than 75 per cent.

Britons do not support Hamas or Palestine Action

Britons tend to believe Hamas do not represent the views of ordinary Palestinians

Which of the following statements comes closest to your view?

- Hamas does not represent the view of ordinary Palestinians
- Don't know
- Hamas represents the view of ordinary Palestinians



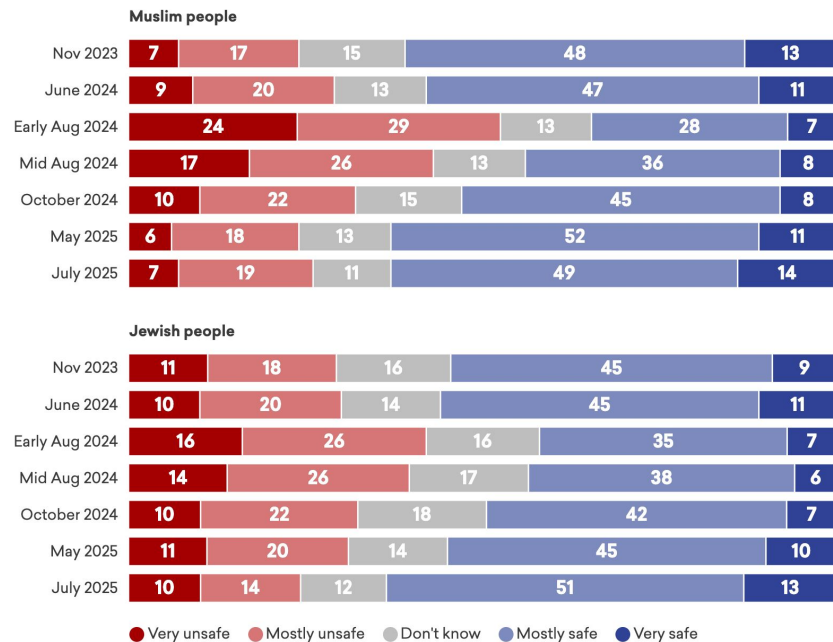
Half of Britons (50 per cent) do not believe Hamas represents the views of ordinary Palestinians.

The public is more supportive than not of the proscription of Palestine Action by 41 per cent to 29 per cent. 56 per cent approve of Bob Vylan being dropped from festivals after chanting 'death to the IDF' at Glastonbury, while 23 per cent oppose him being cancelled.

Britons are concerned about the conflict's domestic impacts

Around a quarter think the UK is unsafe for Muslims and Jews

Do you think the UK in 2024 is a safe place for...



Around a quarter of people believe the UK is unsafe for British Jews and British Muslims. These numbers peaked during the riots last Summer but have been stable in recent months.

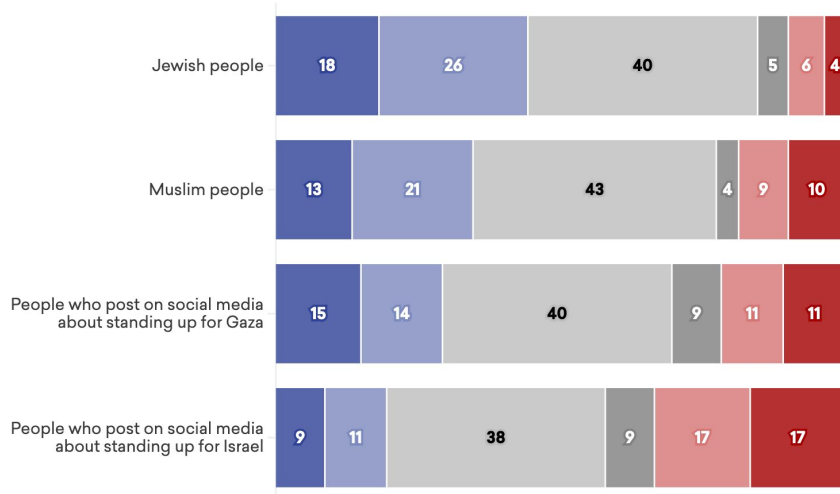
51 per cent say it is not possible for British Muslims and Jews to coexist peacefully while disagreements over Israel-Palestine continue, with 49 per cent saying it is possible. White Britons are less optimistic than Asian or Black Britons about peaceful coexistence.

Britons' views of each other have been affected by the conflict

Britons hold increasingly negative views of those who post about the conflict on social media

Do you have a positive or negative view of the following?

● Very positive ● Quite positive ● Neither positive nor negative ● Don't know ● Quite negative ● Very negative



Britons are judging each other based on their stances on the Israel-Palestine conflict. About a third (34 per cent) hold negative views of those who post pro-Israel content on social media, while 22 per cent feel negatively towards those posting pro-Palestine content. 12 per cent hold negative views about both those who post about Gaza and Israel.

19 per cent say they hold negative opinions of Muslim people while 10 per cent express negative views of Jewish people. Younger Britons are more likely than average to say they hold anti-Jewish views, whereas older Britons are more likely to hold anti-Muslim views.



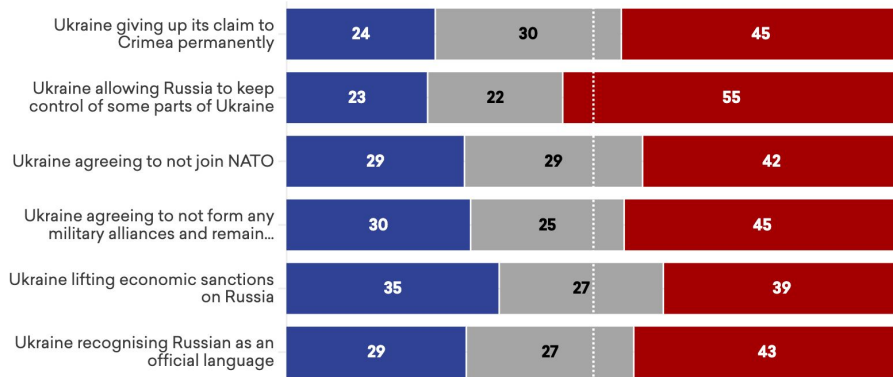
Ukraine

Public support for Ukraine remains strong

Britons are largely opposed to Ukraine making any concessions to Russia

Which of the following do you think would be an acceptable concession for Ukraine to make to end the conflict between Ukraine and Russia?

● This would be an acceptable concession ● Don't know ● This would not be an acceptable concession



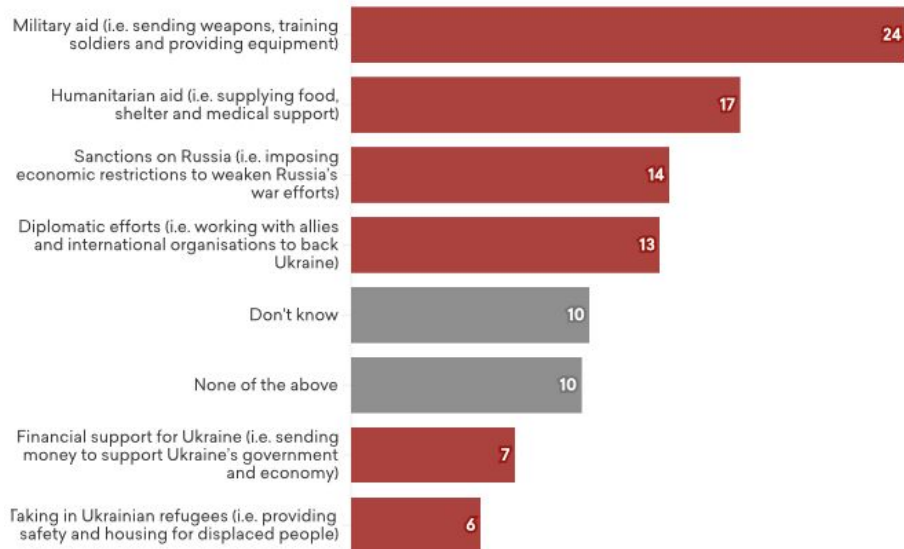
Public support for Ukraine remains strong. Only 17 per cent say the UK should stop assisting Ukraine, with over half backing continued support until Ukraine regains the territory it held before 2022.

Britons are broadly opposed to Ukraine making concessions to Russia to end the conflict, viewing most proposed compromises as unacceptable. Even the least contentious option - Ukraine lifting economic sanctions against Russia - faces significant resistance, with 45 per cent against it. Most reject any peace deal that would see Ukraine cede territory to Russia.

The public is supportive of military aid to Ukraine

Britons see military aid as the most important way to help Ukraine

Which of the following do you think is the most important way the UK is supporting Ukraine?



Military aid is seen as the most important form of UK support for Ukraine (24 per cent), followed by humanitarian aid (17 per cent) and sanctions on Russia (14 per cent).

Support for sending British troops to act as peacekeepers for a hypothetical peace deal in Ukraine is higher at 54 per cent. However, opposition to British troops acting as peacekeepers in Ukraine has risen by nine points, from 10 per cent in January 2025 to 19 per cent now.

Opinion on Ukraine in their own words

In focus groups, people see the importance of continuing to support Ukraine, and think it is right for us to protect our allies, however some participants are showing some frustration and fatigue with how long the war has gone on.

“We've pumped a lot of money into [Ukraine] and I guess you've got to keep the relationship with your allies and NATO and everything like that, but I think there has to come a time where you have to sort of draw back and be like, 'we've done our fair share here, we'll still pump money into you, but probably cut back on how much we're actually funding'. At the end of the day, it's not our war to fight and I understand that you have to help out your allies and stuff like that, but it's been how many years? Three, four years? Maybe five. I don't know how long it's been going on for, but it's a lot of money over the course of those years and I think there will have to come a time where it's like got to cut back on the spending for it.”

Rhiann, Ship Designer, Plymouth

“I think they're doing a cracking job of holding them back under extreme pressure. It's been going on for obviously way too long. It is a drain, of course it does affect things like our oil prices, mineral prices that come in, so that's how it negatively reflects our pricing structure because of the imports, of course we stopped Russian oil and gas, that means that commodities go up as well. It's having a worldwide impact. But yeah, I absolutely think it's the right thing to do. Somebody needs to stop him from advancing. Where does it stop from there?”

Peter, Dockyard Manager, Plymouth



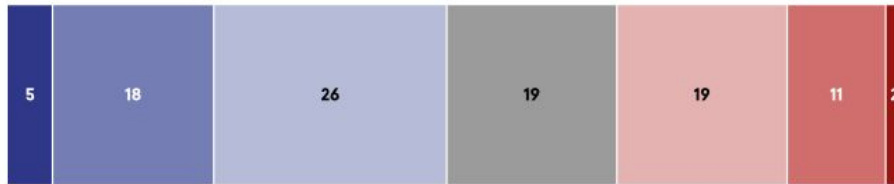
The UK-US relationship

The UK-US relationship is under strain

A third of Britons think the US would not assist another NATO country if it were attacked

How likely or unlikely do you think it is that the US would assist another NATO country if it was attacked?

● Certain to happen ● Very likely ● Quite likely ● Don't know ● Quite unlikely ● Very unlikely ● Certain not to happen



Public views of the US-UK relationship are increasingly strained under the second Trump Presidency.

Only 38 per cent believe the 'special relationship' still exists, while 36 per cent think it has ceased. 15 per cent say it never existed at all.

While half believe the US would honour its NATO obligations under Article 5, there is some caution. Just 5 per cent are certain the US would aid another NATO member, while 32 per cent say it is either wouldn't happen or would be unlikely.

Trump is seen as a hindrance to peace in Ukraine

Three quarters of Britons do not think Donald Trump deserves the Nobel Peace Prize

Do you think that Donald Trump should be awarded the Nobel Peace prize for his efforts in Ukraine and the Middle East?

- Donald Trump should be awarded the Nobel Peace Prize
- Donald Trump should not be award the Noble Peace Prize
- Don't know



Donald Trump is viewed negatively by the British public, though his net approval has risen slightly from minus 44 per cent to minus 35 per cent since September 2024.

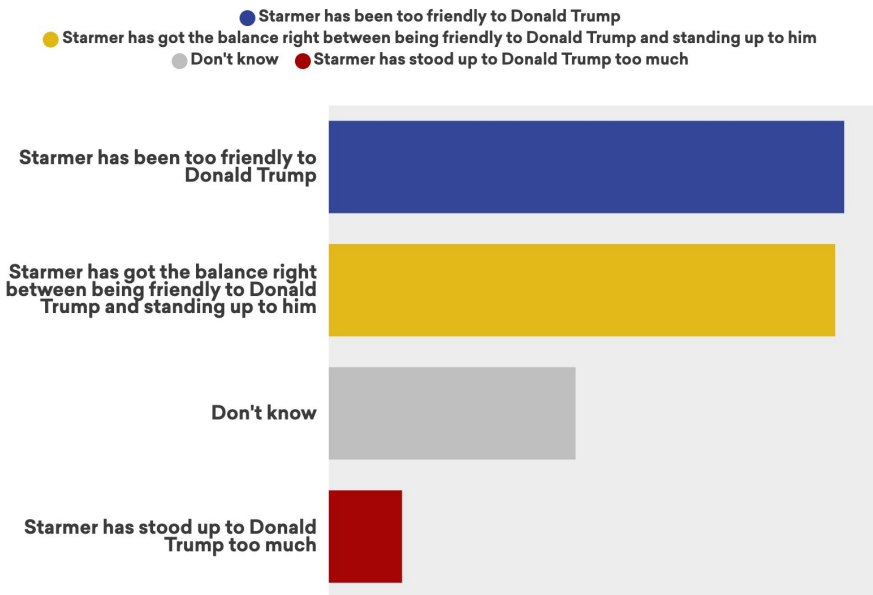
Despite this, **there is overwhelming opposition to awarding him a Nobel Peace Prize** - more than three-quarters of Britons are against it, rising to 96 per cent among those who see him as a hindrance to peace in Ukraine.

Britons are more likely to view Trump as obstructing peace efforts in Ukraine (47 per cent) than aiding them (22 per cent). Views on his role in the conflict are closely tied to broader views of him: 73 per cent of those who view him negatively see him as a hindrance, while 63 per cent of his supporters believe he's helping.

The public is split on the PM's approach to Trump

Over a third of the public think Starmer has been too friendly when dealing with Trump

Thinking about how Keir Starmer has managed his relationship with Donald Trump so far, which of the following comes closest to your view?



38 per cent say that Prime Minister Sir Keir Starmer has got the balance right between being friendly to the President and standing up to him - an increase of 8 points since March this year.

However, an equal number (38 per cent) say the PM has been too friendly to Trump. For many, this reinforces the negative view they have of Starmer's performance overall - 53 per cent of those who think Starmer is doing a bad job overall say he is too friendly with the US President.

Britons on Starmer's relationship with Trump

"It is a good fun to watch, but with Kier he's not very good on the spot. I feel like everything would've been rehearsed and what to say and what not to say. And if Trump said something that wasn't on his cue card, he would go into a complete shock meltdown probably and be like uh, uhhhh."

Rhiann, Ship Designer, Plymouth

"I think Trump is an interesting one, isn't he? Because he's not a politician and he doesn't act like a politician. He concerns people. Politicians fundamentally want to be liked by everybody, so they tend to appease rather than anything else. However, Trump acts much more like dictators do really in other countries. So he's posturing to the same extent that, for the sake of argument, Iran was."

Alfie, Retired, Plymouth

"He's very diplomatic, but submissive in the same breath. He appears to me like a lap dog. He doesn't want to be embarrassed in front of anybody, but certainly doesn't want to embarrass as well. He chooses his words very, very, very carefully, very uncontroversial. I would be interested if he was treated like Zelensky, what his retort would be. I'm not sure he would have the proverbial balls to stand up for us in the country personally."

Peter, Dockyard Manager, Plymouth

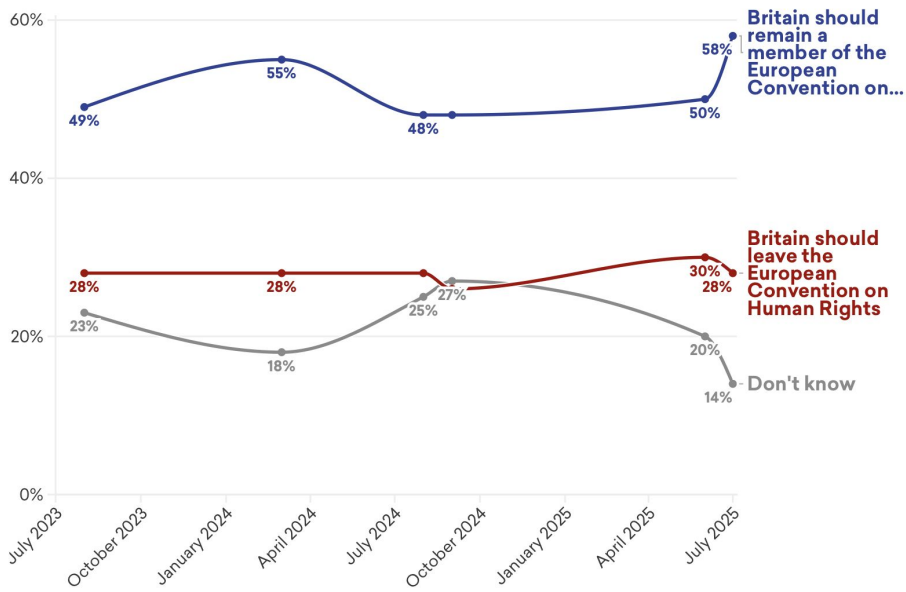


The UK-EU relationship

Support for remaining in the ECHR has increased

Support for remaining in the European Convention on Human Rights has increased in recent months

Which of the following come closest to your view?



A majority (58 per cent) believe that Britain should remain a member of the European Convention of Human Rights - an increase of 8 points since June this year.

The number saying Britain should leave the ECHR has dropped two points since then, to 28 per cent.

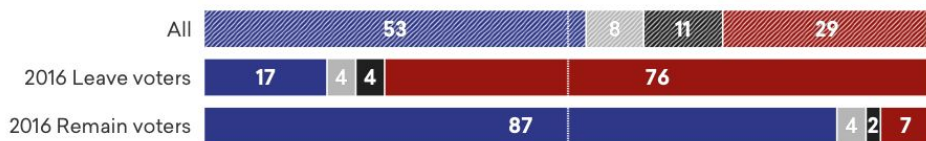
2024 Reform voters are the voter group most likely to say Britain should leave (68 per cent), with those concerned about crime (41 per cent), asylum (64 per cent) and migration (55 per cent), also supporting leaving the ECHR.

Appetite for another EU referendum

A majority now say they would vote to Remain in another EU referendum

If the 2016 Brexit referendum were held today, how would you vote?

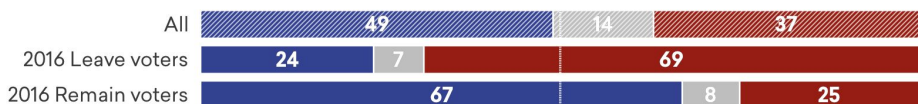
● Remain ● Don't know ● I would not vote ● Leave



Almost half say there should be another EU referendum in the next 5 years

Which of the following comes closest to your view?

● There should be a referendum on rejoining the EU in the next 5 years ● Don't know ● There should not be a referendum on rejoining the EU in the next 5 years



A majority now say that, if the 2016 referendum were held again, they would vote to stay in the EU (52 per cent) including 17 per cent of 2016 Leave voters.

Less than a third (29 per cent) would still vote to leave the EU.

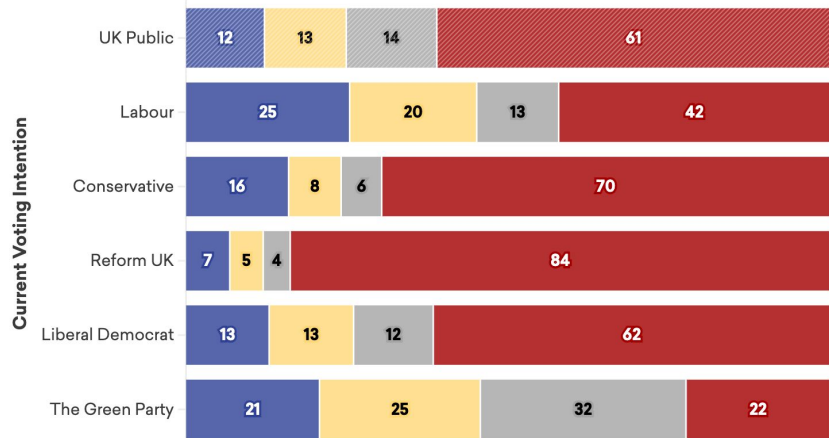
Nearly half of Britons now support holding a referendum on rejoining the EU in the next five years, including almost three quarters (74 per cent) of Leave voters who have since switched to supporting Remain. 37 per cent oppose holding another vote.

France isn't pulling its weight on small boats

Most Britons, including supporters of the four largest parties, believe that France is not doing enough to stop small boats

Which of the following comes closest to your view?

- France is doing enough to stop small boats from crossing the Channel to the UK
- It is not France's responsibility to stop small boats from crossing the Channel to the UK
- Don't know
- France is not doing enough to stop small boats from crossing the Channel to the UK



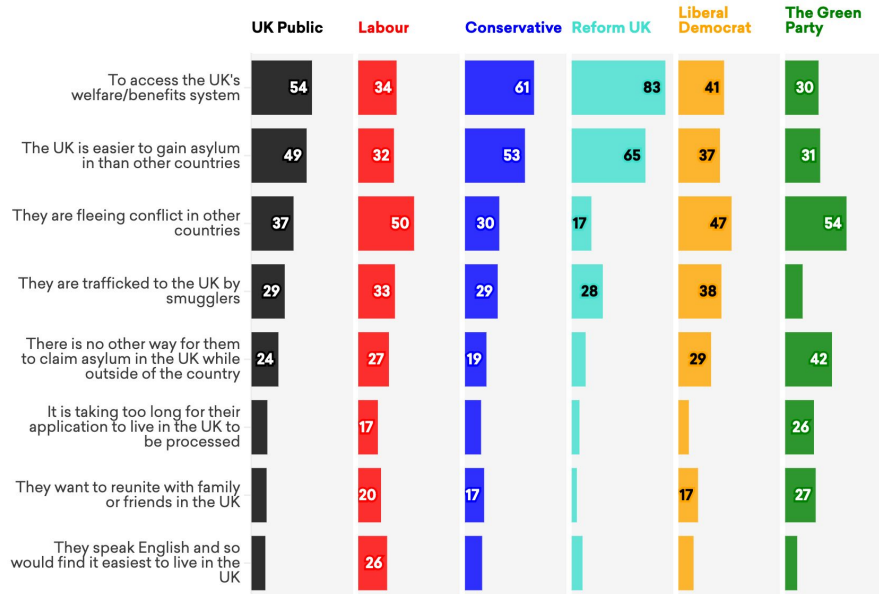
Six in ten Britons believe France is not doing enough to prevent small boats from crossing the Channel, rising to 84 per cent among Reform UK supporters.

Strong support exists for British Navy involvement in stopping these crossings, with around seven in ten (69 per cent) saying the Navy should be involved in stopping small boats. Majorities of 2024 Labour, Conservative, Reform UK and Liberal Democrat supporters would all support this naval involvement.

Welfare is viewed as a major driver of small boats

Britons believe people are mainly crossing the Channel to access welfare

What do you think are the main reasons why people cross the Channel in small boats to get to the UK? Please select up to three.



When asked why people cross the Channel in small boats, most Britons believe a primary motivation is accessing the UK's welfare system (54 per cent). 49 per cent think it's because asylum is easier to obtain in the UK than elsewhere, while 37 per cent say fleeing conflict is a main reason.

Conservative and Reform voters are far more likely to see access to benefits as a key reason people cross the Channel, while Labour, Liberal Democrat, and Green supporters focus more on people escaping conflict and human trafficking.

"They're coming in as a tax burden so they're not adding to the country. It's not positive migration, it's negative. We are struggling."

Peter, Dockyard Manager, Plymouth



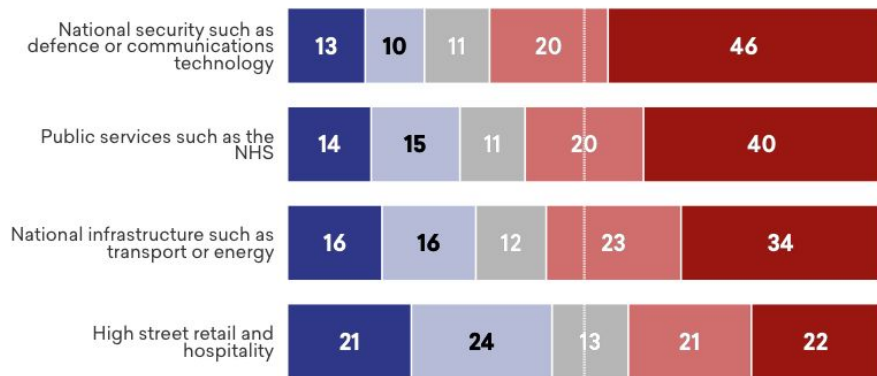
China

Britons are wary of Chinese investment in the UK

Britons are wary of Chinese investment in the UK, particularly in public services and national security

For each of the following sectors, please indicate which comes closest to your view. Please use the 1-4 scale below.

- 1- Chinese companies should be able to significantly invest in this UK industry, like any other company
- 2
- Don't know
- 3
- 4- Chinese companies should not be able to significantly invest in this UK industry

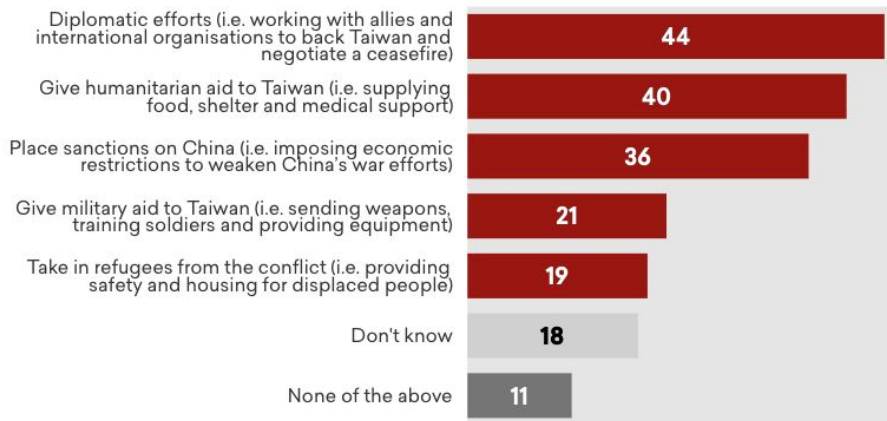


Most Britons oppose Chinese investment in UK transport and energy infrastructure (56 per cent oppose, 32 per cent support), and are particularly opposed to Chinese investment in public services, such as the NHS (60 per cent oppose, 29 per cent support).

The public are more relaxed - though still relatively split- about Chinese investment in UK high street retail or hospitality (44 per cent support, 43 per cent oppose).

Many see conflict in Taiwan as a real possibility

In the event that Taiwan were invaded by China, which of the following do you think the UK should do? Select all that apply.



More than four in ten (43 per cent) Britons believe it's likely that China will attempt to invade Taiwan within the next five years. 12 per cent say it is unlikely.

In that scenario, the public favours a non-military response: 44 per cent support UK involvement in diplomatic efforts to back Taiwan and push for a ceasefire, and 40 per cent favour providing humanitarian aid. Only 21 per cent support offering military aid.

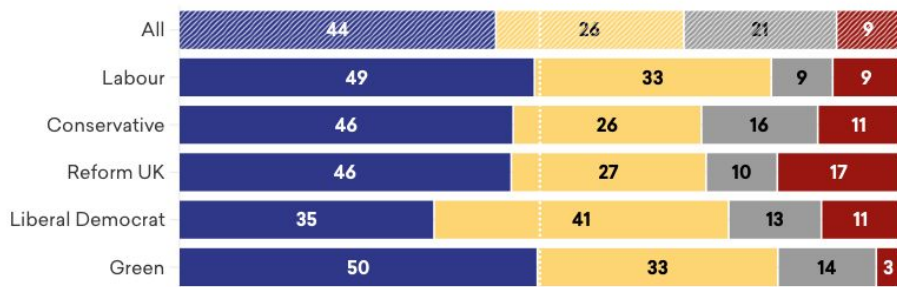
Many Britons believe the government should be more vocal about human rights abuses in China

A plurality of voters think the government should speak more about human rights abuses in China

Do you think the UK government should speak out more or less about human rights abuses in China?

- The UK government should speak more about human rights abuses in China
- The UK government speaks the right amount about human rights abuses in China
- Don't know
- The UK government should speak less about human rights abuses in China

2024 Vote



Public opinion is divided on whether China should be allowed to open a new embassy in London, with more opposed (41 per cent) than in favour (38 per cent). In London, 45 per cent back the embassy plans, compared to 35 per cent who oppose them.

44 per cent of Britons think the UK government should speak out more on human rights abuses in China. Only Liberal Democrat voters are more likely to be satisfied with the current approach than not, with 41 per cent saying the government speaks out enough on the issue.

Methodology

The polling cited here was conducted by More in Common, a member of the British Polling Council, for The Sunday Times. This polling was conducted between the 22 and 24 July 2024 on a sample of 2112 people in Great Britain.

Respondents have been weighted according to age/sex interlocked, 2024 General Election vote, region, ethnicity and education level.

A focus group was held with 2024 Labour, Reform UK and non-voters in Plymouth and Portsmouth on the 24th July.

Data tables are available on request. For any queries please contact sophies@moreincommon.com or ed@moreincommon.com