# Polling Methodological Note – 17/4/2025

A representative sample of 1,285 adults in Great Britain was interviewed between the afternoon of 8th April and the morning of 14th April 2025. Our sample was drawn from Verian's random sample panel Public Voice.

This panel is used extensively for social research commissioned by government, academic and third sector organisations, including those based in the US and Europe. Membership of this panel is restricted to those living in a controlled sample of UK addresses drawn from the Royal Mail's master database. This restrictive method of panel-building is relatively expensive but will ordinarily provide benefits in terms of sample and data quality when compared with a panel that any adult resident in the UK can join. Although the short-period fieldwork web-only protocol used for this poll is much more limited than is typical for a social research survey, the demographic and political composition of the sample is only modestly degraded compared to what could be obtained using the full social research data collection protocol (two to three weeks using both web and telephone interview modes).

We used this random sampling approach for our 2024 General Election polling, and firmly believe that this enabled us to generate the most accurate voting intentions estimate ahead of the election.

The data was weighted in multiple stages. First, design weighting was applied to account for variations in sampling probability (both for selection into the Public Voice panel and for selection into this specific poll). Second, non-response modelling was used to account for variations in response probability that are associated with the extensive profiling data held about all Public Voice panel members. Finally, the data was calibrated to match population totals for age, gender, 2024 General Election voting patterns, education, region, and likelihood to vote in the next General Election. Further information about the benchmarks used in the final weighting stage can be found on page 3.

The response rate for this poll was 22% (1,285 completes out of 5,719 Public Voice panellists invited to take part in the survey).

## Voting intentions

The voting intention figures provided aim to show the current political opinion of the nation rather than to accurately predict the outcome of the next General Election.

It should be noted that "Reform UK" and "Green Party" were included on a second screen. The first screen included the following other code – "Other party or individual (such as Reform UK or the Green Party)".

As well as weighting the data, a Likelihood to Vote (LTV) Model has been used to estimate the voting probability of each respondent. These probabilities vary by stated likelihood of voting, age, and whether or not individuals reported voting in the 2024 general election. The parameters for this were based on a subset of the Public Voice panel recruited just before the 2019GE and surveyed about that election shortly afterwards. We are currently developing a new turnout model based on 2024 election data which we expect to implement later in 2025.

## Uncertainty

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

## Sampling variance

We have calculated robust standard errors taking into account the poll sample design and the weighting applied. The 95% Confidence Intervals for key voting intention estimates are provided below.

- Labour Party = 22.1% to 27.8%

- Reform UK = 21.1% to 26.7%

- Conservative Party = 16.5% to 21.6%

- Liberal Democrats = 13.8% to 18.4%

- Green = 7.3% to 12.0%

- SNP = 1.6% to 3.8%

**Weighting benchmarks**

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided above each table.

## Gender* and age
Source: ONS Mid-Year-2022 Population Estimates:

|  | Unweighted count | Weighted count |
|---|---|---|
| Male 18-24 | 47 | 69 |
| Male 25-34 | 88 | 106 |
| Male 35-44 | 97 | 103 |
| Male 45-54 | 118 | 102 |
| Male 55-69 | 149 | 142 |
| Male 70+ | 98 | 100 |
| Female 18-24 | 45 | 66 |
| Female 25-34 | 102 | 111 |
| Female 35-44 | 113 | 109 |
| Female 45-54 | 134 | 106 |
| Female 55-69 | 180 | 148 |
| Female 70+ | 114 | 123 |

*Those reporting an "other" gender have been randomly allocated to either male or female solely for the purpose of weighting.

## Region
Source: ONS Mid-Year-2022 Population Estimates:

|  | Unweighted count | Weighted count |
|---|---|---|
| North East England | 41 | 53 |
| North West England | 141 | 146 |
| Yorkshire & Humber | 105 | 108 |
| East Midlands | 84 | 97 |
| West Midlands | 94 | 116 |
| East of England | 143 | 124 |
| London | 205 | 172 |
| South East England | 192 | 183 |
| South West England | 119 | 115 |
| Wales | 65 | 62 |
| Scotland | 96 | 109 |

## Education by age
Source: ONS Annual Population Survey (July 2022-June 2023)

|  | Unweighted count | Weighted count |
|---|---|---|
| Aged 18-24 with a degree | 52 | 30 |
| Aged 25-44 with a degree | 245 | 210 |
| Aged 45-69 with a degree | 217 | 159 |
| Other | 771 | 886 |

## Vote in the 2024 General Election*

Source: 2024 General Election & ONS Mid-Year-2022 Population Estimates

|  | Unweighted percentage | Weighted percentage |
|---|---|---|
| No vote | 19% | 46% |
| Labour | 34% | 19% |
| Conservative | 21% | 13% |
| Lib Dem | 08% | 7% |
| SNP | 2% | 1% |
| Reform UK | 9% | 8% |
| Green | 5% | 4% |
| Other | 3% | 2% |

* An imputed response is given for those who preferred not to say who they voted for in the 2024 General Election.

## Likelihood to Vote in General Election

We have estimated the likelihood that each respondent will vote in the next General Election.  This value is based on respondents' stated intention to vote, their age, and whether they reported voting in the last general election. The expected population turnout fixed at the 2024 General Election turn out has been included as a population total in the weighting matrix.

|  | Unweighted percentage | Weighted percentage |
|---|---|---|
| Estimated **Voting Age Population** turnout | 72% | 56% |

The Likelihood to Vote model was developed using data from a subset of the Public Voice panel that was recruited just before the 2019GE (providing their stated likelihood to vote in that election) and surveyed about it shortly afterwards (confirming whether or not they voted).

## Further details

Please contact Richard Crawshaw Richard.Crawshaw@VerianGroup.com for further details on the methodology used in this polling.

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**Table 1 : If the UK General Election were to be held tomorrow, do you think you would....'**

| Base: All adults GB 18+ | | Total | Gender | | Age band | | | | | | Vote in 2024 General Election | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Labour | Conservative | Lib Dems | Reform UK | No Vote |
| If the UK General Election were to be held tomorrow, do you think you would....' | Unweighted Base | 1285 | 592 | 682 | 92 | 190 | 210 | 252 | 241 | 300 | 410 | 259 | 95 | 109 | 235 |
| | Weighted Base | 1285 | 614 | 652 | 135 | 217 | 212 | 208 | 220 | 293 | 221 | 158 | 83 | 97 | 583 |
| | Definitely vote | 744 | 365 | 369 | 68 | 131 | 95 | 102 | 138 | 210 | 189 | 139 | 74 | 89 | 158 |
| | | 58% | 60% | 57% | 50% | 60% | 45% | 49% | 63% | 72% | 85% | 88% | 89% | 92% | 27% |
| | Probably vote | 217 | 101 | 108 | 20 | 42 | 36 | 45 | 35 | 39 | 25 | 17 | 9 | 6 | 140 |
| | | 17% | 16% | 17% | 15% | 19% | 17% | 22% | 16% | 13% | 11% | 10% | 11% | 6% | 24% |
| | Probably not vote | 157 | 83 | 74 | 20 | 23 | 42 | 21 | 30 | 20 | 6 | 2 | 0 | 1 | 141 |
| | | 12% | 13% | 11% | 15% | 11% | 20% | 10% | 14% | 7% | 3% | 1% | 0% | 1% | 24% |
| | Definitely not vote | 139 | 57 | 82 | 19 | 14 | 34 | 34 | 14 | 24 | 1 | 0 | 0 | 0 | 131 |
| | | 11% | 9% | 13% | 14% | 6% | 16% | 17% | 6% | 8% | 0% | 0% | 0% | 0% | 23% |
| | Or would you prefer not to say? | 29 | 7 | 20 | 7 | 6 | 5 | 6 | 3 | 1 | 1 | 1 | 0 | 1 | 12 |
| | | 2% | 1% | 3% | 5% | 3% | 2% | 3% | 1% | 0% | 0% | 0% | 0% | 1% | 2% |

# Table 2 : Headline Voting intention  - weighted by likelihood of turning out in the General Election

| Base: Adults in GB 18+ - excluding those who plan not to vote & those who refuse to say who they will vote for | | | Gender | | Age band | | | | | | Vote in 2024 General Election | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Labour | Conservative | Lib Dems | Reform UK | No Vote |
| Headline Voting intention  - weighted by likelihood of turning out in the General Election | Unweighted Base | 1084 | 512 | 565 | 79 | 163 | 171 | 205 | 208 | 258 | 373 | 241 | 92 | 103 | 156 |
| | Weighted Base | 640 | 321 | 312 | 63 | 106 | 79 | 90 | 117 | 184 | 170 | 127 | 69 | 81 | 120 |
| | Conservative | 121 | 51 | 70 | 7 | 11 | 9 | 15 | 25 | 54 | 6 | 87 | 0 | 7 | 20 |
| | | 19% | 16% | 22% | 11% | 10% | 11% | 17% | 21% | 30% | 4% | 69% | 0% | 9% | 16% |
| | Labour | 159 | 84 | 73 | 24 | 36 | 25 | 26 | 16 | 31 | 120 | 3 | 6 | 0 | 30 |
| | | 25% | 26% | 24% | 39% | 34% | 32% | 29% | 14% | 17% | 70% | 2% | 9% | 0% | 25% |
| | Liberal Democrats | 102 | 51 | 50 | 13 | 15 | 11 | 8 | 20 | 35 | 18 | 7 | 57 | 2 | 11 |
| | | 16% | 16% | 16% | 21% | 14% | 14% | 9% | 17% | 19% | 11% | 6% | 84% | 3% | 10% |
| | UKIP | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | SNP | 16 | 11 | 5 | 0 | 2 | 6 | 1 | 2 | 5 | 1 | 0 | 0 | 0 | 4 |
| | | 3% | 4% | 2% | 1% | 1% | 8% | 1% | 1% | 3% | 0% | 0% | 0% | 0% | 3% |
| | Plaid Cymru | 10 | 3 | 7 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 0 | 0 | 0 | 4 |
| | | 2% | 1% | 2% | 1% | 3% | 1% | 2% | 1% | 1% | 1% | 0% | 0% | 0% | 4% |
| | Green | 60 | 26 | 29 | 12 | 20 | 9 | 8 | 5 | 6 | 10 | 2 | 3 | 1 | 11 |
| | | 9% | 8% | 9% | 19% | 19% | 11% | 9% | 4% | 4% | 6% | 1% | 4% | 1% | 9% |
| | Reform UK | 152 | 88 | 65 | 3 | 16 | 14 | 28 | 45 | 46 | 12 | 25 | 2 | 70 | 37 |
| | | 24% | 27% | 21% | 5% | 15% | 18% | 31% | 39% | 25% | 7% | 19% | 3% | 86% | 31% |
| | Other | 19 | 6 | 13 | 3 | 3 | 4 | 1 | 3 | 4 | 2 | 4 | 1 | 1 | 3 |
| | | 3% | 2% | 4% | 4% | 3% | 6% | 2% | 3% | 2% | 1% | 3% | 1% | 1% | 2% |

**Table 3 : Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.**

| Base: All adults GB 18+ | | Total | Gender | | Age band | | | | | | Vote in 2024 General Election | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Labour | Conservative | Lib Dems | Reform UK | No Vote |
| Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK. | Unweighted Base | 1285 | 592 | 682 | 92 | 190 | 210 | 252 | 241 | 300 | 410 | 259 | 95 | 109 | 235 |
| | Weighted Base | 1285 | 614 | 652 | 135 | 217 | 212 | 208 | 220 | 293 | 221 | 158 | 83 | 97 | 583 |
| | Growing the UK's economy | 388 | 244 | 144 | 31 | 67 | 69 | 59 | 75 | 87 | 64 | 57 | 26 | 25 | 189 |
| | | 30% | 40% | 22% | 23% | 31% | 33% | 28% | 34% | 30% | 29% | 36% | 31% | 26% | 32% |
| | Reducing crime | 275 | 143 | 129 | 40 | 28 | 39 | 45 | 62 | 62 | 43 | 49 | 9 | 34 | 117 |
| | | 21% | 23% | 20% | 29% | 13% | 18% | 22% | 28% | 21% | 19% | 31% | 11% | 35% | 20% |
| | Investing more in NHS capacity | 512 | 196 | 299 | 58 | 95 | 85 | 80 | 84 | 111 | 97 | 48 | 34 | 24 | 247 |
| | | 40% | 32% | 46% | 43% | 44% | 40% | 38% | 38% | 38% | 44% | 30% | 41% | 25% | 42% |
| | Investing more in social care | 148 | 48 | 99 | 3 | 13 | 20 | 27 | 26 | 59 | 39 | 26 | 18 | 6 | 44 |
| | | 12% | 8% | 15% | 2% | 6% | 9% | 13% | 12% | 20% | 18% | 16% | 22% | 6% | 8% |
| | Reducing the national debt | 92 | 54 | 38 | 10 | 16 | 21 | 10 | 18 | 18 | 16 | 12 | 4 | 8 | 45 |
| | | 7% | 9% | 6% | 7% | 7% | 10% | 5% | 8% | 6% | 7% | 8% | 5% | 9% | 8% |
| | Investing more in education | 129 | 46 | 83 | 15 | 22 | 27 | 31 | 13 | 21 | 22 | 13 | 15 | 2 | 58 |
| | | 10% | 7% | 13% | 11% | 10% | 13% | 15% | 6% | 7% | 10% | 8% | 18% | 2% | 10% |
| | Stricter border controls to reduce immigration | 445 | 216 | 227 | 17 | 41 | 48 | 68 | 119 | 152 | 40 | 94 | 11 | 82 | 190 |
| | | 35% | 35% | 35% | 13% | 19% | 23% | 32% | 54% | 52% | 18% | 59% | 14% | 85% | 33% |
| | Reducing income inequality between the richest and the poorest | 244 | 125 | 113 | 40 | 54 | 41 | 35 | 34 | 41 | 62 | 9 | 20 | 6 | 101 |
| | | 19% | 20% | 17% | 30% | 25% | 20% | 17% | 15% | 14% | 28% | 6% | 24% | 7% | 17% |
| | Reducing unemployment | 116 | 52 | 64 | 18 | 20 | 27 | 20 | 14 | 16 | 29 | 11 | 9 | 9 | 49 |
| | | 9% | 8% | 10% | 13% | 9% | 13% | 10% | 6% | 5% | 13% | 7% | 11% | 9% | 8% |

**Table 3 : Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK.**

| Base: All adults GB 18+ | | Total | Gender | | Age band | | | | | | Vote in 2024 General Election | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Labour | Conservative | Lib Dems | Reform UK | No Vote |
| Which of the following do you think are the three most important priorities for the UK government to tackle to improve public life in the UK. | Unweighted Base | 1285 | 592 | 682 | 92 | 190 | 210 | 252 | 241 | 300 | 410 | 259 | 95 | 109 | 235 |
| | Weighted Base | 1285 | 614 | 652 | 135 | 217 | 212 | 208 | 220 | 293 | 221 | 158 | 83 | 97 | 583 |
| | Affordable housing | 248 | 120 | 127 | 54 | 34 | 45 | 35 | 37 | 44 | 64 | 19 | 18 | 8 | 114 |
| | | 19% | 20% | 19% | 40% | 16% | 21% | 17% | 17% | 15% | 29% | 12% | 22% | 8% | 20% |
| | Reducing emissions to tackle climate change | 132 | 65 | 60 | 12 | 40 | 28 | 15 | 17 | 21 | 25 | 6 | 12 | 5 | 58 |
| | | 10% | 11% | 9% | 9% | 19% | 13% | 7% | 8% | 7% | 11% | 4% | 14% | 5% | 10% |
| | Reducing the cost of living for households | 554 | 221 | 323 | 70 | 117 | 94 | 100 | 77 | 96 | 80 | 57 | 30 | 45 | 287 |
| | | 43% | 36% | 49% | 52% | 54% | 45% | 48% | 35% | 33% | 36% | 36% | 36% | 47% | 49% |
| | Investing in defence/the armed forces | 151 | 79 | 71 | 4 | 10 | 4 | 24 | 32 | 77 | 24 | 36 | 9 | 24 | 47 |
| | | 12% | 13% | 11% | 3% | 5% | 2% | 11% | 14% | 26% | 11% | 23% | 11% | 25% | 8% |
| | Ensuring there won't be enegery (gas/electricity) shortages | 103 | 53 | 51 | 1 | 12 | 23 | 15 | 16 | 37 | 12 | 20 | 5 | 9 | 49 |
| | | 8% | 9% | 8% | 1% | 6% | 11% | 7% | 7% | 12% | 5% | 12% | 6% | 9% | 8% |
| | Improving relations and trade with the EU | 150 | 92 | 50 | 13 | 36 | 27 | 24 | 19 | 30 | 33 | 7 | 24 | 1 | 62 |
| | | 12% | 15% | 8% | 10% | 17% | 13% | 11% | 9% | 10% | 15% | 5% | 30% | 1% | 11% |
| | None of these | 10 | 5 | 5 | 0 | 3 | 2 | 3 | 2 | 0 | 0 | 1 | 0 | 0 | 7 |
| | | 1% | 1% | 1% | 0% | 1% | 1% | 2% | 1% | 0% | 0% | 1% | 0% | 0% | 1% |
| | Don't know | 20 | 7 | 13 | 4 | 5 | 5 | 5 | 0 | 1 | 3 | 0 | 1 | 0 | 6 |
| | | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 0% | 0% | 1% | 0% | 1% | 0% | 1% |
| | Prefer not to answer | 6 | 5 | 0 | 0 | 1 | 3 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 3 |
| | | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |

**Table 4 : Compared to a year ago, do you think that the British economy is doing...?**

| Base: All adults GB 18+ | | Total | Gender | | Age band | | | | | | Vote in 2024 General Election | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Labour | Conservative | Lib Dems | Reform UK | No Vote |
| Compared to a year ago, do you think that the British economy is doing....? | Unweighted Base | 1285 | 592 | 682 | 92 | 190 | 210 | 252 | 241 | 300 | 410 | 259 | 95 | 109 | 235 |
| | Weighted Base | 1285 | 614 | 652 | 135 | 217 | 212 | 208 | 220 | 293 | 221 | 158 | 83 | 97 | 583 |
| | Better than it was 12 months ago | 61 | 40 | 20 | 11 | 18 | 11 | 4 | 10 | 7 | 21 | 3 | 6 | 1 | 25 |
| | | 5% | 7% | 3% | 8% | 8% | 5% | 2% | 4% | 3% | 10% | 2% | 7% | 1% | 4% |
| | Much the same as it was 12 months ago | 422 | 223 | 196 | 55 | 78 | 93 | 77 | 48 | 70 | 112 | 30 | 36 | 14 | 187 |
| | | 33% | 36% | 30% | 41% | 36% | 44% | 37% | 22% | 24% | 51% | 19% | 44% | 14% | 32% |
| | Worse than it was 12 months ago | 802 | 351 | 435 | 69 | 120 | 108 | 127 | 162 | 215 | 88 | 125 | 40 | 82 | 372 |
| | | 62% | 57% | 67% | 51% | 55% | 51% | 61% | 74% | 74% | 40% | 79% | 49% | 85% | 64% |

# Table 5 : Thinking about the year ahead, in 12 months time do you think the British economy will be doing...?

| Base: All adults GB 18+ | | Total | Gender | | Age band | | | | | | Vote in 2024 General Election | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Labour | Conservative | Lib Dems | Reform UK | No Vote |
| Thinking about the year ahead, in 12 months time do you think the British economy will be doing:....? | Unweighted Base | 1285 | 592 | 682 | 92 | 190 | 210 | 252 | 241 | 300 | 410 | 259 | 95 | 109 | 235 |
| | Weighted Base | 1285 | 614 | 652 | 135 | 217 | 212 | 208 | 220 | 293 | 221 | 158 | 83 | 97 | 583 |
| | Better than it is now | 108 | 64 | 43 | 18 | 22 | 30 | 12 | 12 | 14 | 42 | 5 | 6 | 6 | 41 |
| | | 8% | 10% | 7% | 13% | 10% | 14% | 6% | 5% | 5% | 19% | 3% | 7% | 6% | 7% |
| | Much the same as it is now | 492 | 236 | 247 | 45 | 96 | 86 | 96 | 68 | 101 | 107 | 48 | 39 | 25 | 225 |
| | | 38% | 38% | 38% | 34% | 44% | 40% | 46% | 31% | 34% | 48% | 30% | 47% | 26% | 39% |
| | Worse than it is now | 685 | 314 | 363 | 71 | 98 | 97 | 100 | 141 | 178 | 73 | 106 | 38 | 66 | 317 |
| | | 53% | 51% | 56% | 53% | 45% | 46% | 48% | 64% | 61% | 33% | 67% | 46% | 68% | 54% |

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**Table 6 : Compared to a year ago, do you find it easier or harder to meet your monthly household budget?**

| Base: All adults GB 18+ | | Total | Gender | | Age band | | | | | | Vote in 2024 General Election | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Labour | Conservative | Lib Dems | Reform UK | No Vote |
| Compared to a year ago, do you find it easier or harder to meet your monthly household budget? Would you say it is…? | Unweighted Base | 1285 | 592 | 682 | 92 | 190 | 210 | 252 | 241 | 300 | 410 | 259 | 95 | 109 | 235 |
| | Weighted Base | 1285 | 614 | 652 | 135 | 217 | 212 | 208 | 220 | 293 | 221 | 158 | 83 | 97 | 583 |
| | Easier than it was 12 months ago | 46 | 26 | 21 | 8 | 10 | 18 | 4 | 5 | 1 | 10 | 3 | 4 | 2 | 24 |
| | | 4% | 4% | 3% | 6% | 5% | 9% | 2% | 2% | 0% | 5% | 2% | 4% | 2% | 4% |
| | About the same as it was 12 months ago | 439 | 243 | 186 | 48 | 75 | 69 | 64 | 60 | 122 | 96 | 54 | 34 | 27 | 178 |
| | | 34% | 40% | 28% | 36% | 35% | 33% | 31% | 27% | 42% | 43% | 34% | 41% | 28% | 30% |
| | Harder than it was 12 months ago | 800 | 345 | 446 | 78 | 132 | 125 | 140 | 155 | 170 | 115 | 101 | 45 | 68 | 382 |
| | | 62% | 56% | 68% | 58% | 61% | 59% | 67% | 71% | 58% | 52% | 64% | 55% | 70% | 65% |