



MERLIN STRATEGY

US SURVEY: Echelon Insights

Survey of N=1,057 voters in the Likely
Electorate

Field Dates: August 14-17, 2025

Margin of Error: +/- 3.6 Percentage Points

UK SURVEY: Merlin Strategy

Survey of N= 4,000 GB Adults

Field Dates: 20th - 24th August 2025

Margin of Error: +/- 1.6 Percentage Points

1. **[QRightDirection] [U.S.: Would you say things in the United States are headed in the right direction, or is the country off on the wrong track?] [U.K.: Which of the following is closer to your view...The U.K. is broadly speaking (on the/headed in the)...]**

	US	UK
Wrong track	50%	67%
Right direction	41%	33%
Unsure [U.S. only]	9%	-

2. **[QSystemsBroken] Which statement do you think is more true about institutions in [America/the U.K.], such as the media, business, academia, and government?**

	US	UK
Our institutions need repair and can be fixed if we try.	70%	73%
Our institutions are too broken and need to be replaced entirely.	21%	27%
Unsure [U.S. only]	9%	-

3. **[QExperienceContrast] [U.S.: Which of the following statements do you agree with more, even if neither is exactly right?] [U.K.: Which is closer to your view:]**

	US	UK
It is best to have national leaders who know how the system works and have proven experience in politics and government.	48%	55%
Government is broken and we need bold outsiders with fresh ideas to take on the system.	40%	45%
Unsure [U.S. only]	12%	-

4. **[QGlobalizationContrast] [U.S.: Which of the following statements do you agree with more, even if neither is exactly right?] [U.K.: Which comes closer to your view:]**

	US	UK
Globalization has been mostly good for [my country/the U.K.]	42%	57%
Globalization has been mostly bad for [my country/the U.K.]	29%	43%
Unsure [U.S. only]	29%	-

5. **[QOutsidersAgree] [U.K.: How much] Do you agree or disagree with the following statement: “People in my country have lost control over important decisions because they are made outside our borders.”**

	US	UK
TOTAL AGREE	39%	57%
TOTAL DISAGREE	43%	16%
Strongly agree	12%	26%
Somewhat agree/Tend to agree	27%	31%
Neither agree nor disagree [U.K. Only]	-	22%
Somewhat disagree/Tend to disagree	25%	10%
Strongly disagree	18%	6%
Unsure/Don't know	18%	6%

6. **[QWayofLife] Do you think [the/your] culture and way of life [U.S.: in your country] are generally changing for the better or for the worse?**

	US	UK
Changing for the worse	54%	51%
Changing for the better	27%	29%
Not changing [U.S. Only]	9%	-
Unsure/Don't know	10%	20%

7. **[QImmigrationContrast] Which of the following [U.S.: statements] do you agree with more, even if neither is exactly right?**

	US	UK
Immigration strengthens our country by bringing in new skills, ideas, and cultural diversity that boost the economy and enrich communities.	46%	44%
Immigration puts pressure on jobs, housing, and public services, and can create cultural tensions, so we should limit it to protect the well-being and cohesion of current residents.	44%	56%
Unsure [U.S. Only]	9%	-