

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Do you approve or disapprove of the Government's record to date?

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base: All GB adults</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184	
Approve	14%	4%	29%	15%	17%	8%	16%	12%	19%	15%	14%	9%	21%	12%	13%	13%	13%	17%	18%	13%	13%	8%	12%	
Disapprove	68%	88%	48%	63%	62%	83%	69%	67%	43%	61%	76%	83%	54%	71%	68%	68%	71%	73%	64%	66%	71%	74%	72%	
Don't know	18%	9%	23%	22%	21%	9%	15%	21%	38%	24%	10%	8%	25%	17%	19%	19%	16%	10%	18%	21%	16%	19%	16%	

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

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184	
0 - Would never consider voting for them	37%	0%	59%	30%	43%	27%	38%	35%	41%	42%	38%	23%	35%	33%	35%	39%	46%	45%	37%	35%	35%	42%	38%	
1	7%	0%	9%	9%	10%	4%	7%	6%	5%	7%	6%	6%	9%	6%	6%	5%	10%	8%	6%	5%	7%	7%	13%	
2	7%	1%	8%	9%	7%	7%	7%	6%	8%	7%	5%	7%	6%	5%	7%	8%	8%	10%	6%	6%	9%	7%	4%	
3	4%	-	6%	8%	5%	3%	4%	4%	4%	5%	4%	2%	4%	3%	5%	4%	3%	5%	5%	4%	4%	3%	4%	
4	5%	3%	4%	10%	4%	5%	4%	6%	9%	5%	4%	4%	7%	4%	4%	5%	5%	6%	6%	6%	4%	3%	4%	
5	9%	9%	5%	13%	6%	12%	8%	11%	6%	8%	11%	11%	6%	12%	9%	9%	5%	4%	9%	9%	13%	8%	5%	
6	5%	6%	2%	5%	4%	6%	5%	5%	3%	4%	5%	6%	6%	6%	3%	3%	3%	3%	6%	4%	6%	4%	5%	4%
7	7%	18%	3%	7%	4%	11%	7%	7%	6%	4%	10%	9%	4%	8%	10%	7%	3%	3%	6%	8%	7%	4%	8%	
8	6%	19%	1%	5%	5%	9%	6%	6%	2%	5%	6%	10%	6%	6%	7%	5%	6%	5%	6%	8%	6%	2%	5%	
9	2%	9%	0%	2%	2%	3%	2%	2%	-	1%	3%	5%	2%	3%	1%	2%	2%	2%	2%	3%	2%	1%	1%	
10 - Would definitely consider voting for them	7%	32%	2%	3%	7%	11%	7%	8%	1%	5%	7%	16%	5%	10%	9%	7%	2%	5%	9%	7%	6%	8%	7%	
prefer not to answer	5%	1%	1%	1%	3%	3%	5%	5%	16%	7%	2%	1%	11%	3%	4%	6%	5%	2%	5%	4%	3%	11%	8%	

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**Labour**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
0 - Would never consider voting for them		38%	63%	11%	24%	23%	59%	40%	37%	13%	32%	41%	58%	24%	41%	42%	37%	37%	40%	31%	32%	49%	44%	46%
1		6%	11%	2%	9%	6%	7%	6%	6%	4%	5%	7%	7%	1%	7%	6%	7%	10%	4%	6%	8%	5%	6%	3%
2		6%	6%	4%	4%	5%	6%	5%	7%	6%	6%	6%	5%	5%	6%	7%	4%	7%	7%	6%	7%	5%	3%	7%
3		6%	4%	4%	10%	7%	5%	5%	6%	5%	6%	6%	4%	2%	6%	5%	6%	6%	9%	6%	6%	4%	5%	6%
4		5%	4%	3%	10%	6%	3%	4%	5%	9%	6%	4%	2%	3%	4%	6%	5%	8%	4%	3%	6%	6%	7%	4%
5		10%	7%	14%	14%	12%	8%	10%	10%	10%	11%	11%	7%	15%	10%	11%	10%	5%	9%	11%	12%	8%	9%	10%
6		6%	2%	11%	8%	9%	2%	6%	6%	12%	6%	5%	4%	10%	6%	3%	6%	7%	2%	7%	7%	5%	4%	3%
7		6%	2%	14%	12%	10%	3%	7%	6%	11%	7%	6%	4%	13%	6%	5%	6%	4%	5%	6%	8%	7%	5%	3%
8		5%	1%	13%	3%	7%	3%	5%	4%	5%	5%	4%	3%	6%	5%	4%	3%	5%	10%	7%	4%	4%	2%	4%
9		2%	-	5%	2%	4%	0%	1%	2%	1%	2%	2%	2%	3%	2%	0%	2%	3%	2%	3%	2%	1%	2%	1%
10 - Would definitely consider voting for them		6%	0%	19%	2%	9%	3%	5%	6%	9%	6%	6%	4%	7%	4%	7%	8%	3%	7%	9%	6%	3%	2%	5%
prefer not to answer		5%	1%	1%	1%	3%	3%	5%	5%	16%	7%	2%	1%	11%	3%	4%	6%	5%	2%	5%	4%	3%	11%	8%

**Liberal Democrats**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
0 - Would never consider voting for them		27%	41%	12%	1%	15%	43%	31%	24%	7%	26%	30%	37%	19%	28%	34%	27%	25%	27%	25%	24%	31%	32%	28%
1		5%	6%	2%	2%	4%	6%	6%	4%	4%	4%	4%	7%	2%	4%	6%	4%	11%	4%	4%	5%	4%	7%	7%
2		7%	9%	7%	2%	6%	9%	9%	6%	6%	8%	7%	6%	7%	5%	7%	9%	9%	6%	6%	7%	9%	5%	9%
3		7%	8%	6%	4%	6%	7%	7%	6%	9%	6%	6%	7%	4%	7%	8%	6%	8%	5%	7%	6%	8%	6%	5%
4		7%	11%	8%	4%	7%	8%	7%	8%	10%	6%	11%	5%	7%	8%	6%	8%	10%	8%	7%	10%	4%	7%	8%
5		16%	17%	21%	14%	19%	13%	14%	18%	15%	17%	14%	16%	14%	16%	16%	16%	13%	29%	15%	18%	16%	12%	17%
6		7%	3%	13%	10%	10%	3%	6%	7%	9%	7%	7%	6%	13%	6%	5%	6%	5%	6%	9%	7%	7%	4%	6%
7		7%	3%	12%	20%	12%	4%	7%	8%	7%	8%	8%	5%	10%	8%	5%	7%	5%	7%	6%	8%	7%	9%	6%
8		6%	1%	8%	22%	9%	3%	5%	6%	8%	5%	6%	6%	7%	6%	4%	6%	3%	4%	9%	5%	5%	2%	2%
9		2%	-	3%	7%	3%	0%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	-	2%	2%	1%	1%	2%
10 - Would definitely consider voting for them		4%	1%	7%	15%	5%	2%	3%	5%	9%	4%	4%	2%	3%	5%	4%	4%	3%	3%	5%	4%	5%	2%	4%
prefer not to answer		5%	1%	1%	1%	3%	3%	5%	5%	16%	7%	2%	1%	11%	3%	4%	6%	5%	2%	5%	4%	3%	11%	8%

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	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Reform UK

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186	
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184	
0 - Would never consider voting for them		48%	25%	72%	68%	70%	27%	46%	50%	51%	52%	48%	39%	56%	46%	47%	47%	47%	49%	58%	47%	40%	46%	43%	
1		4%	5%	4%	3%	4%	2%	4%	3%	5%	4%	3%	4%	3%	5%	2%	2%	11%	4%	2%	6%	3%	5%	4%	
2		3%	6%	3%	4%	3%	3%	3%	3%	3%	3%	2%	4%	3%	3%	2%	3%	6%	1%	2%	3%	5%	3%	1%	
3		3%	6%	3%	4%	3%	4%	2%	5%	2%	4%	3%	4%	4%	5%	3%	2%	3%	2%	2%	5%	4%	4%	1%	
4		3%	6%	3%	4%	3%	3%	4%	3%	3%	3%	4%	4%	4%	2%	5%	4%	3%	3%	2%	3%	3%	3%	5%	
5		8%	15%	4%	3%	5%	10%	7%	10%	7%	8%	6%	12%	4%	10%	8%	10%	4%	14%	7%	6%	12%	8%	9%	
6		4%	10%	3%	3%	3%	6%	4%	3%	-	4%	5%	4%	5%	4%	4%	4%	4%	4%	2%	3%	4%	5%	4%	2%
7		5%	8%	2%	3%	2%	8%	6%	4%	3%	4%	6%	7%	0%	5%	10%	4%	3%	2%	4%	4%	6%	2%	9%	
8		3%	5%	1%	3%	1%	6%	3%	4%	4%	2%	5%	5%	3%	4%	2%	5%	1%	3%	3%	4%	4%	2%	4%	
9		2%	3%	1%	1%	0%	3%	2%	2%	3%	1%	2%	3%	2%	2%	2%	2%	3%	-	1%	2%	2%	2%	4%	
10 - Would definitely consider voting for them		11%	10%	3%	3%	3%	23%	13%	9%	3%	9%	14%	14%	6%	12%	12%	11%	10%	17%	9%	11%	14%	10%	10%	
prefer not to answer		5%	1%	1%	1%	3%	3%	5%	5%	16%	7%	2%	1%	11%	3%	4%	6%	5%	2%	5%	4%	3%	11%	8%	

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

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base: All GB adults	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Health		35%	28%	47%	40%	41%	29%	30%	41%	42%	35%	34%	33%	31%	36%	34%	32%	40%	48%	35%	36%	31%	33%	44%
Immigration & Asylum		44%	68%	23%	31%	25%	68%	47%	41%	26%	35%	53%	60%	25%	45%	50%	50%	42%	38%	35%	44%	56%	43%	46%
Crime		21%	24%	11%	13%	14%	27%	20%	21%	16%	21%	21%	21%	26%	21%	21%	19%	14%	18%	19%	17%	27%	20%	21%
The economy		52%	54%	59%	61%	57%	47%	54%	51%	58%	53%	53%	48%	54%	51%	47%	54%	60%	54%	56%	56%	48%	50%	43%
Tax		16%	17%	9%	16%	12%	17%	18%	13%	11%	20%	15%	11%	19%	16%	13%	18%	12%	12%	18%	15%	15%	19%	7%
Pensions		7%	10%	6%	5%	6%	10%	7%	8%	-	3%	8%	17%	2%	8%	9%	9%	7%	6%	5%	7%	10%	9%	8%
Education		9%	5%	14%	11%	12%	5%	6%	12%	15%	11%	5%	6%	6%	10%	8%	10%	9%	8%	12%	8%	7%	7%	7%
Family life & childcare		5%	5%	5%	2%	5%	3%	4%	6%	7%	7%	2%	3%	4%	4%	6%	5%	4%	6%	7%	5%	4%	4%	1%
Housing		19%	8%	24%	15%	22%	11%	21%	18%	36%	22%	14%	12%	27%	19%	13%	18%	26%	21%	22%	18%	17%	19%	21%
The environment		15%	7%	19%	23%	22%	9%	15%	16%	22%	18%	15%	10%	22%	14%	18%	13%	16%	14%	17%	17%	14%	12%	12%
Britain leaving the EU		13%	9%	17%	18%	21%	5%	14%	12%	10%	12%	13%	15%	13%	13%	10%	13%	17%	12%	15%	13%	10%	9%	13%
Transport		2%	0%	3%	2%	2%	1%	3%	1%	5%	2%	2%	1%	2%	2%	2%	3%	1%	3%	1%	2%	2%	5%	0%
Welfare benefits		19%	18%	20%	21%	20%	21%	16%	21%	11%	20%	24%	17%	20%	17%	25%	20%	12%	15%	15%	16%	17%	20%	39%
Defence and security		25%	43%	25%	28%	26%	32%	30%	21%	7%	20%	28%	40%	22%	30%	23%	23%	23%	22%	28%	28%	26%	14%	20%
None of these		0%	-	-	-	-	-	0%	-	-	-	0%	-	-	-	-	0%	-	-	-	-	0%	-	-
Don't know		2%	-	1%	2%	1%	1%	1%	2%	5%	3%	1%	0%	5%	1%	2%	1%	2%	1%	1%	2%	1%	7%	2%

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How well or badly do you think the government is handling the following issues?

**National Health Service**

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	3%	1%	8%	2%	4%	2%	4%	2%	5%	4%	2%	2%	5%	1%	5%	5%	1%	3%	4%	4%	2%	5%	1%
Fairly well	17%	8%	29%	19%	23%	10%	21%	13%	23%	16%	17%	16%	24%	17%	14%	17%	15%	12%	23%	18%	15%	6%	12%
Fairly badly	33%	42%	27%	31%	33%	32%	30%	35%	33%	30%	32%	38%	26%	37%	31%	31%	32%	29%	33%	35%	33%	28%	32%
Very badly	38%	42%	26%	32%	29%	49%	37%	40%	30%	38%	43%	38%	35%	35%	41%	38%	45%	49%	34%	33%	43%	49%	43%
Don't know	9%	7%	9%	15%	11%	7%	8%	10%	10%	11%	7%	7%	11%	9%	8%	10%	8%	6%	7%	11%	7%	12%	12%

**Immigration**

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	1%	1%	4%	1%	2%	0%	2%	1%	2%	2%	1%	0%	3%	1%	1%	2%	1%	1%	2%	1%	1%	2%	-
Fairly well	14%	3%	28%	21%	25%	5%	16%	12%	17%	17%	11%	10%	24%	13%	11%	13%	13%	18%	20%	15%	8%	13%	10%
Fairly badly	22%	16%	29%	21%	27%	14%	20%	23%	28%	24%	20%	15%	21%	23%	21%	20%	23%	23%	20%	23%	22%	21%	21%
Very badly	50%	76%	24%	38%	31%	74%	53%	48%	32%	41%	58%	67%	36%	53%	53%	53%	51%	43%	46%	47%	57%	51%	56%
Don't know	13%	4%	16%	19%	16%	6%	9%	16%	21%	15%	9%	7%	17%	10%	15%	12%	12%	15%	11%	14%	12%	14%	14%

**Crime**

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	1%	1%	3%	1%	1%	0%	2%	0%	2%	1%	1%	0%	2%	1%	2%	2%	-	1%	2%	1%	0%	3%	0%
Fairly well	20%	8%	34%	26%	29%	11%	21%	19%	23%	21%	20%	16%	19%	19%	19%	21%	23%	23%	25%	18%	18%	18%	17%
Fairly badly	26%	29%	25%	25%	28%	25%	26%	26%	31%	22%	25%	32%	29%	27%	24%	25%	30%	21%	25%	29%	28%	22%	21%
Very badly	34%	51%	13%	24%	20%	51%	36%	32%	18%	32%	39%	40%	31%	35%	35%	32%	32%	37%	32%	30%	38%	39%	35%
Don't know	19%	11%	25%	24%	22%	13%	15%	22%	25%	23%	14%	12%	19%	18%	20%	20%	14%	18%	15%	23%	15%	19%	25%

**Education**

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	2%	1%	3%	2%	2%	1%	3%	1%	4%	2%	1%	1%	4%	1%	2%	3%	1%	-	3%	1%	0%	5%	1%
Fairly well	23%	12%	34%	24%	27%	15%	27%	19%	37%	22%	22%	18%	25%	24%	19%	21%	22%	25%	25%	21%	25%	23%	17%
Fairly badly	30%	38%	25%	33%	30%	31%	30%	30%	24%	30%	28%	35%	29%	31%	31%	28%	31%	23%	30%	31%	31%	23%	33%
Very badly	24%	32%	13%	19%	17%	33%	22%	26%	13%	23%	28%	27%	19%	23%	26%	27%	21%	31%	26%	20%	24%	27%	26%
Don't know	22%	17%	25%	22%	24%	20%	19%	24%	23%	22%	22%	20%	22%	21%	22%	21%	24%	21%	17%	27%	20%	22%	23%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

**Taxation**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	1%	-	2%	1%	1%	0%	1%	1%	-	1%	1%	0%	1%	1%	1%	1%	-	-	1%	1%	1%	2%	-
Fairly well	11%	4%	20%	10%	15%	6%	12%	10%	16%	10%	11%	10%	11%	10%	12%	10%	8%	14%	13%	11%	12%	4%	9%
Fairly badly	31%	26%	38%	45%	35%	25%	29%	32%	34%	31%	31%	27%	34%	31%	29%	31%	33%	19%	33%	32%	33%	25%	21%
Very badly	47%	65%	28%	33%	39%	59%	51%	43%	27%	45%	50%	57%	43%	47%	48%	45%	49%	57%	46%	42%	48%	54%	51%
Don't know	11%	5%	12%	11%	10%	9%	7%	15%	23%	13%	8%	6%	11%	12%	11%	12%	10%	10%	8%	14%	6%	16%	19%

**Unemployment**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	1%	1%	2%	-	2%	0%	2%	1%	3%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	0%	1%	1%
Fairly well	17%	10%	29%	23%	24%	11%	20%	14%	10%	18%	17%	16%	20%	18%	14%	14%	16%	17%	23%	13%	17%	16%	11%
Fairly badly	34%	33%	31%	34%	32%	34%	34%	35%	43%	32%	33%	35%	32%	34%	33%	36%	37%	34%	32%	37%	35%	33%	33%
Very badly	29%	42%	15%	20%	21%	40%	29%	28%	17%	28%	32%	32%	29%	29%	29%	30%	25%	32%	26%	27%	32%	32%	33%
Don't know	19%	14%	23%	22%	22%	15%	15%	23%	27%	21%	17%	15%	18%	18%	22%	19%	20%	16%	18%	22%	16%	18%	23%

**Inflation**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	1%	0%	3%	1%	2%	0%	2%	1%	0%	1%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	2%	1%
Fairly well	16%	6%	31%	25%	25%	9%	19%	13%	16%	17%	17%	15%	24%	15%	15%	14%	21%	19%	24%	16%	10%	15%	10%
Fairly badly	32%	32%	32%	30%	32%	32%	33%	31%	29%	33%	30%	33%	28%	36%	31%	29%	32%	28%	30%	36%	35%	31%	23%
Very badly	36%	55%	17%	26%	26%	47%	34%	38%	27%	32%	40%	42%	27%	35%	36%	41%	33%	40%	33%	31%	42%	40%	40%
Don't know	15%	7%	17%	17%	15%	11%	12%	17%	27%	17%	11%	9%	21%	13%	17%	14%	13%	13%	12%	15%	12%	13%	26%

**Britain's exit from the EU**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	2%	0%	3%	1%	2%	1%	2%	1%	3%	2%	1%	2%	1%	1%	1%	3%	1%	2%	3%	1%	1%	2%	1%
Fairly well	16%	11%	23%	18%	18%	14%	16%	15%	15%	18%	16%	12%	22%	16%	13%	15%	11%	18%	22%	15%	13%	10%	12%
Fairly badly	25%	26%	25%	24%	28%	21%	29%	22%	32%	25%	22%	25%	22%	26%	23%	27%	30%	16%	24%	27%	28%	23%	19%
Very badly	33%	41%	20%	30%	30%	37%	35%	31%	26%	30%	34%	41%	31%	31%	33%	31%	42%	36%	31%	30%	35%	39%	35%
Don't know	25%	22%	28%	27%	23%	27%	18%	32%	25%	26%	28%	20%	23%	26%	30%	25%	15%	28%	20%	28%	23%	26%	32%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

**Defence**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	5%	3%	9%	5%	6%	3%	7%	2%	4%	6%	4%	4%	9%	4%	5%	5%	1%	7%	5%	4%	3%	7%	5%
Fairly well	33%	28%	46%	41%	42%	26%	37%	30%	41%	33%	32%	32%	40%	35%	29%	33%	29%	26%	39%	35%	32%	23%	27%
Fairly badly	20%	26%	15%	20%	17%	24%	21%	20%	16%	17%	21%	26%	15%	20%	25%	17%	25%	21%	19%	22%	21%	17%	21%
Very badly	20%	31%	7%	12%	13%	30%	21%	19%	10%	17%	25%	25%	15%	19%	20%	21%	25%	24%	19%	17%	24%	22%	20%
Don't know	22%	12%	23%	22%	23%	17%	15%	29%	28%	27%	18%	14%	22%	22%	21%	23%	20%	22%	17%	22%	21%	31%	26%

**The economy**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	1%	-	3%	-	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	-	-	1%	1%	1%	1%	-
Fairly well	13%	3%	26%	15%	18%	7%	14%	13%	19%	14%	12%	11%	17%	13%	13%	13%	13%	12%	16%	14%	10%	9%	13%
Fairly badly	33%	29%	37%	41%	37%	27%	33%	33%	37%	36%	31%	28%	37%	34%	29%	32%	36%	35%	33%	34%	35%	33%	28%
Very badly	44%	64%	22%	33%	32%	60%	45%	42%	25%	38%	50%	55%	33%	44%	48%	45%	45%	46%	43%	39%	48%	47%	46%
Don't know	9%	4%	13%	11%	11%	5%	7%	12%	18%	11%	6%	6%	12%	10%	9%	8%	7%	8%	7%	12%	6%	10%	13%

**Terrorism**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	4%	2%	5%	3%	6%	1%	6%	3%	5%	6%	2%	3%	10%	3%	2%	5%	3%	5%	6%	2%	2%	12%	2%
Fairly well	31%	23%	45%	35%	40%	22%	36%	25%	38%	33%	29%	24%	43%	30%	27%	28%	33%	30%	37%	31%	31%	21%	23%
Fairly badly	15%	22%	11%	9%	12%	18%	15%	16%	16%	13%	16%	19%	7%	17%	16%	17%	17%	13%	13%	17%	14%	15%	19%
Very badly	20%	33%	7%	12%	10%	32%	20%	19%	8%	16%	23%	29%	12%	19%	25%	20%	18%	21%	19%	17%	23%	24%	19%
Don't know	30%	20%	32%	41%	33%	27%	23%	37%	33%	31%	30%	26%	27%	31%	31%	30%	29%	31%	25%	33%	30%	28%	37%

**Transport**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	2%	1%	4%	0%	2%	1%	2%	1%	2%	2%	1%	1%	4%	0%	2%	2%	1%	1%	3%	1%	0%	2%	1%
Fairly well	22%	13%	33%	23%	27%	16%	24%	20%	29%	24%	20%	19%	35%	22%	16%	21%	24%	24%	23%	22%	23%	21%	21%
Fairly badly	30%	33%	29%	30%	31%	29%	29%	30%	33%	28%	30%	33%	22%	31%	31%	33%	29%	28%	32%	29%	31%	26%	29%
Very badly	22%	29%	11%	18%	16%	30%	26%	19%	14%	21%	27%	22%	20%	20%	23%	23%	27%	31%	21%	20%	24%	27%	23%
Don't know	24%	24%	24%	28%	24%	24%	18%	29%	22%	25%	21%	25%	19%	27%	28%	22%	20%	17%	20%	28%	23%	25%	27%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

**Housing**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	1%	1%	4%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	3%	1%	-	1%	2%	1%	1%	1%	1%
Fairly well	17%	10%	31%	21%	24%	11%	19%	15%	13%	16%	18%	19%	13%	17%	20%	16%	15%	21%	20%	17%	16%	15%	11%
Fairly badly	33%	39%	31%	29%	34%	30%	33%	32%	41%	31%	29%	36%	35%	35%	28%	31%	37%	23%	32%	34%	31%	27%	40%
Very badly	33%	36%	19%	26%	23%	43%	32%	33%	26%	32%	37%	32%	30%	31%	32%	35%	37%	34%	32%	27%	37%	38%	34%
Don't know	17%	14%	16%	23%	17%	15%	14%	20%	19%	20%	15%	12%	20%	17%	18%	17%	11%	21%	14%	21%	16%	20%	14%

**Environment**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	2%	1%	5%	1%	3%	1%	4%	1%	2%	3%	1%	2%	6%	1%	2%	3%	2%	0%	4%	1%	2%	3%	2%
Fairly well	22%	14%	30%	25%	25%	16%	25%	19%	35%	23%	18%	18%	30%	22%	16%	22%	21%	21%	24%	25%	17%	19%	20%
Fairly badly	29%	34%	24%	36%	32%	25%	29%	28%	27%	27%	29%	31%	25%	32%	29%	26%	28%	24%	34%	25%	30%	26%	25%
Very badly	23%	28%	14%	18%	18%	31%	24%	22%	12%	22%	27%	27%	21%	20%	25%	24%	26%	26%	22%	22%	26%	26%	20%
Don't know	24%	23%	27%	20%	22%	26%	18%	30%	23%	25%	25%	23%	18%	24%	27%	24%	23%	28%	17%	27%	25%	26%	33%

**Welfare benefits**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very well	2%	1%	4%	1%	3%	1%	3%	1%	3%	2%	2%	1%	2%	1%	3%	2%	3%	2%	2%	3%	2%	2%	0%
Fairly well	14%	14%	20%	14%	16%	10%	16%	11%	13%	14%	15%	12%	14%	13%	17%	12%	13%	17%	18%	14%	15%	6%	7%
Fairly badly	28%	27%	28%	31%	28%	25%	28%	27%	33%	27%	24%	30%	24%	28%	27%	28%	30%	27%	31%	29%	26%	30%	15%
Very badly	46%	52%	36%	41%	41%	56%	44%	48%	30%	44%	51%	50%	49%	45%	45%	46%	44%	46%	39%	42%	49%	49%	62%
Don't know	11%	6%	13%	13%	12%	8%	9%	13%	21%	13%	8%	6%	11%	12%	9%	12%	10%	8%	9%	12%	9%	13%	15%

**What do you think is the most likely result of the next general election?**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
A large Conservative majority	5%	9%	3%	4%	3%	7%	5%	6%	4%	4%	6%	6%	6%	4%	5%	8%	5%	3%	4%	5%	6%	8%	5%
A small Conservative majority	9%	21%	4%	10%	10%	11%	9%	10%	5%	8%	12%	12%	7%	12%	13%	8%	5%	4%	8%	12%	8%	6%	12%
A hung Parliament, resulting in a Conservative led government	19%	37%	11%	16%	15%	26%	21%	16%	20%	13%	20%	27%	15%	22%	17%	19%	16%	15%	19%	19%	21%	15%	18%
A hung Parliament, resulting in a Labour led government	12%	5%	19%	16%	16%	8%	15%	9%	10%	13%	13%	9%	14%	11%	13%	11%	17%	10%	16%	11%	10%	8%	10%
A small Labour majority	13%	2%	27%	17%	21%	7%	15%	11%	15%	15%	13%	11%	18%	13%	9%	13%	15%	19%	17%	11%	14%	11%	11%
A large Labour majority	3%	1%	7%	1%	3%	2%	4%	2%	6%	5%	1%	1%	5%	2%	2%	4%	5%	2%	5%	3%	2%	2%	1%
Don't know	38%	24%	29%	35%	32%	39%	31%	45%	41%	42%	34%	33%	35%	36%	42%	39%	37%	46%	31%	39%	39%	50%	42%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Here is a list of problems facing the country. Could you say for each of them which political party you think would handle the problem best?

**National Health Service**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	11%	37%	3%	7%	9%	16%	12%	10%	5%	9%	13%	16%	7%	14%	11%	12%	6%	5%	10%	12%	14%	10%	6%
Labour	24%	8%	54%	23%	33%	15%	27%	21%	37%	25%	22%	20%	36%	22%	22%	24%	23%	25%	32%	25%	21%	16%	20%
Liberal Democrat	10%	6%	10%	30%	13%	4%	9%	10%	20%	8%	10%	7%	11%	12%	7%	9%	5%	7%	10%	11%	7%	9%	9%
Other	13%	6%	5%	3%	8%	20%	15%	10%	5%	13%	16%	12%	11%	13%	11%	12%	14%	19%	11%	10%	14%	14%	18%
None	20%	21%	12%	15%	17%	24%	19%	21%	11%	19%	21%	27%	13%	20%	24%	19%	29%	18%	17%	19%	25%	23%	20%
Don't know	22%	21%	16%	22%	20%	21%	18%	27%	23%	27%	17%	19%	22%	20%	24%	25%	22%	25%	19%	23%	19%	28%	28%

**Asylum and immigration**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	14%	43%	5%	11%	11%	19%	15%	13%	12%	11%	15%	21%	10%	20%	11%	13%	11%	9%	14%	15%	16%	11%	11%
Labour	14%	4%	36%	11%	21%	7%	16%	13%	19%	17%	11%	10%	24%	11%	11%	15%	14%	16%	20%	16%	9%	8%	9%
Liberal Democrat	7%	0%	9%	19%	11%	3%	6%	8%	13%	7%	6%	5%	8%	8%	7%	5%	6%	7%	8%	7%	7%	6%	6%
Other	23%	21%	11%	14%	15%	35%	28%	19%	17%	21%	30%	24%	17%	24%	24%	26%	20%	23%	20%	22%	26%	21%	32%
None	20%	20%	19%	15%	19%	21%	19%	20%	12%	18%	21%	26%	15%	19%	24%	18%	28%	18%	18%	18%	25%	24%	17%
Don't know	22%	11%	20%	29%	23%	16%	16%	27%	28%	26%	17%	15%	25%	18%	23%	23%	22%	27%	20%	22%	17%	30%	26%

**Law and order**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	20%	55%	9%	22%	17%	27%	22%	18%	17%	14%	22%	30%	18%	23%	18%	19%	18%	15%	21%	22%	21%	13%	17%
Labour	17%	4%	43%	16%	25%	9%	19%	15%	19%	18%	17%	13%	26%	15%	12%	18%	16%	17%	22%	18%	13%	13%	12%
Liberal Democrat	5%	1%	5%	16%	8%	0%	5%	5%	14%	5%	4%	3%	5%	6%	5%	6%	5%	5%	6%	5%	3%	8%	5%
Other	16%	13%	6%	6%	10%	26%	20%	13%	6%	15%	21%	19%	12%	17%	19%	15%	16%	19%	14%	15%	19%	15%	20%
None	15%	11%	11%	9%	14%	16%	16%	14%	10%	16%	15%	17%	13%	14%	18%	13%	23%	14%	14%	13%	19%	17%	15%
Don't know	26%	16%	25%	31%	25%	22%	18%	34%	33%	32%	21%	19%	27%	25%	27%	28%	22%	31%	23%	27%	25%	34%	30%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Education and schools

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	16%	50%	5%	11%	13%	24%	17%	16%	9%	11%	18%	28%	11%	21%	14%	16%	12%	11%	18%	16%	18%	11%	14%
Labour	19%	6%	46%	17%	29%	11%	21%	17%	22%	22%	18%	15%	32%	15%	18%	18%	22%	18%	23%	21%	17%	13%	15%
Liberal Democrat	10%	5%	13%	30%	14%	5%	12%	9%	19%	10%	12%	7%	11%	13%	8%	10%	7%	11%	12%	12%	8%	8%	9%
Other	12%	5%	4%	5%	8%	18%	15%	9%	10%	12%	15%	11%	10%	11%	11%	15%	12%	16%	11%	10%	14%	13%	16%
None	16%	15%	11%	10%	14%	18%	16%	16%	10%	16%	16%	18%	12%	15%	19%	14%	22%	18%	15%	13%	20%	20%	14%
Don't know	26%	19%	21%	28%	23%	25%	19%	32%	30%	30%	21%	21%	25%	24%	30%	26%	25%	25%	21%	27%	23%	34%	32%

Taxation

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	21%	67%	8%	15%	18%	30%	23%	20%	15%	14%	24%	34%	19%	26%	24%	19%	17%	8%	24%	25%	20%	15%	16%
Labour	14%	1%	34%	10%	20%	6%	14%	14%	20%	14%	12%	11%	20%	11%	11%	14%	17%	18%	17%	15%	13%	8%	10%
Liberal Democrat	9%	2%	12%	25%	12%	4%	10%	8%	18%	9%	9%	5%	13%	10%	5%	10%	5%	7%	10%	8%	8%	10%	9%
Other	14%	7%	7%	5%	11%	20%	17%	12%	6%	15%	18%	14%	13%	13%	14%	15%	14%	23%	13%	12%	18%	14%	16%
None	18%	9%	17%	16%	17%	18%	18%	17%	12%	19%	18%	17%	13%	17%	21%	16%	23%	18%	16%	15%	19%	23%	20%
Don't know	24%	14%	22%	28%	22%	22%	18%	30%	29%	29%	19%	19%	22%	23%	24%	27%	24%	27%	20%	26%	22%	30%	30%

Unemployment

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	14%	49%	3%	11%	11%	20%	16%	12%	9%	10%	17%	21%	13%	18%	14%	14%	8%	4%	15%	16%	14%	14%	8%
Labour	18%	4%	43%	15%	27%	11%	20%	17%	20%	20%	17%	16%	27%	16%	14%	19%	19%	19%	24%	18%	16%	12%	13%
Liberal Democrat	7%	2%	7%	20%	9%	2%	7%	7%	18%	7%	6%	4%	7%	9%	5%	7%	7%	7%	6%	8%	7%	7%	9%
Other	14%	8%	5%	6%	9%	21%	16%	11%	6%	14%	17%	14%	11%	13%	16%	15%	12%	17%	11%	12%	17%	16%	16%
None	18%	15%	16%	16%	18%	19%	18%	19%	12%	18%	18%	22%	14%	17%	22%	17%	27%	21%	18%	15%	22%	19%	22%
Don't know	28%	22%	26%	31%	26%	26%	22%	34%	35%	31%	25%	23%	28%	27%	30%	28%	28%	32%	25%	30%	24%	31%	33%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

**The economy in general**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	22%	68%	7%	20%	17%	31%	24%	20%	15%	14%	26%	34%	20%	25%	25%	20%	17%	12%	23%	25%	22%	15%	17%
Labour	15%	1%	40%	10%	23%	7%	15%	14%	15%	17%	13%	12%	21%	13%	13%	14%	16%	15%	19%	16%	11%	8%	13%
Liberal Democrat	7%	1%	8%	22%	9%	3%	7%	7%	16%	7%	6%	4%	8%	8%	6%	6%	3%	6%	7%	7%	6%	8%	7%
Other	15%	6%	7%	5%	10%	22%	18%	12%	7%	15%	17%	14%	11%	14%	14%	17%	14%	18%	14%	12%	17%	16%	18%
None	17%	11%	14%	14%	17%	17%	17%	17%	13%	17%	18%	19%	12%	17%	17%	16%	26%	19%	17%	14%	21%	20%	16%
Don't know	25%	12%	24%	30%	24%	21%	19%	31%	32%	30%	21%	17%	26%	23%	24%	27%	24%	30%	21%	27%	23%	32%	29%

**Housing**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	10%	35%	2%	5%	9%	14%	11%	9%	3%	9%	11%	14%	11%	11%	10%	10%	7%	5%	10%	10%	11%	8%	9%
Labour	20%	8%	45%	15%	28%	13%	23%	17%	22%	19%	20%	20%	25%	19%	18%	19%	21%	22%	27%	21%	16%	13%	14%
Liberal Democrat	9%	5%	11%	28%	11%	4%	8%	9%	17%	8%	8%	6%	10%	12%	6%	7%	5%	7%	9%	10%	8%	5%	9%
Other	14%	7%	6%	6%	11%	21%	17%	12%	9%	14%	17%	15%	13%	15%	12%	16%	13%	15%	13%	13%	15%	18%	18%
None	19%	17%	13%	15%	17%	22%	19%	19%	12%	19%	19%	22%	12%	19%	22%	17%	24%	22%	16%	16%	24%	23%	18%
Don't know	29%	27%	23%	30%	25%	27%	22%	35%	37%	31%	26%	24%	31%	25%	32%	30%	30%	29%	24%	31%	26%	33%	33%

**Britain's exit from the EU**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	14%	50%	3%	8%	9%	22%	14%	14%	8%	9%	15%	24%	12%	18%	15%	12%	7%	6%	13%	17%	14%	12%	9%
Labour	11%	1%	29%	8%	16%	6%	10%	11%	13%	13%	9%	8%	17%	9%	10%	10%	13%	15%	17%	12%	7%	4%	8%
Liberal Democrat	11%	3%	16%	30%	18%	4%	14%	9%	17%	11%	12%	7%	18%	13%	7%	9%	8%	13%	14%	10%	10%	12%	8%
Other	18%	11%	8%	10%	10%	29%	22%	14%	10%	17%	23%	18%	12%	18%	19%	21%	16%	22%	15%	16%	22%	17%	24%
None	21%	16%	21%	14%	23%	18%	20%	21%	19%	20%	21%	21%	16%	18%	24%	20%	33%	17%	19%	18%	25%	22%	20%
Don't know	25%	19%	23%	30%	23%	21%	19%	32%	33%	29%	19%	21%	25%	23%	25%	29%	24%	26%	22%	27%	22%	33%	30%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

**Defence and security**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Conservative	21%	60%	10%	21%	18%	30%	23%	19%	15%	16%	24%	31%	24%	26%	20%	18%	15%	11%	22%	24%	22%	15%	18%
Labour	18%	3%	42%	21%	27%	10%	20%	15%	17%	19%	19%	15%	25%	16%	14%	17%	21%	23%	24%	17%	14%	13%	15%
Liberal Democrat	4%	1%	5%	12%	5%	1%	4%	4%	9%	3%	4%	3%	5%	4%	3%	4%	2%	5%	4%	3%	4%	6%	2%
Other	15%	7%	6%	4%	9%	21%	19%	11%	11%	16%	16%	14%	12%	14%	13%	16%	18%	19%	13%	13%	17%	15%	18%
None	14%	11%	11%	11%	14%	14%	14%	14%	13%	14%	14%	15%	11%	12%	17%	15%	18%	14%	12%	11%	18%	17%	14%
Don't know	29%	18%	26%	31%	26%	25%	20%	37%	35%	32%	24%	23%	24%	28%	33%	30%	25%	28%	25%	31%	24%	34%	34%

**Generally speaking do you think the police are doing a good or bad job?**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base: All GB adults</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Very good job	5%	7%	6%	3%	5%	5%	5%	4%	4%	5%	5%	5%	5%	6%	6%	5%	1%	2%	5%	4%	4%	5%	5%
Fairly good job	48%	53%	53%	56%	54%	44%	45%	50%	49%	42%	48%	58%	43%	48%	44%	47%	59%	52%	49%	50%	49%	41%	46%
Fairly bad job	26%	24%	25%	19%	24%	29%	27%	26%	25%	27%	28%	24%	24%	29%	26%	26%	25%	23%	25%	28%	28%	24%	25%
Very bad job	12%	10%	7%	6%	9%	15%	14%	9%	6%	14%	13%	9%	14%	9%	15%	12%	8%	19%	15%	7%	11%	15%	15%
Don't know	9%	6%	8%	16%	7%	7%	8%	10%	17%	12%	6%	4%	13%	9%	10%	9%	8%	5%	6%	11%	8%	15%	9%

**Do you think the level of crime in your LOCAL area has gone up or down over the last few years, or has it stayed the same?**

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base: All GB adults</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Gone up a lot	16%	17%	11%	10%	14%	22%	16%	16%	6%	17%	22%	14%	19%	15%	21%	17%	11%	9%	18%	13%	16%	13%	25%
Gone up a little	29%	32%	26%	29%	28%	30%	25%	33%	30%	28%	29%	31%	31%	32%	27%	26%	30%	23%	30%	29%	32%	28%	23%
Stayed the same	37%	38%	43%	44%	40%	33%	41%	33%	43%	36%	33%	40%	34%	36%	34%	36%	43%	51%	38%	41%	33%	34%	32%
Gone down a little	3%	2%	5%	3%	3%	2%	4%	2%	4%	2%	3%	4%	2%	2%	4%	3%	4%	7%	4%	2%	2%	4%	4%
Gone down a lot	1%	1%	0%	-	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%	-	1%	1%	1%	0%	1%	-
Don't know	14%	10%	15%	14%	14%	13%	13%	15%	17%	16%	13%	11%	12%	15%	13%	17%	11%	10%	10%	14%	16%	20%	17%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Do you think the level of crime **NATIONALLY** has gone up or down over the last few years, or has it stayed the same?

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base: All GB adults</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Gone up a lot	37%	49%	21%	26%	26%	53%	35%	38%	23%	31%	44%	46%	34%	39%	42%	32%	32%	37%	35%	33%	41%	33%	48%
Gone up a little	33%	36%	35%	34%	34%	30%	30%	35%	39%	32%	31%	31%	30%	33%	28%	34%	37%	36%	33%	34%	33%	34%	27%
Stayed the same	15%	8%	23%	18%	22%	7%	17%	12%	18%	18%	11%	11%	18%	15%	11%	16%	16%	11%	18%	17%	10%	13%	11%
Gone down a little	3%	2%	5%	3%	5%	1%	4%	2%	3%	4%	3%	2%	5%	2%	4%	3%	5%	1%	5%	3%	3%	2%	2%
Gone down a lot	0%	-	1%	0%	1%	0%	0%	1%	-	1%	0%	0%	2%	0%	0%	0%	-	1%	1%	0%	0%	1%	0%
Don't know	12%	5%	14%	18%	13%	9%	12%	13%	17%	14%	10%	10%	12%	11%	15%	14%	10%	13%	9%	14%	14%	17%	12%

Generally speaking, how much confidence do you have in the police to deal with crime in your local area?

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
A lot of confidence	4%	6%	5%	1%	4%	4%	4%	3%	5%	3%	4%	4%	4%	3%	5%	4%	2%	3%	5%	4%	2%	4%	2%
A fair amount of confidence	39%	43%	44%	50%	43%	36%	35%	43%	46%	34%	40%	45%	35%	40%	37%	37%	50%	41%	41%	38%	40%	36%	37%
Not very much confidence	35%	34%	35%	31%	36%	36%	37%	33%	30%	36%	35%	36%	39%	33%	35%	37%	32%	37%	32%	38%	36%	36%	35%
No confidence at all	16%	13%	10%	12%	13%	19%	18%	13%	10%	19%	19%	10%	16%	17%	15%	16%	11%	13%	18%	13%	15%	14%	18%
Don't know	7%	5%	6%	6%	4%	6%	6%	7%	10%	8%	3%	6%	6%	6%	9%	6%	5%	6%	4%	7%	6%	11%	7%

Generally speaking, do you think the sentences that the courts hand down to people who have been convicted of crimes are too harsh, not harsh enough, or get the balance about right?

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base: All GB adults</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Too harsh	3%	0%	5%	2%	6%	1%	3%	3%	3%	3%	4%	2%	6%	3%	2%	2%	3%	3%	4%	2%	2%	3%	3%
Not harsh enough	65%	85%	54%	62%	55%	82%	65%	66%	46%	60%	72%	77%	49%	67%	70%	66%	70%	66%	59%	65%	72%	64%	69%
Get the balance about right	16%	10%	23%	18%	24%	8%	18%	15%	24%	16%	16%	14%	19%	16%	14%	18%	16%	13%	22%	16%	13%	10%	15%
Don't know	16%	5%	17%	19%	16%	9%	15%	17%	27%	21%	9%	7%	27%	14%	14%	14%	11%	18%	14%	17%	13%	23%	13%

Do you think the law should or should not be changed to allow someone to assist in the suicide of...

...someone suffering from a terminal illness?

Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
The law should be changed to make this legal	69%	69%	75%	76%	75%	68%	68%	70%	59%	71%	76%	63%	70%	71%	69%	65%	66%	70%	68%	74%	68%	60%	69%
The law should not be changed to make this legal	12%	15%	10%	11%	12%	12%	13%	12%	16%	11%	12%	15%	9%	12%	12%	12%	22%	10%	16%	10%	13%	12%	9%
Not sure	19%	16%	15%	13%	13%	20%	19%	18%	25%	18%	13%	23%	21%	16%	19%	22%	12%	19%	15%	16%	19%	28%	22%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

...someone suffering from an painful, incurable but NOT terminal illness?

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
The law should be changed to make this legal	43%	41%	45%	46%	46%	42%	43%	44%	46%	47%	44%	34%	45%	44%	48%	40%	40%	39%	45%	47%	43%	37%	35%
The law should not be changed to make this legal	28%	35%	27%	26%	28%	29%	28%	27%	21%	24%	30%	35%	21%	29%	21%	30%	37%	27%	31%	24%	28%	27%	28%
Not sure	29%	25%	28%	28%	26%	29%	29%	30%	33%	29%	26%	31%	35%	27%	31%	30%	23%	34%	24%	29%	29%	36%	36%

Would you support or oppose the reintroduction of the death penalty for the following crimes?

All cases of murder

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Would support the death penalty for this	37%	48%	25%	27%	26%	50%	40%	35%	25%	36%	40%	41%	34%	35%	43%	39%	36%	41%	31%	34%	44%	43%	43%
Would oppose the death penalty for this	47%	38%	62%	56%	62%	32%	47%	47%	55%	48%	44%	44%	57%	50%	38%	43%	48%	45%	57%	49%	37%	39%	41%
Don't know	16%	14%	13%	16%	12%	17%	13%	19%	20%	16%	16%	15%	9%	15%	19%	18%	16%	14%	12%	17%	19%	18%	17%

Murder of a child

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Would support the death penalty for this	57%	74%	41%	41%	41%	75%	58%	55%	44%	55%	59%	63%	47%	55%	62%	59%	55%	62%	47%	56%	65%	60%	61%
Would oppose the death penalty for this	34%	20%	51%	47%	51%	18%	32%	35%	39%	35%	33%	30%	44%	35%	27%	31%	33%	31%	44%	34%	24%	28%	29%
Don't know	10%	6%	9%	12%	8%	8%	9%	10%	17%	11%	7%	8%	9%	10%	10%	10%	12%	6%	8%	9%	11%	12%	10%

Murder of a police officer

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Would support the death penalty for this	46%	66%	28%	35%	33%	64%	50%	42%	29%	41%	51%	58%	35%	45%	52%	48%	45%	51%	36%	46%	57%	46%	49%
Would oppose the death penalty for this	40%	25%	59%	51%	57%	23%	40%	40%	48%	44%	38%	31%	53%	41%	32%	38%	42%	36%	51%	41%	28%	35%	36%
Don't know	14%	9%	12%	14%	10%	13%	10%	18%	23%	15%	11%	11%	12%	14%	16%	14%	14%	13%	13%	13%	15%	19%	14%

Murder as part of a terrorist act

<b>Unweighted base</b>	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Would support the death penalty for this	58%	77%	41%	41%	42%	77%	62%	55%	49%	56%	58%	67%	48%	59%	62%	61%	58%	59%	50%	58%	68%	60%	61%
Would oppose the death penalty for this	32%	18%	51%	48%	51%	16%	31%	34%	36%	34%	33%	27%	45%	32%	26%	31%	34%	32%	42%	34%	23%	26%	29%
Don't know	9%	5%	8%	11%	7%	7%	7%	11%	15%	10%	9%	6%	7%	9%	12%	9%	8%	9%	8%	9%	9%	14%	9%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

**Multiple murders**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Would support the death penalty for this		60%	76%	42%	44%	44%	77%	63%	57%	50%	57%	60%	68%	48%	60%	64%	62%	56%	65%	50%	61%	69%	60%	63%
Would oppose the death penalty for this		31%	19%	47%	45%	47%	16%	29%	33%	37%	32%	32%	26%	41%	32%	24%	29%	34%	28%	41%	30%	23%	25%	29%
Don't know		9%	5%	11%	11%	9%	7%	8%	10%	13%	11%	8%	6%	10%	9%	12%	8%	10%	7%	8%	9%	8%	15%	8%

**Do you think it should or should not be legal for parents to smack their children?**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Should be legal for parents to smack their children		56%	69%	41%	47%	43%	71%	64%	48%	39%	47%	64%	70%	43%	59%	57%	60%	52%	44%	52%	53%	62%	54%	61%
Should not be legal for parents to smack their children		28%	15%	45%	35%	41%	14%	21%	35%	40%	35%	22%	17%	38%	25%	27%	26%	29%	36%	36%	28%	23%	27%	20%
Don't know		16%	16%	15%	19%	16%	15%	15%	18%	21%	18%	14%	13%	18%	16%	16%	13%	19%	20%	12%	19%	16%	20%	19%

**Do you support or oppose the change in the law that allowed same-sex couples to marry?**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Strongly support		51%	30%	70%	62%	67%	36%	43%	59%	54%	64%	49%	31%	62%	50%	47%	52%	51%	49%	59%	56%	43%	45%	42%
Tend to support		24%	39%	18%	28%	19%	32%	26%	22%	12%	16%	30%	36%	14%	26%	29%	24%	22%	21%	20%	25%	28%	18%	27%
Tend to oppose		8%	14%	4%	4%	6%	10%	9%	7%	6%	6%	6%	15%	7%	9%	7%	7%	10%	11%	6%	9%	8%	6%	13%
Strongly oppose		9%	9%	5%	3%	4%	13%	12%	6%	12%	6%	8%	12%	9%	9%	9%	8%	9%	4%	9%	5%	11%	12%	8%
Don't know		8%	7%	3%	3%	4%	8%	10%	6%	16%	8%	6%	7%	8%	6%	9%	9%	8%	16%	5%	5%	10%	20%	10%

**Do you think hunting foxes with dogs should remain illegal, or should it be made legal again?**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Hunting foxes with dogs should remain illegal		82%	76%	90%	87%	90%	78%	77%	86%	71%	84%	85%	80%	82%	81%	84%	83%	80%	77%	80%	83%	84%	74%	85%
Hunting foxes with dogs should be made legal again		8%	14%	5%	4%	4%	12%	11%	5%	6%	6%	8%	12%	6%	9%	7%	8%	5%	14%	10%	7%	6%	10%	6%
Don't know		10%	10%	5%	8%	6%	10%	11%	9%	23%	10%	7%	9%	12%	10%	9%	9%	15%	9%	10%	10%	10%	15%	8%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Which of the following best reflects your view on genetically modified (GM) food?

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
It is potentially dangerous and should not be allowed in food products		35%	35%	30%	37%	33%	40%	30%	40%	29%	34%	40%	36%	35%	37%	36%	34%	29%	41%	36%	32%	43%	30%	33%
As long as they have been approved by the authorities they should be allowed in food products		34%	36%	38%	38%	37%	30%	42%	27%	44%	36%	30%	32%	39%	37%	28%	33%	39%	29%	39%	36%	32%	31%	26%
Neither		11%	8%	11%	12%	11%	11%	10%	11%	8%	8%	13%	13%	7%	10%	13%	12%	10%	11%	9%	9%	9%	11%	22%
Don't know		20%	21%	21%	13%	19%	20%	18%	22%	19%	22%	17%	19%	19%	17%	23%	21%	22%	19%	16%	23%	16%	28%	19%

Thinking about the licence fee and the services the BBC offers, do you think it does or does not offer good value for money?

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Does offer good value for money		25%	23%	37%	38%	36%	17%	27%	23%	25%	21%	29%	27%	31%	29%	19%	21%	19%	30%	32%	26%	21%	17%	20%
Does not offer good value for money		66%	73%	54%	52%	56%	77%	66%	67%	55%	68%	65%	69%	56%	65%	71%	69%	71%	61%	61%	65%	69%	69%	74%
Don't know		9%	4%	9%	9%	8%	6%	7%	11%	21%	11%	6%	4%	12%	6%	9%	10%	10%	9%	8%	9%	10%	14%	6%

Thinking about how the BBC is funded, which of the following would you most like to see?

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
The BBC funded from the television licence, as at present		21%	20%	31%	28%	30%	13%	19%	23%	28%	19%	21%	22%	24%	24%	18%	19%	16%	23%	28%	21%	19%	13%	15%
The BBC funded from a subscription model, with people having to pay a subscription to watch their channels		16%	17%	17%	16%	16%	18%	20%	13%	10%	17%	19%	17%	11%	18%	16%	16%	20%	18%	18%	17%	19%	12%	13%
The BBC funded from advertising in commercial breaks		37%	45%	31%	27%	31%	49%	35%	40%	20%	35%	44%	43%	35%	34%	43%	41%	32%	39%	33%	35%	40%	39%	48%
The BBC funded from general taxation		9%	8%	8%	12%	10%	7%	10%	8%	10%	9%	7%	10%	9%	9%	6%	10%	15%	3%	9%	9%	7%	11%	7%
Something else		3%	2%	4%	2%	3%	3%	4%	3%	4%	4%	4%	1%	4%	5%	3%	3%	3%	-	4%	3%	3%	5%	4%
Don't know		13%	8%	8%	15%	9%	9%	12%	13%	28%	16%	7%	6%	15%	11%	15%	11%	15%	17%	9%	14%	11%	20%	14%

Overall, would you say the British press is a force for good or bad?

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	<b>Base</b>	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Good		26%	40%	26%	30%	26%	26%	28%	23%	27%	19%	24%	39%	31%	30%	25%	20%	19%	21%	28%	29%	21%	23%	21%
Bad		49%	38%	51%	47%	52%	48%	50%	48%	42%	56%	53%	35%	48%	45%	49%	52%	54%	53%	53%	45%	52%	47%	46%
Don't know		26%	22%	22%	23%	22%	26%	22%	29%	31%	25%	23%	26%	21%	25%	27%	27%	27%	25%	19%	26%	27%	30%	33%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Thinking about the following newspapers and media sources, do you think they are generally more favourable towards Labour and the left, to the Conservatives and the right, or are they neutral?

**Sun**

	Unweighted base																						
	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base																						
	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left	7%	12%	5%	7%	6%	10%	7%	8%	2%	6%	8%	10%	5%	7%	9%	9%	6%	4%	8%	8%	8%	5%	3%
Is generally a little more favourable towards Labour and/or the left	8%	15%	6%	7%	8%	10%	8%	7%	7%	6%	8%	12%	7%	8%	9%	8%	8%	2%	7%	9%	8%	5%	11%
Is generally neutral	6%	8%	4%	1%	3%	8%	7%	6%	6%	7%	5%	6%	8%	6%	9%	5%	4%	6%	5%	5%	8%	10%	6%
Is generally a little more favourable Conservatives and/or the right	14%	19%	19%	17%	17%	15%	17%	12%	13%	12%	19%	15%	16%	17%	14%	12%	14%	8%	19%	15%	12%	9%	12%
Is generally much more favourable Conservatives and/or the right	19%	8%	30%	26%	28%	10%	23%	15%	27%	18%	20%	16%	24%	18%	16%	19%	16%	27%	25%	19%	14%	14%	17%
Don't know	45%	38%	36%	42%	38%	48%	38%	52%	45%	51%	40%	41%	40%	43%	44%	49%	51%	53%	38%	45%	49%	56%	51%

**Mirror**

	Unweighted base																						
	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base																						
	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left	19%	37%	13%	17%	17%	29%	23%	16%	6%	12%	27%	31%	17%	23%	19%	19%	12%	17%	22%	18%	22%	16%	14%
Is generally a little more favourable towards Labour and/or the left	17%	19%	25%	18%	23%	18%	21%	14%	7%	13%	22%	25%	19%	18%	16%	16%	18%	19%	19%	19%	16%	11%	17%
Is generally neutral	5%	4%	6%	1%	5%	4%	5%	5%	8%	6%	4%	3%	7%	5%	6%	5%	3%	5%	5%	6%	4%	6%	6%
Is generally a little more favourable Conservatives and/or the right	5%	3%	8%	4%	6%	2%	6%	5%	11%	6%	5%	2%	5%	4%	6%	6%	9%	2%	6%	5%	6%	5%	4%
Is generally much more favourable Conservatives and/or the right	5%	2%	6%	7%	5%	2%	4%	5%	12%	6%	2%	1%	8%	4%	5%	3%	4%	4%	6%	4%	3%	4%	5%
Don't know	49%	36%	42%	53%	44%	45%	41%	56%	55%	58%	39%	38%	44%	46%	48%	52%	54%	53%	43%	48%	49%	58%	55%

**Times**

	Unweighted base																						
	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base																						
	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left	3%	6%	1%	1%	1%	5%	3%	2%	0%	3%	2%	4%	4%	3%	2%	2%	2%	4%	2%	1%	5%	5%	2%
Is generally a little more favourable towards Labour and/or the left	3%	5%	3%	-	2%	3%	4%	2%	8%	3%	1%	3%	2%	5%	2%	3%	3%	-	4%	3%	3%	1%	4%
Is generally neutral	10%	18%	8%	9%	10%	10%	12%	9%	9%	9%	8%	15%	8%	12%	10%	10%	7%	13%	10%	10%	12%	9%	10%
Is generally a little more favourable Conservatives and/or the right	20%	19%	29%	24%	29%	17%	22%	19%	13%	17%	26%	24%	26%	23%	19%	15%	23%	12%	27%	21%	15%	15%	17%
Is generally much more favourable Conservatives and/or the right	15%	11%	22%	18%	20%	13%	18%	12%	11%	12%	22%	14%	18%	13%	14%	16%	13%	18%	17%	16%	14%	11%	10%
Don't know	49%	40%	37%	48%	38%	52%	41%	56%	59%	56%	41%	41%	42%	45%	52%	54%	52%	54%	39%	50%	51%	59%	57%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

**Daily Telegraph**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left	2%	4%	1%	0%	1%	3%	3%	2%	4%	2%	3%	1%	3%	2%	3%	3%	3%	3%	1%	2%	1%	4%	3%	5%
Is generally a little more favourable towards Labour and/or the left	3%	5%	2%	1%	2%	3%	4%	2%	6%	2%	3%	2%	2%	2%	3%	2%	3%	1%	2%	3%	2%	5%	2%	2%
Is generally neutral	7%	8%	6%	3%	5%	7%	7%	6%	8%	7%	6%	6%	5%	5%	8%	5%	8%	3%	6%	5%	8%	7%	8%	5%
Is generally a little more favourable Conservatives and/or the right	15%	25%	13%	10%	17%	15%	16%	15%	13%	12%	16%	22%	17%	16%	16%	13%	16%	9%	17%	17%	13%	9%	16%	
Is generally much more favourable Conservatives and/or the right	24%	20%	37%	39%	35%	18%	29%	18%	15%	21%	31%	24%	33%	25%	21%	19%	21%	30%	34%	24%	17%	15%	17%	
Don't know	50%	38%	40%	47%	41%	52%	41%	58%	54%	56%	41%	44%	40%	46%	52%	55%	56%	52%	39%	49%	54%	62%	55%	

**Guardian**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left	19%	35%	14%	18%	17%	26%	24%	15%	12%	15%	24%	25%	24%	24%	16%	16%	10%	18%	26%	18%	19%	11%	16%	
Is generally a little more favourable towards Labour and/or the left	18%	12%	28%	25%	27%	11%	21%	16%	23%	18%	17%	17%	22%	19%	16%	15%	21%	19%	24%	19%	14%	14%	15%	
Is generally neutral	9%	7%	11%	8%	12%	5%	7%	10%	8%	9%	11%	6%	9%	8%	10%	10%	5%	11%	8%	8%	11%	10%	7%	
Is generally a little more favourable Conservatives and/or the right	7%	8%	8%	4%	7%	7%	9%	4%	10%	6%	6%	7%	7%	4%	7%	9%	11%	1%	6%	7%	6%	6%	8%	
Is generally much more favourable Conservatives and/or the right	4%	3%	5%	7%	3%	5%	4%	4%	4%	5%	4%	3%	5%	4%	4%	3%	5%	5%	3%	5%	5%	3%	4%	
Don't know	43%	35%	34%	38%	34%	46%	35%	51%	44%	48%	37%	41%	33%	41%	47%	47%	49%	46%	34%	43%	45%	56%	50%	

**Express**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left	3%	5%	1%	1%	1%	5%	4%	2%	3%	3%	4%	2%	6%	2%	6%	3%	0%	3%	3%	2%	4%	4%	3%	
Is generally a little more favourable towards Labour and/or the left	4%	4%	4%	3%	3%	6%	5%	4%	6%	3%	6%	4%	3%	5%	3%	5%	4%	2%	4%	3%	6%	3%	6%	
Is generally neutral	6%	8%	4%	2%	4%	6%	7%	5%	6%	5%	6%	7%	6%	6%	6%	6%	4%	7%	4%	7%	9%	6%	3%	
Is generally a little more favourable Conservatives and/or the right	14%	25%	12%	11%	13%	17%	17%	11%	12%	10%	14%	23%	11%	16%	15%	13%	19%	4%	14%	14%	17%	7%	16%	
Is generally much more favourable Conservatives and/or the right	17%	9%	29%	25%	28%	11%	22%	11%	7%	15%	23%	18%	23%	17%	15%	14%	12%	22%	24%	17%	9%	15%	14%	
Don't know	56%	49%	49%	57%	51%	54%	45%	66%	65%	64%	47%	46%	51%	54%	56%	59%	60%	62%	50%	57%	55%	65%	59%	

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

**Daily Mail**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left		3%	5%	1%	2%	1%	4%	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	2%	2%	3%	2%	3%	5%	3%
Is generally a little more favourable towards Labour and/or the left		4%	4%	3%	3%	4%	4%	4%	4%	3%	3%	4%	5%	2%	3%	2%	3%	13%	2%	4%	3%	5%	2%	4%
Is generally neutral		5%	6%	4%	-	3%	3%	3%	6%	8%	5%	5%	2%	3%	6%	5%	5%	2%	3%	3%	4%	7%	8%	3%
Is generally a little more favourable Conservatives and/or the right		15%	23%	13%	11%	13%	18%	15%	15%	19%	10%	18%	20%	14%	15%	16%	17%	13%	9%	15%	15%	16%	9%	17%
Is generally much more favourable Conservatives and/or the right		34%	31%	49%	48%	48%	28%	40%	28%	26%	32%	38%	36%	40%	37%	32%	30%	25%	35%	45%	34%	28%	25%	25%
Don't know		40%	31%	30%	36%	31%	43%	35%	45%	42%	47%	32%	34%	37%	36%	41%	43%	46%	48%	31%	41%	41%	52%	48%

**BBC**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left		17%	31%	4%	7%	7%	31%	21%	13%	7%	13%	22%	23%	11%	20%	20%	15%	14%	15%	19%	14%	20%	13%	16%
Is generally a little more favourable towards Labour and/or the left		9%	20%	6%	10%	7%	11%	9%	8%	9%	5%	10%	13%	8%	10%	8%	8%	6%	10%	9%	10%	7%	7%	8%
Is generally neutral		27%	24%	41%	41%	37%	19%	28%	26%	33%	26%	26%	27%	33%	28%	26%	24%	25%	29%	33%	30%	24%	23%	18%
Is generally a little more favourable Conservatives and/or the right		11%	5%	18%	8%	18%	6%	12%	11%	13%	14%	11%	7%	15%	8%	10%	12%	19%	11%	10%	12%	12%	10%	12%
Is generally much more favourable Conservatives and/or the right		5%	1%	8%	6%	6%	4%	6%	5%	6%	5%	8%	3%	6%	5%	6%	6%	4%	4%	6%	4%	5%	7%	7%
Don't know		31%	19%	23%	28%	26%	29%	24%	37%	33%	36%	24%	26%	28%	28%	31%	35%	32%	31%	23%	30%	32%	40%	40%

**Channel 4 News**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left		10%	15%	4%	6%	5%	15%	11%	8%	8%	8%	13%	9%	9%	10%	8%	11%	7%	11%	10%	8%	11%	10%	10%
Is generally a little more favourable towards Labour and/or the left		12%	13%	13%	13%	14%	11%	15%	9%	12%	13%	11%	9%	15%	13%	10%	12%	9%	8%	14%	11%	7%	11%	16%
Is generally neutral		27%	24%	38%	37%	37%	21%	29%	25%	26%	21%	33%	33%	32%	27%	25%	26%	29%	26%	31%	29%	27%	23%	17%
Is generally a little more favourable Conservatives and/or the right		2%	1%	4%	1%	2%	1%	3%	2%	3%	3%	2%	1%	3%	2%	4%	1%	4%	-	3%	1%	2%	2%	4%
Is generally much more favourable Conservatives and/or the right		1%	-	1%	0%	0%	1%	1%	0%	1%	1%	1%	-	1%	0%	1%	1%	-	1%	0%	1%	0%	1%	0%
Don't know		49%	46%	40%	43%	41%	51%	42%	55%	50%	54%	40%	48%	41%	48%	52%	50%	51%	54%	41%	50%	52%	54%	53%

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

**Sky News**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left	5%	10%	2%	-	2%	9%	7%	4%	3%	5%	7%	5%	6%	3%	6%	7%	6%	2%	6%	3%	7%	7%	4%	
Is generally a little more favourable towards Labour and/or the left	5%	7%	3%	3%	3%	7%	7%	4%	5%	4%	5%	8%	4%	6%	6%	4%	6%	3%	6%	5%	5%	3%	7%	
Is generally neutral	25%	33%	25%	27%	25%	24%	26%	23%	30%	21%	27%	27%	27%	27%	24%	23%	20%	20%	26%	28%	21%	26%	19%	
Is generally a little more favourable Conservatives and/or the right	10%	2%	19%	16%	17%	4%	12%	7%	11%	11%	12%	5%	15%	10%	6%	10%	7%	8%	13%	8%	8%	7%	10%	
Is generally much more favourable Conservatives and/or the right	5%	2%	10%	4%	8%	3%	7%	4%	5%	6%	6%	3%	7%	4%	5%	5%	6%	7%	6%	6%	4%	4%	6%	
Don't know	50%	46%	42%	49%	45%	52%	41%	59%	47%	53%	44%	52%	41%	49%	52%	50%	56%	59%	43%	50%	55%	54%	55%	

**ITN**

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
Is generally much more favourable towards Labour and/or the left	6%	9%	1%	2%	2%	10%	7%	4%	3%	5%	7%	6%	5%	5%	3%	7%	6%	9%	5%	3%	8%	6%	7%	
Is generally a little more favourable towards Labour and/or the left	6%	11%	3%	2%	4%	10%	9%	3%	3%	4%	8%	9%	2%	7%	10%	5%	6%	2%	9%	5%	5%	5%	4%	
Is generally neutral	26%	36%	34%	30%	32%	27%	28%	24%	16%	18%	32%	40%	26%	29%	27%	23%	21%	25%	28%	27%	26%	21%	23%	
Is generally a little more favourable Conservatives and/or the right	6%	3%	11%	7%	8%	4%	7%	4%	3%	5%	9%	5%	8%	6%	4%	5%	8%	1%	6%	4%	8%	3%	7%	
Is generally much more favourable Conservatives and/or the right	2%	1%	2%	1%	3%	1%	2%	1%	2%	2%	2%	0%	2%	1%	3%	2%	1%	1%	2%	2%	0%	2%	2%	
Don't know	55%	41%	49%	58%	52%	48%	46%	63%	73%	66%	42%	40%	57%	51%	54%	58%	57%	62%	49%	59%	52%	64%	57%	

Fieldwork Dates: 29th - 31st March 2025

Sample Size: 1694 Adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Where do you get most of your news about news and current affairs?

	Unweighted base	1694	250	490	184	697	597	752	942	141	648	420	485	167	599	285	409	143	91	527	490	310	181	186
	Base	1694	305	435	156	628	671	823	871	185	706	408	395	205	581	278	401	147	81	474	491	356	189	184
National TV news		42%	58%	44%	49%	42%	50%	42%	42%	25%	30%	52%	61%	36%	43%	46%	40%	40%	42%	42%	43%	43%	40%	38%
Regional TV news		24%	32%	26%	27%	23%	30%	23%	24%	12%	15%	34%	33%	13%	22%	28%	29%	22%	25%	21%	25%	27%	25%	20%
National newspapers		11%	21%	9%	13%	11%	13%	13%	9%	5%	9%	8%	20%	10%	14%	9%	10%	10%	2%	14%	12%	8%	8%	10%
Regional or local newspapers		5%	8%	4%	5%	4%	5%	4%	5%	4%	5%	3%	6%	4%	5%	5%	4%	8%	1%	5%	5%	5%	2%	7%
News websites (e.g. BBC, Guardian, Daily Mail)		43%	48%	50%	52%	53%	35%	46%	40%	41%	47%	45%	34%	55%	44%	42%	38%	39%	44%	48%	48%	35%	31%	43%
Social media (e.g. Facebook or Twitter)		27%	15%	27%	25%	26%	18%	26%	27%	48%	34%	20%	10%	28%	24%	26%	29%	26%	30%	28%	26%	21%	30%	30%
National radio		21%	21%	26%	28%	25%	21%	23%	18%	10%	18%	29%	21%	18%	24%	21%	18%	14%	26%	26%	19%	21%	14%	16%
Local radio		11%	10%	13%	11%	10%	13%	10%	11%	6%	10%	16%	8%	3%	10%	14%	13%	11%	7%	10%	11%	12%	14%	5%
Word of mouth		11%	7%	10%	11%	11%	8%	11%	10%	16%	14%	7%	4%	9%	10%	11%	10%	10%	23%	12%	11%	8%	11%	9%
Friends/relatives		15%	11%	14%	11%	14%	13%	14%	16%	27%	19%	8%	9%	12%	16%	15%	17%	12%	17%	17%	16%	13%	12%	15%
Other		5%	5%	3%	3%	4%	5%	6%	4%	1%	6%	5%	4%	9%	5%	4%	3%	6%	2%	5%	3%	7%	6%	5%
None of these - I don't really follow news and current affairs		8%	4%	6%	3%	7%	8%	8%	9%	9%	11%	4%	8%	9%	5%	14%	10%	7%	5%	8%	8%	6%	11%	10%
Don't know		3%	1%	0%	1%	0%	2%	4%	2%	13%	3%	0%	0%	3%	3%	2%	3%	5%	-	1%	3%	3%	7%	2%

Cell Contents (Column Percentages)