

YouGov / Meliore Survey Results

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the following scale from 0 to 10, where 0 is "not at all willing" and 10 is "extremely willing", how willing, if at all, are you to vote for each of the following parties at the next general election?

Conservative

[N=4282]

0 - Not at all willing	47	2	67	46	36	59	34	45	49	49	54	48	36	47	47	46	52	62	54	53	42	45	42
1	5	1	5	8	6	6	4	6	4	7	6	4	4	5	5	5	4	3	5	5	5	7	5
2	6	0	6	9	8	6	5	7	4	9	6	5	5	6	6	6	5	4	8	6	6	7	5
3	4	1	5	5	7	3	5	5	4	9	5	5	2	5	4	5	5	3	1	4	5	6	5
4	4	3	4	5	8	3	5	4	4	7	4	4	3	3	5	4	4	3	1	3	4	4	5
5	6	6	5	7	10	5	8	7	6	6	5	7	7	6	7	6	9	8	6	6	7	5	6
6	5	8	3	5	9	3	7	4	5	2	4	5	6	5	4	5	3	2	1	3	5	6	6
7	5	12	2	7	8	4	7	6	5	3	4	5	8	5	5	5	8	5	4	5	6	4	5
8	4	15	1	4	4	3	7	4	4	1	4	4	6	5	4	5	1	2	6	4	5	4	5
9	3	11	1	2	1	2	4	3	2	2	1	3	5	3	2	3	2	2	3	2	4	1	3
10 - Extremely willing	8	41	1	2	3	6	13	8	8	2	4	7	15	7	9	8	5	3	4	6	8	7	11
TOTAL 5+	31	93	13	27	35	23	46	32	30	16	22	31	47	31	31	32	28	22	24	26	35	27	36
Don't know	3	1	1	1	0	1	3	1	4	4	4	3	2	2	4	3	2	2	7	2	4	3	3

Labour

[N=4278]

0 - Not at all willing	40	71	7	28	85	20	63	41	38	17	27	43	61	33	50	40	40	36	40	39	44	24	44
1	4	6	2	4	4	3	5	5	4	6	4	6	3	4	4	4	3	7	5	4	5	6	3
2	4	5	3	6	3	4	5	5	4	2	5	5	5	4	5	4	4	5	5	5	4	4	5
3	5	5	4	8	2	5	5	5	4	5	5	4	4	5	4	4	6	8	7	4	3	5	4
4	4	3	3	7	2	5	3	3	4	6	4	3	3	4	3	4	3	5	4	3	4	6	3
5	8	6	9	14	1	10	5	8	8	15	10	7	5	9	7	8	7	10	11	8	6	8	9
6	5	2	8	9	1	8	2	6	5	14	8	3	2	6	5	5	8	7	3	6	4	7	5
7	7	2	12	7	1	11	3	7	7	9	10	6	3	8	5	7	9	6	5	7	6	11	6
8	7	1	16	8	0	11	2	6	8	11	10	5	3	8	5	7	6	6	8	7	7	10	6
9	3	0	8	2	0	5	1	2	4	2	4	3	2	4	2	3	3	2	1	3	4	4	3
10 - Extremely willing	10	1	26	6	0	17	4	10	9	7	11	10	7	12	6	10	8	5	6	11	10	12	9
TOTAL 5+	40	12	79	46	3	62	17	39	41	58	53	34	22	47	30	40	41	36	34	42	37	52	38
Don't know	3	1	2	1	1	2	3	2	4	5	4	4	2	3	4	3	3	3	7	3	4	3	3

YouGov / Meliore Survey Results

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the following scale from 0 to 10, where 0 is "not at all willing" and 10 is "extremely willing", how willing, if at all, are you to vote for each of the following parties at the next general election?

Conservative

[N=4282]

0 - Not at all willing	47	47	50	51	57	37	51	48	48	42	48	46	47	48
1	5	4	9	8	4	4	6	4	5	4	4	5	5	6
2	6	6	7	9	5	5	6	6	6	6	5	6	6	6
3	4	3	4	8	4	3	5	4	4	4	5	4	4	4
4	4	4	4	5	2	3	5	5	4	2	4	4	4	4
5	6	6	9	5	6	7	6	7	6	6	6	6	7	6
6	5	5	4	2	3	5	5	5	4	6	5	5	4	5
7	5	6	5	3	4	8	5	3	5	8	5	5	6	5
8	4	5	1	2	3	6	3	4	4	5	4	5	4	4
9	3	3	0	2	1	5	2	2	3	3	2	4	2	3
10 - Extremely willing	8	9	6	2	5	14	5	7	7	13	8	7	8	8
TOTAL 5+	31	34	25	16	22	45	26	28	29	41	30	32	31	31
Don't know	3	3	2	3	5	2	2	5	3	3	4	3	2	3

Labour

[N=4278]

0 - Not at all willing	40	45	27	14	44	58	29	38	38	50	39	40	39	41
1	4	5	3	6	4	3	5	6	4	3	4	5	4	4
2	4	5	4	2	1	4	5	5	5	4	5	4	5	4
3	5	5	4	10	2	4	5	4	5	3	4	6	4	4
4	4	3	6	6	4	3	4	2	4	3	3	4	3	5
5	8	7	10	14	8	5	9	10	8	7	7	7	9	9
6	5	4	12	14	7	2	6	5	6	4	5	6	6	5
7	7	6	8	13	7	3	9	6	7	5	7	7	7	6
8	7	6	7	8	5	4	9	8	7	5	8	5	7	7
9	3	3	5	5	3	2	4	2	3	3	2	3	3	3
10 - Extremely willing	10	9	12	5	10	7	11	8	10	9	12	9	10	8
TOTAL 5+	40	35	54	59	40	23	48	39	41	33	41	37	42	38
Don't know	3	3	2	3	6	3	3	5	3	3	4	3	3	3

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	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
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Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Liberal Democrats
[N=4269]

0 - Not at all willing	32	44	16	4	63	18	47	35	29	17	26	36	42	27	41	32	35	30	36	35	35	25	31
1	4	5	3	1	9	3	5	6	3	2	4	4	5	4	5	4	3	4	4	5	5	4	4
2	5	8	4	1	6	5	6	6	5	6	5	5	5	5	6	5	7	6	6	6	6	7	4
3	7	10	7	2	7	6	7	6	7	7	7	7	6	7	6	6	7	11	5	7	6	4	7
4	7	8	8	3	5	7	6	7	6	8	7	7	6	7	6	7	8	6	8	7	7	8	6
5	13	13	19	8	4	15	11	11	14	12	13	14	11	13	12	13	12	13	10	13	12	15	12
6	8	6	12	9	3	12	4	7	8	12	9	6	6	9	6	8	9	10	4	6	8	9	8
7	8	3	13	21	1	11	4	8	8	13	9	7	5	9	5	8	7	8	6	7	6	9	9
8	6	1	8	18	1	9	3	5	6	9	7	4	4	7	3	6	5	3	9	5	5	6	7
9	2	0	3	9	0	4	1	3	2	4	2	2	2	3	2	2	2	1	1	1	2	3	3
10 - Extremely willing	4	1	3	23	0	7	2	4	4	3	4	3	4	5	2	4	2	3	3	2	3	5	6
TOTAL 5+	41	24	58	88	9	58	25	38	42	53	44	36	32	46	30	41	37	38	33	34	36	47	45
Don't know	5	2	4	2	1	3	4	3	7	7	7	4	3	5	6	5	4	6	8	5	6	5	5

Reform UK
[N=4270]

0 - Not at all willing	52	30	75	68	1	76	26	49	55	68	60	48	42	58	44	51	56	60	54	51	49	60	50
1	3	3	3	4	0	3	2	3	3	3	3	3	2	3	3	3	2	5	2	2	2	5	3
2	3	5	3	7	0	3	4	3	4	4	3	3	4	4	3	3	1	5	3	3	4	4	4
3	3	4	3	2	1	2	3	3	3	2	3	3	3	3	3	3	4	2	2	3	3	2	3
4	3	5	3	2	1	2	4	2	3	3	3	3	3	3	3	3	2	3	3	3	3	2	3
5	5	11	4	3	3	3	7	5	5	4	4	4	8	4	7	6	4	3	4	5	7	6	6
6	3	9	2	2	4	2	6	4	3	3	3	4	3	4	3	4	2	2	2	3	2	4	4
7	3	9	2	2	4	1	6	4	3	0	3	3	5	3	4	3	7	2	4	4	4	2	3
8	3	5	1	2	7	1	5	4	2	1	2	4	4	3	4	3	3	2	4	4	4	2	3
9	3	7	1	2	11	1	6	4	3	2	2	5	4	3	3	3	3	1	2	3	5	3	4
10 - Extremely willing	13	9	2	4	66	2	27	16	11	4	8	15	20	10	18	13	14	12	12	15	14	6	14
TOTAL 5+	30	50	12	15	95	10	57	37	27	14	22	35	44	27	39	32	33	22	28	34	36	23	34
Don't know	5	2	3	2	1	3	4	2	6	6	6	5	2	4	6	4	4	4	9	5	5	5	4

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	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Liberal Democrats
[N=4269]

0 - Not at all willing	32	34	29	14	37	41	27	27	31	38	32	34	31	31
1	4	4	4	2	3	5	4	4	4	6	4	4	4	5
2	5	6	6	9	4	5	5	5	5	6	6	5	5	5
3	7	7	3	6	5	7	7	6	7	5	6	6	7	7
4	7	7	6	9	5	6	7	9	7	8	8	7	6	7
5	13	12	15	10	13	10	13	14	12	15	10	12	14	13
6	8	7	9	9	8	5	9	8	8	6	8	7	9	8
7	8	8	6	14	6	5	9	8	8	6	7	7	8	8
8	6	5	8	9	5	5	6	5	6	2	7	6	4	6
9	2	2	3	4	2	2	3	2	2	3	3	2	2	2
10 - Extremely willing	4	4	4	4	3	4	4	4	4	2	4	3	4	4
TOTAL 5+	41	38	45	50	37	31	44	41	40	34	39	37	41	41
Don't know	5	4	7	9	7	3	5	8	5	3	6	6	5	5

Reform UK
[N=4270]

0 - Not at all willing	52	48	63	73	53	43	56	56	53	46	54	52	53	51
1	3	3	4	3	2	2	4	3	3	3	3	2	2	4
2	3	4	4	4	2	4	4	3	3	3	3	3	4	3
3	3	3	3	1	2	3	3	2	3	3	4	2	3	2
4	3	3	4	3	3	3	3	3	3	3	3	3	2	3
5	5	5	4	4	5	7	4	6	5	6	4	6	6	5
6	3	4	3	2	4	3	4	3	3	5	3	4	3	3
7	3	4	2	0	4	4	3	3	3	3	3	4	3	4
8	3	4	3	1	3	4	3	3	3	3	3	3	3	3
9	3	4	0	1	3	5	3	3	3	6	3	3	3	4
10 - Extremely willing	13	16	6	1	11	20	11	10	13	16	12	13	13	13
TOTAL 5+	30	37	18	9	30	43	28	28	30	39	28	33	31	32
Don't know	5	4	5	8	8	3	4	5	5	3	5	5	5	4

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Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green
[N=4270]

0 - Not at all willing	34	52	18	18	61	19	50	40	28	16	25	37	47	29	41	33	34	37	34	33	35	24	35
1	5	7	3	4	7	3	6	6	3	3	4	5	6	4	5	5	3	6	4	6	5	4	4
2	6	10	6	8	6	6	7	6	6	7	7	6	6	7	6	6	9	8	4	7	6	7	6
3	7	8	7	9	6	7	8	7	7	6	6	8	7	7	7	7	10	7	5	6	6	5	8
4	6	6	8	8	4	7	5	5	7	9	5	6	6	7	5	6	5	4	4	7	6	7	6
5	10	7	15	13	6	14	8	10	11	13	10	11	10	11	9	11	11	9	7	11	11	12	10
6	7	4	11	11	2	10	5	6	8	11	9	6	5	8	6	7	6	6	10	7	7	10	7
7	6	1	11	10	2	10	3	6	7	8	9	5	3	7	5	6	5	7	3	6	7	8	6
8	5	1	9	8	1	8	2	4	6	8	7	5	2	6	3	5	5	4	7	5	4	6	6
9	3	1	4	2	0	4	1	2	3	6	3	2	1	3	2	3	2	2	5	3	3	4	2
10 - Extremely willing	6	0	4	6	1	8	2	4	6	9	8	5	3	6	4	5	4	6	8	4	5	7	6
TOTAL 5+	37	14	54	50	12	54	21	32	41	55	46	34	24	41	29	37	33	34	40	36	37	47	37
Don't know	6	2	4	3	2	4	4	3	8	7	8	5	3	5	7	6	5	4	10	6	6	6	5

Scottish National Party (SNP)
[N=334]

0 - Not at all willing	36	80	51	51	71	32	62	42	30	2	23	45	60	34	39	0	0	36	0	0	0	0	0
1	5	12	6	6	19	4	6	5	4	8	3	3	9	5	4	0	0	5	0	0	0	0	0
2	4	0	2	15	10	4	2	3	5	6	5	3	2	4	2	0	0	4	0	0	0	0	0
3	6	8	9	13	0	7	4	5	8	10	9	6	2	7	6	0	0	6	0	0	0	0	0
4	3	0	6	7	0	2	2	2	3	13	2	1	2	3	2	0	0	3	0	0	0	0	0
5	7	0	7	2	0	8	2	8	5	16	7	6	4	7	6	0	0	7	0	0	0	0	0
6	7	0	9	3	0	7	2	5	9	7	11	5	1	8	5	0	0	7	0	0	0	0	0
7	4	0	2	3	0	4	3	1	7	5	6	2	3	4	5	0	0	4	0	0	0	0	0
8	5	0	5	0	0	7	1	3	8	5	7	9	0	7	3	0	0	5	0	0	0	0	0
9	7	0	1	0	0	8	3	7	6	17	7	4	7	8	5	0	0	7	0	0	0	0	0
10 - Extremely willing	14	0	0	0	0	16	10	15	12	4	15	18	11	10	20	0	0	14	0	0	0	0	0
TOTAL 5+	44	0	24	8	0	50	21	39	47	54	53	44	26	44	44	0	0	44	0	0	0	0	0
Don't know	3	0	1	0	0	1	2	2	3	6	5	0	0	3	3	0	0	3	0	0	0	0	0

Which of the following statements, if any, comes closest to your view? So far, this Labour government has been...

Better than the last Conservative government	26	1	51	35	2	43	8	28	23	38	32	24	14	31	17	26	21	30	26	25	25	33	24
No better or worse than the last Conservative government	30	17	35	37	14	33	23	26	33	39	34	29	22	30	30	29	37	33	35	32	26	31	27
Worse than the last Conservative government	37	80	9	25	83	19	64	40	34	9	22	42	61	32	44	38	35	28	35	36	42	26	42
Don't know	8	2	6	3	2	5	4	5	10	14	12	4	3	7	9	8	7	9	5	7	8	10	7

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Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green
[N=4270]

0 - Not at all willing	34	37	28	15	33	45	29	26	33	39	35	35	32	33
1	5	5	3	2	4	6	5	3	4	6	5	4	5	5
2	6	6	5	4	6	6	7	9	6	6	6	6	6	7
3	7	6	4	6	6	8	7	7	7	5	6	6	8	7
4	6	6	6	11	6	6	6	4	6	8	5	7	6	6
5	10	11	15	12	9	10	10	13	10	11	10	9	11	12
6	7	6	10	10	5	6	8	8	7	6	8	7	7	7
7	6	6	8	10	7	3	8	5	7	4	8	7	7	4
8	5	4	5	7	6	3	6	7	5	5	4	5	6	5
9	3	2	4	7	4	1	3	2	3	2	3	3	3	3
10 - Extremely willing	6	5	7	7	4	3	7	8	6	3	5	6	5	6
TOTAL 5+	37	34	49	53	35	26	42	43	38	31	38	37	39	37
Don't know	6	5	6	8	10	3	5	7	6	4	6	6	5	5

Scottish National Party (SNP)
[N=334]

0 - Not at all willing	36	41	19	0	33	60	25	35	36	0	33	39	40	31
1	5	5	0	16	8	9	3	0	5	0	4	4	5	6
2	4	2	0	0	8	1	6	0	4	0	3	2	2	7
3	6	6	0	12	3	3	10	4	6	0	7	9	5	5
4	3	3	0	18	1	2	2	2	3	0	4	2	0	6
5	7	6	14	11	2	2	10	9	7	0	8	10	5	4
6	7	4	17	8	6	0	11	8	7	0	9	6	1	12
7	4	4	0	0	8	3	4	5	4	0	4	6	4	3
8	5	4	9	10	5	1	7	9	5	0	10	1	7	4
9	7	9	0	26	4	8	5	6	7	0	5	5	12	6
10 - Extremely willing	14	14	29	0	17	12	15	17	14	0	9	14	17	15
TOTAL 5+	44	41	69	55	42	26	52	54	44	0	45	42	46	44
Don't know	3	2	11	0	3	0	3	5	3	0	5	3	2	1

Which of the following statements, if any, comes closest to your view? So far, this Labour government has been...

Better than the last Conservative government	26	23	31	35	24	15	32	26	27	19	27	26	24	25
No better or worse than the last Conservative government	30	27	36	44	31	23	32	31	30	27	30	30	30	29
Worse than the last Conservative government	37	43	24	9	33	59	28	33	35	50	34	36	38	38
Don't know	8	7	10	12	13	2	8	11	8	5	9	7	8	7

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You have indicated that you do not currently plan to vote Labour at the next election. What are the top reasons for you not voting Labour? Please choose up to 3.

[Asked to all excluding those who said they would vote for Labour if a general election were held tomorrow, n=3486]

They removed the winter fuel allowance from most pensioners

Picked	33	48	35	28	44	30	45	30	36	11	18	33	58	29	39	34	41	30	30	37	36	25	33
Not picked	67	52	65	72	56	70	55	70	64	89	82	67	42	71	61	66	59	70	70	63	64	75	67

They raised taxes too much at the Budget

Picked	17	28	18	22	16	17	19	23	13	9	18	18	18	20	15	18	17	13	13	17	14	22	19
Not picked	83	72	82	78	84	83	81	77	87	91	82	82	82	80	85	82	83	87	87	83	86	78	81

They have spent too much money on public sector/Trade Union pay deals

Picked	12	26	5	13	12	10	17	14	10	4	6	13	20	13	10	12	17	7	7	10	15	9	13
Not picked	88	74	95	87	88	90	83	86	90	96	94	87	80	87	90	88	83	93	93	90	85	91	87

They have mishandled the economy generally

Picked	22	37	17	21	26	20	26	24	20	18	18	24	26	23	20	23	19	20	12	21	23	24	24
Not picked	78	63	83	79	74	80	74	76	80	82	82	76	74	77	80	77	81	80	88	79	77	76	76

Their policies on the environment (e.g. climate change/Net Zero) go too far

Picked	6	6	2	1	19	3	10	9	4	3	3	8	9	6	6	6	8	8	6	6	7	4	6
Not picked	94	94	98	99	81	97	90	91	96	97	97	92	91	94	94	94	92	92	94	94	93	96	94

Their policies on the environment (e.g. climate change/Net Zero) do not go far enough

Picked	4	2	6	4	0	9	2	4	5	7	6	3	3	6	3	4	7	7	1	3	3	7	4
Not picked	96	98	94	96	100	91	98	96	95	93	94	97	97	94	97	96	93	93	99	97	97	93	96

They have failed to control immigration

Picked	27	34	17	13	61	11	42	29	24	9	17	34	35	22	32	28	26	16	15	31	30	17	29
Not picked	73	66	83	87	39	89	58	71	76	91	83	66	65	78	68	72	74	84	85	69	70	83	71

They have not reduced the cost of living

Picked	21	16	32	19	15	22	18	18	23	22	30	19	12	20	22	22	16	21	15	22	20	25	21
Not picked	79	84	68	81	85	78	82	82	77	78	70	81	88	80	78	78	84	79	85	78	80	75	79

They have not improved public services (eg the NHS)

Picked	18	12	26	23	10	21	15	13	22	19	22	15	14	19	17	18	17	17	17	19	18	17	17
Not picked	82	88	74	77	90	79	85	87	78	81	78	85	86	81	83	82	83	83	83	81	82	83	83

They have broken too many promises

Picked	26	35	25	20	32	22	33	27	26	18	21	28	34	23	31	27	20	25	22	30	30	21	26
Not picked	74	65	75	80	68	78	67	73	74	82	79	72	66	77	69	73	80	75	78	70	70	79	74

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status				Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You have indicated that you do not currently plan to vote Labour at the next election. What are the top reasons for you not voting Labour? Please choose up to 3.

[Asked to all excluding those who said they would vote for Labour if a general election were held tomorrow, n=3486]

They removed the winter fuel allowance from most pensioners

Picked	33	39	27	18	26	54	21	32	32	43	34	34	32	34
Not picked	67	61	73	82	74	46	79	68	68	57	66	66	68	66

They raised taxes too much at the Budget

Picked	17	17	22	6	15	17	20	16	18	15	17	19	17	17
Not picked	83	83	78	94	85	83	80	84	82	85	83	81	83	83

They have spent too much money on public sector/Trade Union pay deals

Picked	12	14	8	4	7	19	9	10	11	20	12	11	12	12
Not picked	88	86	92	96	93	81	91	90	89	80	88	89	88	88

They have mishandled the economy generally

Picked	22	22	17	16	16	26	22	19	21	30	23	23	23	19
Not picked	78	78	83	84	84	74	78	81	79	70	77	77	77	81

Their policies on the environment (e.g. climate change/Net Zero) go too far

Picked	6	7	6	4	2	10	6	4	6	8	5	7	6	7
Not picked	94	93	94	96	98	90	94	96	94	92	95	93	94	93

Their policies on the environment (e.g. climate change/Net Zero) do not go far enough

Picked	4	4	4	6	4	3	5	4	4	4	5	4	5	5
Not picked	96	96	96	94	96	97	95	96	96	96	95	96	95	95

They have failed to control immigration

Picked	27	31	16	8	24	35	23	24	25	38	23	30	27	26
Not picked	73	69	84	92	76	65	77	76	75	62	77	70	73	74

They have not reduced the cost of living

Picked	21	17	27	23	25	13	25	24	22	17	22	21	21	21
Not picked	79	83	73	77	75	87	75	76	78	83	78	79	79	79

They have not improved public services (eg the NHS)

Picked	18	16	18	25	17	15	20	17	18	16	17	17	19	18
Not picked	82	84	82	75	83	85	80	83	82	84	83	83	81	82

They have broken too many promises

Picked	26	28	24	18	30	32	23	23	26	29	24	26	29	25
Not picked	74	72	76	82	70	68	77	77	74	71	76	74	71	75

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Too many government ministers/MPs have been involved in corruption scandals

Picked	8	9	6	8	10	7	8	8	7	8	6	8	9	8	8	8	9	9	6	8	7	7	7
Not picked	92	91	94	92	90	93	92	92	93	92	94	92	91	92	92	92	91	91	94	92	93	93	93

I just do not like Keir Starmer as a person

Picked	11	15	5	8	12	10	12	12	10	8	9	11	13	10	12	11	10	8	7	10	12	8	12
Not picked	89	85	95	92	88	90	88	88	90	92	91	89	87	90	88	89	90	92	93	90	88	92	88

They did not do enough to stop the war in Gaza

Picked	8	2	7	8	0	14	2	7	9	20	11	6	3	10	5	7	10	16	7	6	7	18	4
Not picked	92	98	93	92	100	86	98	93	91	80	89	94	97	90	95	93	90	84	93	94	93	82	96

They have not stood up to the rich and powerful

Picked	12	3	22	18	2	21	6	12	13	15	17	11	8	13	11	11	15	21	10	11	12	15	11
Not picked	88	97	78	82	98	79	94	88	87	85	83	89	92	87	89	89	85	79	90	89	88	85	89

Their treatment of those involved in the summer protests/riots was unjust

Picked	6	5	2	2	18	3	9	8	5	4	5	8	6	6	7	7	5	3	6	7	6	5	7
Not picked	94	95	98	98	82	97	91	92	95	96	95	92	94	94	93	93	95	97	94	93	94	95	93

They have refused to approve new oil drilling projects in the North Sea

Picked	3	5	1	2	5	2	4	4	2	1	1	2	6	3	3	2	1	6	2	2	4	2	2
Not picked	97	95	99	98	95	98	96	96	98	99	99	98	94	97	97	98	99	94	98	98	96	98	98

I have a very positive view of a different party

Picked	6	2	8	15	5	10	3	7	5	9	7	5	6	8	4	6	6	9	3	4	6	8	6
Not picked	94	98	92	85	95	90	97	93	95	91	93	95	94	92	96	94	94	91	97	96	94	92	94

Other

Picked	8	3	5	17	2	12	4	9	7	12	11	9	3	9	7	7	5	9	25	7	5	10	7
Not picked	92	97	95	83	98	88	96	91	93	88	89	91	97	91	93	93	95	91	75	93	95	90	93

Not applicable - there is no specific reason

Yes	10	2	12	6	2	8	5	7	12	21	14	8	3	9	10	9	13	12	14	10	9	10	8
Not picked	90	98	88	94	98	92	95	93	88	79	86	92	97	91	90	91	87	88	86	90	91	90	92

Which of the following statements, if any, comes closest to your view? So far, the Labour government have...

Spent too much money	31	60	11	28	65	17	50	35	27	14	21	32	49	30	33	32	32	24	27	27	33	23	37
Neither spent too much nor too little money	27	15	44	34	11	37	17	28	26	28	31	28	20	31	21	27	25	24	28	27	26	32	26
Spent too little money	13	8	15	12	8	17	10	15	11	11	12	15	12	12	13	12	12	20	20	12	12	14	11
Don't know	30	17	30	26	17	29	22	22	36	47	36	25	19	27	33	29	32	32	25	34	29	31	26

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Too many government ministers/MPs have been involved in corruption scandals

Picked	8	7	8	8	7	9	7	7	8	8	8	6	10	7
Not picked	92	93	92	92	93	91	93	93	92	92	92	94	90	93

I just do not like Keir Starmer as a person

Picked	11	12	8	7	9	13	10	11	11	11	10	11	10	11
Not picked	89	88	92	93	91	87	90	89	89	89	90	89	90	89

They did not do enough to stop the war in Gaza

Picked	8	5	25	21	8	3	10	7	9	4	7	8	9	7
Not picked	92	95	75	79	92	97	90	93	91	96	93	92	91	93

They have not stood up to the rich and powerful

Picked	12	11	10	17	17	8	14	11	13	8	14	9	12	14
Not picked	88	89	90	83	83	92	86	89	87	92	86	91	88	86

Their treatment of those involved in the summer protests/riots was unjust

Picked	6	7	5	1	5	6	7	6	6	9	6	5	7	7
Not picked	94	93	95	99	95	94	93	94	94	91	94	95	93	93

They have refused to approve new oil drilling projects in the North Sea

Picked	3	3	3	1	1	5	2	3	3	3	4	2	3	2
Not picked	97	97	97	99	99	95	98	97	97	97	96	98	97	98

I have a very positive view of a different party

Picked	6	6	6	11	4	6	7	5	6	4	7	6	4	7
Not picked	94	94	94	89	96	94	93	95	94	96	93	94	96	93

Other

Picked	8	8	7	12	11	3	9	10	8	4	6	9	7	10
Not picked	92	92	93	88	89	97	91	90	92	96	94	91	93	90

Not applicable - there is no specific reason

Yes	10	8	11	18	16	4	11	12	10	6	10	9	9	10
Not picked	90	92	89	82	84	96	89	88	90	94	90	91	91	90

Which of the following statements, if any, comes closest to your view? So far, the Labour government have...

Spent too much money	31	34	23	13	22	48	26	25	30	40	30	31	32	31
Neither spent too much nor too little money	27	25	32	27	25	21	31	28	27	22	26	29	26	27
Spent too little money	13	13	12	9	13	13	13	12	13	12	12	14	13	11
Don't know	30	27	33	51	39	19	30	35	30	25	32	26	29	31

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of policies either implemented or announced by the Labour government since the general election. Which, if any, do you think are the best? Please choose up to three.

Increasing spending on the NHS	53	47	68	58	37	65	45	49	57	49	53	54	54	55	50	53	53	56	62	53	52	53	53
Increasing investment in renewable energy	16	13	20	26	6	24	8	17	15	19	18	14	14	19	11	16	15	16	15	14	16	21	16
Increasing the pay of public sector workers	16	9	21	19	9	20	11	14	17	20	21	15	8	18	12	16	15	15	23	14	13	21	16
Increasing the minimum wage	32	27	34	34	26	31	29	25	37	45	33	31	26	31	33	31	29	33	41	31	32	35	29
Legislating to strengthen workers rights	12	7	16	10	5	14	7	11	12	13	16	11	7	12	11	11	10	15	16	12	11	16	9
Legislating to improve the rights of private renters	16	16	17	17	14	17	16	15	17	15	14	17	19	15	18	17	17	12	15	14	18	20	17
Closing inheritance tax loopholes	10	5	17	11	4	15	7	12	9	8	11	10	10	11	9	10	8	13	6	10	11	13	9
Tough action on those involved in the summer riots	12	18	12	16	5	13	11	13	11	13	9	12	14	13	10	12	13	11	13	12	12	15	10
Setting up 'GB Energy' (publicly owned renewable energy company)	16	10	23	19	10	22	12	19	14	19	17	17	13	19	12	16	18	17	12	16	16	16	16
Taking the railways back into public ownership	25	19	32	30	21	29	24	28	24	25	25	27	25	27	23	26	21	22	17	29	20	26	27
None	12	22	2	5	33	5	21	15	10	6	7	13	19	11	14	12	13	12	11	12	13	7	14
Don't know	7	4	4	3	4	4	7	6	9	12	9	5	5	5	11	7	8	6	6	9	8	6	6

Which of the following, if any, are the main ways you typically find out about current affairs and news events? Please choose up to two. I typically...

Watch television news	46	64	42	46	57	44	60	46	45	20	28	52	72	43	49	45	52	40	55	47	44	40	47
Read about it in private newspapers	6	14	6	7	7	6	9	8	5	3	3	6	12	7	5	6	5	8	5	6	5	6	7
Read about it on online news websites/apps	44	42	52	51	36	53	35	46	42	47	47	46	36	49	35	43	43	49	41	40	40	53	43
Read about it in newsletters	2	2	3	2	1	3	2	2	2	2	2	1	3	2	2	2	2	3	2	1	1	4	3
Listen via podcasts	4	1	5	3	2	5	2	5	3	7	6	3	1	5	2	4	4	5	3	2	2	9	4
Learn about it via YouTube	6	3	6	6	9	5	5	9	4	10	9	5	3	6	7	6	6	5	7	7	7	9	6
Learn about it via Facebook	5	3	5	6	6	5	5	3	7	3	8	4	3	5	6	5	6	5	1	7	6	3	5
Learn about it via X/Twitter	7	3	7	5	12	6	5	9	6	17	10	5	2	7	6	7	6	9	6	6	8	8	6
Learn about it via Instagram	5	3	5	4	1	5	2	3	7	19	7	1	0	6	3	5	5	4	5	5	4	6	5
Hear about it on the radio	22	24	23	26	24	26	23	24	21	9	18	30	25	24	20	22	24	23	27	22	23	16	24
Learn about it from friends on WhatsApp/other private messaging services	2	1	3	2	2	2	1	2	3	6	4	1	0	3	2	2	2	4	0	3	2	4	2
Learn about it from friends in person	9	3	9	8	6	9	6	6	11	21	11	5	5	9	8	9	8	10	11	9	8	10	8
Other	3	1	3	3	2	3	3	3	3	4	3	3	2	3	3	3	2	2	4	2	3	3	3
N/A - I don't follow current affairs or news at all	6	3	3	3	4	3	6	5	6	5	9	3	5	4	9	6	6	5	2	7	9	4	5

Sample Size: 4396 adults in UK (18+)
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	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below is a list of policies either implemented or announced by the Labour government since the general election. Which, if any, do you think are the best? Please choose up to three.

Increasing spending on the NHS	53	55	48	52	50	55	54	53	53	55	53	52	55	52
Increasing investment in renewable energy	16	15	18	18	12	14	18	16	16	14	16	17	15	15
Increasing the pay of public sector workers	16	13	19	20	10	8	22	16	16	10	15	16	16	16
Increasing the minimum wage	32	29	33	43	34	27	32	36	32	28	32	30	33	32
Legislating to strengthen workers rights	12	9	13	15	12	7	14	13	12	7	12	13	11	11
Legislating to improve the rights of private renters	16	16	17	17	20	17	15	14	16	17	18	16	16	16
Closing inheritance tax loopholes	10	10	11	7	11	9	12	8	10	9	10	10	11	10
Tough action on those involved in the summer riots	12	12	17	14	10	14	11	12	12	13	12	11	13	11
Setting up 'GB Energy' (publicly owned renewable energy company)	16	16	17	23	12	14	17	17	16	16	16	14	17	17
Taking the railways back into public ownership	25	26	26	27	22	25	26	24	25	27	26	23	24	28
None	12	14	8	4	11	19	9	9	12	15	12	13	12	12
Don't know	7	7	8	11	16	5	6	9	7	7	8	8	7	7

Which of the following, if any, are the main ways you typically find out about current affairs and news events? Please choose up to two. I typically...

Watch television news	46	51	34	20	38	70	36	41	44	56	45	45	45	47
Read about it in private newspapers	6	7	5	5	3	11	4	6	6	9	6	7	7	6
Read about it on online news websites/apps	44	41	44	49	39	37	49	41	44	38	44	45	44	41
Read about it in newsletters	2	2	5	3	2	3	2	1	2	2	2	3	2	1
Listen via podcasts	4	3	6	5	3	1	6	5	4	2	3	3	5	4
Learn about it via YouTube	6	4	12	8	11	3	7	7	7	3	6	6	6	6
Learn about it via Facebook	5	5	6	1	7	3	6	7	5	6	6	5	5	5
Learn about it via X/Twitter	7	6	9	12	8	3	9	7	7	5	6	8	7	6
Learn about it via Instagram	5	3	9	20	6	0	6	5	5	1	4	5	6	5
Hear about it on the radio	22	24	19	10	13	25	24	24	22	27	23	22	21	24
Learn about it from friends on WhatsApp/other private messaging services	2	2	4	7	3	0	3	2	3	1	3	2	2	3
Learn about it from friends in person	9	7	6	20	8	5	9	12	9	7	8	11	8	7
Other	3	3	2	3	5	2	3	4	3	2	2	2	3	4
N/A - I don't follow current affairs or news at all	6	6	9	6	13	5	5	6	6	6	7	5	5	6

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you have a positive or negative view of the following organisations?
[Respondents saw a eight of the following organisations at random]

Campaign to Protect Rural England (CPRE)

[N=2178]

Very negative	1	3	1	0	1	2	2	1	0	1	1	2	1	2	1	2	3	1	1	1	2	1	
Fairly negative	4	3	5	1	3	4	4	3	4	4	3	4	4	3	4	6	4	0	3	4	6	3	
TOTAL NEGATIVE	5	6	6	1	4	5	6	4	4	5	4	6	5	5	5	8	7	1	4	5	8	4	
Neither positive nor negative	29	33	28	29	31	27	31	30	28	23	25	31	33	27	31	29	23	26	41	30	30	28	28
Fairly positive	22	28	22	26	29	24	25	25	19	15	14	27	30	22	21	23	13	16	22	23	22	18	25
Very positive	7	11	5	8	9	6	9	8	6	5	4	7	12	7	7	8	6	2	1	7	9	4	9
TOTAL POSITIVE	29	39	27	34	38	30	34	33	25	20	18	34	42	29	28	31	19	18	23	30	31	22	34
Don't know	37	23	39	36	26	38	29	30	43	53	52	30	19	37	36	35	49	50	35	35	34	42	34

Greenpeace

[N=2204]

Very negative	8	13	4	3	24	4	15	13	4	2	5	10	13	7	10	8	4	12	6	9	7	5	9
Fairly negative	12	18	7	11	22	8	19	17	8	10	9	14	15	12	12	12	11	12	15	10	13	10	13
TOTAL NEGATIVE	20	31	11	14	46	12	34	30	12	12	14	24	28	19	22	20	15	24	21	19	20	15	22
Neither positive nor negative	30	39	27	42	29	27	32	29	32	20	29	31	34	29	32	30	35	30	33	31	29	28	31
Fairly positive	28	19	37	27	12	38	19	25	30	27	32	26	24	30	24	28	26	25	28	26	28	34	28
Very positive	11	4	15	12	4	17	6	10	12	11	12	12	10	14	7	11	11	13	10	13	9	13	11
TOTAL POSITIVE	39	23	52	39	16	55	25	35	42	38	44	38	34	44	31	39	37	38	38	39	37	47	39
Don't know	10	7	8	4	9	6	8	6	14	29	14	6	5	7	15	10	13	9	8	12	15	10	7

Friends of the Earth

[N=2149]

Very negative	5	9	2	1	15	3	9	8	2	2	2	6	9	4	6	5	7	6	3	5	4	2	6
Fairly negative	9	17	6	5	18	6	16	14	6	4	4	12	17	9	9	9	10	10	13	9	11	7	10
TOTAL NEGATIVE	14	26	8	6	33	9	25	22	8	6	6	18	26	13	15	14	17	16	16	14	15	9	16
Neither positive nor negative	28	33	26	31	31	24	35	30	27	15	27	30	32	27	31	28	28	29	32	29	28	28	28
Fairly positive	25	19	31	30	13	33	19	21	27	19	23	28	25	26	22	25	26	19	34	24	24	27	25
Very positive	9	7	13	11	6	15	7	7	11	3	8	13	11	11	7	9	11	9	9	10	10	10	9
TOTAL POSITIVE	34	26	44	41	19	48	26	28	38	22	31	41	36	37	29	34	37	28	43	34	34	37	34
Don't know	23	14	22	22	18	20	14	19	27	57	36	11	6	23	24	24	18	27	9	24	24	26	23

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you have a positive or negative view of the following organisations?

[Respondents saw a eight of the following organisations at random]

Campaign to Protect Rural England (CPRE)

[N=2178]

Very negative	1	2	1	1	2	1	2	0	1	1	1	2	1	1
Fairly negative	4	4	5	0	3	4	4	4	4	5	2	4	4	5
TOTAL NEGATIVE	5	6	6	1	5	5	6	4	5	6	3	6	5	6
Neither positive nor negative	29	28	30	21	30	35	25	29	29	27	29	31	26	30
Fairly positive	22	25	19	16	14	29	20	20	22	25	21	24	23	21
Very positive	7	8	1	8	8	11	4	9	6	12	7	6	8	7
TOTAL POSITIVE	29	33	20	24	22	40	24	29	28	37	28	30	31	28
Don't know	37	34	45	54	43	19	46	39	38	30	40	34	38	36

Greenpeace

[N=2204]

Very negative	8	9	6	1	8	12	7	4	8	7	7	8	8	9
Fairly negative	12	12	8	9	10	15	11	11	13	8	11	14	10	13
TOTAL NEGATIVE	20	21	14	10	18	27	18	15	21	15	18	22	18	22
Neither positive nor negative	30	30	29	24	33	34	29	29	30	35	31	31	30	30
Fairly positive	28	27	30	26	22	23	30	32	28	27	30	28	29	24
Very positive	11	12	10	15	9	9	12	14	11	14	12	11	11	12
TOTAL POSITIVE	39	39	40	41	31	32	42	46	39	41	42	39	40	36
Don't know	10	10	17	25	18	6	10	10	11	8	10	9	11	11

Friends of the Earth

[N=2149]

Very negative	5	6	3	1	5	9	4	2	5	4	5	4	6	6
Fairly negative	9	10	6	4	7	16	7	8	9	11	9	9	10	9
TOTAL NEGATIVE	14	16	9	5	12	25	11	10	14	15	14	13	16	15
Neither positive nor negative	28	29	26	11	27	33	29	25	28	33	31	29	28	27
Fairly positive	25	25	23	22	21	24	24	28	25	22	23	24	24	27
Very positive	9	11	6	3	10	11	8	12	9	13	9	11	8	10
TOTAL POSITIVE	34	36	29	25	31	35	32	40	34	35	32	35	32	37
Don't know	23	18	36	59	30	7	28	25	24	17	24	24	24	21

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Climate Coalition
[N=2237]

Very negative	9	16	2	3	31	3	18	13	5	1	4	9	18	8	10	9	11	7	10	9	10	8	9
Fairly negative	8	15	5	6	12	5	13	10	6	4	6	11	10	7	10	8	6	10	15	9	7	4	9
TOTAL NEGATIVE	17	31	7	9	43	8	31	23	11	5	10	20	28	15	20	17	17	17	25	18	17	12	18
Neither positive nor negative	28	33	29	29	25	27	29	28	28	19	27	28	32	27	30	28	31	28	33	27	27	27	29
Fairly positive	12	8	18	12	5	17	8	11	13	15	10	12	13	12	10	12	13	13	11	12	13	13	10
Very positive	4	2	4	7	1	7	2	4	4	2	4	4	4	4	3	4	3	5	6	2	5	4	4
TOTAL POSITIVE	16	10	22	19	6	24	10	15	17	17	14	16	17	16	13	16	16	18	17	14	18	17	14
Don't know	39	26	42	44	26	42	30	34	44	60	48	36	23	40	37	40	36	37	25	41	39	44	39

Worldwide Fund for Nature (WWF)
[N=2252]

Very negative	1	1	0	0	3	1	2	2	1	0	1	1	1	1	1	1	0	1	3	0	3	1	1
Fairly negative	3	7	2	1	4	1	6	5	2	1	2	3	5	3	4	3	2	4	4	4	3	0	3
TOTAL NEGATIVE	4	8	2	1	7	2	8	7	3	1	3	4	6	4	5	4	2	5	7	4	6	1	4
Neither positive nor negative	23	24	20	23	30	20	27	26	22	12	23	23	28	22	26	23	19	26	29	25	19	27	23
Fairly positive	40	41	44	40	37	42	39	39	41	35	41	43	39	42	38	40	40	43	40	40	41	31	43
Very positive	23	23	28	26	16	29	19	21	25	35	20	25	23	25	20	23	26	20	20	22	25	27	22
TOTAL POSITIVE	63	64	72	66	53	71	58	60	66	70	61	68	62	67	58	63	66	63	60	62	66	58	65
Don't know	9	4	6	9	10	6	7	8	10	17	12	6	4	8	11	9	13	6	3	8	10	13	8

The Climate Coalition
[N=2105]

Very negative	9	14	2	4	31	2	18	13	5	1	4	11	15	7	11	8	11	13	7	9	12	5	7
Fairly negative	8	13	6	6	16	6	13	11	6	2	5	9	14	7	9	8	6	8	10	8	8	6	9
TOTAL NEGATIVE	17	27	8	10	47	8	31	24	11	3	9	20	29	14	20	16	17	21	17	17	20	11	16
Neither positive nor negative	28	36	28	25	22	26	29	25	29	26	26	29	30	26	29	27	29	26	37	29	25	24	29
Fairly positive	12	6	18	13	4	16	8	12	12	11	13	12	10	13	10	11	16	15	16	13	8	15	11
Very positive	4	3	5	4	0	7	2	4	4	6	4	4	4	5	2	4	2	6	11	4	4	4	3
TOTAL POSITIVE	16	9	23	17	4	23	10	16	16	17	17	16	14	18	12	15	18	21	27	17	12	19	14
Don't know	40	28	42	48	28	43	30	35	44	55	49	34	28	42	38	42	37	33	19	37	44	46	42

Royal Society for the Protection of Birds (RSPB)
[N=2193]

Very negative	1	2	0	0	1	0	1	1	1	0	1	1	1	1	1	1	0	0	0	1	1	0	1
Fairly negative	2	1	1	0	5	1	3	3	1	0	2	1	2	2	2	2	1	4	4	2	1	3	2
TOTAL NEGATIVE	3	3	1	0	6	1	4	4	2	0	3	2	3	3	3	3	1	4	4	3	2	3	3
Neither positive nor negative	20	18	18	16	19	18	20	23	17	15	22	18	19	17	24	20	19	23	14	23	22	17	17
Fairly positive	41	44	42	44	43	42	42	42	40	29	40	44	42	42	39	40	42	39	51	39	37	39	44
Very positive	28	31	30	33	25	32	28	25	30	29	21	32	33	30	24	27	36	27	25	28	27	22	29
TOTAL POSITIVE	69	75	72	77	68	74	70	67	70	58	61	76	75	72	63	67	78	66	76	67	64	61	73
Don't know	9	4	9	8	7	6	6	7	12	27	15	4	3	8	11	10	2	7	6	8	11	19	7

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Climate Coalition
[N=2237]

Very negative	9	11	7	1	6	16	7	4	9	11	7	11	9	9
Fairly negative	8	10	7	5	7	11	8	7	8	7	8	8	9	8
TOTAL NEGATIVE	17	21	14	6	13	27	15	11	17	18	15	19	18	17
Neither positive nor negative	28	29	28	19	31	33	26	25	28	28	31	24	28	29
Fairly positive	12	11	11	13	9	13	11	14	12	13	10	14	12	10
Very positive	4	4	6	3	6	3	3	5	4	4	4	5	4	3
TOTAL POSITIVE	16	15	17	16	15	16	14	19	16	17	14	19	16	13
Don't know	39	36	41	59	43	23	45	45	39	38	39	38	38	41

Worldwide Fund for Nature (WWF)
[N=2252]

Very negative	1	1	1	1	1	1	1	1	1	1	1	1	2	1
Fairly negative	3	3	2	2	2	6	2	2	3	3	3	4	3	3
TOTAL NEGATIVE	4	4	3	3	3	7	3	3	4	4	4	5	5	4
Neither positive nor negative	23	24	27	9	25	26	24	21	23	26	23	23	24	24
Fairly positive	40	41	33	36	32	41	41	45	40	43	42	41	38	40
Very positive	23	23	17	33	27	23	21	24	24	20	24	24	25	20
TOTAL POSITIVE	63	64	50	69	59	64	62	69	64	63	66	65	63	60
Don't know	9	8	20	18	13	4	10	7	9	7	8	7	8	12

The Climate Coalition
[N=2105]

Very negative	9	10	7	0	10	17	5	4	8	12	10	7	10	8
Fairly negative	8	9	3	1	5	13	7	6	8	7	9	7	7	9
TOTAL NEGATIVE	17	19	10	1	15	30	12	10	16	19	19	14	17	17
Neither positive nor negative	28	28	29	23	30	30	26	29	28	25	26	27	29	28
Fairly positive	12	12	13	14	10	11	12	11	12	13	10	13	12	11
Very positive	4	3	4	8	5	3	4	5	4	1	4	5	4	3
TOTAL POSITIVE	16	15	17	22	15	14	16	16	16	14	14	18	16	14
Don't know	40	38	43	53	41	26	47	44	40	42	41	40	38	41

Royal Society for the Protection of Birds (RSPB)
[N=2193]

Very negative	1	1	0	0	0	1	1	0	0	2	0	0	1	1
Fairly negative	2	3	1	1	2	2	2	1	2	2	1	2	2	2
TOTAL NEGATIVE	3	4	1	1	2	3	3	1	2	4	1	2	3	3
Neither positive nor negative	20	19	27	15	21	19	21	15	20	17	18	20	18	22
Fairly positive	41	43	37	37	36	43	41	41	41	40	39	38	44	42
Very positive	28	29	18	24	28	32	24	30	27	32	33	29	26	23
TOTAL POSITIVE	69	72	55	61	64	75	65	71	68	72	72	67	70	65
Don't know	9	6	17	23	14	2	11	12	10	6	9	10	9	10

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Rivers Trust
[N=21799]

Very negative	1	2	0	0	3	0	2	1	1	0	0	1	1	1	1	1	2	1	1	1	1	1	1
Fairly negative	2	2	1	1	3	1	3	2	2	1	1	1	4	1	2	2	2	3	2	2	1	1	2
TOTAL NEGATIVE	3	4	1	1	6	1	5	3	3	1	1	2	5	2	3	3	4	4	3	3	2	2	3
Neither positive nor negative	27	28	23	25	31	21	33	28	26	14	26	30	29	24	31	26	39	27	29	26	30	24	25
Fairly positive	26	29	31	29	31	31	27	32	22	22	22	30	30	27	25	27	21	24	27	35	30	20	22
Very positive	10	12	11	10	10	13	9	11	10	5	9	11	13	11	9	11	10	6	9	9	11	10	11
TOTAL POSITIVE	36	41	42	39	41	44	36	43	32	27	31	41	43	38	34	38	31	30	36	44	41	30	33
Don't know	34	26	33	34	23	34	25	27	40	58	42	27	23	35	32	34	26	39	33	27	26	43	39

The Woodland Trust
[N=2202]

Very negative	1	3	0	0	1	0	1	1	0	0	1	0	1	1	1	1	2	0	0	1	1	1	1
Fairly negative	1	1	0	1	2	1	2	2	1	3	1	0	2	1	2	1	0	3	1	1	2	1	1
TOTAL NEGATIVE	2	4	0	1	3	1	3	3	1	3	2	0	3	2	3	2	2	3	1	2	3	2	2
Neither positive nor negative	21	21	18	19	24	18	23	22	19	11	22	19	23	18	24	20	26	17	26	21	25	21	18
Fairly positive	40	38	41	40	40	42	42	42	38	32	37	45	41	41	38	40	35	40	45	41	35	36	42
Very positive	24	29	28	30	22	31	22	21	28	22	21	27	28	27	20	25	28	20	20	23	23	22	28
TOTAL POSITIVE	64	67	69	70	62	73	64	63	66	54	58	72	69	68	58	65	63	60	65	64	58	58	70
Don't know	13	8	13	10	11	9	10	13	14	32	18	9	5	13	15	13	9	19	8	14	14	20	10

The Wildlife Trust
[N=2240]

Very negative	0	1	0	0	0	0	1	0	0	0	1	0	1	0	1	0	1	0	1	0	1	0	0
Fairly negative	1	1	0	0	3	0	1	1	1	2	1	1	1	1	1	1	1	1	2	1	2	0	1
TOTAL NEGATIVE	1	2	0	0	3	0	2	1	1	2	2	1	2	1	2	1	2	1	3	1	3	0	1
Neither positive nor negative	21	20	18	18	26	17	25	23	19	9	19	24	22	19	22	20	23	21	24	22	21	22	18
Fairly positive	42	42	46	45	42	44	43	43	41	33	42	43	45	44	39	42	37	41	46	45	40	38	43
Very positive	25	30	26	28	22	29	23	23	27	28	23	25	27	26	24	25	31	20	20	20	26	26	28
TOTAL POSITIVE	67	72	72	73	64	73	66	68	66	61	65	68	72	70	63	67	68	61	66	65	66	64	71
Don't know	11	6	9	7	7	9	7	10	12	28	15	7	4	10	13	11	7	18	6	10	11	14	10

The National Trust
[N=2230]

Very negative	3	4	0	1	8	1	5	3	2	1	1	2	5	2	3	3	1	1	9	3	2	2	3
Fairly negative	6	6	3	4	12	4	9	6	5	2	4	7	8	6	5	6	4	7	8	5	7	3	7
TOTAL NEGATIVE	9	10	3	5	20	5	14	9	7	3	5	9	13	8	8	9	5	8	17	8	9	5	10
Neither positive nor negative	20	22	17	17	19	16	22	22	18	14	19	20	21	18	23	20	23	16	18	21	21	21	17
Fairly positive	40	37	45	43	36	44	36	39	41	44	41	38	40	42	37	39	45	45	39	40	40	38	39
Very positive	27	28	31	33	22	31	25	25	29	28	27	29	24	28	25	27	23	25	26	25	24	27	31
TOTAL POSITIVE	67	65	76	76	58	75	61	64	70	72	68	67	64	70	62	66	68	70	65	65	64	65	70
Don't know	5	3	4	2	2	3	3	5	5	10	8	3	2	4	7	5	4	6	0	6	6	9	4

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Rivers Trust
[N=21799]

Very negative	1	1	0	0	0	2	1	0	1	2	1	0	1	1
Fairly negative	2	2	1	2	2	3	1	1	2	3	2	1	2	2
TOTAL NEGATIVE	3	3	1	2	2	5	2	1	3	5	3	1	3	3
Neither positive nor negative	27	27	29	17	29	30	26	25	27	28	29	31	23	25
Fairly positive	26	28	21	18	23	32	24	27	27	26	25	25	26	29
Very positive	10	10	5	8	9	12	8	12	10	15	10	10	11	10
TOTAL POSITIVE	36	38	26	26	32	44	32	39	37	41	35	35	37	39
Don't know	34	31	44	55	37	21	39	35	35	27	32	32	38	32

The Woodland Trust
[N=2202]

Very negative	1	1	1	0	0	1	1	0	1	1	0	0	1	1
Fairly negative	1	1	2	0	2	2	1	1	1	1	1	1	1	2
TOTAL NEGATIVE	2	2	3	0	2	3	2	1	2	2	1	1	2	3
Neither positive nor negative	21	20	28	12	24	24	19	19	21	20	20	22	22	18
Fairly positive	40	41	29	35	34	42	40	40	40	39	42	37	37	42
Very positive	24	26	17	18	23	27	23	26	24	29	23	27	25	23
TOTAL POSITIVE	64	67	46	53	57	69	63	66	64	68	65	64	62	65
Don't know	13	11	24	34	16	5	16	14	14	10	14	12	14	14

The Wildlife Trust
[N=2240]

Very negative	0	1	0	0	1	1	0	0	0	1	0	0	0	1
Fairly negative	1	1	2	3	0	1	1	1	1	1	1	0	1	2
TOTAL NEGATIVE	1	2	2	3	1	2	1	1	1	2	1	0	1	3
Neither positive nor negative	21	19	27	10	24	24	20	17	20	23	22	20	21	20
Fairly positive	42	44	38	40	33	45	43	39	42	40	42	42	43	41
Very positive	25	26	16	25	30	25	23	30	25	26	24	27	23	27
TOTAL POSITIVE	67	70	54	65	63	70	66	69	67	66	66	69	66	68
Don't know	11	9	18	22	12	4	13	12	11	8	10	11	12	10

The National Trust
[N=2230]

Very negative	3	3	2	2	0	6	1	1	2	3	3	2	2	3
Fairly negative	6	6	3	0	4	9	5	5	6	7	5	7	5	6
TOTAL NEGATIVE	9	9	5	2	4	15	6	6	8	10	8	9	7	9
Neither positive nor negative	20	20	26	12	25	21	19	18	20	20	22	19	18	19
Fairly positive	40	41	35	43	34	40	42	39	40	42	40	39	43	38
Very positive	27	26	22	33	26	23	28	31	27	24	25	29	26	27
TOTAL POSITIVE	67	67	57	76	60	63	70	70	67	66	65	68	69	65
Don't know	5	4	12	10	11	2	6	6	5	3	5	4	5	7

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green Alliance
[N=2200]

Very negative	6	11	2	3	21	2	13	11	3	0	3	8	12	6	8	6	4	7	8	9	5	3	7
Fairly negative	9	16	5	8	17	6	14	11	7	6	4	8	16	7	10	8	5	11	12	7	8	6	10
TOTAL NEGATIVE	15	27	7	11	38	8	27	22	10	6	7	16	28	13	18	14	9	18	20	16	13	9	17
Neither positive nor negative	28	35	28	28	29	26	32	28	28	23	24	31	33	27	31	28	32	26	27	28	32	28	27
Fairly positive	13	6	21	16	7	19	8	13	14	15	14	12	12	15	11	13	19	12	13	11	15	18	11
Very positive	4	2	4	4	2	5	2	4	4	4	4	5	3	4	3	4	1	2	2	4	5	5	4
TOTAL POSITIVE	17	8	25	20	9	24	10	17	18	19	18	17	15	19	14	17	20	14	15	15	20	23	15
Don't know	40	30	41	42	24	42	31	34	44	52	51	36	24	41	37	40	39	42	37	41	36	40	40

Marine Conservation Society
[N=2182]

Very negative	1	1	0	0	1	0	1	1	0	0	0	1	1	0	1	1	0	0	0	1	0	1	0
Fairly negative	1	1	0	1	2	0	1	1	1	2	1	0	2	1	1	1	2	1	0	0	1	1	1
TOTAL NEGATIVE	2	2	0	1	3	0	2	2	1	2	1	1	3	1	2	2	2	1	0	1	1	2	1
Neither positive nor negative	24	26	24	20	27	21	27	27	22	19	24	24	27	23	28	23	35	30	23	25	27	24	20
Fairly positive	32	41	33	30	33	35	34	32	32	27	27	37	34	33	31	32	22	34	28	30	31	25	37
Very positive	15	10	16	20	13	16	14	13	17	14	11	17	18	15	14	14	21	13	17	15	11	14	16
TOTAL POSITIVE	47	51	49	50	46	51	48	45	49	41	38	54	52	48	45	46	43	47	45	45	42	39	53
Don't know	27	20	26	30	24	27	22	27	28	37	36	21	18	28	26	28	20	22	32	28	29	34	25

Nature Protection Today (NPT)
[N=2221]

Very negative	1	1	0	0	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	1
Fairly negative	1	2	1	0	3	1	2	1	1	4	0	1	3	1	2	1	1	2	4	1	2	1	1
TOTAL NEGATIVE	2	3	1	0	4	1	3	2	2	4	1	2	4	2	3	2	2	3	5	2	2	2	2
Neither positive nor negative	26	30	22	18	34	23	28	29	22	19	23	27	31	25	27	25	23	28	33	24	29	26	23
Fairly positive	9	10	11	10	8	10	10	10	9	9	10	6	12	8	11	9	10	8	11	11	9	11	7
Very positive	4	3	5	2	4	4	4	4	4	8	3	4	5	4	5	5	2	3	6	6	4	3	4
TOTAL POSITIVE	13	13	16	12	12	14	14	14	13	17	13	10	17	12	16	14	12	11	17	17	13	14	11
Don't know	59	54	61	70	50	63	53	54	63	60	63	62	49	62	54	59	62	58	45	56	55	58	64

Plantlife
[N=2182]

Very negative	1	2	0	1	2	0	2	2	1	0	1	1	1	1	1	1	2	1	1	1	1	1	1
Fairly negative	1	2	1	0	2	1	2	1	1	3	1	1	3	1	2	1	2	3	1	1	2	1	1
TOTAL NEGATIVE	2	4	1	1	4	1	4	3	2	3	2	2	4	2	3	2	4	4	2	2	3	2	2
Neither positive nor negative	26	33	27	19	27	24	29	30	23	16	25	26	31	25	29	26	26	24	32	27	30	28	23
Fairly positive	11	10	14	8	8	12	11	12	10	14	12	8	13	11	12	11	11	16	10	13	9	14	10
Very positive	4	3	4	3	4	5	3	3	5	5	5	4	4	4	5	4	5	6	3	5	4	3	4
TOTAL POSITIVE	15	13	18	11	12	17	14	15	15	19	17	12	17	15	17	15	16	22	13	18	13	17	14
Don't know	56	49	54	69	57	58	53	52	59	63	57	60	48	59	51	56	53	51	52	53	55	53	61

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status				Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green Alliance
[N=2200]

Very negative	6	8	3	0	6	11	5	4	6	9	7	7	6	6
Fairly negative	9	10	7	4	7	15	6	5	8	10	9	10	8	8
TOTAL NEGATIVE	15	18	10	4	13	26	11	9	14	19	16	17	14	14
Neither positive nor negative	28	28	30	21	32	34	26	28	28	31	27	33	27	26
Fairly positive	13	11	17	17	8	13	14	15	13	13	13	12	13	14
Very positive	4	3	6	8	4	3	4	5	4	2	4	4	3	4
TOTAL POSITIVE	17	14	23	25	12	16	18	20	17	15	17	16	16	18
Don't know	40	40	37	51	44	24	46	43	40	36	41	33	42	42

Marine Conservation Society
[N=2182]

Very negative	1	0	2	0	0	1	0	0	1	0	0	1	1	1
Fairly negative	1	1	0	1	0	2	1	0	1	1	1	1	1	1
TOTAL NEGATIVE	2	1	2	1	0	3	1	0	2	1	1	2	2	2
Neither positive nor negative	24	24	29	19	28	26	24	25	25	23	26	25	22	25
Fairly positive	32	35	21	24	28	38	28	34	31	39	31	29	33	33
Very positive	15	15	14	12	16	16	13	16	15	15	15	15	14	15
TOTAL POSITIVE	47	50	35	36	44	54	41	50	46	54	46	44	47	48
Don't know	27	26	34	44	29	17	33	24	28	22	26	30	29	25

Nature Protection Today (NPT)
[N=2221]

Very negative	1	1	1	0	1	1	1	0	1	0	1	0	1	1
Fairly negative	1	1	2	0	2	3	0	2	1	1	2	1	1	1
TOTAL NEGATIVE	2	2	3	0	3	4	1	2	2	1	3	1	2	2
Neither positive nor negative	26	25	31	17	28	29	23	25	26	25	23	30	24	26
Fairly positive	9	9	10	10	6	11	9	9	9	10	10	9	9	9
Very positive	4	4	5	4	7	4	4	7	4	6	4	4	4	5
TOTAL POSITIVE	13	13	15	14	13	15	13	16	13	16	14	13	13	14
Don't know	59	61	52	68	56	53	63	57	59	58	60	56	61	58

Plantlife
[N=2182]

Very negative	1	1	0	0	1	1	1	1	1	0	1	1	2	1
Fairly negative	1	2	1	3	2	2	1	1	1	3	2	1	1	1
TOTAL NEGATIVE	2	3	1	3	3	3	2	2	2	3	3	2	3	2
Neither positive nor negative	26	25	30	17	30	30	23	26	26	29	27	28	24	27
Fairly positive	11	11	13	12	11	13	11	10	12	8	12	9	11	13
Very positive	4	4	3	4	6	4	3	8	4	5	4	4	4	4
TOTAL POSITIVE	15	15	16	16	17	17	14	18	16	13	16	13	15	17
Don't know	56	58	52	63	51	49	61	55	56	55	54	57	58	54

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Birdlife International
[N=2194]

Very negative	1	2	0	0	1	0	1	1	1	0	1	0	1	1	1	1	2	0	1	1	1	1	
Fairly negative	1	1	0	0	2	1	1	1	1	0	1	1	2	1	1	1	0	0	4	0	1	1	
TOTAL NEGATIVE	2	3	0	0	3	1	2	2	2	0	2	1	3	2	2	2	2	0	5	1	2	2	
Neither positive nor negative	26	35	24	23	29	22	31	29	24	22	24	29	28	26	27	26	25	27	27	29	25	21	27
Fairly positive	18	18	20	22	19	19	19	20	16	20	17	16	22	17	20	17	24	21	24	19	21	20	14
Very positive	8	8	7	6	6	8	7	7	8	6	6	7	10	7	8	7	7	8	8	7	7	8	7
TOTAL POSITIVE	26	26	27	28	25	27	26	27	24	26	23	23	32	24	28	24	31	29	32	26	28	28	21
Don't know	46	36	48	48	43	50	41	42	50	51	51	47	38	48	43	47	42	44	35	45	44	50	49

Are you currently a member or supporter of any of the below organisations? By 'supporter', we mean you are subscribed to their emails or donate regularly to them. Please tick all that apply.

[Asked to those who previously said they had a 'fairly positive' or 'very positive' view of that organisation]

Campaign to Protect Rural England (CPRE)
[N=634]

	1	2	1	0	0	2	2	2	1	0	1	2	1	2	1	1	0	0	0	0	0	0	1	3
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Greenpeace
[N=866]

	4	3	5	3	0	5	2	4	4	3	4	4	5	4	3	4	2	4	6	2	3	4	6
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[N=731]

	3	5	4	0	0	3	3	3	2	0	3	3	2	2	4	3	0	3	0	3	1	6	3
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The Climate Coalition
[N=343]

	1	3	0	0	0	1	0	1	1	0	2	1	0	1	0	1	0	0	0	0	0	5	1
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Worldwide Fund for Nature (WWF)
[N=1431]

	4	5	3	3	4	4	4	3	5	6	4	2	5	4	4	4	3	1	2	4	4	6	4
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The Climate Coalition
[N=326]

	2	3	3	0	0	2	2	3	1	0	4	2	0	3	2	3	0	0	2	0	5	5	4
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Royal Society for the Protection of Birds (RSPB)
[N=1511]

	7	12	6	9	6	8	7	6	9	6	4	6	14	8	6	8	7	6	2	8	9	5	8
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The Rivers Trust
[N=790]

	2	0	1	3	2	3	0	1	3	5	3	1	0	2	1	1	0	2	11	1	2	2	2
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Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status				Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Birdlife International
[N=2194]

Very negative	1	1	0	0	0	1	1	0	1	1	0	0	1	1
Fairly negative	1	1	0	0	0	2	1	0	1	1	1	1	1	0
TOTAL NEGATIVE	2	2	0	0	0	3	2	0	2	2	1	1	2	1
Neither positive nor negative	26	27	28	24	30	29	25	22	26	26	25	30	22	29
Fairly positive	18	18	17	16	15	23	16	19	18	17	16	18	20	18
Very positive	8	7	6	8	8	7	7	10	7	12	8	8	7	7
TOTAL POSITIVE	26	25	23	24	23	30	23	29	25	29	24	26	27	25
Don't know	46	45	49	52	47	39	50	48	47	43	50	44	48	44

Are you currently a member or supporter of any of the below organisations? By 'supporter', we mean you are subscribed to their emails or donate regularly to them. Please tick all that apply.

[Asked to those who previously said they had a 'fairly positive' or 'very positive' view of that organisation]

Campaign to Protect Rural England (CPRE)
[N=634]

	1	2	0	0	1	1	1	3	1	6	1	1	3	1
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Greenpeace
[N=866]

	4	5	4	3	1	5	4	3	4	4	5	3	5	3
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[N=731]

	3	2	4	0	3	2	4	2	3	4	5	1	3	2
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The Climate Coalition
[N=343]

	1	0	5	0	2	0	2	0	1	0	0	1	1	1
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Worldwide Fund for Nature (WWF)
[N=1431]

	4	4	6	6	3	4	4	6	4	2	6	4	3	3
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The Climate Coalition
[N=326]

	2	3	4	0	3	0	4	4	2	7	4	0	3	3
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Royal Society for the Protection of Birds (RSPB)
[N=1511]

	7	8	8	8	5	13	4	8	7	13	8	5	9	8
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The Rivers Trust
[N=790]

	2	1	2	4	0	1	2	4	2	1	2	3	0	2
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Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Woodland Trust <i>[N=1413]</i>	4	4	4	8	2	5	4	5	4	6	3	5	5	5	3	4	2	6	2	3	7	2	5
The Wildlife Trust <i>[N=1496]</i>	5	5	6	3	4	5	4	4	6	3	4	7	5	5	5	3	2	0	4	5	5	7	
The National Trust <i>[N=1493]</i>	18	24	18	24	12	23	16	18	18	9	16	16	25	20	14	18	13	15	13	17	15	17	22
Green Alliance <i>[N=396]</i>	3	3	3	4	0	5	1	3	3	0	5	2	1	3	3	3	0	0	19	2	2	1	5
Marine Conservation Society <i>[N=1003]</i>	1	3	1	1	0	1	1	1	1	5	2	1	1	1	1	1	0	1	3	1	0	4	1
Nature Protection Today (NPT) <i>[N=306]</i>	2	2	3	0	4	1	1	1	2	8	2	0	0	3	0	2	0	0	0	1	0	7	2
Plantlife <i>[N=337]</i>	3	1	4	0	5	2	3	3	3	5	5	4	0	3	3	3	0	11	0	5	0	3	1
Birdlife International <i>[N=559]</i>	1	0	0	3	0	0	0	0	1	9	1	0	0	1	1	1	0	0	0	0	2	1	1
None of these <i>[N=3546]</i>	83	81	82	81	90	79	86	85	82	82	83	86	81	82	85	83	84	85	86	84	83	82	82
Don't know <i>[N=3546]</i>	2	1	2	1	0	2	1	1	2	4	3	1	1	1	2	1	3	3	3	1	1	2	1

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Woodland Trust <i>[N=1413]</i>	4	4	9	5	6	6	2	6	4	5	4	4	3	6
The Wildlife Trust <i>[N=1496]</i>	5	6	8	4	3	6	4	7	5	7	6	6	4	4
The National Trust <i>[N=1493]</i>	18	17	14	13	13	24	15	21	18	17	17	20	18	16
Green Alliance <i>[N=396]</i>	3	2	6	0	0	2	2	7	3	4	0	0	6	5
Marine Conservation Society <i>[N=1003]</i>	1	1	0	7	0	1	3	0	1	1	2	1	1	1
Nature Protection Today (NPT) <i>[N=306]</i>	2	0	0	0	2	0	1	6	2	0	2	0	3	1
Plantlife <i>[N=337]</i>	3	3	0	0	3	0	4	9	3	4	5	6	1	2
Birdlife International <i>[N=559]</i>	1	0	1	0	4	0	1	2	1	0	2	0	0	2
None of these <i>[N=3546]</i>	83	83	81	80	87	81	85	78	83	82	82	83	83	84
Don't know <i>[N=3546]</i>	2	2	3	3	3	1	2	2	2	2	2	1	2	1

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And, again, generally speaking, do you have a favourable or unfavourable opinion of these groups of people and organisations?

[Respondents saw a ten of the following groups of people/organisation at random]

Big business

[N=2195]

Very unfavourable	14	6	14	12	9	17	10	15	13	18	15	16	9	16	10	13	14	22	17	13	14	14	12
Fairly unfavourable	28	20	35	38	21	33	27	28	28	28	30	26	28	28	28	29	25	29	17	27	27	30	30
TOTAL UNFAVOURABLE	42	26	49	50	30	50	37	43	41	46	45	42	37	44	38	42	39	51	34	40	41	44	42
Neither favourable nor unfavourable	40	50	39	37	50	36	45	38	42	29	37	43	46	39	43	41	40	33	49	42	44	39	38
Fairly favourable	11	18	8	8	14	10	13	13	10	15	10	10	13	11	11	11	13	11	14	9	9	11	13
Very favourable	2	4	2	2	2	2	2	2	2	1	2	2	2	3	1	2	0	1	2	4	2	2	2
TOTAL FAVOURABLE	13	22	10	10	16	12	15	15	12	16	12	12	15	14	12	13	13	12	16	13	11	13	15
Don't know	4	2	3	4	4	2	3	3	5	8	6	3	2	3	7	4	8	4	1	4	4	3	5

Small business

[N=2254]

Very unfavourable	0	0	1	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0
Fairly unfavourable	1	0	1	0	1	2	0	1	1	4	2	1	1	2	1	1	0	2	2	2	2	3	0
TOTAL UNFAVOURABLE	1	0	2	1	1	3	0	2	1	4	3	1	1	2	1	1	0	2	2	3	2	4	0
Neither favourable nor unfavourable	20	18	20	15	18	19	19	21	19	13	20	21	20	17	23	20	22	16	15	22	24	21	17
Fairly favourable	46	44	50	56	41	47	45	47	46	54	46	44	48	48	44	46	48	48	50	46	44	43	49
Very favourable	30	37	27	27	39	29	33	28	31	27	28	32	30	30	29	30	26	33	33	28	27	31	31
TOTAL FAVOURABLE	76	81	77	83	80	76	78	75	77	81	74	76	78	78	73	76	74	81	83	74	71	74	80
Don't know	2	1	1	1	1	2	2	2	2	2	4	1	1	2	3	2	3	1	1	2	3	2	3

Rich people

[N=2186]

Very unfavourable	12	2	14	15	6	13	10	13	12	16	16	12	6	13	12	12	12	12	24	11	13	12	12
Fairly unfavourable	21	6	30	20	12	25	15	22	19	33	23	19	16	21	20	20	24	22	14	21	21	20	20
TOTAL UNFAVOURABLE	33	8	44	35	18	38	25	35	31	49	39	31	22	34	32	32	36	34	38	32	34	32	32
Neither favourable nor unfavourable	53	75	45	54	67	51	61	52	54	39	45	58	66	53	53	54	55	51	53	53	52	53	55
Fairly favourable	9	13	7	9	11	8	9	9	9	7	10	8	9	9	8	9	4	10	7	10	9	10	9
Very favourable	2	3	2	0	2	2	2	2	2	2	2	1	2	2	2	2	1	2	1	2	1	3	2
TOTAL FAVOURABLE	11	16	9	9	13	10	11	11	11	9	12	9	11	11	10	11	5	12	8	12	10	13	11
Don't know	3	1	2	2	3	1	3	2	4	3	4	2	1	2	4	3	5	2	0	3	4	3	3

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And, again, generally speaking, do you have a favourable or unfavourable opinion of these groups of people and organisations?

[Respondents saw a ten of the following groups of people/organisation at random]

Big business

[N=2195]

Very unfavourable	14	13	15	23	17	11	15	14	15	9	12	13	13	17
Fairly unfavourable	28	30	23	27	25	28	27	34	28	33	26	27	32	28
TOTAL UNFAVOURABLE	42	43	38	50	42	39	42	48	43	42	38	40	45	45
Neither favourable nor unfavourable	40	41	47	28	37	45	39	39	40	43	41	40	39	41
Fairly favourable	11	11	10	13	10	12	12	8	11	11	14	13	10	8
Very favourable	2	2	0	3	1	2	3	0	2	1	2	2	2	2
TOTAL FAVOURABLE	13	13	10	16	11	14	15	8	13	12	16	15	12	10
Don't know	4	3	5	6	12	2	4	5	5	3	5	5	5	4

Small business

[N=2254]

Very unfavourable	0	0	1	2	0	0	1	1	0	0	0	1	0	0
Fairly unfavourable	1	1	3	3	1	1	2	1	1	1	1	2	1	2
TOTAL UNFAVOURABLE	1	1	4	5	1	1	3	2	1	1	1	3	1	2
Neither favourable nor unfavourable	20	20	23	9	21	19	20	20	19	23	19	18	23	18
Fairly favourable	46	46	44	56	48	46	46	46	47	40	46	49	44	48
Very favourable	30	31	26	27	25	32	29	29	30	32	31	28	31	29
TOTAL FAVOURABLE	76	77	70	83	73	78	75	75	77	72	77	77	75	77
Don't know	2	2	3	3	5	1	2	2	2	3	3	2	2	2

Rich people

[N=2186]

Very unfavourable	12	11	13	19	18	7	14	9	13	7	14	10	12	13
Fairly unfavourable	21	20	20	39	23	15	22	21	21	19	23	20	18	22
TOTAL UNFAVOURABLE	33	31	33	58	41	22	36	30	34	26	37	30	30	35
Neither favourable nor unfavourable	53	56	48	30	47	67	49	53	53	59	51	54	55	53
Fairly favourable	9	10	6	9	7	9	10	9	9	11	8	10	10	8
Very favourable	2	1	4	0	1	1	2	3	2	1	2	2	2	1
TOTAL FAVOURABLE	11	11	10	9	8	10	12	12	11	12	10	12	12	9
Don't know	3	2	8	3	5	1	3	5	3	2	2	3	3	3

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Private landlords
[N=2187]

Very unfavourable	15	6	16	9	10	17	11	16	14	17	17	14	11	14	15	15	7	16	19	14	16	18	13
Fairly unfavourable	30	24	37	30	27	35	27	34	26	30	30	28	30	30	28	30	31	29	30	32	29	26	29
TOTAL UNFAVOURABLE	45	30	53	39	37	52	38	50	40	47	47	42	41	44	43	45	38	45	49	46	45	44	42
Neither favourable nor unfavourable	40	50	36	53	45	38	45	35	45	29	35	44	48	40	41	41	40	39	36	40	39	38	42
Fairly favourable	9	13	7	7	13	6	12	10	9	10	10	10	9	10	9	9	13	10	12	8	10	10	10
Very favourable	2	4	2	0	2	2	2	3	1	2	3	2	1	2	1	2	4	2	2	1	2	3	2
TOTAL FAVOURABLE	11	17	9	7	15	8	14	13	10	12	13	12	10	12	10	11	17	12	14	9	12	13	12
Don't know	4	4	2	1	3	2	3	2	5	11	5	2	2	3	6	4	5	4	1	4	4	4	4

Immigrants
[N=2198]

Very unfavourable	17	26	6	9	50	5	34	19	15	3	9	20	29	11	26	17	17	14	13	17	20	8	20
Fairly unfavourable	16	22	10	12	24	11	23	17	15	9	11	18	22	14	19	15	23	12	26	16	16	9	17
TOTAL UNFAVOURABLE	33	48	16	21	74	16	57	36	30	12	20	38	51	25	45	32	40	26	39	33	36	17	37
Neither favourable nor unfavourable	39	43	47	52	20	48	33	39	39	33	42	39	36	42	35	39	35	39	38	42	38	42	37
Fairly favourable	18	5	25	20	3	24	7	16	19	33	23	16	9	21	13	18	15	23	14	15	16	25	17
Very favourable	7	2	10	3	1	10	2	5	8	14	9	5	3	9	4	7	7	9	7	6	6	12	5
TOTAL FAVOURABLE	25	7	35	23	4	34	9	21	27	47	32	21	12	30	17	25	22	32	21	21	22	37	22
Don't know	4	2	2	3	2	2	2	2	5	8	5	2	1	3	4	4	3	4	2	3	4	4	3

Refugees
[N=2177]

Very unfavourable	13	20	6	5	40	4	26	18	10	3	10	14	21	11	18	14	13	12	7	16	15	8	14
Fairly unfavourable	15	26	8	11	25	8	23	17	13	4	12	15	22	13	16	14	17	14	20	15	14	9	16
TOTAL UNFAVOURABLE	28	46	14	16	65	12	49	35	23	7	22	29	43	24	34	28	30	26	27	31	29	17	30
Neither favourable nor unfavourable	39	42	43	44	27	40	39	37	41	37	39	41	38	38	41	40	42	33	32	41	43	38	38
Fairly favourable	21	8	29	32	2	31	8	19	22	31	24	21	13	24	15	20	18	26	29	18	16	27	20
Very favourable	8	4	11	6	1	15	2	6	10	16	10	7	4	10	5	8	7	10	10	7	6	13	8
TOTAL FAVOURABLE	29	12	40	38	3	46	10	25	32	47	34	28	17	34	20	28	25	36	39	25	22	40	28
Don't know	4	2	3	2	4	2	3	3	5	8	6	2	2	4	5	4	2	4	2	3	5	5	4

Trade Unions
[N=2187]

Very unfavourable	9	23	2	4	24	4	18	12	7	0	4	12	18	10	9	10	7	7	10	7	11	8	11
Fairly unfavourable	18	31	7	25	32	14	26	20	16	8	12	19	28	18	17	18	15	15	22	17	17	12	21
TOTAL UNFAVOURABLE	27	54	9	29	56	18	44	32	23	8	16	31	46	28	26	28	22	22	32	24	28	20	32
Neither favourable nor unfavourable	30	30	30	32	28	26	33	29	31	28	30	31	30	27	35	30	34	28	23	30	32	31	30
Fairly favourable	25	13	38	25	11	33	16	25	25	30	29	25	18	26	24	25	27	27	33	29	22	28	22
Very favourable	11	1	17	10	1	20	4	11	12	16	16	10	5	13	8	11	12	16	10	10	10	15	11
TOTAL FAVOURABLE	36	14	55	35	12	53	20	36	37	46	45	35	23	39	32	36	39	43	43	39	32	43	33
Don't know	6	2	6	5	4	4	3	3	9	18	9	3	2	6	8	7	5	7	3	7	9	6	6

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Private landlords

[N=2187]

Very unfavourable	15	14	15	18	14	9	17	15	15	15	16	13	15	15
Fairly unfavourable	30	29	30	32	24	31	31	27	30	29	31	28	31	28
TOTAL UNFAVOURABLE	45	43	45	50	38	40	48	42	45	44	47	41	46	43
Neither favourable nor unfavourable	40	44	32	23	41	48	38	43	40	43	40	41	38	42
Fairly favourable	9	9	12	10	10	8	10	11	10	8	9	11	9	9
Very favourable	2	1	4	5	1	1	2	2	2	1	1	2	2	2
TOTAL FAVOURABLE	11	10	16	15	11	9	12	13	12	9	10	13	11	11
Don't know	4	3	8	12	10	3	3	3	4	4	4	4	4	4

Immigrants

[N=2198]

Very unfavourable	17	22	5	3	22	27	12	14	16	22	14	18	17	19
Fairly unfavourable	16	17	6	11	11	22	14	15	15	22	15	19	14	15
TOTAL UNFAVOURABLE	33	39	11	14	33	49	26	29	31	44	29	37	31	34
Neither favourable nor unfavourable	39	38	39	37	37	36	41	43	39	41	40	35	39	42
Fairly favourable	18	15	28	25	20	10	21	19	19	11	20	16	20	15
Very favourable	7	5	18	16	4	3	9	6	7	2	6	9	7	5
TOTAL FAVOURABLE	25	20	46	41	24	13	30	25	26	13	26	25	27	20
Don't know	4	3	4	9	7	2	4	2	4	2	4	3	3	4

Refugees

[N=2177]

Very unfavourable	13	15	8	3	16	19	11	9	13	16	11	15	12	15
Fairly unfavourable	15	16	6	3	13	21	13	12	14	16	15	16	14	13
TOTAL UNFAVOURABLE	28	31	14	6	29	40	24	21	27	32	26	31	26	28
Neither favourable nor unfavourable	39	40	36	37	34	39	40	41	38	46	41	37	40	39
Fairly favourable	21	18	32	30	21	14	23	23	21	14	21	19	21	21
Very favourable	8	7	10	18	6	4	10	9	9	6	7	8	9	9
TOTAL FAVOURABLE	29	25	42	48	27	18	33	32	30	20	28	27	30	30
Don't know	4	4	8	9	10	2	3	6	4	2	5	4	4	4

Trade Unions

[N=2187]

Very unfavourable	9	11	7	0	4	18	6	7	9	14	12	8	9	9
Fairly unfavourable	18	20	10	11	11	27	15	16	17	22	17	17	18	18
TOTAL UNFAVOURABLE	27	31	17	11	15	45	21	23	26	36	29	25	27	27
Neither favourable nor unfavourable	30	32	30	29	42	30	29	28	30	31	28	31	27	35
Fairly favourable	25	23	23	25	23	19	30	28	26	22	25	27	27	22
Very favourable	11	9	19	18	8	5	14	14	12	8	11	12	13	9
TOTAL FAVOURABLE	36	32	42	43	31	24	44	42	38	30	36	39	40	31
Don't know	6	6	12	17	11	2	6	7	7	3	8	5	6	7

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Working class people
[N=2157]

Very unfavourable	0	0	0	1	0	1	0	1	0	1	0	0	1	0	1	0	0	0	1	1	1	0	0
Fairly unfavourable	1	1	1	1	0	1	1	2	1	1	2	0	1	1	1	1	0	2	2	1	1	1	1
TOTAL UNFAVOURABLE	1	1	1	2	0	2	1	3	1	2	2	0	2	1	2	1	0	2	3	2	2	1	1
Neither favourable nor unfavourable	35	41	38	34	29	38	34	35	35	26	35	34	38	37	32	36	38	29	23	31	34	41	38
Fairly favourable	34	32	33	38	33	35	34	36	33	35	35	35	32	35	33	34	36	38	36	34	36	30	34
Very favourable	26	25	26	24	35	23	28	25	27	32	23	28	28	25	28	26	24	27	34	29	25	24	25
TOTAL FAVOURABLE	60	57	59	62	68	58	62	61	60	67	58	63	60	60	61	60	60	65	70	63	61	54	59
Don't know	3	1	2	2	3	2	2	2	4	4	5	2	1	2	5	3	3	4	3	4	3	4	2

Middle class people
[N=2147]

Very unfavourable	1	0	0	0	0	1	1	1	1	0	1	1	0	1	1	1	0	1	0	1	1	0	1
Fairly unfavourable	5	2	5	2	6	6	5	6	5	5	6	5	4	4	8	5	5	7	6	4	6	6	5
TOTAL UNFAVOURABLE	6	2	5	2	6	7	6	7	6	5	7	6	4	5	9	6	5	8	6	5	7	6	6
Neither favourable nor unfavourable	57	49	60	57	61	59	58	57	57	49	53	62	60	55	60	57	57	58	53	57	58	51	57
Fairly favourable	25	34	27	29	23	25	26	25	25	27	26	22	27	28	22	25	26	23	29	28	22	29	24
Very favourable	8	13	5	10	7	8	8	9	8	13	9	7	8	10	6	9	6	7	12	7	8	10	10
TOTAL FAVOURABLE	33	47	32	39	30	33	34	34	33	40	35	29	35	38	28	34	32	30	41	35	30	39	34
Don't know	4	1	2	3	3	2	3	3	4	7	5	2	1	3	5	4	5	3	1	3	5	3	3

CEOs of big companies
[N=2170]

Very unfavourable	25	13	29	23	23	28	21	25	25	35	26	27	21	24	27	25	29	33	21	26	24	26	24
Fairly unfavourable	32	30	33	37	29	35	31	31	33	25	33	31	34	32	32	32	32	31	38	32	31	26	34
TOTAL UNFAVOURABLE	57	43	62	60	52	63	52	56	58	60	59	58	55	56	59	57	61	64	59	58	55	52	58
Neither favourable nor unfavourable	32	42	28	34	38	28	40	33	31	23	26	35	40	33	31	32	24	31	39	32	34	31	32
Fairly favourable	5	10	5	4	5	6	4	7	5	9	8	3	3	7	4	6	8	3	1	5	4	9	6
Very favourable	1	2	1	0	1	1	1	1	1	1	2	0	0	1	1	1	0	0	0	2	1	3	0
TOTAL FAVOURABLE	6	12	6	4	6	7	5	8	6	10	10	3	3	8	5	7	9	3	1	7	5	12	6
Don't know	4	3	2	2	4	2	3	3	5	7	6	3	2	3	5	4	7	2	1	4	6	5	3

CEOs of the major water companies
[N=2253]

Very unfavourable	49	41	55	52	55	52	53	52	47	40	44	53	56	51	47	49	48	50	54	46	45	47	54
Fairly unfavourable	26	36	24	26	27	27	27	27	25	25	24	26	29	26	25	26	29	18	33	25	29	20	28
TOTAL UNFAVOURABLE	75	77	79	78	82	79	80	79	72	65	68	79	85	77	72	75	77	68	87	71	74	67	82
Neither favourable nor unfavourable	17	17	14	20	12	15	13	15	19	20	22	15	11	16	18	17	12	24	9	19	17	24	12
Fairly favourable	2	3	2	0	2	1	2	2	2	4	3	1	1	2	2	2	4	2	2	2	2	2	2
Very favourable	1	1	1	0	0	1	0	1	1	0	2	1	1	1	1	1	0	1	1	1	1	1	0
TOTAL FAVOURABLE	3	4	3	0	2	2	2	3	3	4	5	2	2	3	3	3	4	3	3	3	3	3	2
Don't know	5	3	4	2	4	3	3	2	7	10	6	4	3	4	7	5	6	5	1	6	5	6	4

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status					Lives in Con19-Lab24 Seat		Treatment Group			
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Working class people

[N=2157]

Very unfavourable	0	0	0	1	0	1	0	0	0	0	1	1	1	0
Fairly unfavourable	1	1	2	1	1	1	2	0	1	1	1	0	1	2
TOTAL UNFAVOURABLE	1	1	2	2	1	2	2	0	1	1	2	1	2	2
Neither favourable nor unfavourable	35	34	41	35	34	37	34	36	34	41	34	37	35	34
Fairly favourable	34	34	32	31	28	31	37	37	34	33	36	31	35	35
Very favourable	26	27	22	28	28	29	24	23	27	22	25	28	25	27
TOTAL FAVOURABLE	60	61	54	59	56	60	61	60	61	55	61	59	60	62
Don't know	3	3	3	4	8	1	3	4	3	3	3	3	3	3

Middle class people

[N=2147]

Very unfavourable	1	1	1	0	1	0	1	1	1	1	1	1	1	1
Fairly unfavourable	5	5	3	7	6	4	5	7	5	4	5	4	5	7
TOTAL UNFAVOURABLE	6	6	4	7	7	4	6	8	6	5	6	5	6	8
Neither favourable nor unfavourable	57	58	56	47	59	60	55	59	56	58	57	56	57	56
Fairly favourable	25	26	25	23	19	28	26	22	25	27	27	25	24	25
Very favourable	8	7	10	17	7	6	10	6	9	6	7	10	8	9
TOTAL FAVOURABLE	33	33	35	40	26	34	36	28	34	33	34	35	32	34
Don't know	4	3	5	7	8	1	3	5	3	5	3	4	4	3

CEOs of big companies

[N=2170]

Very unfavourable	25	24	23	39	30	22	26	24	26	23	26	23	24	29
Fairly unfavourable	32	35	31	27	30	33	32	34	32	33	33	33	35	28
TOTAL UNFAVOURABLE	57	59	54	66	60	55	58	58	58	56	59	56	59	57
Neither favourable nor unfavourable	32	33	33	23	25	39	30	30	32	34	32	33	31	32
Fairly favourable	5	4	7	5	6	4	7	5	5	6	6	6	4	6
Very favourable	1	1	2	0	2	0	1	1	1	0	1	1	1	1
TOTAL FAVOURABLE	6	5	9	5	8	4	8	6	6	6	7	7	5	7
Don't know	4	3	6	6	8	1	4	5	4	3	3	4	5	4

CEOs of the major water companies

[N=2253]

Very unfavourable	49	50	42	37	42	54	48	52	49	52	49	53	47	49
Fairly unfavourable	26	29	19	29	23	30	25	22	25	30	27	23	28	26
TOTAL UNFAVOURABLE	75	79	61	66	65	84	73	74	74	82	76	76	75	75
Neither favourable nor unfavourable	17	14	29	21	22	12	18	19	18	11	16	17	16	18
Fairly favourable	2	1	4	3	1	1	3	2	2	2	3	1	2	2
Very favourable	1	1	0	0	0	1	1	1	1	0	1	1	1	0
TOTAL FAVOURABLE	3	2	4	3	1	2	4	3	3	2	4	2	3	2
Don't know	5	5	6	10	11	3	4	5	5	6	4	4	6	5

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Landowners
[N=2197]

Very unfavourable	6	1	7	6	3	7	4	8	5	8	6	7	4	7	4	6	3	8	5	6	5	9	5
Fairly unfavourable	15	7	22	15	6	23	8	17	14	20	17	14	13	16	14	14	14	24	23	15	14	15	14
TOTAL UNFAVOURABLE	21	8	29	21	9	30	12	25	19	28	23	21	17	23	18	20	17	32	28	21	19	24	19
Neither favourable nor unfavourable	55	64	54	59	62	54	59	52	57	44	52	57	59	54	56	56	54	46	48	54	59	53	56
Fairly favourable	15	20	11	15	23	11	22	17	14	11	15	16	17	15	16	15	18	13	21	15	14	12	17
Very favourable	3	5	1	2	3	2	3	3	3	5	3	2	3	3	2	3	5	3	3	2	3	2	3
TOTAL FAVOURABLE	18	25	12	17	26	13	25	20	17	16	18	18	20	18	18	18	23	16	24	17	17	14	20
Don't know	6	4	5	3	3	3	4	4	8	11	8	4	4	4	8	6	7	6	1	7	6	9	5

Poverty charities
[N=2232]

Very unfavourable	3	4	1	0	10	1	6	4	2	0	2	5	3	3	3	3	2	2	2	3	3	4	3
Fairly unfavourable	6	8	3	3	15	2	12	8	4	1	4	8	8	6	6	6	5	6	7	6	5	5	7
TOTAL UNFAVOURABLE	9	12	4	3	25	3	18	12	6	1	6	13	11	9	9	9	7	8	9	9	8	9	10
Neither favourable nor unfavourable	32	42	24	24	39	25	39	33	31	16	30	31	38	28	37	32	33	28	25	33	34	29	32
Fairly favourable	36	30	44	43	23	43	29	36	36	40	38	34	34	38	33	35	36	43	43	35	34	37	35
Very favourable	20	14	26	23	10	27	11	17	22	37	22	18	14	23	16	20	17	18	22	19	22	22	19
TOTAL FAVOURABLE	56	44	70	66	33	70	40	53	58	77	60	52	48	61	49	55	53	61	65	54	56	59	54
Don't know	4	2	2	6	3	2	3	3	5	5	5	3	3	3	5	4	7	3	1	4	2	3	4

Environmental charities
[N=2174]

Very unfavourable	5	7	0	2	15	1	10	7	3	1	3	6	7	4	6	5	5	4	7	5	4	3	5
Fairly unfavourable	10	13	4	6	24	5	16	13	8	5	6	12	14	9	11	10	10	9	7	11	10	9	10
TOTAL UNFAVOURABLE	15	20	4	8	39	6	26	20	11	6	9	18	21	13	17	15	15	13	14	16	14	12	15
Neither favourable nor unfavourable	34	45	33	23	39	30	41	34	35	20	33	36	37	31	40	35	39	29	31	38	34	30	34
Fairly favourable	34	26	41	51	16	43	24	32	36	40	37	31	30	38	26	33	32	39	46	29	33	38	34
Very favourable	13	5	18	15	2	18	6	12	14	28	16	11	9	15	11	13	11	14	9	13	13	16	13
TOTAL FAVOURABLE	47	31	59	66	18	61	30	44	50	68	53	42	39	53	37	46	43	53	55	42	46	54	47
Don't know	4	4	3	3	5	3	3	3	5	6	5	4	3	3	6	4	4	5	0	4	6	5	3

People living in London
[N=2179]

Very unfavourable	4	4	2	2	10	2	7	7	2	3	4	5	4	4	6	5	1	3	7	7	6	1	4
Fairly unfavourable	13	13	11	15	29	10	18	16	11	11	13	14	14	14	13	13	19	20	11	18	13	5	12
TOTAL UNFAVOURABLE	17	17	13	17	39	12	25	23	13	14	17	19	18	18	19	18	20	23	18	25	19	6	16
Neither favourable nor unfavourable	58	60	58	55	50	60	59	56	59	51	53	62	63	57	59	56	62	67	64	56	61	37	62
Fairly favourable	14	14	18	18	7	17	9	13	15	21	16	12	11	16	11	15	7	7	9	11	10	29	15
Very favourable	6	4	8	7	2	8	4	5	7	8	9	4	4	7	5	7	1	0	4	5	5	24	3
TOTAL FAVOURABLE	20	18	26	25	9	25	13	18	22	29	25	16	15	23	16	22	8	7	13	16	15	53	18
Don't know	4	4	3	3	2	3	4	2	6	5	5	3	4	3	6	4	9	2	6	4	5	4	4

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Landowners
[N=2197]

Very unfavourable	6	5	6	8	7	5	7	5	6	3	6	6	6	7
Fairly unfavourable	15	14	18	20	14	13	18	14	16	13	18	15	14	14
TOTAL UNFAVOURABLE	21	19	24	28	21	18	25	19	22	16	24	21	20	21
Neither favourable nor unfavourable	55	56	51	42	57	60	52	54	54	58	53	52	55	59
Fairly favourable	15	18	11	13	11	16	16	18	15	18	15	18	16	12
Very favourable	3	2	3	3	2	2	3	3	3	3	1	3	3	3
TOTAL FAVOURABLE	18	20	14	16	13	18	19	21	18	21	16	21	19	15
Don't know	6	5	10	15	10	4	5	6	6	5	6	6	6	5

Poverty charities
[N=2232]

Very unfavourable	3	3	2	1	5	4	3	1	3	4	3	3	3	3
Fairly unfavourable	6	7	4	1	2	9	5	4	6	7	5	5	6	7
TOTAL UNFAVOURABLE	9	10	6	2	7	13	8	5	9	11	8	8	9	10
Neither favourable nor unfavourable	32	34	35	15	30	37	29	33	31	38	32	32	32	31
Fairly favourable	36	35	30	40	34	33	38	37	36	31	33	37	36	37
Very favourable	20	17	20	33	23	14	22	21	20	16	23	20	20	17
TOTAL FAVOURABLE	56	52	50	73	57	47	60	58	56	47	56	57	56	54
Don't know	4	4	8	10	6	3	3	4	4	5	5	3	3	4

Environmental charities
[N=2174]

Very unfavourable	5	6	5	0	3	7	5	3	5	6	4	4	6	5
Fairly unfavourable	10	10	7	6	7	15	8	8	10	10	9	12	10	9
TOTAL UNFAVOURABLE	15	16	12	6	10	22	13	11	15	16	13	16	16	14
Neither favourable nor unfavourable	34	36	32	21	38	37	33	35	33	45	36	33	34	35
Fairly favourable	34	33	33	42	33	31	36	35	35	24	33	34	34	34
Very favourable	13	12	13	25	12	8	15	15	13	11	14	14	12	13
TOTAL FAVOURABLE	47	45	46	67	45	39	51	50	48	35	47	48	46	47
Don't know	4	4	9	7	7	3	3	5	4	4	5	3	5	4

People living in London
[N=2179]

Very unfavourable	4	5	4	3	4	5	5	2	4	5	5	4	5	4
Fairly unfavourable	13	14	11	13	13	15	14	12	13	14	14	15	11	14
TOTAL UNFAVOURABLE	17	19	15	16	17	20	19	14	17	19	19	19	16	18
Neither favourable nor unfavourable	58	62	44	45	56	63	56	60	57	62	55	54	61	61
Fairly favourable	14	12	26	25	12	11	14	17	14	12	15	14	15	11
Very favourable	6	4	9	8	6	3	8	6	7	3	7	8	5	6
TOTAL FAVOURABLE	20	16	35	33	18	14	22	23	21	15	22	22	20	17
Don't know	4	4	7	6	9	4	3	4	4	4	4	4	4	5

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public sector workers
[N=2182]

Very unfavourable	4	6	0	2	12	1	7	5	2	1	1	5	7	3	4	3	7	4	5	3	4	2	3
Fairly unfavourable	7	12	3	5	16	4	12	10	5	3	4	8	11	7	8	8	2	8	6	7	12	5	7
TOTAL UNFAVOURABLE	11	18	3	7	28	5	19	15	7	4	5	13	18	10	12	11	9	12	11	10	16	7	10
Neither favourable nor unfavourable	36	48	30	38	42	34	40	38	33	22	31	37	44	34	38	37	32	28	33	41	38	26	36
Fairly favourable	32	26	41	34	22	37	26	30	35	42	35	30	29	33	32	32	33	37	36	29	28	40	33
Very favourable	17	7	25	18	5	23	12	14	20	25	22	18	8	21	12	17	22	18	19	14	15	24	18
TOTAL FAVOURABLE	49	33	66	52	27	60	38	44	55	67	57	48	37	54	44	49	55	55	55	43	43	64	51
Don't know	4	1	2	4	3	2	3	2	5	7	6	2	1	3	5	4	4	5	1	5	4	3	3

Jewish people
[N=2197]

Very unfavourable	2	0	2	1	5	2	2	3	2	2	3	2	2	2	2	2	2	3	2	2	2	3	3
Fairly unfavourable	3	1	3	2	3	4	2	4	3	3	4	3	3	3	4	3	8	1	1	3	2	6	4
TOTAL UNFAVOURABLE	5	1	5	3	8	6	4	7	5	5	7	5	5	5	6	5	10	4	3	5	4	9	7
Neither favourable nor unfavourable	52	53	52	56	47	53	51	56	49	44	54	52	52	52	53	51	53	57	50	53	56	43	51
Fairly favourable	23	27	24	24	22	24	23	23	23	26	21	23	24	24	21	23	17	22	29	25	22	25	22
Very favourable	16	18	16	14	23	15	18	12	20	19	13	17	18	16	15	16	15	16	16	13	14	19	18
TOTAL FAVOURABLE	39	45	40	38	45	39	41	35	43	45	34	40	42	40	36	39	32	38	45	38	36	44	40
Don't know	3	2	3	3	1	2	2	2	4	6	5	2	1	2	5	4	7	1	1	3	4	5	3

Muslims
[N=2256]

Very unfavourable	10	10	4	5	34	3	18	14	7	3	7	13	13	8	13	11	5	6	8	11	10	10	11
Fairly unfavourable	11	13	6	7	24	6	17	14	9	11	9	10	16	10	13	12	7	10	12	9	11	10	14
TOTAL UNFAVOURABLE	21	23	10	12	58	9	35	28	16	14	16	23	29	18	26	23	12	16	20	20	21	20	25
Neither favourable nor unfavourable	47	58	53	49	33	49	49	49	46	35	45	51	51	46	50	47	54	47	49	50	50	41	46
Fairly favourable	18	14	23	29	4	25	11	14	21	23	21	16	14	21	13	17	17	23	22	16	15	21	17
Very favourable	10	3	13	8	1	16	3	7	12	22	14	6	5	12	7	10	12	9	9	10	10	14	8
TOTAL FAVOURABLE	28	17	36	37	5	41	14	21	33	45	35	22	19	33	20	27	29	32	31	26	25	35	25
Don't know	4	2	2	2	4	2	3	3	5	6	5	4	1	3	5	4	6	5	0	4	4	4	4

Welfare recipients
[N=2203]

Very unfavourable	5	7	2	3	15	2	9	8	3	1	5	5	8	5	6	6	5	3	2	5	6	6	6
Fairly unfavourable	15	25	9	13	25	11	22	15	15	4	14	18	17	16	14	15	22	12	19	12	18	12	15
TOTAL UNFAVOURABLE	20	32	11	16	40	13	31	23	18	5	19	23	25	21	20	21	27	15	21	17	24	18	21
Neither favourable nor unfavourable	54	57	58	63	49	59	53	55	53	38	53	53	61	55	52	54	57	51	48	56	50	52	57
Fairly favourable	14	7	20	15	5	18	9	13	15	29	14	14	11	15	14	14	6	22	22	14	13	18	12
Very favourable	5	2	7	3	1	6	3	5	6	11	6	6	2	5	6	5	4	5	7	6	5	6	4
TOTAL FAVOURABLE	19	9	27	18	6	24	12	18	21	40	20	20	13	20	20	19	10	27	29	20	18	24	16
Don't know	6	3	4	3	5	4	4	4	8	16	8	5	2	4	9	6	6	6	1	7	7	5	6

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public sector workers
[N=2182]

Very unfavourable	4	5	1	0	2	7	2	3	3	6	5	4	2	4
Fairly unfavourable	7	7	9	4	6	11	5	7	7	11	9	7	5	8
TOTAL UNFAVOURABLE	11	12	10	4	8	18	7	10	10	17	14	11	7	12
Neither favourable nor unfavourable	36	38	31	20	39	42	32	36	35	37	35	39	37	32
Fairly favourable	32	32	31	52	29	30	34	30	33	29	29	31	35	34
Very favourable	17	15	23	20	14	9	23	18	18	15	18	15	17	18
TOTAL FAVOURABLE	49	47	54	72	43	39	57	48	51	44	47	46	52	52
Don't know	4	3	6	4	10	1	4	6	4	2	4	4	3	4

Jewish people
[N=2197]

Very unfavourable	2	1	4	0	2	1	3	3	2	2	3	3	2	2
Fairly unfavourable	3	2	10	3	4	2	4	2	3	3	3	2	5	3
TOTAL UNFAVOURABLE	5	3	14	3	6	3	7	5	5	5	6	5	7	5
Neither favourable nor unfavourable	52	53	47	40	53	53	52	52	54	54	55	53	50	50
Fairly favourable	23	24	24	27	20	24	23	21	23	20	20	23	25	24
Very favourable	16	16	10	23	15	18	14	18	16	17	15	15	16	18
TOTAL FAVOURABLE	39	40	34	50	35	42	37	39	39	37	35	38	41	42
Don't know	3	3	6	7	7	1	4	4	3	4	4	4	4	2

Muslims
[N=2256]

Very unfavourable	10	12	6	4	10	13	9	9	9	13	8	10	11	10
Fairly unfavourable	11	13	12	10	14	13	9	12	10	18	10	13	10	11
TOTAL UNFAVOURABLE	21	25	18	14	24	26	18	21	19	31	18	23	21	21
Neither favourable nor unfavourable	47	47	37	32	39	52	48	48	48	45	50	47	47	47
Fairly favourable	18	18	20	23	16	15	20	17	18	14	16	16	19	20
Very favourable	10	7	19	25	12	5	12	10	10	7	11	10	10	9
TOTAL FAVOURABLE	28	25	39	48	28	20	32	27	28	21	27	26	29	29
Don't know	4	4	6	7	9	2	3	4	4	4	5	4	3	3

Welfare recipients
[N=2203]

Very unfavourable	5	6	4	1	2	7	7	2	5	7	4	5	7	6
Fairly unfavourable	15	16	10	3	11	17	17	14	14	19	15	17	13	15
TOTAL UNFAVOURABLE	20	22	14	4	13	24	24	16	19	26	19	22	20	21
Neither favourable nor unfavourable	54	56	52	38	45	60	53	55	54	53	56	53	52	55
Fairly favourable	14	13	20	28	20	11	15	13	15	13	14	15	14	15
Very favourable	5	4	7	13	13	3	4	7	5	3	5	6	6	4
TOTAL FAVOURABLE	19	17	27	41	33	14	19	20	20	16	19	21	20	19
Don't know	6	5	8	17	10	3	5	9	6	5	6	4	7	6

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Poor people
[N=2229]

Very unfavourable	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	0	0	1	1	2	1	
Fairly unfavourable	3	1	4	1	3	2	4	4	2	3	5	2	1	3	2	3	2	1	2	2	3	3	4
TOTAL UNFAVOURABLE	4	2	5	2	4	3	5	5	3	4	6	3	1	4	3	4	2	1	2	3	4	5	5
Neither favourable nor unfavourable	54	68	49	58	60	53	59	55	53	43	53	58	54	55	52	55	55	48	37	52	58	55	56
Fairly favourable	24	15	27	26	19	26	21	25	23	25	23	22	26	23	25	22	26	29	37	24	20	18	24
Very favourable	15	13	16	10	14	15	13	13	16	20	13	15	16	14	16	14	13	18	21	17	13	19	12
TOTAL FAVOURABLE	39	28	43	36	33	41	34	38	39	45	36	37	42	37	41	36	39	47	58	41	33	37	36
Don't know	4	2	2	4	3	3	2	2	5	7	5	2	3	3	4	4	4	4	2	3	5	4	4

Do you think the average Labour MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2461]

Big business
[N=1225]

Very unfavourable	9	2	4	22	8	13	12	7	5	9	10	10	10	10	8	0	9	18	6	0	5	9	9	11
Fairly unfavourable	21	35	23	25	19	22	22	24	19	16	18	19	28	25	15	21	12	23	0	20	17	24	24	
TOTAL UNFAVOURABLE	30	37	27	47	27	35	34	31	24	25	28	29	38	33	15	30	30	29	0	25	26	33	35	
Neither favourable nor unfavourable	20	20	24	24	15	23	18	23	18	25	21	19	20	20	21	21	14	20	0	25	19	18	19	
Fairly favourable	17	6	22	20	14	19	15	15	19	17	17	17	16	18	16	17	17	19	0	17	15	22	16	
Very favourable	14	9	12	10	21	10	17	12	16	17	15	17	10	12	17	14	12	20	0	12	15	12	15	
TOTAL FAVOURABLE	31	15	34	30	35	29	32	27	35	34	32	34	26	30	33	31	29	39	0	29	30	34	31	
Don't know	19	15	18	17	10	18	16	15	21	21	20	19	17	16	23	18	27	13	0	21	25	15	14	

Small business
[N=1254]

Very unfavourable	10	2	2	29	5	17	11	9	10	8	11	12	10	10	0	10	11	5	0	10	12	12	9
Fairly unfavourable	21	32	13	18	36	15	30	23	20	15	16	23	28	18	26	21	23	26	0	21	22	17	22
TOTAL UNFAVOURABLE	31	34	15	47	41	32	41	32	30	23	27	35	38	28	26	31	34	31	0	31	34	29	31
Neither favourable nor unfavourable	23	21	23	35	16	24	21	26	22	23	24	24	22	22	26	23	20	27	0	24	18	23	26
Fairly favourable	23	11	39	28	6	34	13	22	24	28	27	23	16	27	17	22	28	25	0	21	23	33	20
Very favourable	4	2	6	2	1	6	2	3	4	3	6	3	2	5	2	4	0	1	0	6	4	4	2
TOTAL FAVOURABLE	27	13	45	30	7	40	15	25	28	31	33	26	18	32	19	26	28	26	0	27	27	37	22
Don't know	19	16	17	15	11	17	16	15	22	21	19	16	20	18	20	19	18	16	0	19	21	11	21

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Poor people
[N=2229]

Very unfavourable	1	0	0	1	1	0	2	1	1	0	2	1	1	1
Fairly unfavourable	3	3	3	1	2	1	5	2	3	3	2	4	3	2
TOTAL UNFAVOURABLE	4	3	3	2	3	1	7	3	4	3	4	5	4	3
Neither favourable nor unfavourable	54	56	45	43	48	56	56	53	53	60	57	55	53	51
Fairly favourable	24	24	25	25	28	25	22	25	24	21	21	25	23	26
Very favourable	15	14	19	21	16	15	13	16	15	11	14	13	17	16
TOTAL FAVOURABLE	39	38	44	46	44	40	35	41	39	32	35	38	40	42
Don't know	4	3	8	9	4	3	3	5	4	4	4	3	4	4

Do you think the average Labour MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2461]

Big business
[N=1225]

Very unfavourable	9	10	6	5	7	11	10	7	9	12	9	9	9	9
Fairly unfavourable	21	23	10	18	14	25	22	18	21	22	19	21	22	21
TOTAL UNFAVOURABLE	30	33	16	23	21	36	32	25	30	34	28	30	31	30
Neither favourable nor unfavourable	20	19	24	23	20	19	19	23	20	19	23	16	22	19
Fairly favourable	17	16	21	15	13	18	18	16	17	14	17	18	17	15
Very favourable	14	13	14	8	21	11	14	14	15	11	12	19	12	13
TOTAL FAVOURABLE	31	29	35	23	34	29	32	30	32	25	29	37	29	28
Don't know	19	20	24	30	26	16	16	22	18	22	20	16	17	22

Small business
[N=1254]

Very unfavourable	10	10	12	8	9	13	9	7	10	11	9	10	8	13
Fairly unfavourable	21	23	11	7	25	26	18	25	20	29	15	24	26	20
TOTAL UNFAVOURABLE	31	33	23	15	34	39	27	32	30	40	24	34	34	33
Neither favourable nor unfavourable	23	23	27	34	22	23	25	22	23	26	27	24	21	22
Fairly favourable	23	21	26	20	16	16	27	28	24	16	27	23	22	19
Very favourable	4	3	2	5	4	3	4	1	4	2	3	1	4	6
TOTAL FAVOURABLE	27	24	28	25	20	19	31	29	28	18	30	24	26	25
Don't know	19	20	22	27	24	19	17	18	19	17	19	19	19	19

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rich people
[N=1240]

Very unfavourable	16	6	15	32	12	27	22	11	10	11	20	22	17	15	0	16	16	12	0	13	19	11	20
Fairly unfavourable	20	20	24	26	15	24	16	23	18	26	21	15	22	22	17	20	16	18	0	18	13	31	22
TOTAL FAVOURABLE	36	26	39	58	27	51	38	34	28	37	41	37	39	37	17	36	32	30	0	31	32	42	42
Neither favourable nor unfavourable	19	13	26	23	12	23	15	18	19	16	21	19	17	19	19	19	16	14	0	19	23	21	17
Fairly favourable	14	10	18	10	13	15	15	12	16	18	13	14	14	14	14	14	15	14	0	14	14	14	14
Very favourable	15	12	9	11	21	10	15	12	17	16	17	17	10	13	18	14	14	24	0	15	15	14	14
TOTAL FAVOURABLE	29	22	27	21	34	25	30	24	33	34	30	31	24	27	32	28	29	38	0	29	29	28	28
Don't know	16	7	17	15	7	16	12	12	19	14	17	16	15	15	17	16	23	17	0	20	16	10	14

Private landlords
[N=1237]

Very unfavourable	13	6	10	27	12	17	17	10	11	11	18	14	14	13	0	14	13	6	0	10	14	13	18
Fairly unfavourable	25	30	27	29	31	25	27	30	20	18	25	21	29	27	21	25	20	21	0	25	23	26	26
TOTAL FAVOURABLE	38	36	37	56	43	42	44	40	31	29	43	35	43	40	21	39	33	27	0	35	37	39	44
Neither favourable nor unfavourable	26	28	30	30	21	30	23	25	26	30	21	29	29	25	27	26	22	33	0	32	21	27	23
Fairly favourable	11	6	12	11	7	11	11	10	13	16	13	7	11	11	12	12	8	9	0	9	17	10	12
Very favourable	4	1	2	1	7	3	4	4	5	4	6	4	2	5	4	4	0	9	0	4	2	8	4
TOTAL FAVOURABLE	15	7	14	12	14	14	15	14	18	20	19	11	13	16	16	16	8	18	0	13	19	18	16
Don't know	20	13	22	19	7	19	17	14	26	21	23	21	15	19	24	19	37	22	0	20	23	16	18

Immigrants
[N=1228]

Very unfavourable	4	3	3	2	4	3	4	4	2	6	5	2	4	4	0	4	5	8	0	3	3	6	5
Fairly unfavourable	11	15	9	11	5	13	10	7	14	12	10	11	13	11	11	11	6	11	0	10	15	12	11
TOTAL FAVOURABLE	15	18	12	13	9	16	14	11	16	18	15	13	17	15	11	15	11	19	0	13	18	18	16
Neither favourable nor unfavourable	23	19	32	29	9	30	16	26	20	29	23	19	24	24	21	23	16	32	0	26	19	23	23
Fairly favourable	22	29	27	24	20	25	24	23	22	17	22	24	24	25	18	22	34	13	0	22	21	30	21
Very favourable	21	24	7	14	57	10	34	24	18	15	18	28	20	17	26	21	21	24	0	19	20	17	24
TOTAL FAVOURABLE	43	53	34	38	77	35	58	47	40	32	40	52	44	42	44	43	55	37	0	41	41	47	45
Don't know	18	13	21	19	7	18	14	15	21	26	21	13	16	18	19	19	18	13	0	21	23	13	17

Refugees
[N=1218]

Very unfavourable	5	3	5	3	5	5	3	7	5	6	4	6	4	7	0	5	4	9	0	4	5	6	5
Fairly unfavourable	11	12	12	12	2	14	10	9	13	13	11	10	13	12	11	12	3	18	0	10	12	12	12
TOTAL FAVOURABLE	16	15	17	15	7	19	13	16	18	19	15	16	17	19	11	17	7	27	0	14	17	18	17
Neither favourable nor unfavourable	20	25	26	29	6	25	15	20	20	22	18	23	20	20	20	21	17	12	0	20	18	21	22
Fairly favourable	25	22	34	28	19	32	22	29	22	24	28	23	22	27	22	24	39	22	0	27	22	30	22
Very favourable	20	22	7	12	62	8	33	26	15	14	16	27	20	17	23	20	13	17	0	21	24	14	20
TOTAL FAVOURABLE	45	44	41	40	81	40	55	55	37	38	44	50	42	44	45	44	52	39	0	48	46	44	42
Don't know	19	16	18	15	8	17	15	12	24	22	21	14	20	20	18	19	22	21	0	19	18	17	19

Trade Unions

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rich people

[N=1240]

Very unfavourable	16	19	9	13	9	23	13	16	15	24	12	19	16	17
Fairly unfavourable	20	19	19	22	13	20	22	23	20	18	18	22	22	18
TOTAL FAVOURABLE	36	38	28	35	22	43	35	39	35	42	30	41	38	35
Neither favourable nor unfavourable	19	18	22	21	15	19	20	19	20	15	21	17	19	18
Fairly favourable	14	13	8	17	14	14	14	12	14	13	13	14	13	15
Very favourable	15	12	19	12	27	11	16	12	15	11	15	12	18	14
TOTAL FAVOURABLE	29	25	27	29	41	25	30	24	29	24	28	26	31	29
Don't know	16	18	23	15	24	14	15	17	15	20	20	16	11	17

Private landlords

[N=1237]

Very unfavourable	13	14	9	12	9	16	15	10	13	19	11	12	15	15
Fairly unfavourable	25	23	23	16	22	30	24	23	25	21	21	25	27	25
TOTAL FAVOURABLE	38	37	32	28	31	46	39	33	38	40	32	37	42	40
Neither favourable nor unfavourable	26	27	23	29	22	29	24	27	26	27	30	27	24	24
Fairly favourable	11	10	15	15	12	9	12	13	11	11	10	14	10	12
Very favourable	4	4	2	3	4	2	6	5	4	2	6	3	4	4
TOTAL FAVOURABLE	15	14	17	18	16	11	18	18	15	13	16	17	14	16
Don't know	20	21	28	25	31	15	19	22	20	21	22	19	20	20

Immigrants

[N=1228]

Very unfavourable	4	4	5	2	2	2	6	6	5	3	5	5	4	4
Fairly unfavourable	11	9	11	6	12	15	9	12	11	10	13	11	11	10
TOTAL FAVOURABLE	15	13	16	8	14	17	15	18	16	13	18	16	15	14
Neither favourable nor unfavourable	23	23	28	22	23	24	23	22	23	24	25	26	21	21
Fairly favourable	22	23	20	21	22	25	22	22	22	24	21	22	26	21
Very favourable	21	22	14	8	19	21	24	15	21	19	17	21	20	25
TOTAL FAVOURABLE	43	45	34	29	41	46	46	37	43	43	38	43	46	46
Don't know	18	20	23	40	22	14	16	24	18	19	20	15	18	20

Refugees

[N=1218]

Very unfavourable	5	5	8	4	9	5	4	5	5	6	4	6	5	5
Fairly unfavourable	11	10	13	16	11	12	11	11	12	9	12	12	13	9
TOTAL FAVOURABLE	16	15	21	20	20	17	15	16	17	15	16	18	18	14
Neither favourable nor unfavourable	20	18	17	21	17	21	18	28	20	19	23	18	20	19
Fairly favourable	25	24	19	25	25	22	29	19	25	22	23	28	25	25
Very favourable	20	21	13	10	18	21	20	17	19	22	15	21	21	21
TOTAL FAVOURABLE	45	45	32	35	43	43	49	36	44	44	38	49	46	46
Don't know	19	21	29	23	20	19	17	20	19	22	23	15	16	22

Trade Unions

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<i>[N=1238]</i>																								
Very unfavourable	4	2	1	8	2	6	5	4	5	5	4	4	4	5	0	4	2	4	0	5	4	5	4	
Fairly unfavourable	8	5	8	5	7	9	8	6	10	4	10	8	6	7	9	7	9	16	0	9	9	3	7	
TOTAL FAVOURABLE	12	7	9	13	9	15	13	10	15	9	14	12	10	12	9	11	11	20	0	14	13	8	11	
Neither favourable nor unfavourable	16	12	18	17	11	16	11	14	17	21	21	12	11	14	19	16	14	14	0	19	13	16	16	
Fairly favourable	29	21	38	37	21	37	24	32	27	27	27	31	31	32	26	29	28	26	0	25	31	39	28	
Very favourable	26	49	14	29	46	21	38	31	22	19	19	30	36	29	22	27	27	14	0	24	23	22	32	
TOTAL FAVOURABLE	55	70	52	66	67	58	62	63	49	46	46	61	67	61	48	56	55	40	0	49	54	61	60	
Don't know	17	9	19	11	7	16	12	13	21	25	19	16	13	15	19	16	20	26	0	18	20	15	14	
Working class people																								
<i>[N=12239]</i>																								
Very unfavourable	12	4	4	32	5	19	13	11	6	11	16	10	10	15	0	12	7	20	0	11	16	10	11	
Fairly unfavourable	18	26	13	12	29	14	24	19	17	14	14	20	23	16	21	18	26	16	0	20	19	14	17	
TOTAL FAVOURABLE	30	30	17	44	34	33	37	30	23	25	30	30	33	31	21	30	33	36	0	31	35	24	28	
Neither favourable nor unfavourable	21	26	17	24	20	20	23	23	19	21	19	21	23	21	21	21	11	20	0	22	18	19	24	
Fairly favourable	26	16	38	36	8	35	15	26	25	31	28	22	23	30	19	26	17	20	0	22	22	38	27	
Very favourable	9	12	13	13	1	11	6	8	9	10	10	8	8	11	5	9	14	8	0	9	9	10	7	
TOTAL FAVOURABLE	35	28	51	49	9	46	21	34	34	41	38	30	31	41	24	35	31	28	0	31	31	48	34	
Don't know	15	11	14	12	10	14	13	11	19	19	18	13	13	13	19	15	24	15	0	16	17	10	15	
Middle class people																								
<i>[N=1198]</i>																								
Very unfavourable	8	1	5	23	5	14	11	6	5	7	12	8	8	9	0	9	4	9	0	9	6	10	9	
Fairly unfavourable	20	34	10	20	41	17	28	24	17	10	16	24	26	22	17	20	26	19	0	17	22	17	22	
TOTAL FAVOURABLE	28	35	15	43	46	31	39	30	22	17	28	32	34	31	17	29	30	28	0	26	28	27	31	
Neither favourable nor unfavourable	26	26	28	32	15	29	21	27	25	28	23	23	31	25	27	26	26	21	0	29	25	19	27	
Fairly favourable	21	7	32	25	14	24	17	20	23	29	25	20	14	22	21	22	15	19	0	23	21	26	19	
Very favourable	7	3	8	3	3	8	4	5	8	13	8	5	3	7	6	6	2	12	0	4	6	15	6	
TOTAL FAVOURABLE	28	10	40	28	17	32	21	25	31	42	33	25	17	29	27	28	17	31	0	27	27	41	25	
Don't know	18	12	19	16	4	17	15	13	22	15	20	15	17	16	20	17	26	20	0	18	19	13	17	
CEOs of big companies																								
<i>[N=1251]</i>																								
Very unfavourable	11	5	11	22	8	17	15	9	13	10	13	12	12	10	0	12	6	11	0	9	11	12	14	
Fairly unfavourable	20	26	24	21	17	27	18	26	16	19	22	17	22	23	16	21	16	23	0	20	15	24	23	
TOTAL FAVOURABLE	31	31	35	43	25	44	33	35	29	29	35	29	34	33	16	33	22	34	0	29	26	36	37	
Neither favourable nor unfavourable	20	16	27	24	15	23	16	20	20	23	21	20	18	19	22	20	14	21	0	21	24	18	19	
Fairly favourable	16	9	18	14	17	15	16	14	17	17	15	15	16	14	18	16	16	12	0	18	14	15	15	
Very favourable	11	9	5	11	18	8	13	11	12	8	11	15	9	9	14	10	19	16	0	9	8	13	12	
TOTAL FAVOURABLE	27	18	23	25	35	23	29	25	29	25	26	30	25	23	32	26	35	28	0	27	22	28	27	
Don't know	22	18	21	19	11	20	21	15	27	20	22	20	24	22	21	21	29	17	0	24	27	17	18	

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status				Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[N=1238]

Very unfavourable	4	4	4	4	8	4	4	1	4	4	4	3	3	6
Fairly unfavourable	8	7	6	3	8	5	9	10	8	6	7	11	7	7
TOTAL FAVOURABLE	12	11	10	7	16	9	13	11	12	10	11	14	10	13
Neither favourable nor unfavourable	16	13	22	23	26	11	16	16	17	10	16	13	17	17
Fairly favourable	29	31	31	23	18	31	29	36	29	31	31	31	26	29
Very favourable	26	27	12	19	13	36	26	21	25	33	24	29	29	23
TOTAL FAVOURABLE	55	58	43	42	31	67	55	57	54	64	55	60	55	52
Don't know	17	17	25	28	26	13	16	16	17	15	18	14	18	18

Working class people

[N=12239]

Very unfavourable	12	12	16	4	16	11	11	13	12	11	11	13	15	9
Fairly unfavourable	18	18	12	8	21	23	18	12	17	24	16	17	19	19
TOTAL FAVOURABLE	30	30	28	12	37	34	29	25	29	35	27	30	34	28
Neither favourable nor unfavourable	21	22	13	20	20	23	20	20	21	21	23	20	19	21
Fairly favourable	26	24	29	32	14	24	28	29	26	24	28	29	23	23
Very favourable	9	8	9	11	6	7	9	11	9	7	8	8	11	8
TOTAL FAVOURABLE	35	32	38	43	20	31	37	40	35	31	36	37	34	31
Don't know	15	16	22	24	23	13	14	16	15	13	14	13	14	19

Middle class people

[N=1198]

Very unfavourable	8	8	4	6	7	9	9	6	9	5	5	8	9	11
Fairly unfavourable	20	22	14	5	13	27	20	17	20	26	17	17	22	23
TOTAL FAVOURABLE	28	30	18	11	20	36	29	23	29	31	22	25	31	34
Neither favourable nor unfavourable	26	27	24	35	25	30	23	26	25	28	32	26	27	20
Fairly favourable	21	19	22	27	22	15	23	24	22	18	22	25	19	19
Very favourable	7	5	10	13	9	3	7	8	7	1	7	9	7	5
TOTAL FAVOURABLE	28	24	32	40	31	18	30	32	29	19	29	34	26	24
Don't know	18	18	27	14	23	17	17	19	17	22	17	16	16	22

CEOs of big companies

[N=1251]

Very unfavourable	11	12	2	9	6	13	12	9	11	13	9	10	12	14
Fairly unfavourable	20	21	22	15	11	21	24	19	20	22	19	25	20	18
TOTAL FAVOURABLE	31	33	24	24	17	34	36	28	31	35	28	35	32	32
Neither favourable nor unfavourable	20	19	32	23	19	19	20	23	20	20	20	18	21	21
Fairly favourable	16	16	15	24	15	17	14	16	15	17	14	16	21	11
Very favourable	11	10	6	4	20	9	12	11	12	6	9	13	10	12
TOTAL FAVOURABLE	27	26	21	28	35	26	26	27	27	23	23	29	31	23
Don't know	22	22	23	25	30	21	19	22	21	22	28	18	16	25

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

CEOs of the major water companies
[N=1194]

Very unfavourable	12	13	18	12	15	11	16	8	7	12	12	12	14	8	0	12	11	4	0	9	10	17	13
Fairly unfavourable	22	25	29	25	17	28	20	24	20	21	20	22	26	26	16	22	17	22	0	28	16	23	22
TOTAL FAVOURABLE	34	38	47	37	32	39	36	32	27	33	32	34	40	34	16	34	28	26	0	37	26	40	35
Neither favourable nor unfavourable	21	28	20	11	18	20	21	23	19	17	20	18	24	17	25	21	15	25	0	22	24	16	19
Fairly favourable	13	7	13	11	17	13	14	12	14	15	14	13	12	13	14	13	13	20	0	8	13	13	16
Very favourable	10	5	6	12	19	6	14	10	11	4	12	15	6	8	13	10	14	13	0	9	9	14	9
TOTAL FAVOURABLE	23	12	19	23	36	19	28	22	25	19	26	28	18	21	27	23	27	33	0	17	22	27	25
Don't know	22	20	20	23	17	18	19	15	28	35	23	20	21	21	24	22	30	16	0	24	28	18	20

Landowners
[N=1237]

Very unfavourable	18	6	15	42	11	28	21	15	6	15	21	21	18	17	0	17	24	17	0	16	17	15	20
Fairly unfavourable	25	39	21	32	26	26	28	28	22	20	19	25	34	26	23	26	15	17	0	21	21	27	32
TOTAL FAVOURABLE	43	45	36	74	37	54	49	43	28	35	40	46	52	43	23	43	39	34	0	37	38	42	52
Neither favourable nor unfavourable	25	12	37	22	11	31	17	25	25	32	27	26	19	24	26	25	26	27	0	27	26	30	21
Fairly favourable	9	3	14	8	3	12	6	8	10	14	12	8	5	10	8	9	11	14	0	9	9	10	9
Very favourable	4	3	4	7	3	2	5	3	5	3	4	4	4	4	4	4	0	5	0	4	3	6	4
TOTAL FAVOURABLE	13	6	18	15	6	14	11	11	15	17	16	12	9	14	12	13	11	19	0	13	12	16	13
Don't know	19	14	19	16	15	17	17	14	23	24	22	16	17	18	21	19	24	20	0	24	24	12	14

Poverty charities
[N=1209]

Very unfavourable	4	1	3	10	2	7	4	5	0	4	4	5	2	7	0	4	4	2	0	3	6	4	4
Fairly unfavourable	10	10	9	8	12	8	12	9	11	10	8	11	12	8	12	10	11	8	0	9	13	7	9
TOTAL FAVOURABLE	14	11	12	18	14	15	16	14	11	14	12	16	14	15	12	14	15	10	0	12	19	11	13
Neither favourable nor unfavourable	27	38	25	20	31	23	32	30	25	24	22	30	33	25	30	28	18	27	0	30	28	22	28
Fairly favourable	28	23	38	37	15	38	20	30	26	35	31	28	22	32	21	28	32	22	0	29	19	39	28
Very favourable	8	9	9	9	12	9	7	9	8	10	10	6	7	10	6	8	0	14	0	8	9	14	6
TOTAL FAVOURABLE	36	32	47	46	27	47	27	39	34	45	41	34	29	42	27	36	32	36	0	37	28	53	34
Don't know	23	16	18	23	20	20	22	19	26	21	25	21	22	22	24	22	35	27	0	20	24	14	25

Environmental charities
[N=1266]

Very unfavourable	3	2	1	4	2	4	3	3	2	4	2	4	3	3	0	3	2	2	0	3	2	4	3
Fairly unfavourable	8	11	7	6	9	6	9	7	9	9	7	8	9	8	7	8	9	13	0	8	9	6	8
TOTAL FAVOURABLE	11	13	8	10	11	10	12	10	11	13	9	12	12	11	7	11	11	15	0	11	11	10	11
Neither favourable nor unfavourable	29	32	27	39	24	32	29	30	28	21	27	31	33	27	33	29	33	34	0	29	29	22	31
Fairly favourable	25	23	33	26	23	29	22	30	20	26	25	25	23	28	19	26	14	18	0	25	23	29	26
Very favourable	9	8	6	6	18	7	10	10	7	11	9	11	5	8	9	9	5	4	0	7	6	12	10
TOTAL FAVOURABLE	34	31	39	32	41	36	32	40	27	37	34	36	28	36	28	35	19	22	0	32	29	41	36
Don't know	27	25	25	22	22	23	26	19	33	30	28	23	26	25	28	26	36	29	0	27	30	25	23

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

CEOs of the major water companies
[N=1194]

Very unfavourable	12	13	7	8	7	12	12	11	11	13	11	11	10	13
Fairly unfavourable	22	21	20	11	13	25	23	21	22	21	22	21	27	18
TOTAL FAVOURABLE	34	34	27	19	20	37	35	32	33	34	33	32	37	31
Neither favourable nor unfavourable	21	21	17	15	21	23	21	19	21	20	24	18	20	20
Fairly favourable	13	13	16	12	10	13	13	13	12	17	13	12	11	15
Very favourable	10	11	14	6	16	7	12	9	11	6	7	14	11	10
TOTAL FAVOURABLE	23	24	30	18	26	20	25	22	23	23	20	26	22	25
Don't know	22	22	26	48	33	20	19	26	22	23	23	23	20	23

Landowners
[N=1237]

Very unfavourable	18	18	10	7	13	21	18	14	18	15	16	15	16	23
Fairly unfavourable	25	27	16	20	13	33	24	23	25	23	27	18	27	27
TOTAL FAVOURABLE	43	45	26	27	26	54	42	37	43	38	43	33	43	50
Neither favourable nor unfavourable	25	24	27	30	30	20	27	22	25	28	25	29	27	20
Fairly favourable	9	7	17	11	12	5	11	11	10	9	9	10	8	11
Very favourable	4	4	3	2	6	4	4	4	4	3	4	7	4	2
TOTAL FAVOURABLE	13	11	20	13	18	9	15	15	14	12	13	17	12	13
Don't know	19	19	28	31	27	17	16	25	19	23	19	20	19	19

Poverty charities
[N=1209]

Very unfavourable	4	4	2	0	6	4	3	5	4	4	5	4	5	3
Fairly unfavourable	10	10	8	5	14	11	9	6	9	13	6	11	13	9
TOTAL FAVOURABLE	14	14	10	5	20	15	12	11	13	17	11	15	18	12
Neither favourable nor unfavourable	27	28	20	25	23	34	27	22	27	30	27	28	27	27
Fairly favourable	28	26	30	29	19	24	31	36	28	25	31	29	25	26
Very favourable	8	8	9	10	11	7	9	4	9	4	7	8	9	9
TOTAL FAVOURABLE	36	34	39	39	30	31	40	40	37	29	38	37	34	35
Don't know	23	24	31	30	25	20	22	26	23	23	24	20	22	26

Environmental charities
[N=1266]

Very unfavourable	3	2	8	3	5	3	3	3	3	3	2	3	3	4
Fairly unfavourable	8	9	5	11	9	10	7	5	8	8	8	8	9	8
TOTAL FAVOURABLE	11	11	13	14	14	13	10	8	11	11	10	11	12	12
Neither favourable nor unfavourable	29	30	26	23	29	32	30	25	29	33	30	29	32	26
Fairly favourable	25	23	20	21	15	24	27	28	25	19	28	27	24	20
Very favourable	9	10	7	7	9	5	11	8	9	7	6	7	9	11
TOTAL FAVOURABLE	34	33	27	28	24	29	38	36	34	26	34	34	33	31
Don't know	27	27	33	34	34	26	23	31	26	30	26	26	24	31

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People living in London
[N=1221]

Very unfavourable	3	1	1	7	4	4	4	3	2	4	2	4	3	4	0	4	0	4	0	3	1	7	4
Fairly unfavourable	7	16	5	9	3	7	8	7	8	5	7	7	9	8	6	7	11	10	0	4	4	17	7
TOTAL FAVOURABLE	10	17	6	16	7	11	12	10	10	9	9	11	12	12	6	11	11	14	0	7	5	24	11
Neither favourable nor unfavourable	31	32	37	35	21	37	26	33	30	27	32	33	31	30	33	32	18	27	0	29	34	36	32
Fairly favourable	24	20	29	26	23	24	23	24	23	35	24	22	22	24	23	25	12	19	0	24	23	23	27
Very favourable	15	12	9	11	36	9	22	17	13	15	13	17	16	15	14	14	27	19	0	18	18	8	11
TOTAL FAVOURABLE	39	32	38	37	59	33	45	41	36	50	37	39	38	39	37	39	39	38	0	42	41	31	38
Don't know	19	15	19	16	10	19	17	14	24	17	20	20	18	20	19	19	32	21	0	23	20	10	18

Public sector workers
[N=1258]

Very unfavourable	3	2	3	5	2	5	2	3	3	3	4	2	2	5	0	3	4	3	0	2	4	3	4
Fairly unfavourable	9	8	9	6	9	9	10	8	11	6	12	8	8	9	11	9	10	13	0	9	9	8	10
TOTAL FAVOURABLE	12	10	12	11	11	14	12	11	14	9	16	10	10	14	11	12	14	16	0	11	13	11	14
Neither favourable nor unfavourable	21	27	18	23	19	19	22	21	21	23	18	20	26	19	25	21	18	24	0	25	16	21	21
Fairly favourable	31	27	38	42	24	38	25	34	28	38	32	31	27	36	23	31	32	30	0	28	28	36	32
Very favourable	18	22	18	11	33	17	23	23	13	10	15	20	20	18	16	18	16	17	0	16	22	20	16
TOTAL FAVOURABLE	49	49	56	53	57	55	48	57	41	48	47	51	47	54	39	49	48	47	0	44	50	56	48
Don't know	18	14	16	15	10	16	15	11	23	21	20	16	17	16	21	18	20	13	0	20	22	12	17

Jewish people
[N=1213]

Very unfavourable	7	2	3	22	5	10	10	5	0	8	11	5	6	9	0	7	5	10	0	5	8	5	10
Fairly unfavourable	13	25	9	10	18	9	19	16	9	7	10	14	17	12	13	13	8	11	0	12	10	13	15
TOTAL FAVOURABLE	20	27	12	32	23	19	29	21	9	15	21	19	23	21	13	20	13	21	0	17	18	18	25
Neither favourable nor unfavourable	34	38	34	44	29	36	34	36	32	28	33	33	38	33	35	34	31	31	0	32	37	33	35
Fairly favourable	16	5	27	12	8	24	10	15	18	23	19	15	12	19	13	16	26	17	0	18	15	24	12
Very favourable	5	1	4	5	5	5	4	3	6	9	6	5	2	6	4	5	2	3	0	5	4	11	4
TOTAL FAVOURABLE	21	6	31	17	13	29	14	18	24	32	25	20	14	25	17	21	28	20	0	23	19	35	16
Don't know	25	22	24	25	18	21	23	19	29	32	25	22	26	24	26	24	28	27	0	28	27	13	24

Muslims
[N=1236]

Very unfavourable	3	3	0	3	3	4	3	3	2	4	3	3	3	4	0	3	6	1	0	4	3	5	2
Fairly unfavourable	7	9	5	7	3	9	6	7	7	9	7	5	9	9	5	7	9	14	0	4	7	10	8
TOTAL FAVOURABLE	10	12	5	10	6	13	9	10	9	13	10	8	12	13	5	10	15	15	0	8	10	15	10
Neither favourable nor unfavourable	30	41	32	37	14	34	27	31	30	39	29	28	33	30	31	30	27	41	0	34	32	24	29
Fairly favourable	19	18	28	25	17	23	18	20	18	13	21	20	17	20	18	19	25	17	0	16	18	23	20
Very favourable	17	12	7	16	49	10	27	22	14	15	14	24	17	16	19	18	11	17	0	16	16	22	19
TOTAL FAVOURABLE	36	30	35	41	66	33	45	42	32	28	35	44	34	36	37	37	36	34	0	32	34	45	39
Don't know	23	20	25	15	14	22	18	17	27	21	25	20	21	22	24	23	22	11	0	26	24	16	24

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People living in London

[N=1221]

Very unfavourable	3	3	3	2	2	4	4	1	4	2	2	4	5	2
Fairly unfavourable	7	7	14	0	8	8	8	7	8	5	6	10	9	5
TOTAL FAVOURABLE	10	10	17	2	10	12	12	8	12	7	8	14	14	7
Neither favourable nor unfavourable	31	32	33	23	31	30	32	34	31	37	37	27	32	31
Fairly favourable	24	23	16	41	21	22	24	24	24	21	21	24	22	27
Very favourable	15	16	6	12	12	17	15	14	15	15	14	15	16	14
TOTAL FAVOURABLE	39	39	22	53	33	39	39	38	39	36	35	39	38	41
Don't know	19	20	27	22	26	18	17	21	19	21	21	20	16	21

Public sector workers

[N=1258]

Very unfavourable	3	2	2	3	6	2	3	3	3	4	2	3	4	2
Fairly unfavourable	9	10	7	4	12	10	10	6	9	9	8	11	12	7
TOTAL FAVOURABLE	12	12	9	7	18	12	13	9	12	13	10	14	16	9
Neither favourable nor unfavourable	21	22	18	23	20	25	20	20	21	21	24	21	18	23
Fairly favourable	31	29	42	31	24	26	34	36	31	30	29	29	32	32
Very favourable	18	19	10	10	12	22	17	14	18	17	17	17	21	16
TOTAL FAVOURABLE	49	48	52	41	36	48	51	50	49	47	46	46	53	48
Don't know	18	18	21	29	26	16	16	21	18	18	21	18	13	21

Jewish people

[N=1213]

Very unfavourable	7	9	6	0	5	6	10	5	8	4	7	7	6	8
Fairly unfavourable	13	15	12	8	12	19	10	8	12	15	11	13	11	14
TOTAL FAVOURABLE	20	24	18	8	17	25	20	13	20	19	18	20	17	22
Neither favourable nor unfavourable	34	34	27	31	34	34	33	39	33	39	37	34	36	30
Fairly favourable	16	14	24	24	14	12	19	15	17	11	14	16	21	15
Very favourable	5	3	9	11	7	3	4	8	5	4	6	6	3	5
TOTAL FAVOURABLE	21	17	33	35	21	15	23	23	22	15	20	22	24	20
Don't know	25	24	22	27	28	25	23	26	25	27	26	23	23	27

Muslims

[N=1236]

Very unfavourable	3	2	6	0	5	2	4	2	3	3	3	3	4	2
Fairly unfavourable	7	6	11	13	3	9	7	5	7	8	6	8	8	7
TOTAL FAVOURABLE	10	8	17	13	8	11	11	7	10	11	9	11	12	9
Neither favourable nor unfavourable	30	30	32	35	28	34	27	33	29	38	32	28	33	29
Fairly favourable	19	19	13	16	19	17	21	20	19	16	19	21	18	18
Very favourable	17	19	15	13	16	16	20	17	18	16	15	20	16	19
TOTAL FAVOURABLE	36	38	28	29	35	33	41	37	37	32	34	41	34	37
Don't know	23	23	23	22	29	21	21	24	23	19	25	20	21	24

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Welfare recipients
[N=1222]

Very unfavourable	8	6	7	16	6	11	8	9	4	7	9	9	6	11	0	8	6	10	0	10	7	7	8
Fairly unfavourable	16	21	17	16	22	15	21	14	18	14	13	17	21	15	18	16	19	13	0	16	13	15	19
TOTAL FAVOURABLE	24	27	24	32	28	26	29	23	22	21	22	26	27	26	18	24	25	23	0	26	20	22	27
Neither favourable nor unfavourable	26	21	27	27	17	28	22	27	26	37	24	26	27	25	28	26	24	35	0	25	27	28	25
Fairly favourable	21	22	27	31	15	25	16	26	16	17	21	21	19	25	14	20	23	19	0	20	25	25	17
Very favourable	10	11	4	7	24	8	14	13	7	5	12	11	6	11	8	10	8	7	0	8	7	11	13
TOTAL FAVOURABLE	31	33	31	38	39	33	30	39	23	22	33	32	25	36	22	30	31	26	0	28	32	36	30
Don't know	19	19	19	12	7	18	16	13	24	25	21	15	18	18	21	19	21	16	0	21	21	13	18

Poor people
[N=1226]

Very unfavourable	11	5	7	24	5	17	10	11	7	11	13	11	9	14	0	11	11	9	0	9	14	10	11
Fairly unfavourable	20	22	18	13	31	18	25	19	21	14	16	25	23	17	24	19	28	20	0	20	19	18	20
TOTAL FAVOURABLE	31	27	25	37	36	35	35	30	28	25	29	36	32	31	24	30	39	29	0	29	33	28	31
Neither favourable nor unfavourable	23	29	21	25	18	23	22	26	21	24	25	21	24	24	23	24	15	31	0	24	24	25	22
Fairly favourable	21	17	33	28	11	30	16	23	19	27	23	19	18	24	16	22	15	14	0	23	20	24	21
Very favourable	7	5	8	8	5	7	6	7	6	10	8	6	5	9	3	6	9	10	0	4	5	14	6
TOTAL FAVOURABLE	28	22	41	36	16	37	22	30	25	37	31	25	23	33	19	28	24	24	0	27	25	38	27
Don't know	18	17	16	19	11	17	14	15	21	18	18	16	19	17	19	18	21	17	0	19	19	9	19

Do you think the average Conservative MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2490]

Big business
[N=1245]

Very unfavourable	0	0	0	0	1	1	1	0	0	1	1	0	0	1	0	0	0	2	0	1	0	1	0
Fairly unfavourable	2	2	2	0	1	1	2	2	2	3	2	1	2	1	3	1	7	5	0	1	0	2	1
TOTAL UNFAVOURABLE	2	2	2	0	2	2	3	3	2	3	3	2	2	1	4	1	7	7	0	2	0	3	1
Neither favourable nor unfavourable	11	21	8	5	13	6	15	11	10	13	11	10	11	10	12	11	5	10	0	11	14	13	9
Fairly favourable	25	33	22	28	33	21	31	25	26	24	25	19	33	27	24	26	28	15	0	23	22	23	31
Very favourable	46	33	56	55	38	59	37	49	43	49	49	51	37	49	41	45	47	59	0	48	47	41	44
TOTAL FAVOURABLE	71	66	78	83	71	80	68	74	69	73	74	70	70	76	65	71	75	74	0	71	69	64	75
Don't know	15	10	12	12	15	12	16	11	19	12	13	18	17	13	19	16	13	10	0	16	16	20	15

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Welfare recipients
[N=1222]

Very unfavourable	8	7	16	2	17	9	6	7	8	6	7	10	7	9
Fairly unfavourable	16	18	6	3	22	22	11	16	16	17	16	17	16	16
TOTAL FAVOURABLE	24	25	22	5	39	31	17	23	24	23	23	27	23	25
Neither favourable nor unfavourable	26	26	23	37	25	28	25	29	26	30	28	27	27	23
Fairly favourable	21	19	25	25	9	18	26	19	21	18	21	21	21	19
Very favourable	10	10	6	3	7	6	14	6	10	9	8	9	12	9
TOTAL FAVOURABLE	31	29	31	28	16	24	40	25	31	27	29	30	33	28
Don't know	19	19	25	31	20	17	17	23	19	19	20	15	17	23

Poor people
[N=1226]

Very unfavourable	11	11	18	0	22	11	10	10	12	7	9	11	15	9
Fairly unfavourable	20	19	18	11	22	22	18	20	20	23	19	23	20	19
TOTAL FAVOURABLE	31	30	36	11	44	33	28	30	32	30	28	34	35	28
Neither favourable nor unfavourable	23	24	24	32	21	24	24	23	23	27	26	23	20	26
Fairly favourable	21	21	19	33	8	18	25	21	21	17	22	22	21	19
Very favourable	7	5	7	6	6	5	8	6	7	4	5	7	8	6
TOTAL FAVOURABLE	28	26	26	39	14	23	33	27	28	21	27	29	29	25
Don't know	18	20	14	18	22	20	15	20	17	22	18	15	16	22

Do you think the average Conservative MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2490]

Big business
[N=1245]

Very unfavourable	0	1	1	0	2	0	0	0	0	1	0	0	1	1
Fairly unfavourable	2	1	1	2	3	2	2	1	2	0	2	1	2	2
TOTAL UNFAVOURABLE	2	2	2	2	5	2	2	1	2	1	2	1	3	3
Neither favourable nor unfavourable	11	9	18	15	12	14	8	11	10	14	12	8	11	12
Fairly favourable	25	27	27	26	22	31	24	24	25	28	21	28	23	30
Very favourable	46	45	39	49	46	36	52	44	46	43	47	45	50	43
TOTAL FAVOURABLE	71	72	66	75	68	67	76	68	71	71	68	73	73	73
Don't know	15	17	14	9	14	17	14	20	16	14	19	18	13	12

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Small business
[N=1224]

Very unfavourable	6	1	9	3	5	8	4	6	6	5	9	5	3	5	7	6	5	11	0	5	5	8	6
Fairly unfavourable	18	10	23	21	9	20	11	17	18	28	22	17	10	16	19	18	17	18	0	21	15	16	17
TOTAL UNFAVOURABLE	24	11	32	24	14	28	15	23	24	33	31	22	13	21	26	24	22	29	0	26	20	24	23
Neither favourable nor unfavourable	27	22	24	24	34	22	33	25	28	30	24	27	29	24	30	26	32	34	0	25	24	26	28
Fairly favourable	25	31	27	28	30	29	26	30	22	15	22	23	35	29	20	26	24	18	0	23	28	26	26
Very favourable	8	22	5	6	10	8	10	10	6	3	6	10	10	11	4	8	8	8	0	7	9	9	8
TOTAL FAVOURABLE	33	53	32	34	40	37	36	40	28	18	28	33	45	40	24	34	32	26	0	30	37	35	34
Don't know	16	14	10	17	13	12	16	13	19	20	17	18	13	14	19	17	15	11	0	19	19	15	15

Rich people
[N=1252]

Very unfavourable	1	0	1	0	0	2	1	1	1	0	1	0	2	1	1	1	3	1	0	1	0	1	2
Fairly unfavourable	2	1	1	2	1	3	1	2	1	2	2	1	1	1	2	1	10	2	0	1	1	1	2
TOTAL UNFAVOURABLE	3	1	2	2	1	5	2	3	2	2	3	1	3	2	3	2	13	3	0	2	1	2	4
Neither favourable nor unfavourable	10	21	6	5	8	6	14	10	10	5	10	13	9	10	10	10	5	11	0	9	12	11	10
Fairly favourable	23	41	20	17	33	18	29	25	21	27	19	20	30	23	23	24	17	10	0	18	23	21	29
Very favourable	52	26	63	69	41	64	42	53	51	55	56	53	44	54	49	51	50	67	0	55	52	54	48
TOTAL FAVOURABLE	75	67	83	86	74	82	71	78	72	82	75	73	74	77	72	75	67	77	0	73	75	75	77
Don't know	13	11	9	6	17	7	14	9	15	10	11	13	14	11	15	13	15	9	0	17	12	13	10

Private landlords
[N=1244]

Very unfavourable	2	3	2	0	0	1	2	2	2	0	2	2	1	2	2	2	1	3	0	2	1	1	2
Fairly unfavourable	4	5	3	3	4	3	6	5	4	3	4	4	6	5	4	4	9	9	0	4	3	6	3
TOTAL UNFAVOURABLE	6	8	5	3	4	4	8	7	6	3	6	6	7	7	6	6	10	12	0	6	4	7	5
Neither favourable nor unfavourable	22	38	16	21	37	16	29	22	22	15	17	23	30	19	27	23	23	8	0	24	28	19	21
Fairly favourable	29	34	30	32	29	28	31	32	26	28	29	27	32	32	25	29	22	30	0	24	27	29	34
Very favourable	27	6	39	34	12	42	13	30	24	36	33	25	15	30	22	25	34	45	0	25	22	33	24
TOTAL FAVOURABLE	56	40	69	66	41	70	44	62	50	64	62	52	47	62	47	54	56	75	0	49	49	62	58
Don't know	16	14	11	10	18	9	19	9	22	17	15	18	16	13	21	17	12	5	0	21	18	13	15

Immigrants
[N=1241]

Very unfavourable	27	7	38	41	8	42	14	28	26	29	34	25	16	33	19	26	39	36	0	24	23	35	25
Fairly unfavourable	26	28	29	30	20	27	24	27	25	38	24	25	26	29	21	26	12	33	0	26	21	24	29
TOTAL UNFAVOURABLE	53	35	67	71	28	69	38	55	51	67	58	50	42	62	40	52	51	69	0	50	44	59	54
Neither favourable nor unfavourable	19	36	15	10	28	12	28	19	19	11	16	18	28	15	25	20	19	13	0	21	22	15	19
Fairly favourable	8	9	6	6	16	6	11	9	7	4	7	8	11	8	8	8	11	7	0	7	8	8	9
Very favourable	4	7	2	3	14	2	7	6	3	5	3	7	5	3	7	5	6	1	0	6	7	4	3
TOTAL FAVOURABLE	12	16	8	9	30	8	18	15	10	9	10	15	16	11	15	13	17	8	0	13	15	12	12
Don't know	16	13	11	11	15	11	16	11	20	13	16	18	15	13	20	16	13	9	0	16	19	14	15

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Small business
[N=1224]

Very unfavourable	6	5	16	8	6	2	8	9	6	8	8	5	6	6
Fairly unfavourable	18	17	11	28	20	10	20	19	18	14	17	18	16	19
TOTAL UNFAVOURABLE	24	22	27	36	26	12	28	28	24	22	25	23	22	25
Neither favourable nor unfavourable	27	29	25	28	29	31	24	21	26	30	26	24	26	30
Fairly favourable	25	26	21	13	17	34	24	22	25	30	24	32	25	21
Very favourable	8	7	8	6	7	9	9	6	8	5	6	7	12	8
TOTAL FAVOURABLE	33	33	29	19	24	43	33	28	33	35	30	39	37	29
Don't know	16	16	19	17	21	13	16	23	17	13	19	14	15	16

Rich people
[N=1252]

Very unfavourable	1	1	1	0	1	2	1	0	1	1	1	1	1	2
Fairly unfavourable	2	2	1	4	2	0	2	1	2	1	1	2	3	1
TOTAL UNFAVOURABLE	3	3	2	4	3	2	3	1	3	2	2	3	4	3
Neither favourable nor unfavourable	10	10	13	2	11	11	9	9	10	11	11	8	10	11
Fairly favourable	23	23	24	20	27	28	18	26	22	26	22	26	18	25
Very favourable	52	51	50	65	44	44	60	49	52	49	51	53	57	48
TOTAL FAVOURABLE	75	74	74	85	71	72	78	75	74	75	73	79	75	73
Don't know	13	13	12	9	15	15	10	15	13	12	14	11	11	14

Private landlords
[N=1244]

Very unfavourable	2	1	5	1	4	1	2	1	2	1	2	2	1	2
Fairly unfavourable	4	5	5	5	4	5	4	4	4	5	4	5	4	5
TOTAL UNFAVOURABLE	6	6	10	6	8	6	6	5	6	6	6	7	5	7
Neither favourable nor unfavourable	22	23	17	9	26	31	18	18	22	24	25	19	22	22
Fairly favourable	29	31	28	29	22	31	31	23	29	31	25	34	25	32
Very favourable	27	21	30	41	26	16	31	29	28	16	27	23	32	24
TOTAL FAVOURABLE	56	52	58	70	48	47	62	52	57	47	52	57	57	56
Don't know	16	19	16	14	18	15	14	23	15	24	17	17	15	16

Immigrants
[N=1241]

Very unfavourable	27	24	26	32	28	15	35	24	29	15	27	26	29	27
Fairly unfavourable	26	25	15	45	24	29	23	29	25	29	27	27	24	25
TOTAL UNFAVOURABLE	53	49	41	77	52	44	58	53	54	44	54	53	53	52
Neither favourable nor unfavourable	19	22	23	3	21	26	16	17	19	23	18	17	21	20
Fairly favourable	8	9	13	8	4	10	8	7	8	9	8	9	6	8
Very favourable	4	4	3	0	7	5	4	3	4	5	3	5	5	4
TOTAL FAVOURABLE	12	13	16	8	11	15	12	10	12	14	11	14	11	12
Don't know	16	16	19	12	16	15	15	21	15	19	16	16	15	16

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Refugees
[N=1247]

Very unfavourable	25	4	40	35	7	39	10	27	23	33	34	22	13	30	18	24	30	32	0	26	19	29	24
Fairly unfavourable	26	27	29	30	17	31	23	27	25	29	28	19	28	30	20	26	11	31	0	24	24	32	26
TOTAL UNFAVOURABLE	51	31	69	65	24	70	33	54	48	62	62	41	41	60	38	50	41	63	0	50	43	61	50
Neither favourable nor unfavourable	19	33	13	23	19	12	27	20	18	15	14	22	25	18	21	19	19	16	0	18	22	14	22
Fairly favourable	11	18	6	5	26	6	17	10	12	7	6	15	15	9	13	11	14	9	0	9	11	9	13
Very favourable	4	4	2	0	13	2	6	5	3	1	3	5	4	3	5	3	9	2	0	4	6	4	2
TOTAL FAVOURABLE	15	22	8	5	39	8	23	15	15	8	9	20	19	12	18	14	23	11	0	13	17	13	15
Don't know	15	13	10	7	17	9	17	12	19	15	16	16	15	11	22	16	18	10	0	19	18	12	14

Trade Unions
[N=1262]

Very unfavourable	29	13	37	43	18	42	20	35	24	28	35	29	22	33	23	28	25	52	0	29	26	25	29
Fairly unfavourable	33	43	28	30	40	32	37	34	33	33	26	35	41	35	30	33	33	28	0	33	29	32	36
TOTAL UNFAVOURABLE	62	56	65	73	58	74	57	69	57	61	61	64	63	68	53	61	58	80	0	62	55	57	65
Neither favourable nor unfavourable	15	20	11	11	22	10	19	14	16	15	12	18	15	12	20	15	13	9	0	16	18	15	14
Fairly favourable	6	10	6	5	5	2	8	5	6	8	7	3	7	5	7	6	9	0	0	5	7	7	6
Very favourable	1	3	2	0	3	2	1	2	1	1	2	1	2	1	2	2	3	0	0	2	1	4	0
TOTAL FAVOURABLE	7	13	8	5	8	4	9	7	7	9	9	4	9	6	9	8	12	0	0	7	8	11	6
Don't know	16	10	17	12	11	12	15	11	20	15	18	14	14	14	19	16	17	11	0	16	18	17	14

Working class people
[N=1258]

Very unfavourable	19	4	27	20	12	26	14	21	18	22	23	19	13	20	17	18	25	33	0	19	17	17	19
Fairly unfavourable	29	14	39	32	26	34	22	30	28	38	31	30	23	31	25	29	28	29	0	35	28	35	24
TOTAL UNFAVOURABLE	48	18	66	52	38	60	36	51	46	60	54	49	36	51	42	47	53	62	0	54	45	52	43
Neither favourable nor unfavourable	22	38	14	27	27	17	28	20	23	22	16	20	31	20	24	22	19	18	0	19	21	18	25
Fairly favourable	13	29	7	7	18	9	18	13	13	5	11	14	18	14	11	14	7	6	0	11	16	11	15
Very favourable	3	6	3	1	2	3	3	4	2	2	3	3	3	3	3	3	4	2	0	2	2	3	3
TOTAL FAVOURABLE	16	35	10	8	20	12	21	17	15	7	14	17	21	17	14	17	11	8	0	13	18	14	18
Don't know	15	9	10	13	15	10	16	13	16	11	17	14	13	12	19	15	17	13	0	15	17	16	13

Middle class people
[N=1257]

Very unfavourable	3	0	3	1	2	2	2	4	2	4	3	3	1	3	2	3	1	0	0	3	3	5	1
Fairly unfavourable	9	2	11	10	7	10	7	9	9	8	11	8	8	9	10	9	9	10	0	7	8	14	9
TOTAL UNFAVOURABLE	12	2	14	11	9	12	9	13	11	12	14	11	9	12	12	12	10	10	0	10	11	19	10
Neither favourable nor unfavourable	22	29	18	19	20	19	26	21	22	17	21	20	27	21	24	22	21	28	0	21	24	20	22
Fairly favourable	37	43	40	42	44	40	38	41	34	32	34	39	40	39	34	37	30	32	0	39	34	36	39
Very favourable	13	13	15	14	14	16	11	14	13	24	13	14	11	15	12	13	18	19	0	13	16	12	12
TOTAL FAVOURABLE	50	56	55	56	58	56	49	55	47	56	47	53	51	54	46	50	48	51	0	52	50	48	51
Don't know	16	13	14	15	12	12	16	11	20	16	17	17	14	14	19	16	21	11	0	18	14	13	16

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Refugees
[N=1247]

Very unfavourable	25	20	31	37	22	12	32	29	26	18	26	25	28	22
Fairly unfavourable	26	23	22	35	28	28	25	21	26	22	24	28	25	26
TOTAL UNFAVOURABLE	51	43	53	72	50	40	57	50	52	40	50	53	53	48
Neither favourable nor unfavourable	19	22	15	11	20	29	15	15	19	24	20	16	22	19
Fairly favourable	11	14	7	5	7	15	10	11	11	13	10	11	9	14
Very favourable	4	3	4	0	6	4	4	2	4	3	3	4	3	4
TOTAL FAVOURABLE	15	17	11	5	13	19	14	13	15	16	13	15	12	18
Don't know	15	17	20	12	18	13	14	22	15	20	17	16	14	15

Trade Unions
[N=1262]

Very unfavourable	29	30	18	36	30	22	34	28	30	23	29	29	30	29
Fairly unfavourable	33	35	23	31	19	41	32	33	32	37	32	32	33	35
TOTAL UNFAVOURABLE	62	65	41	67	49	63	66	61	62	60	61	61	63	64
Neither favourable nor unfavourable	15	14	21	12	28	15	12	15	15	14	17	16	14	12
Fairly favourable	6	5	13	7	6	7	6	3	6	5	6	4	6	7
Very favourable	1	1	4	2	1	1	2	1	2	1	1	2	2	1
TOTAL FAVOURABLE	7	6	17	9	7	8	8	4	8	6	7	6	8	8
Don't know	16	15	21	12	16	15	15	20	15	20	15	17	15	16

Working class people
[N=1258]

Very unfavourable	19	17	19	24	16	14	24	16	19	17	15	19	22	20
Fairly unfavourable	29	29	27	42	21	22	31	39	29	28	23	34	29	29
TOTAL UNFAVOURABLE	48	46	46	66	37	36	55	55	48	45	38	53	51	49
Neither favourable nor unfavourable	22	22	19	11	30	32	15	15	21	26	27	20	20	19
Fairly favourable	13	13	14	8	8	17	13	10	13	14	16	9	11	15
Very favourable	3	3	5	3	6	2	2	3	3	3	3	3	4	1
TOTAL FAVOURABLE	16	16	19	11	14	19	15	13	16	17	19	12	15	16
Don't know	15	16	16	12	19	13	14	18	15	12	15	15	14	15

Middle class people
[N=1257]

Very unfavourable	3	2	4	6	3	1	3	3	2	3	2	3	2	3
Fairly unfavourable	9	10	10	4	10	8	10	7	9	11	6	9	10	12
TOTAL UNFAVOURABLE	12	12	14	10	13	9	13	10	11	14	8	12	12	15
Neither favourable nor unfavourable	22	20	19	12	24	23	20	26	22	18	26	20	17	24
Fairly favourable	37	37	31	35	33	43	35	34	36	40	34	35	43	35
Very favourable	13	12	19	28	11	11	15	12	14	8	13	16	12	12
TOTAL FAVOURABLE	50	49	50	63	44	54	50	46	50	48	47	51	55	47
Don't know	16	19	17	14	19	14	16	17	16	20	19	16	16	14

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

CEOs of big companies

[N=1219]

Very unfavourable	1	1	1	0	1	1	2	2	1	3	1	2	1	1	2	1	4	3	0	2	1	0	1
Fairly unfavourable	2	2	1	1	1	1	2	1	3	4	2	1	3	1	3	2	1	3	0	2	1	3	2
TOTAL UNFAVOURABLE	3	3	2	1	2	2	4	3	4	7	3	3	4	2	5	3	5	6	0	4	2	3	3
Neither favourable nor unfavourable	13	30	7	7	21	7	18	12	14	12	12	11	18	13	14	14	8	2	0	10	15	16	15
Fairly favourable	25	37	18	29	27	22	30	28	22	23	23	24	29	26	23	25	26	23	0	19	19	26	30
Very favourable	43	14	60	51	33	58	30	46	40	43	50	44	31	45	39	42	46	58	0	46	48	40	37
TOTAL FAVOURABLE	68	51	78	80	60	80	60	74	62	66	73	68	60	71	62	67	72	81	0	65	67	66	67
Don't know	16	16	12	12	17	11	18	11	20	16	12	19	18	14	19	16	15	11	0	21	16	15	14

CEOs of the major water companies

[N=1223]

Very unfavourable	3	3	2	1	3	2	4	3	2	3	2	2	4	3	2	2	5	2	0	2	3	1	3
Fairly unfavourable	6	13	3	5	8	5	10	7	6	3	4	6	10	7	6	6	6	9	0	4	6	8	7
TOTAL UNFAVOURABLE	9	16	5	6	11	7	14	10	8	6	6	8	14	10	8	8	11	11	0	6	9	9	10
Neither favourable nor unfavourable	19	38	13	17	20	17	21	20	18	17	18	16	23	18	20	18	33	17	0	13	23	18	20
Fairly favourable	24	17	30	26	27	27	23	24	24	30	23	25	23	27	19	25	22	13	0	28	21	26	24
Very favourable	28	7	35	32	20	35	21	31	26	35	33	31	18	29	27	28	18	42	0	29	29	28	27
TOTAL FAVOURABLE	52	24	65	58	47	62	44	55	50	65	56	56	41	56	46	53	40	55	0	57	50	54	51
Don't know	20	23	16	18	23	14	22	15	24	12	20	20	22	16	26	20	16	17	0	24	18	20	18

Landowners

[N=1196]

Very unfavourable	1	0	1	0	3	1	2	1	2	2	1	3	1	1	2	2	0	1	0	2	1	2	1
Fairly unfavourable	4	3	3	4	6	4	5	5	4	4	5	3	4	3	6	4	9	3	0	3	5	5	4
TOTAL UNFAVOURABLE	5	3	4	4	9	5	7	6	6	6	6	5	5	4	8	6	9	4	0	5	6	7	5
Neither favourable nor unfavourable	14	23	8	7	17	11	17	14	15	10	14	11	17	12	18	14	14	10	0	12	16	18	14
Fairly favourable	30	46	26	30	36	27	35	31	30	33	28	27	36	33	27	31	22	29	0	29	28	30	34
Very favourable	35	18	50	43	21	44	25	37	33	42	38	37	27	40	28	34	43	48	0	41	32	33	30
TOTAL FAVOURABLE	65	64	76	73	57	71	60	68	63	75	66	64	63	73	55	65	65	77	0	70	60	63	64
Don't know	15	10	12	17	17	13	15	12	17	8	14	18	15	11	20	15	13	9	0	14	18	13	15

Poverty charities

[N=1253]

Very unfavourable	13	2	19	13	7	21	7	15	11	9	17	13	8	14	11	12	11	23	0	13	11	13	13
Fairly unfavourable	22	7	26	37	14	27	17	23	21	21	27	21	14	25	17	21	27	25	0	23	16	26	21
TOTAL UNFAVOURABLE	35	9	45	50	21	48	24	38	32	30	44	34	22	39	28	33	38	48	0	36	27	39	34
Neither favourable nor unfavourable	30	36	25	26	36	25	36	30	30	33	25	30	36	29	32	30	37	31	0	31	32	24	30
Fairly favourable	12	28	8	7	16	9	16	11	12	18	8	12	15	12	12	12	6	11	0	9	14	9	15
Very favourable	3	9	2	2	3	3	3	4	2	2	2	3	5	2	4	3	0	0	0	3	5	4	2
TOTAL FAVOURABLE	15	37	10	9	19	12	19	15	14	20	10	15	20	14	16	15	6	11	0	12	19	13	17
Don't know	20	18	19	15	23	15	21	17	23	17	20	19	23	19	23	21	19	10	0	21	22	24	20

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

CEOs of big companies

[N=1219]

Very unfavourable	1	1	3	5	3	1	1	1	2	0	1	1	2	2
Fairly unfavourable	2	1	2	0	6	3	1	2	2	2	2	3	0	2
TOTAL UNFAVOURABLE	3	2	5	5	9	4	2	3	4	2	3	4	2	4
Neither favourable nor unfavourable	13	13	14	9	15	19	10	11	13	15	17	11	11	13
Fairly favourable	25	25	30	24	21	25	25	26	24	31	24	23	27	25
Very favourable	43	43	37	45	38	33	49	44	44	33	39	44	45	43
TOTAL FAVOURABLE	68	68	67	69	59	58	74	70	68	64	63	67	72	68
Don't know	16	16	14	17	16	19	13	17	16	19	17	17	16	14

CEOs of the major water companies

[N=1223]

Very unfavourable	3	2	4	2	3	4	2	2	2	5	3	1	4	2
Fairly unfavourable	6	6	8	4	5	10	5	5	6	7	9	4	4	9
TOTAL UNFAVOURABLE	9	8	12	6	8	14	7	7	8	12	12	5	8	11
Neither favourable nor unfavourable	19	19	18	7	18	23	17	21	18	22	17	17	22	18
Fairly favourable	24	24	17	40	16	25	25	25	24	24	26	29	21	21
Very favourable	28	27	31	32	34	18	34	25	29	23	28	29	27	30
TOTAL FAVOURABLE	52	51	48	72	50	43	59	50	53	47	54	58	48	51
Don't know	20	22	23	15	25	21	17	23	20	19	17	19	21	21

Landowners

[N=1196]

Very unfavourable	1	1	1	3	3	1	1	1	1	2	2	2	1	2
Fairly unfavourable	4	4	4	2	2	5	5	3	5	3	3	5	6	4
TOTAL UNFAVOURABLE	5	5	5	5	5	6	6	4	6	5	5	7	7	6
Neither favourable nor unfavourable	14	13	20	9	21	16	13	12	15	10	17	12	14	14
Fairly favourable	30	32	32	34	26	34	28	31	31	27	27	32	30	32
Very favourable	35	35	26	45	34	29	38	35	34	40	34	38	37	31
TOTAL FAVOURABLE	65	67	58	79	60	63	66	66	65	67	61	70	67	63
Don't know	15	15	17	7	15	15	15	18	14	18	17	12	13	16

Poverty charities

[N=1255]

Very unfavourable	13	11	13	12	11	8	18	8	13	10	10	11	17	14
Fairly unfavourable	22	21	19	22	21	13	26	28	22	20	22	24	19	22
TOTAL UNFAVOURABLE	35	32	32	34	32	21	44	36	35	30	32	35	36	36
Neither favourable nor unfavourable	30	31	28	34	30	39	25	24	30	31	31	30	30	29
Fairly favourable	12	11	17	11	13	13	10	14	12	11	12	12	9	14
Very favourable	3	3	4	3	3	4	3	2	3	3	4	3	4	2
TOTAL FAVOURABLE	15	14	21	14	16	17	13	16	15	14	16	15	13	16
Don't know	20	24	20	18	22	22	18	23	20	25	21	20	21	20

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Environmental charities

[N=1255]

Very unfavourable	13	1	18	9	2	21	5	14	11	15	19	9	5	15	8	12	11	23	0	12	13	14	11
Fairly unfavourable	23	8	30	30	15	32	14	24	23	34	26	20	19	26	18	23	31	24	0	25	18	20	25
TOTAL UNFAVOURABLE	36	9	48	39	17	53	19	38	34	49	45	29	24	41	26	35	42	47	0	37	31	34	36
Neither favourable nor unfavourable	31	46	26	33	38	25	40	33	30	20	27	34	38	30	33	32	24	30	0	30	36	34	30
Fairly favourable	11	23	8	11	17	7	17	10	12	13	8	9	19	11	11	12	8	7	0	10	12	10	14
Very favourable	2	5	2	0	6	2	3	2	3	1	3	2	3	2	3	3	1	0	0	3	3	5	2
TOTAL FAVOURABLE	13	28	10	11	23	9	20	12	15	14	11	11	22	13	14	15	9	7	0	13	15	15	16
Don't know	19	16	16	17	23	12	21	17	21	17	17	26	17	15	26	19	24	15	0	21	19	17	19

People living in London

[N=1225]

Very unfavourable	3	1	4	1	0	3	2	3	3	3	3	2	2	3	2	2	1	10	0	1	2	7	2
Fairly unfavourable	6	3	10	6	3	9	5	9	4	2	6	7	7	7	4	6	6	6	0	4	5	15	5
TOTAL UNFAVOURABLE	9	4	14	7	3	12	7	12	7	5	9	9	9	10	6	8	7	16	0	5	7	22	7
Neither favourable nor unfavourable	23	34	22	20	26	20	26	24	22	20	20	25	25	22	24	23	31	19	0	15	17	26	29
Fairly favourable	28	27	28	34	25	28	27	26	28	30	28	25	29	30	23	28	23	21	0	28	30	29	27
Very favourable	22	17	25	22	29	26	20	23	21	22	26	21	17	22	21	22	14	28	0	34	23	9	19
TOTAL FAVOURABLE	50	44	53	56	54	54	47	49	49	52	54	46	46	52	44	50	37	49	0	62	53	38	46
Don't know	19	19	12	18	17	13	20	15	22	22	17	20	20	16	24	19	25	17	0	18	24	14	18

Public sector workers

[N=1305]

Very unfavourable	14	1	20	16	6	18	11	18	11	7	17	16	8	16	11	14	15	18	0	14	8	17	15
Fairly unfavourable	26	16	31	34	12	33	18	30	22	33	27	25	22	30	19	25	27	37	0	27	23	27	24
TOTAL UNFAVOURABLE	40	17	51	50	18	51	29	48	33	40	44	41	30	46	30	39	42	55	0	41	31	44	39
Neither favourable nor unfavourable	30	43	22	33	41	22	36	28	31	33	27	27	35	28	32	30	32	21	0	26	31	28	33
Fairly favourable	12	22	10	7	20	10	15	11	14	7	11	13	16	12	13	13	6	10	0	9	17	12	14
Very favourable	3	7	3	1	4	4	4	5	3	4	3	3	4	3	5	4	2	2	0	4	4	5	2
TOTAL FAVOURABLE	15	29	13	8	24	14	19	16	17	11	14	16	20	15	18	17	8	12	0	13	21	17	16
Don't know	15	11	14	9	16	13	15	10	19	17	14	16	15	12	19	15	18	11	0	19	16	12	13

Jewish people

[N=1223]

Very unfavourable	4	1	5	3	2	6	3	4	4	6	5	3	2	4	3	4	3	7	0	5	2	3	4
Fairly unfavourable	8	2	10	10	4	11	4	6	10	19	8	6	6	8	9	7	12	17	0	5	8	5	9
TOTAL UNFAVOURABLE	12	3	15	13	6	17	7	10	14	25	13	9	8	12	12	11	15	24	0	10	10	8	13
Neither favourable nor unfavourable	34	38	32	38	43	34	37	36	32	24	33	36	35	34	32	33	41	35	0	32	35	32	34
Fairly favourable	19	26	15	21	26	18	22	23	15	12	15	21	24	21	16	19	10	16	0	17	18	22	20
Very favourable	10	9	10	8	7	11	8	11	9	9	11	9	9	11	7	10	5	4	0	10	8	17	9
TOTAL FAVOURABLE	29	35	25	29	33	29	30	34	24	21	26	30	33	32	23	29	15	20	0	27	26	39	29
Don't know	26	23	28	21	18	20	26	20	31	31	28	23	25	22	32	26	28	21	0	31	29	21	24

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Environmental charities

[N=1255]

Very unfavourable	13	13	13	17	15	4	16	14	13	9	10	14	15	12
Fairly unfavourable	23	22	20	36	20	20	27	18	23	22	24	23	26	21
TOTAL UNFAVOURABLE	36	35	33	53	35	24	43	32	36	31	34	37	41	33
Neither favourable nor unfavourable	31	30	37	19	35	40	27	31	31	38	31	31	30	33
Fairly favourable	11	13	9	6	8	15	10	14	11	13	12	12	10	11
Very favourable	2	2	5	2	3	3	2	1	3	2	3	1	3	3
TOTAL FAVOURABLE	13	15	14	8	11	18	12	15	14	15	15	13	13	14
Don't know	19	21	16	21	19	18	18	22	19	17	20	20	15	21

People living in London

[N=1225]

Very unfavourable	3	2	9	1	4	1	4	2	3	0	4	2	2	3
Fairly unfavourable	6	6	9	2	5	7	5	9	6	7	5	6	6	7
TOTAL UNFAVOURABLE	9	8	18	3	9	8	9	11	9	7	9	8	8	10
Neither favourable nor unfavourable	23	21	26	22	27	26	21	18	23	19	23	25	21	23
Fairly favourable	28	30	19	39	19	29	28	23	28	25	22	30	28	31
Very favourable	22	21	22	22	18	17	25	23	21	25	25	19	24	19
TOTAL FAVOURABLE	50	51	41	61	37	46	53	46	49	50	47	49	52	50
Don't know	19	20	17	13	27	20	16	25	18	23	22	18	19	17

Public sector workers

[N=1305]

Very unfavourable	14	13	15	9	14	9	18	11	14	13	14	16	13	13
Fairly unfavourable	26	25	27	28	24	24	27	30	26	26	18	27	25	31
TOTAL UNFAVOURABLE	40	38	42	37	38	33	45	41	40	39	32	43	38	44
Neither favourable nor unfavourable	30	32	22	28	31	34	28	21	30	30	34	30	30	25
Fairly favourable	12	12	15	8	10	15	11	17	12	14	12	11	11	15
Very favourable	3	3	6	8	2	4	4	2	4	1	5	1	5	3
TOTAL FAVOURABLE	15	15	21	16	12	19	15	19	16	15	17	12	16	18
Don't know	15	15	15	19	20	14	13	19	15	16	17	15	16	13

Jewish people

[N=1223]

Very unfavourable	4	4	6	10	6	2	4	5	4	3	3	4	3	5
Fairly unfavourable	8	8	4	16	14	6	8	5	7	14	9	8	8	7
TOTAL UNFAVOURABLE	12	12	10	26	20	8	12	10	11	17	12	12	11	12
Neither favourable nor unfavourable	34	33	31	24	31	35	35	31	34	34	34	35	35	32
Fairly favourable	19	20	19	6	14	24	19	18	19	15	14	20	16	24
Very favourable	10	8	13	16	11	8	9	8	10	7	13	9	9	8
TOTAL FAVOURABLE	29	28	32	22	25	32	28	26	29	22	27	29	25	32
Don't know	26	27	27	28	25	25	25	33	26	27	28	24	28	24

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Muslims

[N=1289]

Very unfavourable	13	3	21	13	2	19	6	15	12	21	18	11	5	17	8	13	10	15	0	12	11	21	12
Fairly unfavourable	20	8	27	29	6	31	10	21	20	31	24	20	11	24	14	19	26	32	0	18	18	28	17
TOTAL UNFAVOURABLE	33	11	48	42	8	50	16	36	32	52	42	31	16	41	22	32	36	47	0	30	29	49	29
Neither favourable nor unfavourable	31	48	26	27	43	24	43	35	29	25	24	37	39	30	34	32	31	27	0	30	32	18	39
Fairly favourable	9	15	6	8	18	6	13	10	9	9	7	9	14	9	11	10	7	5	0	9	12	8	10
Very favourable	4	5	2	4	16	1	8	4	4	0	4	4	6	3	6	4	5	3	0	5	4	3	4
TOTAL FAVOURABLE	13	20	8	12	34	7	21	14	13	9	11	13	20	12	17	14	12	8	0	14	16	11	14
Don't know	22	21	18	20	14	19	21	15	27	15	22	20	25	17	28	22	23	20	0	26	23	21	18

Welfare recipients

[N=1247]

Very unfavourable	30	6	41	39	17	44	17	30	29	28	35	33	18	35	22	28	37	50	0	25	30	32	28
Fairly unfavourable	26	24	28	32	25	27	29	28	24	24	23	26	31	27	24	26	29	15	0	31	22	18	28
TOTAL UNFAVOURABLE	56	30	69	71	42	71	46	58	53	52	58	59	49	62	46	54	66	65	0	56	52	50	56
Neither favourable nor unfavourable	21	42	13	12	32	12	28	22	20	22	16	21	28	18	25	22	10	14	0	20	25	23	22
Fairly favourable	5	15	3	2	5	3	7	6	5	7	7	2	5	5	5	5	4	0	0	3	3	11	6
Very favourable	2	3	1	3	3	2	2	2	2	3	3	0	2	2	2	2	3	0	0	1	3	1	2
TOTAL FAVOURABLE	7	18	4	5	8	5	9	8	7	10	10	2	7	7	7	7	7	0	0	4	6	12	8
Don't know	17	10	15	13	19	12	17	12	20	16	16	18	16	14	21	17	18	20	0	21	17	15	14

Poor people

[N=1223]

Very unfavourable	26	3	36	25	16	35	17	29	25	31	32	27	16	26	27	26	28	37	0	27	23	28	25
Fairly unfavourable	27	18	34	42	28	32	25	26	29	32	27	29	25	29	25	27	23	30	0	30	26	29	25
TOTAL UNFAVOURABLE	53	21	70	67	44	67	42	55	54	63	59	56	41	55	52	53	51	67	0	57	49	57	50
Neither favourable nor unfavourable	22	43	14	17	32	14	30	25	20	22	16	21	33	23	21	23	11	9	0	21	25	19	25
Fairly favourable	7	24	2	3	11	4	12	8	7	2	6	7	11	8	7	7	8	7	0	5	6	9	9
TOTAL FAVOURABLE	29	67	16	20	43	18	42	33	27	24	22	28	44	31	28	30	19	16	0	26	31	28	34
Very favourable	2	1	3	1	2	2	2	2	2	1	2	1	1	2	2	2	5	2	0	1	2	3	1

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Muslims
[N=1289]

Very unfavourable	13	9	23	22	16	5	18	11	13	13	14	12	15	11
Fairly unfavourable	20	19	22	28	23	15	22	23	21	14	19	20	18	24
TOTAL UNFAVOURABLE	33	28	45	50	39	20	40	34	34	27	33	32	33	35
Neither favourable nor unfavourable	31	34	18	24	29	37	30	26	31	34	32	30	34	31
Fairly favourable	9	10	11	7	6	13	8	7	9	10	8	10	8	10
Very favourable	4	4	2	0	4	6	3	6	4	5	3	4	5	4
TOTAL FAVOURABLE	13	14	13	7	10	19	11	13	13	15	11	14	13	14
Don't know	22	23	23	18	23	24	17	28	21	23	23	24	20	20

Welfare recipients
[N=1247]

Very unfavourable	30	30	27	22	35	19	36	26	30	24	26	29	30	33
Fairly unfavourable	26	28	22	40	12	31	25	27	25	29	26	24	27	26
TOTAL UNFAVOURABLE	56	58	49	62	47	50	61	53	55	53	52	53	57	59
Neither favourable nor unfavourable	21	21	19	18	27	29	15	19	21	22	23	23	18	21
Fairly favourable	5	3	8	3	3	4	6	7	5	4	5	6	4	5
Very favourable	2	2	1	2	3	2	2	0	2	2	2	2	4	1
TOTAL FAVOURABLE	7	5	9	5	6	6	8	7	7	6	7	8	8	6
Don't know	17	17	21	15	20	15	16	21	17	19	18	17	17	15

Poor people
[N=1223]

Very unfavourable	26	26	21	35	27	16	32	25	28	17	25	25	27	29
Fairly unfavourable	27	28	30	29	23	27	29	27	26	34	23	28	27	31
TOTAL UNFAVOURABLE	53	54	51	64	50	43	61	52	54	51	48	53	54	60
Neither favourable nor unfavourable	22	22	14	20	23	31	16	22	22	25	24	22	23	20
Fairly favourable	7	8	7	0	5	11	7	6	7	9	10	6	7	6
TOTAL FAVOURABLE	29	30	21	20	28	42	23	28	29	34	34	28	30	26
Very favourable	2	1	6	3	2	1	2	1	2	1	2	1	2	2

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the average Liberal Democrat MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2475]

Big business

[N=1270]

Very unfavourable	4	5	3	1	6	3	5	5	3	8	4	4	2	5	2	4	4	7	0	2	3	6	4
Fairly unfavourable	14	16	12	16	18	13	13	17	11	24	12	14	13	15	12	13	15	18	0	15	8	10	17
TOTAL UNFAVOURABLE	18	21	15	17	24	16	18	22	14	32	16	18	15	20	14	17	19	25	0	17	11	16	21
Neither favourable nor unfavourable	24	30	27	27	23	29	24	26	23	16	23	23	29	25	22	25	22	15	0	25	25	31	22
Fairly favourable	16	14	15	17	13	18	14	16	16	13	14	17	17	16	15	15	24	15	0	14	14	19	15
Very favourable	6	3	5	2	7	3	7	7	5	9	7	7	3	6	6	6	0	10	0	6	5	7	6
TOTAL FAVOURABLE	22	17	20	19	20	21	21	23	21	22	21	24	20	22	21	21	24	25	0	20	19	26	21
Don't know	37	32	37	37	34	34	37	30	43	30	40	35	36	33	43	37	34	35	0	39	45	27	36

Small business

[N=1277]

Very unfavourable	2	3	0	0	9	1	4	4	1	2	3	2	1	2	2	2	3	0	0	2	3	1	3
Fairly unfavourable	7	6	3	2	16	5	9	9	6	3	8	7	6	7	8	7	7	12	0	6	7	9	6
TOTAL UNFAVOURABLE	9	9	3	2	25	6	13	13	7	5	11	9	7	9	10	9	10	12	0	8	10	10	9
Neither favourable nor unfavourable	21	28	21	20	18	22	22	23	19	22	17	24	25	20	23	21	13	28	0	22	21	21	21
Fairly favourable	28	24	37	37	20	36	23	33	24	28	29	27	29	32	23	28	31	24	0	29	27	34	27
Very favourable	6	4	9	11	3	9	4	5	7	7	7	4	7	8	4	6	6	10	0	5	7	7	6
TOTAL FAVOURABLE	34	28	46	48	23	45	27	38	31	35	36	31	36	40	27	34	37	34	0	34	34	41	33
Don't know	35	33	30	30	34	27	38	26	42	39	36	35	32	31	41	35	41	26	0	37	34	29	37

Rich people

[N=1213]

Very unfavourable	4	8	3	1	10	2	6	6	2	1	3	5	4	4	3	4	5	2	0	2	5	3	5
Fairly unfavourable	13	18	13	17	13	13	13	16	11	18	11	17	11	14	12	13	10	16	0	9	13	14	16
TOTAL UNFAVOURABLE	17	26	16	18	23	15	19	22	13	19	14	22	15	18	15	17	15	18	0	11	18	17	21
Neither favourable nor unfavourable	26	28	29	39	20	34	23	30	22	19	22	30	30	28	22	27	19	17	0	27	28	29	25
Fairly favourable	13	14	17	10	7	17	12	14	13	16	14	11	15	14	12	13	11	16	0	13	16	15	12
Very favourable	8	2	6	7	13	5	9	6	10	7	11	8	4	6	11	8	10	7	0	7	8	9	9
TOTAL FAVOURABLE	21	16	23	17	20	22	21	20	23	23	25	19	19	20	23	21	21	23	0	20	24	24	21
Don't know	36	31	33	26	36	28	37	27	42	38	39	29	36	34	40	35	44	42	0	41	31	29	34

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the average Liberal Democrat MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2475]

Big business

[N=1270]

Very unfavourable	4	3	5	7	4	2	5	4	4	3	3	3	4	4
Fairly unfavourable	14	15	5	23	11	13	15	12	14	15	11	13	14	17
TOTAL UNFAVOURABLE	18	18	10	30	15	15	20	16	18	18	14	16	18	21
Neither favourable nor unfavourable	24	22	29	23	30	27	23	19	24	26	27	28	21	20
Fairly favourable	16	16	28	15	11	15	16	17	16	13	19	11	17	17
Very favourable	6	5	8	5	4	4	7	4	6	4	8	6	6	3
TOTAL FAVOURABLE	22	21	36	20	15	19	23	21	22	17	27	17	23	20
Don't know	37	40	26	28	40	38	35	44	37	39	32	39	37	40

Small business

[N=1277]

Very unfavourable	2	2	1	0	1	2	3	2	2	3	3	3	3	0
Fairly unfavourable	7	7	10	2	8	7	7	6	7	6	6	9	6	6
TOTAL UNFAVOURABLE	9	9	11	2	9	9	10	8	9	9	9	12	9	6
Neither favourable nor unfavourable	21	20	28	25	24	22	21	20	21	20	23	23	17	23
Fairly favourable	28	25	33	35	22	30	30	24	28	28	31	29	30	23
Very favourable	6	5	6	9	6	7	5	6	6	7	7	4	6	8
TOTAL FAVOURABLE	34	30	39	44	28	37	35	30	34	35	38	33	36	31
Don't know	35	40	23	29	39	32	34	42	35	36	31	32	37	40

Rich people

[N=1213]

Very unfavourable	4	4	3	2	2	4	5	1	4	3	4	4	4	3
Fairly unfavourable	13	13	13	19	8	13	13	15	13	12	13	15	14	11
TOTAL UNFAVOURABLE	17	17	16	21	10	17	18	16	17	15	17	19	18	14
Neither favourable nor unfavourable	26	24	31	18	26	30	25	25	25	31	24	22	26	31
Fairly favourable	13	13	16	23	10	15	13	11	14	12	14	12	14	13
Very favourable	8	8	12	6	12	5	9	10	9	3	10	7	7	9
TOTAL FAVOURABLE	21	21	28	29	22	20	22	21	23	15	24	19	21	22
Don't know	36	39	25	31	41	34	35	38	35	38	36	41	35	33

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Private landlords

[N=1232]

Very unfavourable	4	4	3	1	10	3	5	5	3	5	4	5	2	4	4	4	7	4	0	3	6	3	3
Fairly unfavourable	17	22	18	22	17	19	16	21	14	21	16	18	16	19	13	17	13	17	0	16	13	14	21
TOTAL UNFAVOURABLE	21	26	21	23	27	22	21	26	17	26	20	23	18	23	17	21	20	21	0	19	19	17	24
Neither favourable nor unfavourable	24	23	24	36	20	30	21	26	22	17	21	27	27	23	25	24	26	19	0	23	27	23	23
Fairly favourable	12	8	14	12	9	13	11	12	12	15	13	9	11	13	10	11	18	16	0	11	12	17	10
Very favourable	3	1	3	0	4	2	2	2	3	4	4	2	1	3	3	3	0	1	0	3	1	9	2
TOTAL FAVOURABLE	15	9	17	12	13	15	13	14	15	19	17	11	12	16	13	14	18	17	0	14	13	26	12
Don't know	41	42	39	28	40	33	44	33	47	38	43	38	42	38	45	41	36	44	0	45	41	34	40

Immigrants

[N=1237]

Very unfavourable	3	3	3	0	5	3	3	4	3	4	3	3	4	3	4	4	1	5	0	3	4	4	3
Fairly unfavourable	7	6	8	4	2	8	4	5	8	10	9	4	4	6	7	6	10	11	0	9	2	7	6
TOTAL UNFAVOURABLE	10	9	11	4	7	11	7	9	11	14	12	7	8	9	11	10	11	16	0	12	6	11	9
Neither favourable nor unfavourable	23	27	23	25	16	24	20	22	23	24	20	24	25	22	23	23	26	16	0	22	26	26	20
Fairly favourable	21	18	26	35	19	27	21	26	18	22	19	23	23	24	17	22	12	25	0	16	19	25	26
Very favourable	10	14	4	9	30	6	17	14	7	10	10	13	9	11	9	11	8	8	0	10	11	8	12
TOTAL FAVOURABLE	31	32	30	44	49	33	38	40	25	32	29	36	32	35	26	33	20	33	0	26	30	33	38
Don't know	35	32	36	28	28	33	35	28	42	31	39	33	34	34	38	35	42	35	0	39	38	31	32

Refugees

[N=1282]

Very unfavourable	3	2	3	1	4	2	4	3	4	3	3	3	3	2	5	3	10	0	0	4	3	3	3
Fairly unfavourable	6	5	4	4	1	4	4	4	7	9	8	3	3	6	4	5	5	12	0	3	3	10	6
TOTAL UNFAVOURABLE	9	7	7	5	5	6	8	7	11	12	11	6	6	8	9	8	15	12	0	7	6	13	9
Neither favourable nor unfavourable	21	25	23	26	15	23	18	20	23	12	21	23	23	22	21	21	31	20	0	22	20	20	21
Fairly favourable	24	22	31	28	22	30	21	30	18	27	23	24	23	26	19	24	17	16	0	22	26	23	26
Very favourable	11	13	7	9	28	8	16	15	8	12	9	15	10	12	9	11	11	14	0	13	11	11	9
TOTAL FAVOURABLE	35	35	38	37	50	38	37	45	26	39	32	39	33	38	28	35	28	30	0	35	37	34	35
Don't know	35	33	32	33	30	32	37	28	40	36	35	32	37	32	41	35	27	37	0	36	38	32	35

Trade Unions

[N=1227]

Very unfavourable	3	6	2	1	3	2	4	4	2	0	2	4	4	3	2	3	2	8	0	3	2	4	2
Fairly unfavourable	10	7	9	7	10	9	11	11	9	7	10	10	12	9	12	10	7	17	0	11	11	8	9
TOTAL UNFAVOURABLE	13	13	11	8	13	11	15	15	11	7	12	14	16	12	14	13	9	25	0	14	13	12	11
Neither favourable nor unfavourable	26	33	23	33	26	27	28	28	24	18	20	33	32	26	25	26	28	24	0	21	23	31	28
Fairly favourable	18	15	24	23	17	22	14	20	17	28	20	16	14	21	15	18	22	14	0	16	19	18	20
Very favourable	5	4	2	8	10	2	7	6	4	9	5	5	3	6	2	5	1	6	0	3	6	7	5
TOTAL FAVOURABLE	23	19	26	31	27	24	21	26	21	37	25	21	17	27	17	23	23	20	0	19	25	25	25
Don't know	38	35	40	28	33	36	36	31	44	38	43	32	36	35	43	39	39	32	0	46	39	32	36

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Private landlords
[N=1232]

Very unfavourable	4	3	6	3	3	4	4	4	4	4	5	3	5	3
Fairly unfavourable	17	17	8	24	10	17	18	13	17	20	16	18	17	16
TOTAL UNFAVOURABLE	21	20	14	27	13	21	22	17	21	24	21	21	22	19
Neither favourable nor unfavourable	24	24	26	18	25	26	21	26	23	25	23	23	21	27
Fairly favourable	12	9	19	12	11	11	13	13	13	6	13	11	14	9
Very favourable	3	2	9	6	2	2	3	5	3	0	4	4	2	1
TOTAL FAVOURABLE	15	11	28	18	13	13	16	18	16	6	17	15	16	10
Don't know	41	45	33	38	49	40	40	40	40	45	39	41	41	43

Immigrants
[N=1237]

Very unfavourable	3	3	6	3	5	5	3	2	4	3	4	3	5	2
Fairly unfavourable	7	7	6	11	7	4	7	9	7	7	5	7	8	7
TOTAL UNFAVOURABLE	10	10	12	14	12	9	10	11	11	10	9	10	13	9
Neither favourable nor unfavourable	23	19	33	29	24	23	20	26	23	20	26	20	23	21
Fairly favourable	21	21	20	19	23	23	21	20	22	20	21	20	23	20
Very favourable	10	11	9	9	6	11	12	10	10	14	8	15	8	10
TOTAL FAVOURABLE	31	32	29	28	29	34	33	30	32	34	29	35	31	30
Don't know	35	38	27	30	34	35	37	33	35	36	36	34	33	39

Refugees
[N=1282]

Very unfavourable	3	3	7	4	5	5	3	2	3	2	5	4	3	1
Fairly unfavourable	6	5	7	7	7	2	6	13	6	5	4	7	5	7
TOTAL UNFAVOURABLE	9	8	14	11	12	7	9	15	9	7	9	11	8	8
Neither favourable nor unfavourable	21	22	27	18	29	20	21	20	21	23	20	17	23	25
Fairly favourable	24	22	19	29	15	25	27	18	24	19	24	26	26	18
Very favourable	11	10	12	14	9	11	11	10	11	15	11	13	11	9
TOTAL FAVOURABLE	35	32	31	43	24	36	38	28	35	34	35	39	37	27
Don't know	35	38	28	29	34	37	33	37	35	37	36	33	31	40

Trade Unions
[N=1227]

Very unfavourable	3	3	4	0	3	5	2	1	3	1	4	3	3	2
Fairly unfavourable	10	10	12	3	7	10	10	14	9	16	13	9	8	10
TOTAL UNFAVOURABLE	13	13	16	3	10	15	12	15	12	17	17	12	11	12
Neither favourable nor unfavourable	26	27	28	28	31	31	23	22	26	21	27	25	24	27
Fairly favourable	18	15	18	24	10	14	21	19	19	12	16	19	21	17
Very favourable	5	4	5	6	3	2	7	4	5	3	5	5	6	3
TOTAL FAVOURABLE	23	19	23	30	13	16	28	23	24	15	21	24	27	20
Don't know	38	41	33	38	44	37	37	40	37	47	36	39	37	40

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Working class people
[N=1284]

Very unfavourable	4	5	3	1	9	3	5	6	2	1	4	5	2	4	4	4	1	0	0	6	3	4	4
Fairly unfavourable	8	8	5	3	15	4	10	11	5	9	7	8	7	7	9	7	16	12	0	7	6	7	7
TOTAL UNFAVOURABLE	12	13	8	4	24	7	15	17	7	10	11	13	9	11	13	11	17	12	0	13	9	11	11
Neither favourable nor unfavourable	24	25	24	22	23	27	23	25	22	19	22	25	25	26	21	24	15	29	0	18	25	31	25
Fairly favourable	25	21	29	45	18	32	20	27	24	34	23	28	23	26	24	26	28	21	0	23	27	31	25
Very favourable	5	5	6	4	5	6	5	5	5	3	5	4	6	7	3	5	1	7	0	6	7	4	4
TOTAL FAVOURABLE	30	26	35	49	23	38	25	32	29	37	28	32	29	33	27	31	29	28	0	29	34	35	29
Don't know	34	36	33	25	30	27	38	26	41	33	37	29	35	31	40	34	38	30	0	41	31	24	35

Middle class people
[N=1243]

Very unfavourable	1	1	0	0	5	0	2	1	1	0	0	2	1	1	1	1	0	0	0	1	2	1	1
Fairly unfavourable	7	15	6	4	11	4	11	9	6	2	6	10	8	7	8	7	7	7	0	8	6	6	8
TOTAL UNFAVOURABLE	8	16	6	4	16	4	13	10	7	2	6	12	9	8	9	8	7	7	0	9	8	7	9
Neither favourable nor unfavourable	26	32	27	32	24	29	25	28	24	21	24	25	31	28	23	26	27	19	0	24	25	24	29
Fairly favourable	26	21	30	33	23	31	23	27	25	28	26	25	25	28	22	26	25	29	0	23	24	32	26
Very favourable	7	5	6	7	8	8	5	7	7	14	6	7	6	7	6	6	7	17	0	6	6	10	5
TOTAL FAVOURABLE	33	26	36	40	31	39	28	34	32	42	32	32	31	35	28	32	32	46	0	29	30	42	31
Don't know	34	27	31	23	29	27	34	28	38	35	38	31	29	29	41	34	34	28	0	39	38	26	32

CEOs of big companies
[N=1261]

Very unfavourable	4	6	3	2	8	4	5	5	4	7	4	5	4	5	3	4	13	1	0	4	4	4	4
Fairly unfavourable	17	22	19	21	16	18	16	18	15	25	15	16	17	19	12	16	14	20	0	17	10	13	20
TOTAL UNFAVOURABLE	21	28	22	23	24	22	21	23	19	32	19	21	21	24	15	20	27	21	0	21	14	17	24
Neither favourable nor unfavourable	22	22	24	25	21	25	21	26	18	15	20	25	23	22	21	22	18	17	0	20	25	25	22
Fairly favourable	13	8	16	11	12	16	13	14	12	7	13	14	13	13	12	13	10	7	0	11	16	19	12
Very favourable	5	1	4	7	4	3	4	4	6	7	7	4	3	5	5	5	3	9	0	5	7	7	4
TOTAL FAVOURABLE	18	9	20	18	16	19	17	18	18	14	20	18	16	18	17	18	13	16	0	16	23	26	16
Don't know	39	41	34	34	40	33	41	32	45	38	41	36	40	35	46	39	41	46	0	44	38	31	38

CEOs of the major water companies
[N=1264]

Very unfavourable	10	10	10	17	14	11	12	14	7	6	7	13	11	12	6	9	12	9	0	8	9	7	12
Fairly unfavourable	21	23	28	25	13	26	17	22	19	24	20	19	23	25	14	21	14	20	0	22	21	24	19
TOTAL UNFAVOURABLE	31	33	38	42	27	37	29	36	26	30	27	32	34	37	20	30	26	29	0	30	30	31	31
Neither favourable nor unfavourable	18	22	16	18	21	21	19	19	18	17	17	19	19	17	20	17	21	24	0	16	17	20	18
Fairly favourable	8	5	7	9	9	6	8	8	8	9	10	6	7	7	9	8	8	9	0	4	9	10	9
Very favourable	5	4	3	3	7	3	5	5	5	8	6	5	3	4	5	5	3	4	0	6	7	5	2
TOTAL FAVOURABLE	13	9	10	12	16	9	13	13	13	17	16	11	10	11	14	13	11	13	0	10	16	15	11
Don't know	39	37	35	28	35	33	40	33	43	35	41	38	38	34	46	39	42	33	0	43	37	34	39

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Working class people
[N=1284]

Very unfavourable	4	4	5	3	5	3	4	3	4	6	3	4	5	3
Fairly unfavourable	8	8	6	7	6	9	9	6	8	4	9	10	8	5
TOTAL UNFAVOURABLE	12	12	11	10	11	12	13	9	12	10	12	14	13	8
Neither favourable nor unfavourable	24	22	30	25	28	22	22	26	24	22	23	20	24	27
Fairly favourable	25	24	25	31	22	26	27	22	26	25	27	22	29	23
Very favourable	5	4	8	2	3	6	5	6	5	4	6	5	6	3
TOTAL FAVOURABLE	30	28	33	33	25	32	32	28	31	29	33	27	35	26
Don't know	34	39	27	31	36	34	33	36	34	39	31	38	29	40

Middle class people
[N=1243]

Very unfavourable	1	1	1	0	2	2	1	0	1	1	2	1	0	1
Fairly unfavourable	7	7	5	0	3	8	7	6	7	8	7	8	7	7
TOTAL UNFAVOURABLE	8	8	6	0	5	10	8	6	8	9	9	9	7	8
Neither favourable nor unfavourable	26	26	23	20	31	29	25	24	26	28	27	27	24	25
Fairly favourable	26	24	26	37	16	26	27	27	26	20	24	26	27	25
Very favourable	7	6	12	8	5	5	8	7	7	6	7	6	6	7
TOTAL FAVOURABLE	33	30	38	45	21	31	35	34	33	26	31	32	33	32
Don't know	34	35	33	34	43	29	33	36	33	36	33	32	35	34

CEOs of big companies
[N=1261]

Very unfavourable	4	4	2	11	2	5	5	1	4	5	3	5	6	3
Fairly unfavourable	17	16	17	25	12	16	17	14	17	16	13	18	15	20
TOTAL UNFAVOURABLE	21	20	19	36	14	21	22	15	21	21	16	23	21	23
Neither favourable nor unfavourable	22	19	29	17	27	22	23	19	22	18	23	21	21	21
Fairly favourable	13	13	21	14	9	14	13	15	13	13	15	11	16	10
Very favourable	5	4	6	7	5	3	6	8	5	3	5	7	4	4
TOTAL FAVOURABLE	18	17	27	21	14	17	19	23	18	16	20	18	20	14
Don't know	39	44	25	27	45	40	37	44	39	45	40	38	38	41

CEOs of the major water companies
[N=1264]

Very unfavourable	10	9	11	3	3	12	9	11	10	9	12	5	12	9
Fairly unfavourable	21	19	21	17	13	23	24	16	20	23	18	22	25	18
TOTAL UNFAVOURABLE	31	28	32	20	16	35	33	27	30	32	30	27	37	27
Neither favourable nor unfavourable	18	19	20	19	19	18	17	21	18	15	15	21	16	20
Fairly favourable	8	7	12	8	11	7	8	9	8	5	9	8	8	8
Very favourable	5	3	9	11	5	3	5	5	5	1	5	6	5	3
TOTAL FAVOURABLE	13	10	21	19	16	10	13	14	13	6	14	14	13	11
Don't know	39	43	28	42	49	37	37	38	38	47	40	38	35	42

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Landowners

[N=1160]

Very unfavourable	4	8	1	1	10	3	5	5	2	1	4	4	3	4	3	4	4	1	0	4	3	3	5
Fairly unfavourable	13	20	15	11	13	15	13	15	11	15	13	12	14	16	8	14	7	9	0	12	9	17	16
TOTAL UNFAVOURABLE	17	28	16	12	23	18	18	20	13	16	17	16	17	20	11	18	11	10	0	16	12	20	21
Neither favourable nor unfavourable	26	22	28	37	25	30	23	27	26	28	24	30	26	27	25	27	26	21	0	26	26	27	27
Fairly favourable	15	11	14	16	11	17	15	15	14	9	16	15	14	14	15	14	24	22	0	13	13	15	14
Very favourable	3	2	2	3	3	2	3	3	3	2	4	3	2	2	4	3	4	4	0	2	4	6	2
TOTAL FAVOURABLE	18	13	16	19	14	19	18	18	17	11	20	18	16	16	19	17	28	26	0	15	17	21	16
Don't know	39	37	39	31	38	34	40	33	44	44	39	37	41	36	44	39	36	44	0	43	46	32	37

Poverty charities

[N=1215]

Very unfavourable	3	2	2	1	5	2	4	2	3	2	3	3	3	2	3	3	1	2	0	2	3	3	3
Fairly unfavourable	4	1	4	1	3	3	4	5	3	9	5	2	2	3	5	4	0	9	0	4	3	5	3
TOTAL UNFAVOURABLE	7	3	6	2	8	5	8	7	6	11	8	5	5	5	8	7	1	11	0	6	6	8	6
Neither favourable nor unfavourable	20	25	18	22	22	18	23	20	20	22	20	20	20	20	20	20	21	27	0	18	17	20	22
Fairly favourable	27	25	32	35	25	35	23	32	23	28	25	25	33	30	23	28	22	22	0	27	27	31	28
Very favourable	10	13	11	16	13	10	11	12	8	14	9	11	10	13	6	10	16	8	0	10	14	7	9
TOTAL FAVOURABLE	37	38	43	51	38	45	34	44	31	42	34	36	43	43	29	38	38	30	0	37	41	38	37
Don't know	36	34	34	25	32	31	35	29	42	25	39	39	33	31	43	36	40	33	0	40	36	34	35

Environmental charities

[N=1222]

Very unfavourable	1	1	1	0	2	1	1	1	1	0	2	0	1	1	1	1	1	0	0	0	1	2	1
Fairly unfavourable	3	3	4	1	2	3	4	3	4	5	3	3	4	3	5	3	1	7	0	4	3	4	3
TOTAL UNFAVOURABLE	4	4	5	1	4	4	5	4	5	5	5	3	5	4	6	4	2	7	0	4	4	6	4
Neither favourable nor unfavourable	18	15	18	13	15	17	16	19	17	19	19	18	15	16	20	18	15	15	0	20	17	19	17
Fairly favourable	29	29	32	44	28	38	24	31	27	29	28	26	32	33	22	28	33	35	0	22	22	34	33
Very favourable	13	16	12	13	20	12	16	18	10	15	12	15	13	16	8	13	11	16	0	14	15	11	13
TOTAL FAVOURABLE	42	45	44	57	48	50	40	49	37	44	40	41	45	49	30	41	44	51	0	36	37	45	46
Don't know	36	36	33	29	34	29	38	28	42	32	36	37	35	31	44	36	38	28	0	40	42	31	33

People living in London

[N=1233]

Very unfavourable	1	2	0	0	1	1	1	0	1	0	0	1	1	1	1	1	1	0	0	1	0	2	0
Fairly unfavourable	3	6	2	3	2	4	4	4	3	2	4	2	4	3	3	3	6	2	0	2	2	8	3
TOTAL UNFAVOURABLE	4	8	2	3	3	5	5	4	4	2	4	3	5	4	4	4	7	2	0	3	2	10	3
Neither favourable nor unfavourable	30	33	28	34	26	35	29	32	28	27	25	37	31	30	29	29	41	28	0	29	24	26	33
Fairly favourable	18	14	22	26	21	20	16	20	17	25	20	14	16	21	14	19	15	15	0	16	21	26	16
Very favourable	8	7	7	3	10	7	9	9	7	8	9	7	5	8	6	7	9	11	0	7	8	9	6
TOTAL FAVOURABLE	26	21	29	29	31	27	25	29	24	33	29	21	21	29	20	26	24	26	0	23	29	35	22
Don't know	41	38	40	34	40	34	42	35	46	38	42	39	42	37	47	41	28	43	0	45	45	28	41

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Landowners
[N=1160]

Very unfavourable	4	4	3	0	1	4	5	2	4	2	4	3	4	3
Fairly unfavourable	13	14	5	11	7	14	15	10	13	15	10	16	15	11
TOTAL UNFAVOURABLE	17	18	8	11	8	18	20	12	17	17	14	19	19	14
Neither favourable nor unfavourable	26	26	31	33	30	26	25	28	25	34	22	26	27	30
Fairly favourable	15	13	19	12	15	13	16	16	15	10	20	13	12	13
Very favourable	3	2	6	1	5	2	2	4	3	1	5	4	1	2
TOTAL FAVOURABLE	18	15	25	13	20	15	18	20	18	11	25	17	13	15
Don't know	39	41	35	42	41	40	37	41	40	38	40	38	40	40

Poverty charities
[N=1215]

Very unfavourable	3	4	5	2	7	3	1	3	2	5	4	3	2	2
Fairly unfavourable	4	3	5	4	3	2	5	3	4	2	4	5	4	2
TOTAL UNFAVOURABLE	7	7	10	6	10	5	6	6	6	7	8	8	6	4
Neither favourable nor unfavourable	20	19	27	27	27	20	19	20	20	21	17	18	19	26
Fairly favourable	27	26	25	31	17	31	27	29	27	28	26	29	30	24
Very favourable	10	8	12	7	12	10	10	9	10	9	12	13	9	7
TOTAL FAVOURABLE	37	34	37	38	29	41	37	38	37	37	38	42	39	31
Don't know	36	39	26	29	34	35	37	35	36	36	37	31	36	39

Environmental charities
[N=1222]

Very unfavourable	1	1	3	0	1	1	1	2	1	0	2	1	0	1
Fairly unfavourable	3	3	4	5	6	3	4	2	4	2	4	3	5	3
TOTAL UNFAVOURABLE	4	4	7	5	7	4	5	4	5	2	6	4	5	4
Neither favourable nor unfavourable	18	16	28	20	21	15	18	19	17	22	17	17	17	21
Fairly favourable	29	29	26	34	18	31	33	22	29	24	31	27	31	26
Very favourable	13	12	10	13	7	13	14	18	13	13	11	14	15	12
TOTAL FAVOURABLE	42	41	36	47	25	44	47	40	42	37	42	41	46	38
Don't know	36	39	28	29	47	36	32	37	35	39	36	39	32	37

People living in London
[N=1233]

Very unfavourable	1	0	2	0	0	1	1	0	1	1	1	0	1	0
Fairly unfavourable	3	4	5	3	4	4	3	3	3	4	4	3	4	3
TOTAL UNFAVOURABLE	4	4	7	3	4	5	4	3	4	5	5	3	5	3
Neither favourable nor unfavourable	30	29	27	19	32	30	28	35	30	29	32	34	26	27
Fairly favourable	18	16	21	27	9	18	22	13	19	12	22	15	17	19
Very favourable	8	6	12	7	8	6	9	7	8	3	7	11	8	5
TOTAL FAVOURABLE	26	22	33	34	17	24	31	20	27	15	29	26	25	24
Don't know	41	45	33	45	47	40	38	42	40	51	34	38	44	46

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public sector workers
[N=1207]

Very unfavourable	2	1	0	1	3	1	2	3	1	0	3	1	0	1	2	2	0	2	0	1	4	2	1
Fairly unfavourable	5	5	5	3	5	5	7	6	5	2	6	6	5	5	7	5	13	7	0	6	3	4	5
TOTAL UNFAVOURABLE	7	6	5	4	8	6	9	9	6	2	9	7	5	6	9	7	13	9	0	7	7	6	6
Neither favourable nor unfavourable	23	33	21	17	20	26	21	21	24	16	21	25	25	23	22	23	15	27	0	24	22	24	22
Fairly favourable	26	23	29	38	35	28	27	30	23	39	23	24	30	28	23	26	33	23	0	23	24	30	28
Very favourable	8	10	9	9	7	8	7	10	6	9	9	9	6	10	4	9	5	2	0	9	6	8	10
TOTAL FAVOURABLE	34	33	38	47	42	36	34	40	29	48	32	33	36	38	27	35	38	25	0	32	30	38	38
Don't know	36	28	36	32	29	32	35	30	41	34	38	35	34	32	42	36	32	38	0	37	41	31	34

Jewish people
[N=1250]

Very unfavourable	1	2	1	0	3	1	2	2	1	2	1	2	1	1	1	1	0	2	0	1	2	2	1
Fairly unfavourable	5	10	1	1	9	2	7	7	3	2	3	5	8	4	5	4	6	7	0	5	3	5	5
TOTAL UNFAVOURABLE	6	12	2	1	12	3	9	9	4	4	4	7	9	5	6	5	6	9	0	6	5	7	6
Neither favourable nor unfavourable	31	42	26	34	34	33	30	35	28	22	29	36	32	34	26	32	22	29	0	27	29	38	34
Fairly favourable	14	8	22	21	6	20	12	16	13	16	16	12	13	15	13	14	15	10	0	13	18	11	15
Very favourable	5	2	4	7	8	6	3	4	5	12	5	5	3	6	3	5	4	4	0	4	5	8	4
TOTAL FAVOURABLE	19	10	26	28	14	26	15	20	18	28	21	17	16	21	16	19	19	14	0	17	23	19	19
Don't know	44	37	46	37	39	38	45	37	51	47	46	41	44	40	51	44	53	49	0	50	44	37	41

Muslims
[N=1244]

Very unfavourable	2	2	2	2	1	2	2	2	2	3	2	1	2	2	2	2	1	0	0	3	1	3	2
Fairly unfavourable	3	3	3	1	2	4	3	4	3	1	5	2	3	4	3	3	4	4	0	3	1	6	3
TOTAL UNFAVOURABLE	5	5	5	3	3	6	5	6	5	4	7	3	5	6	5	5	5	4	0	6	2	9	5
Neither favourable nor unfavourable	29	38	29	34	14	34	26	31	27	18	29	31	29	30	26	29	23	36	0	27	27	32	29
Fairly favourable	19	17	24	25	28	24	18	23	17	29	16	20	21	21	17	20	19	12	0	15	24	20	20
Very favourable	8	9	6	6	20	7	12	10	7	10	6	13	7	9	7	8	10	8	0	8	8	8	8
TOTAL FAVOURABLE	27	26	30	31	48	31	30	33	24	39	22	33	28	30	24	28	29	20	0	23	32	28	28
Don't know	38	31	37	33	35	30	40	30	45	38	41	33	39	34	45	38	43	39	0	44	38	30	37

Welfare recipients
[N=1176]

Very unfavourable	2	1	2	1	2	2	2	2	2	4	3	2	1	2	3	2	0	4	0	2	2	2	2
Fairly unfavourable	8	6	10	7	7	7	11	8	8	6	9	9	8	7	9	8	13	12	0	6	8	5	9
TOTAL UNFAVOURABLE	10	7	12	8	9	9	13	10	10	10	12	11	9	9	12	10	13	16	0	8	10	7	11
Neither favourable nor unfavourable	25	27	29	30	22	29	23	28	23	16	24	28	25	26	23	25	21	33	0	26	21	32	23
Fairly favourable	20	20	20	28	20	24	19	22	19	26	19	19	22	22	18	21	18	12	0	16	22	20	25
Very favourable	6	9	4	3	12	5	8	8	4	14	4	7	7	8	3	6	11	6	0	5	6	7	5
TOTAL FAVOURABLE	26	29	24	31	32	29	27	30	23	40	23	26	29	30	21	27	29	18	0	21	28	27	30
Don't know	38	36	36	31	36	34	37	31	44	35	41	35	37	35	44	39	37	33	0	45	41	33	36

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public sector workers
[N=1207]

Very unfavourable	2	2	1	0	4	0	2	1	2	0	2	1	3	1
Fairly unfavourable	5	6	7	1	2	5	7	5	5	5	4	5	7	5
TOTAL UNFAVOURABLE	7	8	8	1	6	5	9	6	7	5	6	6	10	6
Neither favourable nor unfavourable	23	23	18	20	29	26	21	25	23	24	22	26	22	22
Fairly favourable	26	23	35	35	20	30	25	25	27	23	30	26	28	22
Very favourable	8	7	13	11	4	6	10	7	8	6	8	8	9	8
TOTAL FAVOURABLE	34	30	48	46	24	36	35	32	35	29	38	34	37	30
Don't know	36	40	25	33	41	33	36	37	35	42	35	34	32	42

Jewish people
[N=1250]

Very unfavourable	1	1	2	0	1	2	1	1	1	0	2	2	1	0
Fairly unfavourable	5	6	2	3	1	8	4	3	5	5	4	7	5	3
TOTAL UNFAVOURABLE	6	7	4	3	2	10	5	4	6	5	6	9	6	3
Neither favourable nor unfavourable	31	30	29	28	35	32	30	31	31	32	33	27	30	33
Fairly favourable	14	12	19	10	14	14	16	14	14	12	12	15	16	14
Very favourable	5	3	6	7	6	3	6	5	5	3	5	5	4	5
TOTAL FAVOURABLE	19	15	25	17	20	17	22	19	19	15	17	20	20	19
Don't know	44	48	42	51	44	42	44	46	44	48	44	45	45	44

Muslims
[N=1244]

Very unfavourable	2	2	3	3	1	2	2	2	2	2	1	2	3	2
Fairly unfavourable	3	3	7	0	4	2	5	4	3	4	2	4	5	3
TOTAL UNFAVOURABLE	5	5	10	3	5	4	7	6	5	6	3	6	8	5
Neither favourable nor unfavourable	29	28	28	20	30	27	30	34	29	28	30	24	29	31
Fairly favourable	19	19	15	31	13	21	20	18	20	15	18	23	20	16
Very favourable	8	8	12	3	10	8	9	6	8	10	10	10	7	7
TOTAL FAVOURABLE	27	27	27	34	23	29	29	24	28	25	28	33	27	23
Don't know	38	41	34	43	42	40	35	38	38	42	39	38	36	42

Welfare recipients
[N=1176]

Very unfavourable	2	2	5	2	7	1	2	3	2	1	2	3	3	1
Fairly unfavourable	8	9	6	6	7	7	8	11	8	11	11	8	5	8
TOTAL UNFAVOURABLE	10	11	11	8	14	8	10	14	10	12	13	11	8	9
Neither favourable nor unfavourable	25	24	30	31	29	23	25	21	25	25	23	23	25	29
Fairly favourable	20	18	19	24	16	21	22	18	21	17	21	22	23	15
Very favourable	6	6	4	4	1	7	6	7	6	5	5	5	11	4
TOTAL FAVOURABLE	26	24	23	28	17	28	28	25	27	22	26	27	34	19
Don't know	38	41	35	33	39	40	37	40	38	40	39	38	34	43

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Poor people
[N=1250]

Very unfavourable	4	2	3	1	8	2	6	5	3	4	5	3	3	3	5	4	4	2	0	3	6	4	4
Fairly unfavourable	8	7	7	3	8	6	10	9	7	7	7	10	7	7	9	7	8	17	0	8	4	7	8
TOTAL UNFAVOURABLE	12	9	10	4	16	8	16	14	10	11	12	13	10	10	14	11	12	19	0	11	10	11	12
Neither favourable nor unfavourable	24	28	26	28	21	25	25	26	23	19	21	27	27	25	23	24	27	29	0	22	23	25	25
Fairly favourable	25	20	32	37	26	31	20	29	22	33	24	28	23	29	20	26	25	14	0	25	27	23	27
Very favourable	6	9	5	4	6	6	6	5	6	10	6	5	5	7	3	6	10	4	0	4	5	7	6
TOTAL FAVOURABLE	31	29	37	41	32	37	26	34	28	43	30	33	28	36	23	32	35	18	0	29	32	30	33
Don't know	33	34	28	27	31	29	33	27	39	27	37	27	34	29	40	33	26	34	0	38	35	34	29

Do you think the average Reform UK MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2488]

Big business
[N=1241]

Very unfavourable	2	2	3	1	2	2	3	3	2	1	2	3	2	2	2	2	2	1	0	3	1	2	3
Fairly unfavourable	4	6	4	1	8	4	5	3	5	2	3	3	7	4	5	4	7	2	0	2	6	5	4
TOTAL UNFAVOURABLE	6	8	7	2	10	6	8	6	7	3	5	6	9	6	7	6	9	3	0	5	7	7	7
Neither favourable nor unfavourable	16	22	10	8	25	12	20	15	16	10	13	15	21	13	20	16	18	8	0	15	18	17	15
Fairly favourable	23	32	19	24	29	20	29	27	20	30	21	22	25	22	24	23	25	24	0	21	19	22	27
Very favourable	28	12	38	35	16	38	15	31	25	42	34	27	15	33	18	26	29	47	0	28	23	36	24
TOTAL FAVOURABLE	51	44	57	59	45	58	44	58	45	72	55	49	40	55	42	49	54	71	0	49	42	58	51
Don't know	27	26	25	30	19	24	28	20	33	15	26	30	29	25	31	28	19	18	0	31	33	18	27

Small business
[N=1226]

Very unfavourable	6	1	9	11	1	9	3	7	5	11	8	4	3	8	3	6	4	8	0	5	8	9	5
Fairly unfavourable	8	2	12	10	1	8	1	8	8	31	9	4	3	8	7	7	9	11	0	9	5	9	7
TOTAL UNFAVOURABLE	14	3	21	21	2	17	4	15	13	42	17	8	6	16	10	13	13	19	0	14	13	18	12
Neither favourable nor unfavourable	20	21	23	22	13	23	19	17	22	19	18	22	22	18	22	20	28	20	0	18	17	26	20
Fairly favourable	25	33	21	29	33	25	29	27	24	13	23	30	27	28	22	25	21	29	0	25	25	21	27
Very favourable	14	16	7	7	46	9	21	21	8	9	10	17	18	13	15	14	10	14	0	15	16	15	12
TOTAL FAVOURABLE	39	49	28	36	79	34	50	48	32	22	33	47	45	41	37	39	31	43	0	40	41	36	39
Don't know	27	26	28	21	7	25	26	19	33	17	31	23	28	25	30	28	28	17	0	28	29	21	29

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Poor people

[N=1250]

Very unfavourable	4	5	7	2	8	4	3	5	4	1	5	4	5	3
Fairly unfavourable	8	9	4	9	10	7	8	10	8	9	9	8	6	7
TOTAL UNFAVOURABLE	12	14	11	11	18	11	11	15	12	10	14	12	11	10
Neither favourable nor unfavourable	24	23	25	19	20	26	25	21	24	24	23	24	23	27
Fairly favourable	25	24	27	31	19	25	27	24	26	22	29	24	25	24
Very favourable	6	5	2	0	2	6	7	7	5	8	6	6	6	4
TOTAL FAVOURABLE	31	29	29	31	21	31	34	31	31	30	35	30	31	28
Don't know	33	35	34	40	40	33	31	34	33	37	28	34	36	35

Do you think the average Reform UK MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2488]

Big business

[N=1241]

Very unfavourable	2	2	0	0	2	3	3	1	2	4	1	2	4	2
Fairly unfavourable	4	4	1	1	1	7	4	4	4	7	4	4	3	5
TOTAL UNFAVOURABLE	6	6	1	1	3	10	7	5	6	11	5	6	7	7
Neither favourable nor unfavourable	16	16	12	0	18	18	14	17	16	13	15	15	17	15
Fairly favourable	23	22	24	43	18	26	22	20	24	19	23	24	25	20
Very favourable	28	26	33	40	27	19	33	25	29	18	28	29	25	29
TOTAL FAVOURABLE	51	48	57	83	45	45	55	45	53	37	51	53	50	49
Don't know	27	30	30	16	34	28	25	33	26	38	29	25	25	29

Small business

[N=1226]

Very unfavourable	6	4	9	19	5	3	8	4	6	5	8	8	3	5
Fairly unfavourable	8	5	10	25	11	3	8	8	8	3	8	8	7	8
TOTAL UNFAVOURABLE	14	9	19	44	16	6	16	12	14	8	16	16	10	13
Neither favourable nor unfavourable	20	19	26	24	21	23	19	16	21	14	21	17	20	22
Fairly favourable	25	26	15	15	21	30	24	24	25	29	22	26	29	24
Very favourable	14	16	16	4	9	17	14	13	14	15	12	17	14	13
TOTAL FAVOURABLE	39	42	31	19	30	47	38	37	39	44	34	43	43	37
Don't know	27	29	25	13	33	25	26	36	26	34	29	24	26	29

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rich people

[N=1267]

Very unfavourable	2	4	2	4	2	3	3	2	2	0	1	3	4	2	2	2	2	5	0	2	2	2	2
Fairly unfavourable	5	8	5	2	7	4	8	4	6	2	3	5	10	4	7	6	3	4	0	6	6	3	6
TOTAL UNFAVOURABLE	7	12	7	6	9	7	11	6	8	2	4	8	14	6	9	8	5	9	0	8	8	5	8
Neither favourable nor unfavourable	18	31	9	14	39	12	27	21	17	7	18	20	21	15	23	19	26	11	0	14	24	20	19
Fairly favourable	21	29	19	21	26	21	22	24	19	30	17	24	22	24	17	21	16	24	0	23	19	19	22
Very favourable	29	9	43	43	11	40	17	29	29	49	34	29	16	33	23	28	28	41	0	30	23	36	27
TOTAL FAVOURABLE	50	38	62	64	37	61	39	53	48	79	51	53	38	57	40	49	44	65	0	53	42	55	49
Don't know	24	20	23	15	15	20	23	19	28	11	27	19	26	21	28	24	25	15	0	25	27	19	25

Private landlords

[N=1243]

Very unfavourable	2	3	3	1	4	3	2	3	2	3	2	3	3	2	3	3	0	1	0	2	3	2	3
Fairly unfavourable	5	10	4	8	8	5	5	4	5	3	3	3	10	5	5	5	6	4	0	4	4	5	5
TOTAL UNFAVOURABLE	7	13	7	9	12	8	7	7	7	6	5	6	13	7	8	8	6	5	0	6	7	7	8
Neither favourable nor unfavourable	24	32	15	16	46	16	35	27	21	14	20	27	27	19	30	23	31	19	0	23	23	22	24
Fairly favourable	22	19	22	30	22	22	20	24	19	42	22	20	17	26	15	21	24	24	0	18	22	22	22
Very favourable	19	8	32	21	3	30	8	20	19	27	24	19	10	23	14	19	19	28	0	23	15	25	15
TOTAL FAVOURABLE	41	27	54	51	25	52	28	44	38	69	46	39	27	49	29	40	43	52	0	41	37	47	37
Don't know	29	28	25	24	18	24	29	22	33	11	29	28	33	25	34	29	20	24	0	29	33	23	30

Immigrants

[N=1261]

Very unfavourable	52	43	67	67	36	66	43	55	50	65	56	52	43	58	42	51	58	59	0	53	46	52	53
Fairly unfavourable	18	25	13	15	32	13	25	18	17	10	15	18	24	16	21	17	17	23	0	17	17	18	18
TOTAL UNFAVOURABLE	70	68	80	82	68	79	68	73	67	75	71	70	67	74	63	68	75	82	0	70	63	70	71
Neither favourable nor unfavourable	8	10	4	4	15	4	12	8	8	7	5	10	10	5	13	8	9	0	0	10	10	7	7
Fairly favourable	3	3	2	2	1	2	2	4	2	8	5	1	1	3	2	3	3	3	0	1	3	7	3
Very favourable	2	1	1	0	5	1	2	1	2	2	2	1	1	2	1	2	1	2	0	2	2	2	1
TOTAL FAVOURABLE	5	4	3	2	6	3	4	5	4	10	7	2	2	5	3	5	4	5	0	3	5	9	4
Don't know	18	18	12	12	11	14	18	14	21	8	17	18	21	16	21	18	12	12	0	18	23	14	18

Refugees

[N=1226]

Very unfavourable	50	33	67	60	29	66	34	52	49	64	53	50	41	57	39	50	54	55	0	50	45	60	47
Fairly unfavourable	17	23	14	20	33	13	24	19	16	16	14	18	22	15	21	17	21	19	0	18	20	10	18
TOTAL UNFAVOURABLE	67	56	81	80	62	79	58	71	65	80	67	68	63	72	60	67	75	74	0	68	65	70	65
Neither favourable nor unfavourable	10	12	5	6	23	5	17	11	10	7	9	11	13	8	15	10	14	13	0	11	10	9	9
Fairly favourable	3	5	1	2	2	1	3	4	2	2	3	2	3	2	3	3	2	1	0	2	1	3	4
Very favourable	2	2	2	0	3	2	2	1	2	2	3	1	0	2	1	2	2	0	0	1	2	4	1
TOTAL FAVOURABLE	5	7	3	2	5	3	5	5	4	4	6	3	3	4	4	5	4	1	0	3	3	7	5
Don't know	18	25	11	12	11	12	20	12	22	9	17	18	22	16	21	19	6	12	0	18	21	13	21

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rich people

[N=1267]

Very unfavourable	2	2	1	0	2	5	1	2	2	4	2	2	2	3
Fairly unfavourable	5	6	1	0	2	10	5	3	5	6	8	3	5	6
TOTAL UNFAVOURABLE	7	8	2	0	4	15	6	5	7	10	10	5	7	9
Neither favourable nor unfavourable	18	19	17	3	26	20	19	16	18	23	22	18	16	18
Fairly favourable	21	21	20	34	17	22	19	21	21	23	18	21	21	24
Very favourable	29	25	44	51	24	19	35	28	30	20	27	33	30	28
TOTAL FAVOURABLE	50	46	64	85	41	41	54	49	51	43	45	54	51	52
Don't know	24	27	17	12	29	24	21	30	24	25	25	25	26	21

Private landlords

[N=1243]

Very unfavourable	2	2	3	5	2	3	2	2	2	3	1	1	4	4
Fairly unfavourable	5	5	3	0	1	9	3	4	5	4	6	5	5	3
TOTAL UNFAVOURABLE	7	7	6	5	3	12	5	6	7	7	7	6	9	7
Neither favourable nor unfavourable	24	24	20	10	24	28	22	22	24	22	24	22	25	23
Fairly favourable	22	22	20	46	13	20	22	23	21	24	19	21	22	23
Very favourable	19	17	28	29	23	10	25	13	20	15	23	22	18	16
TOTAL FAVOURABLE	41	39	48	75	36	30	47	36	41	39	42	43	40	39
Don't know	29	30	26	11	38	29	26	37	28	32	27	30	27	31

Immigrants

[N=1261]

Very unfavourable	52	50	43	74	50	44	58	46	54	38	49	53	50	56
Fairly unfavourable	18	19	18	9	11	23	15	22	17	23	14	22	21	15
TOTAL UNFAVOURABLE	70	69	61	83	61	67	73	68	71	61	63	75	71	71
Neither favourable nor unfavourable	8	8	17	8	11	11	6	7	7	15	8	6	9	8
Fairly favourable	3	1	6	2	3	1	4	2	3	1	3	3	2	3
Very favourable	2	1	2	2	1	1	2	3	2	1	3	1	2	1
TOTAL FAVOURABLE	5	2	8	4	4	2	6	5	5	2	6	4	4	4
Don't know	18	20	15	6	25	19	15	19	17	23	23	15	17	16

Refugees

[N=1226]

Very unfavourable	50	47	50	71	46	42	54	49	52	39	51	53	49	48
Fairly unfavourable	17	20	13	11	18	21	15	19	17	21	14	20	20	16
TOTAL UNFAVOURABLE	67	67	63	82	64	63	69	68	69	60	65	73	69	64
Neither favourable nor unfavourable	10	11	12	8	10	14	9	9	10	11	10	7	12	13
Fairly favourable	3	2	1	0	1	2	3	3	3	2	3	3	3	2
Very favourable	2	1	4	2	3	0	2	1	2	2	1	3	2	2
TOTAL FAVOURABLE	5	3	5	2	4	2	5	4	5	4	4	6	5	4
Don't know	18	20	20	7	22	21	16	19	17	25	21	15	15	19

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Trade Unions

[N=1229]

Very unfavourable	25	12	33	28	11	40	14	28	22	26	27	32	15	31	15	24	24	36	0	21	23	32	24
Fairly unfavourable	22	33	22	28	24	22	25	27	18	27	20	20	27	24	20	22	27	25	0	23	16	17	26
TOTAL UNFAVOURABLE	47	45	55	56	35	62	39	55	40	53	47	52	42	55	35	46	51	61	0	44	39	49	50
Neither favourable nor unfavourable	16	21	9	8	32	11	22	17	16	8	14	18	21	14	21	16	21	12	0	14	18	18	16
Fairly favourable	7	7	7	4	11	4	10	7	8	13	8	6	7	6	10	8	7	4	0	9	8	6	7
Very favourable	2	4	4	1	4	2	3	2	2	2	3	2	2	2	2	2	4	0	0	4	1	5	1
TOTAL FAVOURABLE	9	11	11	5	15	6	13	9	10	15	11	8	9	8	12	10	11	4	0	13	9	11	8
Don't know	26	22	25	31	18	21	27	18	33	23	29	22	28	23	32	27	17	23	0	28	33	21	25

Working class people

[N=1275]

Very unfavourable	12	1	22	14	2	19	4	12	12	20	15	13	4	14	8	11	13	21	0	12	8	15	11
Fairly unfavourable	13	6	21	15	4	19	6	13	13	21	14	10	13	15	9	13	10	18	0	15	8	18	12
TOTAL UNFAVOURABLE	25	7	43	29	6	38	10	25	25	41	29	23	17	29	17	24	23	39	0	27	16	33	23
Neither favourable nor unfavourable	20	30	18	19	10	19	20	18	20	18	18	19	22	19	21	20	20	13	0	18	24	20	19
Fairly favourable	21	25	13	22	36	16	27	24	18	22	17	23	24	20	22	21	27	16	0	20	19	16	23
Very favourable	12	15	8	4	37	7	20	16	9	6	11	16	11	11	15	12	19	15	0	11	14	14	10
TOTAL FAVOURABLE	33	40	21	26	73	23	47	40	27	28	28	39	35	31	37	33	46	31	0	31	33	30	33
Don't know	23	24	19	25	11	20	22	17	27	14	24	19	26	21	26	24	10	18	0	24	27	18	24

Middle class people

[N=1243]

Very unfavourable	4	1	6	7	1	5	3	5	2	2	5	3	2	4	3	3	5	7	0	2	4	3	4
Fairly unfavourable	8	7	10	10	2	10	5	7	8	9	8	9	6	8	7	8	4	13	0	8	8	11	6
TOTAL UNFAVOURABLE	12	8	16	17	3	15	8	12	10	11	13	12	8	12	10	11	9	20	0	10	12	14	10
Neither favourable nor unfavourable	25	28	27	13	34	21	31	26	24	27	22	26	27	25	24	25	27	18	0	28	25	25	23
Fairly favourable	30	28	29	33	40	31	30	31	30	35	31	26	32	29	33	30	37	30	0	28	29	25	34
Very favourable	10	9	9	11	11	13	7	11	9	8	11	11	6	11	7	9	11	13	0	8	8	14	9
TOTAL FAVOURABLE	40	37	38	44	51	44	37	42	39	43	42	37	38	40	40	39	48	43	0	36	37	39	43
Don't know	24	28	19	26	12	19	25	20	28	19	23	25	26	23	27	25	16	18	0	26	26	22	25

CEOs of big companies

[N=1246]

Very unfavourable	4	2	6	2	8	5	5	4	4	0	4	4	6	4	5	4	2	4	0	4	4	4	6
Fairly unfavourable	7	10	4	3	23	3	14	7	7	2	3	10	11	5	10	7	8	5	0	9	5	4	7
TOTAL UNFAVOURABLE	11	12	10	5	31	8	19	11	11	2	7	14	17	9	15	11	10	9	0	13	9	8	13
Neither favourable nor unfavourable	18	27	13	11	27	14	22	20	17	20	16	20	20	18	20	19	21	11	0	18	25	20	16
Fairly favourable	21	20	21	25	20	22	20	26	17	31	20	20	21	22	19	21	22	22	0	20	20	20	23
Very favourable	24	12	33	36	4	36	12	22	26	29	31	23	13	28	18	23	26	34	0	24	18	29	23
TOTAL FAVOURABLE	45	32	54	61	24	58	32	48	43	60	51	43	34	50	37	44	48	56	0	44	38	49	46
Don't know	26	29	22	23	18	21	27	21	30	18	26	22	30	23	29	26	22	24	0	25	29	23	26

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Trade Unions
[N=1229]

Very unfavourable	25	24	23	31	20	18	31	20	26	16	31	25	19	26
Fairly unfavourable	22	23	25	29	17	27	23	17	22	25	20	23	24	22
TOTAL UNFAVOURABLE	47	47	48	60	37	45	54	37	48	41	51	48	43	48
Neither favourable nor unfavourable	16	16	16	4	17	21	14	18	16	17	17	16	15	17
Fairly favourable	7	6	10	16	7	8	6	9	8	5	8	9	8	5
Very favourable	2	2	2	4	0	2	3	3	3	1	1	2	5	2
TOTAL FAVOURABLE	9	8	12	20	7	10	9	12	11	6	9	11	13	7
Don't know	26	29	25	15	40	25	22	33	25	35	22	26	28	28

Working class people
[N=1275]

Very unfavourable	12	12	16	16	11	6	15	8	12	7	13	14	10	10
Fairly unfavourable	13	12	13	26	11	12	14	11	13	11	14	14	14	10
TOTAL UNFAVOURABLE	25	24	29	42	22	18	29	19	25	18	27	28	24	20
Neither favourable nor unfavourable	20	20	25	19	27	22	17	20	19	23	18	19	20	21
Fairly favourable	21	21	14	19	11	24	20	23	21	18	22	20	18	23
Very favourable	12	11	13	2	11	13	13	12	13	9	9	13	15	11
TOTAL FAVOURABLE	33	32	27	21	22	37	33	35	34	27	31	33	33	34
Don't know	23	25	18	16	31	24	20	26	22	31	24	20	23	24

Middle class people
[N=1243]

Very unfavourable	4	2	3	2	6	2	4	3	4	1	4	4	2	4
Fairly unfavourable	8	7	9	8	8	6	9	7	8	3	10	6	6	9
TOTAL UNFAVOURABLE	12	9	12	10	14	8	13	10	12	4	14	10	8	13
Neither favourable nor unfavourable	25	26	26	29	20	25	23	27	24	26	24	22	27	26
Fairly favourable	30	30	30	33	32	32	30	27	31	28	30	32	29	30
Very favourable	10	9	11	11	5	8	12	9	10	8	7	13	9	10
TOTAL FAVOURABLE	40	39	41	44	37	40	42	36	41	36	37	45	38	40
Don't know	24	27	21	16	29	26	21	27	23	33	24	24	27	22

CEOs of big companies
[N=1246]

Very unfavourable	4	5	3	0	2	7	4	0	4	4	4	3	7	3
Fairly unfavourable	7	8	2	2	5	11	5	6	6	12	5	7	9	7
TOTAL UNFAVOURABLE	11	13	5	2	7	18	9	6	10	16	9	10	16	10
Neither favourable nor unfavourable	18	18	15	19	16	17	18	24	19	17	20	20	18	16
Fairly favourable	21	20	24	20	20	23	21	19	21	20	18	23	20	22
Very favourable	24	20	36	33	25	15	29	24	25	13	27	22	20	27
TOTAL FAVOURABLE	45	40	60	53	45	38	50	43	46	33	45	45	40	49
Don't know	26	28	19	25	31	28	22	26	24	35	26	25	25	25

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

CEOs of the major water companies

[N=1267]

Very unfavourable	8	8	7	4	22	8	12	9	7	2	6	10	12	8	9	8	11	10	0	8	8	5	9
Fairly unfavourable	13	23	8	12	24	10	20	15	11	8	8	14	20	11	15	13	14	13	0	14	14	8	13
TOTAL UNFAVOURABLE	21	31	15	16	46	18	32	24	18	10	14	24	32	19	24	21	25	23	0	22	22	13	22
Neither favourable nor unfavourable	20	26	17	22	29	18	24	21	19	14	19	24	20	20	21	21	19	15	0	23	23	17	20
Fairly favourable	12	10	15	13	7	18	7	12	12	17	13	11	10	14	9	12	17	14	0	11	9	18	11
Very favourable	15	1	25	21	2	21	6	17	14	32	20	13	6	18	11	15	10	26	0	14	11	22	14
TOTAL FAVOURABLE	27	11	40	34	9	39	13	29	26	49	33	24	16	32	20	27	27	40	0	25	20	40	25
Don't know	31	32	29	29	16	26	30	25	36	26	34	28	32	29	35	32	30	22	0	30	34	30	33

Landowners

[N=1233]

Very unfavourable	2	1	4	3	0	3	2	2	2	1	3	1	2	3	1	2	2	4	0	2	2	4	1
Fairly unfavourable	5	8	6	3	7	5	7	5	5	3	3	5	9	4	6	5	7	6	0	6	5	4	5
TOTAL UNFAVOURABLE	7	9	10	6	7	8	9	7	7	4	6	6	11	7	7	7	9	10	0	8	7	8	6
Neither favourable nor unfavourable	18	21	16	10	31	12	24	21	16	13	16	21	20	17	20	18	20	15	0	20	20	16	17
Fairly favourable	22	29	21	26	23	21	24	24	21	31	22	21	21	23	21	22	20	28	0	20	20	22	24
Very favourable	26	13	35	27	18	38	14	28	24	34	30	28	14	30	19	26	24	27	0	23	24	34	25
TOTAL FAVOURABLE	48	42	56	53	41	59	38	52	45	65	52	49	35	53	40	48	44	55	0	43	44	56	49
Don't know	27	27	19	32	20	21	28	20	32	18	26	23	34	23	33	27	28	20	0	28	28	20	29

Poverty charities

[N=1233]

Very unfavourable	18	5	31	20	1	33	6	19	18	20	25	18	7	24	10	18	19	25	0	19	14	27	15
Fairly unfavourable	15	12	20	28	4	21	9	14	15	23	15	13	13	17	11	14	17	17	0	15	12	15	15
TOTAL UNFAVOURABLE	33	17	51	48	5	54	15	33	33	43	40	31	20	41	21	32	36	42	0	34	26	42	30
Neither favourable nor unfavourable	24	35	16	21	43	15	36	30	20	22	16	31	32	23	26	24	30	23	0	23	27	17	26
Fairly favourable	11	13	8	3	25	7	16	14	9	11	11	11	12	9	14	11	14	11	0	13	12	9	9
Very favourable	3	2	1	1	8	2	4	2	3	2	3	3	3	2	3	3	2	0	0	2	4	3	2
TOTAL FAVOURABLE	14	15	9	4	33	9	20	16	12	13	14	14	15	11	17	14	16	11	0	15	16	12	11
Don't know	29	32	24	27	20	22	29	21	35	21	30	25	33	24	36	30	18	24	0	28	30	29	32

Environmental charities

[N=1272]

Very unfavourable	22	10	34	29	6	36	10	24	21	23	30	23	11	29	12	21	22	36	0	20	20	31	19
Fairly unfavourable	19	22	23	24	18	22	16	22	17	23	20	20	15	21	16	19	20	21	0	21	16	21	18
TOTAL UNFAVOURABLE	41	32	57	53	24	58	26	46	38	46	50	43	26	50	28	40	42	57	0	41	36	52	37
Neither favourable nor unfavourable	22	28	15	16	38	14	32	23	21	23	14	28	28	19	27	22	23	20	0	21	22	15	25
Fairly favourable	8	10	5	7	15	3	12	8	7	10	7	6	11	7	9	8	6	10	0	8	9	5	8
Very favourable	2	2	2	0	2	2	1	3	1	3	3	1	1	2	2	2	2	0	0	2	2	3	2
TOTAL FAVOURABLE	10	12	7	7	17	5	13	11	8	13	10	7	12	9	11	10	8	10	0	10	11	8	10
Don't know	27	28	22	23	21	22	28	20	33	18	26	23	35	23	33	28	26	13	0	28	31	25	27

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

CEOs of the major water companies
[N=1267]

Very unfavourable	8	9	7	2	5	12	8	6	9	6	5	7	13	7
Fairly unfavourable	13	16	13	5	9	19	12	14	12	21	15	13	11	13
TOTAL UNFAVOURABLE	21	25	20	7	14	31	20	20	21	27	20	20	24	20
Neither favourable nor unfavourable	20	19	13	11	23	21	20	19	20	21	20	19	20	22
Fairly favourable	12	12	11	19	7	12	13	12	12	9	13	14	11	10
Very favourable	15	11	24	42	15	8	18	15	17	7	14	19	16	13
TOTAL FAVOURABLE	27	23	35	61	22	20	31	27	29	16	27	33	27	23
Don't know	31	33	31	21	41	29	29	35	30	36	33	29	28	35

Landowners
[N=1233]

Very unfavourable	2	1	2	5	1	2	3	1	2	1	3	2	3	2
Fairly unfavourable	5	6	5	0	3	9	4	2	5	5	6	4	5	6
TOTAL UNFAVOURABLE	7	7	7	5	4	11	7	3	7	6	9	6	8	8
Neither favourable nor unfavourable	18	20	12	8	18	18	18	22	18	20	16	19	19	18
Fairly favourable	22	22	24	35	18	21	22	23	23	21	14	24	27	23
Very favourable	26	25	30	37	23	18	30	28	27	18	32	24	22	25
TOTAL FAVOURABLE	48	47	54	72	41	39	52	51	50	39	46	48	49	48
Don't know	27	25	28	15	36	32	23	24	26	34	30	27	24	26

Poverty charities
[N=1233]

Very unfavourable	18	15	23	29	16	8	25	14	20	7	19	18	19	18
Fairly unfavourable	15	13	13	25	12	15	15	13	15	14	17	14	14	14
TOTAL UNFAVOURABLE	33	28	36	54	28	23	40	27	35	21	36	32	33	32
Neither favourable nor unfavourable	24	27	25	22	22	29	21	29	23	35	24	26	23	24
Fairly favourable	11	12	7	4	12	12	12	8	11	9	10	11	12	11
Very favourable	3	2	4	0	2	2	3	5	3	3	4	2	3	2
TOTAL FAVOURABLE	14	14	11	4	14	14	15	13	14	12	14	13	15	13
Don't know	29	31	29	19	35	34	24	31	29	32	26	30	29	31

Environmental charities
[N=1272]

Very unfavourable	22	22	22	27	20	14	29	22	23	18	22	25	22	21
Fairly unfavourable	19	18	14	21	15	14	22	24	20	12	16	21	21	18
TOTAL UNFAVOURABLE	41	40	36	48	35	28	51	46	43	30	38	46	43	39
Neither favourable nor unfavourable	22	24	25	16	16	29	19	19	22	25	21	20	19	26
Fairly favourable	8	7	8	12	9	10	7	6	8	6	8	8	8	7
Very favourable	2	1	1	0	2	1	3	3	2	1	3	3	2	1
TOTAL FAVOURABLE	10	8	9	12	11	11	10	9	10	7	11	11	10	8
Don't know	27	28	30	24	39	32	21	27	25	39	29	22	28	27

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People living in London
[N=1249]

Very unfavourable	7	3	11	10	2	12	4	10	5	2	9	9	5	9	4	8	3	4	0	6	5	15	8
Fairly unfavourable	12	10	16	13	12	15	8	14	10	13	15	7	10	12	11	11	19	13	0	11	8	21	9
TOTAL UNFAVOURABLE	19	13	27	23	14	27	12	24	15	15	24	16	15	21	15	19	22	17	0	17	13	36	17
Neither favourable nor unfavourable	31	36	25	31	48	27	40	34	29	35	24	35	38	30	33	32	26	27	0	30	39	20	34
Fairly favourable	14	12	14	14	16	16	13	14	14	17	15	14	11	13	15	13	14	26	0	11	15	15	14
Very favourable	8	9	12	6	7	8	7	8	9	15	10	9	4	10	6	9	8	5	0	13	8	7	6
TOTAL FAVOURABLE	22	21	26	20	23	24	20	22	23	32	25	23	15	23	21	22	22	31	0	24	23	22	20
Don't know	27	30	23	27	16	23	29	19	34	17	26	26	33	26	30	27	30	25	0	29	26	22	29

Public sector workers
[N=1248]

Very unfavourable	14	9	21	17	2	23	7	17	12	16	18	13	10	18	8	13	18	25	0	13	12	21	12
Fairly unfavourable	18	22	19	31	9	23	13	21	15	22	18	16	19	19	15	17	27	27	0	19	16	17	16
TOTAL UNFAVOURABLE	32	31	40	48	11	46	20	38	27	38	36	29	29	37	23	30	45	52	0	32	28	38	28
Neither favourable nor unfavourable	25	32	22	19	32	20	29	27	24	23	23	27	27	22	29	26	21	19	0	22	30	24	27
Fairly favourable	14	13	9	10	29	7	20	14	13	11	13	17	12	12	16	14	9	7	0	16	11	16	14
Very favourable	3	2	2	1	11	2	4	3	3	4	3	3	3	3	3	3	5	2	0	1	3	1	5
TOTAL FAVOURABLE	17	15	11	11	40	9	24	17	16	15	16	20	15	15	19	17	14	9	0	17	14	17	19
Don't know	26	22	27	22	17	24	26	18	33	24	26	24	30	25	27	27	21	19	0	29	28	21	27

Jewish people
[N=1223]

Very unfavourable	16	9	26	23	0	27	7	15	17	16	24	13	8	21	9	15	21	23	0	18	15	13	15
Fairly unfavourable	15	7	24	23	4	22	9	13	18	26	16	16	11	17	13	15	19	16	0	15	14	16	16
TOTAL UNFAVOURABLE	31	16	50	46	4	49	16	28	35	42	40	29	19	38	22	30	40	39	0	33	29	29	31
Neither favourable nor unfavourable	24	32	19	17	35	19	33	27	22	17	19	29	28	21	29	25	17	20	0	23	26	21	27
Fairly favourable	11	17	5	8	24	5	14	16	7	11	9	11	13	10	11	11	11	8	0	10	9	12	12
Very favourable	6	7	3	2	18	4	8	7	5	5	6	6	6	5	7	6	7	6	0	5	3	12	5
TOTAL FAVOURABLE	17	24	8	10	42	9	22	23	12	16	15	17	19	15	18	17	18	14	0	15	12	24	17
Don't know	28	27	24	27	19	22	29	22	32	26	26	24	34	25	31	28	24	27	0	29	33	26	26

Muslims
[N=1232]

Very unfavourable	37	21	54	44	13	56	20	38	36	56	43	38	22	44	26	36	43	35	0	36	32	43	36
Fairly unfavourable	18	20	16	26	19	18	19	17	18	13	18	16	20	19	16	17	17	27	0	18	18	20	15
TOTAL UNFAVOURABLE	55	41	70	70	32	74	39	55	54	69	61	54	42	63	42	53	60	62	0	54	50	63	51
Neither favourable nor unfavourable	19	32	12	6	45	9	30	22	17	11	10	24	28	15	25	19	26	19	0	18	20	19	18
Fairly favourable	4	5	3	7	7	3	6	4	4	3	4	4	5	3	5	4	2	2	0	4	3	4	6
Very favourable	2	0	2	2	3	0	3	2	1	4	2	2	1	1	2	2	0	1	0	2	1	0	3
TOTAL FAVOURABLE	6	5	5	9	10	3	9	6	5	7	6	6	6	4	7	6	2	3	0	6	4	4	9
Don't know	21	22	13	15	13	13	23	17	24	12	23	16	25	18	26	22	11	16	0	22	27	14	22

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People living in London
[N=1249]

Very unfavourable	7	6	15	5	7	5	9	6	7	6	8	8	8	5
Fairly unfavourable	12	10	20	5	7	9	16	11	12	8	12	10	15	10
TOTAL UNFAVOURABLE	19	16	35	10	14	14	25	17	19	14	20	18	23	15
Neither favourable nor unfavourable	31	35	23	36	25	39	29	28	30	37	30	31	30	34
Fairly favourable	14	12	10	19	11	12	15	17	15	9	13	19	12	12
Very favourable	8	8	9	17	9	4	10	8	9	7	10	8	8	8
TOTAL FAVOURABLE	22	20	19	36	20	16	25	25	24	16	23	27	20	20
Don't know	27	30	22	18	42	30	22	29	26	33	26	24	27	31

Public sector workers
[N=1248]

Very unfavourable	14	14	21	19	15	9	18	13	15	10	15	13	17	11
Fairly unfavourable	18	17	14	29	9	19	19	15	18	16	15	18	19	19
TOTAL UNFAVOURABLE	32	31	35	48	24	28	37	28	33	26	30	31	36	30
Neither favourable nor unfavourable	25	26	31	23	28	28	21	31	25	29	26	31	26	18
Fairly favourable	14	14	11	3	13	14	15	12	14	8	10	12	12	19
Very favourable	3	3	1	4	2	3	4	2	3	3	4	3	2	3
TOTAL FAVOURABLE	17	17	12	7	15	17	19	14	17	11	14	15	14	22
Don't know	26	27	22	23	33	27	23	28	25	34	30	22	23	30

Jewish people
[N=1223]

Very unfavourable	16	14	12	15	13	8	21	19	17	12	16	16	17	16
Fairly unfavourable	15	14	18	30	13	12	17	18	16	10	16	12	18	15
TOTAL UNFAVOURABLE	31	28	30	45	26	20	38	37	33	22	32	28	35	31
Neither favourable nor unfavourable	24	27	25	8	19	31	24	22	24	29	25	22	25	24
Fairly favourable	11	10	13	19	9	12	11	9	11	9	11	13	9	10
Very favourable	6	5	11	7	9	6	5	6	6	5	6	7	5	6
TOTAL FAVOURABLE	17	15	24	26	18	18	16	15	17	14	17	20	14	16
Don't know	28	29	21	21	37	32	22	27	27	35	26	29	27	29

Muslims
[N=1232]

Very unfavourable	37	31	48	64	32	22	45	41	38	26	37	32	39	39
Fairly unfavourable	18	19	12	20	14	19	17	20	17	20	14	23	19	15
TOTAL UNFAVOURABLE	55	50	60	84	46	41	62	61	55	46	51	55	58	54
Neither favourable nor unfavourable	19	21	14	6	18	31	15	11	18	28	19	21	17	20
Fairly favourable	4	4	7	3	7	3	3	3	4	6	3	4	4	5
Very favourable	2	1	0	0	4	1	1	1	2	0	1	2	2	1
TOTAL FAVOURABLE	6	5	7	3	11	4	4	4	6	6	4	6	6	6
Don't know	21	23	18	8	26	24	18	23	21	20	26	18	20	20

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Welfare recipients

[N=1216]

Very unfavourable	27	9	42	41	5	43	10	26	28	42	34	27	14	33	18	27	28	31	0	26	26	37	25
Fairly unfavourable	21	24	22	18	22	23	22	22	19	21	19	19	23	22	18	21	24	18	0	20	14	19	25
TOTAL UNFAVOURABLE	48	33	64	59	27	66	32	48	47	63	53	46	37	55	36	48	52	49	0	46	40	56	50
Neither favourable nor unfavourable	22	33	14	17	42	13	34	25	20	13	17	24	29	18	28	22	25	25	0	21	25	18	22
Fairly favourable	6	7	3	7	15	3	8	7	5	6	4	10	5	5	7	6	3	5	0	8	6	6	6
Very favourable	2	2	3	0	4	3	2	3	2	5	2	2	2	2	3	3	2	2	0	3	2	2	2
TOTAL FAVOURABLE	8	9	6	7	19	6	10	10	7	11	6	12	7	7	10	9	5	7	0	11	8	8	8
Don't know	22	25	16	18	12	15	24	18	25	13	23	18	26	19	26	22	18	18	0	22	26	19	20

Poor people

[N=1250]

Very unfavourable	20	8	32	23	1	31	7	18	21	34	24	21	8	24	13	19	21	24	0	20	17	28	17
Fairly unfavourable	14	9	17	23	1	19	7	13	15	29	15	11	11	15	12	13	18	19	0	17	12	13	12
TOTAL UNFAVOURABLE	34	17	49	46	2	50	14	31	36	63	39	32	19	39	25	32	39	43	0	37	29	41	29
Neither favourable nor unfavourable	22	38	19	16	31	19	28	25	20	15	17	24	28	21	24	22	18	19	0	20	26	19	23
Fairly favourable	13	12	8	7	33	8	20	15	11	7	11	12	18	11	16	12	21	15	0	11	11	10	15
Very favourable	6	7	4	3	21	2	12	10	4	2	6	8	7	5	8	7	6	4	0	7	6	8	7
TOTAL FAVOURABLE	19	19	12	10	54	10	32	25	15	9	17	20	25	16	24	19	27	19	0	18	17	18	22
Don't know	25	26	20	28	13	20	25	20	29	12	26	24	28	24	26	26	16	18	0	26	27	21	27

Do you think the average Green MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2473]

Big business

[N=1054]

Very unfavourable	20	26	16	18	30	21	22	29	13	26	22	21	16	23	16	20	25	31	0	17	21	16	21
Fairly unfavourable	27	26	31	31	18	33	24	28	26	23	26	27	29	31	20	26	25	35	0	25	24	30	27
TOTAL UNFAVOURABLE	47	52	47	49	48	54	46	57	39	49	48	48	45	54	36	46	50	66	0	42	45	46	48
Neither favourable nor unfavourable	17	16	22	14	18	17	16	15	18	17	18	16	16	15	20	17	13	11	0	23	18	12	15
Fairly favourable	4	3	3	3	4	3	3	4	3	6	5	2	3	4	3	4	0	2	0	4	6	5	3
Very favourable	2	2	2	3	2	2	2	2	2	2	4	1	0	2	2	2	0	0	0	3	2	7	1
TOTAL FAVOURABLE	6	5	5	6	6	5	5	6	5	8	9	3	3	6	5	6	0	2	0	7	8	12	4
Don't know	30	27	26	31	28	24	32	21	37	26	25	33	35	24	39	30	37	21	0	28	29	29	32

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Welfare recipients

[N=1216]

Very unfavourable	27	25	29	39	25	16	35	26	28	19	29	29	23	28
Fairly unfavourable	21	22	15	26	13	23	21	21	20	24	16	19	25	21
TOTAL UNFAVOURABLE	48	47	44	65	38	39	56	47	48	43	45	48	48	49
Neither favourable nor unfavourable	22	24	20	9	24	29	18	21	22	24	23	25	21	21
Fairly favourable	6	6	8	4	8	7	5	7	6	6	5	7	8	4
Very favourable	2	1	7	6	4	2	3	2	3	0	2	3	2	3
TOTAL FAVOURABLE	8	7	15	10	12	9	8	9	9	6	7	10	10	7
Don't know	22	21	20	16	26	23	19	23	21	27	25	17	21	24

Poor people

[N=1250]

Very unfavourable	20	19	23	37	20	10	24	21	21	12	21	14	20	24
Fairly unfavourable	14	12	11	37	12	11	13	17	14	18	13	13	16	15
TOTAL UNFAVOURABLE	34	31	34	74	32	21	37	38	35	30	34	27	36	39
Neither favourable nor unfavourable	22	23	24	12	18	27	20	25	22	25	21	28	20	20
Fairly favourable	13	12	7	4	9	17	12	11	13	10	11	14	15	13
Very favourable	6	7	7	0	12	8	6	3	6	7	6	6	7	6
TOTAL FAVOURABLE	19	19	14	4	21	25	18	14	19	17	17	20	22	19
Don't know	25	27	28	10	30	27	24	23	24	28	28	26	23	23

Do you think the average Green MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=2473]

Big business

[N=1054]

Very unfavourable	20	21	12	18	21	17	25	17	21	15	17	23	23	19
Fairly unfavourable	27	26	21	24	27	27	26	34	26	31	26	26	23	32
TOTAL UNFAVOURABLE	47	47	33	42	48	44	51	51	47	46	43	49	46	51
Neither favourable nor unfavourable	17	18	21	17	19	16	17	14	17	13	18	19	16	14
Fairly favourable	4	3	7	10	2	3	3	6	4	2	7	2	4	2
Very favourable	2	1	4	4	1	1	3	1	2	3	2	0	4	2
TOTAL FAVOURABLE	6	4	11	14	3	4	6	7	6	5	9	2	8	4
Don't know	30	32	35	26	29	36	26	28	29	35	30	29	30	31

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Small business

[N=1045]

Very unfavourable	4	7	2	0	11	2	7	6	2	0	5	3	4	4	3	3	6	7	0	3	2	2	4
Fairly unfavourable	8	15	2	7	17	5	11	11	5	12	5	9	10	7	10	8	9	13	0	7	6	6	9
TOTAL UNFAVOURABLE	12	22	4	7	28	7	18	17	7	12	10	12	14	11	13	11	15	20	0	10	8	8	13
Neither favourable nor unfavourable	20	22	20	21	18	21	21	22	18	12	19	25	18	20	19	20	16	22	0	20	25	16	19
Fairly favourable	25	14	31	30	18	28	19	23	26	40	25	23	24	27	22	25	21	36	0	23	24	32	23
Very favourable	9	4	10	12	5	12	5	7	11	20	13	5	5	11	6	10	2	5	0	10	4	12	11
TOTAL FAVOURABLE	34	18	41	42	23	40	24	30	37	60	38	28	29	38	28	35	23	41	0	33	28	44	34
Don't know	35	38	36	30	31	32	37	30	38	16	33	36	39	32	39	35	47	17	0	36	39	32	34

Rich people

[N=1035]

Very unfavourable	17	21	13	19	28	17	17	24	11	21	19	16	14	19	13	16	22	26	0	14	14	16	18
Fairly unfavourable	21	20	25	28	12	25	16	24	19	27	21	18	24	23	18	21	17	30	0	21	16	18	24
TOTAL UNFAVOURABLE	38	41	38	47	40	42	33	48	30	48	40	34	38	42	31	37	39	56	0	35	30	34	42
Neither favourable nor unfavourable	21	17	23	20	20	24	17	20	21	12	24	21	18	21	20	21	11	18	0	22	23	23	20
Fairly favourable	5	6	5	4	2	4	7	3	7	4	4	6	7	5	6	6	0	5	0	7	5	7	5
Very favourable	3	1	3	1	5	2	4	3	3	2	4	4	3	3	4	3	3	0	0	4	2	6	3
TOTAL FAVOURABLE	8	7	8	5	7	6	11	6	10	6	8	10	10	8	10	9	3	5	0	11	7	13	8
Don't know	33	35	31	29	34	27	38	26	39	34	29	35	35	29	39	33	47	21	0	32	40	29	31

Private landlords

[N=1045]

Very unfavourable	13	15	10	17	20	16	10	19	7	10	16	12	9	16	6	12	10	23	0	8	12	13	14
Fairly unfavourable	25	26	32	26	21	33	19	26	24	28	22	27	25	27	21	25	22	31	0	22	22	29	26
TOTAL UNFAVOURABLE	38	41	42	43	41	49	29	45	31	38	38	39	34	43	27	37	32	54	0	30	34	42	40
Neither favourable nor unfavourable	19	19	17	18	21	17	23	21	17	18	18	21	20	17	23	20	11	12	0	25	19	13	19
Fairly favourable	4	4	3	3	2	4	3	3	4	4	4	3	5	4	5	4	4	3	0	4	5	5	3
Very favourable	0	1	0	0	0	0	1	1	0	0	1	0	1	0	1	1	0	0	0	0	1	1	1
TOTAL FAVOURABLE	4	5	3	3	2	4	4	4	4	4	5	3	6	4	6	5	4	3	0	4	6	6	4
Don't know	39	35	37	36	36	29	44	29	47	40	38	38	41	36	45	39	53	31	0	41	41	39	36

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Small business

[N=1045]

Very unfavourable	4	5	2	0	5	3	4	2	3	6	3	4	4	3
Fairly unfavourable	8	9	5	7	2	11	6	10	7	12	7	6	8	11
TOTAL UNFAVOURABLE	12	14	7	7	7	14	10	12	10	18	10	10	12	14
Neither favourable nor unfavourable	20	21	13	12	25	19	21	17	20	20	19	24	18	18
Fairly favourable	25	23	20	41	21	24	26	26	26	21	29	24	27	21
Very favourable	9	7	12	27	9	4	11	11	10	4	8	10	7	10
TOTAL FAVOURABLE	34	30	32	68	30	28	37	37	36	25	37	34	34	31
Don't know	35	35	48	12	39	39	32	33	34	36	35	31	35	37

Rich people

[N=1035]

Very unfavourable	17	17	13	17	12	14	21	13	16	21	16	16	19	16
Fairly unfavourable	21	21	14	33	13	23	21	25	22	18	17	23	22	24
TOTAL UNFAVOURABLE	38	38	27	50	25	37	42	38	38	39	33	39	41	40
Neither favourable nor unfavourable	21	19	30	15	22	18	22	23	21	18	21	24	18	20
Fairly favourable	5	5	8	0	6	6	5	8	5	5	6	5	6	4
Very favourable	3	3	2	0	6	3	2	4	3	3	5	2	4	2
TOTAL FAVOURABLE	8	8	10	0	12	9	7	12	8	8	11	7	10	6
Don't know	33	35	33	35	42	36	29	26	32	35	36	30	31	33

Private landlords

[N=1045]

Very unfavourable	13	13	8	7	3	9	17	10	12	14	8	16	13	14
Fairly unfavourable	25	23	19	21	21	25	26	26	26	19	24	24	26	25
TOTAL UNFAVOURABLE	38	36	27	28	24	34	43	36	38	33	32	40	39	39
Neither favourable nor unfavourable	19	19	20	20	20	20	17	25	20	15	19	22	16	20
Fairly favourable	4	4	3	7	4	5	4	2	4	4	4	4	3	5
Very favourable	0	1	0	0	0	0	0	3	1	0	1	1	0	0
TOTAL FAVOURABLE	4	5	3	7	4	5	4	5	5	4	5	5	3	5
Don't know	39	40	50	44	51	42	36	34	38	48	43	34	43	36

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Immigrants

[N=1045]

Very unfavourable	2	3	0	3	3	1	2	2	2	3	2	1	2	1	3	2	2	0	0	3	1	2	2
Fairly unfavourable	4	4	4	5	3	3	4	4	3	1	3	3	5	4	3	3	5	4	0	4	4	4	2
TOTAL UNFAVOURABLE	6	7	4	8	6	4	6	6	5	4	5	4	7	5	6	5	7	4	0	7	5	6	4
Neither favourable nor unfavourable	24	25	25	24	16	26	23	22	26	17	26	22	25	23	25	24	17	25	0	26	23	27	22
Fairly favourable	22	18	28	17	18	29	16	26	19	31	23	18	23	23	20	22	14	27	0	21	16	19	27
Very favourable	14	15	6	20	29	13	15	18	11	25	16	14	10	16	13	14	12	18	0	11	14	17	15
TOTAL FAVOURABLE	36	33	34	37	47	42	31	44	30	56	39	32	33	39	33	36	26	45	0	32	30	36	42
Don't know	34	34	37	30	30	29	40	27	40	22	31	42	35	32	37	34	50	26	0	35	41	31	31

Refugees

[N=1041]

Very unfavourable	1	1	1	1	2	1	1	1	1	0	1	1	1	1	1	1	0	1	0	1	2	1	1
Fairly unfavourable	3	6	3	2	2	4	4	3	4	3	2	5	4	3	4	3	3	4	0	4	4	3	3
TOTAL UNFAVOURABLE	4	7	4	3	4	5	5	4	5	3	3	6	5	4	5	4	3	5	0	5	6	4	4
Neither favourable nor unfavourable	20	16	24	19	17	18	22	19	21	16	20	18	22	19	21	20	16	18	0	25	19	20	17
Fairly favourable	24	22	27	25	21	29	20	26	23	37	24	23	23	28	19	25	20	25	0	22	19	25	29
Very favourable	16	18	10	17	28	17	17	22	11	23	18	18	11	18	13	16	8	28	0	12	16	16	18
TOTAL FAVOURABLE	40	40	37	42	49	46	37	48	34	60	42	41	34	46	32	41	28	53	0	34	35	41	47
Don't know	35	37	35	36	30	32	36	28	41	20	35	34	40	31	41	35	53	24	0	36	39	34	33

Trade Unions

[N=1007]

Very unfavourable	3	3	1	4	8	3	5	5	2	1	2	5	4	3	4	3	6	7	0	3	6	1	2
Fairly unfavourable	7	10	5	9	11	6	12	7	8	1	5	8	12	7	7	7	14	3	0	8	7	4	8
TOTAL UNFAVOURABLE	10	13	6	13	19	9	17	12	10	2	7	13	16	10	11	10	20	10	0	11	13	5	10
Neither favourable nor unfavourable	24	26	26	21	21	25	24	26	23	26	23	25	26	23	27	25	11	31	0	31	24	23	21
Fairly favourable	18	15	22	18	13	25	12	22	15	24	21	19	11	22	12	18	9	26	0	15	18	20	20
Very favourable	9	8	10	7	10	12	5	11	7	17	12	7	3	12	4	9	6	13	0	9	3	11	11
TOTAL FAVOURABLE	27	23	32	25	23	37	17	33	22	41	33	26	14	34	16	27	15	39	0	24	21	31	31
Don't know	38	38	36	40	37	29	43	29	46	32	37	36	43	33	45	38	54	21	0	35	42	41	38

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Immigrants

[N=1045]

Very unfavourable	2	2	1	3	4	2	1	2	2	1	2	4	1	1
Fairly unfavourable	4	3	6	0	5	5	3	2	3	5	6	2	3	4
TOTAL UNFAVOURABLE	6	5	7	3	9	7	4	4	5	6	8	6	4	5
Neither favourable nor unfavourable	24	23	26	21	19	24	24	26	25	18	23	26	25	22
Fairly favourable	22	21	15	26	23	22	21	26	22	19	24	25	19	21
Very favourable	14	14	13	15	15	12	17	11	14	16	10	13	17	18
TOTAL FAVOURABLE	36	35	28	41	38	34	38	37	36	35	34	38	36	39
Don't know	34	36	39	35	35	34	33	33	33	41	36	31	35	33

Refugees

[N=1041]

Very unfavourable	1	1	3	0	2	1	1	1	1	0	2	1	1	1
Fairly unfavourable	3	3	2	0	4	3	3	6	4	2	5	3	3	3
TOTAL UNFAVOURABLE	4	4	5	0	6	4	4	7	5	2	7	4	4	4
Neither favourable nor unfavourable	20	19	22	21	22	22	19	17	20	18	21	24	18	17
Fairly favourable	24	23	18	35	16	23	25	30	25	22	24	23	22	28
Very favourable	16	15	19	12	19	11	21	14	17	13	11	19	22	13
TOTAL FAVOURABLE	40	38	37	47	35	34	46	44	42	35	35	42	44	41
Don't know	35	39	36	32	37	40	32	32	34	45	38	31	34	37

Trade Unions

[N=1007]

Very unfavourable	3	4	1	0	3	3	3	5	3	4	5	4	2	3
Fairly unfavourable	7	9	5	0	7	15	5	4	7	13	6	6	10	7
TOTAL UNFAVOURABLE	10	13	6	0	10	18	8	9	10	17	11	10	12	10
Neither favourable nor unfavourable	24	25	22	31	23	23	24	28	25	23	27	26	22	24
Fairly favourable	18	17	15	25	11	13	21	21	19	13	17	19	18	18
Very favourable	9	6	14	11	4	3	12	10	9	7	8	12	8	7
TOTAL FAVOURABLE	27	23	29	36	15	16	33	31	28	20	25	31	26	25
Don't know	38	40	44	34	52	43	35	32	38	40	37	33	40	41

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Working class people

[N=1007]

Very unfavourable	3	4	1	1	9	2	4	5	0	1	3	2	4	3	3	2	5	4	0	2	4	3	2
Fairly unfavourable	6	9	2	4	12	4	9	9	3	5	5	7	7	6	6	6	4	9	0	5	5	3	7
TOTAL UNFAVOURABLE	9	13	3	5	21	6	13	14	3	6	8	9	11	9	9	8	9	13	0	7	9	6	9
Neither favourable nor unfavourable	24	26	24	20	27	24	26	23	25	17	22	27	26	25	22	23	25	30	0	28	21	19	22
Fairly favourable	24	21	33	24	12	31	18	26	21	32	22	27	21	25	22	24	17	24	0	21	21	33	24
Very favourable	10	4	10	13	7	13	5	9	11	19	14	6	6	11	8	10	8	15	0	7	6	13	12
TOTAL FAVOURABLE	34	25	43	37	19	44	23	35	32	51	36	33	27	36	30	34	25	39	0	28	27	46	36
Don't know	34	36	30	39	32	26	38	28	39	27	35	32	37	31	39	35	41	17	0	35	42	30	34

Middle class people

[N=1037]

Very unfavourable	5	11	3	4	9	6	5	8	3	6	7	5	3	5	5	5	0	7	0	5	5	3	6
Fairly unfavourable	8	14	5	12	14	7	12	9	8	10	5	11	10	9	8	8	8	15	0	8	6	7	9
TOTAL UNFAVOURABLE	13	25	8	16	23	13	17	17	11	16	12	16	13	14	13	13	8	22	0	13	11	10	15
Neither favourable nor unfavourable	29	26	29	27	28	31	27	29	28	22	29	32	28	30	26	28	19	41	0	29	27	24	31
Fairly favourable	20	13	27	22	15	21	16	20	20	32	19	19	18	21	18	20	15	13	0	20	19	25	19
Very favourable	4	1	5	5	3	8	2	5	4	3	6	4	3	5	3	5	3	3	0	5	5	5	4
TOTAL FAVOURABLE	24	14	32	27	18	29	18	25	24	35	25	23	21	26	21	25	18	16	0	25	24	30	23
Don't know	34	35	32	29	30	27	38	28	38	27	34	30	38	30	40	33	55	21	0	34	38	35	30

CEOs of big companies

[N=1042]

Very unfavourable	25	22	23	25	25	31	18	31	20	34	28	23	18	27	20	23	33	41	0	23	22	26	22
Fairly unfavourable	25	19	32	36	20	34	21	25	26	19	25	30	25	30	19	26	20	25	0	24	19	30	29
TOTAL UNFAVOURABLE	50	41	55	61	45	65	39	56	46	53	53	53	43	57	39	49	53	66	0	47	41	56	51
Neither favourable nor unfavourable	13	15	15	11	15	10	17	14	12	12	13	15	12	11	15	13	9	12	0	16	12	11	13
Fairly favourable	4	3	2	5	2	3	5	3	4	4	4	2	4	3	4	4	1	4	0	2	6	4	4
Very favourable	2	1	2	2	1	1	1	2	2	5	2	1	2	2	1	2	5	0	0	3	1	2	1
TOTAL FAVOURABLE	6	4	4	7	3	4	6	5	6	9	6	3	6	5	5	6	6	4	0	5	7	6	5
Don't know	31	39	26	21	36	21	39	26	36	27	28	30	39	26	39	32	32	17	0	32	39	26	31

CEOs of the major water companies

[N=996]

Very unfavourable	35	34	39	40	30	43	28	42	28	35	36	37	31	40	26	33	37	52	0	36	23	33	37
Fairly unfavourable	21	24	23	24	19	23	21	21	21	25	16	19	27	22	18	21	23	13	0	20	22	21	22
TOTAL UNFAVOURABLE	56	58	62	64	49	66	49	63	49	60	52	56	58	62	44	54	60	65	0	56	45	54	59
Neither favourable nor unfavourable	11	13	7	7	12	10	11	12	10	11	12	14	8	9	15	11	5	24	0	12	16	9	8
Fairly favourable	3	2	3	1	5	3	4	2	4	1	4	2	3	3	4	3	0	0	0	2	4	6	3
Very favourable	2	1	2	0	2	1	1	2	1	3	3	1	1	2	1	2	1	1	0	2	2	3	1
TOTAL FAVOURABLE	5	3	5	1	7	4	5	4	5	4	7	3	4	5	5	5	1	1	0	4	6	9	4
Don't know	29	26	26	28	32	20	35	21	35	24	29	28	31	24	36	30	34	11	0	28	33	29	29

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Working class people

[N=1007]

Very unfavourable	3	3	1	0	1	3	3	2	3	1	2	3	2	4
Fairly unfavourable	6	7	5	4	6	8	6	3	6	7	5	5	6	8
TOTAL UNFAVOURABLE	9	10	6	4	7	11	9	5	9	8	7	8	8	12
Neither favourable nor unfavourable	24	24	14	23	23	23	23	25	23	30	23	24	23	24
Fairly favourable	24	23	18	34	17	22	24	30	25	16	25	25	23	22
Very favourable	10	8	7	12	13	7	11	10	10	7	9	8	11	11
TOTAL FAVOURABLE	34	31	25	46	30	29	35	40	35	23	34	33	34	33
Don't know	34	35	55	27	39	37	32	31	33	39	36	34	36	31

Middle class people

[N=1037]

Very unfavourable	5	6	4	5	2	3	8	3	5	3	4	5	7	5
Fairly unfavourable	8	8	1	7	7	9	7	13	8	9	8	8	7	11
TOTAL UNFAVOURABLE	13	14	5	12	9	12	15	16	13	12	12	13	14	16
Neither favourable nor unfavourable	29	29	31	29	30	29	29	29	29	26	29	30	29	27
Fairly favourable	20	16	15	26	16	17	19	28	20	16	21	20	19	19
Very favourable	4	4	8	4	3	4	5	3	4	6	4	8	2	4
TOTAL FAVOURABLE	24	20	23	30	19	21	24	31	24	22	25	28	21	23
Don't know	34	37	40	29	42	37	32	24	33	39	34	30	36	34

CEOs of big companies

[N=1042]

Very unfavourable	25	23	13	31	20	17	30	22	25	21	23	25	26	25
Fairly unfavourable	25	26	24	22	17	28	25	30	25	28	21	32	25	24
TOTAL UNFAVOURABLE	50	49	37	53	37	45	55	52	50	49	44	57	51	49
Neither favourable nor unfavourable	13	14	15	13	13	13	13	14	13	15	11	14	12	15
Fairly favourable	4	3	5	3	6	4	3	5	4	1	6	3	2	3
Very favourable	2	1	4	2	3	2	2	2	2	1	2	1	2	2
TOTAL FAVOURABLE	6	4	9	5	9	6	5	7	6	2	8	4	4	5
Don't know	31	33	40	29	41	37	27	27	31	35	37	26	33	30

CEOs of the major water companies

[N=996]

Very unfavourable	35	32	24	42	38	31	37	30	36	27	31	36	36	35
Fairly unfavourable	21	24	13	19	6	25	20	26	20	23	21	21	21	20
TOTAL UNFAVOURABLE	56	56	37	61	44	56	57	56	56	50	52	57	57	55
Neither favourable nor unfavourable	11	11	20	11	16	10	11	12	11	17	13	13	11	8
Fairly favourable	3	3	3	2	3	3	4	1	3	5	4	3	2	3
Very favourable	2	1	5	6	1	1	2	1	2	0	1	1	2	2
TOTAL FAVOURABLE	5	4	8	8	4	4	6	2	5	5	5	4	4	5
Don't know	29	30	36	20	37	30	26	30	29	29	30	25	27	31

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Landowners

[N=1066]

Very unfavourable	12	17	9	12	20	12	13	18	6	7	13	13	10	13	9	11	13	23	0	10	10	14	11
Fairly unfavourable	22	18	24	22	21	26	17	23	20	30	20	18	25	25	17	20	34	29	0	19	18	21	22
TOTAL UNFAVOURABLE	34	35	33	34	41	38	30	41	26	37	33	31	35	38	26	31	47	52	0	29	28	35	33
Neither favourable nor unfavourable	20	23	23	20	15	21	20	19	20	25	17	25	17	20	20	20	10	22	0	23	14	16	22
Fairly favourable	8	7	6	9	5	7	8	8	7	6	9	6	7	8	7	8	4	2	0	7	8	10	8
Very favourable	2	0	2	6	6	2	3	2	3	1	3	2	3	2	3	3	0	0	0	3	3	2	2
TOTAL FAVOURABLE	10	7	8	15	11	9	11	10	10	7	12	8	10	10	10	11	4	2	0	10	11	12	10
Don't know	37	34	37	32	32	31	39	29	44	32	38	36	38	32	45	38	38	24	0	37	46	37	34

Poverty charities

[N=1018]

Very unfavourable	1	1	0	0	2	1	1	2	0	2	1	2	1	0	2	1	1	6	0	2	1	1	0
Fairly unfavourable	3	2	2	4	6	2	5	4	3	5	2	2	6	3	4	3	7	5	0	2	4	3	3
TOTAL UNFAVOURABLE	4	3	2	4	8	3	6	6	3	7	3	4	7	3	6	4	8	11	0	4	5	4	3
Neither favourable nor unfavourable	14	25	12	4	18	12	17	16	12	11	12	14	19	14	15	14	11	17	0	17	18	7	13
Fairly favourable	26	19	32	38	23	31	20	29	25	21	30	27	23	29	23	27	24	25	0	25	22	32	29
Very favourable	19	18	17	24	20	26	14	21	17	28	23	17	12	21	16	19	12	21	0	18	15	15	23
TOTAL FAVOURABLE	45	37	49	62	43	57	34	50	42	49	53	44	35	50	39	46	36	46	0	43	37	47	52
Don't know	36	35	36	30	32	28	42	27	43	34	32	39	40	33	40	36	45	27	0	35	40	42	33

Environmental charities

[N=1057]

Very unfavourable	2	3	1	1	3	1	2	2	2	3	1	3	2	2	2	2	0	1	0	1	3	3	1
Fairly unfavourable	1	1	1	0	1	1	2	2	1	2	1	0	2	1	1	1	2	0	0	2	0	1	1
TOTAL UNFAVOURABLE	3	4	2	1	4	2	4	4	3	5	2	3	4	3	3	3	2	1	0	3	3	4	2
Neither favourable nor unfavourable	8	11	5	5	10	5	9	7	9	7	7	9	9	7	10	8	11	5	0	10	8	10	6
Fairly favourable	15	21	16	11	12	13	16	16	15	9	12	13	22	16	14	15	13	23	0	13	17	17	15
Very favourable	49	46	53	61	55	59	43	53	47	62	55	48	40	55	42	49	44	56	0	48	42	50	53
TOTAL FAVOURABLE	64	67	69	72	67	72	59	69	62	71	67	61	62	71	56	64	57	79	0	61	59	67	68
Don't know	24	18	24	22	19	20	27	21	27	17	23	26	25	20	30	24	30	14	0	26	30	19	23

People living in London

[N=1062]

Very unfavourable	4	5	4	4	5	3	5	6	3	3	4	4	4	5	2	3	5	8	0	3	2	5	4
Fairly unfavourable	11	19	11	10	12	11	14	12	11	14	7	13	15	12	10	11	11	9	0	10	11	10	13
TOTAL UNFAVOURABLE	15	24	15	14	17	14	19	18	14	17	11	17	19	17	12	14	16	17	0	13	13	15	17
Neither favourable nor unfavourable	31	28	31	42	28	38	27	35	28	28	32	33	28	33	28	31	25	42	0	34	31	25	30
Fairly favourable	12	7	16	6	13	13	9	11	13	20	14	12	8	14	9	12	6	11	0	11	12	20	10
Very favourable	4	5	1	7	8	4	5	6	3	7	5	2	5	4	5	4	9	5	0	3	3	7	4
TOTAL FAVOURABLE	16	12	17	13	21	17	14	17	16	27	19	14	13	18	14	16	15	16	0	14	15	27	14
Don't know	37	36	38	30	33	31	41	31	43	28	38	37	40	32	45	38	44	24	0	39	40	34	38

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Landowners

[N=1066]

Very unfavourable	12	12	5	1	11	11	14	10	12	12	10	10	13	13
Fairly unfavourable	22	22	17	28	17	25	19	26	22	17	20	23	21	23
TOTAL UNFAVOURABLE	34	34	22	29	28	36	33	36	34	29	30	33	34	36
Neither favourable nor unfavourable	20	19	22	31	23	16	21	20	19	23	20	21	20	18
Fairly favourable	8	7	5	4	2	8	9	7	8	4	7	5	11	7
Very favourable	2	2	3	5	2	3	2	3	2	3	4	2	3	1
TOTAL FAVOURABLE	10	9	8	9	4	11	11	10	10	7	11	7	14	8
Don't know	37	37	48	30	45	37	36	35	36	41	39	38	33	38

Poverty charities

[N=1018]

Very unfavourable	1	2	0	0	3	1	2	1	1	1	1	0	1	2
Fairly unfavourable	3	4	1	0	4	5	2	4	3	4	6	2	4	2
TOTAL UNFAVOURABLE	4	6	1	0	7	6	4	5	4	5	7	2	5	4
Neither favourable nor unfavourable	14	13	14	22	15	16	11	18	14	17	15	17	12	14
Fairly favourable	26	24	22	10	27	25	28	27	27	20	30	26	23	28
Very favourable	19	17	16	23	18	13	23	20	19	17	19	19	20	17
TOTAL FAVOURABLE	45	41	38	33	45	38	51	47	46	37	49	45	43	45
Don't know	36	40	48	45	33	41	34	30	35	41	30	35	40	37

Environmental charities

[N=1057]

Very unfavourable	2	1	1	8	5	2	0	3	2	2	1	2	2	2
Fairly unfavourable	1	1	3	4	0	2	1	1	1	4	1	1	2	1
TOTAL UNFAVOURABLE	3	2	4	12	5	4	1	4	3	6	2	3	4	3
Neither favourable nor unfavourable	8	8	8	9	7	8	8	8	8	11	8	14	5	6
Fairly favourable	15	14	30	2	8	20	14	17	16	14	17	11	18	15
Very favourable	49	50	36	59	48	43	53	48	50	44	49	50	49	50
TOTAL FAVOURABLE	64	64	66	61	56	63	67	65	66	58	66	61	67	65
Don't know	24	27	21	17	32	25	23	23	24	26	24	22	24	26

People living in London

[N=1062]

Very unfavourable	4	3	4	3	3	4	4	5	4	3	3	4	4	3
Fairly unfavourable	11	13	5	9	11	14	11	10	11	12	8	10	11	15
TOTAL UNFAVOURABLE	15	16	9	12	14	18	15	15	15	15	11	14	15	18
Neither favourable nor unfavourable	31	29	30	38	26	28	35	29	33	18	30	33	31	30
Fairly favourable	12	11	15	14	7	11	12	16	12	11	14	12	12	11
Very favourable	4	5	4	1	5	5	5	2	4	8	4	4	4	5
TOTAL FAVOURABLE	16	16	19	15	12	16	17	18	16	19	18	16	16	16
Don't know	37	40	41	35	47	39	34	38	36	48	41	36	37	36

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public sector workers

[N=1057]

Very unfavourable	2	5	2	0	3	2	3	3	1	0	3	1	1	2	2	2	6	0	0	1	2	2	2
Fairly unfavourable	5	7	3	2	10	5	6	6	4	8	4	4	6	5	5	5	0	7	0	4	2	3	7
TOTAL UNFAVOURABLE	7	12	5	2	13	7	9	9	5	8	7	5	7	7	7	6	7	0	5	4	5	9	
Neither favourable nor unfavourable	24	36	21	22	24	23	28	26	23	19	20	30	27	22	28	24	26	29	0	26	24	18	24
Fairly favourable	23	11	28	34	19	29	15	23	24	33	27	19	19	28	16	23	29	21	0	24	18	29	23
Very favourable	8	5	9	7	10	11	5	10	7	16	11	7	4	9	7	8	2	13	0	5	11	9	9
TOTAL FAVOURABLE	31	16	37	41	29	40	20	33	31	49	38	26	23	37	23	31	31	34	0	29	29	38	32
Don't know	37	36	36	36	34	31	43	33	42	24	35	39	44	34	43	38	37	30	0	40	42	39	35

Jewish people

[N=1056]

Very unfavourable	3	4	1	3	12	2	4	5	2	0	3	5	3	3	3	4	8	0	2	3	5	3	
Fairly unfavourable	4	5	3	3	7	3	5	7	2	7	4	1	7	4	4	4	13	0	3	1	6	5	
TOTAL UNFAVOURABLE	7	9	4	6	19	5	9	12	4	7	7	6	10	7	7	8	21	0	5	4	11	8	
Neither favourable nor unfavourable	33	29	33	37	29	39	29	37	29	31	32	37	30	35	29	33	22	37	0	37	26	30	34
Fairly favourable	10	9	16	10	4	12	7	10	11	27	13	6	7	11	9	11	6	7	0	11	11	12	10
Very favourable	4	2	6	3	4	7	2	5	4	5	6	3	3	5	3	5	3	0	0	4	4	7	5
TOTAL FAVOURABLE	14	11	22	13	8	19	9	15	15	32	19	9	10	16	12	16	9	7	0	15	15	19	15
Don't know	45	50	41	44	44	37	53	37	52	30	43	48	50	41	51	45	59	36	0	43	55	39	44

Muslims

[N=1062]

Very unfavourable	2	4	1	0	2	2	2	3	1	0	3	1	2	1	2	2	0	3	0	2	2	1	2
Fairly unfavourable	3	7	2	1	2	2	2	2	3	6	2	3	3	2	4	3	0	1	0	1	1	7	4
TOTAL UNFAVOURABLE	5	11	3	1	4	4	4	5	4	6	5	4	5	3	6	5	0	4	0	3	3	8	6
Neither favourable nor unfavourable	32	26	34	42	34	37	31	34	31	28	30	36	33	34	30	33	22	34	0	34	34	30	32
Fairly favourable	15	8	19	17	18	18	12	17	13	22	17	12	14	15	14	15	10	17	0	15	15	18	14
Very favourable	10	10	8	7	14	9	10	12	8	14	13	9	6	11	8	10	7	15	0	7	8	15	10
TOTAL FAVOURABLE	25	18	27	24	32	27	22	29	21	36	30	21	20	26	22	25	17	32	0	22	23	33	24
Don't know	38	45	36	33	30	32	43	31	44	31	36	40	41	36	42	38	61	30	0	41	41	28	37

Welfare recipients

[N=1052]

Very unfavourable	1	3	1	0	2	1	3	2	1	0	1	1	3	1	2	1	3	2	0	2	1	1	1
Fairly unfavourable	4	5	3	2	5	3	5	3	4	4	2	4	6	3	5	3	6	7	0	2	6	2	3
TOTAL UNFAVOURABLE	5	8	4	2	7	4	8	5	5	4	3	5	9	4	7	4	9	9	0	4	7	3	4
Neither favourable nor unfavourable	25	23	26	21	25	29	22	25	26	24	27	23	26	27	23	25	24	34	0	24	26	27	24
Fairly favourable	21	19	27	24	17	27	16	26	17	20	23	21	19	24	17	22	5	15	0	24	18	24	23
Very favourable	9	10	5	12	10	9	7	11	7	18	12	7	4	11	5	8	13	12	0	6	8	11	9
TOTAL FAVOURABLE	30	29	32	36	27	36	23	37	24	38	35	28	23	35	22	30	18	27	0	30	26	35	32
Don't know	40	40	37	41	42	32	47	33	45	34	35	44	43	34	47	40	50	30	0	41	41	35	39

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public sector workers

[N=1057]

Very unfavourable	2	2	3	0	1	1	3	1	2	1	2	1	3	1
Fairly unfavourable	5	4	6	1	2	5	5	6	5	5	3	7	4	5
TOTAL UNFAVOURABLE	7	6	9	1	3	6	8	7	7	6	5	8	7	6
Neither favourable nor unfavourable	24	26	26	27	26	25	24	25	23	32	24	29	23	21
Fairly favourable	23	20	21	29	18	18	27	20	24	15	23	20	25	25
Very favourable	8	8	8	9	7	6	10	9	9	6	8	11	6	9
TOTAL FAVOURABLE	31	28	29	38	25	24	37	29	33	21	31	31	31	34
Don't know	37	40	37	34	46	45	31	39	37	40	38	32	40	39

Jewish people

[N=1056]

Very unfavourable	3	3	5	0	6	3	3	2	3	3	4	3	3	3
Fairly unfavourable	4	4	4	7	4	6	4	3	4	6	4	3	5	5
TOTAL UNFAVOURABLE	7	7	9	7	10	9	7	5	7	9	8	6	8	8
Neither favourable nor unfavourable	33	30	29	34	38	31	34	29	33	32	30	35	34	31
Fairly favourable	10	10	11	19	8	8	12	13	11	8	12	11	8	10
Very favourable	4	4	5	6	0	3	6	4	4	5	4	6	4	4
TOTAL FAVOURABLE	14	14	16	25	8	11	18	17	15	13	16	17	12	14
Don't know	45	49	45	34	43	49	41	50	45	46	45	42	46	47

Muslims

[N=1062]

Very unfavourable	2	1	0	0	1	2	2	1	2	1	2	1	2	1
Fairly unfavourable	3	2	7	2	0	3	3	5	3	3	2	1	5	3
TOTAL UNFAVOURABLE	5	3	7	2	1	5	5	6	5	4	4	2	7	4
Neither favourable nor unfavourable	32	31	29	39	23	32	31	38	33	30	30	39	29	32
Fairly favourable	15	15	12	24	18	14	16	16	14	21	11	18	15	16
Very favourable	10	9	12	8	14	6	12	10	10	6	11	10	10	9
TOTAL FAVOURABLE	25	24	24	32	32	20	28	26	24	27	22	28	25	25
Don't know	38	42	40	28	44	43	36	31	38	40	44	31	39	38

Welfare recipients

[N=1052]

Very unfavourable	1	2	0	0	4	3	1	0	1	3	1	1	2	1
Fairly unfavourable	4	4	2	2	6	5	3	2	4	4	4	4	3	5
TOTAL UNFAVOURABLE	5	6	2	2	10	8	4	2	5	7	5	5	5	6
Neither favourable nor unfavourable	25	25	27	17	21	23	27	33	26	20	26	28	21	28
Fairly favourable	21	20	17	29	11	20	25	21	21	23	22	20	21	21
Very favourable	9	8	7	10	9	5	12	7	9	6	6	9	11	9
TOTAL FAVOURABLE	30	28	24	39	20	25	37	28	30	29	28	29	32	30
Don't know	40	41	47	41	49	44	33	37	39	45	42	37	42	36

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the average SNP MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=345]

Big business

[N=141]

Very unfavourable	13	27	10	25	61	6	33	21	4	0	9	18	16	15	10	0	0	13	0	0	0	0	0
Fairly unfavourable	18	48	11	42	9	28	10	15	21	8	18	15	24	26	9	0	0	18	0	0	0	0	0
TOTAL UNFAVOURABLE	31	75	21	67	70	34	43	36	25	8	27	33	40	41	19	0	0	31	0	0	0	0	0
Neither favourable nor unfavourable	21	0	15	15	9	20	7	17	24	38	25	13	15	23	18	0	0	21	0	0	0	0	0
Fairly favourable	18	9	20	0	0	28	6	23	14	0	28	15	12	18	19	0	0	18	0	0	0	0	0
Very favourable	10	0	19	0	22	5	13	10	9	24	3	6	20	4	16	0	0	10	0	0	0	0	0
TOTAL FAVOURABLE	28	9	39	0	22	33	19	33	23	24	31	21	32	22	35	0	0	28	0	0	0	0	0
Don't know	21	17	26	18	0	13	31	13	28	29	17	32	12	14	28	0	0	21	0	0	0	0	0

Small business

[N=145]

Very unfavourable	7	11	11	6	21	6	16	12	2	0	4	12	13	9	5	0	0	7	0	0	0	0	0
Fairly unfavourable	16	45	16	37	11	8	38	19	14	33	13	9	24	15	18	0	0	16	0	0	0	0	0
TOTAL UNFAVOURABLE	23	56	27	43	32	14	54	31	16	33	17	21	37	24	23	0	0	23	0	0	0	0	0
Neither favourable nor unfavourable	23	31	29	22	36	23	19	25	20	22	21	23	26	19	28	0	0	23	0	0	0	0	0
Fairly favourable	30	0	29	24	14	47	12	20	41	23	35	27	25	36	21	0	0	30	0	0	0	0	0
Very favourable	7	0	3	0	0	7	0	7	7	0	12	3	3	6	8	0	0	7	0	0	0	0	0
TOTAL FAVOURABLE	37	0	32	24	14	54	12	27	48	23	47	30	28	42	29	0	0	37	0	0	0	0	0
Don't know	17	14	12	12	19	9	16	17	17	22	16	25	11	15	20	0	0	17	0	0	0	0	0

Rich people

[N=146]

Very unfavourable	15	55	14	22	42	11	30	24	5	0	10	11	27	17	10	0	0	15	0	0	0	0	0
Fairly unfavourable	25	34	28	33	25	31	27	24	27	8	24	42	19	25	25	0	0	25	0	0	0	0	0
TOTAL UNFAVOURABLE	40	89	42	55	67	42	57	48	32	8	34	53	46	42	35	0	0	40	0	0	0	0	0
Neither favourable nor unfavourable	27	5	24	21	0	29	12	24	30	43	29	18	27	29	23	0	0	27	0	0	0	0	0
Fairly favourable	12	0	6	0	14	15	4	11	14	32	10	15	10	12	13	0	0	12	0	0	0	0	0
Very favourable	6	0	16	0	20	5	11	8	5	0	4	6	11	2	14	0	0	6	0	0	0	0	0
TOTAL FAVOURABLE	18	0	22	0	34	20	15	19	19	32	14	21	21	14	27	0	0	18	0	0	0	0	0
Don't know	14	6	11	24	0	8	16	10	19	17	23	8	6	14	16	0	0	14	0	0	0	0	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the average SNP MP has a positive or negative opinion of these groups?

[Respondents saw a ten of the following groups of people/organisation at random. N=345]

Big business

[N=141]

Very unfavourable	13	14	18	0	14	20	15	3	13	0	9	13	10	17
Fairly unfavourable	18	19	30	0	5	24	23	16	18	0	9	22	18	21
TOTAL UNFAVOURABLE	31	33	48	0	19	44	38	19	31	0	18	35	28	38
Neither favourable nor unfavourable	21	16	10	56	30	20	18	15	21	0	29	16	20	20
Fairly favourable	18	14	8	0	9	10	28	21	18	0	18	16	28	14
Very favourable	10	10	0	16	8	17	0	14	10	0	13	13	2	10
TOTAL FAVOURABLE	28	24	8	16	17	27	28	35	28	0	31	29	30	24
Don't know	21	26	34	28	34	10	17	31	21	0	23	21	23	18

Small business

[N=145]

Very unfavourable	7	5	0	0	0	13	5	12	7	0	15	5	8	2
Fairly unfavourable	16	21	0	0	29	23	12	11	16	0	10	9	24	20
TOTAL UNFAVOURABLE	23	26	0	0	29	36	17	23	23	0	25	14	32	22
Neither favourable nor unfavourable	23	25	0	11	15	20	18	45	23	0	18	33	16	24
Fairly favourable	30	28	0	52	36	29	34	13	30	0	30	34	19	38
Very favourable	7	5	53	14	4	3	8	10	7	0	3	10	13	2
TOTAL FAVOURABLE	37	33	53	66	40	32	42	23	37	0	33	44	32	40
Don't know	17	17	47	24	15	12	23	8	17	0	24	9	20	14

Rich people

[N=146]

Very unfavourable	15	15	21	0	6	28	10	10	15	0	24	22	11	4
Fairly unfavourable	25	31	31	0	12	20	33	30	25	0	10	12	47	24
TOTAL UNFAVOURABLE	40	46	52	0	18	48	43	40	40	0	34	34	58	28
Neither favourable nor unfavourable	27	25	10	74	46	23	23	25	27	0	23	34	18	33
Fairly favourable	12	10	20	0	14	15	10	15	12	0	7	16	10	16
Very favourable	6	6	0	0	0	8	6	7	6	0	13	2	4	8
TOTAL FAVOURABLE	18	16	20	0	14	23	16	22	18	0	20	18	14	24
Don't know	14	13	19	26	22	7	18	14	14	0	24	14	10	14

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Private landlords
[N=147]

Very unfavourable	14	29	6	26	61	7	38	22	5	0	8	14	29	17	10	0	0	14	0	0	0	0	0	0
Fairly unfavourable	28	36	40	60	22	34	31	28	29	7	28	33	31	30	27	0	0	28	0	0	0	0	0	0
TOTAL UNFAVOURABLE	42	65	46	86	83	41	69	50	34	7	36	47	60	47	37	0	0	42	0	0	0	0	0	0
Neither favourable nor unfavourable	22	24	18	6	0	28	9	20	25	15	25	14	26	22	22	0	0	22	0	0	0	0	0	0
Fairly favourable	19	0	18	0	9	23	3	16	22	60	19	16	10	18	21	0	0	19	0	0	0	0	0	0
Very favourable	2	0	7	0	8	0	4	5	0	0	2	5	1	0	5	0	0	2	0	0	0	0	0	0
TOTAL FAVOURABLE	21	0	25	0	17	23	7	21	22	60	21	21	11	18	26	0	0	21	0	0	0	0	0	0
Don't know	14	11	11	8	0	8	16	9	19	18	17	18	3	13	15	0	0	14	0	0	0	0	0	0

Immigrants
[N=134]

Very unfavourable	1	0	4	0	0	0	3	1	1	0	1	0	2	1	2	0	0	1	0	0	0	0	0	0
Fairly unfavourable	6	23	17	0	0	5	12	5	7	0	1	5	17	7	4	0	0	6	0	0	0	0	0	0
TOTAL UNFAVOURABLE	7	23	21	0	0	5	15	6	8	0	2	5	19	8	6	0	0	7	0	0	0	0	0	0
Neither favourable nor unfavourable	11	0	10	27	0	10	7	11	11	0	10	12	14	12	9	0	0	11	0	0	0	0	0	0
Fairly favourable	38	36	30	26	0	49	20	42	33	43	40	39	31	33	47	0	0	38	0	0	0	0	0	0
Very favourable	23	31	14	22	100	23	37	29	16	8	15	36	29	28	14	0	0	23	0	0	0	0	0	0
TOTAL FAVOURABLE	61	67	44	48	100	72	57	71	49	51	55	75	60	61	61	0	0	61	0	0	0	0	0	0
Don't know	21	10	25	24	0	14	21	12	31	48	33	8	7	20	25	0	0	21	0	0	0	0	0	0

Refugees
[N=129]

Very unfavourable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fairly unfavourable	7	0	15	0	0	6	8	7	7	13	7	4	7	6	8	0	0	7	0	0	0	0	0	0
TOTAL UNFAVOURABLE	7	0	15	0	0	6	8	7	7	13	7	4	7	6	8	0	0	7	0	0	0	0	0	0
Neither favourable nor unfavourable	13	47	27	22	12	18	9	13	13	8	7	22	18	14	12	0	0	13	0	0	0	0	0	0
Fairly favourable	44	23	30	34	62	48	32	42	46	39	49	37	43	44	42	0	0	44	0	0	0	0	0	0
Very favourable	18	11	0	27	26	15	29	24	11	0	16	23	22	21	11	0	0	18	0	0	0	0	0	0
TOTAL FAVOURABLE	62	34	30	61	88	63	61	66	57	39	65	60	65	65	53	0	0	62	0	0	0	0	0	0
Don't know	18	19	28	17	0	14	21	14	24	40	21	14	10	14	26	0	0	18	0	0	0	0	0	0

Trade Unions
[N=149]

Very unfavourable	2	0	6	6	0	2	5	4	0	0	1	4	4	2	1	0	0	2	0	0	0	0	0	0
Fairly unfavourable	7	0	11	5	0	6	14	8	6	14	4	12	8	5	10	0	0	7	0	0	0	0	0	0
TOTAL UNFAVOURABLE	9	0	17	11	0	8	19	12	6	14	5	16	12	7	11	0	0	9	0	0	0	0	0	0
Neither favourable nor unfavourable	26	26	24	42	33	38	4	25	27	5	27	27	31	30	20	0	0	26	0	0	0	0	0	0
Fairly favourable	37	22	32	14	32	39	32	38	36	30	41	36	31	34	41	0	0	37	0	0	0	0	0	0
Very favourable	8	9	8	9	35	4	15	6	10	29	5	8	10	10	5	0	0	8	0	0	0	0	0	0
TOTAL FAVOURABLE	45	31	40	23	67	43	47	44	46	59	46	44	41	44	46	0	0	45	0	0	0	0	0	0
Don't know	20	43	19	24	0	12	31	18	21	22	23	14	16	18	23	0	0	20	0	0	0	0	0	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status				Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Private landlords
[N=147]

Very unfavourable	14	16	49	0	4	29	13	11	14	0	13	15	13	16
Fairly unfavourable	28	29	43	0	25	32	32	27	28	0	32	23	17	41
TOTAL UNFAVOURABLE	42	45	92	0	29	61	45	38	42	0	45	38	30	57
Neither favourable nor unfavourable	22	23	0	23	10	26	21	30	22	0	31	17	31	13
Fairly favourable	19	15	0	37	37	13	15	24	19	0	13	30	18	14
Very favourable	2	3	0	0	3	1	2	0	2	0	5	4	1	0
TOTAL FAVOURABLE	21	18	0	37	40	14	17	24	21	0	18	34	19	14
Don't know	14	14	8	41	22	0	19	9	14	0	6	11	19	15

Immigrants
[N=134]

Very unfavourable	1	0	0	0	0	2	2	0	1	0	0	2	2	0
Fairly unfavourable	6	8	10	0	0	14	6	0	6	0	5	8	2	11
TOTAL UNFAVOURABLE	7	8	10	0	0	16	8	0	7	0	5	10	4	11
Neither favourable nor unfavourable	11	13	19	0	4	16	8	18	11	0	9	15	10	9
Fairly favourable	38	31	33	70	44	36	35	36	38	0	33	26	48	42
Very favourable	23	27	11	0	28	28	16	27	23	0	12	31	24	22
TOTAL FAVOURABLE	61	58	44	70	72	64	51	63	61	0	45	57	72	64
Don't know	21	21	28	30	24	4	33	20	21	0	40	17	15	15

Refugees
[N=129]

Very unfavourable	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fairly unfavourable	7	4	11	0	0	8	7	9	7	0	7	6	8	7
TOTAL UNFAVOURABLE	7	4	11	0	0	8	7	9	7	0	7	6	8	7
Neither favourable nor unfavourable	13	17	13	0	17	19	7	22	13	0	21	13	4	16
Fairly favourable	44	42	25	27	41	38	47	49	44	0	27	49	59	34
Very favourable	18	17	35	0	22	23	20	7	18	0	24	16	15	17
TOTAL FAVOURABLE	62	59	60	27	63	61	67	56	62	0	51	65	74	51
Don't know	18	19	17	73	21	12	19	12	18	0	21	16	14	26

Trade Unions
[N=149]

Very unfavourable	2	3	0	0	3	5	1	0	2	0	4	3	0	2
Fairly unfavourable	7	6	0	0	18	8	2	7	7	0	8	5	2	11
TOTAL UNFAVOURABLE	9	9	0	0	21	13	3	7	9	0	12	8	2	13
Neither favourable nor unfavourable	26	22	44	0	20	35	27	30	26	0	32	27	25	23
Fairly favourable	37	32	25	57	35	28	39	35	37	0	22	37	37	45
Very favourable	8	10	30	16	7	5	9	10	8	0	11	8	9	6
TOTAL FAVOURABLE	45	42	55	73	42	33	48	45	45	0	33	45	46	51
Don't know	20	28	0	27	18	19	21	17	20	0	23	20	27	13

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Working class people
[N=151]

Very unfavourable	8	0	13	13	32	1	19	15	1	0	6	14	9	6	11	0	0	8	0	0	0	0	0
Fairly unfavourable	9	51	6	9	5	8	17	11	7	0	4	15	13	9	8	0	0	9	0	0	0	0	0
TOTAL UNFAVOURABLE	17	51	19	22	37	9	36	26	8	0	10	29	22	15	19	0	0	17	0	0	0	0	0
Neither favourable nor unfavourable	18	11	18	29	27	22	14	16	19	0	17	16	25	20	14	0	0	18	0	0	0	0	0
Fairly favourable	35	31	27	29	36	37	27	33	38	61	40	24	30	39	29	0	0	35	0	0	0	0	0
Very favourable	13	0	12	0	0	17	6	14	11	0	17	10	13	12	15	0	0	13	0	0	0	0	0
TOTAL FAVOURABLE	48	31	39	29	36	54	33	47	49	61	57	34	43	51	44	0	0	48	0	0	0	0	0
Don't know	18	7	24	20	0	16	18	10	25	39	16	22	11	14	23	0	0	18	0	0	0	0	0

Middle class people
[N=145]

Very unfavourable	7	34	2	0	17	8	12	10	5	0	3	16	8	8	5	0	0	7	0	0	0	0	0
Fairly unfavourable	12	19	15	45	41	16	12	17	7	8	7	18	14	16	5	0	0	12	0	0	0	0	0
TOTAL UNFAVOURABLE	19	53	17	45	58	24	24	27	12	8	10	34	22	24	10	0	0	19	0	0	0	0	0
Neither favourable nor unfavourable	32	22	57	32	0	34	28	29	35	22	29	26	45	30	37	0	0	32	0	0	0	0	0
Fairly favourable	30	0	16	0	42	30	23	35	26	49	37	19	24	32	26	0	0	30	0	0	0	0	0
Very favourable	1	0	2	0	0	1	0	0	2	8	1	0	0	1	2	0	0	1	0	0	0	0	0
TOTAL FAVOURABLE	31	0	18	0	42	31	23	35	28	57	38	19	24	33	28	0	0	31	0	0	0	0	0
Don't know	18	26	9	23	0	11	25	10	23	14	23	21	9	13	25	0	0	18	0	0	0	0	0

CEOs of big companies
[N=143]

Very unfavourable	11	36	11	0	49	9	23	17	6	0	9	12	22	9	15	0	0	11	0	0	0	0	0
Fairly unfavourable	20	0	29	33	51	23	23	26	15	12	18	35	7	25	10	0	0	20	0	0	0	0	0
TOTAL UNFAVOURABLE	31	36	40	33	100	32	46	43	21	12	27	47	29	34	25	0	0	31	0	0	0	0	0
Neither favourable nor unfavourable	21	0	11	19	0	26	14	19	23	15	16	25	31	23	17	0	0	21	0	0	0	0	0
Fairly favourable	20	0	20	12	0	23	12	9	30	34	24	9	18	22	15	0	0	20	0	0	0	0	0
Very favourable	7	0	9	19	0	4	9	9	5	0	9	6	6	3	14	0	0	7	0	0	0	0	0
TOTAL FAVOURABLE	27	0	29	31	0	27	21	18	35	34	33	15	24	25	29	0	0	27	0	0	0	0	0
Don't know	21	64	21	17	0	15	19	20	22	38	24	14	15	17	29	0	0	21	0	0	0	0	0

CEOs of the major water companies
[N=142]

Very unfavourable	20	45	23	18	10	28	18	26	13	8	15	25	26	21	18	0	0	20	0	0	0	0	0
Fairly unfavourable	20	14	21	20	38	21	19	18	23	29	20	31	12	27	9	0	0	20	0	0	0	0	0
TOTAL UNFAVOURABLE	40	59	44	38	48	49	37	44	36	37	35	56	38	48	27	0	0	40	0	0	0	0	0
Neither favourable nor unfavourable	23	21	15	36	9	26	18	34	11	0	29	17	22	22	24	0	0	23	0	0	0	0	0
Fairly favourable	9	0	9	0	34	7	12	3	16	0	12	3	11	11	6	0	0	9	0	0	0	0	0
Very favourable	3	0	4	14	0	4	3	3	4	0	4	1	5	2	6	0	0	3	0	0	0	0	0
TOTAL FAVOURABLE	12	0	13	14	34	11	15	6	20	0	16	4	16	13	12	0	0	12	0	0	0	0	0
Don't know	25	20	27	12	9	13	30	16	33	64	21	23	23	16	38	0	0	25	0	0	0	0	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status					Lives in Con19-Lab24 Seat		Treatment Group			
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Working class people
[N=151]

Very unfavourable	8	10	15	0	0	9	9	3	8	0	5	16	5	7
Fairly unfavourable	9	8	0	0	15	16	6	2	9	0	7	7	10	11
TOTAL UNFAVOURABLE	17	18	15	0	15	25	15	5	17	0	12	23	15	18
Neither favourable nor unfavourable	18	20	16	0	23	25	9	28	18	0	19	24	18	11
Fairly favourable	35	34	13	51	19	36	38	33	35	0	29	25	40	43
Very favourable	13	13	56	11	0	7	14	26	13	0	13	22	13	5
TOTAL FAVOURABLE	48	47	69	62	19	43	52	59	48	0	42	47	53	48
Don't know	18	16	0	38	43	7	23	8	18	0	27	6	14	22

Middle class people
[N=145]

Very unfavourable	7	6	22	0	3	15	7	3	7	0	14	8	10	0
Fairly unfavourable	12	9	14	0	9	12	15	10	12	0	7	12	19	9
TOTAL UNFAVOURABLE	19	15	36	0	12	27	22	13	19	0	21	20	29	9
Neither favourable nor unfavourable	32	30	24	33	32	39	26	37	32	0	33	38	18	38
Fairly favourable	30	35	18	39	21	23	32	37	30	0	31	29	27	32
Very favourable	1	1	0	9	0	0	0	4	1	0	2	0	0	2
TOTAL FAVOURABLE	31	36	18	48	21	23	32	41	31	0	33	29	27	34
Don't know	18	19	22	19	34	10	20	10	18	0	12	14	25	19

CEOs of big companies
[N=143]

Very unfavourable	11	14	0	0	22	17	10	6	11	0	10	16	0	20
Fairly unfavourable	20	19	0	32	11	16	22	28	20	0	15	16	26	28
TOTAL UNFAVOURABLE	31	33	0	32	33	33	32	34	31	0	25	32	26	48
Neither favourable nor unfavourable	21	25	23	15	37	33	14	18	21	0	16	23	25	21
Fairly favourable	20	18	23	10	12	21	18	29	20	0	18	24	22	13
Very favourable	7	5	41	13	3	2	8	3	7	0	8	11	4	2
TOTAL FAVOURABLE	27	23	64	23	15	23	26	32	27	0	26	35	26	15
Don't know	21	19	12	29	16	12	28	16	21	0	33	9	23	15

CEOs of the major water companies
[N=142]

Very unfavourable	20	18	22	14	20	22	21	17	20	0	12	20	16	30
Fairly unfavourable	20	25	0	32	12	18	23	22	20	0	27	12	24	19
TOTAL UNFAVOURABLE	40	43	22	46	32	40	44	39	40	0	39	32	40	49
Neither favourable nor unfavourable	23	20	40	0	23	19	22	33	23	0	16	26	29	19
Fairly favourable	9	8	20	0	0	13	13	4	9	0	8	11	7	10
Very favourable	3	2	13	18	1	6	2	3	3	0	3	2	3	5
TOTAL FAVOURABLE	12	10	33	18	1	19	15	7	12	0	11	13	10	15
Don't know	25	27	6	36	44	22	20	22	25	0	34	30	20	16

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Landowners

[N=141]

Very unfavourable	12	0	9	11	82	6	42	25	0	0	3	22	28	14	10	0	0	12	0	0	0	0	0
Fairly unfavourable	21	47	18	34	0	30	18	19	23	0	24	26	18	29	7	0	0	21	0	0	0	0	0
TOTAL UNFAVOURABLE	33	47	27	45	82	36	60	44	23	0	27	48	46	43	17	0	0	33	0	0	0	0	0
Neither favourable nor unfavourable	27	0	38	12	0	28	25	23	30	12	27	14	44	24	31	0	0	27	0	0	0	0	0
Fairly favourable	14	0	3	7	0	16	8	9	19	53	13	11	7	14	15	0	0	14	0	0	0	0	0
Very favourable	3	0	6	0	18	3	0	3	2	0	3	6	0	2	4	0	0	3	0	0	0	0	0
TOTAL FAVOURABLE	17	0	9	7	18	19	8	12	21	53	16	17	7	16	19	0	0	17	0	0	0	0	0
Don't know	23	53	26	35	0	18	6	20	26	35	31	22	2	17	33	0	0	23	0	0	0	0	0

Poverty charities

[N=146]

Very unfavourable	6	0	15	18	0	4	11	11	0	0	3	11	8	3	10	0	0	6	0	0	0	0	0
Fairly unfavourable	5	14	14	0	0	0	15	6	3	8	4	3	7	0	13	0	0	5	0	0	0	0	0
TOTAL UNFAVOURABLE	11	14	29	18	0	4	26	17	3	8	7	14	15	3	23	0	0	11	0	0	0	0	0
Neither favourable nor unfavourable	21	7	30	14	35	22	19	19	23	9	18	10	38	22	18	0	0	21	0	0	0	0	0
Fairly favourable	33	52	19	33	36	40	19	31	35	46	34	37	22	39	22	0	0	33	0	0	0	0	0
Very favourable	13	0	7	0	29	14	16	14	12	0	17	12	10	16	8	0	0	13	0	0	0	0	0
TOTAL FAVOURABLE	46	52	26	33	65	54	35	45	47	46	51	49	32	55	30	0	0	46	0	0	0	0	0
Don't know	23	26	14	35	0	20	20	19	28	37	24	28	15	20	29	0	0	23	0	0	0	0	0

Environmental charities

[N=132]

Very unfavourable	5	0	13	6	0	5	5	10	0	0	2	13	4	2	10	0	0	5	0	0	0	0	0
Fairly unfavourable	5	0	12	0	0	4	1	5	5	37	3	2	5	6	2	0	0	5	0	0	0	0	0
TOTAL UNFAVOURABLE	10	0	25	6	0	9	6	15	5	37	5	15	9	8	12	0	0	10	0	0	0	0	0
Neither favourable nor unfavourable	18	29	30	14	9	17	18	18	17	0	15	18	23	20	14	0	0	18	0	0	0	0	0
Fairly favourable	38	19	22	35	39	48	35	41	36	29	35	33	49	41	34	0	0	38	0	0	0	0	0
Very favourable	17	37	6	14	52	14	29	15	20	0	25	16	8	16	20	0	0	17	0	0	0	0	0
TOTAL FAVOURABLE	55	56	28	49	91	62	64	56	56	29	60	49	57	57	54	0	0	55	0	0	0	0	0
Don't know	17	15	17	31	0	12	12	11	23	33	20	17	11	15	20	0	0	17	0	0	0	0	0

People living in London

[N=161]

Very unfavourable	25	56	36	24	25	28	29	31	17	16	18	30	36	27	20	0	0	25	0	0	0	0	0
Fairly unfavourable	22	0	34	28	47	20	31	23	20	0	22	24	23	22	22	0	0	22	0	0	0	0	0
TOTAL UNFAVOURABLE	47	56	70	52	72	48	60	54	37	16	40	54	59	49	42	0	0	47	0	0	0	0	0
Neither favourable nor unfavourable	31	7	21	23	28	37	9	30	31	54	37	31	12	30	32	0	0	31	0	0	0	0	0
Fairly favourable	2	0	3	0	0	3	0	2	3	0	3	0	4	3	1	0	0	2	0	0	0	0	0
Very favourable	0	0	0	0	0	0	2	1	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0
TOTAL FAVOURABLE	2	0	3	0	0	3	2	3	3	0	3	0	6	3	2	0	0	2	0	0	0	0	0
Don't know	20	37	7	25	0	13	29	13	29	30	21	15	23	18	23	0	0	20	0	0	0	0	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status				Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Landowners

[N=141]

Very unfavourable	12	12	0	0	11	27	10	0	12	0	11	15	9	13
Fairly unfavourable	21	21	18	0	26	21	24	18	21	0	17	21	27	20
TOTAL UNFAVOURABLE	33	33	18	0	37	48	34	18	33	0	28	36	36	33
Neither favourable nor unfavourable	27	31	19	6	31	38	24	22	27	0	17	31	29	27
Fairly favourable	14	11	32	46	10	12	7	30	14	0	10	16	9	19
Very favourable	3	4	0	0	4	0	2	0	3	0	0	6	4	0
TOTAL FAVOURABLE	17	15	32	46	14	12	9	30	17	0	10	22	13	19
Don't know	23	21	31	48	18	2	32	30	23	0	44	11	22	22

Poverty charities

[N=146]

Very unfavourable	6	6	0	0	11	9	3	0	6	0	0	13	5	5
Fairly unfavourable	5	5	0	0	0	3	4	10	5	0	9	0	7	3
TOTAL UNFAVOURABLE	11	11	0	0	11	12	7	10	11	0	9	13	12	8
Neither favourable nor unfavourable	21	19	18	12	25	37	16	14	21	0	13	31	9	28
Fairly favourable	33	34	54	25	28	24	37	40	33	0	35	31	41	25
Very favourable	13	12	27	0	0	8	20	15	13	0	20	9	9	12
TOTAL FAVOURABLE	46	46	81	25	28	32	57	55	46	0	55	40	50	37
Don't know	23	23	0	62	36	19	21	21	23	0	23	16	28	28

Environmental charities

[N=132]

Very unfavourable	5	6	0	0	9	4	2	4	5	0	0	14	0	4
Fairly unfavourable	5	1	0	0	8	2	8	0	5	0	10	7	3	2
TOTAL UNFAVOURABLE	10	7	0	0	17	6	10	4	10	0	10	21	3	6
Neither favourable nor unfavourable	18	17	44	38	14	18	13	29	18	0	26	19	11	18
Fairly favourable	38	41	0	38	31	55	29	41	38	0	37	42	33	41
Very favourable	17	16	41	0	32	8	22	14	17	0	19	8	25	18
TOTAL FAVOURABLE	55	57	41	38	63	63	51	55	55	0	56	50	58	59
Don't know	17	21	15	24	5	13	27	11	17	0	8	11	29	17

People living in London

[N=161]

Very unfavourable	25	27	8	0	50	37	16	20	25	0	21	27	30	17
Fairly unfavourable	22	25	22	39	0	24	31	14	22	0	21	15	29	22
TOTAL UNFAVOURABLE	47	52	30	39	50	61	47	34	47	0	42	42	59	39
Neither favourable nor unfavourable	31	28	0	0	34	9	31	49	31	0	27	37	21	38
Fairly favourable	2	1	0	0	0	4	2	2	2	0	4	3	2	0
Very favourable	0	1	0	0	0	2	0	0	0	0	0	0	1	0
TOTAL FAVOURABLE	2	2	0	0	0	6	2	2	2	0	4	3	3	0
Don't know	20	18	70	61	16	23	20	15	20	0	27	17	16	22

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public sector workers

[N=164]

Very unfavourable	1	0	5	0	0	1	2	2	0	0	0	4	1	1	0	0	1	0	0	0	0	0	0
Fairly unfavourable	7	32	0	0	17	7	13	8	6	0	2	5	24	9	4	0	0	7	0	0	0	0	0
TOTAL UNFAVOURABLE	8	32	5	0	17	8	15	10	6	0	2	5	28	10	5	0	0	8	0	0	0	0	0
Neither favourable nor unfavourable	20	30	23	20	7	16	22	29	11	5	16	26	25	19	22	0	0	20	0	0	0	0	0
Fairly favourable	41	8	52	32	31	56	21	34	47	39	46	33	37	44	35	0	0	41	0	0	0	0	0
Very favourable	16	17	4	11	45	12	25	18	15	23	16	22	8	16	16	0	0	16	0	0	0	0	0
TOTAL FAVOURABLE	57	25	56	43	76	68	46	52	62	62	55	45	60	51	0	0	57	0	0	0	0	0	0
Don't know	15	13	16	37	0	8	17	9	21	32	20	14	2	11	23	0	0	15	0	0	0	0	0

Jewish people

[N=154]

Very unfavourable	6	16	7	8	34	5	13	11	1	0	3	12	8	8	2	0	0	6	0	0	0	0	0
Fairly unfavourable	14	31	18	11	26	6	29	19	9	12	9	16	20	15	13	0	0	14	0	0	0	0	0
TOTAL UNFAVOURABLE	20	47	25	19	60	11	42	30	10	12	12	28	28	23	15	0	0	20	0	0	0	0	0
Neither favourable nor unfavourable	38	36	43	34	40	50	20	48	29	42	31	41	45	38	38	0	0	38	0	0	0	0	0
Fairly favourable	11	0	5	5	0	20	1	9	13	5	17	9	4	15	4	0	0	11	0	0	0	0	0
Very favourable	2	0	0	0	0	2	0	1	3	0	5	0	0	2	3	0	0	2	0	0	0	0	0
TOTAL FAVOURABLE	13	0	5	5	0	22	1	10	16	5	22	9	4	17	7	0	0	13	0	0	0	0	0
Don't know	29	17	28	43	0	17	37	12	44	41	34	22	22	22	41	0	0	29	0	0	0	0	0

Muslims

[N=149]

Very unfavourable	3	15	8	0	0	1	4	6	0	0	0	6	7	2	4	0	0	3	0	0	0	0	0
Fairly unfavourable	7	0	17	0	0	6	9	6	9	10	9	0	9	7	8	0	0	7	0	0	0	0	0
TOTAL UNFAVOURABLE	10	15	25	0	0	7	13	12	9	10	9	6	16	9	12	0	0	10	0	0	0	0	0
Neither favourable nor unfavourable	28	48	23	33	26	34	18	28	28	27	33	16	30	30	26	0	0	28	0	0	0	0	0
Fairly favourable	28	0	26	23	28	32	23	26	30	28	27	34	27	35	18	0	0	28	0	0	0	0	0
Very favourable	14	19	7	15	46	12	22	23	7	4	13	19	16	13	15	0	0	14	0	0	0	0	0
TOTAL FAVOURABLE	42	19	33	38	74	44	45	49	37	32	40	53	43	48	33	0	0	42	0	0	0	0	0
Don't know	19	18	18	29	0	15	24	11	26	31	18	25	12	14	28	0	0	19	0	0	0	0	0

Welfare recipients

[N=141]

Very unfavourable	2	0	8	0	0	0	8	3	1	8	0	0	6	2	2	0	0	2	0	0	0	0	0
Fairly unfavourable	8	12	13	0	0	3	20	5	11	17	9	5	8	4	17	0	0	8	0	0	0	0	0
TOTAL UNFAVOURABLE	10	12	21	0	0	3	28	8	12	25	9	5	14	6	19	0	0	10	0	0	0	0	0
Neither favourable nor unfavourable	25	56	28	27	18	33	17	23	27	0	30	26	21	30	16	0	0	25	0	0	0	0	0
Fairly favourable	36	10	15	33	55	42	23	39	32	18	37	33	42	38	31	0	0	36	0	0	0	0	0
Very favourable	10	0	12	16	27	8	20	16	4	0	9	19	8	12	7	0	0	10	0	0	0	0	0
TOTAL FAVOURABLE	46	10	27	49	82	50	43	55	36	18	46	52	50	50	38	0	0	46	0	0	0	0	0
Don't know	18	21	24	24	0	14	12	13	24	57	16	17	15	14	27	0	0	18	0	0	0	0	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Public sector workers
[N=164]

Very unfavourable	1	1	0	0	4	0	0	1	0	2	2	0	0	
Fairly unfavourable	7	7	26	0	4	22	2	4	7	0	6	7	13	2
TOTAL UNFAVOURABLE	8	8	26	0	4	26	2	4	8	0	8	9	13	2
Neither favourable nor unfavourable	20	20	0	7	43	25	18	7	20	0	25	22	9	25
Fairly favourable	41	38	47	54	19	38	43	47	41	0	44	36	38	45
Very favourable	16	21	0	0	12	10	21	24	16	0	19	17	16	13
TOTAL FAVOURABLE	57	59	47	54	31	48	64	71	57	0	63	53	54	58
Don't know	15	12	27	39	22	1	16	19	15	0	3	15	24	15

Jewish people
[N=154]

Very unfavourable	6	5	24	0	3	6	7	7	6	0	10	4	8	1
Fairly unfavourable	14	15	11	0	17	22	10	12	14	0	10	9	20	16
TOTAL UNFAVOURABLE	20	20	35	0	20	28	17	19	20	0	20	13	28	17
Neither favourable nor unfavourable	38	37	16	26	40	40	29	58	38	0	42	42	31	38
Fairly favourable	11	12	0	13	1	5	19	7	11	0	9	12	10	13
Very favourable	2	2	0	16	0	0	3	3	2	0	2	4	2	0
TOTAL FAVOURABLE	13	14	0	29	1	5	22	10	13	0	11	16	12	13
Don't know	29	31	50	45	39	27	32	13	29	0	27	28	29	31

Muslims
[N=149]

Very unfavourable	3	3	0	0	7	0	0	3	0	0	7	4	0	
Fairly unfavourable	7	5	0	0	14	5	11	0	7	0	5	5	13	
TOTAL UNFAVOURABLE	10	8	0	0	14	12	11	0	10	0	5	12	11	13
Neither favourable nor unfavourable	28	25	15	37	15	28	28	39	28	0	35	21	26	31
Fairly favourable	28	29	36	29	36	29	22	42	28	0	24	33	34	22
Very favourable	14	17	24	0	11	17	19	3	14	0	10	13	16	17
TOTAL FAVOURABLE	42	46	60	29	47	46	41	45	42	0	34	46	50	39
Don't know	19	21	25	34	24	14	20	16	19	0	26	22	13	17

Welfare recipients
[N=141]

Very unfavourable	2	1	0	8	10	5	0	0	2	0	0	3	3	3
Fairly unfavourable	8	5	0	17	18	9	7	0	8	0	6	2	9	13
TOTAL UNFAVOURABLE	10	6	0	25	28	14	7	0	10	0	6	5	12	16
Neither favourable nor unfavourable	25	27	44	31	29	21	24	31	25	0	34	18	25	23
Fairly favourable	36	33	48	12	19	40	36	49	36	0	28	50	35	34
Very favourable	10	15	0	0	11	14	6	10	10	0	10	20	7	6
TOTAL FAVOURABLE	46	48	48	12	19	51	50	55	46	0	38	70	42	40
Don't know	18	18	8	33	23	14	19	14	18	0	22	8	21	21

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample 4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample 4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that a British government could only have three of the below qualities but could not have the rest. Which three qualities would you choose? Please select up to three.

[Respondents saw a six of the following organisations at random]

Run and manage government in a competent fashion

[N=2358]

78 | 83 81 82 79 | 84 78 | 81 76 | 74 74 83 83 | 84 70 | 79 78 79 78 | 78 78 77 80

Stands up for ordinary people against wealthy economic and financial elites

[N=2397]

65 | 46 80 73 44 | 75 56 | 64 66 | 71 69 65 58 | 68 62 | 64 69 73 66 | 67 60 63 64

Stands up for white people against non-white people

[N=2393]

11 | 12 4 8 34 | 4 19 | 12 9 | 9 8 12 14 | 9 14 | 11 7 7 18 | 12 12 5 11

Stands up for ordinary people against the liberal elite

[N=2390]

37 | 36 35 31 51 | 33 41 | 39 34 | 35 36 37 38 | 36 37 | 36 41 36 41 | 35 36 35 38

Stands up for the building of infrastructure against the interests of local opposition

[N=2446]

16 | 11 22 19 12 | 19 12 | 20 13 | 18 17 16 15 | 18 13 | 17 9 12 17 | 16 15 27 15

Stands up for ordinary people against public sector employees and bureaucrats

[N=2352]

34 | 39 28 31 44 | 26 40 | 35 32 | 31 30 36 37 | 32 37 | 35 27 29 26 | 34 37 33 35

Stands up for ordinary people against the interests of Trade Unions

[N=2411]

21 | 42 13 17 32 | 15 29 | 21 20 | 17 16 18 31 | 21 20 | 21 13 15 23 | 17 22 20 25

Willing to stand up for voters against people in the government's own party

[N=2461]

39 | 38 40 48 44 | 40 42 | 40 39 | 46 38 38 41 | 40 38 | 39 49 38 41 | 39 40 39 39

Stands up for parts of the country against the interests of London

[N=2390]

25 | 33 24 30 22 | 26 29 | 30 22 | 24 21 28 31 | 26 24 | 25 25 35 25 | 38 26 10 20

Stands up for the interests of Britain against the European Union

[N=2450]

36 | 62 22 21 68 | 19 59 | 39 33 | 15 24 41 54 | 31 43 | 37 33 27 35 | 38 39 26 39

Stands up for the interests of Britain against right-wing populists like Donald Trump

[N=2328]

48 | 34 67 60 12 | 67 32 | 46 50 | 56 50 45 47 | 53 41 | 48 50 49 60 | 49 42 57 46

Other

[N=4396]

9 | 7 8 11 8 | 10 7 | 9 8 | 9 10 8 7 | 10 7 | 9 7 7 13 | 8 8 11 9

None of these

[N=4396]

10 | 7 8 6 7 | 7 8 | 8 12 | 13 12 9 6 | 8 13 | 10 17 10 5 | 9 11 12 9

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status				Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that a British government could only have three of the below qualities but could not have the rest. Which three qualities would you choose? Please select up to three.

[Respondents saw a six of the following organisations at random]

Run and manage government in a competent fashion

[N=2358]

78 | 79 73 | 72 74 83 78 76 | 78 82 | 78 78 77 81

Stands up for ordinary people against wealthy economic and financial elites

[N=2397]

65 | 65 63 | 72 67 58 68 66 | 65 65 | 63 64 67 65

Stands up for white people against non-white people

[N=2393]

11 | 12 4 | 7 12 13 10 8 | 11 11 | 11 10 11 11

Stands up for ordinary people against the liberal elite

[N=2390]

37 | 36 37 | 30 33 38 38 35 | 36 40 | 34 37 36 39

Stands up for the building of infrastructure against the interests of local opposition

[N=2446]

16 | 15 23 | 17 14 14 19 14 | 17 13 | 18 14 17 15

Stands up for ordinary people against public sector employees and bureaucrats

[N=2352]

34 | 33 40 | 34 35 36 31 35 | 33 36 | 29 32 33 40

Stands up for ordinary people against the interests of Trade Unions

[N=2411]

21 | 21 18 | 14 12 30 18 21 | 20 25 | 23 21 18 21

Willing to stand up for voters against people in the government's own party

[N=2461]

39 | 39 38 | 53 36 43 38 37 | 40 37 | 40 39 40 38

Stands up for parts of the country against the interests of London

[N=2390]

25 | 27 18 | 28 22 32 22 25 | 25 28 | 28 26 23 26

Stands up for the interests of Britain against the European Union

[N=2450]

36 | 40 25 | 8 34 53 29 32 | 35 42 | 36 38 33 37

Stands up for the interests of Britain against right-wing populists like Donald Trump

[N=2328]

48 | 49 51 | 73 43 46 50 48 | 48 50 | 51 46 51 46

Other

[N=4396]

9 | 8 10 | 8 6 7 10 9 | 9 8 | 8 9 8 9

None of these

[N=4396]

10 | 9 12 | 14 16 6 10 10 | 10 7 | 10 10 10 8

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

[N=2223]

Your view

Immigration has enriched society	43	23	62	60	6	66	16	41	44	60	49	41	31	51	30	42	42	49	40	38	40	53	42
Immigration has undermined society	24	34	11	12	68	10	46	29	21	9	18	28	34	20	31	25	24	21	22	29	25	15	25
Neither	14	20	12	15	12	10	17	15	13	11	13	15	15	13	14	14	16	13	14	12	15	11	15
Don't know	19	23	16	12	14	14	21	15	22	20	20	16	20	16	25	19	19	17	24	21	20	21	17

Labour

Immigration has enriched society	54	52	60	55	70	58	54	59	49	46	55	56	51	57	48	54	55	52	50	53	53	59	53
Immigration has undermined society	8	10	8	4	6	8	8	8	9	11	7	8	9	8	9	8	6	13	10	8	7	6	9
Neither	16	14	16	21	10	17	13	16	16	20	17	14	16	17	15	16	18	17	20	16	15	13	17
Don't know	22	23	16	19	14	17	24	17	26	23	21	22	23	18	28	22	21	18	20	23	25	22	21

Conservatives

Immigration has enriched society	17	28	11	17	34	11	27	19	16	7	13	22	22	17	18	18	14	12	15	19	18	16	18
Immigration has undermined society	41	24	58	47	22	56	24	41	41	59	48	39	28	47	32	40	46	54	38	41	37	46	39
Neither	18	22	14	17	25	14	22	20	16	13	16	17	22	17	20	18	21	13	21	16	20	14	19
Don't know	24	25	17	19	18	19	27	19	27	20	22	22	28	19	30	24	19	20	26	25	25	24	23

Reform UK

Immigration has enriched society	4	4	3	1	5	2	4	4	3	3	3	4	4	3	4	4	2	2	2	4	4	3	4
Immigration has undermined society	71	65	79	78	77	80	67	76	66	77	69	74	69	76	62	70	77	74	74	69	71	67	71
Neither	7	9	4	7	7	5	8	7	7	5	9	4	7	6	9	7	6	7	7	6	7	8	7
Don't know	19	22	13	13	11	13	21	13	23	15	19	18	20	15	25	19	16	17	17	20	18	22	18

Where would you place your view and the views of these parties on this spectrum?

[N=2294]

Your view

We should tax the wealthiest people in society more	54	30	76	56	37	66	41	55	54	64	62	48	46	57	49	54	60	53	44	58	48	58	54
We should not tax the wealthiest people in society more	13	24	4	13	26	8	18	15	11	14	11	13	15	13	12	13	12	12	8	9	15	14	14
Neither	15	26	9	16	15	13	21	16	13	6	11	21	17	15	14	15	9	15	24	15	15	9	17
Don't know	19	20	11	15	22	13	20	14	22	16	17	18	22	14	25	18	20	20	24	19	21	18	16

Labour

We should tax the wealthiest people in society more	58	69	68	66	58	65	58	63	55	58	56	58	63	65	48	60	50	56	43	59	56	61	62
We should not tax the wealthiest people in society more	14	11	9	12	14	13	14	14	13	14	16	13	11	12	17	13	22	16	23	13	12	13	13
Neither	9	6	10	8	8	10	8	9	10	10	10	10	9	9	10	9	10	8	14	8	10	11	9
Don't know	18	14	12	14	21	12	20	14	22	18	19	20	17	14	25	18	18	19	20	20	22	15	16

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

[N=2223]

Your view

Immigration has enriched society	43	37	53	66	34	32	49	46	44	34	45	45	42	40
Immigration has undermined society	24	29	14	9	27	34	20	22	24	31	22	26	24	26
Neither	14	15	15	9	14	15	14	11	13	18	15	13	14	14
Don't know	19	20	18	15	25	19	17	20	19	17	19	16	21	21

Labour

Immigration has enriched society	54	53	57	55	43	53	58	50	53	55	53	55	51	55
Immigration has undermined society	8	8	10	9	10	9	8	7	8	7	10	7	8	8
Neither	16	16	18	12	15	15	16	20	16	15	15	17	17	15
Don't know	22	23	16	23	32	22	18	23	22	23	22	20	23	22

Conservatives

Immigration has enriched society	17	18	13	8	13	23	16	17	17	22	16	20	17	17
Immigration has undermined society	41	36	49	57	38	29	50	38	42	34	43	41	39	42
Neither	18	20	14	17	15	22	15	18	17	21	18	18	19	16
Don't know	24	26	23	18	33	25	19	27	24	24	23	21	26	25

Reform UK

Immigration has enriched society	4	3	3	0	5	5	3	3	3	5	5	3	3	3
Immigration has undermined society	71	70	65	84	58	69	75	67	71	71	69	72	70	72
Neither	7	7	11	4	8	7	7	8	7	8	6	9	7	6
Don't know	19	20	20	12	29	19	15	22	19	16	21	16	21	18

Where would you place your view and the views of these parties on this spectrum?

[N=2294]

Your view

We should tax the wealthiest people in society more	54	52	57	66	56	44	60	52	55	51	53	54	55	55
We should not tax the wealthiest people in society more	13	13	13	11	9	15	13	11	12	18	13	13	12	12
Neither	15	16	12	9	10	20	13	10	15	14	16	13	15	14
Don't know	19	20	18	14	24	21	13	27	19	17	18	20	17	19

Labour

We should tax the wealthiest people in society more	58	59	59	58	46	62	61	53	58	63	61	59	57	57
We should not tax the wealthiest people in society more	14	13	13	15	15	11	14	13	14	13	12	13	15	15
Neither	9	9	12	10	10	8	10	12	10	6	9	10	10	9
Don't know	18	20	16	17	29	18	15	22	19	17	18	18	18	19

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Conservatives

We should tax the wealthiest people in society more	7	11	4	3	10	4	9	6	7	6	6	8	7	6	8	7	7	5	5	6	8	6	7
We should not tax the wealthiest people in society more	70	60	84	78	62	80	63	75	65	75	71	67	68	74	62	69	71	74	68	72	62	70	71
Neither	8	15	4	8	12	7	10	7	8	5	6	9	10	8	8	8	9	6	6	6	9	10	8
Don't know	16	14	8	11	16	9	17	12	19	14	17	16	15	12	22	16	14	15	21	16	21	14	14

Reform UK

We should tax the wealthiest people in society more	13	15	9	11	25	9	21	13	13	5	11	15	18	11	17	14	8	10	15	12	15	12	15
We should not tax the wealthiest people in society more	39	25	53	48	28	52	25	45	35	58	44	36	31	45	31	38	47	52	37	38	31	41	40
Neither	14	22	11	8	20	11	18	13	14	8	13	12	18	13	15	15	9	8	15	15	16	13	14
Don't know	33	37	28	33	26	28	36	29	37	29	32	37	34	31	37	34	35	29	33	34	38	34	31

Where would you place your view and the views of these parties on this spectrum?

[N=2179]

Your view

Employers and landlords have too much power over workers and tenants	46	28	62	41	28	54	35	46	45	59	51	43	38	47	45	46	43	48	49	46	46	51	43
Employers and landlords do not have too much power over workers and tenants	12	22	6	15	25	12	17	15	10	6	10	14	16	14	10	12	17	10	10	10	13	13	14
Neither	17	24	13	23	19	17	19	18	16	9	14	19	21	19	14	17	15	17	14	16	18	16	18
Don't know	25	26	19	21	28	17	29	21	28	26	25	24	25	21	31	25	25	25	26	28	23	20	25

Labour

Employers and landlords have too much power over workers and tenants	50	58	58	57	48	61	46	58	42	47	48	52	50	57	38	50	49	49	50	46	48	52	52
Employers and landlords do not have too much power over workers and tenants	13	15	10	8	15	12	14	11	14	11	12	13	13	11	14	12	14	14	14	13	15	14	10
Neither	11	8	10	9	12	9	11	9	12	10	12	7	12	10	12	11	7	10	13	10	10	8	12
Don't know	27	19	23	26	26	18	30	21	33	33	28	28	24	22	35	28	29	27	23	31	27	26	26

Conservatives

Employers and landlords have too much power over workers and tenants	9	12	9	5	12	8	10	8	9	6	8	9	11	7	11	9	11	10	7	8	11	11	7
Employers and landlords do not have too much power over workers and tenants	51	41	61	60	46	65	42	58	46	59	54	50	47	57	42	51	54	55	57	52	48	55	50
Neither	11	19	8	6	13	10	13	12	10	3	10	12	13	10	11	11	6	7	18	9	13	9	12
Don't know	29	28	22	29	29	17	35	23	34	32	29	30	28	25	36	30	28	28	19	32	28	25	31

Reform UK

Employers and landlords have too much power over workers and tenants	12	15	9	14	20	9	17	12	12	5	10	13	15	10	15	12	7	11	18	11	14	9	12
Employers and landlords do not have too much power over workers and tenants	35	25	46	38	28	46	25	40	30	52	37	35	27	42	24	34	41	44	39	34	31	39	33
Neither	13	17	11	8	18	11	15	13	12	4	13	12	15	12	13	13	11	7	12	13	15	14	12
Don't know	41	44	34	40	35	33	44	35	46	39	39	40	43	36	47	41	41	38	31	42	40	38	43
Skipped	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Conservatives

We should tax the wealthiest people in society more	7	7	8	8	8	7	6	6	7	5	8	5	7	6
We should not tax the wealthiest people in society more	70	69	71	74	62	66	74	68	69	71	69	71	68	70
Neither	8	8	9	4	5	12	7	6	8	10	8	8	8	7
Don't know	16	16	13	13	25	16	13	20	16	13	15	16	16	17

Reform UK

We should tax the wealthiest people in society more	13	13	6	1	11	17	13	10	13	12	12	13	13	15
We should not tax the wealthiest people in society more	39	38	49	65	36	31	44	36	40	34	43	39	38	38
Neither	14	13	14	5	15	17	12	15	13	16	15	13	16	11
Don't know	33	35	31	29	38	35	30	39	33	38	31	35	32	35

Where would you place your view and the views of these parties on this spectrum?

[N=2179]

Your view

Employers and landlords have too much power over workers and tenants	46	44	48	63	51	39	49	37	46	44	44	48	45	46
Employers and landlords do not have too much power over workers and tenants	12	12	14	4	7	16	12	13	12	17	12	13	15	10
Neither	17	18	21	7	16	21	16	18	17	13	19	19	14	16
Don't know	25	26	17	26	26	24	23	32	25	27	25	21	25	27

Labour

Employers and landlords have too much power over workers and tenants	50	48	52	43	41	50	53	46	50	49	50	49	51	48
Employers and landlords do not have too much power over workers and tenants	13	13	12	16	11	13	12	13	12	15	13	12	13	12
Neither	11	11	13	11	11	13	10	8	11	9	10	11	10	11
Don't know	27	29	23	29	37	24	25	33	28	26	28	28	25	29

Conservatives

Employers and landlords have too much power over workers and tenants	9	8	10	3	11	10	8	10	9	9	9	9	9	8
Employers and landlords do not have too much power over workers and tenants	51	49	49	62	45	48	56	47	51	53	50	53	52	51
Neither	11	10	16	2	11	13	11	8	11	9	11	11	12	9
Don't know	29	32	25	33	34	29	26	35	29	29	30	27	27	32

Reform UK

Employers and landlords have too much power over workers and tenants	12	13	5	4	12	15	11	10	11	15	10	12	13	12
Employers and landlords do not have too much power over workers and tenants	35	33	35	56	30	27	39	35	35	33	34	38	35	33
Neither	13	11	17	4	13	15	12	12	13	9	13	11	13	13
Don't know	41	43	43	36	46	42	38	43	40	42	43	39	38	42
Skipped	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

[N=2138]

Your view

Most of our politicians go into politics looking to improve society	22	23	25	25	18	27	20	22	21	12	18	27	24	23	20	21	20	24	22	19	21	22	23
Most of our politicians go into politics mostly for personal financial gain	42	39	41	48	50	40	44	46	39	52	45	38	38	45	37	43	42	41	25	44	43	40	43
Neither	16	17	16	14	18	15	17	17	15	19	15	15	17	16	15	15	18	12	28	12	17	17	16
Don't know	21	20	18	14	15	18	20	16	25	17	21	21	21	16	28	20	20	23	25	25	19	21	18
Labour																							
Most of our politicians go into politics looking to improve society	37	25	57	47	15	55	23	39	36	46	39	38	30	43	27	36	36	42	55	35	32	38	37
Most of our politicians go into politics mostly for personal financial gain	30	43	16	28	59	19	46	33	28	19	26	32	39	28	34	31	35	26	18	32	32	27	32
Neither	11	13	10	4	12	10	11	13	9	13	11	10	10	11	10	11	11	9	14	9	10	15	11
Don't know	22	19	17	21	14	16	20	16	27	21	24	19	21	17	30	22	17	23	13	24	27	19	21
Conservatives																							
Most of our politicians go into politics looking to improve society	19	38	15	21	16	20	21	20	18	13	18	20	20	20	17	19	18	18	18	19	17	19	20
Most of our politicians go into politics mostly for personal financial gain	49	26	61	55	55	57	46	53	47	53	51	52	44	52	46	49	56	51	51	50	48	48	49
Neither	11	16	8	6	13	9	12	11	11	16	10	8	13	11	10	11	11	10	17	9	12	14	10
Don't know	21	20	16	18	16	14	21	16	25	18	21	20	23	17	28	22	15	21	15	23	24	18	21
Reform UK																							
Most of our politicians go into politics looking to improve society	25	31	14	22	55	17	35	26	23	16	20	29	29	23	27	25	34	20	21	22	29	21	26
Most of our politicians go into politics mostly for personal financial gain	37	25	51	50	18	49	27	40	35	46	43	37	27	42	30	37	36	41	33	37	32	39	39
Neither	12	17	12	8	11	13	13	14	11	14	11	10	16	13	12	12	14	15	19	14	10	15	10
Don't know	26	28	24	19	16	21	25	20	30	25	26	24	28	22	32	26	16	25	27	27	30	25	25

Where would you place your view and the views of these parties on this spectrum?

[N=2154]

Your view

These days, white people have more advantages in society than non-white people	27	12	37	39	4	41	11	23	30	43	33	23	17	32	17	26	26	32	23	22	23	44	25
These days, non-white people have more advantages in society than white people	23	37	11	15	60	11	39	29	19	10	16	26	34	20	28	23	27	23	19	25	25	11	25
Neither	29	34	33	29	21	32	29	31	28	22	30	29	30	30	28	30	24	22	36	31	30	28	29
Don't know	21	17	19	17	15	16	21	18	24	25	21	22	19	18	26	21	23	23	22	22	23	17	21

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

[N=2138]

Your view

Most of our politicians go into politics looking to improve society	22	20	22	13	26	25	19	23	22	17	21	22	22	22
Most of our politicians go into politics mostly for personal financial gain	42	44	42	49	32	39	46	38	41	47	37	42	45	43
Neither	16	16	17	24	15	16	16	15	15	17	17	16	15	15
Don't know	21	20	18	14	27	21	19	24	21	18	25	20	18	20

Labour

Most of our politicians go into politics looking to improve society	37	35	36	50	32	33	39	36	38	25	40	35	38	36
Most of our politicians go into politics mostly for personal financial gain	30	33	32	17	28	38	29	26	30	37	30	29	29	34
Neither	11	11	13	12	11	10	12	9	11	12	9	12	11	12
Don't know	22	21	19	21	29	20	19	29	21	25	21	24	23	19

Conservatives

Most of our politicians go into politics looking to improve society	19	19	20	15	12	22	19	18	19	16	20	20	17	19
Most of our politicians go into politics mostly for personal financial gain	49	48	50	57	51	44	53	45	50	46	50	48	47	52
Neither	11	12	11	10	10	11	11	12	10	14	11	8	13	11
Don't know	21	21	19	18	27	23	17	25	21	24	19	24	23	19

Reform UK

Most of our politicians go into politics looking to improve society	25	27	16	14	23	30	24	19	24	25	26	24	24	25
Most of our politicians go into politics mostly for personal financial gain	37	35	44	48	30	29	43	38	38	34	35	37	38	39
Neither	12	13	12	12	14	15	11	11	13	11	13	12	13	13
Don't know	26	26	27	26	32	26	22	32	25	29	26	27	26	24

Where would you place your view and the views of these parties on this spectrum?

[N=2154]

Your view

These days, white people have more advantages in society than non-white people	27	21	46	41	23	19	32	26	27	20	27	24	27	28
These days, non-white people have more advantages in society than white people	23	27	13	9	20	32	20	21	22	30	21	29	19	23
Neither	29	31	20	26	29	30	29	27	29	31	30	28	31	28
Don't know	21	22	21	25	29	19	19	25	22	19	22	19	23	20

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Labour																							
These days, white people have more advantages in society than non-white people	34	36	32	39	49	36	34	38	31	43	34	35	31	38	29	34	44	32	33	35	31	32	35
These days, non-white people have more advantages in society than white people	12	19	7	8	15	8	16	14	10	8	9	11	16	10	14	12	10	9	7	11	11	14	13
Neither	26	23	35	29	13	31	22	27	25	17	28	27	24	28	24	26	24	25	28	24	26	34	25
Don't know	28	23	26	24	23	24	28	20	35	32	28	26	29	25	33	28	22	33	32	30	32	21	27
Conservatives																							
These days, white people have more advantages in society than non-white people	17	15	19	16	25	16	19	19	15	12	16	18	18	16	17	17	14	16	18	22	15	17	15
These days, non-white people have more advantages in society than white people	28	17	37	29	20	38	21	30	27	33	35	26	19	32	21	27	36	38	30	24	25	36	27
Neither	26	41	18	28	27	22	30	29	23	23	23	28	29	26	26	27	23	18	25	22	27	27	29
Don't know	29	27	26	26	27	24	30	22	35	31	27	28	34	26	35	30	28	28	26	32	33	21	29
Reform UK																							
These days, white people have more advantages in society than non-white people	10	14	13	9	6	10	11	10	10	8	10	9	12	10	11	10	10	11	7	8	11	15	9
These days, non-white people have more advantages in society than white people	52	43	60	66	53	62	46	56	49	59	57	54	43	57	44	52	53	54	57	52	47	57	52
Neither	12	17	8	7	20	8	17	15	11	7	10	14	15	11	14	13	12	9	14	12	11	8	15
Don't know	25	26	20	17	22	19	27	19	31	27	23	23	30	22	31	25	26	26	21	28	30	20	23

Where would you place your view and the views of these parties on this spectrum?

[N=2200]

Your view

Free speech is under threat from left wing interest groups	23	44	8	11	62	11	39	28	18	15	17	26	31	23	23	23	20	20	28	23	24	22	23
Free speech is under threat from right wing interest groups	23	12	33	27	6	36	11	26	20	26	26	22	18	28	16	22	20	32	23	22	21	31	20
Neither	20	17	27	26	10	21	17	22	18	27	21	19	17	20	20	21	16	15	10	19	21	21	23
Don't know	34	28	32	36	22	33	33	24	43	31	36	32	34	29	42	34	43	33	40	36	35	26	35
Labour																							
Free speech is under threat from left wing interest groups	9	12	7	8	11	7	11	10	9	5	9	11	10	8	11	9	7	7	15	8	10	8	11
Free speech is under threat from right wing interest groups	41	48	41	40	54	44	41	49	34	40	38	43	43	46	32	40	42	44	38	37	40	48	40
Neither	16	12	18	13	13	19	12	17	15	25	18	16	12	18	14	16	12	19	23	19	14	15	16
Don't know	34	28	33	39	22	30	36	24	42	30	36	30	35	28	43	34	39	29	24	36	36	30	34

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Labour

These days, white people have more advantages in society than non-white people	34	34	28	48	26	32	37	33	35	29	33	35	35	34
These days, non-white people have more advantages in society than white people	12	11	14	5	14	16	11	5	12	12	10	10	12	14
Neither	26	26	28	19	26	23	28	27	26	28	26	26	26	27
Don't know	28	28	30	28	34	29	24	36	28	30	32	30	27	25

Conservatives

These days, white people have more advantages in society than non-white people	17	16	26	11	13	17	16	20	17	15	20	17	14	16
These days, non-white people have more advantages in society than white people	28	27	32	37	24	21	34	22	29	23	28	26	27	32
Neither	26	27	18	30	30	27	24	24	25	30	21	28	29	25
Don't know	29	31	25	21	33	35	25	33	29	32	31	29	30	28

Reform UK

These days, white people have more advantages in society than non-white people	10	8	17	4	10	12	10	10	11	6	11	11	9	10
These days, non-white people have more advantages in society than white people	52	53	46	65	46	44	58	50	52	52	52	50	53	53
Neither	12	13	15	10	14	15	12	10	12	13	11	13	13	13
Don't know	25	26	22	22	30	30	20	30	25	29	26	26	25	24

Where would you place your view and the views of these parties on this spectrum?

[N=2200]

Your view

Free speech is under threat from left wing interest groups	23	24	19	14	18	31	22	15	23	24	20	25	22	25
Free speech is under threat from right wing interest groups	23	21	33	33	23	18	24	26	23	20	24	23	24	21
Neither	20	20	21	24	18	17	23	18	20	17	21	19	19	20
Don't know	34	34	27	30	42	34	32	40	34	39	35	33	35	34

Labour

Free speech is under threat from left wing interest groups	9	10	10	8	9	10	9	9	9	11	10	8	8	11
Free speech is under threat from right wing interest groups	41	38	36	34	30	43	42	42	41	34	40	42	44	37
Neither	16	17	15	28	16	13	19	13	16	15	14	18	16	17
Don't know	34	35	40	30	45	34	31	36	33	41	36	32	32	35

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Conservatives

Free speech is under threat from left wing interest groups	40	39	46	43	33	50	33	47	35	49	43	39	35	47	30	40	45	47	35	35	38	49	40
Free speech is under threat from right wing interest groups	9	10	8	6	16	8	9	9	9	9	8	11	9	8	10	9	7	7	14	9	11	9	9
Neither	16	18	12	16	22	14	17	18	14	15	15	17	15	16	15	16	12	13	17	19	13	16	16
Don't know	35	32	33	35	30	27	41	26	43	27	34	34	40	29	45	35	36	34	35	37	38	27	35

Reform UK

Free speech is under threat from left wing interest groups	48	40	53	56	58	61	40	57	41	63	52	46	42	56	37	47	51	57	53	46	43	57	47
Free speech is under threat from right wing interest groups	8	11	8	6	4	8	7	6	9	8	7	7	9	8	7	8	4	4	9	8	10	10	7
Neither	11	15	8	3	15	6	15	13	9	4	9	14	13	9	13	11	9	8	9	13	9	10	12
Don't know	33	34	30	35	23	25	38	24	41	24	32	33	36	27	43	33	36	31	29	34	38	24	34

Generally speaking, how convincing, if at all, do you find Labour's argument in the news article you just read?

[Asked only to respondents assigned to a treatment group, N=3258]

Very convincing	7	2	13	7	0	10	3	8	5	8	7	8	4	8	4	7	5	6	9	6	7	6	7
Somewhat convincing	25	9	42	33	6	36	13	25	26	37	31	23	17	29	20	25	22	28	37	25	22	35	22
TOTAL CONVINCING	32	11	55	40	6	46	16	33	31	45	38	31	21	37	24	32	27	34	46	31	29	41	29
Not very convincing	29	34	28	32	23	31	29	28	31	25	29	28	32	29	29	29	30	33	23	28	28	29	30
Not at all convincing	28	50	8	21	67	14	48	32	25	10	18	34	43	25	33	28	31	26	24	28	31	19	32
TOTAL UNCONVINCING	57	84	36	53	90	45	77	60	56	35	47	62	75	54	62	57	61	59	47	56	59	48	62
Don't know	11	6	9	8	3	9	7	7	14	20	15	8	4	9	13	11	13	7	7	14	11	10	9

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Conservatives

Free speech is under threat from left wing interest groups	40	39	41	47	34	35	44	45	41	35	40	44	40	38
Free speech is under threat from right wing interest groups	9	8	11	7	8	9	9	8	9	7	8	8	10	10
Neither	16	14	16	16	14	17	16	11	16	15	14	15	16	17
Don't know	35	39	32	30	44	38	31	35	34	44	38	33	34	35

Reform UK

Free speech is under threat from left wing interest groups	48	46	48	64	38	43	54	46	49	42	47	51	49	47
Free speech is under threat from right wing interest groups	8	7	9	8	7	9	7	8	8	9	8	9	7	7
Neither	11	11	14	3	12	13	10	9	11	11	11	11	11	11
Don't know	33	36	29	25	43	34	29	37	32	38	35	30	33	34

Generally speaking, how convincing, if at all, do you find Labour's argument in the news article you just read?

[Asked only to respondents assigned to a treatment group, N=3258]

Very convincing	7	6	5	7	8	4	7	8	7	6	3	11	6	0
Somewhat convincing	25	23	28	39	24	17	29	29	26	19	24	24	28	0
TOTAL CONVINCING	32	29	33	46	32	21	36	37	33	25	27	35	34	0
Not very convincing	29	28	29	28	24	32	30	26	29	28	34	27	27	0
Not at all convincing	28	33	21	9	24	42	24	25	27	38	26	28	30	0
TOTAL UNCONVINCING	57	61	50	37	48	74	54	51	56	66	60	55	57	0
Don't know	11	9	17	17	21	5	10	13	11	9	12	11	9	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420	
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the following scale from 0 to 10, where 0 is "not at all willing" and 10 is "extremely willing", how willing, if at all, are you to vote for each of the following parties at the next general election?

[Asked only to respondents assigned to a treatment group, N=3258]

Conservative

0 - Not at all willing	45	2	63	46	36	58	33	44	46	39	50	48	37	45	45	43	52	58	56	50	41	41	40
1	5	0	6	10	5	5	3	5	4	9	5	4	4	5	4	5	4	3	5	4	4	6	6
2	5	1	5	7	9	5	5	7	4	9	6	5	5	6	5	6	2	3	6	5	4	9	6
3	4	2	5	6	6	4	4	5	4	9	5	4	3	5	4	5	4	3	2	5	6	5	4
4	4	2	3	5	8	3	5	4	4	3	3	4	4	3	4	4	4	4	1	3	4	4	4
5	7	7	5	5	11	4	10	6	7	5	5	8	8	6	8	7	8	3	6	7	7	6	7
6	4	8	2	5	7	2	5	4	4	3	3	3	6	5	3	4	4	4	2	2	4	4	5
7	5	10	3	7	6	4	6	5	4	5	4	5	7	5	4	5	6	3	2	4	6	4	6
8	5	15	1	5	5	3	7	4	5	1	4	3	7	5	4	5	4	4	7	4	5	3	5
9	3	14	1	1	1	2	5	4	2	1	1	3	6	3	3	3	4	3	2	2	4	2	4
10 - Extremely willing	7	37	1	2	3	6	11	7	7	1	4	7	12	6	7	7	4	4	3	6	8	7	8
TOTAL 5+	31	91	13	25	33	21	44	30	29	16	21	29	46	30	29	31	30	21	22	25	34	26	35
Don't know	4	2	2	1	1	2	3	2	6	4	5	3	3	3	5	4	3	5	6	4	3	5	4

Labour

0 - Not at all willing	38	67	7	27	83	21	61	40	36	14	23	44	59	32	47	38	38	37	42	37	41	23	42
1	4	7	1	5	4	3	5	5	4	3	4	4	4	4	4	4	3	6	6	4	3	5	4
2	5	7	3	6	4	3	6	6	4	3	4	5	5	4	5	4	3	7	4	4	6	4	4
3	4	3	3	7	2	5	3	4	4	4	3	5	4	4	4	4	7	5	9	4	3	4	3
4	4	4	3	10	2	5	3	4	4	7	4	3	3	5	3	4	5	4	3	3	3	5	5
5	7	5	8	11	1	8	5	6	8	12	9	5	4	7	7	7	6	9	9	7	5	9	6
6	6	2	8	11	1	7	2	6	5	12	8	4	3	6	5	5	9	7	1	6	4	6	5
7	6	2	12	6	1	11	2	7	6	7	9	6	2	8	4	7	6	3	4	6	6	10	6
8	7	0	16	7	1	11	2	6	7	11	10	6	3	8	5	7	9	4	6	6	7	10	7
9	3	0	7	3	0	5	1	2	3	4	4	2	3	3	2	3	2	2	0	3	2	4	3
10 - Extremely willing	9	1	26	4	0	17	4	9	9	5	11	10	6	12	6	10	6	5	6	11	11	11	8
TOTAL 5+	38	10	77	42	4	59	16	36	38	51	51	33	21	44	29	39	38	30	26	39	35	50	35
Don't know	4	2	3	1	1	3	3	3	6	6	5	4	3	4	6	4	5	6	7	5	4	5	4

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control	
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the following scale from 0 to 10, where 0 is "not at all willing" and 10 is "extremely willing", how willing, if at all, are you to vote for each of the following parties at the next general election?

[Asked only to respondents assigned to a treatment group, N=3258]

Conservative

0 - Not at all willing	45	43	47	42	53	37	47	46	46	42	45	45	45	0
1	5	5	6	10	3	3	6	4	5	4	4	6	4	0
2	5	5	7	9	4	5	6	5	6	3	5	6	6	0
3	4	4	6	9	4	3	5	5	5	3	6	4	4	0
4	4	4	5	2	2	4	4	3	4	4	3	3	5	0
5	7	7	6	7	6	8	5	7	7	7	7	6	6	0
6	4	5	1	1	3	4	4	4	4	4	3	4	4	0
7	5	5	4	6	3	6	5	3	4	10	5	6	4	0
8	5	5	2	0	4	7	3	6	4	6	4	5	4	0
9	3	4	0	1	2	5	2	3	3	3	2	3	4	0
10 - Extremely willing	7	8	6	2	3	12	5	6	6	10	7	6	7	0
TOTAL 5+	31	34	19	17	21	42	24	29	28	40	28	30	29	0
Don't know	4	4	5	4	8	3	3	5	4	4	5	4	3	0

Labour

0 - Not at all willing	38	43	25	15	39	57	27	37	37	48	36	38	39	0
1	4	5	3	2	3	4	5	5	4	5	4	4	4	0
2	5	5	3	3	2	5	5	4	5	4	5	4	5	0
3	4	4	6	8	3	4	4	4	4	4	4	6	3	0
4	4	4	4	6	3	4	4	3	4	2	3	5	4	0
5	7	6	9	13	7	4	8	8	7	4	7	7	7	0
6	6	4	8	9	6	2	7	7	6	3	5	6	6	0
7	6	6	8	12	5	2	9	5	6	7	7	5	6	0
8	7	6	8	11	6	4	9	6	7	5	7	7	7	0
9	3	3	5	7	2	2	3	3	3	2	3	2	3	0
10 - Extremely willing	9	9	8	2	9	6	12	9	9	10	10	9	9	0
TOTAL 5+	38	34	46	54	35	20	48	38	38	31	39	36	38	0
Don't know	4	4	6	5	9	3	4	6	4	4	5	4	4	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats																							
0 - Not at all willing	30	43	14	4	59	17	46	33	28	16	24	35	39	25	38	30	34	29	41	34	30	24	29
1	5	6	3	1	10	3	7	6	3	1	4	5	6	5	4	5	4	5	6	4	6	4	4
2	6	8	5	1	6	5	6	7	5	4	5	5	7	5	6	6	6	7	6	7	5	5	5
3	6	8	6	3	7	6	7	6	6	5	5	7	6	6	5	6	8	9	4	6	5	3	6
4	6	7	7	4	4	7	5	5	6	5	7	5	5	6	5	6	5	7	7	5	5	7	6
5	12	13	18	6	5	15	10	10	14	11	13	13	11	13	11	12	14	8	10	12	12	16	11
6	8	6	13	10	3	11	5	7	9	9	9	8	7	9	6	8	8	9	3	6	10	10	8
7	7	2	13	17	1	11	3	6	7	11	8	7	5	8	5	7	10	5	5	7	6	8	7
8	6	1	9	18	1	9	3	6	5	9	6	4	5	7	4	6	4	6	8	4	4	6	7
9	2	0	2	11	0	3	1	2	2	4	2	1	2	2	2	2	0	0	1	2	2	3	3
10 - Extremely willing	3	1	3	23	0	6	2	4	3	4	3	3	4	4	2	4	1	2	0	2	4	3	5
TOTAL 5+	38	23	58	85	10	55	24	35	40	48	41	36	34	43	30	39	37	30	27	33	38	46	41
Don't know	6	3	5	1	1	4	4	3	9	7	9	6	3	5	8	6	4	8	8	7	6	7	6
Reform UK																							
0 - Not at all willing	51	27	72	71	2	74	25	48	53	58	57	49	42	56	42	49	56	59	63	48	48	57	47
1	3	4	3	4	0	3	2	3	3	5	3	2	2	3	3	3	1	6	1	3	2	1	4
2	3	5	3	4	0	3	4	4	3	4	3	4	4	4	3	4	1	4	1	3	5	5	3
3	3	5	4	3	1	3	4	3	3	2	3	3	4	3	3	3	4	2	2	4	2	3	3
4	3	6	2	1	2	3	3	2	3	2	3	3	2	3	3	3	1	2	1	2	4	4	3
5	5	10	3	2	3	3	7	5	5	3	4	5	6	4	6	5	6	2	5	5	7	4	5
6	3	7	2	3	3	1	4	4	2	3	3	3	3	3	3	3	3	1	1	4	2	2	4
7	3	8	2	2	5	1	6	4	3	2	3	4	3	3	4	3	8	2	1	3	3	4	3
8	3	6	1	1	9	1	6	4	3	1	2	4	5	3	3	3	4	2	7	3	3	2	4
9	3	8	1	1	9	1	6	4	2	2	1	4	5	3	3	3	3	1	1	3	5	2	3
10 - Extremely willing	12	10	2	4	62	2	26	14	9	3	6	14	20	9	16	12	10	10	8	14	12	6	14
TOTAL 5+	29	49	11	13	91	9	55	35	24	14	19	34	42	25	35	29	34	18	23	32	32	20	33
Don't know	5	4	4	2	1	3	4	2	7	4	7	5	3	4	7	5	4	6	7	6	4	5	4
Green																							
0 - Not at all willing	33	54	17	18	61	19	50	39	28	14	24	36	46	29	39	32	37	39	33	34	33	24	33
1	4	5	3	5	6	3	5	6	3	3	3	4	6	4	4	4	2	4	6	4	5	5	4
2	6	8	6	7	6	7	7	7	6	6	5	8	7	7	6	6	13	8	3	6	6	6	6
3	6	7	7	7	7	6	6	5	6	4	6	6	5	5	6	6	8	6	3	5	6	6	6
4	5	6	7	7	4	6	5	5	6	8	5	6	5	6	4	6	6	1	5	5	6	7	6
5	10	6	13	15	6	13	7	9	11	11	10	9	10	11	8	10	11	9	11	11	9	10	9
6	7	3	12	12	2	10	5	6	8	10	9	7	5	8	6	8	4	6	6	8	7	8	7
7	7	2	11	13	1	11	3	7	7	9	9	5	4	8	4	7	3	5	8	6	8	7	7
8	5	1	9	7	1	8	2	4	6	8	7	5	2	6	4	5	5	4	6	5	6	7	5
9	2	1	3	2	2	3	1	2	2	3	3	1	2	2	2	2	1	2	1	2	1	4	2
10 - Extremely willing	5	1	3	5	1	7	3	4	5	5	7	3	3	5	4	5	5	5	6	5	3	5	5
TOTAL 5+	36	14	51	54	13	52	21	32	39	46	45	30	26	40	28	37	29	31	38	37	34	41	35
Don't know	6	3	5	2	3	4	5	3	9	7	9	6	3	5	8	6	5	7	10	7	6	7	6

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity			Working Status				Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Liberal Democrats

0 - Not at all willing	30	33	28	12	34	39	26	29	30	35	30	32	29	0
1	5	5	2	1	4	6	4	5	4	8	5	4	5	0
2	6	6	6	7	5	7	6	4	6	5	5	6	6	0
3	6	6	2	6	2	6	6	7	6	4	6	5	6	0
4	6	6	5	6	7	5	6	5	5	8	5	7	5	0
5	12	11	11	8	11	11	13	13	12	11	11	11	14	0
6	8	8	11	11	5	6	9	8	8	8	8	8	8	0
7	7	6	6	9	8	5	8	7	7	5	6	7	8	0
8	6	5	7	10	5	5	7	4	6	4	6	5	5	0
9	2	2	2	4	1	2	2	3	2	3	2	2	2	0
10 - Extremely willing	3	4	2	6	2	4	3	3	3	3	3	3	3	0
TOTAL 5+	38	36	39	48	32	33	42	38	38	34	36	36	40	0
Don't know	6	6	11	10	11	4	6	8	7	4	6	7	6	0

Reform UK

0 - Not at all willing	51	47	62	60	49	42	55	53	52	42	52	49	51	0
1	3	2	2	5	1	2	4	3	3	2	3	3	3	0
2	3	3	6	5	2	4	4	2	3	4	3	3	4	0
3	3	3	3	4	2	4	3	3	3	5	4	2	3	0
4	3	2	1	3	3	3	3	3	3	2	3	3	3	0
5	5	5	3	2	4	5	4	6	5	6	4	5	5	0
6	3	3	1	3	4	4	3	2	3	6	2	4	3	0
7	3	4	1	1	5	3	4	3	3	4	3	4	3	0
8	3	5	2	1	2	5	3	4	3	4	4	3	3	0
9	3	4	1	0	3	4	3	2	3	5	3	3	3	0
10 - Extremely willing	12	14	6	1	11	20	8	9	11	14	11	13	12	0
TOTAL 5+	29	35	14	8	29	41	25	26	28	39	27	32	29	0
Don't know	5	5	6	7	8	4	5	6	5	4	5	5	5	0

Green

0 - Not at all willing	33	37	29	13	28	45	29	30	32	37	33	33	32	0
1	4	5	3	2	3	5	4	4	4	7	5	3	4	0
2	6	7	4	7	6	7	6	5	6	6	5	7	7	0
3	6	5	4	6	4	6	6	6	6	4	5	6	6	0
4	5	5	4	9	6	5	5	5	5	8	4	7	6	0
5	10	9	11	12	9	9	10	9	10	9	9	10	10	0
6	7	6	10	9	6	5	9	8	7	6	9	7	7	0
7	7	7	6	9	6	4	8	6	7	6	7	6	7	0
8	5	5	6	7	9	2	6	6	5	7	5	6	5	0
9	2	2	2	3	2	2	2	2	2	1	2	2	2	0
10 - Extremely willing	5	4	7	8	4	3	5	7	5	3	5	5	5	0
TOTAL 5+	36	33	42	48	36	25	40	38	36	32	37	36	36	0
Don't know	6	5	9	9	12	4	6	7	7	5	7	7	6	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South	
Weighted Sample	4395	610	1201	406	499	1671	1646	1991	2404	303	1778	1122	1191	2680	1715	3692	207	343	152	1011	726	535	1420
Unweighted Sample	4396	596	1176	408	516	1679	1654	1981	2415	302	1761	1131	1202	2660	1736	3690	209	345	152	996	730	546	1418
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Scottish National Party (SNP)

[Asked only to respondents in Scotland, N=257]

0 - Not at all willing	36	79	50	68	68	32	67	41	31	4	21	50	58	38	32	0	0	36	0	0	0	0	0
1	4	0	6	0	32	3	3	4	3	0	4	2	5	3	4	0	0	4	0	0	0	0	0
2	3	0	4	22	0	4	0	2	5	10	2	1	5	5	0	0	0	3	0	0	0	0	0
3	5	17	5	0	0	8	0	4	6	0	5	7	5	6	2	0	0	5	0	0	0	0	0
4	2	0	6	0	0	1	7	2	2	0	4	0	0	1	4	0	0	2	0	0	0	0	0
5	5	0	7	0	0	6	2	6	5	25	6	3	2	7	2	0	0	5	0	0	0	0	0
6	5	0	6	5	0	8	3	4	6	6	9	3	1	7	2	0	0	5	0	0	0	0	0
7	5	0	7	5	0	5	4	2	8	0	6	7	3	5	5	0	0	5	0	0	0	0	0
8	6	0	5	0	0	7	2	5	7	12	6	6	3	6	5	0	0	6	0	0	0	0	0
9	5	0	2	0	0	5	3	6	4	20	5	3	3	6	3	0	0	5	0	0	0	0	0
10 - Extremely willing	15	0	0	0	0	18	9	16	13	6	17	17	12	8	29	0	0	15	0	0	0	0	0
TOTAL 5+	41	0	27	10	0	49	23	39	43	69	49	39	24	39	46	0	0	41	0	0	0	0	0
Don't know	4	4	0	0	0	1	2	4	5	2	10	0	0	4	6	0	0	4	0	0	0	0	0

Sample Size: 4396 adults in UK (18+)
Fieldwork: 20th - 22nd January 2025

	Ethnicity		Working Status					Lives in Con19-Lab24 Seat		Treatment Group				
	Total	White	Other	Full time-student	Not in work	Retired	Working full time (30+ hours)	Working part-time	No	Yes	1	2	3	Control
Weighted Sample	4395	2338	333	161	435	1223	1877	579	3922	473	1050	1042	1140	1163
Unweighted Sample	4396	2270	331	166	455	1221	1848	590	3908	488	1085	1053	1120	1138
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Scottish National Party (SNP)

[Asked only to respondents in Scotland, N=257]

0 - Not at all willing	36	41	17	0	20	57	26	37	36	0	34	36	38	0
1	4	3	0	0	9	5	4	0	4	0	0	5	5	0
2	3	2	0	8	5	4	4	2	3	0	5	2	3	0
3	5	7	0	0	5	4	6	5	5	0	5	9	1	0
4	2	3	0	9	0	0	4	0	2	0	3	0	3	0
5	5	4	19	18	0	2	7	6	5	0	9	4	4	0
6	5	6	20	25	3	1	8	5	5	0	8	5	3	0
7	5	5	0	0	11	2	6	6	5	0	3	6	5	0
8	6	4	11	16	0	4	7	6	6	0	10	2	6	0
9	5	5	0	13	8	4	5	4	5	0	4	5	6	0
10 - Extremely willing	15	15	30	0	31	15	12	17	15	0	8	15	20	0
TOTAL 5+	41	39	80	72	53	28	45	44	41	0	42	37	44	0
Don't know	4	2	3	0	5	0	8	5	4	0	5	4	4	0