Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

YouGov

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

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base: All GB adults	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Approve	22%	9%	43%	33%	32%	11%	27%	17%	31%	25%	22%	11%	35%	20%	20%	19%	25%	17%	31%	21%	19%	17%	10%
Disapprove	58%	84%	34%	39%	45%	78%	56%	60%	37%	49%	64%	78%	44%	60%	64%	62%	55%	47%	52%	58%	60%	57%	73%
Don't know	20%	8%	23%	28%	23%	11%	18%	23%	32%	26%	14%	11%	21%	21%	17%	19%	20%	36%	17%	21%	22%	26%	17%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
0 - Would never consider voting for them	36%	1%	54%	37%	47%	22%	34%	37%	43%	40%	37%	23%	33%	31%	34%	40%	48%	39%	33%	34%	36%	42%	40%
1	7%	0%	11%	9%	9%	4%	7%	7%	8%	7%	6%	6%	11%	6%	8%	6%	4%	5%	9%	6%	6%	7%	6%
2	7%	1%	9%	14%	8%	8%	8%	6%	4%	8%	8%	7%	6%	7%	6%	8%	6%	14%	9%	7%	6%	8%	4%
3	5%	1%	6%	10%	5%	4%	5%	4%	6%	6%	3%	4%	5%	4%	9%	3%	4%	4%	6%	5%	2%	4%	6%
4	4%	1%	4%	4%	3%	4%	4%	3%	4%	4%	3%	3%	5%	3%	3%	5%	3%	7%	2%	3%	5%	6%	4%
5	10%	8%	7%	8%	5%	12%	10%	9%	11%	7%	12%	10%	10%	10%	11%	8%	9%	9%	8%	9%	14%	9%	7%
6	4%	7%	2%	5%	4%	6%	5%	3%	1%	4%	6%	5%	5%	3%	4%	5%	6%	1%	5%	5%	2%	4%	3%
7	6%	14%	2%	3%	4%	8%	5%	6%	5%	5%	5%	9%	3%	8%	7%	5%	4%	1%	6%	9%	5%	2%	2%
8	5%	16%	1%	4%	4%	8%	5%	5%	3%	3%	6%	8%	5%	6%	4%	5%	2%	3%	4%	6%	5%	3%	7%
9	3%	10%	1%	1%	3%	5%	3%	3%	-	2%	3%	6%	3%	4%	3%	2%	1%	3%	3%	3%	4%	4%	2%
10 - Would definitely consider voting for them	9%	37%	2%	1%	5%	17%	9%	10%	3%	5%	10%	19%	8%	13%	8%	8%	5%	7%	11%	10%	8%	7%	8%
prefer not to answer	5%	4%	1%	3%	4%	2%	4%	5%	11%	7%	1%	1%	6%	4%	3%	5%	7%	7%	3%	3%	7%	5%	9%

Labour

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
		Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
0 - Would never consider voting for them	33%	63%	6%	12%	17%	53%	33%	33%	16%	25%	37%	52%	20%	38%	38%	35%	21%	29%	24%	34%	41%	35%	39%
1	6%	8%	3%	4%	4%	9%	7%	5%	3%	6%	6%	8%	7%	5%	6%	6%	7%	5%	5%	7%	5%	7%	7%
2	6%	7%	2%	7%	5%	7%	5%	6%	3%	5%	7%	6%	4%	5%	7%	5%	9%	5%	4%	7%	7%	5%	5%
3	4%	4%	4%	6%	4%	4%	4%	5%	4%	5%	5%	3%	5%	4%	5%	3%	3%	5%	4%	4%	3%	4%	6%
4	4%	2%	3%	8%	5%	3%	4%	4%	7%	5%	3%	3%	2%	5%	5%	4%	5%	4%	3%	5%	4%	4%	4%
5	12%	7%	10%	17%	14%	7%	10%	13%	17%	14%	9%	8%	13%	11%	11%	10%	18%	9%	14%	12%	10%	10%	9%
6	5%	2%	8%	12%	7%	3%	6%	4%	9%	6%	5%	1%	6%	5%	4%	5%	5%	12%	7%	5%	5%	6%	2%
7	7%	2%	13%	11%	10%	3%	7%	7%	11%	8%	5%	5%	8%	6%	7%	7%	9%	8%	8%	7%	6%	9%	5%
8	6%	2%	16%	10%	10%	4%	7%	5%	4%	8%	7%	5%	10%	6%	4%	6%	8%	9%	9%	6%	5%	6%	3%
9	3%	1%	6%	2%	4%	3%	3%	2%	3%	3%	3%	2%	5%	3%	1%	3%	1%	3%	3%	2%	2%	2%	6%
10 - Would definitely consider voting for them	9%	-	28%	8%	16%	3%	8%	10%	13%	9%	11%	7%	15%	7%	8%	12%	8%	5%	15%	9%	6%	7%	5%
prefer not to answer	5%	4%	1%	3%	4%	2%	4%	5%	11%	7%	1%	1%	6%	4%	3%	5%	7%	7%	3%	3%	7%	5%	9%

Liberal Democrats

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
		Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
0 - Would never consider voting for them	28%	42%	11%	0%	13%	45%	31%	26%	16%	25%	31%	37%	25%	26%	31%	33%	21%	28%	20%	29%	32%	33%	36%
1	5%	7%	4%	3%	5%	6%	6%	5%	3%	5%	7%	6%	8%	6%	4%	5%	4%	5%	5%	5%	5%	5%	7%
2	6%	9%	6%	1%	5%	7%	7%	5%	7%	5%	7%	6%	7%	7%	5%	6%	5%	5%	6%	4%	7%	8%	6%
3	6%	8%	9%	2%	7%	7%	6%	6%	4%	6%	6%	9%	4%	6%	8%	6%	7%	6%	7%	6%	5%	6%	9%
4	6%	9%	7%	2%	6%	7%	7%	5%	6%	7%	6%	6%	6%	6%	7%	5%	11%	5%	8%	7%	4%	4%	5%
5	16%	12%	21%	10%	18%	11%	13%	18%	21%	18%	12%	13%	17%	14%	18%	13%	19%	23%	15%	14%	15%	21%	16%
6	8%	5%	14%	10%	12%	4%	8%	8%	12%	8%	9%	6%	4%	8%	8%	10%	8%	9%	9%	11%	6%	5%	4%
7	7%	4%	12%	13%	12%	4%	6%	8%	8%	8%	6%	7%	8%	7%	8%	8%	6%	5%	10%	8%	8%	4%	4%
8	5%	2%	8%	14%	7%	4%	5%	5%	4%	5%	7%	4%	6%	6%	5%	5%	5%	5%	6%	6%	5%	3%	3%
9	2%	1%	3%	9%	4%	1%	2%	3%	1%	2%	4%	1%	3%	2%	2%	2%	1%	1%	3%	3%	1%	3%	1%
10 - Would definitely consider voting for them	5%	0%	4%	32%	7%	2%	4%	6%	8%	4%	5%	5%	7%	7%	1%	3%	4%	2%	7%	5%	4%	4%	1%
prefer not to answer	5%	4%	1%	3%	4%	2%	4%	5%	11%	7%	1%	1%	6%	4%	3%	5%	7%	7%	3%	3%	7%	5%	9%

YouGov

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

Reform UK

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
0 - Would never consider voting for them	50%	31%	74%	74%	75%	26%	46%	53%	51%	51%	53%	43%	52%	49%	51%	46%	56%	45%	58%	48%	47%	46%	41%
1	4%	7%	4%	3%	4%	5%	4%	4%	4%	4%	3%	6%	4%	4%	6%	3%	2%	9%	3%	5%	3%	4%	5%
2	4%	6%	3%	5%	3%	4%	4%	4%	8%	4%	4%	3%	8%	3%	2%	5%	4%	1%	4%	4%	5%	4%	4%
3	3%	6%	2%	2%	2%	4%	3%	3%	1%	3%	2%	4%	2%	3%	2%	2%	5%	-	3%	3%	2%	1%	2%
4	3%	4%	3%	3%	2%	4%	3%	3%	3%	3%	3%	4%	2%	3%	4%	2%	3%	4%	3%	4%	3%	2%	2%
5	9%	14%	3%	5%	4%	11%	8%	9%	10%	7%	11%	9%	9%	10%	7%	9%	5%	10%	7%	9%	11%	9%	7%
6	2%	4%	2%	1%	1%	5%	2%	3%	-	2%	3%	3%	1%	2%	3%	3%	4%	-	2%	3%	2%	4%	1%
7	4%	10%	2%	2%	2%	8%	5%	4%	4%	4%	3%	8%	4%	5%	5%	4%	2%	4%	3%	5%	4%	4%	7%
8	3%	5%	2%	0%	1%	5%	3%	3%	1%	2%	3%	5%	5%	2%	3%	3%	1%	4%	3%	2%	3%	4%	2%
9	2%	2%	1%	-	1%	3%	3%	1%	2%	2%	2%	3%	1%	2%	3%	2%	3%	2%	2%	3%	1%	1%	2%
10 - Would definitely consider voting for them	12%	8%	3%	2%	2%	24%	15%	9%	4%	11%	14%	14%	7%	11%	12%	16%	9%	14%	9%	11%	10%	17%	18%
prefer not to answer	5%	4%	1%	3%	4%	2%	4%	5%	11%	7%	1%	1%	6%	4%	3%	5%	7%	7%	3%	3%	7%	5%	9%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

YouGov

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

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base: All GB adults	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Health	42%	35%	56%	56%	51%	36%	32%	52%	39%	42%	42%	45%	38%	44%	42%	39%	51%	44%	46%	44%	38%	39%	38%
Immigration & Asylum	44%	65%	28%	26%	25%	69%	47%	42%	27%	36%	52%	60%	32%	44%	48%	52%	40%	34%	37%	46%	48%	47%	49%
Crime	18%	22%	16%	9%	12%	24%	20%	17%	17%	20%	19%	16%	28%	15%	19%	22%	13%	10%	15%	17%	22%	22%	20%
The economy	48%	50%	54%	55%	53%	42%	50%	46%	52%	51%	46%	42%	51%	47%	40%	48%	55%	55%	54%	50%	44%	45%	39%
Tax	16%	21%	10%	6%	12%	19%	19%	13%	19%	19%	14%	11%	16%	18%	14%	16%	16%	17%	16%	18%	16%	18%	9%
Pensions	8%	13%	6%	8%	7%	12%	8%	9%	0%	4%	10%	19%	3%	9%	11%	8%	9%	9%	5%	7%	13%	7%	16%
Education	10%	7%	13%	16%	13%	6%	9%	12%	18%	11%	9%	5%	11%	10%	9%	11%	10%	10%	15%	9%	8%	9%	5%
Family life & childcare	5%	3%	5%	9%	6%	3%	3%	6%	8%	7%	3%	2%	3%	3%	4%	7%	6%	9%	6%	4%	5%	5%	3%
Housing	19%	8%	24%	25%	22%	12%	16%	22%	28%	21%	15%	15%	34%	16%	15%	13%	25%	29%	17%	19%	19%	20%	22%
The environment	18%	9%	26%	33%	28%	11%	18%	19%	22%	19%	18%	16%	19%	23%	19%	14%	17%	12%	24%	20%	16%	12%	13%
Britain leaving the EU	13%	5%	18%	15%	21%	5%	13%	12%	13%	11%	16%	11%	15%	12%	10%	13%	19%	9%	16%	13%	10%	8%	13%
Transport	3%	2%	5%	5%	4%	3%	4%	3%	6%	3%	4%	3%	4%	3%	3%	3%	6%	6%	5%	3%	3%	3%	2%
Welfare benefits	10%	16%	9%	6%	9%	13%	9%	11%	4%	9%	11%	14%	10%	10%	11%	11%	9%	8%	11%	9%	10%	7%	16%
Defence and security	19%	30%	13%	17%	15%	27%	23%	15%	5%	13%	22%	31%	13%	23%	19%	17%	14%	16%	19%	19%	19%	13%	20%
None of these	1%	0%	-	1%	0%	1%	1%	0%	2%	1%	0%	-	2%	0%	0%	1%	-	-	1%	0%	1%	2%	1%
Don't know	3%	1%	2%	2%	3%	1%	3%	3%	4%	4%	2%	1%	3%	2%	6%	2%	0%	4%	1%	2%	3%	6%	4%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	3%	4%	4%	2%	4%	2%	4%	2%	3%	4%	2%	1%	6%	2%	3%	2%	5%	-	6%	2%	3%	1%	2%
Fairly well	19%	13%	35%	31%	28%	12%	22%	16%	19%	19%	21%	17%	27%	19%	16%	20%	13%	18%	26%	21%	15%	14%	9%
Fairly badly	28%	31%	26%	28%	27%	27%	27%	29%	32%	26%	23%	34%	34%	29%	27%	26%	27%	23%	29%	29%	29%	27%	22%
Very badly	36%	41%	21%	27%	27%	47%	32%	41%	25%	35%	40%	40%	22%	35%	40%	39%	42%	44%	28%	34%	39%	39%	55%
Don't know	14%	11%	14%	13%	14%	12%	15%	13%	21%	15%	14%	7%	10%	15%	15%	13%	13%	14%	11%	15%	13%	18%	12%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

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

Immigration

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	1%	1%	3%	-	1%	0%	2%	1%	5%	1%	1%	1%	3%	1%	2%	1%	1%	-	2%	2%	1%	1%	0%
Fairly well	15%	6%	30%	21%	24%	5%	16%	14%	22%	18%	12%	9%	23%	13%	13%	15%	18%	13%	24%	15%	9%	12%	5%
Fairly badly	20%	16%	22%	36%	23%	15%	19%	20%	25%	19%	20%	18%	20%	20%	18%	19%	23%	21%	20%	18%	23%	19%	20%
Very badly	47%	68%	23%	24%	28%	72%	49%	45%	24%	41%	53%	62%	36%	47%	53%	50%	44%	44%	36%	49%	51%	50%	61%
Don't know	17%	10%	23%	19%	24%	8%	14%	20%	23%	21%	14%	11%	18%	19%	14%	15%	15%	22%	18%	17%	17%	18%	13%

Crime

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	1%	1%	4%	-	2%	1%	2%	1%	4%	2%	1%	1%	4%	2%	1%	1%	-	1%	2%	2%	1%	1%	1%
Fairly well	18%	11%	31%	29%	24%	9%	17%	18%	25%	19%	17%	14%	22%	16%	16%	19%	15%	19%	23%	18%	14%	14%	13%
Fairly badly	27%	32%	25%	25%	27%	27%	26%	29%	27%	25%	26%	32%	24%	27%	26%	29%	32%	25%	29%	27%	29%	26%	22%
Very badly	34%	44%	15%	17%	19%	51%	38%	30%	22%	32%	37%	38%	33%	31%	38%	35%	33%	31%	26%	33%	36%	38%	45%
Don't know	20%	14%	25%	29%	27%	12%	16%	23%	23%	23%	19%	16%	16%	23%	19%	17%	20%	23%	20%	20%	20%	21%	19%

Education

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	3%	2%	4%	2%	4%	1%	5%	1%	5%	4%	2%	1%	7%	1%	3%	3%	6%	-	5%	2%	2%	3%	0%
Fairly well	23%	17%	37%	30%	29%	15%	24%	22%	27%	28%	18%	18%	29%	21%	18%	27%	21%	23%	27%	24%	22%	17%	17%
Fairly badly	26%	28%	21%	27%	25%	27%	24%	29%	30%	22%	28%	31%	24%	26%	30%	24%	31%	28%	27%	28%	26%	27%	19%
Very badly	19%	26%	9%	14%	13%	27%	21%	18%	12%	19%	21%	21%	16%	21%	19%	20%	18%	18%	18%	16%	19%	20%	34%
Don't know	28%	28%	30%	27%	29%	29%	26%	30%	26%	27%	31%	28%	25%	31%	30%	26%	24%	30%	23%	30%	30%	33%	29%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

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

Taxation

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	3%	1%	8%	3%	5%	1%	3%	2%	4%	3%	4%	2%	5%	2%	4%	3%	2%	-	5%	2%	1%	2%	1%
Fairly well	19%	8%	35%	32%	29%	10%	21%	17%	21%	22%	20%	12%	29%	18%	16%	18%	20%	10%	26%	21%	13%	16%	7%
Fairly badly	24%	21%	25%	25%	25%	21%	22%	27%	28%	26%	20%	23%	24%	24%	19%	23%	32%	38%	23%	23%	30%	24%	22%
Very badly	41%	64%	18%	24%	28%	60%	43%	40%	25%	35%	47%	55%	31%	44%	47%	43%	34%	38%	37%	40%	45%	41%	53%
Don't know	13%	6%	14%	15%	13%	8%	11%	14%	23%	15%	9%	8%	11%	13%	15%	13%	12%	14%	9%	14%	12%	18%	18%

Unemployment

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	2%	-	2%	1%	2%	1%	3%	1%	3%	2%	1%	1%	3%	2%	1%	2%	1%	-	3%	1%	1%	2%	-
Fairly well	18%	8%	33%	30%	26%	11%	21%	15%	18%	19%	20%	15%	22%	17%	15%	18%	23%	17%	24%	19%	14%	15%	9%
Fairly badly	31%	37%	28%	24%	27%	33%	31%	30%	33%	30%	30%	31%	34%	28%	36%	26%	36%	34%	31%	32%	33%	26%	26%
Very badly	26%	37%	9%	17%	17%	37%	24%	27%	18%	24%	26%	32%	18%	26%	24%	33%	21%	25%	18%	23%	31%	30%	40%
Don't know	24%	18%	27%	28%	28%	18%	21%	27%	28%	25%	22%	21%	22%	27%	25%	22%	19%	24%	24%	24%	21%	28%	25%

Inflation

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	2%	1%	2%	1%	2%	1%	2%	1%	4%	1%	2%	1%	3%	1%	3%	1%	1%	-	3%	1%	1%	2%	1%
Fairly well	21%	12%	39%	35%	32%	13%	26%	17%	18%	22%	22%	20%	24%	20%	20%	22%	21%	21%	30%	21%	15%	17%	13%
Fairly badly	27%	32%	25%	25%	26%	28%	28%	26%	30%	26%	24%	31%	21%	27%	27%	28%	34%	26%	28%	28%	27%	31%	20%
Very badly	32%	47%	13%	18%	20%	45%	29%	35%	26%	31%	32%	36%	31%	32%	31%	34%	28%	32%	25%	29%	39%	31%	49%
Don't know	18%	9%	21%	21%	20%	14%	16%	20%	22%	19%	19%	13%	21%	19%	19%	15%	16%	20%	15%	20%	18%	19%	18%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

YouGov

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

Britain's exit from the EU

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	3%	2%	3%	2%	2%	2%	3%	2%	7%	2%	1%	3%	4%	3%	2%	2%	2%	1%	3%	2%	3%	3%	2%
Fairly well	15%	13%	23%	18%	15%	14%	16%	13%	16%	16%	13%	11%	22%	13%	14%	14%	15%	14%	18%	16%	13%	10%	8%
Fairly badly	24%	23%	23%	25%	25%	22%	23%	24%	25%	24%	20%	26%	22%	22%	24%	24%	24%	33%	23%	22%	26%	27%	22%
Very badly	31%	33%	20%	25%	30%	36%	33%	30%	23%	30%	35%	34%	28%	29%	31%	33%	43%	23%	29%	30%	29%	32%	44%
Don't know	28%	29%	30%	30%	28%	26%	25%	32%	29%	28%	30%	26%	24%	33%	29%	27%	16%	29%	27%	30%	29%	29%	24%

Defence

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	3%	2%	4%	2%	3%	1%	5%	1%	7%	4%	1%	1%	4%	2%	3%	2%	6%	1%	4%	2%	3%	3%	1%
Fairly well	22%	12%	38%	31%	29%	14%	25%	19%	26%	26%	22%	12%	29%	18%	20%	23%	25%	23%	29%	23%	18%	16%	15%
Fairly badly	20%	24%	15%	22%	18%	22%	20%	20%	17%	15%	23%	26%	17%	23%	22%	18%	17%	15%	20%	20%	23%	18%	14%
Very badly	26%	41%	8%	14%	14%	41%	30%	22%	14%	22%	27%	37%	24%	27%	25%	27%	21%	21%	19%	24%	29%	27%	41%
Don't know	30%	20%	35%	30%	36%	22%	21%	38%	36%	33%	27%	24%	26%	30%	30%	29%	30%	39%	29%	30%	28%	35%	29%

The economy

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	2%	1%	4%	2%	3%	1%	2%	1%	2%	2%	2%	2%	4%	2%	3%	1%	3%	-	3%	1%	2%	1%	1%
Fairly well	19%	8%	38%	31%	30%	11%	23%	16%	18%	22%	20%	15%	28%	18%	16%	21%	21%	8%	27%	22%	11%	15%	11%
Fairly badly	30%	30%	29%	24%	28%	30%	28%	32%	36%	29%	25%	35%	23%	30%	34%	28%	35%	38%	28%	29%	36%	33%	24%
Very badly	35%	54%	15%	23%	24%	50%	35%	36%	23%	32%	41%	41%	31%	36%	34%	38%	31%	37%	30%	34%	38%	34%	52%
Don't know	13%	7%	14%	20%	15%	9%	11%	15%	21%	16%	12%	7%	14%	14%	12%	12%	11%	17%	11%	14%	13%	18%	13%

YouGov

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

Terrorism

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	6%	3%	9%	5%	7%	2%	7%	4%	12%	6%	4%	2%	5%	4%	8%	5%	12%	4%	8%	6%	5%	5%	2%
Fairly well	27%	22%	36%	41%	31%	20%	32%	22%	35%	31%	22%	21%	39%	25%	21%	28%	24%	29%	31%	27%	23%	22%	24%
Fairly badly	14%	18%	7%	7%	11%	16%	13%	15%	10%	12%	15%	18%	11%	14%	16%	13%	16%	9%	13%	14%	16%	15%	10%
Very badly	19%	28%	8%	7%	10%	32%	20%	18%	10%	18%	23%	23%	17%	18%	20%	24%	17%	15%	13%	17%	20%	25%	35%
Don't know	35%	29%	40%	40%	41%	30%	28%	41%	33%	33%	36%	36%	28%	40%	35%	30%	31%	43%	35%	37%	36%	33%	28%

Transport

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	2%	1%	4%	0%	3%	0%	3%	1%	4%	2%	2%	1%	4%	2%	2%	2%	4%	-	4%	2%	2%	1%	0%
Fairly well	23%	11%	36%	30%	29%	16%	25%	21%	30%	26%	20%	19%	36%	22%	21%	21%	20%	21%	28%	23%	24%	18%	14%
Fairly badly	29%	41%	24%	26%	29%	30%	29%	29%	33%	26%	29%	35%	26%	29%	30%	28%	39%	35%	32%	28%	28%	30%	28%
Very badly	21%	28%	10%	19%	13%	31%	22%	21%	14%	21%	24%	23%	21%	22%	20%	24%	16%	15%	16%	20%	24%	22%	33%
Don't know	24%	19%	26%	24%	26%	22%	20%	27%	19%	25%	26%	22%	13%	25%	27%	25%	22%	30%	21%	26%	23%	28%	24%

Housing

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	2%	2%	4%	0%	2%	1%	2%	1%	3%	2%	2%	1%	0%	2%	2%	1%	5%	-	3%	1%	1%	1%	2%
Fairly well	15%	8%	27%	22%	21%	9%	16%	13%	14%	16%	14%	12%	22%	12%	14%	18%	11%	9%	19%	15%	13%	11%	8%
Fairly badly	31%	35%	29%	33%	30%	29%	31%	31%	41%	27%	30%	35%	29%	32%	31%	25%	38%	41%	32%	31%	32%	30%	27%
Very badly	30%	36%	15%	23%	20%	42%	30%	30%	20%	31%	31%	33%	29%	29%	30%	33%	29%	27%	25%	28%	32%	36%	44%
Don't know	22%	19%	25%	22%	26%	19%	20%	24%	22%	24%	23%	19%	19%	24%	23%	22%	17%	23%	21%	24%	22%	23%	19%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

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

Environment

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	3%	3%	4%	3%	3%	3%	5%	2%	8%	5%	1%	1%	8%	3%	2%	3%	5%	-	5%	2%	3%	4%	4%
Fairly well	22%	15%	35%	28%	28%	18%	22%	22%	21%	25%	22%	18%	28%	18%	23%	26%	24%	24%	27%	23%	20%	21%	16%
Fairly badly	29%	32%	28%	33%	31%	27%	28%	30%	33%	26%	28%	34%	31%	31%	28%	23%	35%	35%	31%	30%	28%	30%	22%
Very badly	22%	30%	10%	14%	15%	31%	23%	20%	14%	20%	24%	27%	18%	22%	22%	25%	20%	17%	17%	20%	25%	21%	35%
Don't know	23%	21%	23%	22%	24%	22%	21%	25%	24%	24%	25%	20%	16%	27%	26%	23%	16%	24%	20%	25%	24%	25%	23%

Welfare benefits

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very well	2%	2%	4%	0%	3%	2%	4%	1%	5%	3%	2%	1%	3%	2%	4%	1%	4%	1%	4%	2%	1%	2%	0%
Fairly well	18%	9%	30%	30%	25%	10%	19%	16%	24%	17%	21%	13%	22%	17%	14%	20%	17%	14%	23%	18%	15%	16%	9%
Fairly badly	28%	28%	26%	24%	28%	28%	27%	29%	22%	29%	26%	30%	32%	27%	28%	25%	31%	30%	26%	32%	27%	24%	27%
Very badly	32%	49%	16%	21%	20%	47%	31%	32%	14%	28%	34%	43%	23%	32%	33%	34%	34%	29%	28%	28%	33%	34%	47%
Don't know	20%	12%	24%	25%	24%	13%	19%	22%	34%	22%	18%	13%	20%	21%	21%	20%	15%	27%	19%	20%	23%	25%	17%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
A large Conservative majority	8%	19%	2%	4%	3%	13%	6%	9%	4%	7%	8%	11%	10%	9%	8%	5%	6%	11%	6%	10%	9%	4%	9%
A small Conservative majority	13%	28%	6%	12%	8%	18%	15%	11%	9%	10%	12%	19%	9%	14%	12%	16%	8%	7%	12%	13%	13%	12%	12%
A hung Parliament, resulting in a Conservative led government	15%	24%	11%	13%	12%	20%	15%	14%	9%	10%	19%	22%	13%	16%	16%	13%	18%	8%	17%	15%	14%	14%	11%
A hung Parliament, resulting in a Labour led government	10%	4%	14%	20%	14%	6%	11%	8%	13%	11%	8%	6%	9%	10%	6%	6%	20%	13%	11%	11%	8%	8%	7%
A small Labour majority	15%	4%	29%	20%	25%	7%	17%	13%	14%	18%	17%	8%	19%	13%	13%	15%	20%	17%	20%	17%	10%	13%	9%
A large Labour majority	3%	0%	7%	2%	3%	2%	3%	3%	6%	3%	2%	1%	4%	3%	2%	2%	1%	6%	4%	2%	3%	3%	2%
Don't know	37%	20%	31%	29%	34%	35%	33%	42%	45%	41%	33%	33%	37%	35%	43%	41%	26%	38%	29%	33%	44%	45%	50%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

YouGov

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

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

National Health Service

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	11%	39%	2%	3%	6%	18%	10%	11%	3%	10%	8%	20%	13%	13%	10%	10%	9%	5%	12%	14%	8%	8%	11%
Labour	29%	10%	62%	33%	45%	16%	34%	25%	33%	31%	31%	22%	34%	29%	24%	30%	35%	25%	40%	28%	25%	23%	17%
Liberal Democrat	8%	4%	7%	30%	8%	7%	8%	9%	13%	7%	9%	7%	5%	10%	9%	7%	7%	11%	7%	10%	9%	8%	6%
Other	12%	5%	3%	4%	7%	19%	15%	10%	10%	12%	15%	11%	10%	11%	11%	14%	17%	14%	11%	11%	13%	17%	14%
None	18%	20%	11%	11%	15%	20%	17%	18%	10%	17%	19%	22%	18%	18%	19%	19%	16%	8%	14%	18%	17%	19%	26%
Don't know	21%	23%	15%	19%	18%	19%	16%	27%	32%	24%	17%	17%	19%	20%	27%	20%	16%	36%	15%	19%	28%	26%	26%

Asylum and immigration

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	15%	45%	7%	9%	11%	21%	15%	15%	10%	13%	15%	21%	17%	17%	15%	12%	12%	12%	16%	17%	13%	11%	12%
Labour	17%	2%	43%	18%	27%	8%	18%	17%	23%	19%	19%	11%	23%	17%	14%	16%	22%	19%	24%	18%	15%	13%	9%
Liberal Democrat	6%	1%	7%	24%	9%	2%	7%	5%	8%	6%	6%	4%	5%	7%	6%	5%	7%	5%	8%	6%	4%	6%	3%
Other	21%	19%	9%	9%	11%	34%	25%	17%	15%	19%	25%	24%	19%	20%	21%	24%	19%	21%	18%	21%	23%	23%	22%
None	19%	16%	15%	16%	19%	20%	19%	19%	10%	18%	20%	23%	19%	19%	19%	20%	20%	10%	18%	18%	17%	18%	29%
Don't know	22%	16%	20%	24%	23%	15%	15%	28%	32%	25%	16%	17%	18%	20%	25%	22%	20%	32%	15%	19%	29%	29%	24%

Law and order

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	19%	58%	6%	12%	15%	27%	19%	18%	10%	12%	22%	31%	15%	24%	17%	16%	17%	9%	22%	21%	17%	13%	13%
Labour	21%	1%	52%	24%	34%	9%	22%	19%	23%	24%	20%	14%	27%	18%	17%	22%	22%	23%	29%	20%	17%	16%	12%
Liberal Democrat	5%	1%	4%	21%	6%	2%	5%	5%	9%	6%	4%	3%	5%	5%	4%	3%	7%	7%	4%	7%	4%	4%	3%
Other	15%	12%	4%	6%	6%	26%	19%	12%	11%	14%	20%	15%	12%	14%	17%	17%	18%	16%	14%	15%	15%	20%	16%
None	15%	9%	12%	10%	13%	16%	16%	15%	11%	17%	14%	15%	16%	14%	16%	16%	15%	9%	11%	15%	15%	17%	25%
Don't know	25%	19%	22%	28%	25%	20%	18%	32%	36%	28%	20%	22%	23%	24%	29%	25%	22%	36%	19%	23%	32%	31%	31%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

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

Education and schools

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	15%	51%	4%	5%	8%	26%	15%	16%	5%	11%	12%	31%	15%	20%	12%	13%	12%	11%	18%	16%	15%	10%	13%
Labour	25%	5%	59%	22%	39%	13%	28%	23%	25%	29%	25%	17%	30%	23%	19%	25%	36%	25%	36%	24%	19%	18%	16%
Liberal Democrat	10%	5%	8%	40%	13%	5%	10%	9%	17%	9%	9%	7%	10%	11%	10%	8%	8%	12%	11%	10%	10%	8%	6%
Other	12%	6%	3%	4%	6%	19%	15%	9%	11%	12%	15%	11%	11%	10%	13%	15%	11%	13%	10%	11%	13%	17%	14%
None	14%	11%	8%	8%	12%	15%	14%	13%	9%	14%	15%	13%	16%	13%	14%	14%	13%	7%	9%	14%	13%	15%	22%
Don't know	25%	22%	19%	21%	22%	22%	18%	31%	32%	25%	24%	21%	19%	23%	32%	25%	19%	32%	16%	24%	31%	32%	28%

Taxation

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	22%	65%	9%	10%	16%	33%	24%	21%	13%	15%	23%	39%	21%	28%	22%	18%	17%	14%	26%	24%	20%	16%	20%
Labour	20%	3%	48%	20%	33%	7%	20%	19%	26%	22%	19%	12%	27%	18%	14%	19%	28%	20%	28%	19%	17%	17%	8%
Liberal Democrat	6%	2%	7%	25%	8%	4%	8%	5%	11%	6%	7%	5%	5%	7%	8%	6%	7%	6%	8%	8%	5%	6%	3%
Other	14%	7%	4%	7%	7%	21%	17%	11%	11%	14%	18%	11%	11%	12%	14%	17%	15%	19%	12%	13%	15%	18%	15%
None	14%	6%	11%	8%	12%	15%	15%	13%	9%	15%	14%	14%	13%	13%	15%	17%	14%	8%	9%	14%	14%	16%	24%
Don't know	24%	16%	21%	30%	23%	19%	16%	31%	29%	28%	19%	19%	22%	23%	27%	23%	19%	34%	17%	22%	30%	27%	29%

Unemployment

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	15%	50%	5%	7%	9%	25%	16%	14%	5%	13%	16%	24%	13%	18%	14%	16%	10%	14%	17%	17%	12%	13%	14%
Labour	23%	5%	51%	24%	36%	11%	26%	20%	28%	25%	23%	17%	29%	23%	17%	23%	28%	18%	32%	23%	18%	19%	14%
Liberal Democrat	6%	1%	6%	28%	8%	3%	7%	5%	9%	6%	6%	4%	6%	6%	5%	4%	10%	8%	7%	6%	5%	6%	4%
Other	13%	9%	4%	4%	8%	20%	16%	10%	12%	12%	16%	13%	12%	11%	16%	14%	16%	15%	12%	12%	16%	16%	13%
None	15%	9%	11%	8%	14%	16%	14%	15%	8%	15%	15%	16%	16%	14%	14%	16%	16%	9%	11%	15%	14%	16%	22%
Don't know	28%	26%	23%	29%	26%	24%	20%	35%	38%	29%	24%	25%	25%	28%	34%	26%	20%	36%	21%	27%	36%	29%	33%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

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

The economy in general

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	22%	67%	7%	12%	15%	34%	23%	21%	8%	16%	22%	38%	19%	26%	22%	19%	17%	15%	23%	26%	19%	16%	18%
Labour	21%	5%	52%	21%	34%	10%	24%	19%	26%	23%	23%	14%	28%	20%	16%	22%	27%	20%	31%	20%	17%	16%	12%
Liberal Democrat	5%	-	4%	24%	6%	3%	6%	4%	8%	4%	6%	4%	3%	7%	5%	3%	4%	5%	5%	6%	4%	5%	4%
Other	12%	6%	4%	4%	6%	20%	16%	9%	10%	13%	15%	11%	10%	11%	15%	13%	13%	13%	11%	12%	13%	15%	14%
None	14%	5%	10%	9%	13%	14%	14%	14%	13%	16%	14%	13%	15%	14%	13%	16%	16%	10%	11%	13%	14%	19%	24%
Don't know	25%	17%	24%	30%	25%	20%	17%	33%	35%	29%	20%	20%	25%	23%	29%	26%	22%	37%	19%	24%	33%	29%	28%

Housing

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	9%	37%	2%	2%	6%	14%	8%	10%	5%	8%	6%	18%	7%	13%	6%	9%	8%	9%	12%	10%	8%	6%	9%
Labour	25%	8%	56%	21%	38%	13%	26%	23%	27%	26%	27%	18%	31%	22%	22%	26%	27%	27%	34%	24%	20%	21%	13%
Liberal Democrat	8%	3%	6%	33%	10%	5%	8%	7%	12%	6%	10%	6%	8%	11%	6%	5%	9%	5%	8%	9%	8%	6%	6%
Other	14%	9%	4%	5%	8%	22%	18%	11%	11%	14%	17%	14%	13%	12%	14%	17%	17%	13%	13%	13%	16%	18%	15%
None	17%	14%	10%	10%	14%	20%	18%	16%	11%	18%	17%	17%	18%	17%	18%	17%	17%	9%	14%	17%	16%	18%	25%
Don't know	27%	28%	21%	29%	24%	25%	21%	33%	35%	28%	23%	26%	24%	25%	35%	26%	22%	37%	19%	27%	33%	31%	32%

Britain's exit from the EU

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	15%	48%	5%	6%	7%	26%	14%	16%	9%	9%	15%	26%	18%	17%	13%	13%	12%	16%	14%	16%	15%	11%	14%
Labour	16%	3%	39%	11%	23%	8%	17%	15%	23%	19%	15%	9%	21%	14%	11%	19%	17%	17%	22%	15%	13%	14%	9%
Liberal Democrat	9%	2%	13%	32%	15%	4%	11%	8%	11%	9%	11%	8%	11%	11%	8%	8%	12%	6%	15%	10%	7%	5%	3%
Other	17%	14%	6%	6%	11%	28%	21%	13%	10%	16%	21%	18%	13%	16%	18%	19%	20%	17%	16%	16%	18%	21%	19%
None	17%	12%	14%	17%	19%	15%	18%	16%	14%	19%	16%	17%	14%	18%	19%	17%	19%	11%	15%	18%	15%	21%	23%
Don't know	25%	21%	24%	28%	24%	20%	18%	33%	33%	28%	22%	21%	23%	25%	31%	24%	20%	33%	18%	25%	32%	28%	32%

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

Defence and security

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Conservative	22%	63%	10%	15%	18%	32%	24%	20%	12%	15%	23%	38%	23%	27%	19%	18%	20%	15%	26%	25%	17%	16%	16%
Labour	17%	2%	41%	17%	27%	8%	19%	14%	20%	19%	18%	10%	21%	16%	13%	18%	20%	17%	23%	15%	16%	15%	8%
Liberal Democrat	4%	1%	3%	14%	4%	2%	4%	4%	10%	4%	3%	1%	6%	4%	4%	2%	4%	7%	3%	5%	5%	3%	2%
Other	13%	8%	4%	4%	6%	22%	18%	9%	11%	12%	17%	12%	9%	12%	15%	15%	15%	12%	11%	11%	15%	17%	16%
None	14%	6%	11%	11%	13%	14%	14%	14%	10%	15%	14%	12%	13%	12%	14%	16%	15%	9%	11%	13%	12%	17%	23%
Don't know	31%	19%	31%	39%	33%	23%	21%	39%	38%	34%	25%	26%	29%	29%	34%	31%	26%	40%	25%	30%	36%	31%	36%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base: All GB adults	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very good job	5%	8%	6%	4%	5%	6%	6%	5%	6%	4%	6%	6%	5%	7%	4%	4%	4%	4%	5%	8%	5%	2%	3%
Fairly good job	44%	54%	51%	57%	53%	40%	39%	50%	35%	43%	45%	51%	40%	44%	47%	43%	54%	37%	46%	47%	47%	35%	40%
Fairly bad job	28%	26%	26%	24%	24%	30%	29%	27%	29%	26%	30%	30%	26%	29%	28%	28%	25%	33%	30%	27%	27%	31%	25%
Very bad job	12%	7%	6%	6%	7%	18%	16%	8%	11%	14%	12%	10%	16%	11%	11%	14%	10%	9%	11%	9%	14%	15%	18%
Don't know	10%	4%	11%	9%	10%	5%	9%	11%	19%	12%	7%	3%	12%	9%	10%	10%	6%	17%	8%	9%	7%	16%	15%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base: All GB adults	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Gone up a lot	14%	12%	11%	8%	11%	18%	14%	14%	13%	16%	14%	13%	21%	13%	12%	15%	15%	7%	13%	13%	15%	13%	21%
Gone up a little	29%	39%	28%	30%	26%	33%	28%	30%	24%	26%	34%	31%	28%	30%	34%	26%	26%	29%	30%	27%	35%	32%	19%
Stayed the same	37%	36%	42%	43%	44%	33%	37%	38%	33%	37%	36%	42%	31%	38%	34%	38%	44%	41%	39%	42%	33%	32%	32%
Gone down a little	3%	2%	3%	4%	3%	2%	4%	3%	6%	3%	3%	2%	5%	3%	4%	3%	2%	-	5%	2%	2%	5%	2%
Gone down a lot	1%	1%	0%	-	1%	1%	2%	0%	3%	2%	-	-	1%	1%	0%	2%	1%	1%	1%	1%	1%	2%	1%
Don't know	15%	10%	15%	14%	15%	12%	15%	15%	21%	16%	13%	12%	13%	15%	15%	17%	12%	22%	12%	15%	14%	16%	25%

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

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base: All GB adults	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Gone up a lot	35%	42%	27%	22%	26%	49%	35%	35%	21%	29%	40%	45%	35%	35%	37%	35%	34%	30%	29%	31%	40%	41%	40%
Gone up a little	33%	40%	34%	41%	36%	30%	30%	36%	33%	33%	33%	34%	26%	34%	38%	32%	33%	28%	35%	37%	31%	26%	31%
Stayed the same	13%	8%	18%	18%	17%	8%	15%	11%	17%	15%	11%	9%	15%	14%	10%	12%	14%	14%	14%	15%	13%	10%	8%
Gone down a little	3%	1%	4%	4%	5%	1%	3%	3%	8%	3%	2%	2%	8%	3%	2%	3%	2%	-	5%	3%	2%	4%	1%
Gone down a lot	1%	-	0%	1%	1%	1%	1%	1%	2%	1%	0%	0%	-	1%	1%	2%	1%	-	1%	0%	1%	2%	-
Don't know	15%	8%	17%	15%	17%	11%	15%	15%	20%	18%	13%	9%	16%	12%	12%	16%	16%	27%	15%	14%	12%	17%	19%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
A lot of confidence	4%	7%	3%	7%	4%	4%	4%	4%	4%	3%	4%	4%	3%	5%	2%	2%	5%	4%	3%	5%	4%	1%	2%
A fair amount of confidence	36%	42%	41%	48%	41%	34%	34%	38%	36%	36%	32%	42%	35%	39%	36%	33%	42%	25%	38%	40%	37%	31%	27%
Not very much confidence	36%	35%	38%	28%	37%	37%	37%	36%	33%	33%	42%	39%	35%	33%	41%	36%	40%	45%	40%	33%	35%	36%	40%
No confidence at all	15%	11%	10%	12%	11%	20%	18%	13%	13%	18%	17%	11%	20%	14%	15%	19%	10%	14%	13%	14%	17%	17%	22%
Don't know	8%	5%	7%	6%	7%	6%	7%	9%	14%	10%	5%	4%	6%	9%	7%	10%	4%	12%	5%	8%	8%	15%	10%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base: All GB adults	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Too harsh	5%	3%	5%	4%	7%	2%	6%	4%	9%	6%	3%	3%	6%	5%	4%	6%	5%	2%	7%	4%	4%	3%	5%
Not harsh enough	61%	75%	54%	56%	51%	78%	61%	62%	39%	60%	65%	71%	54%	58%	68%	65%	63%	65%	54%	65%	67%	62%	60%
Get the balance about right	15%	13%	21%	22%	21%	8%	16%	15%	22%	15%	15%	12%	21%	16%	11%	13%	20%	7%	20%	15%	10%	13%	12%
Don't know	19%	9%	20%	18%	21%	12%	17%	20%	30%	20%	16%	13%	19%	21%	17%	16%	12%	25%	19%	16%	19%	21%	22%

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

...someone suffering from a terminal illness?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
The law should be changed to make this legal	65%	57%	76%	72%	72%	64%	64%	67%	54%	70%	69%	59%	64%	62%	69%	66%	71%	68%	67%	68%	61%	64%	64%
The law should not be changed to make this legal	15%	21%	11%	13%	11%	17%	17%	14%	19%	14%	12%	19%	14%	16%	13%	16%	15%	17%	17%	13%	18%	13%	15%
Not sure	19%	22%	14%	14%	16%	19%	20%	19%	27%	16%	18%	22%	22%	22%	18%	18%	15%	15%	16%	19%	21%	23%	21%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
The law should be changed to make this legal	42%	33%	44%	47%	45%	39%	40%	43%	39%	49%	41%	31%	47%	39%	45%	39%	41%	53%	43%	44%	40%	39%	38%
The law should not be changed to make this legal	31%	38%	31%	26%	28%	35%	34%	28%	28%	27%	31%	39%	28%	31%	28%	33%	35%	27%	31%	29%	32%	27%	35%
Not sure	27%	28%	24%	27%	27%	26%	26%	29%	33%	24%	28%	30%	25%	30%	28%	27%	24%	20%	26%	26%	28%	34%	27%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Would support the death penalty for this	34%	41%	25%	18%	21%	47%	37%	31%	26%	36%	32%	36%	35%	30%	44%	34%	30%	34%	22%	34%	43%	40%	39%
Would oppose the death penalty for this	50%	43%	62%	68%	66%	36%	50%	50%	54%	48%	52%	48%	52%	53%	41%	48%	60%	42%	64%	52%	39%	39%	39%
Don't know	16%	16%	13%	14%	13%	17%	14%	19%	20%	16%	16%	16%	13%	17%	15%	18%	10%	24%	14%	14%	18%	22%	21%

Murder of a child

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Would support the death penalty for this	52%	60%	39%	32%	32%	69%	55%	49%	51%	50%	48%	59%	50%	47%	59%	54%	54%	53%	38%	53%	61%	60%	60%
Would oppose the death penalty for this	36%	28%	50%	57%	55%	22%	34%	38%	32%	37%	40%	33%	36%	40%	29%	35%	38%	29%	51%	38%	25%	25%	26%
Don't know	12%	12%	11%	11%	13%	9%	11%	13%	17%	13%	12%	9%	14%	13%	12%	11%	9%	18%	12%	10%	14%	15%	14%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

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

Murder of a police officer

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Would support the death penalty for this	41%	57%	30%	22%	27%	59%	47%	36%	28%	37%	42%	55%	40%	38%	52%	42%	40%	36%	30%	44%	50%	45%	45%
Would oppose the death penalty for this	43%	30%	56%	64%	61%	26%	40%	45%	47%	45%	44%	35%	43%	45%	34%	42%	50%	41%	58%	43%	33%	32%	32%
Don't know	16%	13%	14%	14%	12%	15%	12%	19%	25%	18%	14%	10%	17%	16%	14%	17%	10%	23%	12%	13%	17%	22%	24%

Murder as part of a terrorist act

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Would support the death penalty for this	55%	66%	40%	32%	35%	73%	60%	49%	50%	52%	51%	65%	50%	52%	63%	55%	56%	48%	42%	55%	64%	63%	58%
Would oppose the death penalty for this	34%	25%	49%	57%	54%	20%	31%	37%	30%	36%	38%	28%	37%	37%	28%	33%	35%	31%	50%	35%	23%	21%	27%
Don't know	11%	8%	10%	11%	11%	7%	8%	14%	21%	12%	10%	7%	13%	10%	9%	12%	9%	20%	8%	10%	13%	15%	16%

Multiple murders

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Would support the death penalty for this	56%	66%	43%	38%	38%	73%	61%	52%	50%	55%	52%	65%	54%	52%	62%	59%	58%	56%	43%	56%	65%	66%	63%
Would oppose the death penalty for this	33%	26%	47%	52%	52%	20%	31%	36%	30%	34%	38%	29%	34%	37%	27%	32%	35%	27%	49%	34%	22%	21%	26%
Don't know	11%	8%	10%	10%	10%	8%	9%	12%	19%	11%	10%	7%	12%	11%	11%	10%	7%	16%	8%	10%	13%	13%	11%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Should be legal for parents to smack their children	53%	70%	40%	40%	44%	70%	60%	45%	32%	47%	54%	71%	53%	53%	56%	52%	54%	43%	51%	50%	56%	48%	63%
Should not be legal for parents to smack their children	32%	15%	45%	42%	40%	19%	26%	37%	48%	39%	28%	17%	35%	30%	27%	32%	38%	43%	38%	32%	28%	33%	21%
Don't know	16%	15%	15%	17%	16%	11%	13%	18%	21%	15%	18%	12%	12%	17%	17%	17%	8%	14%	11%	18%	16%	19%	15%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

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

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Strongly support	50%	34%	64%	68%	63%	36%	42%	57%	54%	59%	50%	30%	51%	51%	44%	48%	52%	64%	58%	52%	41%	46%	40%
Tend to support	23%	32%	23%	19%	21%	27%	25%	21%	16%	18%	25%	34%	17%	24%	24%	24%	28%	18%	22%	22%	24%	26%	24%
Tend to oppose	7%	15%	3%	2%	5%	10%	8%	7%	8%	4%	8%	12%	7%	8%	9%	8%	5%	1%	6%	7%	10%	6%	9%
Strongly oppose	10%	11%	5%	3%	5%	14%	13%	8%	13%	10%	5%	15%	16%	9%	11%	12%	5%	8%	10%	10%	13%	7%	12%
Don't know	9%	9%	5%	8%	5%	12%	11%	7%	10%	8%	12%	8%	9%	8%	12%	9%	10%	9%	4%	8%	12%	15%	15%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Hunting foxes with dogs should remain illegal	78%	68%	88%	90%	87%	74%	76%	81%	72%	78%	85%	76%	77%	77%	79%	82%	83%	67%	79%	79%	77%	76%	80%
Hunting foxes with dogs should be made legal again	12%	21%	6%	3%	7%	17%	14%	10%	12%	13%	8%	16%	13%	14%	12%	9%	9%	16%	13%	12%	16%	8%	8%
Don't know	9%	10%	6%	7%	6%	9%	10%	9%	16%	10%	7%	8%	10%	8%	9%	10%	8%	17%	8%	9%	7%	15%	13%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
It is potentially dangerous and should not be allowed in food products	36%	38%	28%	34%	32%	45%	32%	41%	27%	32%	42%	42%	33%	38%	38%	34%	41%	29%	37%	36%	35%	36%	38%
As long as they have been approved by the authorities they should be allowed in food products	33%	34%	39%	42%	38%	27%	42%	25%	44%	37%	26%	28%	32%	35%	28%	33%	35%	44%	39%	36%	30%	27%	24%
Neither	10%	11%	9%	9%	12%	9%	10%	10%	5%	8%	15%	12%	14%	8%	10%	12%	9%	10%	10%	8%	12%	11%	12%
Don't know	20%	16%	24%	16%	18%	19%	16%	24%	24%	23%	17%	18%	22%	20%	23%	21%	15%	17%	14%	20%	23%	26%	26%

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

Which of these statements comes closest to your own view?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
There is not really a serious 'drugs problem' in this country	8%	8%	9%	6%	12%	4%	10%	6%	11%	12%	5%	3%	10%	8%	6%	6%	10%	13%	11%	7%	4%	6%	10%
There is a serious drugs problem, but it is largely confined to certain neighbourhoods and certain kinds of people	35%	35%	35%	33%	31%	35%	37%	33%	38%	39%	29%	32%	38%	35%	39%	32%	30%	30%	33%	35%	36%	40%	27%
There is a serious problem and it affects practically the whole country	48%	52%	47%	51%	48%	55%	43%	52%	29%	38%	59%	62%	40%	47%	47%	52%	58%	42%	49%	46%	50%	41%	53%
Don't know	10%	6%	8%	10%	9%	6%	10%	9%	21%	12%	7%	4%	12%	10%	9%	10%	3%	15%	7%	11%	10%	12%	10%

From what you know, how harmful do you think the following drugs are to people who regularly take them?

Heroin

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very harmful	91%	97%	90%	91%	91%	93%	90%	91%	84%	89%	94%	94%	86%	91%	94%	92%	92%	86%	93%	92%	89%	87%	89%
Fairly harmful	5%	2%	7%	5%	6%	4%	5%	5%	6%	7%	3%	4%	8%	6%	3%	4%	4%	8%	6%	4%	4%	8%	4%
Not very harmful	0%	-	-	-	1%	-	0%	0%	-	0%	1%	0%	-	0%	0%	0%	0%	-	0%	0%	0%	-	1%
Not harmful at all	0%	-	0%	-	0%	-	0%	0%	-	0%	0%	0%	-	-	1%	-	1%	-	0%	0%	-	0%	-
Don't know	4%	1%	2%	4%	2%	3%	4%	3%	9%	4%	2%	2%	7%	3%	2%	4%	3%	6%	1%	3%	7%	4%	6%

Cocaine

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very harmful	69%	78%	67%	68%	67%	71%	61%	76%	68%	61%	71%	81%	59%	72%	74%	67%	65%	68%	65%	69%	76%	65%	68%
Fairly harmful	25%	18%	28%	26%	27%	24%	31%	20%	24%	31%	24%	16%	32%	23%	21%	28%	30%	20%	31%	26%	17%	29%	22%
Not very harmful	3%	2%	3%	3%	3%	2%	4%	2%	2%	4%	3%	1%	4%	3%	2%	2%	3%	5%	4%	3%	1%	2%	3%
Not harmful at all	0%	-	0%	-	1%	-	0%	0%	-	0%	-	0%	0%	-	1%	-	1%	-	0%	0%	0%	-	-
Don't know	3%	1%	2%	3%	2%	3%	4%	3%	6%	3%	2%	2%	5%	3%	2%	3%	2%	6%	0%	2%	6%	4%	6%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

Amphetamines

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
		Vote in 2024 GE			**EU Ref 2016**		**Gender**		**Age**				**Region**						**New social grade**				
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very harmful	59%	64%	58%	63%	56%	62%	53%	64%	53%	56%	61%	63%	51%	60%	68%	56%	57%	61%	59%	61%	61%	54%	55%
Fairly harmful	27%	26%	31%	27%	30%	26%	30%	24%	21%	26%	29%	28%	29%	28%	22%	28%	26%	20%	32%	28%	21%	27%	22%
Not very harmful	4%	1%	4%	2%	5%	3%	5%	2%	1%	6%	3%	1%	4%	1%	3%	6%	6%	2%	5%	2%	2%	3%	8%
Not harmful at all	0%	1%	0%	-	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	-	1%	0%	0%	0%	0%	1%
Don't know	11%	9%	7%	9%	8%	9%	12%	9%	24%	11%	6%	8%	15%	11%	7%	9%	11%	16%	5%	9%	16%	15%	13%

Ecstasy

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
		Vote in 2024 GE			**EU Ref 2016**		**Gender**		**Age**				**Region**						**New social grade**				
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very harmful	53%	62%	50%	51%	50%	58%	44%	62%	43%	47%	57%	66%	43%	53%	60%	53%	59%	48%	50%	55%	53%	52%	58%
Fairly harmful	30%	31%	35%	32%	29%	30%	32%	27%	31%	31%	28%	27%	34%	30%	28%	26%	30%	31%	35%	30%	26%	32%	16%
Not very harmful	10%	2%	9%	10%	13%	6%	15%	5%	11%	14%	8%	2%	11%	10%	5%	12%	6%	9%	10%	9%	9%	7%	12%
Not harmful at all	1%	-	1%	-	2%	1%	2%	1%	0%	2%	1%	0%	1%	0%	2%	2%	1%	1%	1%	1%	1%	2%	2%
Don't know	7%	5%	4%	7%	6%	5%	8%	6%	15%	6%	6%	5%	11%	6%	6%	7%	4%	11%	3%	6%	11%	6%	12%

Cannabis

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
		Vote in 2024 GE			**EU Ref 2016**		**Gender**		**Age**				**Region**						**New social grade**				
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very harmful	23%	30%	21%	19%	21%	27%	22%	25%	17%	22%	23%	29%	25%	23%	26%	24%	20%	20%	23%	23%	25%	24%	22%
Fairly harmful	34%	45%	32%	42%	34%	38%	32%	36%	30%	26%	41%	44%	33%	38%	33%	33%	29%	31%	36%	33%	38%	26%	32%
Not very harmful	29%	21%	34%	27%	32%	24%	30%	27%	29%	34%	27%	21%	30%	28%	26%	28%	41%	25%	31%	32%	22%	31%	25%
Not harmful at all	10%	2%	11%	8%	10%	8%	12%	8%	15%	15%	6%	3%	8%	8%	11%	12%	7%	17%	9%	10%	8%	14%	12%
Don't know	4%	2%	2%	4%	4%	3%	4%	5%	8%	4%	3%	4%	5%	4%	4%	3%	3%	7%	1%	3%	8%	4%	8%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

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

Tobacco

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very harmful	43%	39%	51%	50%	52%	41%	40%	45%	29%	40%	48%	48%	40%	43%	41%	40%	58%	35%	48%	41%	38%	39%	48%
Fairly harmful	44%	52%	38%	43%	40%	44%	44%	44%	49%	43%	42%	45%	45%	46%	41%	45%	35%	41%	42%	46%	47%	39%	38%
Not very harmful	10%	7%	9%	5%	5%	12%	12%	8%	16%	13%	7%	6%	11%	9%	13%	11%	4%	14%	9%	11%	10%	14%	8%
Not harmful at all	1%	1%	2%	0%	1%	1%	2%	1%	2%	2%	1%	1%	2%	0%	2%	1%	2%	3%	1%	1%	0%	3%	1%
Don't know	2%	2%	1%	1%	2%	2%	3%	2%	4%	3%	2%	1%	3%	2%	3%	3%	2%	6%	-	1%	5%	4%	5%

Alcohol

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very harmful	26%	21%	29%	27%	29%	24%	21%	31%	23%	28%	27%	26%	25%	24%	27%	24%	39%	33%	24%	25%	28%	31%	31%
Fairly harmful	51%	54%	52%	55%	54%	51%	52%	51%	50%	49%	57%	51%	53%	53%	49%	54%	46%	42%	56%	54%	50%	48%	39%
Not very harmful	18%	22%	16%	16%	15%	21%	21%	15%	19%	18%	14%	21%	17%	21%	19%	17%	12%	16%	19%	18%	18%	13%	24%
Not harmful at all	2%	1%	2%	0%	1%	2%	3%	0%	2%	3%	1%	1%	2%	1%	2%	3%	2%	2%	2%	2%	0%	4%	1%
Don't know	3%	2%	2%	1%	2%	2%	3%	2%	6%	3%	2%	1%	3%	1%	4%	2%	2%	6%	-	2%	5%	4%	5%

Caffeine

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very harmful	4%	3%	3%	4%	3%	3%	4%	4%	4%	5%	1%	4%	6%	3%	4%	5%	5%	3%	3%	3%	6%	4%	6%
Fairly harmful	18%	18%	17%	15%	15%	19%	16%	20%	16%	18%	19%	18%	15%	18%	19%	18%	18%	23%	17%	15%	23%	22%	14%
Not very harmful	52%	56%	55%	57%	57%	50%	49%	55%	50%	47%	56%	57%	54%	52%	53%	50%	52%	53%	56%	58%	47%	46%	41%
Not harmful at all	20%	17%	19%	20%	20%	21%	25%	15%	18%	25%	18%	14%	22%	21%	18%	21%	19%	15%	22%	19%	16%	20%	27%
Don't know	6%	6%	6%	4%	5%	6%	6%	6%	11%	4%	6%	7%	4%	6%	5%	7%	5%	6%	2%	5%	8%	7%	12%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

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

From what you know, how addictive do you think the following drugs are?

Heroin

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very addictive	92%	94%	91%	92%	94%	93%	91%	93%	84%	91%	94%	95%	90%	93%	92%	93%	93%	82%	95%	91%	92%	88%	89%
Fairly addictive	3%	2%	5%	2%	3%	2%	4%	3%	6%	3%	3%	2%	4%	3%	4%	2%	4%	4%	2%	4%	3%	5%	2%
Not very addictive	0%	-	0%	1%	0%	-	0%	0%	-	1%	-	0%	1%	0%	0%	-	-	2%	1%	0%	0%	0%	-
Not addictive at all	1%	0%	0%	1%	-	1%	0%	1%	1%	1%	0%	0%	1%	-	0%	1%	1%	1%	1%	1%	0%	0%	-
Don't know	4%	3%	4%	4%	3%	4%	5%	3%	9%	5%	2%	2%	4%	4%	3%	4%	3%	12%	1%	4%	4%	7%	9%

Cocaine

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very addictive	75%	81%	73%	79%	75%	76%	70%	81%	74%	70%	77%	83%	74%	77%	78%	74%	71%	72%	74%	76%	80%	68%	77%
Fairly addictive	17%	13%	21%	14%	19%	15%	20%	13%	16%	19%	17%	13%	15%	17%	15%	16%	23%	14%	20%	16%	14%	21%	10%
Not very addictive	3%	2%	2%	2%	3%	3%	4%	2%	0%	5%	2%	1%	6%	2%	2%	3%	3%	3%	3%	3%	3%	2%	4%
Not addictive at all	1%	1%	0%	1%	-	1%	1%	1%	1%	1%	0%	-	2%	0%	0%	2%	-	1%	1%	1%	0%	2%	-
Don't know	4%	3%	4%	5%	3%	4%	5%	3%	8%	4%	4%	3%	3%	5%	4%	4%	3%	10%	2%	4%	3%	7%	9%

Amphetamines

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very addictive	58%	64%	55%	66%	59%	59%	52%	64%	54%	54%	58%	66%	54%	61%	56%	58%	58%	55%	60%	60%	59%	50%	53%
Fairly addictive	24%	23%	28%	22%	25%	24%	27%	21%	21%	25%	27%	20%	27%	23%	28%	21%	23%	22%	24%	22%	24%	28%	23%
Not very addictive	4%	3%	5%	3%	5%	4%	6%	3%	1%	6%	5%	3%	6%	3%	4%	5%	8%	7%	6%	5%	3%	3%	6%
Not addictive at all	1%	0%	0%	1%	0%	1%	1%	1%	1%	1%	0%	-	2%	0%	1%	1%	-	1%	1%	1%	0%	2%	-
Don't know	13%	10%	12%	8%	11%	12%	15%	11%	23%	13%	10%	11%	11%	13%	12%	16%	11%	15%	10%	13%	14%	17%	18%

Fieldwork Dates: 30th November - 2nd December 2024

Sample Size: 1692 Adults in GB

YouGov

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

Ecstasy

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very addictive	43%	52%	35%	41%	40%	44%	36%	50%	49%	41%	38%	51%	41%	45%	44%	43%	39%	41%	42%	43%	47%	41%	43%
Fairly addictive	24%	22%	29%	29%	24%	25%	24%	23%	21%	21%	28%	24%	23%	23%	24%	22%	29%	26%	25%	22%	25%	26%	18%
Not very addictive	16%	9%	21%	12%	20%	14%	21%	12%	9%	21%	16%	11%	18%	14%	16%	17%	21%	14%	20%	18%	12%	14%	12%
Not addictive at all	4%	2%	4%	3%	4%	4%	5%	3%	1%	6%	3%	1%	7%	2%	3%	5%	2%	4%	3%	4%	3%	3%	6%
Don't know	13%	14%	12%	15%	12%	13%	15%	12%	20%	11%	15%	13%	10%	16%	13%	12%	9%	15%	10%	13%	14%	16%	22%

Cannabis

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very addictive	41%	44%	38%	34%	39%	44%	37%	45%	41%	41%	39%	42%	43%	41%	40%	40%	41%	37%	40%	41%	45%	40%	38%
Fairly addictive	34%	34%	36%	41%	33%	34%	34%	33%	31%	30%	36%	38%	34%	33%	33%	33%	34%	35%	37%	31%	37%	32%	26%
Not very addictive	15%	12%	18%	18%	19%	13%	18%	12%	11%	18%	16%	12%	13%	16%	14%	16%	17%	15%	18%	16%	10%	17%	17%
Not addictive at all	4%	3%	4%	2%	5%	4%	6%	3%	5%	6%	4%	2%	7%	3%	6%	4%	3%	8%	3%	5%	3%	4%	9%
Don't know	6%	7%	4%	5%	4%	6%	6%	6%	11%	5%	4%	7%	2%	7%	6%	6%	5%	5%	3%	7%	6%	8%	9%

Tobacco

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very addictive	72%	71%	78%	72%	78%	70%	67%	76%	62%	72%	76%	72%	68%	71%	73%	73%	76%	68%	79%	70%	73%	65%	62%
Fairly addictive	22%	24%	19%	25%	18%	24%	25%	19%	25%	21%	20%	25%	24%	24%	21%	20%	20%	21%	18%	24%	22%	25%	25%
Not very addictive	2%	3%	1%	1%	2%	2%	3%	1%	3%	2%	2%	3%	1%	2%	2%	2%	3%	2%	2%	2%	2%	3%	5%
Not addictive at all	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	0%	0%	3%	0%	1%	2%	-	-	1%	1%	0%	2%	0%
Don't know	3%	2%	2%	2%	2%	2%	3%	2%	9%	3%	2%	1%	3%	3%	3%	3%	1%	9%	0%	2%	4%	5%	7%

YouGov

Alcohol

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very addictive	39%	34%	37%	41%	39%	39%	33%	45%	40%	40%	36%	41%	39%	40%	38%	40%	36%	40%	37%	37%	45%	41%	37%
Fairly addictive	41%	43%	44%	46%	45%	39%	42%	41%	35%	40%	46%	41%	43%	40%	42%	39%	49%	35%	48%	40%	40%	37%	34%
Not very addictive	15%	18%	15%	11%	12%	17%	19%	11%	13%	15%	15%	14%	12%	15%	15%	15%	14%	16%	14%	18%	10%	15%	18%
Not addictive at all	1%	1%	1%	1%	1%	2%	2%	1%	2%	2%	0%	1%	3%	1%	1%	2%	-	2%	1%	1%	1%	2%	2%
Don't know	4%	3%	3%	2%	3%	3%	4%	3%	10%	4%	3%	2%	3%	4%	4%	4%	1%	7%	0%	4%	4%	5%	9%

Caffeine

	Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E
Unweighted base	1692	264	493	173	672	613	774	918	145	642	424	481	180	594	288	415	139	76	524	479	310	202	177
Base	1692	305	435	157	628	670	822	870	184	706	408	394	205	580	277	401	147	81	474	491	355	203	170
Very addictive	24%	20%	22%	27%	23%	24%	20%	29%	31%	31%	20%	15%	26%	25%	22%	23%	30%	27%	24%	21%	29%	27%	24%
Fairly addictive	37%	31%	42%	46%	42%	32%	35%	39%	39%	38%	36%	36%	39%	37%	37%	38%	35%	36%	41%	38%	36%	36%	27%
Not very addictive	27%	34%	27%	19%	24%	32%	31%	23%	17%	23%	33%	31%	26%	26%	31%	25%	27%	29%	26%	30%	23%	26%	28%
Not addictive at all	5%	8%	4%	2%	5%	6%	7%	4%	4%	4%	5%	8%	6%	5%	5%	6%	5%	1%	5%	5%	5%	3%	9%
Don't know	6%	7%	5%	6%	5%	6%	8%	5%	9%	5%	6%	9%	3%	8%	6%	8%	4%	7%	4%	5%	8%	8%	12%

Cell Contents (Column Percentages)