

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



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

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

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base: All GB adults</b>	<b>1722</b>	<b>310</b>	<b>443</b>	<b>158</b>	<b>639</b>	<b>682</b>	<b>837</b>	<b>885</b>	<b>188</b>	<b>718</b>	<b>415</b>	<b>401</b>	<b>208</b>	<b>591</b>	<b>282</b>	<b>408</b>	<b>150</b>	<b>83</b>	<b>482</b>	<b>499</b>	<b>362</b>	<b>216</b>	<b>163</b>
Approve	20%	6%	44%	23%	32%	10%	25%	15%	21%	25%	19%	9%	30%	17%	18%	19%	18%	26%	27%	20%	14%	17%	9%
Disapprove	60%	83%	31%	54%	44%	79%	61%	58%	49%	48%	64%	82%	47%	62%	62%	63%	58%	54%	54%	60%	66%	53%	71%
Don't know	21%	11%	25%	23%	24%	11%	14%	27%	30%	27%	17%	9%	23%	22%	20%	18%	24%	20%	19%	20%	20%	29%	20%

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

Conservatives

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	<b>1722</b>	<b>310</b>	<b>443</b>	<b>158</b>	<b>639</b>	<b>682</b>	<b>837</b>	<b>885</b>	<b>188</b>	<b>718</b>	<b>415</b>	<b>401</b>	<b>208</b>	<b>591</b>	<b>282</b>	<b>408</b>	<b>150</b>	<b>83</b>	<b>482</b>	<b>499</b>	<b>362</b>	<b>216</b>	<b>163</b>
0 - Would never consider voting for them	35%	0%	54%	30%	46%	22%	36%	33%	36%	41%	33%	24%	36%	27%	34%	38%	53%	36%	36%	32%	34%	38%	36%
1	7%	1%	9%	11%	8%	5%	7%	7%	9%	8%	6%	4%	6%	8%	3%	8%	5%	9%	5%	5%	8%	10%	7%
2	6%	0%	8%	10%	5%	5%	7%	4%	7%	6%	4%	6%	4%	6%	7%	5%	2%	8%	6%	4%	6%	6%	6%
3	6%	2%	7%	10%	6%	6%	6%	6%	8%	6%	5%	6%	5%	7%	5%	7%	3%	11%	7%	7%	5%	6%	5%
4	5%	1%	4%	7%	4%	6%	5%	5%	4%	5%	6%	3%	6%	5%	4%	4%	6%	3%	3%	7%	5%	4%	2%
5	11%	9%	7%	14%	7%	13%	10%	12%	11%	11%	12%	10%	12%	12%	10%	11%	7%	9%	9%	11%	16%	8%	8%
6	5%	9%	4%	6%	3%	8%	6%	4%	3%	4%	7%	6%	3%	5%	7%	5%	2%	5%	6%	6%	2%	7%	3%
7	7%	16%	3%	8%	7%	9%	7%	7%	3%	5%	10%	10%	7%	7%	8%	6%	10%	3%	10%	6%	6%	4%	8%
8	5%	17%	1%	1%	4%	8%	4%	6%	2%	2%	6%	9%	5%	7%	4%	4%	2%	1%	6%	6%	4%	3%	3%
9	2%	10%	0%	-	2%	4%	3%	2%	1%	1%	2%	5%	4%	2%	4%	2%	0%	1%	3%	3%	1%	2%	2%
10 - Would definitely consider voting for them	8%	33%	1%	3%	6%	12%	7%	8%	0%	4%	9%	16%	5%	10%	9%	6%	5%	8%	7%	9%	9%	3%	8%
prefer not to answer	5%	3%	2%	1%	2%	3%	3%	6%	15%	7%	1%	1%	7%	5%	5%	4%	5%	6%	2%	5%	4%	9%	11%

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	Vote in 2024 GE				EU Ref 2016			Gender		Age				Region					New social grade			
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**Labour**

	Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
	<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
0 - Would never consider voting for them		34%	59%	4%	16%	17%	55%	34%	35%	20%	25%	37%	56%	23%	38%	45%	33%	22%	32%	28%	34%	40%	34%	45%
1		5%	7%	1%	3%	4%	5%	5%	5%	6%	4%	5%	5%	7%	6%	3%	5%	4%	3%	4%	7%	4%	6%	4%
2		5%	8%	3%	6%	5%	6%	6%	5%	4%	4%	7%	6%	3%	6%	5%	7%	4%	1%	6%	4%	4%	7%	7%
3		5%	7%	3%	8%	5%	6%	6%	4%	4%	5%	6%	4%	7%	5%	5%	4%	5%	7%	7%	6%	4%	4%	3%
4		5%	3%	3%	7%	6%	4%	5%	5%	7%	5%	5%	3%	4%	5%	4%	5%	8%	6%	6%	4%	6%	4%	3%
5		12%	7%	13%	22%	14%	8%	9%	14%	12%	15%	11%	6%	10%	11%	9%	12%	18%	13%	9%	12%	17%	9%	10%
6		6%	4%	8%	14%	8%	3%	7%	5%	10%	6%	7%	3%	8%	6%	4%	6%	10%	3%	8%	6%	6%	6%	1%
7		6%	1%	16%	7%	10%	4%	8%	5%	5%	8%	5%	5%	12%	5%	6%	5%	7%	10%	10%	6%	5%	5%	2%
8		7%	1%	16%	8%	11%	3%	7%	7%	10%	9%	4%	4%	9%	5%	6%	7%	13%	8%	9%	6%	5%	10%	4%
9		2%	-	5%	3%	3%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	-	4%	1%	2%	2%	1%	2%
10 - Would definitely consider voting for them		8%	0%	27%	5%	16%	4%	8%	8%	5%	9%	11%	6%	9%	8%	7%	10%	4%	6%	10%	9%	6%	6%	8%
prefer not to answer		5%	3%	2%	1%	2%	3%	3%	6%	15%	7%	1%	1%	7%	5%	5%	4%	5%	6%	2%	5%	4%	9%	11%

**Liberal Democrats**

	Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
	<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
0 - Would never consider voting for them		27%	29%	11%	-	12%	42%	30%	24%	18%	24%	28%	35%	20%	24%	38%	27%	23%	29%	20%	27%	31%	30%	35%
1		5%	8%	3%	-	5%	5%	5%	4%	5%	3%	5%	7%	5%	5%	4%	5%	5%	7%	4%	6%	6%	3%	2%
2		6%	8%	5%	1%	5%	7%	6%	6%	5%	6%	8%	5%	7%	6%	5%	7%	4%	8%	7%	6%	7%	6%	4%
3		7%	11%	8%	3%	8%	9%	6%	8%	4%	6%	9%	9%	5%	8%	8%	6%	9%	9%	9%	7%	5%	6%	7%
4		7%	11%	7%	2%	7%	7%	7%	7%	8%	6%	7%	7%	6%	7%	3%	8%	10%	9%	8%	7%	8%	4%	4%
5		16%	15%	22%	12%	19%	13%	13%	19%	12%	19%	14%	14%	17%	16%	16%	17%	17%	7%	16%	16%	15%	17%	17%
6		9%	8%	13%	13%	13%	6%	9%	8%	7%	10%	9%	6%	8%	8%	6%	10%	13%	8%	9%	8%	9%	11%	6%
7		8%	3%	12%	20%	11%	5%	9%	6%	11%	8%	6%	7%	12%	7%	6%	9%	7%	4%	11%	7%	8%	4%	5%
8		5%	2%	8%	15%	8%	2%	5%	5%	5%	5%	5%	4%	8%	6%	3%	4%	1%	8%	6%	5%	4%	5%	3%
9		2%	1%	3%	12%	3%	2%	3%	2%	4%	2%	3%	1%	2%	3%	1%	2%	3%	4%	3%	2%	1%	2%	2%
10 - Would definitely consider voting for them		4%	1%	6%	20%	7%	1%	4%	4%	4%	4%	5%	3%	4%	5%	4%	3%	3%	1%	7%	3%	2%	3%	4%
prefer not to answer		5%	3%	2%	1%	2%	3%	3%	6%	15%	7%	1%	1%	7%	5%	5%	4%	5%	6%	2%	5%	4%	9%	11%

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	Vote in 2024 GE	EU Ref 2016	Gender	Age	Region	New social grade
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Reform UK

	Unweighted base	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
	<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
0 - Would never consider voting for them		46%	25%	72%	61%	70%	25%	45%	46%	41%	52%	46%	36%	53%	44%	43%	43%	54%	45%	55%	43%	46%	41%	36%
1		4%	4%	4%	5%	4%	5%	4%	4%	4%	4%	4%	5%	4%	5%	4%	2%	10%	4%	4%	3%	6%	4%	
2		4%	5%	4%	8%	4%	4%	3%	5%	6%	4%	5%	4%	3%	5%	3%	3%	4%	9%	3%	4%	6%	7%	2%
3		4%	5%	4%	5%	4%	3%	3%	4%	5%	4%	3%	4%	3%	4%	4%	3%	6%	2%	4%	3%	3%	4%	6%
4		4%	8%	3%	3%	3%	6%	4%	4%	2%	3%	5%	5%	5%	5%	3%	5%	2%	3%	4%	6%	3%	2%	2%
5		10%	19%	7%	5%	6%	12%	10%	10%	11%	11%	7%	12%	9%	10%	10%	11%	13%	2%	7%	12%	10%	12%	9%
6		4%	9%	1%	2%	2%	6%	4%	3%	3%	2%	3%	7%	4%	4%	4%	3%	1%	7%	3%	5%	5%	2%	3%
7		3%	7%	1%	6%	2%	5%	3%	3%	3%	2%	3%	5%	2%	4%	4%	2%	6%	2%	5%	2%	2%	2%	4%
8		4%	6%	1%	1%	1%	7%	4%	3%	3%	2%	4%	6%	4%	3%	3%	5%	3%	2%	4%	3%	3%	4%	6%
9		2%	2%	0%	0%	0%	4%	2%	2%	3%	1%	3%	4%	1%	2%	2%	4%	3%	1%	2%	3%	4%	-	2%
10 - Would definitely consider voting for them		10%	7%	1%	1%	2%	21%	13%	8%	3%	8%	14%	14%	5%	10%	14%	13%	3%	13%	7%	10%	12%	10%	16%
prefer not to answer		5%	3%	2%	1%	2%	3%	3%	6%	15%	7%	1%	1%	7%	5%	5%	4%	5%	6%	2%	5%	4%	9%	11%

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Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

	Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base: All GB adults</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Health	45%	37%	55%	56%	55%	39%	37%	51%	33%	45%	51%	43%	49%	42%	40%	43%	55%	55%	49%	42%	44%	47%	39%	
Immigration & Asylum	42%	62%	20%	30%	20%	71%	44%	40%	22%	31%	53%	59%	25%	43%	54%	45%	34%	39%	35%	42%	50%	38%	49%	
Crime	20%	26%	14%	19%	15%	27%	20%	20%	14%	20%	22%	22%	24%	21%	23%	18%	15%	13%	18%	22%	20%	17%	25%	
The economy	52%	55%	61%	59%	59%	46%	54%	50%	50%	57%	48%	48%	59%	54%	47%	51%	49%	47%	56%	52%	51%	52%	40%	
Tax	14%	21%	9%	12%	10%	16%	15%	13%	21%	14%	11%	12%	12%	14%	15%	15%	14%	8%	15%	14%	13%	15%	8%	
Pensions	9%	14%	6%	6%	7%	13%	8%	10%	2%	4%	9%	20%	4%	9%	9%	9%	11%	12%	6%	10%	9%	8%	14%	
Education	10%	6%	13%	15%	14%	6%	11%	10%	14%	13%	7%	6%	8%	11%	11%	9%	12%	7%	14%	11%	7%	9%	6%	
Family life & childcare	6%	2%	7%	5%	7%	2%	4%	7%	9%	8%	4%	2%	4%	5%	6%	7%	7%	4%	4%	6%	7%	6%	4%	
Housing	24%	11%	32%	15%	29%	13%	21%	26%	36%	27%	19%	16%	37%	20%	19%	22%	30%	22%	23%	23%	26%	26%	19%	
The environment	18%	8%	27%	25%	27%	10%	20%	16%	23%	22%	17%	11%	19%	18%	20%	17%	16%	19%	22%	21%	10%	22%	11%	
Britain leaving the EU	11%	5%	16%	16%	18%	5%	12%	10%	14%	10%	13%	10%	11%	11%	10%	9%	17%	19%	14%	11%	10%	9%	8%	
Transport	3%	0%	4%	6%	3%	2%	4%	3%	7%	3%	3%	1%	5%	3%	1%	4%	2%	2%	2%	3%	4%	5%	2%	
Welfare benefits	9%	9%	6%	8%	7%	11%	7%	11%	7%	9%	9%	10%	10%	8%	11%	10%	8%	8%	7%	8%	9%	8%	21%	
Defence and security	19%	33%	11%	20%	14%	29%	24%	14%	6%	13%	22%	33%	8%	22%	20%	19%	13%	28%	21%	18%	21%	13%	20%	
None of these	0%	0%	-	-	-	-	0%	-	1%	-	-	-	1%	-	-	-	-	-	-	-	0%	-	-	
Don't know	2%	1%	2%	0%	1%	1%	2%	2%	7%	2%	1%	1%	1%	3%	1%	2%	1%	-	1%	1%	2%	4%	7%	

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

National Health Service

	Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Very well	2%	2%	3%	1%	3%	1%	3%	1%	3%	2%	3%	1%	6%	2%	1%	2%	2%	2%	3%	1%	3%	3%	2%	
Fairly well	19%	12%	37%	25%	28%	13%	25%	14%	22%	21%	20%	15%	28%	20%	17%	17%	16%	19%	26%	20%	13%	20%	13%	
Fairly badly	31%	38%	27%	35%	29%	30%	29%	32%	35%	28%	27%	37%	28%	28%	35%	30%	33%	35%	28%	30%	33%	32%	29%	
Very badly	35%	40%	17%	23%	26%	48%	31%	39%	26%	33%	39%	41%	24%	36%	37%	39%	34%	36%	31%	35%	39%	35%	41%	
Don't know	13%	8%	15%	16%	15%	8%	12%	13%	14%	16%	12%	6%	14%	14%	10%	12%	15%	7%	12%	14%	12%	10%	14%	

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	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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**Immigration**

	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Very well	2%	0%	4%	2%	3%	0%	2%	1%	2%	1%	3%	1%	3%	1%	1%	1%	3%	2%	2%	1%	1%	2%	2%	
Fairly well	14%	4%	29%	17%	23%	5%	17%	11%	16%	18%	12%	7%	24%	13%	11%	11%	11%	20%	19%	14%	11%	12%	6%	
Fairly badly	22%	16%	27%	29%	27%	13%	18%	25%	31%	22%	20%	19%	23%	21%	18%	23%	28%	21%	25%	19%	21%	23%	19%	
Very badly	48%	75%	18%	32%	29%	74%	51%	45%	27%	39%	54%	68%	33%	49%	56%	50%	41%	47%	40%	50%	53%	45%	57%	
Don't know	15%	6%	21%	20%	18%	7%	12%	18%	24%	20%	11%	6%	17%	15%	14%	15%	18%	11%	14%	16%	15%	17%	15%	

**Crime**

	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Very well	2%	0%	5%	2%	2%	1%	2%	2%	5%	2%	2%	1%	4%	1%	0%	2%	4%	1%	3%	1%	2%	3%	1%	
Fairly well	21%	9%	38%	27%	29%	12%	24%	18%	23%	24%	22%	14%	29%	22%	18%	17%	20%	26%	25%	21%	20%	21%	10%	
Fairly badly	27%	37%	23%	27%	25%	28%	26%	27%	26%	25%	25%	32%	23%	29%	26%	25%	24%	29%	28%	24%	28%	28%	25%	
Very badly	31%	43%	13%	22%	20%	47%	32%	29%	20%	25%	35%	41%	27%	30%	36%	34%	21%	21%	26%	33%	31%	26%	41%	
Don't know	20%	10%	22%	23%	23%	12%	16%	24%	27%	25%	16%	13%	16%	18%	19%	21%	31%	23%	18%	21%	19%	22%	22%	

**Education**

	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Very well	3%	1%	4%	2%	3%	2%	4%	2%	8%	4%	1%	1%	8%	2%	1%	3%	3%	1%	3%	2%	3%	5%	1%	
Fairly well	24%	15%	42%	26%	34%	15%	27%	22%	26%	27%	23%	20%	32%	21%	23%	25%	29%	24%	29%	22%	25%	26%	17%	
Fairly badly	28%	37%	20%	32%	24%	33%	27%	29%	28%	23%	28%	36%	18%	29%	32%	27%	30%	32%	28%	29%	28%	27%	21%	
Very badly	19%	22%	7%	12%	12%	26%	20%	17%	17%	18%	20%	19%	17%	19%	22%	19%	14%	17%	17%	18%	17%	17%	31%	
Don't know	26%	25%	27%	28%	27%	25%	22%	30%	21%	28%	27%	24%	26%	29%	22%	27%	24%	26%	23%	29%	26%	26%	30%	

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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**Taxation**

	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Very well	2%	2%	4%	3%	4%	1%	3%	1%	2%	2%	4%	1%	3%	2%	3%	2%	3%	3%	4%	2%	1%	2%	2%	
Fairly well	17%	4%	37%	17%	28%	8%	20%	14%	17%	22%	14%	9%	24%	16%	13%	16%	12%	23%	21%	15%	15%	20%	9%	
Fairly badly	27%	24%	29%	33%	28%	25%	26%	29%	27%	27%	30%	25%	27%	27%	23%	27%	39%	25%	28%	27%	27%	30%	22%	
Very badly	40%	66%	16%	32%	28%	59%	42%	38%	31%	31%	42%	59%	31%	42%	45%	43%	29%	40%	38%	41%	44%	33%	46%	
Don't know	13%	4%	14%	16%	13%	7%	9%	18%	23%	17%	10%	6%	15%	13%	16%	11%	17%	9%	9%	14%	13%	15%	21%	

**Unemployment**

	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Very well	1%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%	0%	4%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	
Fairly well	20%	12%	38%	25%	30%	12%	24%	17%	18%	22%	22%	16%	25%	21%	16%	19%	22%	20%	26%	20%	15%	24%	10%	
Fairly badly	28%	35%	21%	23%	24%	32%	24%	31%	28%	26%	24%	35%	21%	28%	29%	28%	27%	42%	28%	27%	31%	30%	23%	
Very badly	24%	34%	9%	19%	17%	33%	27%	22%	27%	21%	25%	28%	26%	22%	30%	26%	20%	17%	21%	26%	26%	19%	36%	
Don't know	26%	19%	30%	32%	27%	23%	23%	29%	24%	30%	27%	20%	24%	29%	23%	25%	30%	19%	24%	27%	27%	24%	31%	

**Inflation**

	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Very well	2%	2%	3%	4%	2%	1%	3%	1%	4%	2%	1%	1%	3%	2%	2%	1%	2%	1%	2%	1%	1%	3%	1%	
Fairly well	21%	9%	38%	25%	32%	12%	27%	14%	22%	22%	23%	14%	26%	19%	16%	20%	29%	23%	30%	21%	15%	17%	11%	
Fairly badly	30%	32%	24%	35%	26%	35%	29%	30%	24%	28%	28%	36%	29%	30%	30%	28%	29%	34%	29%	30%	33%	33%	19%	
Very badly	31%	49%	13%	19%	21%	42%	30%	32%	30%	27%	29%	40%	25%	31%	36%	33%	23%	32%	25%	31%	35%	28%	43%	
Don't know	17%	7%	22%	18%	20%	11%	12%	23%	20%	21%	18%	9%	18%	18%	16%	18%	17%	10%	14%	17%	16%	20%	26%	

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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**Britain's exit from the EU**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very well	1%	2%	1%	0%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	0%	2%	0%	1%	1%	1%	2%	2%	1%
Fairly well	17%	13%	26%	14%	22%	14%	21%	13%	15%	18%	20%	12%	25%	14%	17%	16%	15%	19%	20%	17%	16%	18%	7%
Fairly badly	24%	25%	26%	29%	26%	21%	23%	25%	25%	24%	22%	26%	24%	23%	25%	22%	31%	24%	26%	23%	20%	26%	26%
Very badly	29%	31%	13%	25%	22%	37%	31%	26%	28%	26%	29%	33%	24%	27%	29%	31%	33%	29%	25%	29%	31%	26%	35%
Don't know	29%	29%	33%	32%	29%	27%	24%	34%	29%	31%	29%	27%	25%	34%	28%	29%	21%	27%	27%	30%	31%	28%	30%

**Defence**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very well	3%	2%	4%	3%	3%	1%	3%	2%	9%	2%	2%	1%	6%	1%	2%	3%	3%	2%	3%	2%	2%	5%	2%
Fairly well	22%	11%	41%	23%	30%	14%	26%	19%	26%	26%	23%	13%	30%	21%	21%	20%	23%	24%	25%	24%	20%	23%	13%
Fairly badly	20%	28%	14%	22%	19%	24%	23%	17%	13%	17%	20%	30%	14%	21%	19%	22%	19%	26%	22%	19%	21%	17%	18%
Very badly	24%	36%	7%	13%	14%	38%	27%	21%	17%	19%	25%	36%	19%	24%	30%	25%	18%	17%	20%	25%	24%	19%	37%
Don't know	31%	24%	34%	40%	34%	23%	21%	41%	35%	36%	31%	21%	30%	33%	28%	29%	38%	31%	29%	30%	34%	35%	31%

**The economy**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very well	1%	1%	3%	2%	2%	1%	2%	1%	2%	2%	2%	1%	3%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%
Fairly well	18%	5%	38%	18%	28%	8%	21%	14%	21%	21%	17%	11%	21%	16%	15%	16%	21%	24%	24%	17%	12%	18%	10%
Fairly badly	30%	32%	27%	39%	30%	29%	29%	31%	33%	29%	31%	32%	31%	31%	26%	31%	33%	33%	28%	31%	36%	31%	23%
Very badly	38%	59%	13%	25%	25%	54%	39%	37%	30%	32%	39%	50%	27%	39%	46%	38%	31%	33%	35%	37%	39%	33%	49%
Don't know	13%	4%	19%	15%	14%	8%	9%	17%	15%	17%	11%	7%	18%	12%	12%	13%	14%	9%	10%	14%	12%	16%	17%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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**Terrorism**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very well	4%	4%	6%	6%	6%	3%	6%	3%	6%	5%	4%	2%	5%	4%	4%	5%	5%	3%	6%	4%	3%	4%	4%
Fairly well	30%	22%	45%	38%	39%	20%	36%	25%	33%	35%	30%	21%	38%	31%	23%	28%	31%	34%	36%	29%	28%	31%	22%
Fairly badly	14%	19%	8%	13%	9%	18%	14%	14%	16%	10%	13%	21%	11%	12%	18%	14%	16%	16%	13%	13%	17%	14%	14%
Very badly	17%	20%	6%	8%	9%	27%	19%	15%	17%	14%	16%	24%	13%	16%	23%	21%	10%	12%	12%	18%	21%	14%	27%
Don't know	35%	35%	34%	36%	37%	31%	26%	43%	28%	36%	38%	32%	32%	37%	32%	33%	38%	34%	33%	37%	32%	38%	33%

**Transport**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very well	3%	0%	6%	3%	4%	1%	4%	2%	4%	3%	3%	1%	7%	3%	2%	2%	1%	-	4%	2%	2%	4%	1%
Fairly well	24%	17%	41%	24%	30%	18%	29%	20%	26%	27%	23%	21%	31%	23%	25%	23%	25%	25%	27%	24%	22%	30%	15%
Fairly badly	29%	33%	24%	34%	29%	31%	28%	31%	31%	26%	29%	35%	25%	31%	27%	30%	33%	23%	33%	29%	30%	21%	26%
Very badly	21%	28%	8%	14%	13%	31%	23%	20%	15%	20%	22%	25%	18%	21%	23%	22%	14%	29%	16%	23%	21%	22%	31%
Don't know	23%	22%	22%	24%	23%	20%	17%	28%	23%	24%	23%	19%	19%	23%	23%	22%	27%	24%	20%	22%	24%	23%	27%

**Housing**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very well	2%	2%	5%	3%	3%	1%	3%	2%	3%	2%	3%	1%	4%	2%	1%	3%	3%	2%	4%	2%	1%	3%	1%
Fairly well	20%	11%	36%	26%	30%	12%	26%	14%	17%	22%	19%	18%	21%	18%	20%	19%	21%	27%	26%	19%	16%	19%	15%
Fairly badly	29%	32%	27%	33%	27%	30%	26%	32%	33%	27%	30%	31%	28%	28%	28%	31%	30%	35%	30%	26%	33%	32%	26%
Very badly	32%	44%	15%	18%	23%	44%	32%	32%	30%	30%	31%	39%	29%	33%	37%	31%	31%	31%	25%	35%	35%	30%	43%
Don't know	16%	11%	18%	20%	17%	13%	12%	20%	16%	18%	17%	12%	17%	19%	13%	16%	15%	6%	16%	18%	15%	17%	14%





Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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Do you believe that at the moment Kemi Badenoch does or does not look like a Prime Minister in waiting?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base: All GB adults	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
She does look like a Prime Minister in waiting	13%	28%	7%	12%	11%	17%	14%	13%	13%	10%	15%	17%	14%	14%	13%	12%	13%	13%	13%	17%	11%	9%	11%
She does not look like a Prime Minister in waiting	53%	38%	67%	66%	63%	52%	63%	43%	42%	52%	55%	56%	49%	51%	49%	56%	60%	55%	59%	52%	50%	51%	45%
Not sure	34%	33%	26%	22%	27%	31%	24%	44%	45%	38%	30%	27%	37%	34%	38%	33%	27%	32%	28%	31%	39%	39%	44%

Do you think Kemi Badenoch is doing well or badly as leader of the Conservative party?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base: All GB adults	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very well	2%	6%	0%	1%	1%	3%	1%	2%	2%	1%	2%	3%	1%	2%	1%	2%	1%	2%	2%	2%	2%	-	1%
Fairly well	18%	45%	8%	11%	14%	28%	20%	16%	8%	13%	20%	30%	17%	22%	17%	15%	15%	13%	19%	21%	15%	12%	22%
Fairly badly	17%	15%	21%	20%	17%	18%	18%	16%	15%	15%	18%	19%	18%	18%	16%	15%	15%	23%	18%	17%	17%	18%	10%
Very badly	20%	3%	31%	24%	31%	12%	26%	15%	20%	24%	21%	13%	23%	16%	20%	23%	26%	21%	23%	21%	18%	16%	20%
Don't know	43%	32%	40%	45%	38%	39%	35%	51%	55%	47%	39%	35%	40%	42%	46%	45%	43%	42%	39%	39%	48%	54%	47%

Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base: All GB adults	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very well	4%	3%	8%	11%	5%	3%	6%	3%	9%	4%	4%	3%	5%	5%	3%	4%	4%	4%	6%	4%	4%	4%	4%
Fairly well	26%	25%	37%	53%	36%	23%	29%	24%	20%	25%	28%	30%	31%	27%	22%	26%	29%	23%	34%	27%	20%	20%	24%
Fairly badly	12%	19%	9%	9%	12%	14%	14%	10%	10%	11%	11%	16%	12%	13%	15%	12%	8%	8%	15%	10%	13%	10%	11%
Very badly	12%	14%	6%	1%	8%	18%	15%	10%	8%	11%	12%	15%	12%	11%	12%	12%	11%	22%	10%	15%	10%	11%	18%
Don't know	45%	39%	41%	26%	39%	42%	37%	53%	54%	48%	44%	36%	39%	44%	49%	46%	48%	43%	35%	44%	53%	56%	44%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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Do you believe the Conservative party today are or are not ready for government?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base: All GB adults	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
They are ready for Government	12%	31%	5%	6%	9%	16%	12%	12%	13%	10%	12%	17%	12%	16%	12%	9%	9%	11%	15%	13%	10%	11%	9%
They are not ready for Government	68%	49%	85%	85%	77%	67%	76%	59%	60%	67%	72%	69%	63%	65%	64%	71%	78%	75%	74%	69%	65%	60%	60%
Not sure	20%	20%	10%	8%	14%	17%	12%	28%	27%	23%	17%	14%	25%	19%	24%	21%	14%	14%	11%	18%	25%	28%	31%

In principle, would you support or oppose a large increase in the amount of new housing built in Britain?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base: All GB adults	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Strongly support	17%	4%	32%	16%	24%	10%	24%	12%	24%	21%	17%	9%	30%	11%	14%	19%	24%	21%	23%	16%	16%	10%	18%
Tend to support	37%	35%	40%	41%	43%	31%	39%	35%	41%	36%	36%	37%	42%	34%	36%	37%	42%	41%	38%	37%	37%	39%	30%
Tend to oppose	24%	36%	16%	28%	21%	30%	20%	26%	16%	20%	26%	32%	14%	28%	27%	23%	16%	20%	21%	26%	24%	22%	24%
Strongly oppose	13%	20%	4%	9%	6%	22%	12%	15%	6%	12%	17%	15%	6%	16%	16%	14%	6%	13%	11%	14%	14%	13%	17%
Don't know	9%	5%	8%	6%	7%	7%	6%	12%	13%	12%	4%	6%	8%	11%	7%	7%	11%	4%	6%	8%	9%	16%	11%

And would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base: All GB adults	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Strongly support	14%	4%	24%	10%	19%	8%	18%	10%	15%	17%	14%	7%	27%	7%	12%	16%	19%	18%	19%	13%	11%	8%	17%
Tend to support	32%	25%	39%	35%	38%	26%	34%	30%	34%	32%	33%	29%	37%	28%	30%	33%	36%	37%	33%	30%	34%	33%	27%
Tend to oppose	22%	26%	19%	22%	20%	24%	21%	23%	18%	21%	22%	26%	16%	24%	22%	22%	20%	24%	19%	23%	23%	25%	22%
Strongly oppose	24%	37%	12%	22%	15%	35%	20%	27%	13%	21%	26%	30%	16%	30%	25%	22%	14%	19%	21%	25%	25%	21%	25%
Don't know	9%	8%	6%	12%	7%	7%	7%	11%	20%	9%	6%	7%	4%	11%	11%	8%	11%	3%	9%	9%	7%	13%	9%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016			Gender			Age				Region				New social grade			
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Would you support or oppose a large increase in the amount of housing being built in Britain...

...if it meant a substantial decrease in house prices?

	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Strongly support	22%	10%	32%	17%	25%	15%	29%	15%	39%	25%	17%	13%	34%	18%	22%	22%	21%	20%	25%	19%	22%	21%	22%
Tend to support	34%	27%	37%	42%	36%	31%	35%	33%	36%	35%	30%	35%	34%	32%	32%	32%	44%	44%	37%	32%	35%	34%	27%
Tend to oppose	20%	32%	16%	25%	20%	25%	17%	23%	6%	16%	28%	26%	10%	24%	19%	20%	20%	20%	18%	25%	19%	15%	18%
Strongly oppose	12%	21%	6%	8%	8%	20%	13%	12%	3%	13%	15%	14%	9%	13%	18%	13%	7%	10%	13%	13%	11%	12%	13%
Don't know	12%	10%	9%	8%	11%	9%	7%	17%	16%	12%	11%	12%	13%	14%	10%	14%	7%	7%	7%	11%	13%	18%	20%

...if it meant the government borrowing a large amount of money to fund house building?

	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Strongly support	7%	1%	12%	3%	9%	5%	10%	4%	8%	9%	6%	4%	12%	5%	5%	8%	10%	7%	9%	6%	5%	7%	9%
Tend to support	21%	10%	34%	22%	29%	13%	25%	18%	27%	23%	22%	15%	31%	19%	18%	20%	24%	28%	26%	20%	18%	22%	17%
Tend to oppose	26%	26%	26%	37%	23%	27%	25%	26%	31%	25%	23%	28%	27%	24%	26%	27%	24%	30%	29%	24%	25%	26%	23%
Strongly oppose	34%	56%	16%	26%	26%	49%	33%	35%	14%	31%	39%	44%	19%	39%	40%	34%	29%	27%	29%	39%	36%	30%	34%
Don't know	12%	7%	13%	12%	12%	6%	7%	17%	20%	13%	10%	9%	12%	13%	12%	11%	13%	8%	7%	11%	16%	16%	17%

...if it meant allowing smaller housing units or more high rise blocks?

	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Strongly support	6%	3%	10%	7%	8%	5%	9%	4%	9%	8%	6%	3%	15%	5%	4%	5%	9%	2%	8%	6%	5%	3%	8%
Tend to support	28%	24%	33%	31%	32%	22%	32%	23%	31%	28%	26%	27%	34%	23%	25%	32%	31%	24%	33%	26%	24%	32%	20%
Tend to oppose	27%	26%	30%	27%	28%	29%	26%	29%	23%	27%	28%	31%	23%	28%	28%	28%	24%	33%	30%	24%	28%	28%	25%
Strongly oppose	24%	32%	16%	19%	18%	35%	22%	26%	8%	22%	30%	27%	15%	27%	27%	22%	20%	27%	20%	29%	23%	18%	24%
Don't know	15%	14%	12%	15%	14%	10%	11%	19%	29%	16%	11%	13%	13%	17%	15%	14%	16%	14%	9%	15%	19%	19%	23%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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....if it meant building more housing on green field sites?

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Strongly support	6%	3%	9%	6%	7%	5%	10%	3%	11%	7%	6%	3%	12%	5%	4%	5%	11%	3%	9%	6%	5%	5%	5%
Tend to support	20%	12%	31%	22%	27%	14%	24%	17%	20%	22%	22%	16%	30%	17%	16%	21%	23%	26%	23%	20%	18%	17%	19%
Tend to oppose	23%	22%	29%	30%	25%	20%	23%	24%	27%	24%	22%	22%	23%	23%	23%	24%	23%	23%	28%	22%	20%	26%	17%
Strongly oppose	39%	56%	23%	35%	31%	55%	35%	42%	15%	34%	42%	54%	23%	44%	42%	38%	31%	41%	33%	42%	42%	37%	41%
Don't know	12%	7%	9%	7%	10%	6%	9%	14%	28%	13%	8%	6%	13%	11%	14%	11%	11%	7%	6%	10%	15%	16%	18%

In the year ahead, do you expect house prices to go up or down, or stay about the same?

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base: All GB adults</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Go up a lot	11%	7%	9%	6%	9%	9%	12%	10%	19%	12%	8%	6%	8%	10%	14%	10%	11%	13%	10%	7%	15%	13%	13%
Go up a little	38%	39%	43%	41%	40%	39%	43%	33%	36%	36%	38%	43%	37%	38%	35%	37%	44%	45%	43%	38%	37%	31%	32%
Stay about the same	32%	39%	31%	33%	33%	35%	30%	35%	23%	31%	37%	35%	33%	30%	37%	35%	35%	20%	33%	37%	30%	29%	27%
Go down a little	5%	4%	6%	10%	6%	5%	4%	6%	6%	5%	6%	4%	6%	6%	3%	6%	2%	7%	6%	5%	7%	6%	3%
Go down a lot	1%	1%	0%	1%	0%	1%	1%	1%	1%	2%	1%	0%	4%	1%	-	1%	-	1%	0%	1%	1%	1%	2%
Don't know	13%	10%	11%	10%	12%	11%	10%	15%	15%	13%	10%	12%	12%	15%	10%	12%	8%	16%	9%	12%	11%	19%	23%

Do you think it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base: All GB adults</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
It would be better for Britain if house prices rose	6%	8%	5%	9%	5%	6%	7%	5%	5%	5%	7%	5%	4%	6%	6%	5%	6%	5%	6%	5%	6%	5%	5%
It would be better for Britain if house prices went down	53%	35%	63%	55%	55%	45%	56%	49%	76%	58%	42%	43%	65%	51%	46%	50%	55%	63%	53%	53%	55%	52%	43%
It would be better for Britain if house prices stayed about the same	23%	38%	20%	22%	22%	31%	23%	23%	3%	18%	31%	32%	13%	23%	27%	25%	24%	16%	27%	23%	20%	19%	19%
Don't know	19%	20%	12%	14%	18%	18%	14%	23%	17%	19%	20%	20%	18%	19%	21%	20%	15%	17%	13%	19%	19%	24%	33%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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And thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

	Unweighted base				Base: All GB adults				I would be better off if house prices rose				I would be better off if house prices fell				It will make little difference to me personally if house prices rise or fall				Don't know			
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
	22%	31%	22%	30%	27%	23%	25%	19%	3%	23%	26%	24%	18%	24%	17%	22%	27%	19%	30%	22%	20%	16%	9%	
	24%	11%	28%	23%	22%	12%	26%	22%	64%	33%	10%	4%	41%	20%	23%	20%	28%	29%	27%	21%	25%	30%	15%	
	45%	53%	45%	42%	45%	57%	42%	48%	16%	32%	57%	69%	32%	47%	48%	48%	40%	47%	39%	49%	46%	36%	61%	
	9%	6%	5%	5%	5%	8%	7%	11%	17%	12%	7%	3%	8%	9%	12%	10%	5%	5%	4%	9%	9%	18%	15%	

Do you think the Conservative party is in touch or out of touch?

	Unweighted base				Base				In touch				Out of touch				Neither				Don't know			
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
	9%	31%	3%	3%	6%	13%	9%	9%	8%	6%	9%	14%	8%	11%	9%	6%	9%	9%	11%	11%	8%	5%	8%	
	63%	27%	82%	78%	72%	58%	68%	58%	59%	66%	68%	55%	64%	59%	57%	69%	71%	62%	68%	62%	60%	59%	62%	
	16%	34%	9%	13%	13%	21%	15%	18%	12%	11%	18%	25%	15%	17%	18%	16%	9%	18%	14%	15%	18%	18%	19%	
	12%	9%	6%	6%	8%	7%	8%	15%	21%	17%	5%	6%	13%	12%	15%	9%	11%	12%	7%	12%	15%	18%	11%	

Do you think the Conservative party cares about ordinary people, or care about only a select few?

	Unweighted base				Base				Cares about ordinary people				Cares about only a select few				Neither				Don't know			
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
	13%	47%	3%	7%	9%	20%	13%	13%	7%	9%	13%	24%	12%	16%	12%	11%	10%	13%	17%	14%	12%	5%	11%	
	63%	24%	86%	80%	75%	56%	66%	60%	61%	68%	67%	51%	66%	58%	60%	67%	73%	70%	66%	63%	63%	66%	53%	
	13%	18%	8%	9%	9%	18%	12%	15%	8%	10%	15%	20%	11%	13%	16%	16%	9%	10%	11%	11%	14%	14%	24%	
	11%	11%	4%	4%	7%	6%	9%	12%	23%	13%	5%	5%	12%	13%	13%	6%	8%	8%	5%	12%	12%	15%	12%	

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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Do you think the Conservative party is trustworthy or untrustworthy?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Trustworthy	12%	42%	3%	4%	8%	18%	13%	11%	6%	9%	11%	20%	10%	13%	11%	10%	13%	16%	13%	11%	12%	11%	13%
Untrustworthy	61%	15%	84%	76%	72%	53%	64%	57%	59%	67%	64%	46%	62%	55%	54%	67%	72%	64%	66%	58%	61%	57%	57%
Neither	17%	33%	9%	14%	13%	21%	15%	19%	13%	10%	21%	26%	15%	21%	21%	13%	6%	13%	15%	19%	17%	16%	16%
Don't know	11%	10%	4%	6%	7%	8%	9%	13%	22%	14%	4%	7%	13%	11%	14%	10%	9%	7%	6%	13%	10%	16%	15%

Do you think the Conservative party is trying to do the right thing, or serving their own interests?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Trying to do the right thing	17%	60%	6%	9%	14%	26%	18%	17%	6%	11%	20%	31%	15%	21%	17%	15%	13%	15%	19%	19%	19%	9%	16%
Serving their own interests	62%	18%	84%	78%	72%	55%	66%	58%	61%	68%	65%	48%	64%	57%	60%	67%	71%	65%	68%	60%	60%	61%	57%
Neither	9%	12%	5%	6%	6%	10%	8%	10%	10%	6%	9%	13%	8%	9%	11%	9%	4%	12%	7%	8%	9%	11%	14%
Don't know	12%	11%	5%	7%	7%	9%	9%	15%	23%	15%	7%	8%	14%	14%	12%	9%	11%	8%	6%	14%	13%	19%	14%

Do you think the Conservative party is strong or weak?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Strong	9%	21%	5%	8%	7%	10%	9%	9%	10%	9%	9%	9%	11%	10%	8%	8%	9%	7%	12%	8%	9%	8%	7%
Weak	58%	37%	75%	69%	65%	60%	66%	51%	49%	57%	61%	60%	59%	55%	56%	60%	61%	73%	63%	56%	56%	53%	62%
Neither	20%	34%	14%	14%	19%	22%	18%	23%	13%	18%	23%	25%	20%	21%	23%	20%	17%	10%	19%	22%	18%	21%	19%
Don't know	13%	8%	7%	9%	9%	8%	8%	17%	27%	15%	7%	6%	10%	13%	13%	13%	13%	9%	6%	14%	16%	18%	12%

Do you think the Conservative party is moderate or extreme?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Moderate	34%	71%	20%	31%	28%	45%	33%	34%	29%	27%	37%	44%	29%	39%	37%	29%	26%	34%	39%	38%	30%	27%	23%
Extreme	24%	2%	46%	33%	40%	11%	31%	17%	23%	29%	25%	16%	30%	20%	21%	24%	40%	23%	30%	21%	19%	23%	28%
Neither	24%	18%	23%	22%	20%	28%	24%	24%	20%	22%	24%	29%	25%	23%	25%	27%	16%	27%	21%	25%	27%	24%	23%
Don't know	18%	9%	11%	15%	12%	16%	11%	25%	28%	22%	14%	11%	16%	19%	17%	20%	18%	16%	10%	17%	24%	25%	26%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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**Do you think the Conservative party is competent or incompetent?**

	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Competent	16%	50%	6%	9%	14%	21%	16%	17%	13%	14%	16%	22%	19%	19%	17%	13%	14%	13%	17%	17%	17%	15%	12%	
Incompetent	58%	16%	82%	75%	68%	51%	63%	53%	60%	62%	58%	50%	58%	54%	53%	62%	70%	67%	65%	56%	54%	55%	57%	
Neither	14%	24%	8%	9%	11%	19%	13%	15%	6%	10%	18%	21%	12%	15%	16%	14%	8%	7%	12%	15%	14%	13%	15%	
Don't know	12%	10%	4%	8%	7%	9%	8%	16%	21%	14%	8%	7%	11%	12%	14%	11%	9%	14%	6%	12%	14%	17%	15%	

**Do you think the Conservative party has a clear sense of purpose, or are unclear about what they stand for?**

	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Have a clear sense of purpose	19%	37%	16%	16%	18%	21%	20%	18%	19%	21%	19%	17%	24%	20%	15%	18%	23%	19%	19%	21%	19%	21%	14%	
Are unclear what they stand for	57%	40%	69%	68%	64%	57%	63%	52%	45%	56%	60%	63%	58%	55%	60%	57%	59%	60%	65%	55%	53%	52%	57%	
Neither	9%	10%	8%	8%	8%	11%	8%	11%	8%	7%	10%	12%	8%	9%	9%	11%	6%	8%	8%	9%	10%	7%	13%	
Don't know	14%	13%	7%	7%	9%	11%	9%	19%	29%	16%	10%	8%	10%	16%	17%	13%	13%	13%	7%	15%	18%	20%	16%	

**Do you think the Conservative party is tolerant or prejudiced?**

	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167	
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163	
Tolerant	20%	58%	5%	7%	14%	31%	23%	17%	8%	16%	23%	30%	13%	23%	24%	18%	17%	18%	22%	21%	20%	16%	17%	
Prejudiced	45%	8%	75%	64%	61%	31%	48%	42%	52%	51%	41%	34%	57%	39%	40%	44%	61%	46%	51%	45%	41%	42%	38%	
Neither	18%	25%	11%	19%	16%	23%	18%	19%	9%	13%	25%	25%	17%	19%	18%	21%	10%	21%	17%	18%	18%	16%	25%	
Don't know	17%	10%	9%	10%	10%	14%	11%	23%	31%	20%	11%	11%	14%	19%	18%	18%	12%	15%	10%	16%	21%	25%	20%	



Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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**Do you think the Labour party is in touch or out of touch?**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
In touch	20%	5%	46%	23%	33%	10%	23%	18%	18%	26%	20%	11%	28%	18%	15%	21%	24%	23%	27%	19%	15%	18%	14%
Out of touch	57%	85%	28%	53%	44%	78%	59%	55%	40%	48%	61%	78%	42%	62%	61%	58%	49%	52%	54%	59%	61%	48%	63%
Neither	12%	6%	19%	17%	16%	7%	13%	12%	17%	12%	14%	8%	17%	10%	14%	11%	15%	15%	12%	11%	11%	19%	9%
Don't know	11%	4%	8%	8%	7%	5%	6%	15%	26%	14%	5%	3%	12%	10%	11%	10%	12%	10%	6%	11%	13%	14%	14%

**Do you think the Labour party cares about ordinary people, or care about only a select few?**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Cares about ordinary people	30%	9%	63%	38%	48%	15%	34%	26%	29%	37%	27%	20%	39%	27%	21%	30%	42%	32%	38%	29%	26%	29%	16%
Cares about only a select few	47%	72%	20%	40%	34%	66%	46%	48%	35%	40%	51%	63%	38%	53%	52%	45%	33%	50%	42%	50%	49%	45%	55%
Neither	13%	14%	11%	16%	11%	14%	14%	13%	14%	11%	16%	15%	12%	12%	16%	15%	11%	12%	13%	12%	12%	15%	18%
Don't know	10%	5%	6%	6%	7%	5%	7%	13%	23%	13%	6%	3%	11%	8%	11%	10%	13%	7%	6%	10%	12%	12%	12%

**Do you think the Labour party is trustworthy or untrustworthy?**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Trustworthy	19%	4%	45%	24%	30%	9%	22%	16%	20%	24%	18%	9%	29%	18%	11%	19%	18%	22%	23%	17%	16%	21%	13%
Untrustworthy	55%	81%	21%	51%	39%	76%	57%	53%	41%	46%	59%	73%	41%	59%	61%	54%	48%	54%	52%	58%	57%	46%	62%
Neither	14%	9%	22%	15%	20%	9%	13%	16%	13%	15%	16%	13%	18%	12%	15%	15%	17%	12%	15%	13%	15%	18%	11%
Don't know	12%	5%	11%	10%	11%	6%	9%	16%	25%	16%	7%	5%	11%	12%	13%	12%	16%	12%	10%	12%	13%	15%	14%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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Do you think the Labour party is trying to do the right thing, or serving their own interests?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Trying to do the right thing	33%	11%	69%	42%	52%	18%	37%	29%	29%	39%	31%	24%	41%	30%	25%	33%	41%	39%	43%	32%	26%	32%	21%
Serving their own interests	48%	75%	17%	37%	33%	70%	48%	49%	34%	39%	56%	65%	36%	53%	55%	49%	38%	45%	42%	50%	53%	45%	59%
Neither	8%	9%	7%	14%	8%	7%	9%	8%	12%	8%	7%	8%	12%	7%	7%	8%	12%	9%	10%	8%	7%	10%	8%
Don't know	11%	5%	7%	7%	8%	5%	6%	15%	25%	14%	5%	4%	11%	10%	13%	10%	9%	8%	6%	11%	14%	14%	12%

Do you think the Labour party is strong or weak?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Strong	17%	8%	39%	16%	27%	12%	21%	14%	15%	21%	17%	13%	31%	15%	12%	16%	20%	19%	21%	16%	17%	17%	15%
Weak	48%	64%	23%	44%	35%	64%	52%	44%	42%	43%	50%	56%	38%	52%	53%	48%	39%	43%	46%	50%	47%	42%	56%
Neither	22%	20%	29%	29%	29%	16%	20%	24%	15%	21%	24%	23%	18%	21%	22%	23%	25%	24%	24%	22%	19%	25%	14%
Don't know	13%	8%	9%	10%	9%	9%	8%	18%	28%	16%	8%	7%	13%	12%	12%	14%	16%	14%	9%	13%	17%	16%	14%

Do you think the Labour party is moderate or extreme?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Moderate	38%	16%	70%	57%	57%	22%	44%	32%	49%	44%	39%	22%	54%	34%	31%	36%	48%	48%	48%	38%	32%	39%	22%
Extreme	25%	45%	7%	16%	14%	40%	26%	24%	17%	15%	27%	42%	15%	29%	31%	23%	21%	18%	25%	27%	23%	19%	32%
Neither	20%	26%	15%	17%	19%	23%	19%	21%	10%	20%	21%	23%	18%	21%	20%	22%	14%	18%	19%	17%	22%	20%	25%
Don't know	17%	13%	9%	10%	11%	15%	11%	23%	23%	21%	13%	12%	13%	17%	18%	19%	17%	16%	8%	18%	23%	22%	21%

Do you think the Labour party is competent or incompetent?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Competent	24%	5%	54%	29%	39%	10%	27%	21%	28%	31%	22%	12%	40%	22%	15%	22%	31%	28%	30%	23%	21%	23%	16%
Incompetent	52%	84%	20%	44%	36%	76%	55%	49%	34%	41%	59%	71%	38%	56%	58%	54%	41%	45%	48%	53%	52%	51%	61%
Neither	13%	7%	17%	17%	16%	8%	11%	14%	13%	13%	12%	13%	12%	11%	13%	13%	16%	15%	15%	12%	12%	12%	9%
Don't know	12%	4%	9%	10%	8%	6%	7%	16%	24%	14%	8%	4%	9%	11%	13%	12%	12%	12%	7%	12%	14%	14%	13%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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Do you think the Labour party has a clear sense of purpose, or are unclear about what they stand for?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Have a clear sense of purpose	27%	15%	53%	29%	39%	20%	31%	24%	18%	31%	28%	22%	34%	26%	22%	27%	29%	34%	31%	29%	24%	27%	18%
Are unclear what they stand for	51%	69%	31%	50%	43%	64%	54%	48%	44%	44%	56%	63%	45%	56%	54%	49%	44%	48%	50%	53%	51%	47%	53%
Neither	10%	11%	10%	12%	10%	9%	8%	11%	11%	9%	10%	10%	10%	8%	10%	11%	12%	6%	12%	6%	11%	10%	11%
Don't know	12%	5%	7%	9%	7%	7%	7%	17%	27%	16%	6%	5%	11%	10%	13%	13%	14%	11%	7%	12%	15%	16%	17%

Do you think the Labour party is tolerant or prejudiced?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Tolerant	30%	10%	60%	39%	48%	19%	34%	26%	23%	38%	32%	17%	43%	26%	22%	31%	39%	37%	37%	31%	24%	30%	19%
Prejudiced	34%	56%	14%	25%	22%	50%	37%	31%	30%	25%	34%	53%	29%	37%	37%	32%	30%	27%	33%	37%	31%	30%	39%
Neither	17%	20%	14%	21%	18%	16%	15%	19%	10%	16%	19%	20%	15%	16%	20%	19%	13%	18%	16%	15%	19%	18%	20%
Don't know	19%	13%	12%	15%	12%	15%	13%	24%	38%	21%	15%	10%	13%	21%	21%	18%	17%	17%	13%	17%	26%	22%	22%

Generally speaking, how much confidence do you have in the courts and judicial system in Britain?

Unweighted base	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
Base	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
A lot of confidence	4%	7%	5%	4%	5%	3%	5%	3%	5%	5%	5%	3%	8%	4%	4%	3%	5%	6%	7%	4%	3%	5%	1%
A fair amount of confidence	39%	39%	52%	51%	50%	31%	42%	37%	35%	39%	41%	38%	44%	40%	33%	37%	43%	41%	43%	38%	36%	38%	38%
Not very much confidence	36%	42%	31%	34%	32%	42%	33%	39%	29%	35%	36%	41%	29%	36%	41%	37%	33%	38%	34%	38%	40%	33%	30%
No confidence at all	13%	8%	6%	6%	7%	19%	15%	11%	9%	12%	15%	14%	13%	12%	15%	14%	14%	11%	11%	12%	12%	13%	22%
Don't know	8%	5%	6%	6%	6%	4%	5%	10%	21%	9%	4%	3%	7%	9%	7%	9%	5%	4%	5%	7%	9%	11%	9%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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When courts are deciding what punishment to give to someone who has committed a crime, what do you think should be the main purpose of the sentence?

	Unweighted base				Base																		
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
To punish criminals	24%	33%	18%	15%	16%	35%	25%	24%	11%	25%	23%	30%	20%	23%	30%	24%	22%	30%	20%	24%	28%	26%	23%
To get criminals off the streets and away from the law-abiding public	25%	27%	22%	28%	22%	29%	27%	23%	22%	24%	26%	27%	20%	26%	24%	24%	32%	28%	26%	23%	27%	27%	23%
To rehabilitate criminals so that they do not commit further crimes	37%	26%	50%	49%	51%	24%	36%	37%	44%	36%	38%	33%	46%	36%	32%	38%	31%	30%	42%	38%	30%	33%	33%
To serve as a warning to other potential criminals	7%	9%	5%	5%	5%	9%	6%	8%	7%	6%	8%	9%	9%	7%	6%	8%	8%	8%	8%	7%	6%	6%	11%
Don't know	7%	4%	5%	3%	6%	3%	6%	8%	17%	9%	5%	1%	5%	8%	7%	7%	6%	4%	4%	7%	8%	7%	10%

How effective, if at all, do you think the following sentences are at reducing crime in the future?

Prison sentences

	Unweighted base				Base																		
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very effective	8%	9%	7%	5%	7%	9%	11%	5%	8%	10%	7%	6%	12%	8%	9%	5%	12%	8%	9%	8%	7%	11%	6%
Fairly effective	36%	42%	39%	35%	35%	38%	38%	34%	41%	32%	39%	38%	38%	34%	38%	38%	35%	33%	34%	39%	38%	36%	25%
Not very effective	37%	36%	37%	41%	41%	36%	35%	40%	30%	36%	38%	41%	29%	39%	37%	38%	38%	42%	39%	37%	33%	34%	47%
Not effective at all	10%	7%	10%	10%	9%	12%	10%	11%	8%	10%	12%	10%	10%	12%	8%	11%	8%	7%	12%	8%	9%	11%	14%
Don't know	9%	6%	7%	9%	8%	5%	7%	11%	14%	12%	5%	5%	10%	9%	9%	9%	6%	10%	5%	9%	12%	9%	8%

Community service

	Unweighted base				Base																		
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very effective	3%	3%	3%	3%	3%	2%	3%	2%	3%	4%	2%	1%	8%	2%	1%	2%	1%	1%	3%	2%	3%	4%	1%
Fairly effective	21%	18%	29%	28%	26%	14%	21%	20%	33%	20%	19%	19%	26%	21%	21%	18%	21%	22%	24%	23%	16%	24%	12%
Not very effective	39%	42%	41%	41%	41%	42%	41%	38%	30%	40%	44%	38%	38%	37%	41%	41%	41%	43%	40%	39%	40%	37%	41%
Not effective at all	25%	30%	17%	16%	16%	37%	27%	24%	13%	21%	29%	35%	18%	27%	25%	28%	26%	20%	24%	23%	29%	24%	31%
Don't know	12%	7%	10%	13%	13%	5%	8%	15%	20%	15%	8%	7%	10%	13%	12%	11%	11%	14%	10%	13%	12%	12%	15%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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**Fines**

	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very effective	3%	5%	2%	3%	2%	2%	4%	2%	7%	3%	2%	1%	7%	2%	3%	2%	4%	0%	5%	1%	4%	4%	1%
Fairly effective	14%	13%	18%	12%	17%	8%	14%	13%	20%	15%	10%	13%	18%	14%	15%	11%	12%	10%	14%	15%	14%	15%	7%
Not very effective	40%	44%	44%	43%	42%	40%	40%	40%	40%	38%	44%	41%	40%	41%	36%	39%	41%	54%	41%	40%	39%	42%	42%
Not effective at all	36%	32%	30%	33%	31%	46%	36%	35%	21%	35%	40%	40%	29%	35%	38%	41%	37%	28%	34%	36%	36%	34%	41%
Don't know	7%	6%	5%	9%	8%	3%	5%	9%	12%	9%	5%	5%	6%	9%	8%	6%	5%	8%	7%	8%	8%	6%	9%

**Drug or alcohol treatment orders**

	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Very effective	6%	4%	9%	5%	7%	4%	6%	6%	9%	7%	4%	3%	12%	5%	5%	4%	5%	5%	7%	5%	5%	6%	5%
Fairly effective	28%	21%	37%	36%	36%	20%	27%	29%	45%	28%	28%	21%	34%	27%	23%	28%	33%	37%	31%	29%	26%	29%	20%
Not very effective	27%	36%	24%	23%	24%	32%	28%	25%	15%	26%	26%	34%	19%	28%	32%	27%	24%	21%	26%	28%	26%	20%	35%
Not effective at all	20%	22%	14%	15%	14%	30%	24%	17%	9%	17%	27%	24%	16%	20%	22%	21%	24%	17%	18%	20%	23%	21%	22%
Don't know	19%	18%	17%	20%	19%	15%	15%	22%	22%	21%	15%	18%	18%	21%	17%	20%	13%	21%	17%	18%	20%	24%	19%

**In your opinion, are living conditions for people serving sentences in prisons too easy, about right, or too harsh?**

	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Living conditions are too easy	48%	65%	35%	35%	35%	68%	47%	48%	16%	45%	55%	60%	29%	50%	55%	48%	46%	56%	40%	49%	57%	41%	54%
Living conditions are about right	20%	15%	24%	25%	23%	14%	20%	19%	35%	19%	17%	15%	27%	18%	19%	18%	26%	14%	23%	21%	15%	21%	15%
Living conditions are too harsh	8%	3%	12%	9%	12%	3%	11%	6%	16%	9%	8%	4%	17%	6%	5%	11%	6%	2%	11%	6%	8%	8%	8%
Don't know	24%	17%	28%	31%	30%	15%	21%	27%	33%	27%	20%	20%	27%	26%	21%	23%	22%	27%	26%	24%	20%	30%	23%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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Which of the following items do you think prisoners should have access to whilst in prison?

Video games console

	Unweighted base				Base				Should be allowed access to				Should not be allowed access to				Don't know						
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Should be allowed access to	13%	10%	19%	14%	19%	9%	17%	9%	13%	14%	12%	13%	22%	11%	11%	12%	19%	12%	17%	13%	10%	9%	15%
Should not be allowed access to	77%	83%	71%	77%	70%	86%	74%	79%	63%	77%	81%	78%	66%	78%	77%	79%	75%	84%	74%	78%	79%	79%	73%
Don't know	10%	7%	10%	9%	11%	5%	9%	11%	24%	9%	7%	9%	12%	11%	12%	9%	6%	4%	9%	9%	11%	11%	12%

TV

	Unweighted base				Base				Should be allowed access to				Should not be allowed access to				Don't know						
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Should be allowed access to	57%	56%	65%	69%	69%	51%	59%	56%	51%	56%	57%	63%	61%	56%	46%	59%	68%	61%	63%	58%	52%	51%	59%
Should not be allowed access to	36%	38%	30%	26%	26%	44%	36%	37%	36%	38%	38%	32%	32%	35%	46%	36%	29%	36%	32%	38%	39%	42%	33%
Don't know	6%	6%	5%	5%	5%	5%	5%	7%	12%	6%	5%	6%	7%	8%	7%	4%	3%	3%	6%	4%	9%	7%	8%

Radio

	Unweighted base				Base				Should be allowed access to				Should not be allowed access to				Don't know						
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Should be allowed access to	79%	80%	84%	88%	87%	77%	80%	78%	71%	78%	79%	85%	79%	80%	73%	81%	82%	85%	85%	79%	76%	74%	77%
Should not be allowed access to	16%	15%	11%	10%	10%	20%	16%	16%	18%	18%	17%	11%	15%	16%	21%	14%	15%	14%	11%	18%	17%	21%	17%
Don't know	5%	5%	4%	2%	3%	4%	4%	6%	11%	4%	4%	3%	7%	4%	6%	5%	3%	1%	4%	3%	7%	5%	6%

Books

	Unweighted base				Base				Should be allowed access to				Should not be allowed access to				Don't know						
	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Should be allowed access to	95%	96%	97%	95%	97%	96%	95%	94%	87%	95%	96%	97%	94%	96%	93%	94%	93%	99%	96%	96%	94%	95%	90%
Should not be allowed access to	3%	3%	1%	4%	1%	4%	3%	3%	8%	2%	4%	2%	3%	2%	5%	3%	5%	1%	3%	3%	3%	2%	6%
Don't know	2%	1%	2%	1%	1%	1%	1%	2%	5%	2%	1%	1%	3%	2%	2%	2%	-	1%	1%	3%	3%	3%	4%

Fieldwork Dates: 14th - 16th December 2024

Sample Size: 1722 Adults in GB



	Vote in 2024 GE				EU Ref 2016				Gender				Age				Region				New social grade			
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**Newspapers**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Should be allowed access to	78%	75%	81%	87%	83%	74%	81%	76%	83%	79%	75%	77%	83%	76%	75%	79%	80%	80%	83%	79%	76%	73%	71%
Should not be allowed access to	17%	20%	14%	10%	14%	23%	15%	19%	10%	17%	21%	17%	13%	19%	20%	16%	16%	18%	12%	18%	18%	22%	21%
Don't know	5%	5%	4%	2%	4%	4%	4%	5%	7%	4%	4%	6%	3%	5%	5%	5%	4%	2%	4%	3%	6%	5%	9%

**Computer with internet access**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Should be allowed access to	15%	8%	20%	19%	21%	8%	17%	14%	18%	21%	12%	6%	22%	14%	11%	17%	15%	13%	18%	16%	13%	15%	11%
Should not be allowed access to	75%	85%	69%	70%	66%	88%	74%	76%	65%	69%	79%	87%	63%	76%	78%	76%	78%	83%	70%	76%	78%	76%	78%
Don't know	10%	7%	11%	12%	13%	4%	9%	10%	17%	10%	9%	7%	15%	10%	11%	7%	8%	4%	11%	8%	10%	10%	11%

**Mobile phone**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Should be allowed access to	6%	5%	8%	2%	6%	3%	6%	5%	12%	7%	3%	3%	10%	5%	7%	4%	7%	6%	7%	4%	5%	7%	5%
Should not be allowed access to	87%	91%	85%	93%	87%	94%	88%	86%	71%	86%	91%	93%	81%	89%	85%	88%	89%	91%	85%	91%	88%	86%	87%
Don't know	7%	4%	7%	5%	8%	2%	5%	8%	17%	7%	6%	4%	9%	6%	8%	8%	4%	3%	8%	5%	7%	7%	8%

**Stereo**

<b>Unweighted base</b>	1722	278	502	212	710	629	777	945	149	686	416	471	179	600	286	421	145	91	539	485	325	206	167
<b>Base</b>	1722	310	443	158	639	682	837	885	188	718	415	401	208	591	282	408	150	83	482	499	362	216	163
Should be allowed access to	54%	51%	64%	58%	64%	45%	55%	53%	60%	61%	50%	44%	48%	55%	55%	54%	60%	53%	61%	53%	52%	51%	45%
Should not be allowed access to	37%	41%	29%	35%	27%	49%	37%	37%	24%	33%	41%	47%	41%	36%	36%	37%	35%	42%	32%	39%	38%	39%	40%
Don't know	9%	8%	8%	7%	8%	6%	8%	9%	17%	6%	10%	9%	10%	10%	9%	9%	5%	5%	7%	8%	10%	10%	15%

Cell Contents (Column Percentages)