

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Approve	16%	5%	36%	19%	23%	8%	21%	12%	26%	18%	15%	10%	33%	14%	13%	14%	16%	13%	20%	14%	15%	18%	12%
Disapprove	63%	87%	40%	53%	51%	83%	63%	63%	39%	55%	68%	83%	43%	66%	67%	65%	64%	63%	59%	66%	64%	55%	71%
Don't know	21%	7%	24%	27%	26%	10%	17%	25%	35%	27%	17%	8%	24%	20%	20%	21%	19%	25%	20%	20%	21%	28%	16%

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

Conservatives

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
0 - Would never consider voting for them	36%	1%	55%	30%	43%	24%	37%	34%	34%	43%	34%	25%	37%	31%	27%	40%	52%	48%	39%	32%	31%	43%	37%
1	5%	-	7%	10%	7%	3%	5%	5%	6%	6%	4%	5%	8%	5%	2%	5%	7%	5%	7%	5%	5%	3%	6%
2	7%	1%	7%	13%	7%	7%	7%	6%	6%	6%	8%	6%	5%	6%	9%	8%	6%	2%	7%	8%	6%	7%	5%
3	6%	1%	8%	8%	6%	5%	5%	6%	6%	7%	4%	4%	4%	5%	7%	5%	5%	9%	7%	5%	5%	6%	3%
4	5%	2%	4%	9%	4%	6%	6%	4%	8%	6%	4%	4%	10%	5%	4%	4%	3%	8%	4%	7%	6%	4%	3%
5	10%	8%	8%	14%	7%	13%	11%	9%	9%	9%	11%	11%	12%	11%	11%	7%	5%	11%	8%	10%	12%	7%	12%
6	5%	8%	3%	3%	4%	7%	6%	4%	3%	5%	5%	6%	3%	6%	7%	5%	1%	2%	4%	5%	5%	6%	7%
7	6%	15%	2%	5%	6%	8%	4%	7%	2%	4%	8%	10%	6%	7%	6%	6%	5%	4%	5%	5%	8%	3%	10%
8	6%	20%	1%	4%	5%	9%	6%	6%	4%	3%	7%	10%	5%	6%	8%	6%	3%	4%	6%	8%	5%	3%	3%
9	2%	9%	1%	2%	2%	4%	2%	2%	1%	1%	2%	5%	2%	3%	2%	2%	2%	-	2%	4%	2%	2%	0%
10 - Would definitely consider voting for them	8%	34%	2%	1%	7%	12%	7%	9%	4%	5%	11%	12%	7%	10%	10%	7%	3%	5%	9%	7%	9%	8%	9%
prefer not to answer	5%	1%	3%	2%	4%	2%	3%	7%	18%	6%	2%	1%	4%	4%	8%	5%	7%	2%	1%	6%	7%	8%	5%

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

Labour

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
	Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
0 - Would never consider voting for them		36%	66%	6%	17%	16%	60%	39%	33%	11%	26%	42%	59%	18%	43%	41%	34%	33%	32%	28%	36%	39%	39%	46%
1		5%	9%	2%	3%	5%	6%	5%	5%	3%	4%	7%	5%	3%	5%	5%	6%	9%	5%	5%	6%	4%	3%	
2		6%	7%	3%	7%	5%	7%	6%	6%	7%	6%	5%	5%	7%	5%	6%	7%	4%	7%	5%	6%	5%	5%	8%
3		6%	5%	3%	6%	7%	4%	5%	6%	5%	8%	4%	4%	10%	5%	5%	5%	3%	8%	6%	6%	6%	4%	6%
4		5%	5%	4%	9%	6%	4%	5%	6%	8%	6%	6%	2%	5%	4%	5%	4%	9%	12%	6%	6%	5%	3%	5%
5		11%	4%	12%	22%	15%	6%	10%	13%	16%	13%	9%	8%	17%	10%	11%	12%	6%	8%	13%	10%	14%	10%	7%
6		5%	2%	7%	12%	8%	1%	5%	4%	9%	5%	4%	2%	5%	5%	4%	4%	7%	3%	5%	5%	3%	7%	2%
7		6%	0%	15%	7%	9%	3%	6%	6%	7%	7%	6%	3%	8%	6%	4%	5%	12%	5%	8%	5%	4%	6%	7%
8		6%	1%	15%	8%	8%	3%	7%	4%	7%	8%	5%	2%	6%	4%	5%	6%	9%	6%	8%	5%	5%	3%	4%
9		3%	-	7%	2%	3%	2%	3%	2%	2%	4%	1%	2%	6%	2%	2%	2%	1%	1%	3%	2%	1%	4%	2%
10 - Would definitely consider voting for them		7%	1%	23%	4%	14%	2%	7%	7%	9%	7%	9%	6%	10%	6%	6%	10%	2%	8%	10%	7%	4%	7%	5%
prefer not to answer		5%	1%	3%	2%	4%	2%	3%	7%	18%	6%	2%	1%	4%	4%	8%	5%	7%	2%	1%	6%	7%	8%	5%

Liberal Democrats

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
	Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
0 - Would never consider voting for them		27%	36%	13%	1%	14%	41%	33%	22%	12%	25%	29%	37%	14%	28%	31%	30%	27%	26%	22%	26%	28%	36%	32%
1		5%	9%	2%	1%	4%	6%	6%	5%	2%	5%	5%	7%	6%	5%	3%	5%	8%	4%	5%	6%	6%	3%	5%
2		8%	9%	5%	3%	6%	11%	8%	7%	5%	7%	9%	9%	5%	8%	9%	8%	7%	6%	7%	8%	9%	5%	9%
3		7%	11%	4%	2%	5%	7%	6%	7%	6%	6%	7%	8%	8%	6%	5%	6%	8%	11%	6%	6%	8%	7%	7%
4		6%	8%	7%	2%	7%	6%	6%	6%	4%	5%	8%	5%	6%	6%	7%	5%	7%	4%	6%	6%	5%	7%	4%
5		16%	14%	20%	15%	19%	13%	14%	18%	18%	17%	17%	13%	24%	13%	15%	16%	13%	28%	18%	14%	16%	14%	20%
6		8%	5%	14%	9%	11%	6%	7%	8%	12%	8%	6%	7%	9%	8%	8%	7%	8%	3%	11%	8%	6%	7%	3%
7		8%	2%	15%	20%	12%	5%	8%	8%	8%	9%	8%	5%	12%	8%	7%	6%	6%	7%	9%	9%	7%	6%	6%
8		5%	1%	8%	16%	8%	2%	3%	6%	7%	5%	3%	4%	5%	4%	3%	6%	6%	6%	8%	4%	3%	4%	3%
9		2%	1%	2%	6%	2%	1%	2%	2%	3%	2%	2%	1%	2%	3%	1%	1%	0%	1%	2%	2%	1%	1%	3%
10 - Would definitely consider voting for them		4%	1%	6%	23%	8%	1%	4%	5%	6%	4%	5%	4%	5%	6%	3%	4%	4%	3%	5%	5%	4%	4%	3%
prefer not to answer		5%	1%	3%	2%	4%	2%	3%	7%	18%	6%	2%	1%	4%	4%	8%	5%	7%	2%	1%	6%	7%	8%	5%

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Reform UK

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
	Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
0 - Would never consider voting for them		45%	24%	69%	67%	65%	25%	44%	47%	49%	51%	40%	40%	49%	45%	40%	42%	60%	51%	54%	45%	35%	44%	47%
1		4%	6%	4%	3%	6%	3%	4%	4%	3%	4%	5%	3%	6%	2%	4%	6%	2%	4%	5%	4%	3%	4%	3%
2		5%	6%	4%	7%	5%	5%	5%	5%	2%	5%	5%	6%	4%	4%	3%	7%	7%	4%	4%	7%	5%	3%	4%
3		4%	5%	4%	3%	3%	4%	4%	4%	4%	4%	3%	3%	3%	4%	4%	5%	1%	2%	4%	3%	5%	3%	4%
4		3%	7%	3%	3%	2%	4%	3%	4%	6%	2%	5%	4%	5%	4%	4%	3%	0%	2%	3%	3%	4%	5%	4%
5		8%	17%	4%	7%	5%	11%	8%	9%	6%	9%	7%	9%	8%	7%	10%	9%	6%	9%	7%	8%	11%	9%	7%
6		4%	8%	2%	1%	2%	6%	5%	3%	3%	3%	3%	6%	4%	5%	4%	3%	0%	3%	3%	4%	5%	3%	4%
7		4%	7%	3%	2%	2%	6%	5%	3%	1%	4%	5%	3%	5%	4%	4%	3%	1%	6%	3%	4%	4%	5%	3%
8		4%	8%	2%	4%	2%	7%	4%	4%	4%	2%	5%	7%	4%	5%	5%	2%	4%	3%	4%	5%	5%	2%	4%
9		2%	3%	1%	2%	1%	4%	4%	2%	3%	1%	4%	3%	1%	2%	4%	2%	5%	2%	3%	2%	4%	-	4%
10 - Would definitely consider voting for them		11%	9%	1%	0%	2%	22%	13%	10%	1%	9%	16%	15%	6%	13%	10%	14%	4%	11%	10%	9%	12%	14%	12%
prefer not to answer		5%	1%	3%	2%	4%	2%	3%	7%	18%	6%	2%	1%	4%	4%	8%	5%	7%	2%	1%	6%	7%	8%	5%

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Total	Vote in GE 2024			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.

	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Health	45%	47%	56%	52%	57%	39%	37%	54%	38%	44%	48%	49%	42%	48%	43%	42%	47%	62%	51%	47%	40%	34%	51%
Immigration & Asylum	45%	68%	29%	23%	27%	71%	45%	44%	15%	37%	52%	64%	30%	47%	53%	47%	41%	34%	39%	44%	51%	43%	51%
Crime	19%	19%	12%	12%	14%	24%	19%	18%	15%	18%	20%	19%	23%	17%	18%	22%	13%	14%	14%	21%	21%	22%	16%
The economy	51%	51%	52%	63%	56%	49%	52%	50%	39%	56%	51%	48%	53%	49%	52%	52%	55%	44%	56%	54%	48%	44%	45%
Tax	15%	21%	10%	11%	11%	15%	18%	11%	19%	15%	12%	13%	18%	16%	15%	15%	7%	7%	14%	15%	18%	15%	7%
Pensions	10%	14%	7%	6%	8%	13%	10%	10%	7%	5%	11%	18%	5%	10%	8%	11%	12%	18%	7%	11%	13%	9%	9%
Education	9%	5%	13%	14%	14%	4%	8%	11%	12%	11%	8%	6%	10%	9%	10%	10%	8%	9%	11%	8%	11%	8%	7%
Family life & childcare	5%	2%	6%	5%	6%	4%	4%	6%	4%	9%	3%	2%	7%	5%	3%	6%	6%	2%	7%	5%	4%	6%	2%
Housing	21%	12%	27%	26%	24%	13%	21%	22%	37%	23%	15%	16%	33%	22%	18%	14%	28%	18%	21%	20%	19%	25%	26%
The environment	17%	7%	24%	27%	24%	9%	18%	17%	30%	19%	14%	12%	22%	16%	17%	16%	19%	23%	22%	19%	12%	12%	19%
Britain leaving the EU	12%	6%	16%	18%	19%	7%	14%	11%	9%	12%	16%	11%	13%	11%	12%	11%	20%	13%	15%	12%	10%	9%	16%
Transport	3%	0%	6%	2%	3%	2%	3%	2%	5%	3%	3%	1%	4%	2%	4%	3%	2%	6%	2%	3%	4%	4%	3%
Welfare benefits	10%	10%	8%	13%	7%	13%	9%	11%	6%	11%	12%	8%	11%	10%	11%	9%	8%	15%	8%	8%	11%	13%	13%
Defence and security	17%	26%	14%	21%	15%	25%	20%	14%	6%	11%	21%	28%	11%	21%	18%	16%	11%	12%	17%	17%	18%	11%	20%
None of these	0%	-	0%	-	0%	0%	0%	0%	-	0%	0%	-	-	0%	0%	-	-	-	0%	-	-	0%	-
Don't know	3%	1%	3%	-	1%	1%	3%	2%	12%	3%	1%	0%	1%	2%	2%	5%	2%	2%	2%	2%	2%	8%	3%

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

National Health Service

	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	2%	1%	4%	2%	3%	0%	3%	1%	5%	2%	2%	-	5%	1%	2%	1%	-	3%	2%	1%	2%	4%	0%
Fairly well	18%	7%	30%	27%	26%	9%	21%	15%	23%	19%	17%	15%	24%	19%	17%	18%	10%	12%	21%	17%	16%	14%	17%
Fairly badly	33%	42%	30%	36%	35%	33%	33%	33%	30%	31%	34%	36%	31%	34%	29%	32%	40%	33%	34%	32%	36%	29%	29%
Very badly	38%	45%	23%	23%	26%	52%	35%	41%	26%	37%	40%	45%	27%	37%	44%	39%	45%	43%	34%	39%	39%	43%	43%
Don't know	9%	5%	12%	12%	11%	5%	8%	10%	17%	11%	8%	4%	13%	9%	9%	10%	6%	9%	9%	11%	7%	9%	11%

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Immigration

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	2%	0%	3%	2%	2%	1%	2%	1%	5%	2%	1%	0%	4%	2%	2%	1%	-	3%	2%	1%	2%	3%	2%
Fairly well	12%	2%	25%	22%	21%	3%	16%	9%	18%	14%	12%	8%	23%	12%	7%	12%	12%	10%	17%	13%	10%	9%	7%
Fairly badly	19%	17%	25%	21%	25%	13%	17%	22%	27%	22%	16%	15%	23%	19%	18%	18%	22%	22%	20%	20%	22%	20%	14%
Very badly	53%	77%	30%	33%	35%	77%	55%	50%	22%	46%	62%	69%	35%	54%	62%	55%	55%	42%	48%	52%	53%	53%	66%
Don't know	14%	4%	17%	22%	17%	6%	10%	17%	28%	17%	9%	7%	15%	13%	12%	15%	11%	24%	13%	15%	13%	15%	11%

Crime

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	1%	0%	3%	1%	1%	0%	2%	1%	4%	1%	1%	0%	2%	1%	1%	2%	-	-	2%	0%	0%	2%	-
Fairly well	18%	8%	33%	26%	28%	10%	21%	15%	17%	21%	18%	13%	20%	17%	16%	18%	21%	20%	21%	18%	20%	11%	15%
Fairly badly	27%	30%	24%	32%	27%	28%	26%	29%	33%	24%	25%	33%	32%	27%	26%	26%	26%	37%	26%	29%	31%	26%	22%
Very badly	33%	45%	18%	15%	20%	49%	36%	31%	20%	31%	38%	40%	28%	34%	35%	35%	40%	18%	32%	30%	33%	39%	41%
Don't know	20%	17%	22%	26%	24%	13%	15%	25%	25%	23%	17%	14%	18%	22%	22%	19%	14%	24%	19%	22%	16%	22%	22%

Education

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	3%	0%	5%	1%	3%	2%	4%	2%	7%	4%	2%	2%	9%	1%	1%	4%	6%	2%	2%	2%	5%	6%	1%
Fairly well	21%	11%	35%	30%	28%	13%	24%	18%	28%	21%	22%	17%	27%	19%	20%	24%	17%	19%	24%	22%	20%	19%	16%
Fairly badly	27%	31%	22%	26%	25%	28%	25%	28%	27%	25%	28%	28%	25%	27%	28%	24%	28%	30%	26%	28%	27%	26%	25%
Very badly	23%	32%	11%	15%	15%	34%	23%	22%	12%	21%	23%	30%	14%	24%	24%	23%	25%	19%	25%	18%	22%	23%	28%
Don't know	27%	26%	26%	28%	29%	23%	24%	29%	26%	30%	25%	23%	25%	28%	26%	26%	25%	30%	23%	30%	26%	27%	30%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



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

Taxation

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	2%	1%	5%	1%	3%	0%	4%	1%	8%	2%	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	2%	3%	3%
Fairly well	17%	6%	32%	23%	25%	7%	18%	15%	24%	19%	17%	9%	23%	18%	11%	15%	19%	17%	20%	17%	15%	14%	12%
Fairly badly	26%	28%	26%	35%	30%	24%	25%	27%	26%	27%	23%	27%	33%	23%	26%	26%	31%	19%	26%	27%	26%	27%	21%
Very badly	42%	60%	21%	27%	27%	61%	44%	40%	21%	36%	48%	55%	29%	45%	46%	43%	36%	41%	42%	41%	42%	39%	49%
Don't know	14%	6%	17%	14%	15%	8%	10%	17%	22%	17%	10%	8%	13%	12%	15%	15%	13%	22%	10%	14%	15%	17%	15%

Unemployment

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	3%	-	1%	1%	1%	3%	0%
Fairly well	19%	10%	34%	24%	28%	10%	23%	15%	21%	21%	18%	15%	24%	18%	19%	16%	18%	21%	23%	19%	22%	13%	8%
Fairly badly	29%	33%	25%	25%	27%	32%	27%	30%	30%	28%	28%	32%	31%	26%	34%	29%	30%	25%	27%	30%	31%	31%	25%
Very badly	25%	36%	12%	11%	15%	35%	26%	25%	18%	24%	27%	30%	19%	26%	23%	29%	22%	30%	24%	21%	25%	30%	34%
Don't know	26%	21%	27%	39%	29%	21%	22%	30%	30%	27%	26%	22%	25%	29%	24%	24%	27%	24%	25%	30%	21%	24%	32%

Inflation

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	1%	0%	2%	2%	1%	-	1%	1%	3%	1%	1%	0%	1%	1%	1%	1%	1%	-	1%	1%	0%	2%	-
Fairly well	17%	4%	34%	23%	25%	9%	22%	12%	24%	17%	16%	14%	26%	16%	12%	16%	20%	15%	23%	16%	16%	13%	7%
Fairly badly	29%	32%	26%	41%	29%	30%	30%	29%	26%	30%	27%	32%	28%	30%	32%	27%	31%	27%	28%	30%	32%	31%	23%
Very badly	38%	56%	18%	17%	25%	52%	35%	40%	27%	34%	41%	46%	30%	39%	41%	40%	32%	33%	36%	36%	38%	36%	48%
Don't know	15%	8%	19%	17%	19%	10%	12%	19%	20%	18%	15%	9%	15%	14%	14%	16%	16%	25%	12%	17%	13%	18%	22%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

Britain's exit from the EU

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	3%	-	1%	1%	1%	3%	-
Fairly well	15%	10%	25%	22%	19%	11%	18%	12%	20%	16%	14%	12%	23%	15%	12%	15%	17%	10%	19%	15%	15%	13%	10%
Fairly badly	23%	28%	24%	27%	25%	22%	23%	24%	23%	22%	24%	25%	25%	22%	24%	24%	20%	30%	24%	27%	22%	19%	20%
Very badly	33%	35%	24%	22%	29%	40%	38%	28%	28%	32%	36%	34%	25%	33%	31%	35%	41%	33%	34%	30%	32%	35%	40%
Don't know	27%	27%	25%	29%	26%	25%	19%	35%	28%	28%	25%	26%	23%	29%	33%	25%	20%	26%	22%	28%	29%	30%	29%

Defence

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	3%	1%	5%	2%	4%	1%	4%	2%	8%	4%	1%	0%	11%	2%	0%	3%	3%	2%	3%	2%	4%	6%	1%
Fairly well	23%	12%	34%	31%	29%	15%	28%	19%	34%	26%	19%	16%	30%	21%	22%	22%	26%	24%	26%	23%	24%	19%	17%
Fairly badly	17%	21%	16%	20%	16%	22%	18%	16%	10%	15%	18%	23%	19%	16%	14%	19%	17%	22%	19%	16%	19%	12%	15%
Very badly	25%	41%	8%	14%	13%	40%	28%	22%	11%	17%	34%	35%	15%	29%	28%	26%	21%	16%	24%	24%	22%	29%	33%
Don't know	32%	24%	37%	33%	38%	22%	22%	41%	37%	36%	28%	26%	25%	33%	36%	30%	34%	37%	28%	35%	31%	34%	33%

The economy

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	1%	0%	2%	0%	1%	0%	1%	1%	3%	1%	1%	0%	2%	1%	1%	-	-	1%	0%	0%	3%	0%	
Fairly well	15%	5%	32%	21%	24%	5%	18%	12%	24%	16%	15%	10%	25%	13%	11%	13%	17%	24%	18%	16%	15%	12%	9%
Fairly badly	30%	27%	31%	44%	34%	27%	29%	31%	30%	31%	29%	30%	29%	32%	28%	28%	32%	29%	30%	28%	36%	27%	27%
Very badly	42%	64%	20%	24%	27%	61%	43%	42%	21%	39%	46%	54%	32%	44%	47%	45%	41%	29%	40%	44%	39%	45%	48%
Don't know	11%	4%	15%	10%	14%	6%	9%	14%	22%	13%	10%	6%	11%	10%	13%	12%	9%	18%	10%	12%	9%	13%	16%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

Terrorism

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	4%	3%	7%	3%	5%	2%	4%	3%	7%	5%	3%	2%	5%	3%	2%	4%	7%	4%	5%	4%	4%	4%	3%
Fairly well	29%	16%	43%	43%	39%	19%	33%	26%	32%	34%	27%	22%	36%	27%	28%	28%	34%	26%	32%	30%	28%	25%	23%
Fairly badly	14%	23%	9%	12%	10%	19%	14%	14%	15%	12%	15%	18%	16%	12%	16%	16%	13%	18%	12%	16%	18%	14%	11%
Very badly	22%	32%	9%	8%	11%	36%	24%	20%	14%	17%	26%	30%	12%	25%	26%	22%	21%	12%	22%	17%	22%	24%	33%
Don't know	31%	28%	32%	34%	35%	24%	25%	36%	33%	33%	29%	28%	32%	32%	28%	30%	25%	40%	30%	33%	28%	33%	30%

Transport

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	2%	1%	4%	2%	2%	2%	3%	2%	3%	2%	3%	1%	2%	2%	1%	2%	7%	-	2%	2%	2%	2%	1%
Fairly well	22%	12%	36%	35%	30%	14%	24%	20%	26%	22%	21%	21%	34%	22%	19%	22%	17%	14%	26%	21%	22%	20%	15%
Fairly badly	31%	36%	27%	26%	29%	32%	32%	29%	34%	30%	30%	30%	35%	28%	28%	30%	33%	47%	29%	33%	33%	31%	23%
Very badly	23%	29%	12%	11%	15%	32%	24%	21%	13%	21%	25%	28%	13%	23%	26%	25%	22%	20%	23%	20%	21%	24%	30%
Don't know	23%	23%	21%	26%	23%	19%	17%	28%	24%	25%	22%	20%	15%	26%	27%	21%	22%	19%	19%	24%	22%	23%	31%

Housing

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	2%	1%	3%	2%	2%	1%	2%	1%	4%	1%	2%	1%	5%	2%	1%	2%	2%	1%	2%	1%	2%	3%	1%
Fairly well	16%	6%	28%	27%	22%	9%	15%	16%	20%	16%	15%	14%	16%	14%	17%	19%	12%	13%	19%	15%	15%	14%	12%
Fairly badly	32%	37%	28%	34%	32%	31%	32%	31%	37%	30%	32%	32%	37%	32%	31%	28%	37%	32%	31%	35%	31%	30%	28%
Very badly	33%	41%	20%	18%	22%	47%	36%	31%	19%	32%	36%	39%	30%	34%	38%	33%	31%	30%	32%	30%	34%	38%	38%
Don't know	17%	14%	20%	19%	22%	12%	14%	21%	20%	20%	15%	14%	13%	19%	14%	19%	17%	23%	16%	19%	17%	15%	21%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

Environment

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	2%	1%	5%	-	2%	1%	3%	1%	6%	2%	2%	2%	5%	2%	1%	2%	3%	1%	2%	2%	2%	5%	1%
Fairly well	22%	12%	36%	31%	27%	15%	24%	20%	29%	23%	21%	17%	30%	20%	19%	22%	23%	19%	22%	21%	24%	19%	20%
Fairly badly	29%	32%	27%	32%	33%	29%	28%	31%	27%	28%	30%	33%	30%	27%	26%	31%	32%	46%	32%	29%	32%	25%	23%
Very badly	21%	26%	11%	14%	15%	30%	24%	19%	14%	22%	20%	26%	14%	22%	24%	22%	24%	18%	22%	19%	19%	25%	29%
Don't know	25%	30%	21%	23%	24%	25%	21%	29%	24%	26%	28%	22%	21%	29%	29%	24%	19%	16%	21%	30%	23%	26%	27%

Welfare benefits

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very well	2%	1%	3%	1%	1%	1%	3%	1%	5%	1%	1%	1%	3%	1%	2%	2%	1%	-	1%	1%	1%	4%	2%
Fairly well	15%	6%	27%	19%	22%	8%	18%	12%	22%	17%	14%	11%	23%	13%	15%	14%	15%	15%	17%	15%	16%	13%	10%
Fairly badly	29%	32%	27%	38%	32%	28%	28%	29%	24%	28%	28%	32%	30%	28%	29%	28%	26%	36%	29%	31%	28%	26%	23%
Very badly	34%	46%	19%	21%	22%	50%	33%	34%	19%	31%	35%	45%	24%	37%	35%	35%	33%	29%	33%	30%	33%	39%	44%
Don't know	21%	15%	24%	20%	23%	14%	17%	24%	31%	23%	22%	12%	20%	21%	19%	21%	25%	19%	20%	23%	22%	18%	20%

How good or bad would you say the NHS services in your LOCAL area are?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very good	7%	6%	8%	7%	9%	4%	8%	5%	8%	6%	8%	6%	12%	5%	5%	6%	7%	8%	9%	6%	5%	5%	6%
Fairly good	48%	52%	50%	54%	53%	44%	49%	47%	48%	49%	44%	50%	54%	47%	48%	50%	45%	37%	47%	49%	46%	49%	48%
Fairly bad	26%	29%	25%	25%	23%	31%	23%	29%	21%	24%	30%	28%	17%	28%	28%	26%	25%	33%	28%	22%	30%	24%	26%
Very bad	12%	8%	10%	10%	9%	17%	12%	12%	7%	14%	13%	11%	10%	13%	10%	11%	15%	21%	12%	12%	11%	13%	15%
Don't know	7%	5%	6%	5%	7%	4%	8%	6%	16%	7%	5%	6%	7%	7%	8%	8%	7%	1%	4%	11%	7%	9%	4%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

And how good or bad would you say the NHS services **NATIONALLY** are?

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168	
Very good	2%	2%	4%	1%	2%	1%	4%	1%	5%	2%	2%	1%	9%	1%	4%	2%	-	-	2%	1%	3%	3%	4%	
Fairly good	21%	16%	22%	23%	22%	15%	25%	16%	28%	22%	18%	17%	26%	20%	17%	22%	18%	17%	20%	21%	22%	21%	18%	
Fairly bad	43%	47%	46%	53%	50%	43%	40%	47%	37%	41%	44%	50%	42%	44%	47%	38%	48%	45%	46%	44%	42%	44%	37%	
Very bad	24%	24%	21%	15%	18%	33%	21%	27%	16%	24%	28%	24%	14%	24%	23%	26%	28%	34%	25%	22%	24%	24%	26%	
Don't know	10%	10%	8%	8%	8%	8%	10%	9%	14%	11%	7%	9%	10%	11%	9%	11%	5%	4%	6%	12%	9%	9%	15%	

Do you expect the NHS to get better, worse or stay the same over the next few years?

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168	
Get much better	4%	1%	8%	3%	5%	1%	5%	2%	10%	3%	3%	2%	8%	3%	2%	5%	1%	1%	4%	1%	3%	5%	6%	
Get a little better	19%	11%	29%	30%	28%	10%	22%	16%	20%	20%	18%	18%	26%	17%	18%	20%	16%	19%	20%	20%	16%	21%	18%	
Stay the same	25%	27%	23%	23%	23%	27%	27%	22%	25%	22%	25%	28%	23%	25%	25%	24%	26%	23%	22%	28%	26%	21%	23%	
Get a little worse	25%	33%	21%	23%	26%	27%	22%	28%	23%	27%	23%	25%	20%	26%	27%	23%	29%	31%	31%	23%	25%	25%	19%	
Get much worse	20%	23%	12%	16%	13%	30%	18%	22%	6%	21%	24%	22%	12%	21%	18%	23%	24%	23%	19%	20%	21%	20%	24%	
Don't know	7%	5%	7%	5%	6%	5%	6%	9%	15%	7%	7%	5%	11%	8%	9%	6%	3%	3%	4%	8%	9%	8%	10%	

Thinking about how the NHS compares to the healthcare systems of other European countries, do you think...?

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168	
The NHS provides better quality healthcare than in other European countries	17%	19%	18%	19%	17%	15%	17%	17%	24%	17%	18%	15%	26%	15%	20%	17%	15%	10%	14%	18%	20%	19%	17%	
The NHS provides about the same quality of healthcare as in other European countries	26%	21%	32%	30%	29%	23%	26%	25%	27%	29%	25%	20%	27%	27%	22%	25%	31%	26%	27%	27%	28%	21%	21%	
The NHS provides worse quality healthcare than in other European countries	31%	37%	27%	32%	31%	37%	33%	29%	17%	29%	34%	38%	26%	33%	28%	31%	34%	39%	38%	32%	23%	24%	36%	
Don't know	26%	23%	23%	18%	23%	25%	23%	28%	31%	25%	23%	27%	22%	25%	30%	27%	20%	26%	20%	24%	29%	36%	27%	

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

Thinking about how NHS healthcare is FUNDED, which of the following best reflects your view?

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
	Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Healthcare should be funded by general taxation from everyone	67%	58%	77%	80%	78%	61%	67%	66%	62%	70%	64%	65%	71%	63%	63%	70%	70%	70%	70%	69%	68%	68%	64%	57%
Healthcare should be funded by compulsory health insurance for everyone, paid for from taxation for the least well off, and deducted from other people's wages	12%	19%	7%	9%	9%	15%	13%	11%	12%	9%	16%	14%	13%	13%	12%	11%	9%	8%	14%	11%	11%	10%	14%	
Healthcare should only be funded by taxation for the least well off, with other people choosing to take out voluntary insurance if they wished	5%	7%	4%	3%	3%	8%	6%	5%	2%	6%	5%	7%	6%	6%	3%	5%	5%	5%	5%	5%	4%	7%	9%	
None of these	5%	8%	4%	5%	3%	8%	5%	5%	2%	5%	5%	6%	2%	6%	6%	4%	5%	5%	6%	5%	4%	5%	6%	
Don't know	11%	9%	8%	3%	7%	9%	9%	13%	22%	10%	10%	8%	8%	12%	14%	9%	10%	12%	6%	12%	14%	14%	13%	

And thinking about how NHS healthcare is PROVIDED, which of the following best reflects your view?

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
	Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
The NHS should provide all its own treatment, there should be no role for private providers in the NHS	26%	14%	34%	24%	28%	24%	29%	24%	32%	30%	24%	19%	29%	22%	22%	31%	30%	33%	23%	25%	28%	33%	30%	
The NHS should be able to use private companies to provide treatment alongside its own services if they can provide it at NHS prices	61%	75%	58%	74%	64%	65%	59%	63%	47%	55%	65%	75%	59%	64%	62%	59%	57%	54%	68%	61%	58%	53%	57%	
All NHS provision should be privatised, with the NHS paying private companies to provide treatment	2%	4%	1%	1%	1%	4%	3%	2%	-	3%	3%	2%	2%	3%	1%	2%	2%	6%	3%	2%	2%	2%	2%	
None of these	2%	1%	1%	0%	0%	1%	2%	1%	5%	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%	3%	1%	2%	3%	
Don't know	9%	5%	6%	1%	7%	5%	7%	10%	16%	11%	7%	4%	9%	9%	13%	6%	10%	7%	5%	9%	12%	10%	8%	

Which of the following best reflects your view?

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
	Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Local health services should have the ability to set their own priorities and respond to local needs, even if this means different drugs and services are only available in certain areas	36%	33%	40%	43%	40%	31%	39%	34%	44%	41%	32%	30%	40%	36%	29%	39%	44%	29%	42%	38%	33%	35%	27%	
The NHS should provide the same drugs and services across the whole country, even if this means local health services have less ability to set their own priorities or respond to local needs	47%	54%	48%	43%	47%	55%	46%	48%	28%	43%	54%	56%	44%	46%	55%	48%	38%	48%	46%	46%	51%	40%	51%	
Don't know	17%	13%	11%	14%	12%	14%	15%	18%	28%	16%	14%	14%	16%	18%	16%	13%	18%	23%	12%	16%	16%	25%	22%	

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

How good or bad would you say the education and schools in your LOCAL area are?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very good	7%	7%	10%	11%	9%	6%	7%	8%	11%	7%	5%	9%	9%	7%	4%	9%	9%	5%	11%	7%	6%	5%	5%
Fairly good	42%	45%	48%	47%	45%	42%	41%	44%	44%	42%	43%	42%	46%	42%	44%	44%	41%	32%	48%	39%	43%	45%	32%
Fairly bad	15%	10%	15%	15%	13%	16%	16%	15%	23%	14%	15%	14%	9%	15%	16%	16%	21%	24%	14%	15%	16%	18%	17%
Very bad	5%	4%	3%	3%	3%	7%	5%	4%	3%	5%	7%	3%	3%	5%	5%	4%	5%	6%	4%	4%	6%	4%	5%
Don't know	30%	34%	24%	24%	30%	30%	31%	29%	19%	32%	31%	32%	33%	31%	32%	27%	25%	33%	23%	34%	29%	29%	41%

And how good or bad would you say education and schools NATIONALLY are?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very good	3%	1%	5%	2%	2%	3%	5%	1%	8%	4%	1%	1%	9%	1%	3%	3%	2%	-	2%	3%	3%	5%	1%
Fairly good	33%	34%	37%	45%	38%	28%	32%	33%	35%	31%	31%	35%	36%	29%	38%	34%	33%	30%	35%	34%	32%	33%	20%
Fairly bad	28%	32%	28%	21%	28%	29%	28%	28%	30%	26%	31%	29%	28%	30%	25%	26%	27%	41%	32%	26%	27%	23%	32%
Very bad	7%	5%	5%	4%	5%	11%	9%	6%	8%	7%	10%	5%	3%	9%	7%	8%	11%	4%	9%	6%	7%	6%	10%
Don't know	29%	28%	24%	29%	27%	29%	27%	31%	19%	32%	27%	30%	24%	31%	28%	29%	28%	26%	21%	31%	30%	32%	37%

Do you expect standard in schools to get better, worse or stay the same over the next few years?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Get much better	2%	1%	4%	2%	3%	1%	3%	2%	6%	3%	1%	0%	7%	1%	2%	3%	1%	-	3%	1%	4%	3%	1%
Get a little better	14%	8%	23%	16%	17%	9%	16%	12%	25%	13%	13%	12%	26%	11%	11%	17%	7%	13%	16%	12%	13%	18%	12%
Stay the same	34%	34%	38%	39%	36%	34%	34%	34%	38%	32%	33%	37%	27%	34%	36%	34%	36%	45%	32%	40%	33%	32%	29%
Get a little worse	20%	26%	15%	17%	19%	24%	18%	21%	11%	19%	22%	23%	16%	23%	20%	17%	21%	18%	24%	18%	18%	14%	23%
Get much worse	12%	16%	6%	8%	7%	18%	12%	12%	5%	11%	15%	14%	7%	13%	13%	13%	13%	7%	15%	9%	12%	12%	12%
Don't know	18%	14%	14%	18%	18%	15%	16%	19%	15%	22%	15%	14%	17%	18%	18%	18%	22%	18%	11%	21%	20%	20%	24%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

Thinking about how British schools compare to the education systems in other European countries, do you think...?

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168	
British schools provide better quality education than in other European countries	8%	8%	10%	9%	6%	7%	10%	7%	19%	8%	5%	8%	11%	7%	10%	8%	7%	7%	7%	7%	7%	13%	7%	5%
British schools provide about the same quality of education as in other European countries	30%	32%	36%	34%	34%	28%	32%	29%	34%	30%	31%	29%	43%	30%	23%	34%	20%	21%	32%	31%	29%	27%	28%	
British schools provide worse quality education than in other European countries	27%	22%	28%	22%	28%	27%	25%	28%	21%	27%	30%	24%	21%	26%	27%	25%	37%	34%	32%	26%	22%	25%	24%	
Don't know	35%	39%	27%	34%	32%	37%	33%	37%	27%	35%	34%	39%	24%	37%	40%	33%	35%	39%	29%	35%	36%	41%	43%	

Thinking about the amount of freedom schools are given to govern themselves, and the amount of control local and central government have over them, do you think...

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base: All GB adults	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168	
Local and central government have too much control over schools, and schools should have more freedom to make their own decisions	26%	29%	29%	22%	25%	30%	25%	28%	24%	27%	24%	29%	26%	29%	28%	25%	21%	21%	29%	26%	26%	24%	24%	
Schools have too much freedom to make their own decisions, and local and central government should have more powers over them	17%	19%	19%	13%	17%	19%	21%	14%	18%	14%	20%	20%	20%	14%	20%	20%	17%	13%	19%	16%	16%	18%	16%	
The current balance is about right	25%	24%	30%	34%	28%	22%	25%	25%	30%	22%	27%	25%	24%	24%	20%	26%	31%	29%	29%	24%	24%	22%	19%	
Don't know	32%	28%	23%	31%	30%	30%	30%	34%	28%	37%	29%	27%	30%	34%	32%	28%	32%	37%	23%	34%	34%	36%	41%	

Generally speaking, do you think large businesses have a positive or negative impact on Britain?

	Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168	
A positive impact	28%	50%	23%	26%	26%	33%	31%	26%	18%	26%	31%	34%	35%	29%	29%	29%	20%	20%	28%	31%	27%	26%	25%	
A negative impact	17%	7%	25%	13%	22%	15%	20%	15%	18%	20%	18%	13%	17%	17%	13%	19%	23%	19%	20%	16%	15%	15%	21%	
Both equally	40%	33%	40%	47%	39%	41%	39%	41%	45%	38%	41%	40%	39%	41%	40%	37%	45%	36%	42%	38%	40%	41%	38%	
Don't know	14%	10%	12%	14%	14%	11%	11%	18%	18%	16%	11%	13%	10%	13%	18%	15%	13%	25%	9%	15%	18%	18%	16%	

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

Thinking about how business is regulated in Britain today, do you think businesses face too much regulation, too little regulation, or is the balance about right?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Too much regulation	20%	35%	10%	15%	15%	28%	25%	15%	12%	13%	25%	29%	18%	22%	21%	21%	9%	16%	24%	15%	21%	16%	24%
Too little regulation	23%	11%	36%	24%	30%	17%	25%	22%	28%	26%	23%	17%	31%	21%	19%	23%	30%	28%	25%	25%	17%	21%	28%
The balance is about right	28%	31%	30%	33%	27%	30%	30%	26%	27%	27%	29%	28%	24%	28%	27%	27%	35%	22%	27%	30%	29%	28%	23%
Don't know	29%	23%	25%	27%	28%	25%	21%	37%	33%	34%	23%	26%	27%	29%	33%	29%	26%	35%	24%	29%	34%	36%	26%

And thinking about the taxes that most businesses in Britain pay, do you think businesses have to pay too much tax, do not pay enough tax, or is the balance about right?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Businesses have to pay too much tax	18%	33%	6%	15%	12%	25%	21%	15%	14%	11%	25%	24%	17%	21%	17%	17%	8%	22%	19%	17%	20%	16%	16%
Businesses do not pay enough tax	34%	16%	49%	40%	42%	27%	36%	32%	37%	37%	33%	30%	37%	33%	29%	37%	42%	28%	38%	37%	26%	33%	36%
The balance is about right	23%	28%	26%	21%	23%	25%	24%	22%	18%	22%	23%	26%	22%	23%	25%	20%	26%	23%	22%	23%	24%	22%	19%
Don't know	25%	23%	19%	25%	23%	23%	19%	32%	32%	29%	20%	21%	24%	24%	29%	26%	24%	28%	21%	23%	30%	30%	29%

Current Sunday trading laws mean that most shops in England & Wales are only allowed to open for 6 hours on Sundays. Which of the following best reflects your view?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Shops should be allowed to open for as long as they want on Sundays	51%	41%	54%	43%	53%	45%	55%	48%	51%	59%	46%	43%	53%	49%	44%	51%	69%	49%	51%	57%	49%	47%	45%
Shops should only be allowed to open for six hours on Sundays	26%	35%	28%	36%	30%	26%	22%	30%	24%	20%	28%	35%	27%	29%	30%	26%	12%	20%	33%	24%	22%	22%	26%
Shops should not be allowed to open at all on Sundays	16%	20%	12%	14%	12%	25%	17%	15%	7%	13%	23%	19%	11%	16%	20%	18%	8%	21%	12%	13%	22%	21%	17%
Don't know	7%	4%	5%	6%	5%	4%	6%	7%	19%	8%	3%	2%	9%	6%	6%	5%	11%	10%	5%	6%	7%	10%	11%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

On the subject of climate change do you think:

	Unweighted base																						
	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
	Base																						
	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
The world's climate is changing as a result of human activity	68%	60%	84%	88%	83%	56%	67%	70%	72%	71%	64%	65%	78%	65%	68%	68%	65%	68%	74%	69%	62%	63%	67%
The world's climate is changing but NOT because of human activity	16%	23%	8%	5%	8%	25%	17%	15%	11%	12%	18%	23%	9%	18%	17%	16%	18%	13%	14%	16%	20%	11%	17%
The world's climate is NOT changing	5%	4%	2%	1%	1%	8%	6%	4%	4%	4%	8%	3%	3%	5%	5%	5%	8%	5%	4%	4%	5%	7%	4%
Not sure	11%	14%	7%	7%	8%	10%	10%	12%	13%	13%	10%	9%	10%	12%	10%	11%	9%	14%	8%	10%	13%	19%	11%

Do you think concerns about climate change have or have not been exaggerated?

	Unweighted base																						
	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
	Base																						
	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Have been exaggerated - the threat is not as real as many scientists have said	24%	35%	11%	9%	13%	38%	29%	20%	13%	21%	29%	30%	17%	25%	28%	24%	28%	21%	24%	24%	25%	23%	27%
Have not been exaggerated - the threat is every bit as real as scientists have said	63%	53%	81%	88%	78%	51%	59%	67%	68%	64%	61%	62%	73%	62%	60%	61%	63%	67%	68%	64%	59%	59%	61%
Don't know	13%	12%	8%	3%	9%	11%	12%	13%	19%	15%	10%	9%	10%	13%	12%	15%	9%	12%	9%	12%	17%	18%	12%

Generally speaking, do you think the government is doing and spending too much to try and reduce carbon emissions, not doing or spending enough to reduce carbon emissions, or are they getting the balance about right?

	Unweighted base																						
	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
	Base																						
	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Are doing and spending too much to try and reduce carbon emissions	29%	44%	16%	17%	17%	46%	32%	25%	11%	20%	37%	44%	20%	33%	29%	29%	24%	29%	31%	26%	32%	22%	33%
Are not doing or spending enough to try and reduce carbon emissions	37%	20%	50%	44%	49%	23%	35%	38%	50%	43%	32%	23%	46%	33%	33%	36%	45%	39%	43%	36%	30%	35%	35%
Are getting the balance about right	13%	16%	16%	18%	15%	10%	14%	12%	15%	13%	12%	13%	14%	12%	14%	13%	16%	8%	12%	15%	11%	16%	10%
Don't know	22%	19%	18%	21%	18%	21%	18%	25%	23%	24%	19%	20%	20%	23%	25%	21%	16%	23%	14%	24%	27%	26%	22%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

Compared to other countries around the world, do you think Britain is doing more or less to reduce carbon emissions, or about the same?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Britain is doing more than most other countries to reduce carbon emissions	38%	59%	31%	38%	34%	52%	43%	33%	15%	29%	47%	56%	34%	42%	38%	40%	26%	34%	44%	36%	36%	33%	42%
Britain is doing less than most other countries to reduce carbon emissions	11%	4%	16%	12%	13%	7%	10%	12%	22%	13%	10%	3%	15%	9%	9%	13%	14%	10%	12%	12%	9%	8%	13%
Britain is doing about the same as most other countries to reduce carbon emissions	25%	19%	30%	25%	29%	18%	25%	24%	37%	24%	24%	21%	29%	23%	23%	23%	31%	28%	27%	23%	28%	22%	19%
Don't know	26%	18%	23%	24%	25%	23%	22%	31%	26%	34%	20%	20%	22%	26%	30%	25%	29%	28%	18%	29%	28%	37%	26%

How much confidence do you have in Britain's armed forces to be able to defend Britain itself against any possible military attack?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
A lot of confidence	8%	13%	9%	2%	7%	8%	10%	6%	6%	8%	9%	8%	11%	7%	7%	9%	6%	13%	7%	8%	8%	8%	9%
A fair amount of confidence	35%	36%	38%	43%	39%	32%	34%	36%	40%	37%	35%	29%	37%	34%	36%	34%	41%	27%	36%	37%	39%	32%	24%
Not very much confidence	32%	34%	31%	36%	32%	37%	35%	29%	22%	27%	35%	43%	30%	34%	34%	33%	29%	26%	37%	31%	25%	34%	36%
No confidence at all	12%	12%	6%	10%	8%	17%	12%	11%	5%	10%	14%	15%	9%	13%	10%	13%	8%	12%	10%	11%	13%	8%	18%
Don't know	13%	4%	16%	8%	13%	6%	9%	17%	27%	17%	7%	6%	12%	12%	14%	11%	16%	21%	10%	14%	14%	18%	13%

And how much confidence do you have in Britain's armed forces to be able to take part in military operations overseas?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
A lot of confidence	9%	14%	9%	4%	9%	8%	10%	7%	7%	10%	9%	9%	12%	7%	9%	9%	9%	12%	8%	8%	10%	10%	9%
A fair amount of confidence	44%	46%	48%	60%	52%	40%	42%	45%	43%	43%	46%	43%	45%	44%	42%	44%	45%	41%	48%	46%	43%	35%	38%
Not very much confidence	24%	27%	23%	17%	19%	32%	29%	19%	17%	19%	27%	33%	20%	25%	23%	27%	23%	23%	26%	24%	21%	24%	28%
No confidence at all	7%	7%	4%	4%	5%	11%	7%	7%	5%	7%	8%	8%	6%	8%	7%	7%	7%	6%	7%	8%	7%	8%	8%
Don't know	16%	6%	16%	15%	14%	10%	11%	21%	28%	21%	10%	8%	16%	16%	18%	14%	16%	18%	11%	14%	19%	24%	17%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

What do you think Britain should do when Trident reaches the end of its useful life?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Britain should replace Trident with an equally powerful nuclear missile system	46%	70%	42%	40%	39%	57%	52%	41%	39%	41%	49%	54%	39%	50%	48%	48%	33%	39%	43%	50%	47%	38%	50%
Britain should retain a nuclear missile system, but it should be less powerful and cost less than replacing Trident	18%	16%	20%	29%	22%	18%	21%	16%	18%	15%	21%	22%	25%	18%	15%	15%	24%	19%	25%	16%	16%	16%	14%
Britain should give up nuclear weapons completely	13%	3%	18%	12%	19%	9%	13%	13%	8%	14%	14%	11%	12%	11%	12%	13%	21%	12%	14%	12%	10%	16%	13%
Don't know	23%	10%	21%	19%	20%	16%	15%	30%	34%	30%	16%	13%	25%	21%	24%	23%	22%	30%	18%	22%	27%	29%	23%

Do you support or oppose Britain's membership of NATO?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Strongly support	45%	59%	54%	60%	57%	44%	52%	39%	29%	38%	52%	59%	39%	52%	36%	47%	41%	48%	57%	48%	34%	35%	42%
Tend to support	31%	31%	30%	28%	28%	34%	30%	32%	34%	31%	31%	31%	40%	28%	34%	29%	36%	27%	27%	28%	42%	32%	30%
Tend to oppose	3%	2%	2%	1%	2%	3%	4%	2%	4%	3%	3%	2%	2%	2%	5%	3%	3%	2%	3%	2%	2%	6%	4%
Strongly oppose	2%	1%	1%	1%	1%	5%	3%	2%	2%	3%	3%	2%	2%	2%	2%	3%	4%	3%	2%	3%	3%	2%	3%
Don't know	18%	7%	14%	9%	12%	15%	11%	25%	32%	25%	11%	7%	18%	16%	23%	18%	15%	20%	11%	19%	20%	26%	22%

How important, if at all, do you think Britain's membership of NATO is to Britain's defence and security?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very important	48%	61%	56%	67%	60%	48%	55%	42%	30%	40%	56%	64%	42%	55%	40%	47%	47%	50%	57%	50%	41%	39%	45%
Fairly important	30%	30%	29%	24%	25%	32%	29%	31%	43%	31%	29%	25%	39%	28%	31%	30%	30%	24%	28%	29%	37%	31%	25%
Not very important	4%	2%	3%	2%	2%	5%	5%	3%	4%	4%	2%	4%	4%	2%	6%	4%	3%	2%	4%	2%	3%	6%	6%
Not important at all	2%	1%	0%	1%	1%	4%	2%	1%	0%	3%	2%	1%	2%	1%	2%	2%	4%	1%	2%	2%	2%	1%	2%
Don't know	16%	5%	12%	6%	12%	12%	9%	23%	24%	22%	11%	6%	13%	13%	21%	16%	16%	23%	9%	17%	17%	24%	22%

Fieldwork Dates: 4th - 6th January 2025

Sample Size: 1690 Adults in GB



Total	Vote in GE 2024			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

How confident, if at all, are you that other NATO countries would come to Britain's defence if we faced a military attack?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Very confident	21%	19%	30%	28%	26%	18%	29%	14%	22%	20%	24%	20%	22%	21%	16%	25%	25%	12%	27%	19%	16%	17%	26%
Fairly confident	43%	50%	45%	47%	49%	39%	41%	45%	46%	41%	42%	47%	41%	47%	40%	39%	42%	51%	47%	47%	39%	37%	36%
Not very confident	16%	18%	11%	16%	12%	23%	16%	17%	9%	15%	17%	21%	17%	16%	20%	15%	14%	13%	14%	15%	19%	21%	17%
Not confident at all	5%	5%	3%	4%	3%	9%	5%	5%	0%	5%	7%	5%	6%	3%	7%	7%	5%	1%	4%	5%	7%	6%	6%
Don't know	15%	7%	12%	6%	10%	10%	9%	20%	22%	19%	11%	7%	14%	13%	17%	14%	13%	23%	9%	14%	19%	19%	16%

If another member of the NATO alliance faced a military attack from another country, would you support or oppose Britain going to their defence?

Unweighted base	1690	268	503	187	701	599	751	939	136	673	416	465	172	586	281	419	142	90	531	484	310	190	175
Base	1690	305	435	155	627	669	821	869	184	705	407	394	204	580	277	401	147	81	473	490	355	204	168
Strongly support	28%	31%	33%	38%	32%	29%	38%	18%	17%	24%	32%	34%	25%	28%	19%	34%	31%	25%	36%	27%	20%	23%	29%
Tend to support	43%	52%	44%	46%	45%	44%	41%	45%	45%	38%	44%	50%	51%	46%	45%	38%	33%	42%	42%	44%	46%	43%	36%
Tend to oppose	7%	5%	4%	4%	5%	8%	7%	7%	9%	8%	7%	4%	3%	8%	8%	6%	7%	8%	6%	5%	9%	8%	9%
Strongly oppose	4%	2%	1%	3%	2%	6%	4%	3%	1%	4%	5%	3%	4%	3%	2%	5%	6%	1%	3%	3%	4%	3%	6%
Don't know	19%	10%	18%	9%	16%	14%	11%	27%	27%	26%	13%	9%	17%	15%	25%	18%	23%	25%	13%	20%	21%	24%	20%

Cell Contents (Column Percentages)