

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 adults in GB



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

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

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Approve	17%	3%	37%	30%	29%	5%	22%	12%	23%	20%	16%	10%	22%	16%	18%	16%	16%	17%	23%	20%	11%	13%	10%
Disapprove	62%	91%	41%	45%	49%	83%	60%	64%	39%	54%	68%	82%	52%	65%	66%	62%	63%	59%	61%	56%	70%	63%	70%
Don't know	21%	6%	22%	25%	21%	11%	17%	24%	37%	26%	16%	8%	26%	19%	16%	22%	22%	24%	16%	25%	19%	24%	21%

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	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
0 - Would never consider voting for them	35%	2%	54%	34%	46%	22%	34%	37%	39%	43%	34%	21%	36%	28%	34%	40%	51%	41%	32%	36%	30%	42%	47%
1	7%	1%	10%	10%	7%	6%	8%	5%	9%	8%	5%	6%	9%	7%	7%	6%	6%	4%	7%	8%	5%	5%	9%
2	7%	-	10%	11%	7%	7%	8%	5%	8%	7%	5%	7%	6%	7%	6%	8%	3%	7%	7%	6%	9%	6%	3%
3	5%	2%	9%	8%	5%	6%	5%	6%	3%	6%	5%	5%	4%	6%	6%	5%	4%	1%	5%	6%	7%	3%	4%
4	4%	2%	4%	7%	4%	4%	5%	4%	6%	3%	4%	5%	5%	4%	5%	3%	2%	4%	6%	3%	3%	5%	3%
5	10%	11%	5%	15%	7%	12%	10%	9%	4%	8%	11%	13%	10%	10%	12%	9%	6%	9%	10%	8%	13%	10%	5%
6	5%	7%	2%	4%	4%	7%	5%	4%	2%	3%	8%	5%	6%	5%	5%	4%	3%	3%	4%	6%	4%	6%	1%
7	6%	15%	2%	7%	4%	11%	5%	8%	3%	4%	8%	11%	3%	8%	7%	6%	3%	7%	8%	7%	6%	2%	7%
8	5%	18%	1%	1%	4%	7%	5%	6%	3%	3%	7%	9%	2%	7%	4%	4%	8%	6%	5%	5%	6%	5%	4%
9	3%	11%	0%	1%	2%	4%	3%	3%	1%	2%	3%	5%	4%	3%	1%	4%	1%	3%	4%	3%	2%	1%	4%
10 - Would definitely consider voting for them	7%	29%	1%	2%	6%	12%	6%	8%	2%	4%	9%	14%	5%	10%	9%	4%	4%	4%	8%	7%	9%	5%	5%
prefer not to answer	6%	2%	1%	2%	4%	1%	6%	6%	21%	8%	1%	0%	12%	4%	3%	5%	8%	10%	4%	5%	6%	9%	8%

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

Labour

	Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
	Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
0 - Would never consider voting for them		36%	64%	8%	15%	17%	59%	36%	36%	14%	27%	42%	55%	21%	38%	42%	36%	36%	34%	27%	34%	43%	41%	46%
1		5%	8%	3%	5%	4%	7%	5%	5%	3%	4%	6%	7%	6%	6%	6%	5%	2%	4%	5%	6%	4%	5%	5%
2		5%	7%	2%	7%	6%	7%	5%	5%	3%	4%	6%	7%	5%	6%	5%	5%	4%	8%	6%	5%	6%	6%	2%
3		5%	3%	3%	9%	5%	5%	5%	6%	6%	7%	4%	4%	4%	5%	6%	6%	8%	2%	6%	4%	6%	8%	4%
4		4%	4%	4%	8%	6%	3%	4%	4%	7%	6%	2%	3%	7%	5%	3%	3%	4%	7%	5%	4%	4%	5%	2%
5		10%	7%	12%	24%	13%	6%	10%	11%	13%	10%	11%	9%	6%	12%	8%	11%	12%	11%	10%	11%	13%	6%	10%
6		6%	2%	10%	8%	9%	3%	6%	6%	7%	8%	4%	4%	7%	7%	7%	4%	7%	6%	7%	7%	5%	6%	5%
7		6%	2%	12%	12%	9%	2%	7%	5%	11%	6%	6%	3%	9%	4%	6%	7%	4%	7%	8%	8%	3%	2%	4%
8		6%	-	17%	3%	9%	3%	7%	6%	11%	8%	5%	3%	10%	5%	7%	6%	8%	4%	8%	7%	5%	6%	6%
9		2%	-	4%	1%	4%	1%	2%	2%	1%	2%	2%	1%	3%	1%	1%	3%	1%	1%	3%	2%	1%	1%	2%
10 - Would definitely consider voting for them		8%	-	25%	6%	16%	2%	7%	8%	4%	9%	11%	4%	10%	7%	7%	10%	5%	6%	11%	8%	4%	6%	6%
prefer not to answer		6%	2%	1%	2%	4%	1%	6%	6%	21%	8%	1%	0%	12%	4%	3%	5%	8%	10%	4%	5%	6%	9%	8%

Liberal Democrats

	Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
	Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
0 - Would never consider voting for them		27%	37%	10%	1%	13%	41%	28%	26%	15%	24%	31%	33%	22%	24%	29%	28%	33%	29%	19%	27%	31%	34%	33%
1		5%	9%	4%	2%	5%	7%	6%	5%	4%	3%	8%	7%	3%	6%	4%	7%	4%	3%	5%	5%	6%	7%	5%
2		7%	9%	4%	-	4%	9%	7%	6%	4%	8%	7%	6%	3%	8%	8%	7%	5%	6%	5%	7%	9%	5%	6%
3		5%	6%	6%	1%	4%	6%	6%	5%	5%	5%	4%	8%	5%	5%	7%	5%	5%	8%	7%	5%	5%	5%	4%
4		8%	10%	9%	5%	11%	7%	8%	8%	9%	9%	7%	8%	8%	7%	11%	9%	7%	7%	8%	9%	8%	9%	8%
5		15%	12%	23%	16%	17%	14%	12%	18%	13%	15%	18%	15%	15%	17%	14%	15%	14%	18%	17%	16%	16%	15%	12%
6		8%	8%	13%	11%	14%	5%	9%	7%	8%	10%	8%	6%	10%	8%	7%	8%	12%	6%	10%	9%	6%	5%	7%
7		6%	3%	13%	15%	10%	3%	6%	7%	9%	6%	6%	7%	8%	7%	7%	6%	5%	6%	9%	8%	4%	3%	6%
8		6%	1%	10%	18%	9%	4%	6%	6%	4%	7%	6%	4%	9%	8%	4%	4%	4%	4%	8%	5%	5%	4%	5%
9		1%	0%	2%	6%	2%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%
10 - Would definitely consider voting for them		5%	1%	5%	24%	8%	2%	5%	4%	6%	4%	4%	5%	5%	6%	5%	3%	4%	1%	6%	5%	2%	4%	5%
prefer not to answer		6%	2%	1%	2%	4%	1%	6%	6%	21%	8%	1%	0%	12%	4%	3%	5%	8%	10%	4%	5%	6%	9%	8%

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Reform UK

	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
0 - Would never consider voting for them	46%	22%	71%	68%	69%	23%	43%	48%	52%	49%	44%	38%	48%	46%	41%	44%	51%	50%	52%	46%	39%	41%	44%
1	4%	4%	6%	5%	5%	4%	4%	4%	6%	3%	4%	5%	6%	5%	4%	4%	2%	2%	4%	5%	3%	7%	3%
2	5%	7%	3%	7%	5%	6%	4%	5%	2%	4%	5%	5%	2%	6%	4%	5%	4%	4%	4%	5%	7%	3%	3%
3	4%	5%	3%	1%	3%	3%	4%	4%	5%	4%	3%	4%	4%	3%	6%	3%	6%	4%	2%	4%	6%	4%	3%
4	4%	6%	2%	3%	3%	4%	4%	3%	4%	3%	3%	4%	3%	3%	5%	4%	4%	2%	4%	4%	2%	6%	1%
5	8%	18%	5%	5%	5%	11%	6%	9%	3%	6%	10%	12%	7%	8%	12%	5%	11%	5%	8%	8%	8%	5%	8%
6	4%	7%	2%	3%	2%	7%	5%	4%	2%	4%	4%	6%	3%	5%	4%	6%	1%	2%	4%	4%	5%	2%	6%
7	4%	7%	2%	3%	2%	6%	4%	3%	2%	3%	5%	4%	5%	3%	3%	4%	1%	8%	3%	4%	4%	3%	5%
8	4%	8%	1%	1%	2%	8%	5%	3%	1%	4%	5%	6%	2%	4%	5%	5%	3%	5%	3%	3%	7%	6%	4%
9	2%	3%	1%	-	0%	4%	2%	2%	0%	2%	2%	3%	3%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%
10 - Would definitely consider voting for them	11%	11%	4%	1%	2%	23%	13%	9%	3%	10%	15%	12%	4%	12%	12%	14%	8%	6%	10%	11%	11%	11%	14%
prefer not to answer	6%	2%	1%	2%	4%	1%	6%	6%	21%	8%	1%	0%	12%	4%	3%	5%	8%	10%	4%	5%	6%	9%	8%

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

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

	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Health	45%	42%	58%	51%	57%	40%	37%	53%	36%	42%	50%	49%	38%	44%	47%	47%	49%	50%	53%	44%	42%	40%	41%
Immigration & Asylum	44%	68%	27%	25%	26%	69%	44%	44%	19%	35%	53%	63%	33%	48%	45%	49%	34%	36%	40%	38%	53%	44%	54%
Crime	20%	22%	14%	16%	15%	25%	22%	19%	16%	24%	19%	18%	27%	19%	22%	20%	16%	18%	16%	20%	23%	23%	23%
The economy	57%	65%	62%	63%	62%	58%	61%	53%	46%	58%	60%	58%	53%	59%	54%	58%	55%	56%	65%	58%	53%	54%	43%
Tax	12%	13%	9%	11%	10%	13%	13%	12%	14%	14%	11%	9%	13%	12%	13%	12%	15%	13%	9%	13%	15%	18%	8%
Pensions	9%	10%	7%	4%	7%	11%	9%	9%	2%	6%	8%	17%	4%	9%	10%	10%	11%	7%	5%	10%	10%	9%	13%
Education	8%	6%	10%	15%	11%	4%	6%	11%	14%	10%	6%	5%	7%	9%	7%	8%	12%	11%	12%	10%	6%	7%	3%
Family life & childcare	5%	2%	7%	5%	5%	3%	4%	6%	5%	8%	2%	2%	4%	4%	8%	4%	3%	8%	5%	5%	6%	5%	1%
Housing	21%	9%	28%	29%	23%	14%	21%	22%	37%	24%	18%	14%	30%	20%	20%	21%	22%	15%	22%	19%	20%	24%	26%
The environment	19%	8%	27%	27%	29%	9%	18%	19%	23%	21%	17%	14%	18%	20%	17%	19%	15%	14%	23%	19%	13%	17%	19%
Britain leaving the EU	12%	6%	16%	11%	18%	7%	13%	11%	10%	11%	15%	11%	19%	11%	9%	9%	20%	6%	12%	14%	10%	8%	13%
Transport	2%	1%	3%	3%	2%	1%	3%	2%	8%	2%	1%	1%	2%	1%	1%	5%	3%	1%	2%	3%	2%	3%	1%
Welfare benefits	8%	7%	7%	3%	7%	10%	8%	8%	4%	10%	8%	8%	6%	7%	14%	8%	7%	6%	6%	7%	8%	10%	14%
Defence and security	18%	29%	15%	18%	15%	26%	23%	13%	10%	12%	23%	25%	13%	22%	17%	13%	18%	25%	19%	18%	17%	14%	20%
None of these	0%	-	-	0%	0%	0%	0%	0%	1%	0%	-	-	-	0%	-	0%	1%	-	-	0%	1%	-	-
Don't know	2%	-	0%	2%	1%	1%	2%	2%	9%	2%	-	0%	4%	1%	0%	2%	3%	6%	0%	3%	2%	3%	2%

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

National Health Service

	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	2%	-	3%	2%	2%	1%	3%	0%	3%	2%	1%	1%	3%	2%	1%	1%	-	2%	3%	2%	1%	2%	1%
Fairly well	18%	7%	33%	28%	26%	10%	22%	14%	17%	18%	21%	13%	24%	17%	17%	18%	13%	16%	21%	20%	14%	16%	11%
Fairly badly	31%	37%	30%	34%	33%	31%	30%	31%	27%	29%	33%	35%	24%	35%	30%	28%	28%	37%	35%	30%	30%	24%	31%
Very badly	40%	49%	24%	27%	28%	52%	35%	45%	37%	39%	38%	45%	36%	37%	45%	42%	47%	35%	35%	37%	46%	42%	45%
Don't know	10%	6%	10%	9%	10%	7%	11%	10%	17%	12%	8%	6%	13%	9%	7%	11%	12%	10%	6%	12%	9%	16%	13%

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Immigration

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	1%	-	4%	2%	3%	0%	3%	0%	2%	2%	1%	0%	4%	1%	-	1%	1%	3%	2%	2%	1%	1%	1%
Fairly well	14%	2%	29%	24%	24%	4%	17%	11%	18%	17%	14%	9%	22%	13%	12%	15%	10%	13%	19%	15%	13%	11%	8%
Fairly badly	21%	18%	27%	29%	26%	17%	20%	22%	25%	22%	19%	20%	24%	21%	19%	21%	22%	20%	24%	20%	19%	24%	18%
Very badly	49%	77%	25%	25%	31%	74%	49%	49%	24%	42%	57%	65%	34%	50%	55%	50%	52%	47%	43%	47%	57%	48%	56%
Don't know	14%	4%	15%	21%	17%	5%	11%	17%	31%	17%	9%	6%	15%	14%	14%	13%	16%	17%	12%	16%	11%	17%	17%

Crime

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	1%	-	2%	0%	1%	0%	1%	1%	5%	1%	0%	1%	3%	1%	2%	0%	-	1%	1%	2%	0%	2%	-
Fairly well	19%	7%	33%	31%	29%	9%	23%	15%	23%	21%	19%	14%	16%	18%	18%	20%	21%	25%	24%	19%	18%	16%	11%
Fairly badly	27%	34%	25%	33%	27%	27%	24%	30%	28%	25%	25%	33%	28%	28%	26%	28%	24%	25%	27%	27%	22%	31%	34%
Very badly	33%	48%	17%	13%	19%	49%	35%	31%	19%	32%	38%	36%	34%	31%	36%	33%	34%	30%	31%	31%	40%	31%	33%
Don't know	20%	11%	22%	23%	23%	14%	17%	22%	26%	21%	18%	17%	19%	21%	18%	19%	21%	19%	16%	22%	20%	20%	22%

Education

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	2%	-	3%	2%	3%	0%	4%	1%	5%	3%	1%	1%	5%	2%	2%	3%	-	-	2%	3%	2%	3%	1%
Fairly well	24%	12%	40%	32%	32%	15%	26%	22%	28%	26%	22%	19%	25%	23%	23%	27%	22%	19%	25%	26%	22%	22%	17%
Fairly badly	28%	37%	24%	32%	26%	32%	26%	30%	25%	28%	27%	32%	27%	29%	28%	29%	24%	30%	32%	25%	29%	27%	24%
Very badly	21%	34%	8%	11%	14%	29%	22%	20%	19%	18%	25%	23%	19%	20%	24%	18%	28%	20%	23%	20%	19%	19%	22%
Don't know	25%	17%	25%	22%	25%	24%	23%	27%	23%	25%	24%	26%	24%	27%	22%	23%	26%	31%	18%	25%	27%	28%	35%

Taxation

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	2%	-	3%	4%	3%	0%	2%	1%	3%	2%	2%	1%	2%	1%	3%	2%	1%	2%	3%	2%	0%	1%	0%
Fairly well	16%	5%	32%	20%	26%	7%	19%	13%	15%	17%	19%	10%	18%	14%	18%	17%	12%	19%	19%	18%	12%	14%	10%
Fairly badly	28%	21%	30%	39%	33%	23%	26%	30%	33%	30%	26%	25%	29%	29%	25%	28%	29%	33%	28%	28%	26%	36%	24%
Very badly	42%	70%	21%	24%	28%	61%	44%	39%	22%	37%	46%	54%	35%	44%	46%	41%	40%	32%	42%	38%	49%	36%	43%
Don't know	13%	5%	14%	13%	11%	8%	9%	17%	28%	14%	7%	9%	15%	13%	8%	12%	17%	15%	9%	14%	12%	13%	22%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 adults in GB



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

Unemployment

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	1%	-	2%	1%	1%	1%	2%	0%	1%	1%	1%	1%	2%	1%	0%	1%	1%	3%	1%	1%	1%	2%	1%
Fairly well	19%	7%	32%	26%	29%	10%	22%	16%	17%	21%	20%	15%	20%	18%	19%	19%	15%	21%	24%	20%	16%	14%	12%
Fairly badly	28%	34%	22%	32%	24%	31%	27%	28%	25%	24%	28%	34%	26%	28%	28%	28%	29%	26%	29%	24%	29%	27%	30%
Very badly	26%	38%	14%	12%	16%	35%	25%	27%	27%	25%	26%	27%	27%	23%	29%	27%	29%	25%	23%	26%	26%	30%	30%
Don't know	27%	21%	30%	30%	30%	22%	24%	29%	31%	29%	25%	24%	25%	30%	24%	24%	26%	26%	22%	30%	28%	27%	27%

Inflation

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	1%	-	2%	1%	1%	0%	1%	1%	2%	1%	0%	0%	2%	1%	1%	0%	1%	3%	1%	1%	0%	1%	1%
Fairly well	16%	4%	32%	24%	26%	8%	19%	12%	14%	16%	19%	12%	18%	14%	15%	17%	18%	12%	21%	17%	11%	11%	10%
Fairly badly	30%	32%	30%	33%	33%	29%	29%	31%	30%	30%	26%	34%	29%	33%	25%	30%	27%	35%	29%	29%	31%	33%	31%
Very badly	39%	60%	21%	22%	24%	55%	38%	39%	29%	35%	42%	47%	36%	37%	47%	39%	37%	31%	38%	35%	43%	37%	42%
Don't know	15%	5%	16%	19%	16%	8%	12%	18%	24%	18%	13%	7%	15%	16%	12%	14%	17%	20%	11%	17%	15%	19%	16%

Britain's exit from the EU

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	1%	0%	2%	2%	1%	1%	2%	1%	2%	1%	0%	1%	3%	1%	2%	1%	0%	1%	2%	1%	1%	0%	1%
Fairly well	15%	7%	25%	22%	19%	12%	17%	14%	14%	17%	17%	11%	18%	15%	16%	16%	12%	12%	18%	17%	13%	16%	8%
Fairly badly	25%	27%	26%	26%	28%	22%	26%	25%	29%	26%	23%	25%	22%	25%	25%	27%	25%	27%	26%	25%	25%	27%	23%
Very badly	30%	40%	18%	20%	24%	37%	31%	28%	22%	30%	30%	34%	33%	29%	30%	27%	37%	28%	29%	27%	33%	30%	34%
Don't know	28%	26%	29%	31%	28%	27%	25%	32%	32%	26%	30%	29%	24%	30%	27%	29%	26%	31%	25%	31%	28%	26%	33%

Defence

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	2%	-	2%	3%	2%	1%	4%	1%	7%	3%	1%	1%	4%	2%	4%	1%	-	5%	2%	3%	1%	5%	2%
Fairly well	23%	11%	39%	32%	30%	16%	28%	19%	27%	29%	22%	13%	26%	22%	21%	24%	24%	25%	28%	25%	21%	21%	15%
Fairly badly	19%	30%	12%	17%	16%	23%	19%	18%	12%	16%	19%	27%	12%	20%	19%	22%	14%	18%	20%	15%	22%	19%	17%
Very badly	24%	43%	10%	10%	13%	37%	26%	21%	14%	18%	30%	31%	20%	24%	23%	21%	32%	25%	24%	23%	26%	20%	25%
Don't know	32%	16%	36%	38%	38%	23%	23%	40%	39%	34%	28%	29%	37%	31%	33%	32%	31%	28%	27%	34%	31%	34%	41%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 adults in GB



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

The economy

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	1%	-	2%	1%	1%	0%	2%	1%	5%	1%	1%	0%	2%	1%	2%	1%	-	1%	1%	1%	2%	1%	1%
Fairly well	14%	2%	29%	20%	23%	5%	16%	12%	15%	15%	15%	11%	15%	13%	15%	14%	13%	10%	18%	17%	10%	10%	8%
Fairly badly	28%	24%	34%	42%	34%	24%	25%	31%	29%	31%	27%	25%	33%	28%	26%	29%	26%	34%	29%	28%	29%	29%	27%
Very badly	44%	71%	22%	25%	29%	64%	45%	43%	26%	38%	48%	58%	38%	45%	48%	41%	47%	37%	44%	40%	47%	43%	46%
Don't know	13%	3%	14%	12%	13%	7%	12%	14%	24%	15%	10%	7%	12%	13%	8%	15%	14%	18%	8%	13%	13%	18%	18%

Terrorism

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	4%	1%	8%	5%	7%	1%	7%	2%	7%	6%	3%	2%	8%	4%	4%	5%	1%	4%	7%	3%	2%	8%	1%
Fairly well	30%	20%	42%	43%	38%	21%	32%	28%	38%	34%	28%	23%	31%	31%	31%	26%	33%	35%	36%	32%	30%	21%	23%
Fairly badly	14%	25%	8%	10%	11%	17%	14%	14%	9%	12%	11%	22%	9%	15%	14%	16%	15%	15%	15%	13%	13%	19%	12%
Very badly	19%	27%	9%	4%	8%	31%	20%	19%	15%	16%	22%	24%	17%	18%	21%	19%	23%	18%	16%	17%	22%	20%	27%
Don't know	32%	28%	33%	37%	36%	29%	27%	37%	32%	32%	36%	29%	35%	32%	30%	34%	28%	27%	27%	35%	32%	32%	36%

Transport

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	2%	-	4%	3%	3%	1%	3%	1%	6%	2%	2%	1%	5%	2%	2%	3%	-	-	3%	3%	2%	2%	1%
Fairly well	23%	12%	39%	34%	31%	14%	24%	23%	32%	25%	22%	18%	29%	23%	22%	24%	19%	20%	28%	21%	22%	25%	19%
Fairly badly	29%	34%	25%	27%	28%	31%	29%	29%	30%	27%	29%	32%	27%	29%	26%	32%	30%	28%	31%	28%	28%	29%	29%
Very badly	21%	32%	10%	10%	12%	30%	23%	19%	15%	20%	21%	24%	18%	19%	26%	18%	28%	21%	19%	23%	22%	18%	21%
Don't know	25%	23%	22%	27%	26%	25%	21%	28%	17%	26%	26%	25%	21%	27%	25%	22%	24%	31%	20%	26%	26%	27%	30%

Housing

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	1%	-	2%	3%	2%	0%	2%	1%	3%	2%	0%	1%	3%	2%	0%	1%	-	1%	2%	1%	0%	1%	1%
Fairly well	16%	7%	30%	19%	23%	10%	20%	11%	8%	17%	18%	13%	24%	13%	15%	16%	17%	14%	18%	16%	11%	16%	14%
Fairly badly	32%	39%	30%	45%	35%	31%	29%	35%	38%	28%	29%	40%	29%	35%	28%	34%	29%	36%	37%	30%	35%	32%	25%
Very badly	33%	42%	18%	17%	20%	44%	33%	32%	26%	34%	35%	32%	31%	34%	38%	30%	35%	23%	28%	32%	37%	34%	38%
Don't know	18%	12%	21%	16%	20%	14%	15%	20%	24%	19%	17%	14%	14%	17%	19%	19%	19%	25%	14%	21%	17%	17%	22%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 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

Environment

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	3%	-	4%	1%	2%	2%	4%	1%	6%	4%	1%	0%	4%	1%	3%	3%	3%	3%	3%	2%	2%	6%	3%
Fairly well	22%	15%	35%	29%	28%	17%	25%	19%	16%	24%	23%	18%	27%	20%	21%	22%	23%	14%	25%	22%	18%	21%	19%
Fairly badly	29%	37%	25%	40%	30%	31%	27%	31%	27%	27%	32%	31%	24%	32%	29%	30%	23%	28%	32%	27%	30%	29%	24%
Very badly	23%	29%	13%	9%	16%	30%	24%	22%	24%	22%	22%	27%	22%	22%	23%	23%	28%	25%	23%	22%	25%	21%	26%
Don't know	24%	19%	24%	22%	24%	20%	20%	27%	27%	24%	22%	24%	23%	25%	24%	21%	23%	31%	17%	27%	25%	24%	28%

Welfare benefits

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	2%	1%	2%	0%	2%	1%	2%	1%	6%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	4%	1%	-
Fairly well	17%	7%	29%	23%	25%	10%	19%	15%	15%	19%	17%	13%	14%	15%	19%	19%	11%	25%	19%	20%	14%	12%	11%
Fairly badly	28%	35%	28%	31%	28%	29%	27%	29%	25%	28%	27%	30%	28%	28%	24%	31%	31%	27%	32%	23%	27%	28%	33%
Very badly	31%	45%	18%	16%	20%	45%	31%	31%	19%	28%	34%	39%	26%	33%	38%	28%	32%	24%	28%	30%	33%	31%	37%
Don't know	23%	12%	23%	30%	25%	15%	21%	24%	35%	24%	21%	17%	30%	23%	17%	22%	25%	23%	20%	26%	22%	27%	19%

Do you think that Keir Starmer is doing well or badly as Prime Minister?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	2%	-	6%	4%	4%	0%	3%	1%	1%	3%	2%	1%	2%	3%	0%	2%	1%	3%	3%	2%	1%	1%	1%
Fairly well	22%	5%	47%	34%	36%	8%	24%	20%	27%	26%	20%	15%	28%	21%	22%	21%	21%	22%	29%	25%	18%	14%	11%
Fairly badly	23%	17%	23%	33%	27%	19%	21%	24%	23%	24%	22%	21%	23%	22%	18%	25%	27%	23%	23%	21%	22%	31%	18%
Very badly	42%	75%	16%	18%	22%	67%	43%	40%	20%	32%	51%	60%	28%	45%	47%	40%	38%	44%	38%	38%	49%	36%	54%
Don't know	12%	3%	9%	12%	11%	6%	9%	14%	29%	16%	6%	3%	19%	10%	13%	11%	13%	8%	7%	14%	10%	18%	15%

Do you believe that at the moment Kemi Badenoch does or does not look like a Prime Minister in waiting?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
She does look like a Prime Minister in waiting	12%	24%	8%	7%	9%	16%	12%	11%	10%	11%	13%	13%	13%	13%	12%	9%	13%	6%	13%	11%	13%	12%	9%
She does not look like a Prime Minister in waiting	56%	51%	70%	66%	68%	54%	64%	49%	42%	51%	63%	64%	56%	56%	54%	58%	55%	56%	62%	58%	47%	47%	61%
Not sure	32%	25%	21%	27%	24%	30%	24%	40%	48%	38%	24%	23%	31%	31%	34%	33%	32%	38%	25%	31%	40%	41%	30%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 adults in GB



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

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

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	1%	2%	1%	0%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%	1%
Fairly well	17%	42%	10%	12%	13%	26%	18%	16%	8%	11%	24%	24%	15%	20%	16%	16%	17%	12%	20%	17%	18%	14%	10%
Fairly badly	20%	25%	17%	22%	20%	23%	22%	19%	14%	18%	20%	27%	21%	22%	21%	20%	14%	19%	23%	19%	16%	22%	21%
Very badly	24%	5%	38%	28%	33%	16%	30%	18%	24%	28%	22%	18%	22%	23%	20%	26%	32%	21%	28%	23%	19%	22%	27%
Don't know	37%	25%	34%	38%	33%	34%	28%	46%	52%	41%	32%	30%	40%	34%	43%	37%	35%	47%	27%	40%	46%	38%	40%

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

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very well	5%	2%	8%	16%	8%	3%	6%	4%	6%	4%	7%	4%	6%	6%	5%	4%	3%	4%	7%	4%	4%	5%	5%
Fairly well	26%	23%	37%	47%	37%	21%	29%	22%	16%	23%	27%	33%	24%	27%	27%	24%	23%	30%	32%	27%	20%	23%	19%
Fairly badly	12%	18%	12%	7%	11%	13%	14%	11%	11%	9%	14%	16%	8%	14%	9%	15%	12%	6%	14%	11%	11%	16%	9%
Very badly	12%	17%	5%	1%	7%	19%	14%	10%	4%	12%	15%	12%	15%	10%	12%	11%	17%	12%	12%	11%	13%	9%	13%
Don't know	45%	40%	37%	29%	38%	44%	37%	53%	63%	52%	37%	35%	47%	43%	48%	46%	44%	48%	35%	46%	53%	46%	54%

Do you believe the Conservative party today are or are not ready for government?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
They are ready for Government	12%	33%	4%	6%	7%	18%	10%	14%	9%	11%	13%	16%	10%	14%	15%	11%	9%	7%	11%	13%	15%	14%	10%
They are not ready for Government	67%	54%	86%	79%	79%	65%	74%	62%	61%	64%	74%	69%	66%	66%	69%	68%	69%	69%	76%	68%	58%	62%	68%
Not sure	20%	13%	10%	14%	14%	16%	16%	24%	30%	25%	12%	15%	24%	20%	16%	20%	22%	24%	13%	20%	27%	24%	22%

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

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Strongly support	17%	7%	30%	21%	24%	11%	23%	12%	20%	19%	17%	13%	27%	14%	14%	18%	25%	13%	21%	15%	16%	16%	19%
Tend to support	37%	32%	45%	47%	42%	33%	38%	35%	36%	36%	38%	38%	36%	33%	40%	38%	41%	42%	36%	41%	34%	37%	35%
Tend to oppose	22%	29%	15%	20%	19%	27%	16%	28%	15%	20%	24%	26%	15%	25%	21%	24%	16%	23%	26%	21%	21%	21%	17%
Strongly oppose	13%	28%	6%	7%	8%	22%	13%	14%	9%	11%	16%	17%	8%	19%	18%	10%	3%	10%	14%	13%	14%	13%	15%
Don't know	10%	4%	5%	4%	7%	8%	10%	11%	19%	14%	5%	5%	14%	9%	7%	11%	14%	13%	4%	11%	15%	13%	14%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 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

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

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Strongly support	13%	4%	22%	18%	19%	8%	17%	9%	13%	15%	13%	8%	20%	10%	9%	13%	23%	8%	15%	11%	11%	13%	14%
Tend to support	32%	24%	40%	33%	36%	27%	36%	28%	35%	29%	35%	31%	29%	27%	34%	35%	36%	41%	31%	34%	29%	33%	33%
Tend to oppose	21%	22%	19%	22%	21%	21%	17%	24%	20%	20%	19%	24%	23%	22%	20%	20%	15%	23%	21%	22%	20%	21%	17%
Strongly oppose	24%	43%	14%	20%	17%	37%	21%	28%	11%	23%	26%	31%	15%	32%	29%	21%	11%	17%	27%	24%	25%	20%	22%
Don't know	10%	7%	6%	7%	7%	7%	9%	11%	20%	12%	6%	6%	14%	9%	8%	10%	14%	10%	6%	9%	14%	14%	14%

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?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Strongly support	20%	5%	30%	19%	22%	11%	25%	15%	37%	24%	16%	10%	26%	16%	20%	21%	23%	21%	21%	20%	17%	24%	19%
Tend to support	37%	32%	39%	47%	41%	33%	36%	37%	34%	37%	38%	36%	40%	36%	37%	36%	36%	31%	36%	37%	38%	41%	28%
Tend to oppose	18%	28%	14%	15%	18%	22%	16%	21%	10%	15%	21%	25%	15%	21%	16%	19%	15%	20%	23%	19%	14%	11%	20%
Strongly oppose	13%	23%	7%	7%	9%	21%	12%	13%	3%	12%	15%	15%	6%	15%	16%	11%	13%	13%	12%	14%	12%	11%	14%
Don't know	13%	13%	9%	12%	9%	13%	10%	15%	16%	13%	10%	13%	13%	13%	11%	13%	13%	15%	8%	10%	19%	12%	18%

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

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Strongly support	6%	0%	10%	6%	8%	3%	9%	4%	10%	8%	4%	3%	9%	4%	5%	7%	10%	7%	8%	4%	5%	10%	9%
Tend to support	19%	7%	31%	23%	27%	11%	21%	17%	27%	18%	20%	17%	24%	18%	20%	19%	17%	16%	22%	20%	13%	21%	19%
Tend to oppose	27%	30%	30%	37%	28%	27%	26%	29%	28%	26%	27%	29%	28%	26%	27%	31%	29%	19%	28%	25%	31%	27%	26%
Strongly oppose	33%	58%	19%	23%	27%	47%	32%	35%	13%	31%	39%	42%	23%	39%	38%	29%	26%	39%	35%	36%	35%	24%	29%
Don't know	14%	5%	10%	11%	10%	11%	12%	16%	22%	17%	10%	9%	16%	13%	11%	13%	18%	18%	7%	16%	16%	18%	18%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 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

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

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Strongly support	6%	2%	8%	8%	8%	2%	8%	4%	10%	7%	4%	4%	11%	4%	6%	4%	12%	3%	7%	6%	3%	5%	8%
Tend to support	26%	22%	35%	30%	30%	21%	31%	21%	31%	23%	29%	26%	33%	25%	28%	25%	23%	18%	29%	26%	22%	29%	22%
Tend to oppose	31%	36%	31%	32%	33%	33%	29%	32%	25%	31%	31%	33%	26%	30%	32%	33%	34%	35%	33%	28%	30%	36%	29%
Strongly oppose	23%	32%	14%	20%	16%	32%	19%	27%	10%	23%	27%	24%	17%	28%	23%	21%	16%	26%	23%	24%	24%	19%	25%
Don't know	14%	8%	12%	10%	12%	12%	13%	15%	24%	16%	9%	13%	13%	14%	11%	16%	15%	18%	9%	16%	20%	11%	16%

....if it meant building more housing on green field sites?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Strongly support	5%	1%	8%	7%	7%	3%	7%	3%	7%	6%	4%	2%	11%	4%	4%	4%	8%	3%	4%	6%	4%	5%	6%
Tend to support	18%	13%	25%	20%	25%	13%	23%	14%	16%	20%	19%	15%	18%	15%	17%	21%	25%	19%	20%	17%	16%	21%	18%
Tend to oppose	25%	24%	29%	33%	28%	20%	25%	26%	35%	24%	24%	24%	25%	21%	27%	29%	26%	28%	27%	26%	22%	23%	29%
Strongly oppose	41%	58%	30%	34%	34%	55%	36%	47%	21%	38%	47%	52%	31%	51%	43%	37%	27%	37%	44%	41%	45%	35%	36%
Don't know	10%	4%	8%	6%	6%	8%	9%	11%	22%	12%	6%	6%	15%	9%	9%	9%	13%	13%	5%	10%	12%	16%	12%

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

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Go up a lot	12%	7%	9%	7%	6%	13%	13%	11%	21%	12%	11%	10%	13%	9%	17%	12%	13%	10%	8%	11%	17%	14%	13%
Go up a little	36%	36%	40%	41%	40%	32%	37%	35%	40%	34%	36%	38%	30%	39%	37%	35%	35%	37%	40%	37%	36%	31%	31%
Stay about the same	31%	37%	34%	32%	36%	33%	30%	32%	17%	33%	34%	32%	35%	32%	25%	34%	29%	30%	36%	32%	26%	32%	28%
Go down a little	7%	9%	5%	8%	6%	9%	7%	8%	5%	8%	7%	6%	7%	8%	8%	5%	7%	10%	7%	8%	7%	7%	5%
Go down a lot	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	0%	1%	2%	1%
Don't know	13%	9%	12%	11%	12%	12%	12%	13%	17%	13%	10%	13%	14%	11%	13%	13%	15%	12%	8%	13%	12%	14%	22%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 adults in GB



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

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

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
It would be better for Britain if house prices rose	5%	9%	4%	5%	6%	6%	6%	4%	2%	5%	6%	5%	7%	6%	4%	5%	5%	4%	7%	4%	5%	5%	6%
It would be better for Britain if house prices went down	52%	37%	60%	55%	52%	45%	55%	50%	69%	58%	47%	39%	57%	51%	53%	51%	52%	51%	50%	54%	53%	55%	48%
It would be better for Britain if house prices stayed about the same	24%	39%	21%	26%	27%	30%	23%	26%	7%	18%	31%	36%	14%	26%	25%	26%	22%	27%	31%	25%	19%	19%	21%
Don't know	18%	15%	15%	14%	15%	20%	16%	20%	22%	18%	16%	20%	21%	17%	18%	21%	18%	12%	18%	23%	21%	25%	

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	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base: All GB adults	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
I would be better off if house prices rose	22%	32%	22%	29%	28%	22%	24%	20%	4%	23%	26%	23%	20%	22%	22%	22%	22%	21%	34%	21%	16%	11%	15%
I would be better off if house prices fell	23%	8%	22%	22%	16%	15%	23%	23%	64%	32%	9%	3%	30%	20%	29%	24%	16%	16%	20%	23%	26%	32%	16%
It will make little difference to me personally if house prices rise or fall	47%	57%	51%	43%	51%	56%	45%	49%	17%	34%	61%	71%	38%	51%	42%	45%	57%	50%	43%	48%	48%	47%	54%
Don't know	8%	3%	5%	6%	5%	7%	7%	8%	15%	11%	4%	3%	12%	6%	7%	9%	5%	13%	3%	8%	10%	9%	15%

Do you think the Labour Party is united or divided at the present time?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
United	28%	15%	55%	47%	45%	16%	34%	21%	24%	31%	29%	22%	33%	28%	27%	27%	24%	25%	36%	31%	19%	23%	19%
Divided	38%	56%	23%	23%	27%	53%	37%	38%	28%	32%	41%	50%	29%	39%	39%	39%	40%	39%	36%	35%	41%	38%	45%
Don't know	34%	29%	23%	29%	28%	31%	28%	40%	49%	36%	30%	28%	38%	33%	34%	34%	36%	36%	27%	35%	40%	39%	36%

Do you think the Conservative Party is united or divided at the present time?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
United	15%	32%	10%	12%	14%	19%	16%	15%	10%	13%	20%	16%	13%	16%	13%	17%	16%	10%	17%	13%	17%	17%	10%
Divided	46%	36%	57%	53%	53%	46%	53%	39%	42%	44%	45%	51%	47%	47%	46%	45%	42%	51%	54%	46%	35%	40%	51%
Don't know	39%	33%	33%	35%	34%	36%	31%	46%	48%	43%	35%	32%	41%	37%	41%	38%	42%	39%	29%	40%	48%	43%	39%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 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

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following?

Labour Party

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very left-wing	15%	28%	5%	6%	6%	26%	17%	13%	8%	10%	21%	21%	11%	15%	17%	18%	11%	8%	16%	13%	16%	13%	16%
Fairly left-wing	20%	34%	19%	18%	21%	22%	20%	19%	16%	16%	20%	27%	23%	21%	19%	17%	16%	21%	24%	20%	17%	16%	14%
Slightly left-of-centre	22%	14%	37%	36%	34%	14%	26%	19%	22%	21%	26%	20%	25%	23%	21%	21%	19%	25%	30%	25%	13%	18%	16%
Centre	10%	3%	13%	15%	11%	7%	10%	9%	13%	12%	9%	5%	7%	10%	10%	10%	10%	11%	9%	10%	9%	10%	12%
Slightly right-of-centre	6%	1%	6%	7%	7%	3%	7%	4%	7%	7%	5%	3%	6%	4%	8%	5%	8%	6%	6%	5%	7%	5%	6%
Fairly right-wing	2%	3%	1%	1%	3%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	7%	1%	1%	2%	3%	2%	3%
Very right-wing	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	0%	0%	1%	3%	-	-	1%	0%	2%	2%
Don't know	25%	18%	16%	15%	17%	24%	17%	33%	32%	31%	17%	20%	24%	25%	22%	26%	26%	29%	13%	23%	35%	34%	31%

Conservative Party

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very left-wing	1%	0%	0%	1%	0%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	0%	3%	0%	1%	1%	2%	2%
Fairly left-wing	2%	1%	1%	2%	1%	4%	3%	2%	2%	2%	3%	2%	3%	1%	3%	3%	1%	1%	2%	2%	3%	1%	4%
Slightly left-of-centre	3%	2%	3%	2%	1%	5%	5%	2%	4%	3%	4%	3%	3%	3%	4%	4%	3%	5%	3%	4%	3%	3%	2%
Centre	7%	9%	3%	4%	3%	10%	8%	5%	4%	5%	8%	9%	4%	6%	11%	6%	5%	7%	6%	5%	8%	7%	9%
Slightly right-of-centre	18%	35%	12%	20%	17%	23%	20%	16%	13%	14%	25%	21%	15%	20%	16%	19%	15%	19%	20%	19%	18%	15%	13%
Fairly right-wing	31%	29%	47%	40%	40%	26%	34%	29%	36%	30%	32%	32%	38%	31%	33%	30%	26%	26%	40%	32%	24%	28%	26%
Very right-wing	12%	4%	17%	16%	20%	6%	12%	12%	9%	12%	12%	12%	11%	11%	9%	11%	20%	10%	15%	12%	7%	10%	13%
Don't know	25%	19%	18%	15%	18%	25%	17%	33%	32%	32%	16%	20%	24%	26%	22%	26%	28%	29%	14%	24%	36%	34%	30%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 adults in GB



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

Liberal Democrats

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very left-wing	5%	6%	1%	2%	2%	9%	6%	3%	3%	4%	7%	3%	5%	3%	5%	5%	6%	7%	5%	5%	5%	2%	4%
Fairly left-wing	10%	9%	10%	7%	8%	13%	13%	7%	9%	10%	9%	9%	9%	9%	10%	10%	11%	7%	9%	12%	9%	8%	9%
Slightly left-of-centre	17%	20%	23%	24%	22%	14%	19%	15%	17%	15%	19%	16%	20%	18%	15%	14%	12%	24%	22%	17%	14%	10%	12%
Centre	25%	22%	31%	44%	31%	24%	27%	23%	20%	20%	33%	28%	17%	27%	26%	28%	25%	18%	29%	25%	16%	28%	29%
Slightly right-of-centre	7%	9%	10%	6%	9%	6%	8%	7%	8%	6%	6%	10%	13%	6%	9%	6%	4%	7%	12%	7%	6%	6%	2%
Fairly right-wing	2%	2%	1%	-	2%	1%	3%	2%	3%	2%	1%	2%	3%	2%	1%	3%	3%	2%	2%	2%	4%	3%	1%
Very right-wing	0%	0%	0%	-	0%	0%	0%	0%	-	1%	0%	0%	0%	0%	-	0%	1%	2%	0%	1%	0%	1%	-
Don't know	34%	32%	23%	16%	26%	33%	25%	43%	39%	41%	24%	30%	33%	35%	33%	33%	38%	34%	21%	31%	46%	42%	43%

Keir Starmer

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very left-wing	16%	35%	4%	5%	6%	31%	18%	15%	7%	11%	21%	26%	10%	18%	18%	18%	15%	10%	17%	14%	19%	13%	21%
Fairly left-wing	12%	18%	12%	13%	12%	13%	13%	11%	9%	10%	14%	14%	12%	12%	14%	12%	8%	16%	15%	13%	9%	12%	6%
Slightly left-of-centre	19%	17%	32%	28%	31%	12%	23%	16%	15%	18%	22%	20%	26%	19%	16%	19%	18%	15%	27%	22%	12%	12%	11%
Centre	14%	6%	23%	22%	19%	10%	17%	12%	18%	16%	13%	11%	15%	15%	15%	12%	10%	23%	17%	14%	12%	17%	12%
Slightly right-of-centre	6%	1%	7%	8%	8%	2%	7%	5%	8%	7%	6%	3%	5%	5%	7%	6%	8%	4%	6%	5%	5%	4%	7%
Fairly right-wing	3%	2%	3%	1%	4%	3%	3%	3%	3%	4%	3%	2%	4%	2%	3%	3%	9%	3%	2%	3%	4%	2%	5%
Very right-wing	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	-	1%	4%	-	0%	2%	1%	2%	1%
Don't know	28%	20%	19%	22%	20%	27%	19%	37%	40%	34%	19%	23%	26%	29%	26%	29%	29%	29%	16%	27%	38%	37%	36%

Ed Davey

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very left-wing	4%	8%	1%	1%	1%	8%	6%	3%	3%	3%	7%	4%	4%	4%	6%	4%	4%	3%	5%	5%	6%	2%	4%
Fairly left-wing	8%	7%	8%	9%	8%	10%	10%	6%	5%	9%	9%	7%	5%	9%	5%	9%	11%	8%	9%	10%	6%	5%	7%
Slightly left-of-centre	13%	16%	20%	22%	20%	10%	18%	9%	12%	13%	15%	14%	13%	15%	13%	13%	9%	17%	19%	14%	13%	7%	6%
Centre	23%	20%	30%	42%	30%	21%	26%	20%	16%	20%	29%	26%	22%	24%	25%	22%	22%	18%	29%	23%	16%	27%	20%
Slightly right-of-centre	5%	8%	5%	2%	6%	4%	5%	4%	4%	3%	5%	9%	7%	5%	4%	5%	3%	5%	8%	4%	3%	2%	4%
Fairly right-wing	2%	1%	2%	0%	1%	2%	1%	2%	2%	2%	2%	2%	4%	2%	1%	1%	2%	1%	1%	1%	3%	3%	2%
Very right-wing	1%	0%	1%	-	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	2%	1%	1%	0%	0%	1%	1%
Don't know	44%	40%	33%	23%	33%	44%	33%	55%	57%	50%	33%	39%	44%	41%	46%	46%	47%	47%	29%	44%	54%	53%	57%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 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

Yourself

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very left-wing	4%	0%	5%	4%	6%	1%	3%	4%	8%	5%	3%	1%	1%	3%	4%	4%	9%	5%	5%	4%	2%	3%	3%
Fairly left-wing	13%	1%	24%	15%	21%	3%	12%	13%	20%	15%	12%	4%	17%	12%	13%	11%	13%	14%	14%	16%	8%	10%	10%
Slightly left-of-centre	12%	1%	29%	24%	21%	5%	14%	10%	13%	13%	11%	12%	15%	10%	9%	15%	9%	15%	17%	12%	9%	8%	11%
Centre	22%	25%	19%	30%	21%	25%	26%	19%	14%	20%	25%	28%	21%	25%	24%	17%	25%	24%	22%	20%	23%	24%	25%
Slightly right-of-centre	14%	34%	6%	10%	10%	22%	15%	12%	6%	8%	20%	21%	11%	15%	15%	15%	11%	12%	19%	14%	10%	12%	9%
Fairly right-wing	8%	18%	1%	1%	3%	14%	9%	7%	5%	5%	11%	11%	7%	9%	8%	7%	8%	7%	8%	9%	7%	7%	7%
Very right-wing	3%	6%	1%	-	1%	5%	3%	3%	2%	3%	3%	5%	4%	3%	5%	3%	1%	1%	3%	3%	6%	2%	3%
Don't know	24%	15%	16%	16%	16%	23%	17%	31%	32%	30%	16%	18%	23%	24%	21%	29%	24%	22%	12%	22%	35%	34%	32%

Kemi Badenoch

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very left-wing	1%	-	1%	0%	0%	1%	1%	1%	-	1%	1%	0%	2%	0%	1%	1%	-	-	1%	1%	0%	1%	1%
Fairly left-wing	1%	2%	0%	1%	1%	2%	2%	1%	-	2%	1%	1%	0%	1%	2%	1%	1%	2%	1%	0%	2%	0%	1%
Slightly left-of-centre	2%	0%	1%	3%	1%	3%	2%	2%	3%	1%	3%	1%	2%	1%	2%	3%	-	3%	1%	3%	1%	2%	3%
Centre	8%	10%	5%	5%	4%	12%	9%	6%	5%	6%	8%	10%	2%	8%	10%	7%	9%	7%	6%	6%	8%	9%	11%
Slightly right-of-centre	15%	31%	10%	13%	13%	20%	17%	13%	10%	10%	22%	18%	16%	14%	15%	16%	7%	19%	16%	15%	16%	10%	12%
Fairly right-wing	21%	25%	29%	25%	27%	20%	24%	18%	17%	21%	21%	22%	26%	21%	19%	19%	23%	18%	29%	22%	14%	20%	13%
Very right-wing	17%	9%	29%	26%	27%	9%	18%	16%	14%	15%	19%	18%	17%	18%	14%	16%	20%	12%	25%	17%	10%	12%	16%
Don't know	36%	22%	26%	28%	27%	33%	27%	45%	51%	43%	25%	29%	34%	35%	37%	37%	40%	39%	20%	36%	49%	47%	42%

Reform UK

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very left-wing	2%	3%	2%	3%	3%	2%	1%	3%	1%	1%	4%	3%	-	2%	3%	4%	2%	3%	2%	2%	3%	1%	0%
Fairly left-wing	2%	3%	1%	-	1%	2%	2%	1%	1%	1%	1%	3%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	3%
Slightly left-of-centre	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	0%
Centre	5%	5%	3%	2%	2%	6%	7%	3%	4%	6%	3%	4%	4%	4%	6%	6%	3%	4%	4%	3%	5%	7%	8%
Slightly right-of-centre	6%	8%	1%	1%	2%	13%	7%	6%	1%	4%	9%	9%	4%	6%	9%	7%	6%	2%	5%	7%	6%	4%	11%
Fairly right-wing	16%	28%	9%	20%	11%	23%	20%	12%	13%	14%	18%	18%	12%	18%	19%	14%	11%	13%	17%	17%	16%	13%	11%
Very right-wing	40%	30%	65%	55%	61%	25%	43%	37%	41%	39%	45%	36%	50%	39%	32%	39%	44%	47%	54%	43%	27%	31%	32%
Don't know	29%	22%	19%	18%	20%	28%	20%	37%	37%	33%	21%	25%	28%	29%	28%	29%	32%	29%	15%	26%	41%	42%	35%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 adults in GB



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

Nigel Farage

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Very left-wing	2%	4%	2%	3%	4%	1%	1%	3%	1%	1%	3%	4%	-	1%	3%	3%	3%	2%	2%	2%	3%	2%	2%
Fairly left-wing	1%	2%	1%	0%	1%	2%	1%	1%	1%	1%	0%	2%	1%	1%	3%	1%	1%	1%	1%	1%	3%	1%	1%
Slightly left-of-centre	1%	1%	1%	-	1%	1%	1%	1%	2%	2%	-	1%	2%	0%	2%	1%	-	2%	1%	1%	1%	1%	0%
Centre	5%	5%	3%	3%	2%	7%	6%	3%	5%	6%	4%	4%	2%	4%	7%	5%	6%	4%	4%	4%	5%	5%	8%
Slightly right-of-centre	6%	7%	2%	4%	2%	12%	8%	5%	2%	4%	10%	7%	5%	6%	8%	7%	5%	5%	5%	8%	5%	6%	8%
Fairly right-wing	15%	27%	7%	11%	10%	22%	18%	11%	8%	13%	17%	19%	13%	17%	14%	15%	9%	16%	16%	15%	15%	12%	14%
Very right-wing	41%	30%	65%	63%	61%	27%	45%	38%	46%	40%	45%	38%	48%	41%	38%	38%	48%	42%	57%	43%	28%	31%	33%
Don't know	28%	23%	19%	15%	19%	28%	19%	37%	36%	33%	21%	24%	28%	29%	26%	30%	28%	27%	15%	26%	40%	42%	33%

Do you think Kemi Badenoch should remain as leader of the Conservative Party, or stand down and let someone else take over?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Should remain Conservative leader	31%	57%	28%	31%	30%	40%	35%	28%	17%	25%	43%	38%	29%	33%	36%	26%	35%	29%	38%	32%	26%	27%	27%
Should stand down and let someone else take over	24%	19%	28%	24%	26%	22%	28%	20%	29%	21%	22%	28%	22%	25%	24%	25%	26%	13%	25%	23%	25%	21%	23%
Don't know	45%	24%	44%	45%	44%	39%	37%	52%	54%	54%	35%	34%	49%	42%	40%	49%	39%	58%	36%	45%	49%	52%	50%

Do you think Keir Starmer should remain as leader of the Labour Party, or stand down and let someone else take over?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Should remain Labour leader	36%	24%	68%	57%	59%	20%	41%	32%	31%	41%	36%	31%	45%	37%	31%	34%	34%	39%	47%	39%	27%	31%	25%
Should stand down and let someone else take over	40%	60%	21%	24%	22%	60%	40%	40%	27%	33%	47%	52%	30%	42%	50%	39%	32%	40%	38%	36%	46%	39%	49%
Don't know	24%	16%	11%	19%	19%	19%	19%	28%	42%	26%	18%	16%	26%	21%	18%	27%	34%	21%	16%	25%	28%	30%	25%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 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

Thinking about Britain's political system overall, which of these views comes closest to your own?

	Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175	
It works extremely well	2%	1%	4%	1%	3%	2%	3%	1%	2%	2%	3%	2%	6%	1%	3%	1%	2%	3%	2%	3%	1%	2%	2%	
It works reasonably well	19%	27%	28%	25%	25%	14%	23%	16%	21%	15%	23%	21%	24%	19%	17%	19%	17%	20%	25%	20%	13%	16%	17%	
It sometimes appears broken	37%	45%	42%	47%	45%	35%	33%	42%	29%	38%	33%	44%	31%	41%	38%	36%	33%	38%	41%	37%	41%	31%	29%	
It is badly broken	34%	26%	23%	24%	25%	45%	35%	33%	25%	34%	40%	31%	27%	34%	38%	33%	41%	28%	29%	32%	35%	40%	42%	
Don't know	8%	1%	3%	3%	3%	5%	7%	9%	24%	10%	2%	2%	12%	5%	5%	11%	8%	12%	3%	9%	11%	11%	10%	

Thinking about how the British political system compares to the political systems of other European countries, do you think...?

	Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175	
The British political system works better than that of most other European countries	10%	18%	11%	8%	10%	12%	14%	6%	7%	9%	10%	13%	16%	8%	9%	9%	11%	14%	15%	10%	7%	4%	7%	
The British political system works about as well as that of most other European countries	37%	44%	41%	52%	41%	36%	38%	35%	28%	32%	43%	41%	34%	39%	39%	37%	26%	35%	41%	39%	29%	37%	32%	
The British political system works less well than that of most other European countries	23%	11%	21%	19%	23%	22%	21%	25%	27%	26%	21%	20%	21%	21%	26%	23%	31%	20%	23%	21%	25%	25%	25%	
Don't know	30%	27%	26%	22%	26%	30%	26%	34%	38%	33%	25%	26%	29%	31%	26%	31%	33%	31%	21%	30%	39%	33%	36%	

How much confidence, if any, do you have in the following parts of the British political system?

The House of Commons?

	Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175	
A lot of confidence	2%	3%	3%	3%	2%	2%	3%	1%	3%	1%	2%	2%	3%	2%	1%	2%	2%	2%	3%	2%	1%	2%	2%	
A fair amount of confidence	26%	32%	38%	33%	34%	19%	30%	23%	28%	22%	26%	32%	37%	29%	24%	20%	21%	27%	33%	28%	20%	25%	16%	
Not very much confidence	37%	42%	37%	44%	40%	43%	35%	39%	21%	36%	41%	42%	29%	38%	37%	42%	31%	36%	40%	36%	38%	31%	36%	
No confidence at all	23%	18%	13%	10%	13%	30%	23%	22%	20%	24%	24%	19%	18%	19%	29%	23%	29%	21%	17%	21%	25%	23%	35%	
Don't know	12%	5%	9%	10%	11%	6%	9%	16%	28%	16%	7%	4%	13%	12%	7%	14%	18%	14%	7%	14%	15%	19%	10%	

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 adults in GB



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

The House of Lords?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
A lot of confidence	2%	2%	3%	4%	3%	2%	4%	1%	4%	2%	2%	3%	4%	2%	3%	2%	1%	3%	3%	3%	1%	1%	3%
A fair amount of confidence	18%	27%	22%	25%	22%	15%	22%	15%	22%	15%	18%	22%	26%	19%	19%	15%	12%	14%	25%	19%	12%	20%	11%
Not very much confidence	31%	32%	36%	40%	37%	30%	29%	32%	18%	32%	31%	33%	27%	35%	31%	30%	23%	27%	31%	31%	33%	26%	28%
No confidence at all	35%	33%	28%	19%	26%	45%	36%	34%	27%	32%	40%	38%	27%	30%	38%	37%	48%	38%	31%	35%	37%	30%	46%
Don't know	14%	7%	11%	11%	12%	8%	10%	18%	29%	19%	9%	4%	17%	14%	8%	15%	16%	18%	10%	13%	18%	22%	12%

Local councils?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
A lot of confidence	1%	0%	1%	2%	1%	1%	2%	1%	1%	2%	0%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%
A fair amount of confidence	22%	27%	27%	36%	30%	16%	24%	20%	25%	20%	23%	25%	24%	21%	26%	23%	17%	22%	27%	24%	19%	16%	18%
Not very much confidence	40%	42%	44%	40%	44%	41%	39%	42%	35%	39%	40%	46%	36%	47%	36%	34%	43%	43%	42%	40%	37%	41%	40%
No confidence at all	28%	28%	22%	16%	21%	37%	29%	27%	16%	29%	34%	25%	25%	24%	32%	33%	31%	25%	26%	26%	31%	28%	33%
Don't know	8%	2%	6%	6%	4%	5%	6%	10%	23%	11%	3%	3%	12%	7%	5%	10%	9%	10%	4%	9%	12%	12%	8%

The civil service?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
A lot of confidence	5%	3%	9%	9%	7%	2%	8%	2%	8%	6%	4%	3%	7%	5%	5%	4%	4%	8%	9%	5%	3%	4%	3%
A fair amount of confidence	26%	20%	39%	39%	37%	18%	29%	24%	27%	28%	26%	25%	33%	24%	27%	27%	22%	29%	32%	30%	19%	27%	15%
Not very much confidence	26%	34%	24%	25%	28%	28%	23%	29%	21%	24%	29%	31%	22%	30%	27%	24%	24%	25%	27%	27%	29%	22%	24%
No confidence at all	25%	34%	14%	9%	14%	38%	28%	21%	12%	21%	29%	32%	21%	23%	28%	26%	28%	22%	22%	23%	27%	17%	38%
Don't know	18%	9%	14%	18%	14%	14%	11%	23%	31%	21%	13%	9%	18%	18%	13%	18%	23%	16%	12%	15%	22%	30%	19%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 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

And thinking about how elections are run in Britain, how much trust, if any, do you have in the British electoral system...

...to deliver a result that reflects the views of the British public?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
A lot	5%	5%	9%	6%	5%	6%	7%	4%	4%	5%	6%	6%	7%	5%	5%	4%	7%	8%	6%	5%	6%	3%	3%
A fair amount	34%	43%	44%	40%	42%	29%	32%	35%	32%	32%	36%	37%	37%	34%	33%	33%	35%	32%	38%	36%	30%	33%	26%
Not a lot	34%	35%	33%	37%	35%	35%	35%	33%	30%	32%	33%	41%	33%	36%	32%	36%	25%	34%	36%	33%	35%	28%	32%
None at all	19%	12%	10%	12%	14%	23%	20%	18%	14%	21%	22%	13%	14%	18%	25%	18%	20%	15%	16%	17%	17%	25%	26%
Don't know	8%	4%	5%	5%	4%	6%	6%	10%	21%	11%	3%	4%	9%	8%	6%	9%	13%	12%	4%	9%	11%	11%	12%

...to be free and fair?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
A lot	19%	21%	28%	32%	26%	15%	25%	13%	15%	18%	20%	20%	21%	20%	20%	16%	18%	16%	28%	18%	13%	12%	15%
A fair amount	41%	50%	45%	47%	47%	39%	38%	44%	32%	37%	42%	50%	44%	41%	39%	40%	39%	48%	43%	41%	42%	42%	29%
Not a lot	20%	18%	15%	13%	16%	24%	19%	21%	19%	19%	21%	20%	14%	20%	23%	23%	17%	10%	18%	20%	19%	23%	23%
None at all	12%	7%	7%	4%	6%	15%	12%	12%	12%	14%	12%	6%	11%	11%	13%	12%	13%	13%	7%	12%	13%	13%	18%
Don't know	9%	4%	6%	4%	4%	7%	7%	11%	22%	11%	5%	4%	10%	8%	6%	10%	13%	14%	4%	9%	13%	11%	14%

...to be safe from corruption or fraud?

Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
A lot	16%	16%	23%	27%	22%	14%	21%	11%	12%	15%	20%	16%	18%	17%	15%	13%	17%	17%	21%	18%	10%	12%	15%
A fair amount	37%	44%	42%	49%	45%	34%	36%	38%	32%	34%	37%	43%	39%	38%	39%	33%	33%	43%	42%	37%	36%	36%	26%
Not a lot	21%	25%	17%	14%	18%	24%	19%	23%	20%	20%	21%	24%	18%	22%	21%	24%	17%	13%	22%	18%	22%	25%	18%
None at all	16%	10%	11%	5%	10%	20%	16%	16%	14%	19%	17%	9%	13%	13%	17%	19%	19%	15%	11%	16%	18%	14%	26%
Don't know	11%	5%	7%	5%	6%	9%	8%	13%	22%	12%	5%	8%	12%	10%	8%	11%	14%	12%	4%	11%	14%	14%	15%

Fieldwork Dates: 11th - 13th January 2025

Sample Size: 1698 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

Some people support a change in the British voting system to proportional representation, where the number of MPs a party wins more closely reflects the share of the vote they receive. Other people support retaining our present voting system, First Past the Post, which is more likely to give one party an overall majority in the House of Commons and avoid a hung Parliament. Which voting system would you prefer?

	Unweighted base																						
	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
	Base																						
	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
First past the post, which is more likely to give one party an overall majority	24%	38%	28%	21%	26%	27%	26%	21%	14%	21%	27%	30%	29%	21%	24%	22%	23%	34%	27%	25%	20%	19%	25%
Proportional representation, where the number of MPs parties win will more closely match their share of the vote	48%	43%	53%	63%	54%	49%	50%	45%	39%	45%	54%	51%	39%	54%	47%	46%	45%	42%	55%	48%	40%	48%	42%
Don't know	29%	19%	20%	16%	20%	24%	24%	34%	48%	35%	20%	19%	32%	25%	29%	32%	32%	24%	18%	27%	41%	33%	33%

Thinking about the four or five biggest policy decisions that Parliament considers each year, which of these views comes closer to yours?

	Unweighted base																						
	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
	Base																						
	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
The best way to make such decisions is for MPs to consider them in detail and for the majority view in Parliament to determine what happens	40%	46%	55%	55%	58%	31%	45%	35%	30%	35%	46%	47%	40%	40%	40%	40%	38%	39%	54%	44%	26%	31%	26%
The best way to make such decisions is for Parliament to hold a referendum and for the majority view among voters to determine what happens	37%	43%	30%	27%	25%	50%	35%	38%	35%	33%	41%	40%	31%	39%	37%	35%	37%	40%	33%	32%	44%	40%	43%
Don't know	24%	11%	15%	18%	17%	19%	20%	27%	35%	32%	13%	13%	29%	20%	24%	25%	25%	21%	14%	24%	30%	29%	31%

Which would you prefer?

	Unweighted base																						
	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
	Base																						
	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
A House of Lords that is mostly APPOINTED	7%	9%	8%	15%	7%	7%	9%	6%	12%	6%	9%	6%	8%	7%	9%	6%	6%	7%	9%	7%	6%	8%	4%
A House of Lords that is mostly ELECTED	44%	43%	53%	40%	48%	46%	46%	42%	32%	42%	48%	49%	41%	42%	46%	43%	52%	46%	46%	45%	39%	42%	47%
A House of Lords with both APPOINTED and ELECTED members	28%	37%	26%	34%	31%	29%	27%	29%	19%	26%	29%	34%	23%	31%	28%	27%	22%	25%	31%	26%	29%	23%	26%
Don't know	21%	12%	13%	11%	14%	19%	18%	24%	36%	26%	15%	12%	28%	20%	17%	23%	20%	22%	13%	22%	27%	28%	23%

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

Businesses donating money to political parties

	Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
	Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Should not be allowed to give money to political parties at all		34%	27%	34%	31%	32%	34%	36%	33%	39%	37%	30%	32%	35%	34%	37%	32%	35%	37%	33%	39%	32%	33%	31%
Should have a limit of around £500 on the amount of money they can donate to a political party		6%	5%	9%	5%	7%	5%	6%	6%	8%	5%	6%	5%	8%	5%	8%	5%	6%	2%	7%	3%	7%	9%	4%
Should have a limit of around £5,000 on the amount of money they can donate to a political party		15%	17%	17%	24%	17%	14%	14%	16%	13%	12%	18%	17%	14%	17%	11%	16%	13%	15%	16%	13%	13%	17%	17%
Should have a limit of around £50,000 on the amount of money they can donate to a political party		11%	14%	16%	15%	15%	10%	14%	9%	6%	8%	16%	14%	10%	11%	11%	12%	10%	15%	15%	12%	10%	6%	7%
Should have a limit of around £500,000 on the amount of money they can donate to a political party		5%	8%	5%	6%	6%	7%	5%	5%	1%	5%	6%	6%	6%	5%	5%	5%	4%	5%	7%	4%	5%	4%	5%
Should be allowed to give as much as they wish to political parties		10%	15%	7%	8%	9%	12%	10%	9%	5%	8%	13%	11%	8%	11%	10%	8%	9%	7%	13%	10%	8%	8%	6%
Don't know		19%	13%	12%	11%	15%	18%	15%	23%	27%	24%	12%	15%	18%	17%	18%	22%	22%	20%	10%	20%	24%	22%	29%

Trade Unions donating money to political parties

	Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
	Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Should not be allowed to give money to political parties at all		43%	55%	37%	33%	38%	51%	42%	44%	34%	41%	43%	50%	38%	45%	46%	42%	45%	37%	44%	45%	43%	40%	39%
Should have a limit of around £500 on the amount of money they can donate to a political party		6%	5%	8%	6%	6%	4%	5%	6%	8%	6%	5%	6%	8%	5%	8%	4%	6%	5%	8%	4%	4%	6%	7%
Should have a limit of around £5,000 on the amount of money they can donate to a political party		12%	10%	13%	24%	14%	10%	12%	11%	10%	10%	14%	13%	10%	13%	9%	12%	9%	14%	13%	10%	9%	13%	15%
Should have a limit of around £50,000 on the amount of money they can donate to a political party		10%	10%	16%	14%	14%	9%	12%	9%	7%	9%	14%	10%	12%	9%	10%	12%	7%	13%	12%	9%	11%	8%	8%
Should have a limit of around £500,000 on the amount of money they can donate to a political party		4%	4%	5%	5%	5%	4%	5%	2%	2%	4%	4%	4%	4%	3%	2%	4%	6%	8%	5%	4%	2%	2%	2%
Should be allowed to give as much as they wish to political parties		7%	8%	7%	7%	8%	6%	9%	6%	9%	7%	8%	7%	9%	8%	9%	6%	4%	4%	8%	8%	6%	8%	4%
Don't know		19%	9%	14%	11%	14%	16%	15%	22%	30%	23%	13%	10%	19%	17%	16%	21%	22%	20%	11%	18%	24%	22%	25%

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

Individual people donating money to political parties

	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Unweighted base	1698	258	522	189	681	642	746	952	150	666	413	469	182	585	288	415	142	86	522	476	336	186	178
Base	1698	306	439	156	630	672	825	873	185	708	409	396	205	582	278	402	148	82	475	492	357	199	175
Should not be allowed to give money to political parties at all	24%	18%	25%	22%	22%	26%	22%	25%	26%	25%	21%	24%	25%	23%	25%	26%	20%	24%	20%	27%	25%	22%	26%
Should have a limit of around £500 on the amount of money they can donate to a political party	14%	13%	16%	13%	15%	13%	16%	12%	16%	14%	13%	13%	15%	14%	15%	13%	17%	12%	14%	12%	15%	18%	13%
Should have a limit of around £5,000 on the amount of money they can donate to a political party	16%	18%	21%	23%	19%	15%	16%	16%	12%	13%	19%	20%	16%	17%	13%	17%	14%	18%	19%	15%	11%	16%	21%
Should have a limit of around £50,000 on the amount of money they can donate to a political party	10%	14%	12%	15%	14%	10%	13%	8%	6%	8%	13%	13%	10%	10%	10%	10%	10%	13%	13%	11%	10%	6%	5%
Should have a limit of around £500,000 on the amount of money they can donate to a political party	4%	5%	3%	4%	4%	4%	4%	3%	2%	3%	5%	4%	3%	3%	3%	4%	4%	4%	7%	2%	2%	3%	4%
Should be allowed to give as much as they wish to political parties	14%	20%	11%	14%	12%	18%	14%	15%	11%	13%	16%	16%	14%	16%	15%	12%	14%	9%	17%	15%	14%	12%	7%
Don't know	18%	12%	12%	10%	14%	15%	15%	21%	28%	23%	13%	11%	18%	17%	17%	20%	20%	20%	10%	19%	23%	23%	25%

Cell Contents (Column Percentages)