

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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?

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Approve	20%	5%	43%	25%	32%	9%	26%	15%	25%	25%	19%	11%	32%	18%	17%	21%	17%	17%	25%	20%	19%	16%	15%
Disapprove	60%	90%	34%	54%	48%	82%	59%	62%	33%	53%	66%	80%	48%	64%	64%	58%	64%	61%	58%	58%	65%	57%	67%
Don't know	19%	5%	23%	22%	20%	10%	15%	23%	42%	22%	14%	9%	20%	18%	20%	21%	19%	22%	17%	22%	16%	27%	18%

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

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
0 - Would never consider voting for them	35%	-	55%	38%	45%	23%	36%	34%	38%	41%	34%	25%	27%	30%	34%	38%	55%	50%	38%	37%	32%	33%	33%
1	6%	1%	7%	11%	9%	5%	6%	6%	3%	7%	7%	5%	5%	5%	8%	6%	10%	3%	6%	6%	4%	7%	10%
2	6%	2%	9%	11%	8%	5%	6%	7%	7%	8%	6%	3%	7%	6%	5%	8%	4%	2%	6%	7%	7%	7%	4%
3	6%	2%	9%	7%	5%	7%	6%	6%	10%	5%	6%	5%	9%	6%	6%	5%	5%	6%	5%	5%	8%	7%	5%
4	4%	1%	3%	6%	4%	3%	4%	3%	5%	4%	4%	2%	8%	4%	5%	2%	1%	-	5%	5%	3%	2%	1%
5	11%	11%	8%	9%	8%	14%	10%	12%	8%	10%	12%	12%	9%	11%	12%	10%	7%	12%	10%	10%	11%	13%	10%
6	5%	9%	4%	6%	4%	8%	6%	5%	1%	5%	6%	7%	7%	7%	5%	4%	4%	3%	6%	6%	4%	6%	3%
7	7%	16%	2%	4%	4%	10%	7%	6%	1%	5%	7%	11%	6%	8%	6%	7%	2%	6%	8%	5%	7%	6%	7%
8	6%	18%	2%	3%	4%	10%	4%	7%	-	4%	7%	9%	7%	7%	7%	4%	1%	6%	5%	6%	7%	4%	7%
9	2%	6%	1%	1%	2%	2%	1%	2%	1%	1%	2%	4%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	3%
10 - Would definitely consider voting for them	8%	33%	0%	2%	6%	12%	7%	9%	4%	5%	6%	17%	6%	12%	7%	5%	3%	5%	9%	7%	10%	5%	7%
prefer not to answer	5%	-	2%	2%	2%	1%	5%	5%	23%	5%	1%	1%	8%	3%	2%	7%	7%	6%	1%	5%	6%	9%	9%

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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	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
0 - Would never consider voting for them		36%	64%	6%	22%	20%	57%	35%	37%	11%	29%	39%	57%	22%	42%	43%	31%	32%	40%	30%	36%	40%	42%	39%
1		4%	9%	1%	5%	3%	6%	5%	4%	3%	2%	7%	5%	5%	3%	4%	6%	5%	4%	5%	2%	5%	5%	3%
2		6%	7%	2%	10%	6%	7%	5%	7%	6%	7%	5%	6%	5%	6%	7%	5%	9%	6%	7%	8%	4%	2%	8%
3		5%	6%	3%	6%	5%	5%	4%	5%	4%	4%	5%	5%	5%	5%	5%	5%	4%	5%	5%	3%	5%	6%	5%
4		5%	6%	3%	6%	5%	4%	6%	4%	8%	6%	5%	3%	6%	5%	5%	5%	5%	5%	4%	6%	6%	4%	3%
5		10%	4%	12%	13%	12%	7%	10%	11%	13%	12%	9%	7%	11%	11%	8%	10%	12%	13%	10%	11%	10%	7%	13%
6		6%	1%	10%	11%	9%	2%	6%	5%	7%	7%	5%	2%	5%	7%	4%	5%	5%	6%	7%	5%	4%	5%	4%
7		6%	2%	13%	7%	9%	3%	7%	6%	9%	7%	6%	4%	13%	6%	8%	4%	6%	1%	6%	7%	7%	5%	6%
8		6%	0%	17%	6%	10%	3%	6%	6%	7%	7%	7%	3%	7%	4%	6%	8%	7%	7%	9%	6%	6%	4%	3%
9		2%	0%	6%	2%	3%	2%	3%	2%	4%	3%	2%	1%	5%	2%	1%	3%	1%	5%	3%	2%	1%	5%	1%
10 - Would definitely consider voting for them		8%	-	25%	9%	16%	3%	9%	7%	4%	9%	9%	5%	9%	6%	7%	11%	8%	3%	12%	8%	5%	5%	5%
prefer not to answer		5%	-	2%	2%	2%	1%	5%	5%	23%	5%	1%	1%	8%	3%	2%	7%	7%	6%	1%	5%	6%	9%	9%

Liberal Democrats

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
0 - Would never consider voting for them		27%	42%	11%	2%	14%	41%	28%	25%	12%	25%	29%	33%	16%	28%	33%	24%	29%	28%	23%	27%	28%	33%	25%
1		5%	6%	3%	1%	3%	7%	6%	4%	4%	4%	6%	8%	4%	4%	5%	8%	6%	3%	4%	4%	7%	8%	6%
2		6%	8%	4%	3%	6%	6%	7%	5%	5%	5%	6%	6%	11%	5%	4%	4%	8%	11%	6%	6%	6%	3%	4%
3		7%	10%	6%	3%	6%	9%	6%	8%	6%	8%	9%	6%	4%	7%	9%	9%	5%	14%	7%	8%	6%	9%	8%
4		6%	9%	8%	2%	8%	7%	7%	6%	3%	8%	5%	7%	6%	7%	7%	4%	10%	6%	7%	6%	6%	5%	8%
5		14%	11%	19%	6%	17%	11%	11%	16%	15%	14%	15%	13%	12%	13%	14%	16%	15%	11%	15%	13%	15%	8%	16%
6		8%	5%	15%	11%	11%	6%	9%	8%	13%	9%	8%	6%	10%	8%	9%	8%	9%	5%	7%	10%	8%	10%	5%
7		9%	6%	14%	15%	13%	5%	9%	8%	8%	10%	8%	8%	15%	9%	8%	7%	6%	7%	11%	9%	8%	6%	6%
8		5%	1%	8%	18%	9%	3%	4%	6%	2%	6%	4%	5%	7%	7%	3%	5%	3%	3%	8%	4%	5%	4%	1%
9		2%	0%	4%	7%	3%	2%	2%	3%	3%	2%	3%	3%	4%	3%	3%	2%	1%	3%	3%	2%	2%	1%	5%
10 - Would definitely consider voting for them		5%	1%	7%	30%	9%	2%	6%	5%	6%	5%	5%	4%	4%	7%	4%	6%	3%	3%	7%	5%	4%	3%	6%
prefer not to answer		5%	-	2%	2%	2%	1%	5%	5%	23%	5%	1%	1%	8%	3%	2%	7%	7%	6%	1%	5%	6%	9%	9%

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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

Reform UK

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
	Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
0 - Would never consider voting for them		47%	32%	69%	65%	71%	24%	45%	48%	45%	51%	44%	42%	43%	46%	46%	45%	61%	44%	54%	51%	40%	31%	45%
1		4%	5%	4%	5%	3%	5%	4%	4%	3%	4%	4%	4%	4%	4%	5%	4%	4%	2%	4%	3%	4%	5%	5%
2		4%	5%	3%	4%	5%	4%	4%	5%	5%	5%	4%	3%	6%	5%	3%	4%	2%	8%	4%	5%	6%	6%	0%
3		4%	6%	4%	3%	2%	5%	4%	4%	5%	5%	3%	3%	2%	4%	5%	4%	3%	4%	4%	4%	4%	4%	4%
4		3%	5%	3%	4%	3%	3%	3%	2%	1%	2%	4%	4%	5%	2%	3%	2%	4%	3%	3%	2%	3%	3%	4%
5		9%	13%	7%	6%	5%	13%	9%	9%	10%	9%	9%	10%	10%	11%	8%	9%	6%	3%	8%	9%	12%	9%	9%
6		4%	9%	2%	1%	2%	7%	3%	4%	1%	3%	5%	5%	5%	4%	5%	3%	4%	3%	4%	2%	6%	4%	4%
7		4%	8%	3%	3%	2%	7%	5%	3%	2%	4%	2%	6%	6%	5%	2%	4%	1%	7%	5%	4%	3%	3%	4%
8		3%	5%	1%	3%	2%	6%	3%	4%	1%	2%	5%	5%	1%	4%	6%	3%	0%	3%	4%	3%	3%	3%	3%
9		2%	4%	-	1%	0%	4%	2%	2%	-	1%	3%	4%	2%	2%	3%	1%	1%	4%	1%	2%	3%	2%	3%
10 - Would definitely consider voting for them		11%	9%	2%	3%	2%	23%	12%	10%	4%	9%	15%	14%	8%	12%	11%	13%	8%	12%	8%	10%	12%	20%	10%
prefer not to answer		5%	-	2%	2%	2%	1%	5%	5%	23%	5%	1%	1%	8%	3%	2%	7%	7%	6%	1%	5%	6%	9%	9%

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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

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

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172	
Health	44%	37%	62%	57%	55%	37%	36%	52%	41%	44%	46%	46%	35%	42%	46%	47%	56%	43%	49%	41%	46%	41%	41%	
Immigration & Asylum	44%	69%	25%	26%	28%	68%	46%	42%	21%	37%	52%	59%	32%	48%	52%	43%	33%	44%	40%	39%	51%	50%	46%	
Crime	19%	20%	14%	16%	13%	25%	17%	21%	13%	21%	22%	16%	18%	17%	25%	21%	16%	12%	16%	23%	18%	23%	17%	
The economy	54%	64%	55%	57%	59%	53%	55%	54%	49%	53%	58%	56%	56%	54%	54%	55%	54%	54%	59%	55%	55%	49%	46%	
Tax	15%	15%	9%	10%	11%	17%	17%	13%	14%	19%	13%	10%	21%	14%	15%	13%	10%	17%	17%	12%	15%	21%	8%	
Pensions	8%	12%	6%	7%	7%	12%	9%	7%	2%	3%	7%	22%	3%	9%	7%	9%	10%	7%	9%	7%	9%	5%	12%	
Education	10%	6%	15%	15%	13%	7%	7%	12%	13%	13%	7%	5%	6%	9%	11%	11%	15%	9%	14%	12%	7%	6%	4%	
Family life & childcare	4%	2%	6%	3%	4%	4%	3%	5%	1%	7%	2%	2%	4%	4%	5%	3%	3%	1%	4%	4%	2%	4%	4%	
Housing	21%	8%	27%	24%	22%	13%	19%	23%	40%	23%	14%	14%	31%	19%	17%	19%	28%	18%	20%	19%	17%	27%	29%	
The environment	19%	9%	26%	27%	28%	9%	18%	20%	27%	21%	19%	12%	26%	17%	17%	20%	20%	15%	21%	24%	13%	15%	19%	
Britain leaving the EU	13%	4%	17%	23%	21%	6%	16%	10%	11%	12%	16%	12%	12%	13%	13%	12%	14%	17%	15%	15%	10%	9%	13%	
Transport	2%	-	2%	3%	3%	1%	3%	2%	5%	3%	1%	1%	4%	1%	3%	3%	4%	1%	2%	3%	2%	4%	3%	
Welfare benefits	8%	10%	8%	8%	6%	10%	8%	9%	6%	7%	12%	8%	8%	10%	7%	8%	8%	7%	5%	6%	10%	9%	22%	
Defence and security	14%	27%	10%	8%	13%	19%	17%	11%	5%	11%	15%	22%	12%	16%	15%	12%	11%	16%	17%	14%	12%	11%	13%	
None of these	1%	-	1%	-	0%	0%	1%	0%	2%	1%	0%	-	4%	1%	0%	-	-	-	-	0%	2%	2%	1%	
Don't know	2%	0%	1%	0%	1%	1%	2%	2%	7%	2%	-	1%	1%	2%	1%	2%	2%	3%	1%	4%	1%	1%	1%	

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

National Health Service

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172	
Very well	2%	0%	4%	5%	3%	1%	3%	1%	2%	3%	1%	1%	5%	2%	0%	3%	1%	-	3%	1%	3%	2%	3%	
Fairly well	18%	8%	31%	17%	26%	8%	24%	13%	31%	19%	17%	12%	28%	16%	15%	19%	14%	22%	24%	19%	12%	20%	12%	
Fairly badly	30%	37%	30%	37%	32%	31%	30%	30%	23%	29%	35%	29%	28%	31%	32%	30%	27%	26%	31%	29%	31%	28%	30%	
Very badly	40%	51%	25%	28%	29%	53%	33%	46%	29%	37%	38%	53%	29%	41%	42%	38%	49%	43%	35%	39%	46%	36%	45%	
Don't know	10%	4%	10%	12%	10%	6%	9%	10%	16%	11%	9%	6%	10%	10%	11%	10%	9%	8%	7%	13%	7%	14%	10%	

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Immigration

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	3%	1%	4%	3%	3%	1%	4%	2%	3%	4%	2%	1%	6%	2%	1%	4%	2%	-	5%	1%	2%	3%	2%
Fairly well	15%	3%	29%	19%	24%	5%	19%	11%	26%	17%	14%	9%	29%	12%	11%	17%	15%	14%	19%	15%	14%	15%	11%
Fairly badly	22%	18%	30%	25%	27%	16%	21%	23%	26%	25%	19%	18%	18%	23%	20%	22%	25%	25%	25%	23%	17%	18%	23%
Very badly	47%	76%	22%	34%	31%	73%	46%	48%	18%	39%	56%	67%	34%	51%	54%	45%	46%	47%	43%	44%	55%	50%	50%
Don't know	13%	2%	15%	19%	15%	5%	10%	16%	27%	16%	10%	6%	14%	13%	14%	13%	15%	9%	17%	13%	14%	13%	

Crime

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	2%	1%	4%	2%	2%	2%	3%	1%	1%	3%	2%	1%	7%	1%	1%	2%	1%	2%	3%	1%	2%	3%	2%
Fairly well	20%	10%	33%	29%	32%	9%	24%	16%	23%	23%	21%	13%	26%	19%	14%	22%	20%	21%	25%	20%	16%	21%	16%
Fairly badly	24%	27%	23%	26%	23%	24%	21%	27%	23%	21%	26%	27%	19%	25%	20%	25%	31%	25%	23%	22%	27%	23%	27%
Very badly	35%	50%	18%	19%	21%	52%	37%	33%	22%	32%	38%	43%	35%	36%	42%	32%	32%	31%	31%	34%	40%	39%	35%
Don't know	19%	11%	22%	24%	21%	12%	15%	23%	31%	21%	13%	15%	13%	20%	22%	19%	16%	22%	18%	23%	15%	15%	21%

Education

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	3%	1%	5%	3%	3%	1%	4%	2%	8%	4%	1%	1%	9%	3%	1%	3%	3%	-	3%	1%	6%	6%	1%
Fairly well	23%	17%	36%	24%	33%	14%	26%	20%	22%	26%	26%	16%	28%	22%	20%	26%	24%	16%	27%	23%	20%	27%	17%
Fairly badly	28%	30%	26%	28%	26%	29%	26%	29%	32%	26%	24%	31%	27%	24%	32%	28%	28%	38%	28%	28%	27%	25%	28%
Very badly	22%	30%	11%	17%	14%	33%	21%	23%	13%	20%	24%	28%	17%	26%	21%	21%	22%	19%	23%	22%	23%	17%	27%
Don't know	24%	23%	22%	28%	24%	22%	22%	26%	25%	23%	25%	24%	19%	26%	26%	22%	23%	27%	19%	27%	25%	25%	27%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	2%	0%	4%	3%	3%	1%	4%	1%	2%	4%	2%	1%	7%	2%	1%	3%	1%	1%	3%	1%	3%	3%	4%
Fairly well	16%	6%	34%	16%	25%	7%	18%	14%	19%	18%	18%	8%	23%	15%	12%	16%	14%	15%	20%	17%	12%	14%	10%
Fairly badly	26%	18%	29%	32%	31%	21%	25%	27%	32%	27%	24%	24%	25%	27%	28%	25%	27%	24%	26%	27%	27%	25%	23%
Very badly	43%	72%	18%	32%	29%	64%	44%	42%	20%	37%	46%	60%	32%	44%	47%	41%	46%	49%	42%	39%	48%	45%	43%
Don't know	13%	3%	16%	17%	12%	7%	9%	16%	27%	14%	9%	7%	13%	12%	12%	15%	13%	10%	9%	16%	10%	13%	19%

Unemployment

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	2%	1%	3%	2%	2%	1%	3%	1%	1%	3%	1%	1%	5%	1%	0%	2%	2%	1%	3%	0%	2%	3%	2%
Fairly well	21%	7%	37%	26%	32%	11%	25%	16%	21%	24%	22%	12%	30%	19%	15%	20%	25%	19%	26%	20%	20%	15%	15%
Fairly badly	28%	38%	22%	26%	25%	30%	26%	29%	30%	25%	25%	34%	25%	28%	28%	30%	24%	25%	24%	24%	35%	33%	26%
Very badly	23%	33%	10%	15%	12%	33%	23%	24%	23%	22%	23%	27%	18%	23%	27%	22%	23%	31%	21%	24%	23%	24%	27%
Don't know	27%	21%	28%	32%	29%	24%	23%	30%	25%	26%	29%	26%	22%	28%	29%	26%	26%	24%	27%	31%	20%	25%	30%

Inflation

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	2%	1%	4%	4%	3%	1%	3%	1%	-	3%	1%	1%	5%	1%	0%	2%	4%	2%	2%	1%	2%	3%	2%
Fairly well	21%	10%	41%	26%	34%	11%	26%	16%	20%	20%	29%	15%	29%	19%	18%	21%	21%	23%	30%	21%	15%	16%	16%
Fairly badly	29%	36%	20%	28%	26%	31%	26%	31%	35%	25%	28%	33%	26%	31%	32%	27%	25%	27%	27%	28%	30%	34%	29%
Very badly	34%	50%	20%	21%	22%	47%	33%	36%	23%	35%	31%	42%	24%	34%	37%	37%	34%	39%	32%	30%	42%	36%	36%
Don't know	14%	4%	15%	20%	14%	10%	11%	16%	22%	17%	10%	9%	15%	14%	13%	14%	17%	9%	10%	19%	11%	11%	17%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	2%	0%	3%	1%	2%	2%	3%	1%	1%	3%	2%	0%	4%	1%	1%	3%	-	1%	2%	0%	2%	3%	4%
Fairly well	14%	10%	22%	14%	16%	11%	16%	13%	22%	15%	14%	9%	19%	14%	13%	15%	12%	14%	15%	14%	15%	17%	6%
Fairly badly	26%	26%	25%	28%	29%	25%	25%	27%	24%	27%	23%	28%	25%	25%	24%	28%	29%	28%	29%	24%	26%	27%	24%
Very badly	31%	38%	22%	28%	29%	37%	33%	30%	21%	29%	32%	37%	29%	29%	33%	31%	35%	33%	30%	31%	32%	25%	38%
Don't know	27%	25%	28%	29%	25%	26%	23%	30%	32%	26%	28%	25%	23%	31%	30%	24%	23%	24%	24%	31%	25%	28%	28%

Defence

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	3%	1%	5%	4%	4%	1%	5%	2%	4%	6%	2%	1%	10%	3%	3%	3%	-	2%	4%	1%	3%	7%	4%
Fairly well	24%	13%	39%	32%	33%	15%	30%	18%	29%	29%	23%	15%	32%	21%	19%	26%	33%	19%	28%	24%	22%	23%	19%
Fairly badly	20%	31%	16%	21%	19%	24%	18%	22%	12%	20%	19%	25%	16%	23%	18%	21%	13%	19%	24%	17%	22%	20%	14%
Very badly	23%	39%	6%	9%	12%	38%	25%	21%	11%	16%	28%	35%	18%	24%	25%	22%	24%	19%	20%	23%	25%	21%	27%
Don't know	30%	16%	34%	33%	32%	22%	21%	37%	43%	30%	28%	24%	23%	29%	35%	27%	31%	41%	24%	34%	28%	28%	36%

The economy

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	2%	0%	2%	2%	2%	1%	2%	1%	1%	3%	1%	1%	4%	1%	1%	2%	2%	-	2%	1%	2%	2%	2%
Fairly well	18%	3%	35%	24%	29%	6%	23%	13%	24%	19%	19%	10%	26%	17%	12%	18%	20%	18%	23%	16%	17%	16%	9%
Fairly badly	28%	29%	31%	34%	31%	27%	27%	30%	31%	30%	27%	26%	29%	30%	29%	27%	26%	24%	28%	27%	28%	32%	32%
Very badly	42%	66%	19%	28%	28%	61%	40%	44%	24%	36%	45%	60%	34%	43%	47%	42%	40%	46%	39%	42%	47%	40%	43%
Don't know	10%	2%	13%	13%	11%	5%	8%	12%	20%	13%	8%	3%	8%	10%	11%	11%	12%	11%	8%	14%	7%	10%	13%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	5%	1%	8%	5%	6%	2%	7%	3%	5%	7%	3%	2%	11%	3%	3%	6%	1%	6%	5%	4%	4%	6%	6%
Fairly well	32%	23%	45%	36%	42%	23%	37%	28%	39%	37%	34%	20%	38%	32%	29%	31%	38%	32%	34%	33%	35%	32%	22%
Fairly badly	14%	19%	10%	12%	11%	19%	13%	15%	10%	12%	15%	18%	13%	13%	14%	16%	10%	15%	16%	12%	14%	14%	13%
Very badly	18%	28%	6%	7%	9%	28%	18%	18%	10%	15%	19%	26%	18%	18%	18%	18%	18%	16%	15%	17%	21%	20%	22%
Don't know	31%	28%	31%	39%	31%	28%	25%	37%	36%	29%	30%	34%	21%	33%	36%	29%	33%	32%	30%	34%	26%	29%	37%

Transport

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	3%	1%	5%	2%	3%	1%	4%	2%	5%	4%	1%	1%	11%	1%	0%	3%	2%	3%	4%	1%	2%	6%	1%
Fairly well	24%	14%	34%	28%	31%	14%	27%	21%	31%	27%	23%	15%	31%	22%	20%	25%	28%	19%	27%	23%	22%	23%	21%
Fairly badly	30%	39%	25%	28%	27%	35%	29%	31%	28%	28%	29%	36%	30%	27%	33%	35%	22%	32%	31%	28%	32%	31%	27%
Very badly	20%	25%	11%	13%	14%	28%	21%	18%	11%	18%	21%	24%	13%	22%	19%	18%	24%	21%	17%	21%	20%	18%	22%
Don't know	24%	21%	25%	29%	24%	23%	19%	29%	24%	23%	25%	24%	15%	28%	27%	20%	24%	25%	21%	25%	23%	22%	30%

Housing

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	2%	0%	3%	2%	2%	1%	3%	1%	1%	3%	1%	1%	4%	1%	1%	2%	1%	1%	2%	1%	1%	2%	3%
Fairly well	17%	8%	30%	22%	26%	9%	19%	14%	19%	18%	19%	11%	22%	15%	15%	19%	14%	12%	21%	17%	14%	17%	11%
Fairly badly	32%	37%	30%	33%	31%	34%	33%	31%	29%	30%	34%	35%	32%	32%	27%	34%	31%	37%	32%	31%	34%	31%	32%
Very badly	31%	41%	18%	20%	21%	42%	30%	33%	26%	32%	28%	37%	29%	32%	35%	27%	34%	36%	27%	29%	36%	34%	35%
Don't know	18%	14%	19%	23%	20%	15%	16%	21%	24%	18%	18%	16%	13%	20%	21%	17%	20%	13%	17%	22%	14%	16%	20%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	3%	1%	3%	4%	2%	1%	4%	2%	6%	3%	2%	0%	9%	1%	1%	2%	3%	2%	3%	1%	3%	6%	3%
Fairly well	23%	17%	36%	32%	31%	16%	28%	19%	27%	26%	21%	18%	32%	23%	21%	23%	17%	25%	26%	22%	23%	23%	18%
Fairly badly	29%	31%	25%	28%	32%	29%	26%	31%	24%	28%	27%	34%	22%	29%	25%	34%	32%	26%	30%	29%	30%	28%	24%
Very badly	23%	32%	13%	14%	16%	31%	24%	23%	21%	20%	26%	27%	20%	23%	30%	20%	26%	26%	22%	25%	22%	21%	28%
Don't know	22%	20%	23%	22%	18%	23%	18%	26%	22%	22%	24%	21%	16%	24%	23%	21%	22%	22%	19%	23%	21%	23%	28%

Welfare benefits

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very well	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	0%	4%	1%	1%	2%	1%	2%	2%	0%	2%	3%	2%
Fairly well	19%	8%	34%	23%	27%	11%	23%	15%	25%	23%	16%	13%	30%	17%	16%	20%	21%	13%	24%	18%	19%	17%	11%
Fairly badly	27%	29%	25%	30%	32%	25%	24%	30%	24%	26%	28%	30%	25%	28%	26%	29%	27%	26%	26%	27%	27%	31%	24%
Very badly	32%	47%	18%	21%	20%	46%	32%	32%	18%	28%	32%	43%	26%	34%	33%	28%	36%	34%	30%	32%	32%	27%	39%
Don't know	21%	16%	22%	23%	20%	17%	19%	22%	32%	20%	23%	14%	15%	21%	24%	21%	15%	25%	18%	23%	20%	21%	24%

Do you think Rachel Reeves is doing a good job or a bad job as Chancellor of the Exchequer?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Good job	16%	2%	39%	21%	26%	7%	21%	12%	18%	21%	15%	8%	25%	13%	14%	17%	18%	16%	24%	16%	12%	12%	12%
Bad job	49%	86%	23%	43%	36%	74%	51%	47%	19%	39%	55%	75%	37%	53%	54%	47%	48%	46%	48%	48%	54%	43%	51%
Not sure	35%	13%	39%	37%	37%	19%	29%	40%	63%	40%	30%	17%	38%	34%	32%	36%	34%	38%	28%	36%	34%	45%	37%

Which of these would make the better Chancellor of the Exchequer?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Don't know	75%	79%	60%	71%	64%	80%	67%	82%	79%	72%	73%	78%	67%	77%	80%	73%	76%	64%	68%	75%	79%	81%	75%
Rachel Reeves	17%	1%	38%	26%	30%	7%	23%	11%	18%	20%	17%	11%	24%	14%	12%	19%	22%	23%	25%	17%	11%	9%	17%
Jeremy Hunt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mel Stride	8%	20%	2%	4%	6%	14%	10%	7%	2%	8%	10%	11%	8%	10%	8%	8%	2%	13%	7%	7%	11%	10%	8%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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 your finances, which of the following best reflects your position?

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
	Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
I am very comfortable financially		5%	4%	8%	8%	5%	4%	7%	3%	9%	4%	4%	4%	9%	3%	5%	6%	5%	1%	6%	4%	3%	7%	5%
I am relatively comfortable financially		35%	45%	35%	38%	42%	33%	35%	34%	17%	32%	39%	42%	31%	39%	33%	32%	38%	22%	47%	37%	32%	22%	12%
I do not often have money for luxuries, but can normally comfortably cover the essentials		39%	40%	39%	36%	38%	40%	37%	41%	38%	41%	38%	37%	40%	35%	44%	39%	38%	49%	32%	42%	44%	42%	38%
I can only just afford my costs and often struggle to make ends meet		15%	9%	15%	12%	12%	16%	15%	16%	20%	17%	13%	14%	18%	16%	11%	17%	15%	19%	10%	13%	16%	20%	33%
I cannot afford my costs, and often have to go without essentials like food and heating		3%	1%	2%	3%	3%	4%	3%	3%	4%	3%	4%	2%	1%	4%	3%	3%	3%	5%	3%	2%	3%	5%	8%
Don't know		3%	1%	2%	3%	1%	2%	3%	3%	12%	2%	1%	1%	1%	3%	5%	3%	1%	4%	2%	3%	2%	4%	4%

Which government do you think would be better for...

Helping people get onto the housing ladder?

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
	Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Neither		39%	38%	28%	38%	33%	51%	40%	38%	17%	36%	46%	47%	28%	40%	43%	38%	42%	45%	34%	39%	41%	40%	46%
Don't know		21%	19%	12%	18%	14%	17%	13%	28%	43%	19%	14%	20%	19%	20%	22%	21%	19%	25%	16%	22%	20%	27%	22%
A Labour government led by Keir Starmer		27%	4%	56%	37%	43%	12%	33%	21%	31%	33%	25%	16%	36%	22%	21%	31%	32%	22%	37%	25%	22%	23%	21%
A Conservative government led by Rishi Sunak		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch		14%	40%	4%	7%	10%	20%	15%	13%	9%	12%	15%	18%	17%	18%	14%	9%	7%	9%	13%	14%	18%	10%	12%

Managing the economy?

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
	Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Neither		33%	21%	25%	32%	28%	38%	33%	33%	22%	30%	38%	36%	20%	34%	35%	31%	40%	37%	27%	31%	34%	40%	38%
Don't know		18%	9%	14%	18%	14%	12%	12%	24%	37%	20%	10%	13%	19%	15%	19%	20%	14%	25%	13%	20%	17%	23%	22%
A Labour government led by Keir Starmer		24%	0%	53%	35%	41%	9%	28%	20%	26%	29%	24%	14%	34%	21%	21%	25%	30%	18%	31%	24%	21%	18%	18%
A Conservative government led by Rishi Sunak		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch		26%	70%	8%	14%	17%	41%	28%	24%	15%	20%	28%	37%	26%	30%	25%	24%	16%	20%	28%	25%	28%	18%	22%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

Providing more jobs?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Neither	34%	27%	24%	36%	30%	42%	34%	34%	17%	31%	43%	37%	22%	36%	34%	33%	42%	43%	30%	31%	38%	36%	42%
Don't know	21%	15%	16%	21%	16%	15%	13%	28%	37%	22%	14%	17%	19%	21%	25%	21%	14%	20%	14%	23%	20%	27%	25%
A Labour government led by Keir Starmer	25%	3%	54%	34%	41%	11%	30%	21%	33%	30%	24%	15%	36%	20%	22%	29%	32%	17%	32%	26%	21%	20%	19%
A Conservative government led by Rishi Sunak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	20%	55%	6%	9%	13%	31%	23%	17%	14%	16%	19%	30%	23%	24%	19%	17%	11%	20%	23%	20%	21%	16%	14%

Keeping prices down?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Neither	42%	34%	32%	44%	39%	48%	42%	42%	27%	38%	50%	47%	29%	42%	46%	41%	51%	49%	40%	39%	43%	43%	51%
Don't know	19%	14%	15%	18%	15%	15%	13%	25%	37%	21%	12%	16%	16%	19%	23%	20%	18%	21%	14%	23%	17%	26%	21%
A Labour government led by Keir Starmer	21%	2%	48%	26%	35%	9%	27%	17%	27%	27%	18%	11%	35%	18%	17%	24%	23%	14%	27%	21%	19%	20%	15%
A Conservative government led by Rishi Sunak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	17%	50%	5%	11%	11%	28%	18%	16%	10%	14%	19%	26%	20%	21%	14%	16%	9%	16%	19%	17%	21%	11%	14%

Improving standards of living for people like you?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Neither	38%	27%	27%	42%	33%	47%	38%	37%	21%	34%	47%	42%	29%	39%	38%	36%	48%	41%	33%	38%	37%	38%	50%
Don't know	17%	13%	11%	16%	12%	12%	11%	23%	36%	17%	11%	13%	17%	17%	19%	18%	9%	16%	11%	20%	15%	24%	18%
A Labour government led by Keir Starmer	25%	0%	55%	32%	40%	10%	29%	21%	32%	32%	22%	12%	35%	19%	23%	27%	32%	25%	32%	24%	22%	20%	18%
A Conservative government led by Rishi Sunak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	20%	60%	8%	11%	16%	31%	22%	19%	12%	17%	19%	33%	19%	25%	20%	19%	11%	18%	24%	17%	25%	18%	14%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

Tackling the government's deficit?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Neither	36%	27%	26%	37%	31%	44%	36%	35%	19%	33%	46%	39%	23%	38%	40%	34%	43%	37%	33%	35%	36%	37%	44%
Don't know	20%	14%	14%	18%	16%	14%	12%	28%	43%	22%	11%	15%	21%	19%	21%	20%	18%	27%	14%	23%	20%	26%	24%
A Labour government led by Keir Starmer	23%	1%	52%	32%	39%	8%	29%	18%	29%	28%	22%	14%	33%	19%	20%	27%	26%	20%	30%	23%	21%	20%	15%
A Conservative government led by Rishi Sunak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	21%	58%	7%	12%	14%	34%	23%	19%	10%	18%	21%	31%	23%	25%	18%	19%	14%	16%	23%	19%	24%	17%	16%

Reducing the number of people in poverty?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Neither	40%	41%	23%	39%	32%	53%	40%	40%	20%	35%	46%	51%	28%	42%	45%	37%	42%	47%	34%	38%	42%	45%	50%
Don't know	19%	19%	11%	19%	14%	15%	13%	25%	37%	20%	14%	16%	17%	20%	20%	20%	14%	21%	14%	23%	18%	25%	20%
A Labour government led by Keir Starmer	29%	5%	63%	39%	47%	13%	34%	24%	33%	34%	29%	17%	37%	24%	26%	31%	35%	24%	39%	28%	24%	21%	20%
A Conservative government led by Rishi Sunak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A Conservative government led by Kemi Badenoch	12%	35%	4%	4%	7%	19%	13%	12%	10%	11%	12%	15%	18%	14%	9%	11%	9%	9%	12%	11%	17%	9%	9%

Generally speaking, do you think the government taxes too much and spends too much on services, taxes too little and spends too little on services, or gets the balance about right?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base: All GB adults	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Taxes too much and spends too much on services	41%	61%	25%	28%	30%	58%	46%	37%	22%	40%	43%	52%	48%	42%	41%	37%	35%	51%	43%	38%	47%	45%	31%
Taxes too little and spends too little on services	21%	8%	32%	32%	32%	13%	23%	19%	19%	22%	22%	20%	20%	18%	17%	27%	31%	14%	25%	21%	21%	11%	24%
Gets the balance about right	12%	7%	20%	14%	16%	7%	13%	11%	17%	13%	12%	7%	18%	13%	11%	9%	11%	12%	13%	14%	12%	11%	6%
Don't know	26%	23%	24%	26%	23%	22%	18%	33%	42%	25%	23%	22%	15%	27%	31%	27%	22%	22%	19%	27%	20%	34%	39%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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 the level of taxes paid by the richest people in Britain, do you think they are too high, too low, or about right?

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Too high - the rich are being made to pay too much and their taxes should be cut	10%	16%	6%	7%	6%	15%	12%	9%	8%	12%	11%	8%	15%	9%	12%	9%	10%	14%	13%	9%	9%	12%	7%
Too low - the rich are not paying enough and their taxes should be increased	54%	33%	72%	71%	66%	44%	57%	52%	54%	57%	56%	48%	54%	52%	53%	56%	59%	61%	54%	56%	55%	49%	55%
About right - the rich are already paying about the right level of tax	20%	40%	12%	15%	18%	26%	21%	20%	9%	15%	23%	31%	16%	25%	20%	18%	16%	13%	23%	19%	23%	17%	14%
Don't know	15%	11%	10%	7%	10%	14%	11%	19%	28%	16%	11%	13%	15%	14%	16%	17%	15%	12%	10%	16%	13%	21%	24%

Generally speaking, do you think the level of immigration into Britain over the last ten years has been too high, too low or about right?

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Much too high	50%	76%	33%	34%	31%	80%	51%	49%	16%	41%	59%	72%	35%	55%	58%	48%	44%	49%	48%	46%	56%	48%	59%
A little too high	21%	15%	31%	27%	29%	12%	23%	19%	28%	22%	21%	16%	27%	20%	16%	21%	24%	26%	24%	22%	20%	19%	15%
About right	16%	7%	23%	18%	24%	5%	15%	17%	29%	20%	11%	7%	25%	13%	15%	18%	14%	12%	18%	17%	14%	17%	9%
A little too low	3%	-	3%	8%	5%	1%	3%	2%	3%	3%	4%	1%	3%	3%	1%	2%	6%	4%	3%	3%	2%	1%	4%
Much too low	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	-	1%	2%	-	1%	1%	1%	0%	1%
Don't know	10%	1%	10%	13%	9%	3%	7%	12%	23%	12%	4%	4%	10%	8%	10%	10%	9%	9%	7%	10%	8%	14%	13%

Do you think the level of immigration into Britain over the last ten years has been good or bad for the country?

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Mostly good for the country	20%	4%	28%	32%	31%	4%	20%	19%	34%	23%	17%	11%	33%	17%	14%	20%	22%	16%	23%	25%	14%	14%	13%
Mostly bad for the country	43%	58%	29%	19%	26%	66%	42%	44%	19%	41%	45%	54%	35%	45%	46%	42%	40%	48%	38%	39%	50%	46%	48%
Both good and bad for the country	31%	37%	35%	43%	38%	27%	32%	30%	29%	28%	36%	34%	26%	33%	32%	31%	32%	30%	35%	28%	33%	29%	29%
Don't know	6%	2%	7%	6%	5%	2%	5%	8%	18%	8%	3%	1%	6%	5%	7%	8%	6%	6%	5%	7%	4%	11%	10%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

If taxes were to be increased for the richest people, at what level of annual income do you think people should see their current levels of tax significantly increased?

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
People earning above £50,000 a year	7%	2%	8%	5%	7%	6%	7%	6%	5%	10%	5%	3%	4%	7%	6%	5%	11%	7%	2%	6%	11%	9%	9%
People earning above £75,000 a year	12%	10%	15%	14%	13%	12%	11%	13%	7%	13%	13%	12%	10%	13%	11%	12%	15%	7%	11%	12%	13%	9%	16%
People earning above £100,000 a year	23%	22%	25%	33%	25%	24%	22%	23%	15%	23%	23%	25%	20%	21%	25%	25%	25%	17%	22%	26%	22%	21%	17%
People earning above £150,000 a year	14%	14%	15%	12%	16%	13%	14%	14%	12%	13%	15%	15%	14%	13%	14%	14%	13%	21%	17%	13%	15%	11%	10%
People earning above £250,000 a year	11%	15%	13%	14%	13%	11%	12%	10%	8%	10%	13%	12%	15%	11%	11%	10%	9%	13%	16%	11%	11%	8%	6%
People earning above £500,000 a year	9%	15%	8%	8%	9%	9%	8%	9%	9%	8%	9%	11%	13%	10%	9%	7%	3%	7%	12%	9%	6%	8%	7%
People earning above £1 million a year	8%	10%	8%	6%	8%	8%	9%	7%	13%	7%	9%	8%	6%	9%	5%	8%	11%	14%	10%	8%	7%	8%	8%
None of these	5%	7%	1%	3%	2%	7%	6%	4%	5%	5%	4%	5%	3%	6%	3%	5%	4%	4%	5%	5%	5%	6%	4%
Don't know	12%	6%	7%	5%	6%	11%	10%	14%	26%	12%	9%	9%	15%	9%	16%	13%	10%	10%	6%	11%	12%	21%	24%

What do you think is fairer - taxing people on their wealth (that is, the amount of money they have, such as savings and assets) or taxing people on their income (that is, the amount of money they earn each year)?

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Taxing people on their wealth	25%	12%	34%	29%	31%	18%	28%	22%	30%	32%	22%	14%	35%	23%	18%	26%	34%	21%	27%	25%	23%	28%	26%
Taxing people on their income	60%	79%	53%	58%	57%	71%	60%	60%	47%	52%	67%	75%	54%	64%	63%	59%	52%	61%	62%	62%	64%	56%	51%
Don't know	14%	9%	13%	13%	12%	11%	11%	17%	23%	15%	11%	11%	11%	13%	18%	15%	13%	18%	12%	14%	13%	16%	23%

On the whole, do you think the richest people in society make a positive or negative contribution to the rest of society?

	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
A positive contribution - the businesses they run, the investments they make and the taxes they pay help us all	27%	49%	15%	24%	23%	36%	29%	25%	18%	25%	26%	36%	32%	31%	25%	24%	17%	23%	34%	24%	27%	25%	17%
A negative contribution - they generally don't pay their fair share and their greed takes money from the people who do the real work	38%	18%	50%	45%	47%	30%	42%	35%	39%	43%	37%	31%	42%	35%	33%	40%	50%	37%	37%	40%	39%	33%	41%
Both equally	22%	23%	26%	25%	23%	23%	20%	25%	20%	18%	29%	25%	18%	23%	26%	21%	22%	28%	21%	24%	22%	23%	21%
Don't know	12%	10%	8%	6%	7%	11%	9%	15%	23%	13%	8%	9%	8%	11%	15%	14%	11%	12%	7%	11%	12%	19%	22%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

In general, do you think it is acceptable or unacceptable to LEGALLY avoid paying tax?

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172	
It is acceptable to legally avoid tax		29%	41%	18%	36%	28%	32%	37%	22%	26%	27%	34%	31%	40%	32%	27%	26%	21%	23%	38%	32%	27%	20%	16%
It is unacceptable to legally avoid tax		58%	52%	72%	55%	64%	57%	53%	63%	51%	59%	58%	61%	49%	57%	61%	59%	65%	67%	56%	55%	62%	62%	64%
Don't know		12%	7%	9%	9%	8%	10%	10%	14%	23%	14%	8%	8%	11%	11%	11%	14%	14%	11%	6%	13%	11%	19%	21%

If the government was able to increase the amount of money it spends, which of the following areas do you think the government should INCREASE spending in the most? Please tick up to three

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172	
Education and schools		38%	38%	46%	46%	43%	35%	36%	41%	42%	39%	36%	36%	39%	38%	38%	38%	37%	40%	46%	36%	36%	31%	34%
Defence		22%	43%	12%	16%	17%	34%	27%	17%	7%	16%	24%	36%	20%	23%	26%	18%	17%	24%	25%	22%	20%	17%	19%
Pensions		22%	24%	17%	14%	18%	29%	21%	23%	7%	13%	28%	39%	17%	25%	20%	20%	24%	25%	18%	20%	25%	21%	31%
Welfare benefits		11%	7%	12%	10%	10%	10%	11%	11%	13%	12%	10%	10%	15%	9%	10%	12%	16%	11%	7%	9%	10%	11%	29%
Crime and policing		38%	53%	33%	25%	34%	50%	38%	39%	19%	34%	47%	47%	38%	39%	49%	36%	32%	21%	40%	40%	39%	33%	34%
Transport		11%	7%	11%	16%	12%	9%	14%	9%	17%	13%	12%	6%	13%	9%	10%	13%	13%	19%	10%	16%	10%	10%	9%
Environment and climate change		23%	10%	32%	31%	34%	12%	22%	23%	29%	27%	20%	14%	25%	21%	23%	23%	26%	18%	26%	27%	17%	17%	18%
NHS		71%	62%	82%	82%	78%	67%	65%	76%	64%	70%	72%	74%	61%	75%	69%	69%	77%	71%	73%	70%	71%	65%	73%
Overseas aid		1%	1%	2%	0%	2%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%	2%	-	1%	1%	1%	2%	-
Local government		16%	10%	22%	22%	20%	13%	17%	14%	14%	17%	17%	14%	18%	14%	12%	17%	22%	13%	18%	17%	13%	16%	10%
None of these		2%	2%	1%	1%	2%	1%	3%	1%	4%	3%	1%	1%	2%	1%	1%	2%	3%	4%	2%	1%	1%	6%	1%
Don't know		5%	5%	2%	3%	2%	4%	5%	5%	14%	6%	2%	2%	5%	5%	6%	6%	1%	4%	3%	5%	6%	8%	5%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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 if the government were to cut the amount of money it currently spends, which of the following areas do you think the government should REDUCE spending in the most? Please tick up to three

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
	Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Education and schools		2%	1%	2%	1%	2%	1%	2%	2%	3%	2%	1%	1%	4%	1%	2%	2%	1%	-	1%	1%	2%	2%	3%
Defence		14%	3%	19%	19%	19%	6%	16%	13%	23%	17%	13%	7%	20%	12%	13%	13%	24%	16%	14%	17%	12%	13%	16%
Pensions		5%	3%	9%	7%	7%	2%	8%	3%	10%	8%	3%	0%	11%	5%	4%	5%	5%	4%	9%	5%	3%	4%	4%
Welfare benefits		31%	48%	24%	25%	27%	40%	34%	28%	14%	31%	33%	35%	30%	36%	29%	28%	24%	23%	36%	33%	31%	27%	14%
Crime and policing		3%	1%	2%	6%	4%	1%	3%	3%	10%	3%	2%	1%	5%	2%	3%	3%	4%	4%	3%	3%	3%	0%	6%
Transport		6%	5%	8%	6%	5%	8%	5%	7%	6%	4%	7%	9%	9%	6%	6%	6%	5%	4%	6%	6%	5%	7%	8%
Environment and climate change		25%	37%	17%	13%	14%	40%	30%	21%	10%	19%	33%	35%	21%	26%	28%	25%	26%	16%	21%	25%	31%	22%	26%
NHS		4%	4%	4%	3%	3%	5%	5%	2%	3%	4%	3%	4%	6%	3%	3%	5%	3%	2%	4%	3%	3%	6%	4%
Overseas aid		64%	81%	55%	55%	55%	81%	65%	64%	38%	59%	72%	78%	51%	69%	65%	62%	69%	66%	64%	61%	69%	61%	70%
Local government		13%	16%	11%	7%	9%	15%	14%	12%	12%	13%	11%	16%	15%	15%	9%	12%	12%	15%	14%	12%	13%	10%	19%
None of these		10%	3%	17%	13%	18%	4%	9%	11%	8%	11%	11%	8%	15%	6%	10%	12%	11%	9%	13%	10%	7%	8%	7%
Don't know		10%	6%	9%	11%	8%	7%	8%	12%	29%	11%	5%	6%	5%	11%	12%	11%	8%	11%	7%	11%	9%	17%	12%

Do you think your own pension provision (and any provisions you have made for retirement) will or will not provide you with a good standard of living by the time you come to retire?

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
	Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Will probably be enough to provide me with a good standard of living		19%	22%	25%	25%	25%	18%	23%	15%	11%	17%	27%	16%	22%	17%	17%	21%	24%	12%	28%	19%	17%	10%	6%
Will probably not be enough to provide me with a good standard of living		47%	37%	46%	45%	48%	46%	45%	48%	33%	60%	55%	21%	46%	48%	47%	45%	41%	54%	43%	46%	51%	52%	45%
Don't know		16%	7%	15%	13%	12%	9%	16%	16%	46%	19%	10%	3%	19%	14%	19%	15%	17%	21%	13%	20%	14%	24%	9%
Not applicable - I am already retired or am unable to work		18%	34%	13%	16%	16%	27%	15%	21%	10%	3%	9%	60%	13%	22%	17%	19%	17%	13%	15%	15%	18%	15%	41%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

As people live longer, the proportion of older people in the population steadily rises. Looking forward, how do you think future governments should respond to the growing portion of older people?

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172	
Reductions should be made in the services that go to older people so that younger generations can afford to support more retired people		16%	11%	23%	20%	18%	12%	22%	10%	23%	24%	10%	5%	26%	14%	16%	15%	13%	20%	20%	17%	12%	13%	12%
More money should be found to maintain the services that go to older people as the number of retired people grows, even if this means more taxes for younger generations		46%	50%	41%	50%	47%	53%	47%	45%	24%	37%	57%	60%	34%	48%	44%	49%	48%	41%	46%	46%	47%	44%	45%
Not sure		38%	38%	36%	30%	35%	34%	31%	45%	52%	39%	33%	36%	40%	38%	41%	36%	38%	39%	34%	37%	41%	43%	42%

What do you think the state pension age should be for people who are currently in their 30s or 40s?

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172	
Less than 65		12%	8%	12%	7%	10%	10%	12%	13%	16%	17%	10%	4%	12%	9%	12%	14%	13%	21%	11%	11%	16%	13%	10%
65		38%	31%	39%	34%	37%	38%	35%	40%	34%	42%	37%	32%	37%	37%	36%	36%	47%	40%	33%	40%	40%	33%	42%
66		6%	9%	8%	7%	6%	8%	7%	6%	2%	5%	2%	14%	5%	8%	6%	5%	5%	8%	6%	7%	7%	6%	5%
67		12%	16%	13%	13%	14%	12%	11%	12%	2%	8%	21%	13%	9%	12%	14%	10%	12%	13%	15%	10%	10%	10%	8%
68		8%	13%	9%	11%	11%	9%	9%	8%	1%	7%	10%	12%	5%	10%	9%	9%	4%	5%	11%	8%	7%	8%	5%
69		1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	-	2%	1%	2%	0%	1%
70		12%	15%	12%	16%	13%	14%	13%	11%	7%	10%	12%	18%	17%	14%	11%	9%	11%	5%	15%	11%	10%	7%	15%
71		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
72		0%	0%	0%	-	0%	-	0%	0%	-	0%	0%	-	1%	0%	-	-	-	-	1%	-	-	-	-
73		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
74		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75		0%	1%	-	0%	0%	0%	0%	0%	1%	0%	-	0%	1%	0%	-	1%	-	-	0%	0%	-	2%	-
Older than 75		1%	-	0%	0%	1%	0%	1%	0%	1%	1%	0%	-	2%	-	0%	1%	-	1%	0%	1%	1%	0%	-
Don't know		10%	5%	7%	8%	5%	6%	10%	10%	36%	9%	4%	5%	10%	8%	10%	13%	7%	9%	5%	11%	7%	20%	13%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

Putting aside your own party preferences and your views on the current government, do you think that, in general, the Westminster Parliament in recent years has done a good job or a bad job in...

Representing the interests and wishes of people like you?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very good job	1%	1%	1%	2%	1%	0%	2%	0%	2%	2%	-	-	4%	0%	1%	1%	-	-	1%	1%	1%	2%	-
Fairly good job	9%	10%	13%	10%	11%	7%	9%	9%	13%	10%	6%	10%	15%	9%	10%	8%	8%	3%	11%	9%	9%	9%	4%
Neither good nor bad job	19%	30%	18%	17%	21%	20%	20%	18%	14%	14%	25%	26%	20%	19%	22%	20%	12%	19%	19%	17%	20%	22%	22%
Fairly bad job	30%	37%	32%	26%	31%	32%	29%	32%	26%	30%	31%	33%	28%	33%	28%	29%	31%	29%	33%	29%	32%	29%	24%
Very bad job	32%	16%	32%	36%	32%	35%	34%	29%	20%	35%	35%	28%	25%	30%	30%	34%	41%	36%	30%	34%	30%	28%	38%
Don't know	9%	6%	5%	9%	5%	5%	6%	11%	25%	11%	3%	4%	8%	9%	10%	8%	8%	13%	7%	10%	8%	10%	12%

Debating issues of public concern in a sensible and considered way?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very good job	1%	1%	2%	3%	1%	1%	2%	1%	2%	2%	0%	0%	6%	1%	0%	1%	-	-	2%	0%	2%	3%	0%
Fairly good job	11%	16%	13%	12%	14%	10%	11%	11%	10%	12%	11%	12%	12%	13%	12%	10%	8%	9%	10%	14%	11%	11%	9%
Neither good nor bad job	17%	25%	15%	19%	16%	16%	19%	16%	22%	14%	19%	20%	21%	17%	18%	15%	15%	24%	16%	15%	23%	20%	15%
Fairly bad job	28%	34%	32%	26%	29%	30%	26%	31%	21%	28%	30%	30%	27%	29%	26%	32%	28%	16%	31%	26%	30%	29%	24%
Very bad job	30%	18%	29%	33%	32%	35%	34%	26%	14%	31%	35%	31%	24%	30%	30%	31%	36%	34%	33%	31%	25%	23%	35%
Don't know	12%	7%	9%	8%	7%	8%	8%	15%	31%	13%	6%	7%	9%	11%	14%	10%	13%	16%	8%	14%	10%	14%	18%

Understanding the daily lives of people like you?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very good job	1%	-	1%	3%	1%	0%	2%	1%	2%	2%	0%	-	4%	1%	-	1%	-	-	1%	-	3%	1%	0%
Fairly good job	6%	7%	8%	6%	7%	5%	7%	5%	8%	7%	5%	4%	10%	5%	7%	6%	4%	5%	7%	7%	5%	7%	2%
Neither good nor bad job	13%	21%	12%	10%	15%	11%	13%	12%	16%	10%	13%	15%	14%	14%	10%	14%	10%	8%	12%	12%	13%	16%	11%
Fairly bad job	28%	38%	31%	31%	31%	28%	28%	29%	23%	26%	29%	33%	28%	30%	27%	27%	27%	30%	31%	28%	30%	28%	19%
Very bad job	44%	29%	43%	45%	42%	52%	44%	43%	26%	44%	50%	44%	35%	43%	46%	45%	50%	43%	44%	44%	42%	37%	53%
Don't know	8%	5%	5%	5%	4%	4%	7%	10%	25%	10%	2%	4%	8%	7%	10%	7%	8%	14%	5%	9%	7%	12%	15%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

Reflecting the full range of people and views of the British electorate?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very good job	1%	1%	1%	4%	1%	1%	2%	1%	1%	2%	1%	-	4%	1%	0%	1%	-	2%	1%	0%	2%	2%	1%
Fairly good job	7%	6%	11%	7%	9%	4%	9%	6%	17%	8%	5%	4%	17%	8%	3%	7%	6%	3%	8%	8%	8%	9%	4%
Neither good nor bad job	16%	20%	13%	16%	16%	17%	17%	15%	14%	13%	16%	21%	15%	15%	19%	16%	12%	15%	15%	16%	15%	19%	16%
Fairly bad job	30%	39%	33%	30%	33%	30%	29%	31%	22%	28%	32%	35%	28%	32%	31%	28%	31%	27%	32%	28%	35%	28%	23%
Very bad job	35%	26%	35%	37%	36%	41%	36%	35%	18%	37%	41%	35%	25%	35%	34%	39%	41%	37%	38%	36%	32%	28%	40%
Don't know	10%	8%	6%	6%	6%	7%	8%	12%	28%	11%	5%	6%	11%	9%	13%	8%	10%	17%	6%	12%	9%	14%	16%

Holding the government of the day to account?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Very good job	2%	1%	2%	5%	1%	1%	3%	1%	4%	3%	1%	0%	5%	2%	1%	2%	-	-	1%	1%	3%	4%	1%
Fairly good job	8%	6%	13%	11%	11%	5%	10%	7%	15%	9%	7%	5%	16%	9%	6%	6%	6%	13%	9%	10%	7%	9%	6%
Neither good nor bad job	18%	26%	17%	15%	19%	19%	18%	18%	18%	16%	17%	22%	16%	19%	17%	20%	12%	18%	18%	17%	21%	19%	15%
Fairly bad job	26%	31%	26%	25%	27%	27%	26%	25%	17%	24%	27%	31%	24%	26%	29%	23%	28%	22%	28%	26%	24%	28%	16%
Very bad job	35%	26%	34%	36%	35%	42%	35%	35%	18%	36%	42%	36%	28%	35%	33%	38%	44%	34%	35%	36%	35%	24%	45%
Don't know	11%	9%	8%	7%	7%	7%	8%	14%	28%	12%	6%	6%	11%	9%	14%	11%	10%	13%	8%	11%	9%	16%	18%

Hard working or lazy?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Hard working	26%	31%	38%	34%	35%	20%	29%	23%	21%	25%	27%	28%	34%	26%	22%	27%	22%	14%	33%	24%	25%	19%	19%
Lazy	47%	43%	41%	38%	38%	58%	49%	45%	37%	51%	48%	46%	38%	46%	55%	43%	58%	51%	43%	47%	50%	49%	55%
Don't know	27%	26%	21%	29%	26%	22%	22%	32%	42%	24%	26%	26%	29%	27%	23%	29%	19%	36%	24%	29%	24%	32%	26%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

In touch or out of touch?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
In touch	11%	13%	16%	13%	15%	6%	13%	8%	13%	9%	11%	12%	23%	10%	6%	11%	7%	6%	14%	8%	12%	11%	7%
Out of touch	79%	79%	76%	76%	76%	88%	78%	79%	55%	82%	82%	80%	65%	80%	84%	76%	85%	82%	74%	81%	81%	77%	81%
Don't know	11%	8%	8%	11%	10%	5%	9%	12%	32%	10%	7%	7%	12%	10%	9%	12%	8%	12%	12%	11%	8%	12%	12%

Do or do not care about the area they represent?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Do care about their local area	30%	37%	38%	42%	38%	24%	33%	26%	28%	28%	32%	31%	34%	32%	25%	29%	28%	19%	35%	27%	30%	28%	23%
Do not care about their local area	51%	46%	46%	38%	45%	59%	53%	49%	38%	54%	53%	51%	45%	47%	57%	51%	60%	63%	49%	51%	51%	51%	58%
Don't know	19%	17%	16%	20%	17%	16%	13%	25%	34%	18%	16%	18%	21%	20%	18%	20%	12%	18%	16%	22%	19%	21%	19%

In politics to help themselves, or in politics to help others?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
In politics to help themselves	72%	73%	66%	69%	68%	82%	74%	71%	56%	74%	76%	74%	72%	70%	76%	72%	76%	72%	67%	74%	75%	76%	73%
In politics to help others	12%	13%	18%	14%	19%	6%	13%	11%	9%	12%	13%	11%	16%	13%	9%	10%	11%	11%	16%	10%	11%	8%	10%
Don't know	16%	14%	16%	17%	13%	12%	13%	18%	36%	14%	11%	15%	12%	17%	15%	18%	13%	17%	16%	16%	14%	16%	17%

When governments change their policies they are often accused of conducting "U-turns". Thinking about government "U-turns" in general, which of the following statements best reflects your view?

Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
Government U-turns are normally a bad sign - showing they are incompetent, weak, or have not thought their policies through properly in advance	31%	35%	25%	26%	26%	40%	31%	30%	22%	31%	33%	33%	30%	33%	32%	27%	31%	30%	27%	33%	36%	28%	30%
Government U-turns are normally a good sign - showing they are willing to listen and change their minds when people complain or situations change	41%	41%	52%	53%	51%	37%	44%	38%	30%	37%	45%	49%	45%	40%	40%	43%	37%	38%	49%	40%	37%	39%	33%
Neither	13%	11%	14%	10%	13%	13%	14%	13%	15%	15%	13%	10%	15%	13%	10%	14%	13%	18%	12%	12%	13%	13%	21%
Not sure	15%	12%	10%	11%	10%	11%	11%	19%	32%	17%	9%	9%	11%	15%	17%	15%	19%	13%	13%	15%	15%	20%	16%

Fieldwork Dates: 18th - 20th January 2025

Sample Size: 1702 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

Which of the following best reflects your view?

	Unweighted base	1702	242	506	192	740	585	759	943	142	668	426	466	194	574	288	418	138	90	536	496	313	186	171
	Base	1702	306	437	157	631	674	827	875	186	710	410	397	206	584	279	403	148	82	477	494	357	203	172
At least one of the main political parties represents my priorities and values well		30%	41%	41%	37%	38%	30%	35%	26%	22%	29%	31%	36%	33%	30%	32%	30%	28%	33%	37%	29%	27%	26%	27%
None of the main political parties really represent my priorities and values		55%	49%	48%	53%	51%	61%	55%	56%	44%	56%	59%	55%	53%	57%	52%	55%	63%	50%	54%	56%	56%	56%	53%
Don't know		14%	10%	11%	11%	11%	9%	10%	18%	35%	14%	10%	9%	14%	13%	16%	15%	9%	18%	8%	15%	16%	18%	20%

Cell Contents (Column Percentages)