

Fieldwork Dates: 15th - 17th November 2025

Sample size: 1759 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base: All GB adults	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Approve	11%	4%	28%	12%	16%	5%	14%	9%	17%	12%	11%	8%	19%	10%	9%	11%	12%	15%	16%	11%	11%	8%	6%
Disapprove	69%	90%	45%	68%	62%	87%	70%	69%	43%	66%	73%	84%	56%	72%	70%	72%	70%	67%	68%	67%	70%	71%	77%
Don't know	19%	6%	27%	20%	22%	8%	16%	22%	40%	21%	16%	8%	24%	18%	20%	18%	18%	16%	23%	18%	22%	16%	

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

Conservatives

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
0 - Would never consider voting for them	35%	1%	54%	35%	46%	23%	36%	34%	29%	42%	36%	24%	41%	26%	31%	42%	43%	49%	33%	35%	35%	34%	42%
1	8%	-	10%	11%	10%	6%	8%	7%	5%	9%	7%	6%	6%	8%	6%	9%	8%	3%	8%	6%	6%	12%	7%
2	7%	1%	10%	7%	7%	6%	8%	6%	11%	7%	6%	6%	8%	8%	7%	5%	7%	9%	9%	6%	8%	7%	4%
3	7%	4%	7%	10%	6%	8%	7%	7%	11%	8%	6%	7%	7%	7%	7%	7%	8%	9%	6%	9%	9%	5%	9%
4	5%	4%	3%	12%	5%	6%	6%	4%	4%	6%	6%	4%	4%	7%	4%	5%	4%	4%	5%	5%	7%	4%	3%
5	9%	12%	7%	7%	7%	11%	8%	9%	5%	7%	10%	11%	6%	11%	8%	8%	9%	7%	8%	9%	10%	6%	6%
6	6%	14%	2%	4%	4%	9%	6%	6%	5%	4%	7%	8%	3%	6%	9%	6%	4%	5%	5%	4%	9%	9%	4%
7	6%	15%	2%	6%	4%	10%	6%	7%	4%	5%	6%	9%	5%	8%	8%	6%	3%	2%	9%	7%	4%	5%	4%
8	4%	15%	1%	3%	2%	8%	4%	5%	0%	2%	5%	9%	3%	4%	7%	4%	4%	5%	6%	4%	4%	6%	1%
9	2%	7%	0%	1%	1%	2%	2%	2%	2%	1%	1%	4%	3%	2%	1%	1%	0%	1%	2%	3%	1%	1%	2%
10 - Would definitely consider voting for them	6%	24%	1%	1%	5%	9%	7%	5%	1%	4%	8%	10%	6%	7%	7%	4%	4%	4%	9%	4%	4%	7%	7%
prefer not to answer	5%	1%	3%	2%	2%	2%	3%	6%	22%	4%	1%	1%	8%	6%	4%	3%	6%	2%	1%	7%	5%	4%	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	E

Labour

Unweighted base		1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base		1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
0 - Would never consider voting for them		39%	65%	8%	20%	23%	59%	41%	38%	20%	35%	43%	53%	31%	40%	45%	40%	33%	40%	32%	34%	46%	44%	53%
1		6%	11%	2%	5%	5%	9%	7%	6%	2%	7%	6%	7%	3%	8%	7%	6%	8%	4%	7%	6%	7%	7%	5%
2		7%	6%	5%	8%	6%	8%	7%	6%	6%	7%	6%	8%	4%	8%	3%	7%	7%	14%	6%	8%	6%	5%	6%
3		6%	8%	4%	14%	8%	4%	6%	6%	10%	6%	7%	6%	7%	8%	7%	4%	7%	6%	6%	6%	8%	8%	3%
4		5%	3%	5%	8%	7%	4%	4%	6%	4%	6%	6%	2%	8%	4%	2%	4%	8%	9%	4%	6%	4%	5%	3%
5		8%	3%	14%	11%	10%	4%	8%	8%	12%	9%	8%	5%	8%	7%	9%	9%	10%	9%	8%	9%	8%	10%	7%
6		6%	1%	11%	14%	9%	3%	5%	6%	7%	8%	4%	4%	8%	6%	4%	4%	5%	11%	7%	8%	4%	5%	1%
7		5%	1%	13%	7%	9%	3%	5%	6%	4%	7%	6%	4%	7%	3%	7%	8%	6%	2%	9%	4%	4%	4%	4%
8		5%	0%	12%	6%	8%	2%	5%	4%	6%	5%	5%	4%	6%	4%	4%	5%	5%	1%	8%	4%	2%	5%	3%
9		1%	0%	4%	0%	2%	1%	2%	1%	1%	1%	2%	2%	0%	1%	1%	2%	1%	-	2%	1%	2%	0%	-
10 - Would definitely consider voting for them		6%	1%	20%	5%	12%	2%	7%	6%	6%	7%	7%	6%	10%	5%	6%	8%	5%	3%	10%	6%	4%	4%	5%
prefer not to answer		5%	1%	3%	2%	2%	2%	3%	6%	22%	4%	1%	1%	8%	6%	4%	3%	6%	2%	1%	7%	5%	4%	9%

Liberal Democrats

Unweighted base		1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base		1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
0 - Would never consider voting for them		29%	44%	12%	2%	14%	44%	34%	25%	18%	29%	31%	34%	25%	30%	29%	31%	32%	25%	24%	26%	35%	33%	39%
1		7%	6%	5%	-	4%	10%	8%	6%	5%	8%	5%	7%	4%	7%	8%	7%	8%	8%	6%	7%	6%	10%	5%
2		7%	8%	5%	3%	6%	8%	8%	5%	6%	8%	5%	6%	5%	6%	6%	6%	4%	21%	5%	7%	8%	7%	7%
3		7%	11%	8%	3%	9%	6%	5%	9%	6%	7%	7%	9%	7%	7%	6%	9%	8%	5%	8%	7%	6%	7%	8%
4		7%	6%	8%	7%	8%	6%	6%	8%	5%	7%	8%	8%	4%	8%	6%	8%	11%	6%	7%	8%	7%	5%	6%
5		14%	12%	18%	13%	17%	11%	12%	15%	14%	12%	17%	14%	20%	11%	17%	13%	10%	14%	15%	12%	14%	18%	5%
6		7%	6%	10%	10%	9%	5%	7%	6%	7%	7%	6%	5%	8%	5%	7%	7%	8%	8%	9%	7%	7%	3%	4%
7		8%	2%	15%	19%	13%	3%	7%	8%	9%	8%	8%	6%	9%	9%	7%	8%	5%	4%	10%	9%	5%	6%	4%
8		4%	2%	7%	14%	7%	2%	4%	4%	4%	4%	4%	5%	3%	5%	3%	4%	5%	3%	6%	4%	4%	1%	5%
9		2%	1%	3%	6%	2%	1%	2%	2%	1%	2%	1%	2%	3%	2%	2%	1%	-	1%	3%	1%	0%	2%	2%
10 - Would definitely consider voting for them		5%	1%	6%	21%	8%	2%	5%	5%	4%	4%	6%	4%	4%	5%	6%	4%	3%	3%	5%	5%	3%	5%	6%
prefer not to answer		5%	1%	3%	2%	2%	2%	3%	6%	22%	4%	1%	1%	8%	6%	4%	3%	6%	2%	1%	7%	5%	4%	9%

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Reform UK

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
0 - Would never consider voting for them	48%	23%	75%	73%	74%	24%	48%	48%	46%	52%	49%	41%	57%	43%	44%	51%	51%	54%	57%	49%	39%	45%	41%
1	4%	4%	5%	3%	4%	4%	4%	4%	6%	4%	3%	5%	3%	4%	6%	5%	7%	3%	5%	4%	4%	6%	4%
2	3%	5%	3%	4%	3%	3%	4%	2%	6%	3%	2%	3%	6%	3%	2%	4%	2%	2%	4%	4%	3%	4%	1%
3	3%	5%	2%	2%	2%	4%	3%	3%	4%	3%	3%	4%	1%	4%	3%	2%	3%	4%	2%	3%	5%	1%	5%
4	2%	3%	1%	2%	2%	2%	1%	3%	2%	2%	1%	3%	0%	2%	3%	2%	3%	2%	2%	2%	2%	3%	2%
5	6%	12%	2%	3%	3%	9%	5%	7%	4%	7%	7%	6%	5%	8%	7%	4%	6%	6%	5%	6%	7%	7%	4%
6	3%	7%	1%	2%	2%	6%	2%	4%	0%	3%	4%	4%	2%	4%	3%	3%	3%	2%	2%	4%	4%	2%	2%
7	4%	10%	2%	2%	2%	8%	4%	4%	1%	4%	6%	5%	3%	4%	2%	6%	3%	7%	5%	4%	5%	2%	4%
8	6%	8%	2%	3%	2%	10%	7%	4%	5%	5%	7%	6%	5%	6%	8%	4%	4%	6%	6%	3%	7%	4%	8%
9	4%	9%	1%	2%	1%	7%	4%	4%	2%	2%	4%	7%	2%	4%	5%	4%	4%	4%	4%	3%	4%	3%	7%
10 - Would definitely consider voting for them	12%	13%	2%	1%	3%	23%	14%	9%	1%	11%	13%	15%	7%	13%	13%	12%	10%	9%	8%	10%	14%	18%	13%
prefer not to answer	5%	1%	3%	2%	2%	2%	3%	6%	22%	4%	1%	1%	8%	6%	4%	3%	6%	2%	1%	7%	5%	4%	9%

Green Party

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
0 - Would never consider voting for them	33%	51%	14%	14%	18%	48%	39%	27%	17%	29%	37%	43%	28%	34%	34%	32%	39%	34%	31%	30%	35%	33%	44%
1	6%	11%	4%	6%	4%	10%	7%	5%	3%	8%	4%	7%	4%	6%	9%	7%	5%	6%	6%	6%	6%	8%	7%
2	7%	9%	8%	6%	7%	7%	8%	5%	5%	7%	6%	8%	4%	8%	6%	7%	5%	6%	8%	6%	9%	5%	2%
3	6%	7%	6%	12%	7%	6%	5%	7%	2%	5%	9%	7%	3%	8%	6%	6%	5%	9%	5%	8%	7%	6%	6%
4	6%	5%	7%	7%	7%	4%	4%	7%	7%	5%	5%	7%	4%	6%	6%	5%	7%	1%	7%	5%	4%	8%	3%
5	11%	9%	13%	14%	13%	10%	9%	12%	12%	9%	14%	10%	15%	10%	11%	10%	11%	10%	11%	9%	14%	12%	7%
6	6%	3%	8%	10%	7%	4%	6%	6%	7%	7%	5%	4%	8%	6%	4%	6%	6%	6%	7%	7%	4%	4%	5%
7	5%	1%	10%	10%	10%	3%	5%	6%	4%	6%	6%	4%	7%	4%	4%	5%	6%	11%	7%	5%	5%	5%	5%
8	5%	1%	8%	8%	8%	2%	5%	5%	8%	5%	5%	4%	4%	4%	7%	7%	4%	2%	6%	4%	6%	5%	3%
9	2%	1%	4%	3%	3%	1%	2%	2%	3%	3%	1%	1%	3%	1%	3%	2%	2%	1%	3%	2%	1%	1%	2%
10 - Would definitely consider voting for them	9%	0%	13%	8%	15%	3%	7%	10%	10%	12%	7%	3%	12%	7%	8%	10%	5%	12%	9%	10%	6%	10%	8%
prefer not to answer	5%	1%	3%	2%	2%	2%	3%	6%	22%	4%	1%	1%	8%	6%	4%	3%	6%	2%	1%	7%	5%	4%	9%

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base: All GB adults	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Health	33%	28%	45%	39%	42%	30%	27%	40%	24%	33%	34%	39%	31%	33%	32%	32%	34%	53%	34%	36%	33%	32%	29%
Immigration & Asylum	53%	80%	32%	37%	34%	78%	54%	53%	31%	46%	59%	72%	39%	57%	60%	55%	46%	50%	46%	52%	57%	57%	65%
Crime	23%	21%	16%	15%	16%	28%	23%	23%	21%	21%	26%	22%	24%	20%	27%	26%	16%	19%	16%	22%	28%	26%	29%
The economy	55%	55%	67%	62%	63%	52%	58%	53%	46%	54%	60%	56%	55%	53%	59%	56%	59%	50%	64%	55%	48%	54%	48%
Tax	15%	17%	12%	12%	13%	15%	17%	13%	23%	18%	13%	8%	17%	15%	14%	16%	18%	10%	17%	15%	16%	18%	6%
Pensions	6%	8%	5%	7%	5%	8%	6%	7%	4%	3%	8%	11%	5%	5%	6%	7%	11%	5%	5%	5%	10%	4%	8%
Education	8%	4%	11%	12%	11%	4%	7%	10%	15%	11%	6%	4%	5%	10%	8%	7%	7%	9%	11%	10%	6%	6%	5%
Family life & childcare	4%	2%	6%	5%	6%	4%	3%	6%	4%	7%	2%	3%	4%	4%	7%	4%	5%	2%	5%	4%	6%	4%	3%
Housing	19%	5%	26%	20%	24%	12%	18%	20%	28%	23%	13%	13%	32%	18%	14%	17%	17%	19%	15%	20%	18%	27%	18%
The environment	15%	5%	21%	22%	23%	7%	13%	17%	14%	19%	14%	10%	18%	13%	18%	14%	14%	13%	19%	15%	13%	11%	11%
Britain leaving the EU	14%	10%	22%	22%	21%	6%	17%	11%	21%	12%	16%	13%	22%	12%	11%	15%	14%	19%	19%	14%	10%	12%	12%
Transport	2%	1%	3%	3%	2%	1%	2%	2%	6%	3%	0%	2%	2%	2%	1%	3%	3%	3%	2%	2%	3%	2%	2%
Welfare benefits	14%	18%	12%	13%	12%	19%	14%	14%	8%	13%	16%	17%	9%	15%	14%	17%	11%	16%	16%	12%	12%	14%	19%
Defence and security	14%	27%	10%	13%	14%	20%	16%	13%	4%	10%	16%	26%	10%	18%	14%	12%	13%	18%	18%	14%	13%	11%	15%
None of these	1%	1%	-	-	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	-	0%	1%	0%	1%	2%
Don't know	2%	1%	1%	1%	1%	1%	2%	2%	7%	3%	1%	-	2%	3%	1%	1%	5%	2%	-	2%	4%	2%	5%

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

National Health Service

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	2%	1%	4%	2%	2%	1%	3%	1%	5%	1%	1%	2%	3%	1%	2%	3%	1%	-	2%	1%	2%	2%	2%
Fairly well	19%	16%	35%	22%	27%	13%	22%	16%	22%	17%	22%	18%	26%	20%	21%	18%	11%	15%	26%	19%	16%	16%	12%
Fairly badly	32%	36%	30%	34%	34%	33%	33%	31%	27%	33%	29%	35%	29%	34%	30%	31%	34%	32%	36%	31%	31%	33%	22%
Very badly	40%	45%	24%	30%	31%	51%	35%	44%	23%	41%	42%	42%	32%	38%	40%	41%	44%	48%	31%	40%	42%	41%	56%
Don't know	8%	2%	7%	11%	6%	3%	7%	8%	23%	8%	6%	3%	10%	7%	8%	7%	10%	5%	5%	9%	8%	8%	8%

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Immigration

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	1%	1%	1%	1%	-	1%	1%	3%	1%	0%	0%	1%	1%	-	1%	1%	-	1%	0%	1%	1%	-
Fairly well	11%	3%	24%	12%	19%	3%	13%	9%	18%	13%	9%	7%	22%	9%	9%	11%	8%	7%	18%	10%	7%	9%	8%
Fairly badly	22%	11%	32%	33%	30%	14%	22%	22%	25%	24%	21%	16%	22%	19%	23%	24%	22%	29%	25%	25%	18%	19%	15%
Very badly	58%	85%	34%	42%	43%	81%	58%	58%	29%	53%	65%	75%	45%	62%	61%	57%	62%	56%	51%	55%	67%	61%	67%
Don't know	8%	1%	8%	12%	7%	2%	6%	10%	24%	9%	5%	2%	10%	9%	8%	7%	7%	8%	6%	10%	8%	10%	10%

Crime

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	-	2%	1%	1%	0%	1%	1%	2%	1%	1%	1%	2%	0%	1%	1%	-	-	1%	1%	1%	1%	1%
Fairly well	18%	9%	34%	24%	27%	9%	19%	16%	21%	19%	17%	14%	22%	17%	16%	17%	18%	16%	24%	17%	15%	14%	12%
Fairly badly	30%	32%	32%	35%	31%	30%	30%	30%	33%	28%	29%	34%	32%	31%	28%	30%	31%	33%	34%	31%	26%	28%	28%
Very badly	37%	51%	18%	19%	25%	53%	39%	36%	21%	37%	41%	43%	34%	36%	42%	38%	36%	39%	30%	35%	44%	43%	44%
Don't know	14%	8%	14%	22%	15%	8%	11%	17%	22%	15%	13%	9%	10%	16%	13%	14%	16%	12%	11%	15%	15%	14%	16%

Education

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	1%	3%	1%	1%	1%	2%	1%	4%	2%	0%	1%	4%	1%	1%	2%	1%	-	0%	3%	2%	0%	2%
Fairly well	25%	17%	41%	28%	32%	18%	28%	23%	31%	24%	25%	24%	29%	24%	28%	23%	25%	22%	31%	22%	27%	24%	16%
Fairly badly	31%	41%	24%	35%	32%	31%	29%	32%	30%	27%	30%	37%	26%	32%	26%	32%	31%	40%	31%	32%	28%	28%	31%
Very badly	22%	25%	12%	16%	14%	30%	23%	21%	15%	25%	21%	22%	20%	23%	21%	23%	21%	20%	21%	21%	24%	19%	27%
Don't know	21%	17%	21%	20%	20%	20%	19%	22%	19%	22%	23%	17%	21%	21%	24%	20%	21%	17%	17%	22%	19%	29%	24%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

Taxation

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	0%	1%	1%	1%	0%	1%	1%	2%	1%	0%	1%	-	1%	1%	2%	-	1%	1%	1%	1%	2%	-
Fairly well	12%	4%	27%	14%	18%	7%	12%	12%	11%	12%	14%	11%	12%	12%	13%	11%	13%	13%	17%	13%	10%	8%	7%
Fairly badly	31%	30%	31%	49%	36%	28%	31%	31%	32%	33%	29%	30%	29%	30%	31%	32%	32%	36%	29%	32%	30%	34%	31%
Very badly	43%	61%	24%	27%	33%	58%	45%	41%	22%	42%	46%	51%	42%	45%	44%	42%	40%	42%	43%	40%	44%	43%	47%
Don't know	13%	4%	17%	10%	13%	6%	10%	16%	33%	12%	11%	7%	17%	13%	12%	13%	15%	9%	10%	14%	15%	14%	15%

Unemployment

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	-	-	1%	0%	1%	1%	0%
Fairly well	13%	5%	24%	19%	19%	7%	14%	11%	11%	13%	15%	11%	12%	12%	14%	13%	12%	13%	16%	11%	13%	12%	8%
Fairly badly	34%	36%	35%	37%	35%	34%	35%	34%	37%	33%	31%	38%	36%	34%	32%	33%	39%	37%	35%	37%	34%	32%	30%
Very badly	35%	52%	19%	22%	25%	48%	37%	34%	30%	33%	38%	40%	32%	36%	37%	36%	34%	34%	32%	35%	36%	38%	41%
Don't know	17%	6%	20%	22%	20%	11%	13%	20%	21%	20%	16%	11%	19%	17%	17%	17%	15%	16%	16%	17%	17%	17%	21%

Inflation

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	0%	2%	1%	1%	0%	1%	0%	-	1%	1%	1%	1%	0%	1%	1%	1%	-	1%	-	1%	0%	0%
Fairly well	15%	8%	31%	22%	25%	8%	18%	13%	15%	14%	17%	15%	16%	14%	14%	18%	14%	15%	23%	14%	13%	10%	8%
Fairly badly	32%	33%	30%	39%	32%	33%	32%	33%	36%	33%	31%	31%	30%	33%	37%	27%	35%	33%	31%	34%	33%	32%	31%
Very badly	40%	55%	23%	24%	29%	53%	40%	39%	27%	40%	40%	47%	42%	40%	36%	42%	37%	40%	35%	40%	43%	40%	48%
Don't know	12%	3%	14%	14%	13%	6%	9%	15%	22%	13%	11%	6%	12%	11%	13%	12%	12%	12%	10%	13%	11%	16%	13%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

Britain's exit from the EU

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	1%	3%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	-	1%	2%	2%	1%	2%	1%
Fairly well	17%	15%	27%	18%	21%	13%	18%	16%	20%	16%	19%	15%	21%	15%	18%	18%	15%	15%	22%	16%	13%	15%	15%
Fairly badly	26%	29%	25%	27%	27%	26%	28%	24%	24%	27%	23%	29%	23%	27%	28%	26%	27%	23%	25%	27%	30%	26%	22%
Very badly	34%	37%	23%	29%	30%	41%	37%	30%	23%	32%	38%	38%	35%	33%	29%	34%	39%	42%	33%	32%	36%	33%	37%
Don't know	22%	18%	22%	25%	19%	19%	15%	28%	31%	23%	19%	18%	20%	23%	24%	20%	19%	19%	18%	23%	21%	25%	24%

Defence

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	3%	2%	5%	2%	3%	1%	4%	2%	7%	2%	3%	1%	6%	3%	1%	3%	2%	1%	2%	3%	3%	4%	2%
Fairly well	31%	24%	48%	42%	41%	23%	36%	26%	33%	33%	32%	27%	36%	32%	31%	27%	35%	30%	39%	30%	30%	25%	25%
Fairly badly	21%	28%	15%	20%	18%	26%	22%	21%	19%	20%	20%	28%	15%	22%	21%	22%	26%	22%	24%	21%	20%	21%	20%
Very badly	20%	29%	6%	10%	11%	31%	21%	20%	7%	19%	23%	26%	15%	20%	22%	23%	18%	19%	17%	18%	23%	22%	26%
Don't know	25%	17%	25%	27%	27%	19%	17%	32%	34%	27%	23%	18%	28%	24%	25%	25%	18%	27%	19%	28%	24%	29%	28%

The economy

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	1%	2%	-	1%	0%	1%	1%	4%	1%	1%	0%	2%	0%	-	2%	-	-	1%	2%	1%	1%	1%
Fairly well	12%	2%	28%	16%	19%	5%	12%	12%	13%	13%	11%	10%	14%	12%	10%	11%	15%	11%	17%	10%	13%	7%	8%
Fairly badly	31%	27%	37%	40%	35%	26%	30%	32%	36%	30%	33%	27%	31%	30%	33%	31%	29%	38%	32%	33%	29%	30%	25%
Very badly	48%	69%	23%	33%	36%	65%	50%	46%	28%	46%	49%	59%	43%	50%	48%	48%	47%	45%	44%	45%	51%	51%	56%
Don't know	8%	1%	10%	10%	9%	3%	6%	10%	18%	10%	6%	4%	10%	9%	9%	8%	8%	6%	6%	10%	7%	12%	11%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

Terrorism

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	5%	3%	10%	4%	7%	2%	7%	3%	9%	5%	5%	3%	6%	4%	5%	6%	2%	5%	6%	6%	3%	4%	3%
Fairly well	32%	26%	48%	41%	42%	25%	34%	29%	27%	31%	34%	32%	39%	34%	28%	28%	31%	28%	41%	32%	28%	26%	19%
Fairly badly	17%	24%	9%	15%	14%	20%	17%	18%	19%	17%	12%	23%	15%	15%	19%	21%	17%	16%	17%	16%	17%	18%	20%
Very badly	23%	31%	9%	8%	13%	35%	24%	23%	12%	22%	27%	26%	18%	23%	23%	27%	21%	25%	19%	21%	28%	24%	31%
Don't know	23%	16%	24%	33%	24%	18%	18%	27%	33%	25%	22%	16%	22%	23%	25%	19%	29%	26%	18%	24%	24%	27%	26%

Transport

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	2%	1%	2%	1%	2%	1%	2%	1%	5%	2%	1%	1%	4%	2%	1%	3%	0%	1%	2%	3%	2%	2%	1%
Fairly well	26%	15%	43%	28%	32%	19%	27%	25%	34%	27%	24%	22%	35%	25%	30%	22%	25%	15%	31%	24%	28%	22%	16%
Fairly badly	29%	38%	22%	33%	30%	31%	31%	27%	20%	27%	27%	37%	28%	28%	24%	30%	28%	43%	32%	30%	25%	26%	28%
Very badly	21%	25%	11%	13%	16%	28%	22%	20%	13%	23%	22%	20%	21%	21%	20%	20%	21%	26%	17%	22%	22%	19%	28%
Don't know	23%	21%	22%	26%	21%	21%	18%	27%	28%	21%	25%	21%	12%	24%	25%	25%	25%	16%	19%	22%	23%	31%	27%

Housing

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	1%	2%	-	2%	0%	1%	1%	0%	1%	1%	1%	2%	0%	1%	1%	1%	-	1%	1%	1%	0%	1%
Fairly well	15%	13%	26%	20%	20%	10%	16%	15%	20%	13%	18%	14%	14%	15%	16%	17%	10%	18%	20%	14%	14%	15%	9%
Fairly badly	34%	36%	34%	40%	36%	34%	35%	33%	31%	33%	30%	41%	36%	36%	35%	28%	40%	29%	37%	36%	32%	33%	27%
Very badly	35%	40%	22%	19%	28%	43%	35%	35%	25%	37%	34%	36%	34%	35%	32%	36%	34%	34%	30%	33%	37%	37%	46%
Don't know	15%	10%	15%	20%	14%	12%	14%	17%	24%	16%	16%	9%	14%	14%	16%	17%	15%	19%	12%	17%	16%	16%	17%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

Environment

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	2%	2%	3%	0%	2%	1%	2%	1%	5%	1%	1%	1%	2%	2%	-	2%	1%	1%	1%	2%	2%	1%	1%
Fairly well	23%	15%	36%	36%	28%	18%	27%	19%	27%	25%	23%	19%	27%	23%	25%	22%	20%	20%	27%	24%	21%	19%	18%
Fairly badly	30%	35%	30%	29%	31%	32%	30%	30%	26%	29%	29%	36%	31%	30%	29%	30%	29%	35%	33%	29%	28%	29%	30%
Very badly	24%	31%	14%	14%	22%	30%	24%	25%	11%	26%	24%	27%	19%	25%	26%	25%	23%	25%	23%	23%	25%	22%	31%
Don't know	21%	17%	18%	21%	17%	19%	17%	25%	31%	19%	23%	17%	22%	20%	20%	21%	26%	20%	15%	21%	23%	29%	21%

Welfare benefits

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very well	1%	1%	1%	0%	1%	1%	1%	1%	3%	1%	1%	1%	0%	1%	0%	2%	1%	2%	1%	1%	1%	2%	0%
Fairly well	13%	7%	27%	15%	18%	9%	14%	12%	15%	14%	14%	10%	19%	13%	14%	12%	13%	8%	17%	12%	14%	10%	10%
Fairly badly	30%	26%	36%	40%	35%	25%	29%	30%	30%	28%	28%	34%	33%	28%	30%	28%	29%	36%	32%	30%	26%	26%	35%
Very badly	41%	58%	22%	27%	31%	56%	42%	39%	20%	41%	44%	47%	29%	43%	38%	43%	43%	46%	40%	39%	44%	39%	42%
Don't know	15%	8%	15%	19%	15%	10%	13%	17%	31%	16%	14%	8%	18%	15%	17%	15%	14%	9%	10%	18%	16%	23%	13%

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
A large Conservative majority	3%	6%	1%	-	2%	3%	2%	3%	1%	3%	2%	3%	1%	3%	4%	3%	0%	1%	2%	2%	3%	4%	3%
A small Conservative majority	6%	12%	3%	3%	4%	7%	6%	6%	5%	6%	5%	6%	7%	6%	8%	3%	7%	3%	5%	9%	3%	5%	4%
A hung Parliament, resulting in a Conservative led government	15%	30%	9%	19%	12%	20%	15%	15%	9%	10%	17%	23%	14%	16%	16%	13%	11%	14%	20%	12%	12%	14%	12%
A hung Parliament, resulting in a Labour led government	14%	6%	26%	18%	22%	8%	17%	10%	12%	14%	16%	11%	16%	12%	10%	16%	13%	18%	19%	13%	9%	13%	9%
A small Labour majority	9%	3%	19%	13%	14%	5%	9%	8%	8%	9%	10%	7%	11%	8%	7%	10%	10%	3%	13%	8%	8%	5%	8%
A large Labour majority	1%	-	1%	1%	1%	1%	1%	1%	2%	1%	-	0%	1%	1%	-	1%	1%	1%	1%	1%	2%	0%	1%
Don't know	54%	43%	40%	46%	46%	56%	50%	57%	63%	55%	50%	49%	49%	53%	54%	54%	57%	59%	41%	54%	63%	59%	63%

Fieldwork Dates: 15th - 17th November 2025

Sample size: 1759 GB Adults



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

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

National Health Service

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	11%	40%	2%	3%	8%	19%	13%	10%	5%	7%	15%	18%	7%	15%	12%	10%	10%	8%	15%	9%	9%	14%	12%
Labour	20%	6%	48%	23%	31%	11%	24%	15%	21%	20%	20%	18%	31%	19%	17%	20%	16%	14%	29%	19%	14%	13%	15%
Liberal Democrat	7%	2%	7%	24%	10%	4%	7%	7%	5%	6%	9%	7%	4%	8%	6%	7%	8%	8%	8%	7%	6%	7%	7%
Green Party	8%	-	12%	9%	11%	2%	6%	9%	14%	11%	5%	1%	11%	5%	6%	9%	8%	12%	7%	10%	6%	6%	6%
Reform UK	12%	14%	2%	2%	4%	23%	14%	10%	4%	12%	15%	12%	7%	13%	16%	11%	7%	14%	9%	11%	15%	11%	15%
Other	2%	0%	1%	-	3%	1%	2%	1%	2%	1%	2%	2%	1%	1%	0%	2%	6%	4%	1%	2%	3%	2%	1%
None	15%	16%	9%	13%	13%	16%	15%	16%	11%	15%	14%	19%	11%	13%	18%	17%	21%	15%	13%	13%	17%	16%	24%
Don't know	26%	22%	20%	27%	20%	24%	19%	32%	38%	27%	20%	23%	28%	27%	24%	24%	23%	26%	19%	29%	30%	30%	20%

Asylum and immigration

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	7%	21%	2%	6%	6%	9%	7%	7%	4%	5%	7%	10%	8%	8%	4%	7%	6%	5%	8%	7%	5%	7%	5%
Labour	9%	1%	25%	12%	16%	3%	11%	8%	10%	10%	8%	8%	15%	10%	7%	10%	6%	2%	14%	8%	7%	4%	9%
Liberal Democrat	4%	1%	6%	15%	7%	2%	4%	4%	5%	4%	4%	3%	4%	5%	4%	3%	5%	3%	6%	4%	2%	3%	4%
Green Party	7%	-	12%	8%	12%	1%	5%	9%	13%	11%	4%	2%	11%	5%	5%	9%	8%	9%	7%	9%	7%	6%	6%
Reform UK	38%	57%	19%	19%	21%	62%	43%	33%	19%	34%	47%	45%	24%	42%	43%	38%	29%	39%	35%	35%	42%	41%	43%
Other	1%	-	1%	0%	2%	1%	1%	1%	0%	2%	1%	1%	-	0%	0%	2%	5%	5%	1%	2%	2%	1%	-
None	13%	10%	12%	14%	15%	10%	15%	12%	9%	13%	14%	15%	10%	11%	17%	13%	21%	12%	12%	14%	13%	13%	17%
Don't know	20%	10%	23%	25%	21%	12%	14%	26%	40%	21%	15%	16%	28%	19%	21%	18%	19%	26%	17%	21%	23%	25%	16%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Law and order

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	15%	41%	8%	14%	12%	20%	17%	12%	12%	10%	16%	23%	13%	19%	15%	12%	10%	13%	18%	16%	12%	12%	12%
Labour	14%	2%	37%	15%	24%	5%	16%	11%	16%	14%	14%	11%	21%	13%	11%	14%	12%	11%	21%	13%	9%	9%	9%
Liberal Democrat	4%	1%	4%	17%	7%	1%	4%	5%	5%	4%	4%	3%	3%	5%	3%	5%	4%	1%	4%	5%	3%	4%	4%
Green Party	5%	-	8%	4%	7%	1%	3%	6%	9%	7%	2%	1%	8%	4%	5%	5%	5%	5%	4%	6%	5%	5%	3%
Reform UK	23%	30%	9%	8%	10%	42%	28%	18%	10%	22%	29%	25%	15%	25%	26%	24%	21%	22%	20%	21%	27%	27%	25%
Other	1%	1%	1%	0%	2%	1%	1%	1%	-	1%	1%	1%	-	0%	1%	1%	5%	5%	1%	2%	1%	1%	1%
None	12%	9%	8%	11%	11%	11%	12%	12%	7%	14%	10%	13%	11%	10%	14%	12%	19%	11%	11%	11%	13%	11%	17%
Don't know	26%	17%	25%	30%	27%	19%	18%	35%	42%	27%	23%	22%	29%	25%	26%	26%	26%	32%	21%	27%	30%	32%	28%

Education and schools

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	14%	49%	5%	5%	11%	21%	15%	13%	6%	10%	15%	24%	9%	18%	16%	12%	9%	8%	18%	11%	13%	14%	13%
Labour	16%	3%	42%	17%	26%	9%	19%	12%	14%	17%	18%	13%	20%	14%	15%	17%	14%	14%	23%	14%	12%	12%	11%
Liberal Democrat	8%	4%	9%	28%	12%	5%	9%	8%	11%	7%	9%	9%	7%	9%	6%	11%	11%	4%	10%	10%	6%	8%	6%
Green Party	9%	-	12%	11%	13%	3%	8%	9%	13%	13%	6%	1%	15%	8%	8%	8%	5%	10%	8%	11%	8%	8%	7%
Reform UK	10%	8%	1%	1%	2%	19%	12%	8%	8%	10%	12%	9%	5%	10%	12%	10%	10%	12%	7%	9%	13%	10%	13%
Other	1%	1%	1%	0%	3%	1%	2%	1%	-	1%	2%	2%	-	0%	0%	2%	6%	4%	1%	2%	2%	1%	1%
None	12%	10%	8%	10%	10%	13%	12%	13%	7%	13%	11%	14%	10%	11%	14%	13%	16%	12%	11%	11%	13%	10%	21%
Don't know	30%	25%	23%	28%	23%	30%	23%	36%	42%	29%	27%	28%	34%	29%	30%	28%	29%	36%	22%	33%	33%	37%	28%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

Taxation

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	19%	58%	8%	11%	16%	27%	22%	17%	10%	14%	24%	28%	14%	24%	22%	17%	12%	14%	24%	19%	16%	19%	15%
Labour	10%	1%	28%	14%	18%	4%	12%	9%	12%	10%	11%	9%	14%	10%	12%	9%	11%	8%	16%	10%	7%	7%	10%
Liberal Democrat	6%	1%	9%	22%	10%	3%	7%	5%	6%	6%	8%	6%	7%	7%	5%	7%	5%	4%	8%	6%	5%	5%	6%
Green Party	9%	-	15%	9%	15%	3%	9%	9%	15%	14%	5%	2%	14%	7%	8%	10%	9%	12%	9%	12%	8%	9%	6%
Reform UK	12%	14%	2%	1%	3%	24%	15%	9%	7%	12%	14%	13%	7%	12%	14%	14%	12%	12%	11%	10%	15%	13%	15%
Other	1%	0%	1%	1%	3%	1%	2%	1%	1%	2%	1%	2%	-	1%	1%	2%	4%	5%	1%	2%	2%	2%	1%
None	13%	9%	11%	12%	11%	13%	14%	13%	11%	13%	12%	16%	11%	12%	14%	13%	21%	9%	11%	12%	14%	12%	21%
Don't know	28%	16%	26%	30%	25%	25%	20%	36%	38%	30%	25%	24%	33%	27%	26%	29%	25%	35%	21%	29%	34%	34%	27%

Unemployment

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	13%	46%	5%	6%	11%	20%	16%	11%	6%	11%	15%	21%	11%	16%	16%	12%	5%	12%	18%	13%	11%	13%	9%
Labour	14%	3%	36%	18%	25%	5%	16%	12%	15%	15%	14%	12%	22%	14%	11%	13%	16%	11%	22%	13%	10%	7%	13%
Liberal Democrat	5%	1%	6%	22%	8%	2%	5%	5%	5%	4%	7%	5%	3%	6%	3%	6%	6%	5%	6%	7%	3%	4%	4%
Green Party	7%	-	11%	7%	11%	3%	6%	9%	14%	10%	5%	3%	10%	6%	7%	8%	7%	10%	5%	10%	6%	9%	6%
Reform UK	15%	17%	4%	2%	5%	28%	18%	12%	7%	14%	19%	16%	7%	15%	17%	16%	16%	16%	13%	12%	18%	18%	16%
Other	1%	0%	1%	-	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	5%	3%	1%	2%	2%	1%	1%
None	13%	10%	11%	12%	11%	14%	14%	13%	10%	13%	11%	17%	13%	12%	14%	14%	20%	10%	12%	12%	15%	12%	20%
Don't know	30%	23%	26%	33%	27%	28%	24%	37%	42%	32%	28%	26%	33%	31%	31%	29%	26%	34%	24%	31%	35%	36%	30%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

The economy in general

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	20%	62%	8%	12%	16%	28%	23%	16%	11%	14%	23%	31%	18%	25%	20%	17%	10%	18%	25%	20%	15%	19%	17%
Labour	12%	1%	34%	14%	21%	5%	14%	10%	11%	13%	13%	11%	17%	12%	12%	13%	12%	6%	20%	9%	11%	6%	10%
Liberal Democrat	6%	1%	6%	23%	9%	3%	6%	5%	5%	5%	7%	4%	3%	6%	4%	7%	4%	7%	6%	7%	4%	4%	5%
Green Party	7%	-	10%	6%	11%	2%	5%	8%	10%	10%	3%	2%	11%	5%	6%	7%	5%	11%	6%	9%	6%	6%	4%
Reform UK	12%	12%	3%	2%	3%	24%	14%	10%	5%	12%	15%	13%	5%	12%	14%	14%	11%	14%	10%	10%	15%	13%	16%
Other	1%	-	1%	-	2%	1%	2%	1%	-	2%	1%	1%	1%	1%	0%	1%	4%	5%	1%	1%	2%	2%	1%
None	14%	7%	12%	12%	12%	14%	15%	13%	13%	15%	12%	15%	11%	12%	15%	14%	24%	10%	10%	13%	16%	13%	21%
Don't know	28%	18%	26%	31%	26%	24%	21%	36%	45%	29%	25%	23%	35%	27%	29%	27%	28%	29%	22%	30%	31%	36%	26%

Housing

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	8%	29%	2%	4%	5%	13%	10%	7%	6%	6%	7%	15%	4%	11%	11%	7%	5%	7%	10%	7%	8%	8%	8%
Labour	15%	4%	39%	15%	24%	8%	18%	13%	14%	16%	16%	14%	22%	14%	13%	16%	14%	11%	25%	13%	9%	11%	9%
Liberal Democrat	6%	2%	7%	23%	10%	3%	7%	5%	5%	5%	9%	7%	4%	7%	5%	7%	7%	4%	8%	7%	4%	4%	6%
Green Party	10%	2%	17%	9%	16%	4%	9%	11%	15%	14%	7%	4%	17%	9%	8%	10%	8%	15%	10%	12%	9%	10%	7%
Reform UK	12%	15%	2%	2%	3%	23%	14%	9%	5%	10%	16%	12%	5%	12%	14%	12%	13%	11%	10%	9%	16%	13%	16%
Other	1%	-	1%	-	3%	1%	2%	1%	1%	1%	2%	1%	-	0%	1%	2%	6%	4%	1%	2%	2%	1%	1%
None	15%	15%	10%	16%	14%	16%	15%	16%	10%	16%	14%	18%	13%	15%	18%	15%	20%	9%	13%	14%	16%	14%	25%
Don't know	32%	32%	22%	31%	25%	32%	25%	38%	45%	31%	29%	30%	35%	32%	30%	31%	27%	39%	24%	35%	35%	38%	28%

Fieldwork Dates: 15th - 17th November 2025

Sample size: 1759 GB Adults



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

Britain's exit from the EU

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	8%	27%	2%	5%	5%	13%	9%	8%	7%	7%	8%	13%	7%	10%	11%	7%	5%	6%	8%	9%	8%	9%	8%
Labour	10%	3%	24%	12%	16%	4%	11%	8%	10%	10%	11%	7%	14%	10%	8%	8%	11%	8%	15%	9%	5%	7%	9%
Liberal Democrat	7%	2%	12%	24%	14%	2%	10%	5%	5%	7%	8%	9%	10%	7%	7%	8%	6%	6%	10%	8%	6%	4%	5%
Green Party	7%	1%	13%	7%	11%	2%	6%	8%	15%	10%	4%	1%	10%	6%	6%	8%	7%	8%	7%	9%	7%	7%	4%
Reform UK	23%	35%	6%	6%	7%	45%	27%	18%	7%	19%	31%	28%	10%	26%	27%	24%	16%	24%	20%	19%	26%	27%	28%
Other	1%	-	1%	0%	3%	1%	1%	1%	0%	1%	2%	1%	1%	0%	0%	2%	6%	4%	1%	2%	1%	2%	1%
None	16%	13%	14%	16%	18%	13%	15%	16%	8%	17%	14%	18%	13%	14%	15%	16%	24%	16%	15%	15%	17%	15%	17%
Don't know	28%	20%	28%	30%	28%	20%	20%	35%	48%	29%	22%	23%	35%	28%	26%	26%	23%	28%	23%	29%	31%	30%	27%

Defence and security

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Conservative	18%	52%	9%	14%	16%	25%	20%	15%	9%	13%	21%	28%	14%	22%	18%	16%	12%	14%	23%	17%	14%	17%	16%
Labour	14%	3%	35%	18%	23%	6%	17%	10%	13%	15%	14%	12%	18%	13%	12%	14%	16%	14%	21%	12%	11%	10%	10%
Liberal Democrat	3%	-	3%	11%	5%	1%	3%	3%	5%	2%	4%	2%	3%	3%	3%	4%	4%	3%	3%	3%	2%	2%	4%
Green Party	4%	1%	6%	4%	6%	2%	3%	6%	11%	7%	2%	1%	6%	3%	4%	5%	6%	4%	3%	6%	5%	4%	3%
Reform UK	16%	18%	6%	4%	6%	29%	20%	13%	11%	15%	20%	17%	10%	18%	17%	17%	13%	19%	14%	15%	21%	19%	15%
Other	2%	-	1%	-	3%	1%	1%	2%	-	2%	2%	2%	1%	1%	0%	2%	5%	4%	1%	2%	1%	2%	2%
None	12%	7%	8%	13%	10%	11%	12%	11%	9%	13%	10%	13%	10%	11%	11%	12%	17%	8%	9%	11%	13%	11%	19%
Don't know	31%	20%	32%	36%	32%	25%	22%	40%	43%	34%	27%	26%	38%	29%	34%	31%	27%	34%	26%	34%	33%	35%	30%

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base: All GB adults	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very good job	4%	6%	5%	2%	4%	5%	5%	4%	2%	4%	4%	5%	4%	4%	4%	4%	3%	9%	5%	3%	5%	3%	2%
Fairly good job	46%	54%	54%	56%	53%	42%	45%	48%	40%	42%	51%	53%	44%	50%	44%	46%	43%	43%	51%	48%	44%	46%	36%
Fairly bad job	28%	27%	25%	26%	26%	30%	26%	30%	31%	28%	28%	28%	32%	25%	30%	28%	33%	33%	30%	27%	29%	24%	31%
Very bad job	13%	8%	8%	5%	9%	18%	16%	9%	8%	15%	13%	10%	9%	13%	14%	14%	10%	8%	9%	13%	13%	17%	18%
Don't know	9%	4%	8%	10%	7%	5%	7%	10%	20%	10%	5%	4%	9%	9%	8%	8%	10%	7%	5%	10%	9%	10%	12%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base: All GB adults	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Gone up a lot	14%	11%	9%	10%	10%	19%	12%	15%	5%	15%	16%	12%	16%	14%	14%	13%	12%	12%	11%	12%	17%	15%	16%
Gone up a little	29%	34%	23%	22%	26%	32%	27%	30%	25%	28%	28%	32%	27%	30%	33%	27%	25%	28%	29%	29%	29%	29%	25%
Stayed the same	39%	36%	48%	51%	45%	36%	42%	37%	38%	39%	42%	39%	36%	37%	39%	42%	45%	43%	41%	39%	38%	40%	37%
Gone down a little	5%	6%	7%	4%	6%	4%	6%	4%	6%	5%	4%	6%	9%	4%	4%	4%	8%	-	7%	5%	4%	2%	4%
Gone down a lot	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%
Don't know	13%	12%	12%	12%	12%	9%	12%	14%	24%	13%	9%	11%	11%	15%	10%	13%	10%	16%	12%	14%	11%	14%	16%

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base: All GB adults	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Gone up a lot	37%	43%	24%	26%	26%	52%	35%	39%	20%	34%	43%	45%	27%	37%	39%	39%	36%	44%	31%	36%	39%	42%	47%
Gone up a little	30%	35%	30%	30%	32%	30%	30%	30%	29%	30%	29%	32%	29%	33%	30%	28%	29%	26%	33%	31%	30%	25%	26%
Stayed the same	15%	11%	23%	24%	20%	10%	17%	14%	17%	17%	15%	11%	19%	13%	16%	13%	19%	19%	16%	15%	14%	15%	13%
Gone down a little	6%	4%	9%	9%	9%	2%	8%	4%	11%	5%	5%	6%	7%	6%	4%	8%	7%	2%	10%	5%	5%	3%	3%
Gone down a lot	1%	-	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	1%	1%	0%	-	-	1%	1%	1%	1%	-
Don't know	11%	7%	12%	10%	12%	6%	9%	13%	23%	13%	7%	5%	15%	10%	9%	12%	9%	9%	10%	12%	11%	13%	11%

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
A lot of confidence	3%	5%	4%	3%	4%	3%	3%	3%	3%	2%	3%	5%	3%	4%	2%	2%	3%	7%	5%	2%	3%	2%	4%
A fair amount of confidence	39%	40%	47%	45%	44%	34%	38%	41%	45%	36%	40%	42%	41%	39%	38%	40%	44%	32%	42%	39%	40%	39%	29%
Not very much confidence	34%	39%	31%	32%	34%	39%	33%	35%	21%	35%	38%	37%	30%	35%	40%	32%	31%	41%	36%	33%	35%	32%	35%
No confidence at all	16%	11%	12%	12%	13%	21%	19%	13%	11%	20%	16%	12%	15%	15%	15%	19%	16%	16%	12%	15%	15%	22%	25%
Don't know	7%	4%	6%	8%	6%	3%	7%	8%	20%	8%	4%	4%	10%	8%	5%	7%	6%	5%	5%	10%	7%	6%	8%

Fieldwork Dates: 15th - 17th November 2025

Sample size: 1759 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base: All GB adults	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Too harsh	3%	0%	4%	4%	4%	1%	3%	3%	4%	4%	1%	1%	5%	2%	3%	3%	2%	3%	3%	3%	2%	3%	3%
Not harsh enough	67%	82%	56%	56%	54%	84%	67%	67%	53%	61%	76%	74%	51%	68%	71%	70%	64%	75%	64%	64%	68%	75%	70%
Get the balance about right	16%	10%	23%	25%	23%	10%	18%	14%	21%	17%	13%	14%	20%	15%	15%	16%	17%	8%	19%	17%	16%	9%	12%
Don't know	15%	7%	17%	14%	18%	6%	13%	17%	22%	18%	9%	10%	24%	15%	11%	11%	17%	14%	13%	17%	14%	14%	14%

...someone suffering from a terminal illness?

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
The law should be changed to make this legal	68%	64%	77%	72%	74%	68%	67%	70%	53%	75%	68%	63%	61%	68%	68%	70%	72%	72%	68%	67%	71%	70%	64%
The law should not be changed to make this legal	13%	13%	10%	13%	11%	15%	14%	13%	20%	11%	13%	15%	12%	13%	13%	13%	14%	19%	16%	14%	10%	12%	12%
Not sure	18%	23%	13%	14%	15%	18%	19%	18%	26%	14%	18%	22%	27%	19%	19%	17%	14%	9%	16%	19%	19%	17%	24%

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
The law should be changed to make this legal	43%	39%	45%	46%	48%	39%	44%	43%	38%	51%	44%	32%	41%	45%	41%	43%	46%	44%	43%	44%	46%	38%	42%
The law should not be changed to make this legal	29%	32%	30%	27%	26%	34%	31%	27%	29%	25%	27%	37%	25%	27%	28%	32%	30%	32%	33%	28%	25%	29%	27%
Not sure	28%	30%	25%	27%	25%	27%	25%	31%	33%	24%	29%	31%	33%	28%	32%	25%	24%	24%	25%	28%	29%	33%	31%

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

All cases of murder

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Would support the death penalty for this	35%	46%	23%	17%	21%	47%	35%	34%	33%	34%	34%	38%	30%	35%	41%	34%	34%	25%	27%	33%	41%	38%	43%
Would oppose the death penalty for this	47%	36%	63%	63%	62%	36%	50%	45%	48%	49%	43%	47%	52%	45%	42%	48%	48%	57%	58%	50%	39%	36%	39%
Don't know	18%	18%	14%	20%	17%	17%	15%	21%	19%	17%	23%	16%	18%	20%	17%	18%	18%	18%	15%	17%	20%	26%	19%

Fieldwork Dates: 15th - 17th November 2025

Sample size: 1759 GB Adults



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

Murder of a child

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Would support the death penalty for this	56%	68%	39%	34%	39%	70%	57%	54%	54%	53%	56%	60%	44%	56%	60%	57%	59%	50%	48%	50%	63%	64%	66%
Would oppose the death penalty for this	33%	21%	52%	51%	50%	21%	32%	34%	32%	35%	32%	33%	40%	32%	30%	33%	32%	39%	43%	39%	24%	22%	24%
Don't know	11%	11%	9%	15%	11%	9%	10%	12%	14%	12%	12%	8%	16%	12%	10%	10%	8%	11%	9%	11%	13%	14%	10%

Murder of a police officer

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Would support the death penalty for this	44%	63%	31%	23%	30%	60%	48%	41%	38%	40%	45%	55%	36%	45%	49%	45%	44%	42%	39%	41%	49%	53%	52%
Would oppose the death penalty for this	40%	24%	57%	58%	56%	28%	40%	41%	41%	45%	39%	34%	46%	39%	38%	40%	41%	44%	49%	46%	33%	27%	34%
Don't know	15%	14%	12%	19%	14%	12%	12%	18%	21%	15%	16%	11%	17%	16%	13%	15%	15%	14%	12%	14%	19%	20%	14%

Murder as part of a terrorist act

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Would support the death penalty for this	59%	77%	40%	34%	41%	75%	62%	56%	59%	55%	60%	64%	47%	58%	64%	62%	60%	52%	51%	51%	69%	69%	68%
Would oppose the death penalty for this	31%	16%	51%	51%	48%	19%	29%	33%	27%	35%	29%	29%	38%	31%	27%	30%	32%	40%	41%	38%	21%	19%	23%
Don't know	10%	7%	9%	15%	11%	6%	9%	11%	14%	10%	11%	7%	15%	11%	8%	8%	8%	9%	8%	11%	10%	12%	9%

Multiple murders

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Would support the death penalty for this	58%	75%	42%	38%	41%	74%	60%	57%	54%	56%	61%	63%	48%	59%	63%	59%	60%	57%	51%	54%	66%	65%	68%
Would oppose the death penalty for this	31%	16%	49%	49%	48%	18%	29%	32%	29%	33%	29%	29%	34%	30%	27%	31%	34%	36%	41%	35%	23%	18%	22%
Don't know	11%	9%	10%	13%	11%	8%	11%	11%	17%	11%	11%	8%	18%	11%	10%	10%	7%	6%	8%	11%	11%	16%	10%

Fieldwork Dates: 15th - 17th November 2025

Sample size: 1759 GB Adults



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

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Should be legal for parents to smack their children	53%	73%	43%	42%	43%	68%	63%	44%	39%	46%	58%	68%	46%	53%	55%	56%	57%	49%	53%	50%	54%	55%	58%
Should not be legal for parents to smack their children	31%	17%	41%	39%	41%	19%	23%	39%	41%	37%	28%	19%	33%	33%	30%	29%	28%	33%	33%	34%	30%	28%	24%
Don't know	16%	11%	16%	19%	16%	12%	14%	17%	21%	17%	14%	12%	21%	15%	15%	15%	15%	18%	15%	16%	16%	17%	18%

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Strongly support	51%	32%	71%	65%	67%	35%	40%	60%	59%	59%	51%	32%	53%	50%	47%	50%	56%	54%	54%	53%	48%	49%	41%
Tend to support	26%	37%	18%	20%	20%	36%	29%	23%	12%	21%	26%	40%	26%	26%	28%	27%	24%	23%	26%	23%	26%	27%	31%
Tend to oppose	7%	11%	5%	5%	5%	10%	8%	5%	3%	4%	9%	11%	2%	7%	9%	8%	4%	4%	8%	5%	7%	5%	8%
Strongly oppose	9%	11%	4%	5%	4%	11%	13%	5%	17%	8%	7%	10%	8%	10%	9%	8%	11%	9%	8%	10%	10%	11%	7%
Don't know	8%	9%	3%	5%	4%	9%	9%	7%	9%	8%	7%	7%	12%	7%	8%	7%	4%	9%	4%	8%	9%	8%	13%

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Hunting foxes with dogs should remain illegal	80%	71%	92%	87%	89%	77%	77%	84%	69%	81%	85%	79%	73%	79%	82%	83%	78%	85%	82%	77%	78%	84%	85%
Hunting foxes with dogs should be made legal again	9%	19%	4%	4%	5%	14%	12%	7%	12%	8%	7%	13%	11%	8%	11%	8%	13%	7%	12%	8%	10%	8%	5%
Don't know	11%	10%	5%	9%	6%	10%	11%	10%	19%	12%	7%	8%	16%	12%	7%	9%	9%	8%	6%	15%	12%	8%	10%

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
It is potentially dangerous and should not be allowed in food products	38%	38%	35%	37%	37%	44%	33%	42%	23%	38%	43%	39%	36%	38%	38%	38%	41%	37%	36%	35%	42%	35%	46%
As long as they have been approved by the authorities they should be allowed in food products	33%	38%	42%	34%	38%	28%	41%	25%	43%	33%	29%	33%	33%	31%	36%	35%	31%	32%	40%	34%	33%	28%	17%
Neither	9%	8%	5%	11%	8%	9%	9%	9%	10%	8%	9%	11%	10%	9%	8%	9%	13%	8%	9%	8%	10%	9%	10%
Don't know	20%	16%	18%	17%	17%	18%	16%	23%	25%	21%	19%	18%	21%	22%	19%	19%	16%	23%	16%	23%	14%	28%	26%

Fieldwork Dates: 15th - 17th November 2025

Sample size: 1759 GB Adults



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

Which of these statements comes closest to your own view?

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
There is not really a serious 'drugs problem' in this country	7%	4%	10%	9%	7%	6%	10%	5%	13%	10%	3%	3%	12%	6%	6%	7%	8%	5%	7%	8%	6%	8%	6%
There is a serious drugs problem, but it is largely confined to certain neighbourhoods and certain kinds of people	35%	38%	36%	32%	34%	34%	39%	31%	46%	37%	29%	33%	36%	38%	38%	34%	29%	26%	36%	36%	31%	41%	31%
There is a serious problem and it affects practically the whole country	48%	53%	48%	46%	51%	54%	43%	54%	22%	42%	59%	60%	33%	48%	50%	49%	57%	60%	50%	45%	54%	39%	50%
Don't know	10%	5%	6%	13%	8%	6%	9%	11%	19%	11%	8%	4%	18%	8%	7%	10%	6%	10%	6%	11%	9%	12%	13%

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

Heroin

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very harmful	91%	93%	92%	91%	93%	94%	89%	93%	76%	93%	94%	92%	84%	92%	92%	93%	89%	89%	92%	88%	94%	92%	90%
Fairly harmful	6%	5%	5%	7%	5%	4%	6%	5%	12%	4%	4%	6%	9%	4%	6%	4%	5%	8%	6%	8%	3%	3%	5%
Not very harmful	0%	0%	-	0%	0%	0%	0%	0%	1%	0%	0%	-	-	0%	-	0%	1%	1%	0%	0%	1%	1%	-
Not harmful at all	0%	-	-	-	-	0%	1%	-	1%	0%	0%	-	-	-	-	1%	1%	-	-	-	-	1%	2%
Don't know	3%	2%	3%	2%	2%	1%	4%	2%	10%	2%	1%	2%	6%	3%	2%	2%	4%	2%	1%	4%	3%	3%	3%

Cocaine

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very harmful	71%	78%	67%	65%	68%	76%	65%	76%	59%	66%	74%	82%	59%	75%	73%	68%	70%	80%	71%	67%	74%	72%	74%
Fairly harmful	24%	17%	28%	29%	27%	20%	28%	20%	33%	28%	21%	16%	32%	20%	23%	27%	23%	18%	25%	25%	23%	22%	20%
Not very harmful	3%	3%	3%	6%	3%	3%	5%	2%	4%	5%	2%	0%	4%	3%	1%	3%	6%	-	2%	5%	2%	3%	2%
Not harmful at all	0%	-	-	0%	0%	0%	0%	0%	-	0%	0%	-	-	0%	-	0%	-	1%	-	-	0%	0%	1%
Don't know	2%	2%	2%	1%	2%	1%	2%	2%	5%	2%	2%	2%	5%	2%	2%	2%	1%	1%	1%	3%	2%	3%	3%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Amphetamines

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very harmful	59%	64%	60%	51%	56%	62%	54%	64%	47%	59%	63%	61%	50%	60%	61%	58%	59%	68%	60%	58%	59%	58%	62%
Fairly harmful	28%	26%	26%	36%	31%	28%	31%	25%	26%	27%	26%	31%	30%	25%	26%	30%	32%	26%	29%	27%	28%	26%	28%
Not very harmful	3%	3%	3%	4%	4%	2%	4%	2%	1%	4%	3%	2%	5%	4%	1%	3%	2%	1%	4%	3%	2%	4%	1%
Not harmful at all	0%	-	1%	-	-	0%	1%	0%	1%	0%	0%	-	-	0%	0%	1%	-	-	-	0%	0%	-	1%
Don't know	10%	8%	10%	10%	9%	8%	12%	9%	26%	10%	8%	7%	14%	10%	12%	9%	8%	5%	7%	12%	11%	13%	8%

Ecstasy

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very harmful	52%	61%	49%	44%	46%	59%	44%	60%	40%	48%	55%	61%	39%	55%	54%	50%	52%	64%	51%	48%	56%	49%	61%
Fairly harmful	31%	28%	33%	35%	36%	28%	32%	30%	29%	30%	31%	32%	33%	31%	30%	31%	27%	30%	34%	30%	27%	36%	23%
Not very harmful	10%	6%	11%	16%	12%	7%	15%	5%	12%	14%	8%	4%	17%	9%	8%	10%	12%	1%	10%	13%	7%	9%	8%
Not harmful at all	1%	1%	2%	1%	1%	1%	2%	1%	3%	2%	1%	-	3%	0%	0%	2%	2%	-	1%	2%	0%	1%	2%
Don't know	6%	5%	6%	4%	5%	4%	8%	4%	16%	6%	5%	3%	8%	4%	7%	7%	7%	5%	4%	7%	9%	6%	5%

Cannabis

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very harmful	22%	30%	16%	22%	17%	26%	19%	25%	22%	19%	22%	27%	16%	23%	24%	20%	21%	29%	23%	20%	24%	19%	22%
Fairly harmful	36%	43%	34%	34%	38%	38%	33%	38%	23%	29%	40%	48%	33%	36%	37%	35%	39%	32%	41%	32%	35%	34%	33%
Not very harmful	30%	19%	39%	30%	35%	24%	33%	27%	31%	36%	28%	20%	35%	29%	26%	34%	27%	28%	29%	32%	27%	33%	29%
Not harmful at all	9%	5%	8%	12%	7%	8%	11%	6%	17%	12%	6%	2%	8%	9%	9%	8%	7%	8%	4%	11%	9%	10%	11%
Don't know	4%	3%	3%	3%	3%	3%	4%	4%	8%	4%	3%	3%	7%	3%	3%	4%	6%	2%	2%	5%	5%	4%	6%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

Tobacco

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very harmful	41%	39%	45%	39%	46%	39%	37%	44%	26%	39%	46%	45%	37%	39%	43%	40%	43%	50%	47%	36%	40%	34%	45%
Fairly harmful	44%	47%	43%	46%	42%	47%	45%	44%	46%	43%	44%	46%	44%	45%	44%	44%	46%	39%	43%	48%	44%	42%	40%
Not very harmful	12%	13%	9%	13%	10%	12%	15%	9%	21%	15%	8%	6%	16%	12%	11%	13%	7%	11%	8%	13%	13%	19%	9%
Not harmful at all	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	-	2%	1%	2%	2%	-	1%	1%	1%	2%	3%
Don't know	2%	0%	2%	0%	1%	1%	1%	2%	4%	2%	1%	1%	3%	2%	1%	1%	1%	-	1%	1%	2%	3%	3%

Alcohol

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very harmful	24%	20%	25%	22%	25%	23%	20%	28%	13%	26%	25%	24%	23%	24%	24%	20%	28%	39%	23%	24%	23%	20%	34%
Fairly harmful	52%	53%	57%	50%	53%	53%	49%	54%	50%	49%	55%	55%	54%	50%	50%	55%	54%	46%	55%	53%	49%	50%	48%
Not very harmful	21%	25%	15%	27%	19%	22%	27%	16%	33%	21%	18%	19%	20%	22%	25%	21%	16%	15%	20%	20%	25%	26%	13%
Not harmful at all	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	-	2%	1%	1%	1%	2%	1%	1%	1%
Don't know	2%	1%	2%	1%	1%	1%	2%	2%	4%	2%	1%	1%	2%	2%	1%	2%	1%	-	1%	1%	2%	3%	3%

Caffeine

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very harmful	3%	4%	2%	1%	1%	3%	3%	2%	5%	2%	3%	3%	3%	3%	2%	2%	9%	2%	2%	3%	5%	2%	4%
Fairly harmful	17%	15%	19%	14%	18%	16%	13%	20%	18%	16%	16%	20%	15%	18%	15%	18%	14%	22%	18%	15%	20%	16%	14%
Not very harmful	56%	58%	56%	59%	58%	57%	54%	57%	47%	57%	59%	55%	53%	55%	62%	55%	57%	56%	60%	56%	53%	54%	56%
Not harmful at all	19%	17%	20%	22%	19%	19%	24%	15%	23%	21%	17%	16%	23%	21%	15%	19%	15%	15%	17%	21%	18%	21%	18%
Don't know	5%	5%	4%	4%	4%	5%	5%	5%	5%	4%	5%	7%	6%	4%	5%	6%	6%	5%	4%	5%	4%	7%	8%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

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

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very addictive	93%	95%	95%	92%	95%	96%	91%	94%	77%	94%	95%	95%	89%	94%	92%	93%	93%	97%	94%	92%	94%	89%	94%
Fairly addictive	3%	2%	3%	4%	3%	2%	3%	2%	6%	3%	2%	2%	4%	2%	5%	3%	2%	2%	4%	3%	2%	2%	3%
Not very addictive	0%	-	-	0%	0%	-	0%	0%	1%	0%	-	-	-	0%	-	-	1%	1%	-	0%	0%	-	-
Not addictive at all	0%	1%	-	-	1%	-	0%	0%	1%	0%	0%	-	1%	-	0%	0%	1%	-	-	1%	0%	1%	-
Don't know	4%	2%	2%	3%	1%	3%	5%	2%	15%	2%	2%	3%	6%	4%	3%	4%	4%	-	2%	4%	4%	8%	4%

Cocaine

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very addictive	74%	82%	72%	71%	70%	80%	69%	78%	66%	72%	73%	83%	67%	77%	75%	71%	76%	77%	74%	71%	75%	74%	82%
Fairly addictive	19%	14%	23%	22%	24%	16%	21%	17%	16%	22%	23%	12%	25%	16%	20%	21%	16%	18%	21%	21%	18%	16%	13%
Not very addictive	2%	1%	3%	2%	3%	2%	3%	2%	3%	3%	1%	1%	0%	3%	1%	3%	3%	1%	2%	3%	2%	2%	1%
Not addictive at all	0%	1%	-	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	-	1%	0%	1%	1%
Don't know	4%	2%	2%	5%	2%	3%	6%	3%	15%	3%	3%	3%	7%	4%	3%	5%	4%	3%	3%	4%	4%	8%	4%

Amphetamines

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very addictive	57%	63%	58%	49%	53%	61%	52%	62%	56%	56%	55%	62%	50%	59%	59%	55%	59%	61%	55%	58%	56%	56%	64%
Fairly addictive	23%	20%	24%	31%	27%	22%	24%	22%	16%	22%	26%	24%	21%	21%	26%	24%	23%	22%	26%	21%	25%	21%	18%
Not very addictive	5%	4%	5%	5%	6%	4%	7%	3%	3%	6%	5%	3%	8%	5%	3%	4%	6%	2%	5%	6%	5%	2%	3%
Not addictive at all	1%	1%	1%	1%	1%	0%	1%	0%	2%	1%	0%	0%	1%	0%	0%	1%	1%	-	-	2%	-	1%	1%
Don't know	14%	12%	13%	15%	14%	12%	16%	13%	24%	14%	14%	11%	20%	14%	11%	15%	11%	15%	13%	14%	14%	20%	14%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



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

Ecstasy

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very addictive	41%	50%	37%	34%	35%	44%	35%	47%	46%	38%	36%	49%	34%	45%	42%	41%	36%	41%	39%	38%	43%	44%	50%
Fairly addictive	24%	22%	27%	30%	26%	24%	24%	24%	23%	22%	26%	27%	21%	24%	28%	24%	25%	22%	27%	26%	24%	20%	17%
Not very addictive	17%	13%	20%	17%	20%	17%	20%	14%	10%	22%	18%	10%	25%	14%	16%	17%	17%	14%	18%	19%	16%	13%	14%
Not addictive at all	4%	3%	3%	4%	5%	3%	5%	2%	1%	6%	3%	1%	4%	4%	2%	3%	8%	-	2%	5%	3%	4%	3%
Don't know	14%	13%	13%	14%	15%	13%	16%	13%	21%	12%	17%	13%	17%	13%	13%	15%	14%	23%	14%	13%	14%	19%	17%

Cannabis

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very addictive	40%	50%	32%	36%	34%	46%	36%	43%	36%	40%	37%	43%	36%	44%	41%	36%	36%	40%	38%	37%	40%	45%	45%
Fairly addictive	34%	34%	40%	34%	38%	33%	33%	36%	32%	33%	35%	37%	32%	33%	34%	36%	38%	34%	39%	36%	33%	28%	26%
Not very addictive	16%	9%	20%	19%	19%	14%	17%	14%	11%	18%	16%	13%	19%	14%	15%	17%	15%	19%	15%	16%	16%	13%	17%
Not addictive at all	3%	3%	3%	4%	3%	3%	5%	2%	6%	4%	4%	1%	3%	4%	3%	3%	2%	3%	3%	4%	3%	4%	4%
Don't know	7%	4%	5%	7%	6%	5%	9%	5%	16%	5%	8%	5%	10%	5%	7%	8%	9%	4%	5%	7%	8%	9%	7%

Tobacco

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very addictive	70%	68%	76%	67%	74%	71%	67%	73%	51%	75%	73%	67%	70%	71%	64%	69%	77%	75%	71%	67%	72%	66%	74%
Fairly addictive	25%	27%	21%	28%	24%	25%	26%	24%	31%	21%	24%	30%	24%	24%	31%	25%	18%	21%	26%	26%	23%	25%	21%
Not very addictive	2%	3%	2%	4%	2%	2%	3%	2%	5%	2%	1%	2%	2%	2%	3%	2%	2%	3%	2%	3%	1%	4%	1%
Not addictive at all	0%	-	-	1%	0%	0%	1%	0%	3%	0%	0%	0%	-	0%	-	1%	1%	1%	1%	0%	0%	1%	-
Don't know	3%	1%	1%	1%	1%	2%	4%	2%	11%	2%	2%	1%	4%	2%	2%	4%	2%	1%	1%	3%	3%	4%	3%

Fieldwork Dates: 15th - 17th November 2025
Sample size: 1759 GB Adults



Total	Vote in 2024 GE			2016 EU Ref		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

Alcohol

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very addictive	37%	39%	36%	34%	35%	40%	34%	41%	31%	40%	36%	38%	42%	36%	39%	35%	39%	46%	34%	35%	37%	41%	51%
Fairly addictive	43%	42%	47%	41%	47%	43%	43%	44%	41%	42%	45%	45%	38%	43%	45%	46%	44%	39%	48%	43%	45%	37%	35%
Not very addictive	15%	16%	15%	22%	16%	15%	19%	12%	16%	14%	16%	15%	15%	17%	13%	15%	13%	15%	16%	17%	14%	15%	11%
Not addictive at all	1%	1%	1%	-	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	-	1%	2%	2%	1%	1%
Don't know	3%	3%	1%	2%	1%	2%	4%	2%	10%	2%	2%	2%	5%	3%	2%	2%	2%	1%	1%	3%	2%	6%	3%

Caffeine

Unweighted base	1759	281	469	172	661	643	795	964	121	731	417	490	170	623	271	446	152	97	537	496	324	214	188
Base	1759	317	454	164	653	697	855	904	192	734	424	410	213	603	288	417	153	84	493	510	369	218	169
Very addictive	23%	20%	23%	22%	21%	21%	20%	26%	27%	30%	19%	14%	22%	25%	18%	22%	25%	35%	19%	23%	29%	20%	27%
Fairly addictive	39%	34%	43%	35%	44%	35%	34%	43%	34%	43%	38%	35%	38%	37%	45%	40%	35%	38%	45%	39%	35%	39%	31%
Not very addictive	28%	35%	26%	33%	28%	30%	33%	23%	27%	22%	32%	34%	32%	28%	26%	28%	29%	16%	27%	28%	25%	29%	29%
Not addictive at all	5%	6%	5%	6%	4%	8%	7%	4%	3%	3%	6%	10%	3%	6%	5%	6%	5%	6%	5%	5%	6%	5%	6%
Don't know	5%	6%	3%	4%	3%	5%	5%	5%	9%	3%	4%	8%	5%	5%	6%	5%	5%	6%	4%	5%	5%	6%	6%

Cell Contents (Column Percentages)