Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 GB Adults

YouGov

	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?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Approve	12%	3%	24%	21%	17%	5%	15%	8%	21%	12%	11%	7%	17%	12%	9%	12%	7%	12%	17%	13%	8%	8%	4%
Disapprove	72%	91%	54%	62%	64%	87%	72%	72%	50%	69%	76%	83%	62%	72%	74%	72%	81%	70%	71%	67%	72%	77%	79%
Don't know	17%	6%	23%	17%	19%	8%	13%	20%	29%	19%	13%	10%	21%	17%	16%	16%	12%	18%	12%	19%	20%	15%	17%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
0 - Would never consider voting for them	35%	1%	53%	37%	47%	21%	34%	37%	30%	44%	36%	20%	41%	29%	34%	36%	50%	39%	33%	32%	31%	45%	48%
1	7%	1%	8%	13%	8%	6%	8%	6%	6%	8%	7%	5%	6%	8%	5%	7%	4%	7%	8%	6%	8%	5%	4%
2	7%	1%	7%	9%	7%	7%	9%	5%	12%	6%	7%	6%	8%	5%	6%	10%	8%	4%	7%	8%	6%	5%	7%
3	7%	3%	9%	6%	7%	7%	7%	6%	7%	6%	8%	6%	4%	7%	5%	8%	4%	12%	8%	6%	8%	4%	3%
4	5%	4%	5%	4%	4%	4%	6%	4%	8%	4%	5%	5%	6%	4%	5%	4%	4%	5%	4%	6%	4%	6%	3%
5	10%	12%	8%	12%	8%	13%	9%	11%	6%	9%	8%	15%	8%	12%	10%	8%	8%	13%	9%	10%	12%	8%	10%
6	5%	10%	1%	6%	5%	7%	6%	5%	3%	5%	6%	7%	4%	6%	5%	6%	6%	4%	6%	6%	5%	3%	5%
7	7%	18%	3%	6%	4%	12%	6%	8%	4%	5%	9%	10%	3%	9%	9%	5%	6%	4%	8%	8%	7%	5%	5%
8	5%	15%	1%	1%	3%	7%	5%	5%	5%	3%	4%	9%	6%	6%	7%	4%	2%	2%	6%	6%	5%	3%	2%
9	2%	8%	0%	1%	2%	3%	2%	2%	-	1%	2%	3%	3%	2%	3%	2%	-	2%	3%	2%	1%	4%	1%
10 - Would definitely consider voting for them	6%	25%	1%	3%	4%	10%	6%	7%	2%	4%	6%	12%	3%	8%	7%	5%	5%	5%	7%	4%	7%	6%	6%
prefer not to answer	5%	2%	4%	1%	2%	2%	4%	6%	18%	6%	1%	1%	7%	4%	4%	6%	4%	3%	2%	7%	5%	6%	7%

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YouGov

	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

Labour

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
0 - Would never consider voting for them	41%	70%	12%	23%	23%	63%	40%	43%	21%	36%	46%	56%	28%	43%	49%	39%	46%	40%	34%	37%	47%	47%	57%
1	6%	7%	3%	8%	5%	7%	8%	5%	4%	6%	7%	7%	4%	8%	6%	5%	8%	5%	6%	5%	6%	8%	10%
2	6%	5%	3%	10%	7%	5%	6%	5%	4%	7%	5%	5%	6%	6%	4%	5%	8%	10%	8%	6%	5%	3%	6%
3	6%	4%	6%	9%	7%	5%	7%	5%	5%	7%	5%	5%	7%	5%	6%	7%	4%	9%	6%	5%	6%	6%	7%
4	5%	5%	7%	6%	6%	3%	5%	5%	10%	4%	5%	5%	4%	5%	4%	7%	5%	3%	6%	7%	2%	4%	4%
5	10%	3%	15%	12%	14%	5%	8%	11%	11%	11%	9%	7%	9%	10%	9%	8%	11%	13%	10%	10%	12%	9%	3%
6	5%	1%	9%	12%	7%	2%	6%	4%	10%	5%	4%	3%	7%	5%	5%	5%	5%	2%	6%	5%	5%	5%	1%
7	6%	0%	13%	8%	10%	2%	6%	5%	5%	8%	5%	2%	9%	5%	5%	7%	3%	4%	8%	6%	4%	6%	2%
8	4%	1%	9%	6%	7%	2%	4%	4%	6%	4%	5%	4%	7%	4%	2%	5%	4%	3%	5%	6%	4%	2%	1%
9	1%	0%	4%	1%	2%	1%	1%	1%	1%	1%	2%	2%	3%	1%	1%	2%	1%	2%	2%	2%	2%	-	-
10 - Would definitely consider voting for them	5%	-	14%	3%	8%	2%	4%	5%	5%	5%	6%	3%	9%	5%	6%	3%	-	6%	7%	4%	3%	3%	3%
prefer not to answer	5%	2%	4%	1%	2%	2%	4%	6%	18%	6%	1%	1%	7%	4%	4%	6%	4%	3%	2%	7%	5%	6%	7%

Liberal Democrats

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
0 - Would never consider voting for them	31%	46%	15%	5%	14%	46%	33%	29%	24%	27%	35%	37%	24%	31%	38%	29%	40%	24%	23%	27%	36%	40%	43%
1	6%	8%	5%	3%	5%	7%	7%	5%	2%	7%	7%	6%	5%	6%	5%	5%	11%	9%	7%	7%	5%	5%	6%
2	7%	9%	7%	3%	7%	8%	8%	6%	2%	7%	8%	8%	7%	6%	6%	9%	6%	9%	8%	6%	6%	6%	9%
3	7%	9%	10%	3%	8%	7%	8%	7%	7%	8%	8%	7%	7%	7%	6%	9%	8%	6%	8%	8%	7%	5%	9%
4	7%	6%	7%	3%	9%	6%	7%	6%	5%	6%	7%	8%	9%	6%	5%	7%	6%	10%	7%	6%	8%	4%	5%
5	13%	12%	16%	10%	15%	12%	10%	16%	13%	16%	11%	10%	12%	13%	16%	14%	7%	13%	14%	14%	11%	15%	11%
6	7%	4%	11%	13%	12%	2%	7%	7%	9%	8%	6%	6%	9%	9%	4%	6%	3%	11%	7%	9%	7%	7%	1%
7	6%	2%	12%	16%	10%	4%	6%	7%	6%	7%	8%	4%	6%	7%	7%	5%	7%	5%	9%	6%	7%	4%	3%
8	5%	1%	8%	13%	8%	2%	6%	3%	6%	4%	4%	5%	8%	4%	3%	5%	3%	5%	7%	5%	4%	3%	1%
9	2%	0%	2%	7%	3%	1%	1%	2%	1%	1%	1%	3%	3%	2%	2%	1%	2%	-	3%	1%	1%	0%	1%
10 - Would definitely consider voting for them	4%	1%	3%	24%	7%	2%	2%	6%	7%	3%	4%	4%	4%	5%	4%	3%	3%	3%	5%	4%	3%	3%	3%
prefer not to answer	5%	2%	4%	1%	2%	2%	4%	6%	18%	6%	1%	1%	7%	4%	4%	6%	4%	3%	2%	7%	5%	6%	7%

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	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

Reform UK

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
0 - Would never consider voting for them	47%	24%	71%	73%	72%	23%	45%	49%	46%	54%	45%	39%	49%	46%	43%	45%	56%	57%	55%	45%	40%	51%	42%
1	3%	3%	4%	6%	4%	3%	4%	3%	4%	2%	3%	5%	6%	4%	2%	3%	2%	2%	2%	4%	3%	2%	6%
2	4%	6%	3%	2%	4%	4%	4%	3%	3%	3%	3%	5%	6%	3%	5%	3%	1%	3%	3%	4%	4%	3%	5%
3	3%	5%	4%	0%	3%	4%	3%	4%	3%	3%	3%	3%	1%	3%	2%	4%	4%	6%	3%	4%	4%	1%	3%
4	2%	3%	1%	3%	2%	3%	3%	2%	3%	3%	2%	2%	4%	2%	2%	3%	-	3%	3%	3%	1%	4%	1%
5	6%	10%	1%	4%	3%	9%	5%	7%	5%	5%	6%	7%	5%	7%	5%	5%	4%	3%	5%	6%	7%	5%	5%
6	4%	8%	1%	2%	2%	6%	4%	4%	6%	3%	4%	4%	4%	3%	8%	3%	4%	4%	4%	3%	4%	5%	4%
7	5%	10%	3%	2%	2%	9%	6%	4%	4%	4%	5%	8%	3%	6%	5%	6%	6%	4%	6%	6%	3%	4%	7%
8	5%	6%	3%	2%	3%	8%	6%	4%	-	5%	6%	6%	4%	5%	5%	5%	3%	4%	5%	4%	8%	4%	3%
9	3%	5%	1%	0%	1%	6%	3%	4%	3%	2%	3%	6%	3%	3%	7%	3%	4%	1%	5%	2%	4%	3%	3%
10 - Would definitely consider voting for them	12%	16%	4%	3%	3%	24%	14%	11%	4%	9%	19%	15%	8%	12%	12%	14%	12%	8%	8%	12%	16%	13%	14%
prefer not to answer	5%	2%	4%	1%	2%	2%	4%	6%	18%	6%	1%	1%	7%	4%	4%	6%	4%	3%	2%	7%	5%	6%	7%

Green Party

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
0 - Would never consider voting for them	36%	62%	20%	18%	18%	55%	39%	33%	19%	30%	42%	48%	30%	36%	40%	35%	43%	25%	30%	33%	37%	45%	44%
1	6%	8%	5%	5%	6%	7%	7%	5%	3%	6%	7%	7%	4%	7%	6%	4%	7%	10%	7%	5%	5%	4%	9%
2	6%	8%	6%	10%	7%	7%	8%	5%	3%	6%	7%	8%	5%	7%	6%	6%	5%	10%	7%	6%	8%	4%	4%
3	4%	4%	5%	7%	6%	4%	3%	5%	1%	4%	4%	6%	1%	4%	3%	5%	4%	7%	5%	4%	3%	4%	3%
4	5%	4%	7%	7%	6%	5%	5%	6%	8%	4%	6%	5%	5%	6%	4%	6%	5%	4%	5%	7%	6%	5%	4%
5	11%	6%	12%	13%	13%	9%	8%	13%	10%	12%	11%	9%	8%	12%	11%	10%	12%	11%	11%	10%	12%	13%	9%
6	6%	2%	10%	9%	8%	3%	6%	5%	9%	6%	4%	5%	7%	6%	3%	7%	6%	6%	7%	8%	4%	3%	3%
7	6%	1%	10%	10%	9%	3%	6%	5%	5%	7%	5%	4%	7%	4%	8%	5%	4%	12%	6%	5%	7%	5%	3%
8	4%	-	8%	6%	7%	2%	5%	3%	4%	6%	4%	2%	8%	4%	4%	4%	5%	3%	7%	3%	4%	2%	5%
9	3%	2%	4%	4%	4%	2%	3%	3%	4%	3%	2%	2%	3%	2%	4%	3%	1%	3%	2%	3%	2%	3%	4%
10 - Would definitely consider voting for them	9%	0%	10%	8%	14%	3%	7%	10%	16%	12%	5%	3%	15%	8%	8%	8%	5%	6%	13%	8%	6%	7%	4%
prefer not to answer	5%	2%	4%	1%	2%	2%	4%	6%	18%	6%	1%	1%	7%	4%	4%	6%	4%	3%	2%	7%	5%	6%	7%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Health	28%	20%	37%	36%	35%	25%	21%	34%	18%	28%	29%	31%	26%	31%	24%	25%	31%	34%	32%	28%	23%	24%	34%
Immigration & Asylum	54%	73%	41%	34%	33%	79%	54%	54%	34%	45%	60%	72%	42%	56%	64%	54%	47%	47%	48%	53%	57%	56%	63%
Crime	18%	19%	13%	9%	11%	22%	16%	20%	21%	17%	20%	17%	25%	16%	18%	19%	14%	13%	13%	18%	21%	21%	23%
The economy	54%	61%	60%	52%	57%	54%	59%	49%	43%	57%	54%	53%	49%	53%	54%	56%	55%	60%	59%	54%	52%	50%	48%
Tax	20%	21%	14%	17%	16%	21%	22%	17%	24%	23%	18%	12%	19%	19%	25%	20%	18%	13%	16%	19%	22%	27%	15%
Pensions	6%	7%	5%	6%	5%	8%	6%	6%	3%	4%	7%	11%	6%	5%	6%	7%	9%	7%	5%	5%	6%	7%	10%
Education	8%	3%	11%	8%	10%	3%	6%	9%	16%	9%	4%	6%	9%	7%	6%	9%	10%	4%	10%	10%	4%	8%	3%
Family life & childcare	5%	3%	8%	7%	7%	3%	3%	6%	3%	8%	2%	2%	3%	5%	5%	6%	3%	7%	5%	6%	6%	2%	3%
Housing	18%	7%	22%	20%	21%	10%	16%	19%	29%	21%	14%	10%	25%	17%	16%	16%	22%	15%	17%	15%	21%	15%	23%
The environment	17%	9%	22%	27%	29%	8%	18%	17%	19%	19%	15%	15%	25%	18%	13%	16%	7%	27%	24%	18%	13%	12%	9%
Britain leaving the EU	13%	5%	21%	25%	23%	6%	17%	10%	14%	13%	15%	14%	19%	13%	11%	13%	15%	9%	16%	15%	12%	7%	12%
Transport	2%	3%	3%	0%	2%	1%	3%	2%	9%	2%	1%	1%	4%	2%	3%	3%	1%	3%	3%	2%	4%	1%	-
Welfare benefits	19%	29%	15%	16%	15%	26%	18%	20%	8%	17%	24%	22%	12%	20%	19%	24%	17%	11%	18%	16%	21%	23%	21%
Defence and security	17%	27%	13%	21%	16%	23%	21%	13%	4%	10%	23%	27%	16%	18%	17%	15%	16%	16%	20%	15%	15%	17%	12%
None of these	0%	-	0%	-	1%	-	1%	-	-	1%	1%	-	0%	-	1%	0%	1%	1%	0%	-	0%	1%	1%
Don't know	2%	1%	2%	2%	1%	1%	2%	2%	10%	2%	0%	0%	2%	3%	1%	2%	4%	2%	1%	3%	3%	2%	4%

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

National Health Service

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	2%	1%	5%	4%	3%	1%	4%	1%	7%	2%	2%	1%	4%	3%	2%	3%	-	2%	3%	4%	1%	3%	1%
Fairly well	17%	9%	26%	22%	23%	11%	22%	12%	21%	15%	18%	17%	23%	15%	19%	17%	12%	18%	22%	18%	15%	14%	8%
Fairly badly	36%	39%	38%	42%	40%	34%	35%	37%	33%	37%	30%	40%	34%	39%	32%	36%	37%	33%	39%	36%	38%	27%	33%
Very badly	36%	45%	23%	24%	27%	48%	33%	39%	24%	35%	43%	36%	29%	36%	38%	37%	42%	36%	30%	33%	39%	45%	46%
Don't know	9%	6%	8%	8%	8%	5%	7%	10%	15%	10%	6%	6%	10%	8%	9%	7%	9%	12%	6%	9%	8%	12%	11%

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Sample size: 1762 GB Adults

Immigration

	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	2%	1%	2%	4%	2%	0%	3%	1%	5%	2%	1%	0%	2%	2%	0%	3%	-	1%	2%	3%	1%	1%	-
Fairly well	11%	2%	21%	20%	18%	4%	14%	8%	15%	11%	11%	8%	13%	13%	7%	8%	11%	12%	16%	10%	7%	9%	8%
Fairly badly	22%	17%	27%	32%	30%	12%	21%	23%	30%	24%	19%	17%	29%	22%	19%	24%	17%	16%	26%	26%	20%	17%	11%
Very badly	57%	77%	38%	37%	39%	81%	57%	58%	34%	51%	66%	72%	45%	56%	67%	58%	62%	57%	50%	52%	66%	64%	68%
Don't know	8%	3%	12%	7%	10%	3%	5%	11%	16%	11%	5%	4%	10%	8%	6%	7%	10%	13%	6%	9%	7%	9%	13%

Crime

	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	1%	1%	2%	3%	2%	0%	2%	1%	3%	2%	1%	0%	2%	2%	1%	2%	-	-	2%	2%	0%	1%	1%
Fairly well	17%	9%	28%	21%	23%	10%	20%	15%	24%	17%	18%	15%	19%	17%	15%	16%	16%	29%	21%	21%	16%	9%	11%
Fairly badly	30%	33%	33%	34%	34%	29%	30%	31%	23%	33%	25%	36%	28%	30%	31%	33%	34%	22%	31%	31%	33%	27%	26%
Very badly	37%	52%	19%	23%	22%	53%	38%	35%	32%	32%	46%	39%	36%	36%	41%	36%	38%	35%	32%	31%	41%	46%	47%
Don't know	14%	5%	18%	20%	19%	7%	10%	18%	17%	17%	10%	11%	15%	15%	12%	13%	12%	14%	13%	15%	10%	17%	16%

Education

	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	2%	2%	2%	2%	2%	1%	3%	1%	8%	2%	1%	1%	3%	1%	3%	3%	1%	3%	2%	3%	1%	3%	2%
Fairly well	23%	17%	34%	30%	28%	17%	25%	21%	31%	22%	22%	22%	22%	22%	23%	24%	23%	28%	25%	24%	25%	18%	18%
Fairly badly	30%	37%	28%	32%	30%	32%	29%	30%	25%	30%	30%	32%	29%	31%	31%	31%	23%	23%	35%	28%	30%	24%	28%
Very badly	23%	27%	14%	16%	17%	29%	23%	24%	16%	24%	25%	23%	22%	24%	21%	21%	33%	22%	24%	21%	23%	27%	22%
Don't know	22%	17%	22%	21%	22%	21%	20%	24%	21%	22%	22%	23%	23%	23%	21%	20%	20%	24%	15%	24%	21%	28%	29%

Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 GB Adults

Taxation

	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	1%	1%	2%	2%	2%	0%	2%	0%	4%	1%	1%	1%	3%	1%	1%	1%	-	2%	2%	2%	0%	1%	-
Fairly well	11%	4%	24%	16%	18%	6%	13%	10%	15%	10%	13%	12%	12%	12%	12%	10%	7%	14%	15%	11%	11%	8%	8%
Fairly badly	28%	23%	32%	35%	34%	22%	25%	31%	30%	31%	24%	26%	31%	28%	22%	33%	26%	25%	29%	31%	24%	31%	23%
Very badly	50%	70%	31%	39%	36%	68%	55%	46%	38%	46%	57%	56%	44%	52%	56%	46%	56%	47%	48%	47%	57%	51%	57%
Don't know	9%	1%	12%	8%	10%	5%	5%	12%	13%	12%	5%	5%	10%	7%	9%	9%	11%	12%	6%	10%	9%	10%	12%

Unemployment

	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	1%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	0%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	-
Fairly well	13%	5%	22%	25%	20%	7%	15%	12%	16%	13%	14%	12%	13%	14%	14%	14%	13%	10%	16%	14%	13%	8%	9%
Fairly badly	31%	33%	33%	30%	33%	30%	31%	31%	29%	31%	31%	31%	31%	30%	32%	29%	29%	43%	37%	28%	31%	26%	27%
Very badly	37%	52%	22%	24%	24%	50%	38%	35%	33%	33%	39%	42%	36%	36%	37%	38%	41%	26%	30%	37%	37%	44%	43%
Don't know	18%	10%	21%	18%	22%	12%	14%	21%	20%	21%	15%	15%	19%	19%	16%	19%	16%	19%	15%	19%	18%	21%	21%

Inflation

	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	1%	1%	2%	1%	2%	-	2%	1%	4%	1%	1%	1%	2%	1%	-	2%	-	1%	2%	0%	0%	2%	1%
Fairly well	13%	6%	24%	22%	21%	8%	17%	10%	14%	12%	16%	13%	17%	13%	12%	14%	11%	13%	21%	12%	10%	9%	7%
Fairly badly	30%	25%	34%	39%	33%	29%	30%	30%	31%	30%	29%	33%	25%	32%	30%	32%	28%	29%	34%	32%	26%	24%	32%
Very badly	43%	62%	27%	25%	29%	57%	42%	44%	36%	43%	44%	46%	43%	43%	44%	41%	50%	43%	34%	41%	51%	52%	46%
Don't know	12%	7%	13%	13%	15%	6%	8%	15%	15%	14%	11%	7%	13%	11%	13%	11%	11%	15%	8%	14%	13%	13%	14%

YouGov

	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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	2%	1%	3%	2%	2%	2%	2%	1%	3%	2%	1%	1%	3%	1%	1%	2%	1%	-	3%	1%	1%	3%	1%
Fairly well	13%	9%	20%	18%	16%	11%	14%	12%	16%	12%	16%	10%	17%	12%	15%	11%	10%	21%	14%	16%	13%	9%	6%
Fairly badly	26%	26%	27%	25%	27%	26%	27%	26%	30%	26%	24%	28%	29%	25%	23%	30%	26%	22%	29%	27%	26%	19%	28%
Very badly	36%	43%	28%	38%	35%	40%	39%	34%	24%	36%	39%	39%	31%	36%	36%	34%	48%	35%	36%	32%	37%	42%	39%
Don't know	23%	22%	21%	17%	20%	22%	18%	27%	27%	23%	21%	22%	20%	26%	24%	22%	16%	23%	18%	25%	23%	27%	26%

Defence

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	3%	1%	5%	2%	3%	1%	4%	2%	9%	3%	2%	1%	7%	2%	2%	3%	2%	6%	3%	5%	1%	4%	1%
Fairly well	25%	16%	37%	41%	33%	17%	29%	22%	34%	25%	24%	24%	27%	28%	22%	23%	25%	28%	31%	26%	25%	18%	17%
Fairly badly	22%	29%	18%	22%	22%	27%	23%	21%	12%	20%	25%	27%	17%	20%	23%	26%	26%	14%	25%	22%	23%	14%	21%
Very badly	24%	35%	10%	12%	12%	36%	27%	22%	20%	20%	28%	29%	19%	26%	27%	22%	25%	26%	20%	22%	25%	33%	28%
Don't know	26%	18%	31%	23%	30%	19%	18%	33%	26%	32%	22%	19%	30%	25%	26%	26%	22%	26%	20%	26%	26%	32%	33%

The economy

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	1%	1%	2%	1%	2%	1%	2%	1%	6%	1%	1%	0%	4%	1%	1%	2%	-	-	2%	2%	1%	0%	1%
Fairly well	10%	3%	20%	19%	17%	4%	12%	8%	8%	9%	11%	11%	12%	11%	10%	9%	5%	13%	15%	10%	8%	6%	5%
Fairly badly	30%	21%	35%	40%	38%	22%	30%	31%	36%	32%	30%	25%	34%	29%	30%	30%	33%	26%	33%	30%	29%	29%	28%
Very badly	50%	72%	32%	34%	35%	69%	51%	49%	36%	48%	53%	58%	39%	52%	53%	50%	56%	47%	46%	48%	54%	55%	54%
Don't know	8%	2%	11%	6%	9%	4%	5%	11%	14%	10%	5%	5%	11%	7%	7%	9%	6%	14%	4%	11%	8%	10%	12%

YouGov

	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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	5%	3%	6%	6%	6%	2%	8%	2%	10%	5%	3%	2%	6%	4%	4%	6%	2%	7%	6%	7%	3%	2%	0%
Fairly well	30%	19%	45%	37%	39%	22%	32%	28%	34%	31%	27%	29%	28%	28%	28%	32%	34%	38%	35%	29%	31%	24%	21%
Fairly badly	17%	24%	10%	18%	13%	23%	16%	18%	11%	14%	20%	21%	18%	19%	14%	17%	16%	10%	16%	19%	20%	13%	13%
Very badly	23%	32%	12%	12%	12%	33%	25%	22%	21%	22%	23%	26%	20%	22%	29%	23%	22%	21%	18%	19%	25%	33%	34%
Don't know	26%	22%	27%	27%	30%	20%	20%	31%	24%	27%	27%	22%	29%	27%	26%	21%	26%	25%	25%	25%	22%	29%	31%

Transport

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	2%	1%	2%	-	1%	1%	2%	1%	6%	1%	1%	1%	2%	1%	1%	3%	3%	1%	2%	2%	1%	1%	2%
Fairly well	24%	12%	35%	29%	30%	15%	27%	21%	35%	25%	18%	21%	35%	21%	20%	23%	25%	26%	25%	27%	26%	18%	12%
Fairly badly	32%	42%	28%	31%	31%	35%	33%	32%	31%	29%	37%	34%	31%	35%	33%	30%	28%	31%	38%	33%	30%	27%	25%
Very badly	21%	25%	11%	18%	14%	28%	24%	19%	14%	21%	23%	22%	16%	21%	22%	22%	26%	18%	17%	18%	23%	29%	28%
Don't know	22%	20%	25%	22%	24%	21%	15%	28%	15%	23%	21%	23%	16%	23%	23%	23%	18%	24%	18%	21%	20%	25%	33%

Housing

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	1%	2%	2%	1%	1%	1%	2%	1%	5%	1%	1%	1%	2%	1%	1%	1%	2%	1%	3%	1%	1%	0%	-
Fairly well	13%	6%	22%	19%	18%	8%	15%	12%	18%	14%	11%	13%	15%	12%	15%	14%	9%	19%	16%	16%	11%	8%	10%
Fairly badly	35%	43%	35%	29%	36%	36%	35%	35%	31%	34%	36%	37%	30%	37%	33%	38%	33%	28%	39%	34%	34%	34%	28%
Very badly	35%	39%	23%	34%	27%	43%	36%	34%	31%	33%	39%	35%	37%	35%	35%	32%	41%	30%	31%	30%	40%	38%	43%
Don't know	16%	11%	18%	17%	18%	12%	13%	19%	16%	18%	13%	14%	16%	15%	16%	15%	16%	22%	11%	19%	14%	19%	18%

Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 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	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	3%	1%	0%	2%	2%	1%	3%	2%	1%	0%	1%
Fairly well	19%	13%	27%	24%	21%	15%	23%	16%	29%	19%	17%	17%	21%	19%	20%	19%	13%	26%	20%	21%	18%	17%	16%
Fairly badly	31%	32%	31%	36%	34%	31%	30%	32%	27%	31%	30%	34%	31%	32%	28%	29%	37%	29%	39%	27%	30%	24%	29%
Very badly	26%	33%	17%	22%	21%	34%	26%	27%	20%	25%	29%	30%	24%	28%	29%	25%	30%	19%	25%	25%	27%	31%	28%
Don't know	22%	20%	23%	17%	22%	20%	19%	25%	23%	24%	23%	18%	20%	21%	23%	25%	18%	24%	14%	25%	24%	27%	25%
Welfare benefits																							
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	2%	1%	3%	1%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%
Fairly well	14%	6%	25%	19%	21%	6%	17%	12%	23%	13%	14%	14%	26%	12%	12%	12%	15%	17%	18%	16%	12%	9%	9%
Fairly badly	26%	19%	27%	37%	32%	21%	25%	28%	24%	29%	24%	24%	23%	28%	23%	29%	21%	30%	27%	25%	28%	21%	29%
Very badly	45%	67%	28%	33%	32%	64%	46%	44%	26%	42%	52%	52%	33%	46%	51%	46%	51%	37%	45%	41%	46%	49%	49%
Don't know	13%	7%	18%	9%	14%	7%	10%	15%	24%	15%	8%	9%	16%	13%	12%	12%	11%	13%	7%	16%	12%	19%	10%
Do you think that Keir Starmer is doing well or badly as Prime Minister?																							
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	1%	1%	3%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	-	2%	1%	-	2%	2%
Fairly well	14%	5%	27%	23%	22%	6%	16%	11%	16%	14%	14%	12%	18%	13%	14%	14%	9%	13%	18%	16%	9%	11%	8%
Fairly badly	27%	21%	34%	39%	38%	16%	24%	29%	32%	30%	22%	24%	26%	28%	24%	27%	27%	27%	31%	29%	27%	21%	18%
Very badly	49%	72%	26%	30%	32%	73%	52%	46%	23%	44%	57%	61%	40%	48%	53%	50%	57%	46%	45%	42%	55%	53%	62%
Don't know	9%	2%	9%	7%	7%	4%	6%	13%	28%	11%	5%	3%	14%	10%	8%	7%	5%	14%	4%	12%	9%	13%	11%

Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 GB Adults

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
She does look like a Prime Minster in waiting	21%	42%	9%	21%	13%	30%	20%	21%	21%	15%	20%	30%	18%	22%	26%	18%	19%	12%	22%	23%	21%	14%	18%
She does not look like a Prime Minster in waiting	53%	35%	69%	65%	66%	48%	62%	45%	36%	54%	63%	49%	60%	50%	48%	55%	58%	58%	62%	51%	47%	50%	53%
Not sure	26%	23%	22%	13%	21%	22%	17%	35%	43%	30%	17%	21%	22%	28%	26%	26%	23%	30%	16%	26%	32%	36%	29%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	5%	17%	2%	5%	4%	8%	5%	5%	1%	3%	5%	10%	4%	6%	4%	5%	3%	4%	6%	5%	6%	2%	4%
Fairly well	25%	44%	12%	21%	16%	39%	26%	23%	20%	15%	27%	42%	22%	28%	29%	20%	27%	17%	27%	25%	24%	23%	22%
Fairly badly	19%	16%	20%	26%	22%	18%	22%	17%	15%	20%	22%	19%	24%	17%	18%	21%	17%	28%	24%	19%	19%	16%	15%
Very badly	26%	8%	41%	33%	37%	16%	32%	20%	23%	30%	27%	17%	28%	24%	23%	28%	31%	23%	29%	23%	23%	26%	29%
Don't know	25%	15%	26%	15%	22%	19%	15%	35%	41%	32%	19%	12%	23%	26%	26%	26%	22%	28%	14%	28%	29%	32%	31%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very well	3%	1%	4%	16%	6%	2%	4%	3%	2%	3%	4%	3%	4%	4%	2%	3%	3%	1%	5%	2%	3%	3%	1%
Fairly well	26%	17%	37%	53%	38%	20%	30%	23%	27%	22%	28%	32%	31%	26%	26%	26%	22%	32%	36%	28%	19%	19%	21%
Fairly badly	16%	24%	13%	11%	13%	21%	17%	14%	9%	13%	18%	20%	18%	13%	17%	15%	19%	17%	18%	16%	15%	14%	11%
Very badly	16%	21%	10%	5%	9%	23%	20%	12%	10%	13%	21%	18%	14%	16%	16%	15%	23%	14%	16%	13%	16%	18%	21%
Don't know	39%	37%	36%	15%	34%	35%	30%	47%	51%	48%	28%	27%	33%	40%	39%	41%	34%	37%	25%	41%	47%	46%	46%

Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 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 believe the Conservative party today are or are not ready for government?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
They are ready for Government	16%	40%	7%	13%	10%	22%	15%	16%	19%	13%	12%	23%	15%	18%	17%	13%	11%	16%	19%	16%	15%	11%	10%
They are not ready for Government	62%	38%	77%	74%	76%	56%	70%	55%	44%	65%	70%	59%	64%	60%	56%	64%	72%	68%	69%	59%	60%	57%	61%
Not sure	22%	22%	16%	14%	14%	22%	15%	29%	37%	23%	19%	19%	20%	22%	28%	24%	17%	16%	12%	24%	24%	31%	29%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Strongly support	17%	9%	23%	21%	21%	11%	22%	12%	22%	18%	15%	13%	22%	12%	15%	16%	29%	18%	20%	13%	17%	16%	18%
Tend to support	37%	31%	43%	35%	42%	32%	41%	33%	40%	36%	34%	39%	41%	33%	32%	37%	48%	41%	41%	38%	34%	33%	31%
Tend to oppose	23%	34%	18%	26%	21%	28%	18%	26%	15%	19%	26%	27%	13%	29%	27%	21%	9%	19%	22%	24%	24%	22%	17%
Strongly oppose	13%	18%	6%	11%	7%	22%	12%	14%	6%	11%	17%	16%	8%	16%	16%	13%	4%	11%	12%	12%	15%	11%	19%
Don't know	11%	8%	11%	7%	10%	8%	7%	15%	17%	15%	8%	6%	16%	10%	10%	12%	11%	12%	6%	13%	10%	19%	16%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Strongly support	12%	6%	15%	15%	16%	7%	15%	9%	12%	12%	13%	10%	16%	8%	10%	12%	23%	14%	14%	9%	12%	11%	16%
Tend to support	33%	25%	42%	33%	39%	25%	40%	26%	43%	34%	28%	30%	43%	26%	32%	33%	47%	34%	36%	35%	29%	32%	28%
Tend to oppose	20%	24%	18%	27%	20%	24%	16%	24%	16%	19%	22%	24%	12%	25%	19%	22%	13%	17%	19%	21%	23%	22%	13%
Strongly oppose	25%	38%	17%	20%	17%	38%	23%	27%	11%	23%	31%	30%	16%	32%	30%	25%	9%	22%	26%	25%	27%	20%	30%
Don't know	10%	8%	9%	5%	8%	6%	6%	13%	18%	12%	6%	6%	13%	9%	9%	9%	9%	13%	6%	10%	10%	15%	13%

Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 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

Would you support or oppose a large increase in the amount of housing being built in Britain...

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Strongly support	20%	8%	23%	20%	22%	11%	25%	15%	40%	21%	16%	12%	28%	16%	18%	19%	21%	25%	19%	19%	22%	19%	18%
Tend to support	34%	28%	40%	33%	39%	29%	34%	35%	36%	37%	28%	36%	36%	35%	29%	33%	45%	29%	38%	35%	33%	33%	26%
Tend to oppose	18%	26%	18%	23%	17%	24%	18%	18%	9%	16%	23%	22%	15%	22%	22%	16%	12%	16%	20%	20%	17%	14%	16%
Strongly oppose	15%	26%	8%	13%	10%	24%	15%	15%	3%	14%	21%	17%	8%	16%	19%	17%	9%	15%	15%	14%	15%	15%	16%
Don't know	13%	11%	11%	10%	12%	11%	8%	17%	11%	13%	12%	14%	14%	11%	13%	15%	13%	15%	7%	12%	12%	20%	23%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Strongly support	5%	2%	8%	7%	8%	3%	8%	3%	6%	7%	4%	4%	9%	4%	4%	6%	11%	2%	7%	5%	5%	3%	8%
Tend to support	19%	11%	25%	19%	24%	13%	21%	16%	30%	18%	17%	17%	27%	16%	16%	17%	26%	21%	22%	19%	15%	14%	21%
Tend to oppose	29%	29%	31%	29%	33%	26%	28%	29%	26%	31%	25%	29%	29%	28%	28%	28%	30%	36%	29%	29%	32%	28%	18%
Strongly oppose	36%	51%	25%	37%	25%	50%	36%	36%	23%	30%	45%	42%	21%	43%	39%	37%	24%	27%	37%	35%	35%	36%	36%
Don't know	12%	7%	12%	8%	10%	9%	8%	15%	15%	15%	8%	8%	14%	10%	13%	12%	9%	14%	5%	12%	13%	18%	17%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Strongly support	6%	2%	8%	5%	7%	4%	8%	3%	8%	6%	6%	3%	9%	4%	6%	6%	10%	3%	7%	5%	4%	5%	8%
Tend to support	25%	18%	29%	31%	30%	20%	30%	21%	35%	25%	23%	24%	32%	23%	19%	27%	32%	28%	33%	25%	21%	20%	21%
Tend to oppose	28%	29%	28%	35%	32%	28%	26%	29%	17%	28%	28%	30%	22%	29%	25%	30%	29%	27%	28%	28%	33%	25%	17%
Strongly oppose	27%	41%	22%	18%	19%	39%	25%	29%	14%	24%	34%	31%	21%	32%	33%	23%	18%	21%	24%	27%	27%	28%	33%
Don't know	14%	9%	13%	10%	13%	10%	11%	17%	26%	16%	9%	12%	16%	13%	17%	14%	11%	21%	8%	15%	15%	22%	21%

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	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

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Strongly support	5%	2%	5%	7%	5%	3%	7%	3%	11%	5%	3%	4%	9%	2%	2%	8%	8%	-	5%	5%	4%	4%	7%
Tend to support	17%	10%	22%	20%	20%	12%	21%	13%	25%	18%	17%	13%	18%	14%	20%	16%	26%	17%	19%	16%	16%	18%	14%
Tend to oppose	26%	23%	33%	25%	31%	22%	25%	27%	27%	29%	21%	25%	26%	26%	23%	25%	27%	32%	28%	27%	26%	24%	18%
Strongly oppose	43%	60%	31%	43%	36%	56%	40%	45%	26%	36%	52%	53%	34%	50%	45%	42%	26%	36%	43%	41%	44%	40%	46%
Don't know	10%	5%	10%	6%	8%	7%	7%	12%	12%	13%	7%	6%	14%	7%	10%	9%	14%	15%	4%	11%	11%	15%	16%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Go up a lot	12%	4%	10%	4%	8%	10%	14%	11%	28%	14%	11%	4%	13%	11%	15%	12%	14%	11%	7%	10%	17%	19%	16%
Go up a little	33%	30%	42%	31%	37%	29%	38%	29%	37%	35%	27%	35%	29%	31%	33%	36%	34%	43%	36%	36%	33%	28%	22%
Stay about the same	32%	39%	28%	45%	35%	36%	31%	32%	15%	30%	38%	36%	32%	33%	32%	30%	32%	27%	35%	34%	29%	25%	28%
Go down a little	8%	12%	6%	7%	7%	10%	7%	9%	4%	6%	10%	11%	9%	9%	6%	7%	6%	8%	11%	5%	8%	7%	10%
Go down a lot	2%	3%	0%	2%	1%	2%	1%	2%	1%	1%	3%	2%	2%	2%	0%	1%	1%	1%	2%	1%	1%	3%	3%
Don't know	14%	10%	14%	11%	12%	13%	10%	17%	15%	15%	13%	12%	15%	14%	14%	13%	13%	10%	9%	14%	13%	18%	21%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
It would be better for Britain if house prices rose	6%	13%	4%	5%	5%	9%	7%	4%	3%	5%	7%	8%	6%	5%	7%	6%	4%	4%	7%	5%	6%	7%	3%
It would be better for Britain if house prices went down	49%	26%	55%	48%	50%	41%	52%	46%	71%	53%	44%	37%	59%	48%	45%	46%	52%	52%	48%	49%	47%	53%	50%
It would be better for Britain if house prices stayed about the same	27%	42%	25%	34%	30%	34%	28%	27%	8%	23%	31%	41%	21%	28%	31%	28%	26%	28%	35%	28%	23%	19%	27%
Don't know	18%	20%	16%	13%	16%	17%	13%	22%	19%	20%	18%	15%	14%	19%	17%	19%	18%	15%	11%	19%	23%	22%	20%

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	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

And thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base: All GB adults	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
I would be better off if house prices rose	22%	27%	25%	28%	28%	23%	24%	20%	8%	24%	24%	22%	22%	23%	23%	22%	19%	15%	32%	20%	21%	16%	8%
I would be better off if house prices fell	21%	6%	24%	15%	18%	11%	22%	21%	57%	30%	9%	3%	32%	19%	22%	18%	24%	20%	17%	23%	25%	25%	13%
It will make little difference to me personally if house prices rise or fall	47%	59%	42%	49%	48%	58%	47%	47%	18%	35%	58%	71%	35%	47%	46%	51%	50%	54%	47%	45%	42%	45%	67%
Don't know	10%	8%	9%	8%	6%	8%	8%	12%	18%	12%	8%	4%	11%	11%	10%	9%	8%	11%	5%	11%	12%	14%	12%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
In touch	14%	43%	3%	12%	9%	23%	14%	15%	9%	10%	13%	26%	12%	18%	18%	10%	7%	13%	17%	14%	14%	12%	10%
Out of touch	58%	22%	80%	67%	73%	44%	63%	53%	56%	64%	62%	43%	55%	52%	53%	65%	68%	65%	62%	54%	54%	62%	60%
Neither	17%	26%	10%	16%	11%	24%	17%	17%	14%	12%	20%	22%	22%	18%	18%	14%	12%	7%	16%	17%	19%	12%	19%
Don't know	11%	9%	7%	5%	7%	8%	7%	16%	21%	14%	5%	9%	11%	11%	10%	10%	13%	15%	5%	14%	12%	15%	11%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Cares about ordinary people	15%	44%	3%	11%	9%	24%	15%	14%	7%	10%	15%	26%	16%	18%	14%	11%	11%	10%	19%	14%	13%	11%	12%
Cares about only a select few	62%	27%	82%	73%	75%	50%	65%	59%	67%	68%	64%	45%	65%	56%	60%	67%	71%	59%	62%	61%	61%	63%	62%
Neither	13%	20%	9%	11%	10%	17%	13%	14%	9%	10%	15%	19%	7%	14%	16%	13%	10%	21%	12%	13%	15%	12%	16%
Don't know	10%	9%	7%	6%	7%	9%	7%	13%	16%	12%	5%	10%	13%	12%	10%	9%	7%	10%	7%	12%	10%	15%	10%

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	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 Conservative party is trustworthy or untrustworthy?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Trustworthy	12%	40%	3%	10%	8%	20%	12%	12%	6%	8%	11%	24%	13%	14%	15%	9%	9%	11%	16%	13%	10%	9%	10%
Untrustworthy	59%	19%	81%	68%	74%	46%	64%	55%	58%	68%	61%	43%	63%	52%	55%	66%	70%	66%	63%	58%	55%	60%	60%
Neither	18%	30%	10%	16%	13%	25%	16%	20%	18%	13%	21%	24%	15%	22%	20%	16%	12%	10%	16%	17%	22%	18%	19%
Don't know	11%	11%	6%	6%	6%	9%	8%	13%	18%	11%	8%	10%	9%	13%	10%	8%	9%	13%	6%	12%	13%	13%	12%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Trying to do the right thing	19%	55%	4%	14%	12%	32%	20%	18%	11%	12%	19%	36%	19%	24%	20%	15%	11%	14%	22%	20%	18%	14%	15%
Serving their own interests	63%	26%	82%	74%	75%	51%	66%	61%	62%	71%	65%	49%	64%	57%	60%	69%	75%	62%	66%	58%	62%	67%	67%
Neither	7%	11%	5%	8%	6%	9%	7%	8%	7%	7%	9%	7%	7%	7%	9%	7%	6%	6%	5%	8%	10%	6%	6%
Don't know	10%	7%	9%	4%	7%	8%	7%	13%	21%	11%	7%	9%	10%	11%	11%	9%	8%	18%	7%	13%	10%	13%	12%

Do you think the Conservative party is strong or weak?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Strong	13%	27%	8%	10%	9%	16%	13%	13%	23%	11%	9%	14%	16%	14%	15%	11%	6%	12%	13%	15%	13%	10%	9%
Weak	54%	33%	66%	60%	64%	48%	62%	45%	41%	54%	61%	50%	52%	49%	50%	56%	71%	56%	62%	48%	50%	52%	54%
Neither	22%	33%	16%	26%	18%	30%	19%	25%	12%	20%	24%	28%	21%	25%	22%	21%	14%	18%	19%	22%	26%	20%	24%
Don't know	12%	8%	10%	4%	9%	7%	6%	17%	24%	14%	6%	7%	11%	12%	13%	11%	9%	13%	6%	15%	10%	18%	12%

Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 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 Conservative party is moderate or extreme?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Moderate	38%	66%	28%	34%	32%	48%	41%	35%	35%	34%	36%	49%	34%	43%	38%	32%	37%	39%	43%	41%	34%	33%	27%
Extreme	22%	4%	36%	32%	34%	11%	24%	19%	23%	25%	22%	15%	28%	18%	18%	22%	32%	24%	29%	19%	18%	17%	20%
Neither	23%	19%	21%	27%	22%	27%	24%	22%	13%	20%	31%	24%	20%	23%	25%	25%	16%	24%	19%	21%	25%	25%	31%
Don't know	18%	11%	15%	8%	13%	13%	11%	24%	29%	21%	12%	13%	18%	16%	20%	20%	15%	14%	8%	19%	22%	24%	21%

Do you think the Conservative party is competent or incompetent?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Competent	19%	51%	8%	13%	12%	28%	18%	20%	19%	14%	19%	28%	18%	23%	19%	16%	13%	19%	20%	21%	17%	18%	15%
Incompetent	53%	17%	74%	64%	69%	41%	58%	48%	47%	60%	55%	41%	54%	48%	51%	57%	63%	61%	58%	48%	51%	57%	57%
Neither	17%	26%	9%	16%	11%	25%	16%	17%	9%	12%	19%	25%	16%	19%	18%	15%	14%	10%	16%	18%	17%	13%	19%
Don't know	11%	5%	8%	7%	8%	7%	7%	15%	25%	13%	6%	6%	11%	11%	12%	12%	10%	10%	5%	14%	16%	12%	9%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Have a clear sense of purpose	23%	44%	16%	17%	20%	27%	23%	22%	23%	21%	20%	28%	23%	25%	24%	18%	19%	23%	25%	22%	20%	25%	19%
Are unclear what they stand for	52%	31%	64%	68%	62%	48%	58%	46%	41%	53%	57%	50%	48%	49%	50%	54%	63%	58%	59%	48%	50%	47%	53%
Neither	13%	18%	10%	10%	10%	15%	11%	14%	10%	11%	15%	14%	15%	14%	13%	12%	7%	8%	10%	15%	14%	11%	13%
Don't know	13%	8%	9%	6%	8%	9%	8%	18%	26%	15%	8%	7%	14%	12%	13%	15%	10%	11%	6%	15%	16%	18%	14%

Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 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 Conservative party is tolerant or prejudiced?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Tolerant	21%	53%	7%	18%	15%	32%	24%	19%	10%	16%	22%	35%	16%	25%	23%	20%	17%	14%	25%	20%	21%	19%	19%
Prejudiced	41%	8%	68%	57%	60%	26%	43%	40%	41%	49%	39%	30%	45%	37%	37%	43%	55%	49%	47%	38%	41%	37%	41%
Neither	19%	29%	12%	18%	15%	26%	20%	19%	15%	15%	25%	24%	23%	21%	21%	16%	13%	25%	19%	20%	17%	22%	21%
Don't know	18%	11%	13%	7%	10%	15%	14%	22%	34%	20%	14%	11%	16%	17%	20%	21%	15%	12%	8%	22%	21%	22%	20%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
In touch	11%	3%	22%	18%	16%	4%	12%	10%	20%	10%	12%	6%	18%	9%	10%	13%	3%	11%	13%	12%	7%	12%	6%
Out of touch	71%	89%	57%	64%	64%	87%	74%	67%	45%	68%	77%	81%	59%	73%	73%	69%	77%	67%	72%	65%	73%	71%	77%
Neither	10%	5%	15%	14%	14%	5%	9%	11%	15%	11%	8%	9%	12%	10%	9%	10%	13%	13%	11%	13%	11%	6%	7%
Don't know	8%	3%	7%	5%	5%	4%	4%	12%	20%	11%	3%	4%	12%	8%	8%	8%	6%	9%	4%	9%	9%	11%	10%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Cares about ordinary people	20%	7%	39%	38%	33%	9%	23%	18%	27%	21%	20%	16%	29%	20%	14%	22%	15%	26%	28%	23%	13%	17%	8%
Cares about only a select few	56%	74%	37%	42%	45%	73%	55%	57%	39%	54%	59%	64%	44%	58%	56%	56%	68%	50%	54%	51%	61%	56%	68%
Neither	16%	16%	18%	14%	16%	15%	18%	14%	15%	15%	18%	16%	18%	15%	20%	15%	12%	14%	14%	16%	16%	18%	15%
Don't know	8%	3%	6%	6%	6%	3%	5%	11%	20%	10%	3%	4%	9%	7%	9%	8%	5%	10%	4%	10%	9%	10%	9%

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	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 Labour party is trustworthy or untrustworthy?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Trustworthy	11%	3%	23%	17%	18%	4%	14%	9%	16%	11%	12%	8%	18%	10%	9%	12%	6%	11%	15%	13%	7%	9%	5%
Untrustworthy	67%	90%	45%	53%	54%	86%	67%	66%	50%	63%	73%	75%	51%	67%	71%	68%	75%	70%	66%	64%	67%	68%	76%
Neither	13%	4%	23%	21%	21%	7%	13%	13%	12%	15%	12%	12%	18%	15%	11%	11%	10%	9%	14%	12%	15%	12%	9%
Don't know	9%	3%	9%	9%	8%	3%	6%	12%	22%	11%	4%	5%	12%	8%	9%	10%	8%	10%	5%	11%	11%	11%	10%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Trying to do the right thing	23%	6%	46%	42%	40%	9%	27%	20%	24%	25%	24%	19%	31%	22%	17%	25%	20%	25%	34%	23%	18%	19%	9%
Serving their own interests	60%	83%	36%	45%	44%	81%	59%	60%	40%	55%	66%	71%	45%	62%	65%	59%	66%	55%	54%	56%	64%	61%	75%
Neither	8%	8%	9%	6%	10%	7%	8%	9%	9%	10%	7%	7%	12%	7%	9%	7%	8%	13%	8%	8%	9%	9%	8%
Don't know	9%	3%	8%	6%	6%	3%	6%	12%	28%	11%	3%	3%	13%	9%	9%	8%	6%	7%	4%	12%	9%	12%	8%

Do you think the Labour party is strong or weak?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Strong	8%	4%	15%	10%	9%	5%	10%	5%	11%	9%	7%	5%	16%	5%	5%	11%	3%	7%	9%	9%	8%	5%	3%
Weak	68%	82%	55%	64%	63%	81%	70%	66%	47%	65%	74%	75%	58%	67%	70%	68%	78%	70%	70%	65%	69%	67%	69%
Neither	14%	9%	22%	20%	21%	10%	14%	14%	12%	15%	13%	15%	12%	19%	13%	11%	9%	14%	16%	12%	12%	16%	15%
Don't know	10%	5%	8%	6%	8%	5%	6%	14%	30%	11%	5%	5%	14%	9%	12%	10%	10%	9%	5%	14%	11%	12%	13%

Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 GB Adults

 YouGov

	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 Labour party is moderate or extreme?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Moderate	35%	12%	58%	51%	51%	20%	39%	30%	44%	39%	30%	26%	39%	34%	31%	34%	36%	41%	47%	37%	26%	27%	17%
Extreme	27%	50%	10%	17%	15%	42%	30%	25%	17%	20%	32%	40%	26%	27%	30%	26%	29%	21%	25%	24%	30%	30%	33%
Neither	24%	28%	22%	24%	25%	26%	22%	25%	10%	24%	28%	25%	20%	26%	22%	22%	25%	26%	23%	20%	28%	22%	29%
Don't know	15%	10%	10%	8%	9%	12%	9%	20%	29%	17%	10%	9%	15%	13%	18%	17%	10%	12%	6%	19%	15%	21%	20%

Do you think the Labour party is competent or incompetent?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Competent	12%	4%	27%	18%	19%	6%	15%	10%	13%	14%	14%	7%	16%	10%	11%	16%	7%	11%	15%	14%	10%	9%	6%
Incompetent	67%	88%	46%	61%	57%	85%	70%	64%	47%	64%	71%	77%	57%	68%	69%	65%	77%	71%	67%	63%	69%	67%	76%
Neither	11%	6%	18%	15%	17%	6%	10%	12%	13%	11%	11%	12%	13%	13%	10%	10%	7%	11%	15%	11%	9%	11%	7%
Don't know	10%	2%	8%	7%	7%	4%	5%	14%	28%	11%	4%	4%	14%	9%	10%	9%	9%	7%	3%	12%	12%	12%	11%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Have a clear sense of purpose	14%	8%	26%	16%	19%	10%	16%	13%	15%	15%	14%	13%	19%	13%	13%	14%	13%	18%	17%	16%	11%	13%	10%
Are unclear what they stand for	67%	81%	57%	66%	65%	78%	69%	66%	51%	66%	72%	74%	57%	69%	65%	68%	78%	71%	71%	61%	70%	68%	71%
Neither	9%	7%	11%	11%	10%	8%	10%	9%	10%	9%	10%	9%	13%	9%	12%	9%	4%	2%	9%	11%	9%	8%	7%
Don't know	9%	3%	7%	6%	6%	4%	5%	13%	24%	11%	4%	4%	11%	9%	10%	9%	5%	9%	3%	12%	10%	11%	12%

YouGov

	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 Labour party is tolerant or prejudiced?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Tolerant	24%	8%	46%	41%	37%	13%	28%	20%	22%	27%	24%	19%	29%	22%	23%	25%	20%	25%	33%	25%	20%	16%	10%
Prejudiced	40%	60%	20%	31%	29%	57%	42%	38%	27%	33%	46%	52%	34%	41%	43%	40%	40%	32%	39%	36%	42%	40%	51%
Neither	20%	20%	21%	20%	22%	20%	19%	21%	18%	19%	23%	19%	23%	21%	17%	18%	21%	26%	20%	20%	20%	20%	20%
Don't know	16%	11%	13%	8%	13%	10%	11%	22%	34%	20%	7%	10%	14%	16%	17%	17%	19%	17%	8%	19%	18%	24%	19%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
A lot of confidence	4%	3%	5%	6%	4%	4%	5%	2%	2%	3%	5%	4%	3%	4%	4%	3%	3%	5%	6%	3%	2%	1%	3%
A fair amount of confidence	39%	43%	50%	55%	49%	33%	40%	38%	42%	36%	35%	47%	43%	41%	37%	38%	30%	38%	46%	41%	35%	32%	30%
Not very much confidence	36%	39%	31%	23%	33%	42%	34%	38%	31%	34%	39%	39%	32%	34%	39%	36%	44%	40%	33%	37%	40%	32%	38%
No confidence at all	13%	11%	6%	10%	6%	16%	14%	12%	8%	16%	15%	8%	9%	15%	12%	14%	14%	10%	9%	9%	16%	22%	21%
Don't know	8%	4%	7%	6%	7%	4%	6%	10%	17%	10%	6%	2%	13%	6%	7%	9%	9%	6%	5%	10%	7%	13%	8%

When courts are deciding what punishment to give to someone who has committed a crime, what do you think should be the main purpose of the sentence?

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
To punish criminals	25%	35%	19%	20%	20%	34%	24%	26%	14%	24%	29%	28%	23%	23%	30%	25%	26%	27%	21%	24%	28%	27%	31%
To get criminals off the streets and away from the law-abiding public	28%	32%	27%	23%	23%	35%	29%	28%	23%	27%	29%	33%	23%	29%	29%	31%	33%	19%	28%	26%	32%	28%	28%
To rehabilitate criminals so that they do not commit further crimes	32%	20%	43%	42%	48%	19%	33%	31%	36%	34%	31%	29%	35%	33%	30%	32%	27%	41%	41%	33%	26%	29%	23%
To serve as a warning to other potential criminals	7%	9%	4%	7%	4%	8%	7%	6%	10%	5%	7%	6%	9%	8%	5%	5%	6%	7%	6%	7%	6%	6%	9%
Don't know	8%	4%	6%	8%	6%	4%	6%	9%	17%	10%	3%	4%	11%	7%	7%	7%	8%	6%	4%	9%	8%	11%	9%

Fieldwork Dates: 29th November - 1st December 2025

Sample size: 1762 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

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

Prison sentences

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very effective	10%	14%	8%	8%	7%	11%	13%	8%	18%	9%	9%	9%	16%	10%	7%	10%	11%	4%	11%	11%	9%	10%	9%
Fairly effective	33%	40%	33%	30%	29%	35%	34%	32%	38%	29%	33%	38%	31%	34%	39%	30%	30%	33%	34%	37%	33%	28%	26%
Not very effective	37%	33%	41%	41%	46%	34%	35%	39%	25%	39%	37%	39%	36%	37%	39%	35%	38%	42%	40%	32%	40%	36%	36%
Not effective at all	11%	7%	9%	10%	9%	13%	10%	11%	5%	12%	13%	8%	7%	9%	8%	16%	13%	14%	9%	9%	10%	17%	16%
Don't know	9%	6%	9%	11%	9%	7%	7%	11%	13%	10%	8%	6%	10%	10%	7%	9%	8%	7%	7%	11%	7%	9%	14%

Community service

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very effective	3%	2%	2%	2%	2%	2%	4%	2%	6%	3%	2%	2%	8%	3%	2%	2%	2%	2%	3%	3%	3%	1%	3%
Fairly effective	21%	14%	28%	24%	26%	14%	20%	21%	29%	21%	17%	19%	29%	23%	17%	18%	16%	17%	22%	24%	19%	20%	9%
Not very effective	38%	45%	37%	33%	36%	40%	38%	37%	43%	38%	35%	37%	32%	38%	45%	36%	36%	37%	39%	41%	36%	35%	28%
Not effective at all	27%	33%	20%	23%	20%	37%	28%	26%	8%	23%	36%	32%	18%	24%	26%	33%	36%	27%	24%	20%	32%	32%	43%
Don't know	12%	6%	13%	19%	16%	8%	10%	14%	14%	14%	10%	10%	14%	13%	10%	11%	10%	18%	12%	13%	10%	12%	17%

Fines

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very effective	3%	3%	3%	1%	3%	2%	4%	2%	7%	3%	3%	1%	8%	3%	3%	2%	2%	2%	2%	4%	5%	2%	1%
Fairly effective	15%	16%	14%	17%	16%	12%	16%	15%	23%	14%	11%	18%	22%	16%	14%	10%	17%	15%	16%	16%	14%	13%	12%
Not very effective	37%	38%	42%	40%	41%	36%	36%	38%	30%	38%	34%	42%	33%	37%	39%	36%	36%	45%	41%	38%	38%	30%	30%
Not effective at all	36%	39%	30%	31%	29%	45%	37%	36%	28%	35%	46%	33%	23%	36%	37%	43%	40%	32%	33%	32%	37%	45%	44%
Don't know	9%	5%	11%	12%	11%	5%	7%	10%	12%	10%	7%	6%	14%	9%	7%	9%	5%	6%	8%	10%	6%	9%	13%

YouGov

	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

Drug or alcohol treatment orders

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Very effective	6%	4%	7%	8%	8%	2%	7%	6%	17%	7%	4%	3%	15%	5%	4%	5%	7%	7%	6%	9%	5%	5%	6%
Fairly effective	26%	17%	34%	33%	32%	20%	26%	26%	28%	30%	21%	22%	29%	29%	24%	23%	13%	35%	33%	27%	19%	20%	18%
Not very effective	27%	36%	23%	21%	22%	33%	27%	27%	26%	23%	29%	33%	24%	26%	34%	26%	26%	22%	25%	29%	30%	25%	23%
Not effective at all	21%	27%	14%	13%	14%	30%	23%	19%	7%	18%	31%	23%	13%	19%	19%	24%	33%	21%	16%	16%	26%	31%	30%
Don't know	20%	15%	23%	25%	24%	14%	18%	22%	23%	22%	15%	20%	18%	21%	19%	21%	20%	16%	20%	20%	20%	18%	22%

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

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Living conditions are too easy	50%	66%	40%	35%	38%	69%	51%	50%	26%	48%	62%	55%	35%	46%	57%	57%	56%	54%	40%	50%	58%	58%	56%
Living conditions are about right	20%	16%	25%	22%	23%	14%	20%	19%	35%	19%	15%	19%	19%	21%	22%	18%	17%	18%	27%	20%	17%	13%	13%
Living conditions are too harsh	6%	1%	7%	9%	9%	2%	8%	5%	12%	7%	4%	5%	12%	7%	4%	6%	6%	3%	10%	4%	6%	7%	3%
Don't know	23%	17%	28%	34%	31%	15%	21%	26%	26%	26%	19%	22%	34%	26%	17%	19%	22%	25%	23%	25%	19%	22%	28%

Which of the following items do you think prisoners should have access to whilst in prison?

Video games console

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Should be allowed access to	12%	11%	14%	14%	16%	8%	16%	8%	13%	11%	9%	16%	15%	13%	7%	11%	15%	8%	17%	10%	11%	7%	9%
Should not be allowed access to	79%	86%	74%	71%	71%	88%	76%	82%	72%	79%	84%	75%	68%	77%	86%	81%	79%	85%	74%	79%	80%	83%	84%
Don't know	9%	4%	12%	14%	13%	5%	8%	11%	16%	10%	7%	9%	17%	10%	7%	8%	6%	7%	9%	11%	9%	10%	7%

YouGov

	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

TV

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Should be allowed access to	53%	48%	62%	68%	64%	49%	53%	53%	39%	52%	52%	62%	59%	56%	45%	52%	51%	54%	62%	51%	46%	48%	54%
Should not be allowed access to	41%	49%	31%	26%	31%	47%	42%	39%	47%	43%	41%	33%	36%	37%	49%	41%	44%	40%	33%	43%	48%	43%	37%
Don't know	6%	4%	7%	6%	6%	4%	5%	8%	14%	5%	6%	5%	5%	7%	6%	7%	5%	6%	5%	6%	7%	8%	9%

Radio

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Should be allowed access to	77%	76%	83%	87%	83%	75%	77%	76%	69%	74%	76%	84%	72%	80%	73%	76%	75%	82%	84%	75%	75%	68%	74%
Should not be allowed access to	19%	22%	12%	9%	14%	22%	20%	18%	19%	21%	20%	13%	21%	16%	23%	19%	19%	17%	13%	19%	20%	27%	19%
Don't know	5%	1%	5%	4%	4%	3%	3%	6%	12%	4%	3%	3%	6%	4%	4%	5%	6%	1%	2%	6%	5%	4%	6%

Books

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Should be allowed access to	93%	94%	95%	97%	95%	94%	93%	93%	85%	93%	94%	97%	94%	95%	91%	93%	89%	92%	96%	93%	91%	87%	95%
Should not be allowed access to	5%	5%	2%	1%	3%	5%	5%	4%	7%	5%	5%	3%	2%	3%	7%	5%	9%	8%	3%	4%	6%	10%	4%
Don't know	2%	0%	3%	2%	2%	1%	2%	3%	8%	2%	1%	1%	4%	2%	2%	2%	3%	-	0%	3%	3%	3%	1%

Newspapers

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Should be allowed access to	75%	73%	79%	81%	79%	70%	75%	74%	80%	76%	71%	74%	83%	76%	73%	69%	75%	77%	84%	74%	71%	70%	66%
Should not be allowed access to	20%	24%	15%	15%	17%	26%	21%	20%	10%	21%	25%	21%	10%	20%	22%	26%	20%	20%	15%	19%	25%	24%	28%
Don't know	5%	3%	5%	4%	4%	3%	4%	6%	10%	4%	5%	5%	7%	4%	5%	5%	5%	3%	2%	8%	5%	6%	6%

YouGov

	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

Computer with internet access

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Should be allowed access to	11%	7%	13%	17%	17%	4%	12%	10%	13%	15%	9%	5%	17%	11%	10%	11%	8%	11%	15%	13%	7%	9%	6%
Should not be allowed access to	79%	88%	74%	66%	69%	89%	80%	78%	72%	74%	84%	86%	71%	77%	83%	79%	84%	84%	74%	76%	83%	81%	87%
Don't know	10%	5%	12%	17%	13%	6%	8%	12%	15%	11%	7%	9%	12%	12%	7%	10%	8%	5%	10%	11%	11%	10%	8%

Mobile phone

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Should be allowed access to	4%	2%	5%	4%	5%	1%	5%	4%	7%	5%	4%	1%	8%	4%	4%	3%	2%	3%	6%	4%	2%	4%	4%
Should not be allowed access to	88%	96%	84%	88%	86%	95%	90%	87%	78%	86%	92%	94%	79%	87%	91%	91%	93%	92%	88%	88%	90%	87%	91%
Don't know	7%	2%	10%	8%	9%	4%	6%	9%	15%	9%	5%	5%	12%	9%	5%	6%	5%	4%	6%	8%	8%	9%	5%

Stereo

	Total	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
Unweighted base	1762	304	464	170	656	649	820	942	114	738	414	496	174	668	295	430	104	91	554	508	302	233	165
Base	1762	317	453	162	654	698	856	906	192	735	425	411	213	604	289	418	153	85	493	511	370	232	155
Should be allowed access to	47%	36%	55%	58%	56%	38%	48%	47%	50%	56%	39%	38%	44%	49%	43%	48%	48%	55%	56%	46%	43%	44%	40%
Should not be allowed access to	43%	56%	34%	30%	33%	54%	44%	41%	38%	35%	50%	50%	44%	40%	48%	43%	43%	39%	35%	44%	47%	43%	49%
Don't know	10%	8%	11%	11%	12%	8%	8%	12%	13%	8%	11%	11%	12%	11%	9%	10%	8%	7%	9%	10%	10%	13%	10%

Cell Contents (Column Percentages)