

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base: All GB adults	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Approve	11%	3%	25%	13%	19%	5%	14%	9%	9%	14%	10%	9%	17%	11%	10%	12%	9%	10%	14%	14%	9%	10%	5%
Disapprove	70%	92%	53%	62%	59%	87%	71%	68%	52%	64%	77%	81%	63%	71%	69%	70%	75%	75%	69%	65%	71%	74%	80%
Don't know	19%	4%	22%	25%	22%	9%	14%	23%	38%	22%	13%	10%	20%	19%	21%	19%	16%	15%	17%	21%	20%	17%	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	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
0 - Would never consider voting for them	34%	2%	55%	39%	46%	20%	35%	34%	36%	41%	30%	26%	33%	30%	31%	38%	47%	35%	31%	35%	32%	37%	41%
1	6%	0%	10%	6%	8%	5%	7%	6%	9%	6%	7%	4%	9%	5%	9%	6%	7%	7%	5%	6%	6%	10%	4%
2	8%	1%	9%	8%	8%	8%	9%	7%	12%	8%	8%	6%	6%	9%	7%	9%	6%	10%	7%	10%	9%	7%	6%
3	6%	1%	6%	12%	6%	6%	5%	6%	6%	6%	6%	5%	5%	6%	4%	6%	5%	7%	5%	5%	6%	5%	7%
4	4%	2%	4%	5%	4%	5%	4%	3%	0%	4%	5%	4%	3%	5%	4%	3%	3%	3%	3%	4%	3%	4%	5%
5	11%	12%	7%	11%	9%	14%	10%	12%	8%	10%	13%	13%	12%	11%	12%	11%	10%	12%	13%	9%	13%	9%	9%
6	5%	9%	3%	3%	3%	8%	6%	5%	2%	4%	6%	8%	4%	6%	6%	4%	4%	4%	6%	5%	4%	5%	5%
7	7%	19%	3%	4%	4%	11%	7%	7%	3%	5%	9%	10%	7%	8%	9%	5%	6%	8%	8%	6%	8%	7%	5%
8	5%	18%	1%	2%	3%	9%	5%	6%	2%	3%	7%	9%	5%	7%	5%	4%	4%	6%	6%	6%	4%	6%	3%
9	2%	8%	0%	2%	1%	4%	2%	2%	-	2%	1%	4%	2%	2%	3%	2%	-	3%	2%	2%	2%	2%	1%
10 - Would definitely consider voting for them	6%	26%	0%	3%	6%	9%	5%	7%	2%	5%	6%	11%	6%	7%	6%	6%	5%	4%	8%	6%	5%	4%	7%
prefer not to answer	5%	1%	2%	4%	2%	2%	4%	6%	18%	6%	1%	0%	7%	4%	5%	6%	5%	2%	3%	6%	5%	4%	8%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	

Labour

Unweighted base		1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
		Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214
0 - Would never consider voting for them		39%	69%	8%	25%	19%	63%	40%	39%	22%	31%	44%	58%	25%	42%	45%	36%	40%	46%	32%	36%	45%	45%	49%
1	6%	9%	6%	7%	5%	7%	8%	5%	10%	5%	8%	6%	7%	6%	4%	8%	7%	7%	6%	6%	6%	8%	7%	
2	6%	5%	5%	6%	5%	6%	5%	6%	6%	6%	5%	4%	6%	6%	6%	3%	5%	9%	6%	7%	7%	5%	4%	3%
3	7%	5%	7%	10%	9%	6%	5%	8%	4%	8%	8%	4%	5%	5%	6%	6%	7%	10%	9%	7%	7%	6%	6%	6%
4	5%	4%	5%	7%	7%	3%	5%	5%	4%	6%	5%	4%	6%	6%	4%	6%	5%	5%	3%	5%	4%	4%	7%	5%
5	10%	3%	14%	15%	14%	5%	10%	10%	14%	13%	8%	6%	15%	10%	10%	10%	9%	9%	11%	12%	10%	10%	10%	8%
6	6%	2%	10%	10%	9%	3%	6%	6%	9%	8%	5%	3%	8%	6%	7%	5%	5%	5%	5%	7%	8%	5%	6%	4%
7	6%	-	13%	8%	11%	2%	6%	5%	5%	6%	5%	5%	5%	6%	5%	5%	5%	4%	7%	6%	6%	2%	5%	
8	4%	1%	9%	5%	6%	1%	4%	3%	5%	3%	4%	3%	4%	3%	3%	3%	4%	3%	2%	5%	4%	4%	2%	2%
9	1%	-	4%	1%	2%	0%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	-	1%	2%	1%	2%	1%	1%	-
10 - Would definitely consider voting for them		5%	0%	18%	3%	11%	2%	5%	6%	2%	6%	5%	6%	9%	4%	5%	6%	2%	4%	9%	5%	3%	6%	2%
prefer not to answer		5%	1%	2%	4%	2%	2%	4%	6%	18%	6%	1%	0%	7%	4%	5%	6%	5%	2%	3%	6%	5%	4%	8%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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

Liberal Democrats

Unweighted base		1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
		Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214
0 - Would never consider voting for them	28%	41%	12%	2%	12%	46%	33%	24%	16%	26%	31%	37%	23%	30%	26%	29%	29%	34%	22%	29%	31%	34%	33%	
1	6%	6%	5%	-	4%	7%	8%	4%	8%	6%	6%	5%	7%	6%	7%	5%	4%	7%	4%	4%	9%	8%	6%	
2	6%	8%	6%	1%	8%	6%	5%	7%	7%	6%	6%	5%	4%	6%	7%	6%	9%	8%	7%	6%	5%	6%	7%	
3	6%	8%	6%	4%	6%	7%	5%	7%	4%	6%	8%	6%	1%	7%	6%	7%	8%	4%	5%	7%	6%	7%	9%	
4	8%	9%	9%	7%	9%	7%	6%	9%	8%	9%	8%	6%	13%	6%	8%	9%	7%	6%	7%	7%	9%	11%	7%	
5	16%	14%	19%	14%	19%	13%	13%	18%	15%	18%	14%	14%	19%	14%	18%	14%	14%	19%	17%	17%	16%	14%	12%	
6	7%	6%	11%	11%	11%	4%	7%	7%	6%	7%	5%	9%	8%	6%	8%	9%	6%	6%	10%	8%	4%	5%	6%	
7	6%	3%	12%	11%	11%	3%	5%	7%	4%	6%	8%	5%	4%	7%	4%	6%	7%	10%	9%	5%	6%	4%	5%	
8	5%	3%	9%	15%	9%	3%	5%	5%	5%	4%	7%	6%	5%	7%	6%	5%	3%	2%	8%	5%	4%	3%	4%	
9	2%	0%	3%	6%	3%	1%	2%	2%	2%	1%	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	1%	0%	1%	
10 - Would definitely consider voting for them	5%	0%	6%	25%	7%	2%	4%	5%	7%	4%	4%	6%	5%	6%	4%	3%	6%	3%	7%	5%	3%	4%	2%	
prefer not to answer	5%	1%	2%	4%	2%	2%	4%	6%	18%	6%	1%	0%	7%	4%	5%	6%	5%	2%	3%	6%	5%	4%	8%	

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	

Reform UK

Unweighted base		1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base		1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
0 - Would never consider voting for them		48%	22%	75%	68%	76%	18%	47%	49%	56%	54%	43%	39%	58%	47%	44%	48%	54%	40%	55%	54%	39%	41%	39%
1	4%	2%	3%	3%	3%	3%	4%	3%	4%	2%	5%	4%	4%	4%	3%	2%	3%	7%	3%	4%	4%	3%	5%	2%
2	3%	7%	2%	3%	2%	4%	3%	3%	4%	2%	4%	4%	4%	1%	5%	1%	3%	2%	6%	3%	4%	3%	2%	2%
3	3%	3%	3%	2%	2%	3%	2%	3%	6%	2%	2%	3%	3%	3%	2%	4%	3%	4%	2%	2%	3%	3%	4%	5%
4	3%	5%	2%	5%	2%	4%	2%	3%	1%	3%	2%	3%	2%	3%	3%	3%	2%	2%	1%	3%	2%	4%	2%	1%
5	7%	11%	3%	5%	4%	9%	5%	8%	7%	6%	8%	7%	5%	6%	9%	5%	7%	14%	6%	6%	8%	6%	8%	8%
6	3%	3%	2%	5%	2%	5%	3%	3%	1%	3%	4%	2%	4%	3%	3%	3%	3%	1%	4%	2%	3%	4%	2%	2%
7	5%	10%	2%	1%	1%	10%	5%	4%	-	5%	5%	6%	3%	5%	6%	5%	1%	6%	4%	5%	5%	4%	5%	5%
8	5%	12%	2%	3%	2%	10%	6%	4%	2%	4%	7%	8%	4%	5%	6%	7%	2%	10%	7%	4%	5%	5%	5%	5%
9	3%	7%	1%	1%	1%	7%	4%	2%	-	3%	5%	4%	2%	4%	6%	2%	2%	1%	3%	2%	5%	3%	3%	3%
10 - Would definitely consider voting for them		12%	18%	3%	2%	3%	25%	14%	10%	1%	9%	15%	21%	7%	14%	11%	14%	12%	13%	7%	9%	17%	18%	18%
prefer not to answer		5%	1%	2%	4%	2%	2%	4%	6%	18%	6%	1%	0%	7%	4%	5%	6%	5%	2%	3%	6%	5%	4%	8%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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

Green Party

Unweighted base		1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base		1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
0 - Would never consider voting for them		33%	55%	16%	16%	17%	53%	39%	26%	11%	29%	35%	48%	29%	36%	28%	32%	36%	38%	29%	33%	36%	34%	34%
1	6%	8%	4%	3%	4%	7%	6%	5%	5%	4%	6%	9%	9%	5%	7%	4%	4%	6%	6%	5%	6%	5%	7%	
2	5%	6%	6%	6%	6%	5%	5%	5%	6%	4%	6%	5%	4%	4%	5%	6%	4%	8%	9%	7%	4%	4%	6%	3%
3	7%	9%	6%	6%	7%	7%	6%	7%	3%	7%	8%	6%	5%	6%	8%	5%	8%	8%	6%	7%	5%	8%	8%	
4	6%	4%	8%	7%	7%	4%	5%	6%	5%	6%	7%	5%	6%	6%	6%	6%	6%	4%	4%	5%	4%	7%	7%	6%
5	12%	9%	14%	17%	14%	9%	11%	12%	14%	11%	13%	9%	9%	11%	14%	12%	10%	16%	12%	11%	13%	9%	11%	
6	6%	4%	9%	10%	7%	5%	6%	7%	10%	7%	5%	6%	7%	7%	8%	7%	5%	3%	8%	7%	5%	5%	6%	
7	7%	3%	11%	15%	11%	4%	6%	7%	4%	8%	8%	5%	6%	6%	8%	7%	5%	7%	7%	7%	6%	3%		
8	6%	1%	9%	8%	9%	3%	4%	7%	7%	7%	3%	4%	9%	5%	4%	7%	4%	3%	7%	7%	5%	3%	3%	
9	2%	-	3%	4%	3%	0%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	
10 - Would definitely consider voting for them		8%	-	12%	6%	13%	2%	7%	8%	13%	10%	6%	3%	7%	8%	5%	10%	9%	5%	7%	8%	4%	10%	10%
prefer not to answer		5%	1%	2%	4%	2%	2%	4%	6%	18%	6%	1%	0%	7%	4%	5%	6%	5%	2%	3%	6%	5%	4%	8%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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 the following do you think are the most important issues facing the country at this time? Please tick up to three.

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base: All GB adults	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Health	34%	24%	48%	40%	43%	29%	27%	40%	27%	35%	31%	37%	34%	32%	32%	44%	41%	38%	33%	27%	34%	36%	
Immigration & Asylum	50%	77%	30%	31%	27%	78%	52%	48%	27%	42%	58%	68%	41%	51%	54%	53%	46%	52%	42%	47%	59%	54%	60%
Crime	17%	20%	14%	13%	12%	21%	17%	18%	16%	16%	21%	17%	22%	17%	17%	18%	13%	16%	13%	19%	21%	19%	17%
The economy	54%	57%	55%	59%	57%	50%	59%	50%	58%	56%	56%	48%	62%	55%	50%	53%	56%	50%	60%	56%	50%	52%	45%
Tax	18%	21%	14%	14%	13%	21%	22%	15%	23%	21%	17%	12%	22%	16%	21%	18%	17%	17%	16%	18%	22%	20%	16%
Pensions	6%	4%	6%	9%	6%	7%	6%	6%	1%	3%	7%	11%	5%	5%	7%	5%	7%	8%	4%	5%	8%	5%	7%
Education	9%	3%	12%	17%	12%	5%	7%	11%	16%	12%	7%	5%	10%	11%	9%	7%	11%	9%	12%	9%	10%	8%	4%
Family life & childcare	5%	3%	7%	4%	7%	2%	3%	6%	4%	8%	3%	1%	4%	5%	6%	4%	7%	6%	6%	5%	3%	6%	4%
Housing	19%	7%	27%	19%	23%	11%	18%	21%	33%	23%	14%	12%	26%	17%	20%	20%	19%	14%	20%	20%	17%	20%	18%
The environment	16%	4%	20%	21%	24%	6%	15%	16%	24%	16%	14%	11%	12%	17%	12%	17%	11%	17%	17%	15%	12%	13%	13%
Britain leaving the EU	13%	5%	20%	18%	21%	5%	14%	12%	13%	12%	13%	14%	13%	12%	10%	15%	14%	11%	16%	12%	13%	9%	13%
Transport	2%	1%	3%	5%	3%	1%	2%	1%	4%	2%	1%	1%	1%	2%	2%	2%	1%	3%	2%	1%	0%	2%	
Welfare benefits	17%	26%	11%	14%	13%	24%	18%	16%	9%	14%	23%	20%	13%	18%	20%	16%	15%	17%	15%	16%	21%	16%	17%
Defence and security	20%	35%	17%	18%	19%	25%	20%	20%	13%	12%	22%	35%	12%	25%	18%	17%	18%	25%	22%	19%	16%	21%	22%
None of these	0%	-	0%	-	0%	0%	0%	0%	0%	1%	-	0%	0%	1%	1%	-	-	0%	0%	0%	1%	-	
Don't know	3%	1%	2%	2%	3%	1%	3%	3%	9%	3%	1%	1%	4%	2%	2%	3%	2%	4%	2%	4%	2%	2%	4%

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

National Health Service

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	2%	0%	3%	4%	3%	1%	3%	1%	1%	3%	1%	1%	2%	2%	1%	2%	0%	1%	2%	2%	1%	2%	1%
Fairly well	17%	13%	30%	18%	23%	10%	21%	12%	21%	16%	15%	17%	23%	16%	19%	16%	13%	10%	22%	17%	16%	14%	4%
Fairly badly	33%	41%	31%	33%	36%	32%	33%	34%	33%	30%	35%	37%	32%	34%	31%	35%	34%	31%	36%	35%	28%	33%	33%
Very badly	39%	41%	28%	35%	31%	52%	35%	44%	28%	39%	44%	41%	32%	40%	39%	38%	46%	46%	33%	38%	46%	39%	47%
Don't know	9%	5%	8%	10%	8%	5%	8%	10%	17%	12%	6%	3%	11%	8%	10%	9%	7%	11%	7%	8%	8%	12%	15%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	

Immigration

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	1%	0%	2%	1%	1%	0%	1%	0%	4%	1%	0%	-	2%	1%	0%	0%	2%	-	1%	1%	-	3%	0%
Fairly well	11%	2%	23%	14%	21%	3%	12%	9%	8%	13%	11%	8%	16%	9%	10%	11%	10%	7%	17%	11%	8%	4%	5%
Fairly badly	24%	18%	31%	32%	33%	12%	23%	24%	34%	27%	20%	17%	26%	24%	24%	24%	26%	14%	26%	24%	23%	21%	19%
Very badly	55%	78%	34%	37%	35%	81%	56%	54%	29%	47%	64%	71%	42%	55%	57%	56%	52%	72%	48%	52%	61%	60%	62%
Don't know	10%	1%	11%	16%	11%	3%	8%	12%	25%	13%	4%	4%	13%	11%	9%	9%	10%	7%	8%	11%	7%	12%	14%

Crime

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	1%	-	1%	1%	1%	-	1%	0%	2%	1%	0%	0%	2%	0%	1%	1%	-	1%	1%	1%	1%	-	1%
Fairly well	19%	7%	35%	27%	30%	10%	21%	17%	21%	23%	16%	16%	24%	17%	19%	22%	19%	13%	24%	21%	18%	15%	9%
Fairly badly	31%	36%	29%	31%	31%	31%	29%	32%	30%	29%	29%	36%	29%	33%	29%	29%	32%	29%	28%	34%	34%	28%	25%
Very badly	32%	46%	16%	18%	17%	49%	34%	30%	20%	26%	40%	39%	31%	31%	32%	33%	31%	40%	29%	28%	34%	39%	41%
Don't know	17%	11%	19%	23%	21%	10%	15%	20%	27%	21%	14%	9%	14%	19%	16%	18%	18%	18%	17%	13%	18%	23%	

Education

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	2%	0%	3%	1%	2%	0%	3%	1%	5%	2%	1%	-	5%	1%	1%	2%	4%	-	1%	2%	1%	3%	2%
Fairly well	23%	17%	36%	26%	30%	17%	23%	24%	26%	26%	21%	22%	24%	22%	27%	25%	19%	21%	26%	28%	20%	22%	13%
Fairly badly	31%	38%	29%	27%	31%	33%	31%	31%	27%	28%	35%	34%	27%	31%	32%	33%	32%	29%	36%	28%	33%	28%	25%
Very badly	21%	27%	11%	19%	14%	29%	24%	19%	17%	22%	21%	22%	16%	24%	22%	20%	21%	21%	18%	19%	23%	25%	29%
Don't know	23%	19%	22%	26%	23%	21%	19%	25%	24%	23%	23%	21%	29%	22%	20%	21%	23%	29%	19%	23%	23%	23%	30%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	1%	0%	2%	1%	2%	-	1%	1%	2%	1%	0%	0%	2%	1%	1%	1%	2%	-	1%	1%	1%	1%	-
Fairly well	10%	4%	19%	14%	16%	5%	11%	9%	10%	8%	12%	10%	12%	9%	8%	10%	10%	13%	14%	9%	8%	8%	6%
Fairly badly	30%	22%	38%	32%	34%	24%	27%	32%	36%	32%	24%	29%	30%	28%	31%	32%	30%	22%	31%	30%	30%	28%	26%
Very badly	49%	71%	29%	38%	35%	66%	52%	45%	32%	44%	57%	55%	45%	51%	49%	46%	47%	57%	46%	48%	52%	49%	51%
Don't know	11%	3%	11%	14%	12%	5%	8%	14%	21%	14%	6%	5%	11%	11%	11%	13%	7%	7%	12%	9%	14%	17%	

Unemployment

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	1%	-	2%	1%	1%	-	1%	0%	4%	0%	-	1%	2%	1%	1%	0%	-	-	1%	0%	0%	2%	-
Fairly well	16%	6%	29%	17%	26%	8%	17%	14%	7%	18%	16%	13%	17%	13%	14%	18%	22%	11%	20%	16%	13%	14%	9%
Fairly badly	33%	37%	33%	38%	35%	31%	32%	35%	41%	32%	35%	31%	33%	31%	40%	33%	35%	30%	35%	32%	36%	31%	32%
Very badly	32%	47%	17%	19%	17%	47%	35%	29%	27%	28%	33%	40%	32%	34%	29%	31%	28%	38%	27%	32%	36%	31%	36%
Don't know	18%	11%	19%	26%	21%	14%	15%	21%	21%	21%	16%	16%	21%	16%	18%	15%	22%	16%	20%	15%	22%	24%	

Inflation

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	1%	0%	2%	3%	2%	0%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	-	-	2%	0%	1%	1%	-
Fairly well	18%	8%	34%	23%	28%	10%	23%	13%	20%	17%	20%	18%	23%	16%	19%	17%	21%	16%	26%	18%	14%	16%	8%
Fairly badly	32%	39%	27%	34%	31%	33%	31%	34%	33%	31%	32%	35%	32%	31%	34%	35%	29%	29%	32%	31%	35%	33%	29%
Very badly	35%	47%	22%	22%	22%	49%	34%	36%	28%	35%	36%	38%	27%	39%	34%	34%	36%	42%	30%	35%	38%	35%	47%
Don't know	13%	5%	15%	19%	17%	8%	11%	16%	18%	16%	11%	8%	18%	12%	13%	14%	13%	10%	16%	11%	15%	16%	

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	1%	-	2%	1%	2%	0%	2%	1%	4%	1%	1%	1%	2%	1%	1%	2%	0%	-	2%	2%	1%	1%	1%
Fairly well	16%	7%	29%	19%	23%	11%	17%	15%	13%	18%	15%	13%	23%	14%	16%	17%	14%	10%	21%	15%	15%	15%	7%
Fairly badly	27%	26%	30%	27%	30%	25%	26%	28%	29%	26%	29%	26%	22%	27%	29%	27%	29%	30%	28%	28%	27%	26%	25%
Very badly	35%	46%	21%	29%	28%	45%	40%	30%	27%	31%	38%	44%	32%	36%	32%	36%	38%	42%	33%	33%	37%	37%	43%
Don't know	21%	21%	18%	24%	17%	19%	15%	26%	28%	24%	17%	16%	22%	22%	22%	19%	19%	18%	17%	23%	21%	22%	25%

Defence

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	3%	-	4%	4%	4%	1%	4%	2%	7%	4%	1%	1%	5%	2%	2%	3%	3%	4%	3%	2%	3%	2%	
Fairly well	25%	17%	41%	31%	34%	16%	30%	21%	31%	26%	23%	23%	31%	22%	28%	24%	27%	24%	32%	30%	19%	20%	14%
Fairly badly	22%	25%	18%	25%	20%	27%	24%	21%	16%	20%	26%	27%	16%	24%	22%	22%	24%	28%	21%	20%	29%	23%	18%
Very badly	23%	38%	11%	13%	13%	37%	25%	21%	12%	18%	26%	34%	17%	26%	22%	23%	21%	24%	22%	19%	24%	25%	34%
Don't know	26%	20%	27%	28%	30%	19%	18%	35%	35%	32%	24%	15%	31%	25%	26%	28%	25%	20%	22%	28%	26%	30%	32%

The economy

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	1%	-	2%	1%	1%	0%	1%	1%	4%	1%	-	0%	2%	1%	0%	2%	-	-	1%	1%	1%	1%	-
Fairly well	14%	4%	29%	16%	24%	6%	15%	13%	8%	15%	14%	14%	17%	13%	12%	15%	16%	6%	18%	14%	13%	10%	5%
Fairly badly	31%	28%	35%	35%	36%	25%	30%	32%	39%	33%	31%	26%	33%	31%	32%	29%	38%	28%	34%	32%	27%	32%	30%
Very badly	46%	67%	26%	37%	31%	66%	47%	45%	31%	41%	52%	57%	38%	48%	46%	47%	40%	57%	41%	45%	50%	45%	54%
Don't know	8%	1%	9%	12%	9%	3%	6%	9%	19%	11%	3%	3%	9%	7%	9%	8%	6%	9%	6%	8%	8%	11%	11%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	5%	1%	10%	4%	7%	1%	6%	3%	8%	6%	2%	3%	7%	4%	5%	4%	3%	6%	4%	5%	5%	0%	
Fairly well	31%	27%	43%	35%	42%	21%	34%	28%	33%	32%	30%	27%	37%	29%	27%	34%	32%	25%	37%	33%	28%	23%	24%
Fairly badly	17%	23%	12%	17%	13%	22%	16%	17%	11%	14%	18%	21%	10%	20%	13%	16%	20%	20%	13%	15%	21%	20%	17%
Very badly	23%	32%	10%	12%	11%	36%	25%	21%	14%	20%	25%	28%	17%	21%	27%	26%	17%	24%	18%	22%	25%	27%	28%
Don't know	25%	17%	26%	32%	27%	20%	19%	31%	33%	27%	24%	21%	29%	26%	27%	21%	28%	25%	26%	26%	21%	25%	30%

Transport

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	2%	-	3%	1%	2%	1%	2%	1%	5%	2%	0%	1%	4%	1%	1%	3%	-	-	2%	2%	3%	1%	0%
Fairly well	24%	15%	35%	27%	29%	17%	25%	24%	33%	24%	23%	22%	31%	23%	26%	25%	19%	14%	26%	26%	25%	21%	15%
Fairly badly	30%	36%	28%	31%	31%	32%	31%	29%	24%	29%	32%	31%	28%	27%	30%	30%	35%	41%	33%	30%	30%	25%	26%
Very badly	21%	26%	12%	14%	15%	28%	25%	17%	15%	20%	23%	23%	17%	22%	21%	21%	20%	25%	17%	19%	23%	25%	25%
Don't know	23%	23%	22%	27%	24%	22%	18%	29%	23%	26%	21%	22%	20%	26%	22%	21%	27%	19%	21%	23%	20%	28%	34%

Housing

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	1%	-	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	2%	1%	0%	1%	-	-	1%	1%	0%	0%	-
Fairly well	13%	6%	23%	17%	19%	8%	13%	12%	8%	16%	10%	13%	15%	13%	16%	11%	11%	10%	16%	12%	13%	9%	9%
Fairly badly	35%	43%	37%	37%	38%	31%	34%	37%	40%	33%	37%	36%	35%	35%	36%	36%	35%	33%	38%	37%	32%	35%	29%
Very badly	34%	39%	23%	21%	24%	46%	36%	33%	29%	32%	38%	37%	34%	34%	31%	37%	35%	40%	28%	34%	37%	37%	46%
Don't know	17%	12%	17%	24%	18%	14%	15%	18%	22%	18%	15%	13%	15%	17%	17%	16%	19%	17%	16%	17%	17%	19%	16%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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

Environment

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	2%	-	2%	0%	2%	0%	3%	1%	6%	2%	0%	0%	2%	1%	2%	3%	0%	-	2%	3%	0%	2%	-
Fairly well	22%	15%	33%	22%	28%	16%	24%	21%	25%	25%	20%	20%	33%	18%	23%	23%	17%	24%	26%	21%	17%	16%	
Fairly badly	30%	35%	30%	34%	33%	30%	31%	30%	22%	27%	35%	36%	22%	32%	31%	29%	35%	34%	34%	27%	31%	28%	32%
Very badly	23%	30%	16%	18%	18%	30%	25%	22%	20%	22%	24%	27%	18%	25%	25%	23%	20%	26%	21%	21%	24%	28%	31%
Don't know	22%	21%	19%	25%	19%	23%	17%	27%	27%	24%	22%	17%	24%	24%	19%	21%	23%	20%	23%	23%	25%	21%	

Welfare benefits

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very well	1%	0%	2%	2%	2%	0%	1%	1%	2%	1%	1%	0%	3%	1%	1%	1%	-	-	1%	0%	1%	1%	1%
Fairly well	12%	6%	21%	13%	18%	6%	13%	12%	14%	13%	11%	11%	13%	10%	14%	14%	15%	7%	13%	14%	10%	11%	8%
Fairly badly	31%	24%	37%	35%	38%	25%	29%	33%	32%	30%	32%	30%	26%	32%	33%	31%	29%	35%	32%	29%	34%	30%	30%
Very badly	41%	64%	27%	31%	29%	59%	45%	38%	22%	38%	46%	51%	39%	42%	38%	42%	40%	46%	42%	41%	42%	39%	42%
Don't know	15%	6%	13%	19%	14%	10%	12%	17%	29%	18%	10%	8%	19%	15%	14%	13%	16%	12%	12%	15%	14%	19%	

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base: All GB adults	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Good job	10%	2%	22%	15%	18%	3%	12%	8%	12%	11%	11%	6%	12%	11%	8%	11%	6%	6%	14%	11%	8%	8%	3%
Bad job	63%	88%	43%	56%	50%	84%	66%	60%	40%	57%	70%	77%	55%	65%	64%	62%	64%	72%	62%	59%	67%	63%	71%
Not sure	27%	10%	35%	29%	33%	12%	21%	32%	48%	32%	19%	17%	33%	25%	27%	27%	30%	22%	24%	31%	26%	29%	26%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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 would make the better Chancellor of the Exchequer?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base: All GB adults	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Rachel Reeves	12%	1%	26%	18%	22%	4%	16%	8%	11%	14%	11%	9%	15%	11%	12%	14%	9%	8%	17%	12%	9%	8%	9%
Mel Stride	14%	33%	7%	10%	9%	22%	18%	11%	6%	11%	17%	22%	16%	16%	11%	13%	11%	20%	14%	13%	14%	16%	16%
Don't know	74%	66%	66%	72%	69%	74%	66%	81%	83%	75%	72%	69%	69%	73%	78%	73%	80%	72%	68%	75%	78%	77%	75%

Thinking about your finances, which of the following best reflects your position?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
I am very comfortable financially	5%	5%	6%	7%	6%	4%	6%	4%	5%	3%	6%	6%	7%	3%	5%	6%	5%	4%	8%	5%	2%	4%	2%
I am relatively comfortable financially	36%	48%	40%	37%	41%	36%	38%	35%	34%	30%	37%	48%	40%	36%	39%	35%	37%	28%	49%	36%	35%	26%	18%
I do not often have money for luxuries, but can normally comfortably cover the essentials	38%	36%	36%	39%	35%	40%	36%	39%	32%	43%	32%	36%	36%	39%	35%	37%	38%	44%	32%	39%	41%	47%	30%
I can only just afford my costs and often struggle to make ends meet	15%	8%	13%	13%	13%	16%	14%	16%	14%	16%	21%	8%	13%	16%	15%	14%	15%	17%	9%	14%	15%	19%	30%
I cannot afford my costs, and often have to go without essentials like food and heating	3%	2%	3%	-	3%	4%	4%	3%	4%	5%	3%	1%	2%	3%	4%	2%	6%	0%	3%	4%	3%	13%	
Don't know	3%	0%	1%	5%	3%	1%	3%	2%	11%	3%	1%	1%	3%	2%	2%	4%	4%	1%	2%	3%	3%	1%	7%

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

Helping people get onto the housing ladder?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
A Labour government led by Keir Starmer	19%	2%	42%	27%	32%	6%	22%	16%	24%	22%	15%	15%	24%	17%	18%	22%	13%	18%	26%	20%	15%	12%	11%
A Conservative government led by Kemi Badenoch	17%	46%	6%	10%	12%	26%	18%	15%	4%	15%	18%	24%	17%	19%	15%	16%	13%	11%	16%	15%	18%	19%	14%
Neither	43%	33%	36%	43%	37%	49%	44%	41%	39%	40%	49%	43%	39%	42%	45%	40%	51%	48%	39%	41%	45%	42%	54%
Don't know	22%	20%	16%	20%	20%	18%	16%	28%	32%	23%	19%	19%	20%	22%	22%	22%	24%	22%	19%	23%	23%	26%	21%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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

Managing the economy?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
A Labour government led by Keir Starmer	18%	1%	42%	25%	32%	5%	22%	14%	20%	21%	15%	14%	22%	16%	20%	19%	12%	15%	23%	19%	16%	12%	9%
A Conservative government led by Kemi Badenoch	27%	71%	9%	18%	18%	42%	31%	24%	16%	21%	30%	40%	25%	31%	27%	26%	18%	34%	33%	26%	25%	25%	23%
Neither	36%	16%	34%	40%	33%	39%	35%	37%	34%	37%	38%	34%	30%	35%	36%	38%	50%	30%	31%	34%	40%	38%	46%
Don't know	19%	12%	15%	16%	17%	14%	12%	25%	30%	21%	16%	12%	22%	18%	18%	18%	20%	21%	13%	20%	19%	25%	22%

Providing more jobs?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
A Labour government led by Keir Starmer	19%	2%	43%	22%	33%	6%	22%	15%	23%	22%	14%	15%	24%	16%	18%	22%	15%	18%	24%	20%	15%	15%	10%
A Conservative government led by Kemi Badenoch	22%	58%	7%	14%	16%	35%	25%	20%	7%	18%	27%	32%	25%	25%	22%	20%	15%	18%	26%	20%	23%	22%	19%
Neither	37%	23%	33%	42%	32%	42%	38%	37%	38%	35%	40%	37%	27%	37%	38%	38%	47%	41%	32%	37%	39%	38%	46%
Don't know	22%	18%	17%	21%	19%	17%	15%	29%	32%	24%	19%	16%	24%	22%	22%	20%	22%	23%	17%	23%	23%	26%	25%

Keeping prices down?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
A Labour government led by Keir Starmer	16%	1%	37%	18%	28%	4%	19%	13%	20%	18%	12%	12%	23%	13%	14%	17%	12%	19%	19%	17%	13%	12%	9%
A Conservative government led by Kemi Badenoch	20%	54%	7%	11%	13%	31%	23%	17%	11%	16%	22%	27%	20%	23%	21%	16%	14%	23%	22%	19%	20%	19%	17%
Neither	45%	30%	41%	51%	40%	50%	45%	44%	39%	44%	47%	47%	35%	45%	43%	48%	54%	39%	43%	43%	46%	45%	52%
Don't know	20%	15%	16%	20%	19%	15%	14%	26%	30%	22%	18%	14%	21%	20%	21%	19%	20%	19%	16%	21%	21%	24%	22%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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

Improving standards of living for people like you?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
A Labour government led by Keir Starmer	19%	2%	42%	26%	33%	7%	22%	16%	22%	24%	14%	13%	24%	16%	18%	22%	17%	17%	24%	21%	15%	14%	12%
A Conservative government led by Kemi Badenoch	24%	66%	7%	16%	17%	36%	25%	23%	10%	17%	28%	38%	28%	28%	21%	18%	17%	30%	28%	22%	22%	20%	22%
Neither	40%	22%	39%	46%	36%	45%	41%	40%	39%	39%	45%	39%	29%	39%	44%	44%	48%	36%	35%	39%	44%	44%	48%
Don't know	17%	10%	12%	12%	14%	12%	12%	22%	30%	19%	14%	11%	19%	17%	16%	17%	18%	17%	13%	18%	19%	21%	18%

Tackling the government's deficit?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
A Labour government led by Keir Starmer	16%	1%	38%	18%	29%	5%	19%	13%	18%	19%	14%	12%	21%	15%	16%	17%	13%	13%	22%	16%	14%	11%	9%
A Conservative government led by Kemi Badenoch	24%	65%	8%	12%	17%	37%	25%	22%	10%	19%	23%	38%	22%	28%	23%	22%	15%	27%	28%	24%	21%	20%	21%
Neither	40%	20%	37%	52%	37%	42%	42%	38%	40%	40%	46%	35%	36%	38%	40%	40%	54%	39%	37%	38%	41%	44%	47%
Don't know	20%	14%	16%	18%	17%	16%	13%	27%	32%	21%	17%	16%	20%	20%	21%	21%	19%	21%	13%	22%	24%	26%	23%

Reducing the number of people in poverty?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
A Labour government led by Keir Starmer	23%	5%	52%	37%	41%	9%	27%	20%	23%	27%	23%	19%	29%	22%	23%	25%	18%	22%	33%	24%	18%	17%	14%
A Conservative government led by Kemi Badenoch	14%	38%	3%	6%	8%	23%	16%	13%	9%	12%	15%	20%	13%	17%	15%	12%	11%	15%	15%	14%	14%	15%	13%
Neither	41%	37%	32%	43%	33%	51%	42%	41%	37%	38%	45%	46%	33%	40%	42%	44%	52%	41%	38%	40%	44%	41%	51%
Don't know	21%	19%	13%	14%	18%	17%	15%	27%	30%	23%	17%	16%	24%	21%	20%	19%	19%	23%	14%	23%	24%	27%	22%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base: All GB adults	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Taxes too much and spends too much on services	43%	72%	24%	34%	28%	60%	48%	38%	28%	38%	50%	52%	43%	46%	39%	41%	40%	44%	43%	43%	47%	39%	36%
Taxes too little and spends too little on services	22%	9%	37%	29%	36%	11%	22%	22%	19%	21%	25%	21%	21%	21%	19%	24%	24%	22%	28%	21%	15%	21%	21%
Gets the balance about right	9%	4%	16%	12%	13%	6%	10%	8%	9%	11%	7%	8%	10%	10%	11%	9%	5%	4%	11%	8%	10%	8%	6%
Don't know	26%	15%	23%	25%	23%	23%	20%	32%	44%	30%	19%	20%	27%	23%	31%	26%	31%	30%	18%	28%	27%	32%	37%

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Too high - the rich are being made to pay too much and their taxes should be cut	9%	19%	4%	6%	6%	14%	11%	8%	5%	9%	9%	11%	11%	10%	7%	9%	8%	13%	11%	9%	9%	5%	
Too low - the rich are not paying enough and their taxes should be increased	54%	26%	76%	57%	64%	42%	54%	53%	60%	58%	53%	44%	52%	51%	54%	57%	60%	53%	56%	51%	51%	53%	63%
About right - the rich are already paying about the right level of tax	22%	43%	11%	23%	17%	31%	24%	21%	14%	15%	27%	35%	19%	25%	27%	21%	15%	19%	24%	23%	26%	19%	13%
Don't know	14%	11%	9%	14%	12%	13%	10%	18%	20%	18%	11%	10%	18%	14%	12%	13%	17%	15%	9%	17%	14%	19%	18%

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Much too high	52%	81%	31%	34%	28%	82%	54%	50%	26%	43%	59%	73%	35%	54%	59%	54%	46%	62%	45%	46%	60%	59%	63%
A little too high	18%	14%	27%	25%	26%	10%	18%	18%	15%	21%	17%	14%	25%	18%	18%	14%	17%	13%	20%	20%	9%	11%	
About right	16%	4%	23%	25%	25%	4%	16%	16%	32%	20%	11%	7%	25%	15%	13%	17%	15%	10%	19%	19%	10%	19%	
A little too low	3%	1%	5%	4%	5%	1%	4%	2%	5%	3%	3%	2%	2%	3%	2%	3%	6%	1%	4%	3%	2%	3%	
Much too low	1%	-	1%	1%	2%	0%	1%	1%	2%	1%	1%	1%	2%	1%	-	2%	1%	1%	1%	1%	1%	1%	
Don't know	10%	1%	13%	12%	13%	3%	6%	13%	20%	12%	7%	4%	11%	9%	7%	10%	15%	13%	10%	12%	7%	10%	

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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 immigration into Britain over the last ten years has been good or bad for the country?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Mostly good for the country	19%	4%	32%	27%	32%	4%	19%	19%	34%	22%	15%	11%	22%	19%	16%	19%	22%	15%	25%	21%	14%	15%	10%
Mostly bad for the country	43%	64%	26%	23%	21%	71%	45%	42%	20%	38%	50%	57%	27%	45%	48%	45%	41%	55%	36%	39%	52%	48%	52%
Both good and bad for the country	30%	29%	34%	40%	38%	22%	30%	30%	32%	31%	29%	29%	39%	30%	30%	29%	26%	17%	33%	32%	28%	27%	24%
Don't know	8%	2%	7%	10%	8%	3%	5%	10%	15%	10%	5%	3%	11%	6%	5%	6%	11%	12%	5%	8%	6%	10%	14%

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
People earning above £50,000 a year	5%	6%	4%	3%	4%	5%	6%	4%	4%	5%	5%	5%	4%	3%	5%	7%	7%	3%	3%	5%	5%	9%	6%
People earning above £75,000 a year	10%	6%	11%	8%	9%	11%	11%	9%	14%	9%	12%	9%	7%	10%	10%	10%	16%	11%	8%	10%	12%	13%	10%
People earning above £100,000 a year	20%	18%	24%	20%	22%	21%	18%	22%	12%	21%	23%	19%	15%	22%	18%	21%	17%	22%	21%	22%	17%	11%	
People earning above £150,000 a year	15%	17%	19%	18%	19%	13%	15%	15%	12%	16%	14%	14%	17%	17%	14%	12%	14%	14%	17%	15%	14%	12%	12%
People earning above £250,000 a year	13%	13%	14%	14%	15%	12%	13%	13%	9%	14%	13%	13%	19%	12%	15%	10%	8%	16%	12%	11%	11%	13%	
People earning above £500,000 a year	9%	8%	10%	14%	10%	8%	9%	10%	13%	9%	8%	10%	11%	10%	10%	8%	8%	10%	12%	8%	9%	6%	11%
People earning above £1 million a year	11%	11%	10%	9%	10%	11%	12%	9%	9%	10%	13%	9%	10%	11%	8%	9%	14%	15%	12%	9%	9%	12%	11%
None of these	5%	12%	1%	2%	2%	8%	7%	4%	5%	4%	6%	8%	2%	5%	7%	6%	4%	6%	6%	7%	6%	1%	3%
Don't know	12%	9%	9%	11%	9%	10%	9%	15%	22%	12%	7%	13%	15%	10%	15%	12%	10%	12%	5%	13%	12%	18%	22%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Taxing people on their wealth	29%	10%	44%	31%	37%	19%	30%	27%	31%	35%	26%	19%	33%	27%	29%	30%	23%	24%	29%	29%	26%	27%	32%
Taxing people on their income	56%	80%	44%	49%	48%	69%	57%	54%	46%	48%	62%	68%	50%	59%	54%	55%	56%	60%	58%	55%	58%	54%	50%
Don't know	16%	10%	12%	20%	15%	13%	12%	19%	23%	17%	12%	14%	17%	14%	16%	15%	21%	16%	13%	16%	17%	18%	19%

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
A positive contribution - the businesses they run, the investments they make and the taxes they pay help us all	29%	60%	16%	23%	21%	43%	32%	26%	16%	23%	35%	40%	26%	33%	29%	26%	25%	27%	32%	29%	31%	24%	21%
A negative contribution - they generally don't pay their fair share and their greed takes money from the people who do the real work	37%	16%	55%	35%	47%	27%	38%	35%	37%	42%	36%	28%	33%	34%	37%	39%	45%	39%	37%	37%	35%	35%	42%
Both equally	22%	19%	21%	28%	22%	21%	22%	23%	28%	20%	21%	25%	24%	22%	24%	22%	18%	21%	22%	20%	25%	25%	18%
Don't know	12%	5%	8%	14%	10%	9%	8%	16%	19%	16%	8%	8%	16%	11%	10%	13%	12%	13%	8%	14%	9%	16%	20%

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
It is acceptable to legally avoid tax	31%	47%	24%	31%	29%	35%	40%	23%	31%	28%	33%	36%	44%	29%	34%	27%	28%	33%	38%	33%	27%	21%	27%
It is unacceptable to legally avoid tax	57%	45%	69%	61%	62%	56%	51%	63%	50%	57%	61%	57%	39%	60%	56%	60%	63%	60%	55%	53%	59%	65%	60%
Don't know	12%	7%	7%	9%	10%	9%	9%	14%	20%	15%	7%	8%	18%	12%	10%	13%	9%	7%	7%	14%	14%	14%	14%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Education and schools	35%	30%	42%	41%	43%	27%	34%	37%	46%	39%	31%	27%	28%	35%	41%	35%	36%	40%	39%	35%	37%	29%	29%
Defence	28%	49%	19%	26%	23%	39%	32%	23%	7%	19%	34%	47%	22%	33%	25%	25%	20%	40%	29%	27%	26%	28%	27%
Pensions	19%	23%	13%	18%	13%	28%	17%	21%	9%	12%	24%	31%	16%	17%	19%	22%	20%	23%	16%	17%	23%	18%	25%
Welfare benefits	10%	4%	13%	10%	11%	6%	9%	11%	15%	12%	8%	5%	11%	8%	9%	11%	13%	5%	8%	8%	7%	11%	23%
Crime and policing	39%	57%	28%	30%	27%	54%	40%	38%	23%	32%	48%	50%	38%	40%	41%	36%	38%	39%	37%	36%	46%	36%	39%
Transport	13%	10%	15%	13%	16%	9%	16%	9%	14%	14%	11%	11%	15%	13%	12%	13%	12%	10%	15%	14%	9%	13%	9%
Environment and climate change	20%	7%	26%	27%	28%	9%	22%	17%	30%	22%	16%	15%	23%	19%	22%	19%	20%	14%	22%	21%	17%	21%	12%
NHS	69%	59%	78%	69%	73%	64%	64%	73%	69%	72%	67%	66%	66%	70%	74%	64%	73%	68%	69%	68%	67%	71%	69%
Overseas aid	2%	2%	3%	4%	3%	1%	1%	3%	3%	2%	2%	2%	4%	3%	1%	1%	-	4%	2%	2%	1%	1%	3%
Local government	17%	12%	26%	20%	24%	12%	19%	15%	13%	19%	18%	14%	22%	15%	13%	18%	19%	19%	20%	18%	14%	13%	15%
None of these	2%	2%	1%	1%	1%	3%	2%	1%	1%	2%	1%	2%	2%	2%	3%	2%	2%	-	1%	2%	3%	2%	2%
Don't know	6%	4%	4%	6%	5%	3%	4%	7%	13%	7%	2%	2%	9%	5%	3%	6%	7%	4%	3%	7%	5%	8%	6%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
	Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214
Education and schools	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	0%	2%	2%	1%	2%	3%	2%	1%	1%	3%	0%
Defence	12%	1%	15%	13%	15%	4%	13%	10%	25%	14%	8%	4%	17%	8%	11%	13%	14%	10%	13%	14%	8%	12%	9%
Pensions	6%	1%	10%	8%	8%	2%	8%	4%	9%	9%	3%	2%	9%	6%	5%	6%	5%	3%	7%	8%	5%	4%	3%
Welfare benefits	38%	63%	24%	35%	28%	52%	44%	32%	20%	34%	43%	47%	34%	39%	41%	38%	33%	38%	43%	37%	44%	33%	16%
Crime and policing	3%	0%	4%	3%	4%	1%	4%	3%	9%	4%	2%	0%	7%	2%	4%	3%	3%	1%	2%	5%	3%	2%	4%
Transport	6%	3%	9%	3%	6%	6%	5%	6%	4%	6%	7%	5%	6%	5%	6%	6%	4%	4%	5%	7%	7%	6%	
Environment and climate change	30%	52%	14%	19%	16%	49%	35%	25%	13%	21%	38%	44%	22%	32%	32%	30%	30%	29%	28%	28%	32%	28%	38%
NHS	3%	3%	2%	1%	2%	3%	4%	1%	3%	3%	2%	3%	2%	3%	3%	2%	4%	1%	3%	3%	2%	1%	2%
Overseas aid	61%	80%	50%	52%	46%	83%	64%	59%	33%	58%	68%	74%	49%	65%	64%	59%	60%	71%	55%	57%	73%	62%	64%
Local government	11%	13%	9%	7%	10%	11%	9%	12%	10%	10%	11%	12%	13%	11%	12%	8%	8%	12%	10%	9%	13%	16%	9%
None of these	9%	3%	17%	17%	18%	2%	9%	10%	9%	9%	9%	9%	8%	10%	8%	10%	10%	4%	12%	9%	7%	7%	10%
Don't know	12%	6%	13%	11%	13%	6%	8%	16%	29%	14%	7%	6%	18%	11%	8%	13%	14%	13%	10%	14%	8%	17%	15%

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
	Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214
Will probably be enough to provide me with a good standard of living	19%	23%	28%	24%	26%	17%	23%	16%	16%	16%	27%	19%	24%	17%	22%	17%	23%	17%	29%	17%	17%	18%	8%
Will probably not be enough to provide me with a good standard of living	44%	35%	43%	45%	45%	46%	41%	48%	23%	61%	53%	16%	41%	49%	43%	43%	35%	47%	39%	43%	52%	55%	34%
Don't know	15%	5%	13%	10%	12%	8%	17%	13%	52%	18%	8%	2%	18%	12%	16%	17%	16%	16%	13%	23%	13%	15%	9%
Not applicable - I am already retired or am unable to work	21%	37%	16%	21%	18%	29%	18%	23%	10%	5%	12%	63%	16%	21%	18%	23%	26%	21%	19%	17%	19%	13%	49%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	

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

Unweighted base	Base																						
	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Reductions should be made in the services that go to older people so that younger generations can afford to support more retired people	19%	15%	26%	21%	22%	13%	23%	15%	27%	25%	13%	10%	26%	19%	20%	17%	14%	17%	24%	23%	12%	18%	10%
More money should be found to maintain the services that go to older people as the number of retired people grows, even if this means more taxes for younger generations	44%	55%	42%	38%	42%	53%	43%	44%	24%	35%	55%	56%	37%	43%	48%	44%	43%	46%	45%	38%	48%	44%	49%
Not sure	37%	30%	32%	41%	36%	34%	34%	41%	49%	40%	32%	33%	37%	37%	33%	39%	43%	37%	31%	39%	40%	38%	41%

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

Unweighted base	Base																						
	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Less than 65	12%	5%	12%	6%	11%	11%	11%	13%	14%	15%	11%	5%	10%	9%	12%	17%	7%	11%	10%	11%	10%	15%	15%
65	37%	34%	38%	31%	34%	38%	36%	38%	42%	42%	31%	33%	31%	37%	36%	41%	38%	37%	35%	37%	41%	36%	38%
66	5%	6%	5%	2%	4%	7%	5%	5%	3%	4%	2%	10%	4%	5%	7%	3%	8%	3%	4%	3%	5%	8%	5%
67	13%	18%	14%	18%	13%	14%	13%	12%	6%	9%	19%	15%	14%	13%	10%	12%	17%	11%	13%	11%	16%	13%	9%
68	9%	11%	10%	11%	12%	9%	9%	9%	2%	6%	13%	13%	6%	9%	10%	8%	12%	10%	12%	10%	6%	7%	6%
69	2%	3%	2%	0%	2%	2%	1%	2%	1%	1%	2%	1%	3%	2%	1%	1%	-	1%	2%	1%	2%	1%	1%
70	12%	14%	11%	14%	15%	12%	14%	11%	4%	11%	13%	17%	13%	14%	12%	9%	10%	15%	15%	12%	12%	9%	10%
71	0%	-	-	1%	-	-	-	0%	1%	-	-	-	1%	-	-	-	-	-	-	-	0%	-	-
72	1%	3%	0%	1%	1%	2%	1%	1%	0%	0%	2%	2%	1%	1%	2%	0%	-	0%	1%	1%	1%	1%	1%
73	0%	-	-	-	-	0%	0%	0%	1%	0%	-	-	1%	0%	-	-	-	1%	0%	-	-	-	-
74	0%	-	0%	-	0%	-	-	0%	-	-	0%	-	0%	-	-	-	-	0%	-	-	-	-	-
75	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	1%	1%	-	2%	2%	1%	0%	1%	1%
Older than 75	1%	-	1%	-	1%	0%	1%	0%	-	1%	0%	-	1%	0%	1%	1%	-	1%	0%	1%	1%	-	-
Don't know	9%	4%	5%	14%	7%	4%	8%	9%	24%	9%	6%	4%	12%	9%	9%	7%	8%	9%	5%	11%	6%	9%	14%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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

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

Representing the interests and wishes of people like you?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very good job	1%	-	2%	1%	1%	0%	1%	1%	4%	1%	0%	0%	3%	0%	0%	2%	-	-	1%	1%	0%	3%	-
Fairly good job	7%	8%	8%	8%	9%	4%	6%	7%	6%	8%	5%	6%	10%	6%	7%	7%	4%	-	9%	7%	5%	8%	0%
Neither good nor bad job	21%	29%	23%	25%	26%	18%	20%	21%	17%	16%	23%	28%	19%	21%	23%	20%	18%	25%	24%	21%	19%	15%	20%
Fairly bad job	31%	35%	32%	32%	31%	33%	29%	33%	24%	29%	33%	35%	30%	33%	28%	31%	31%	30%	33%	31%	32%	31%	23%
Very bad job	32%	25%	27%	25%	26%	41%	38%	26%	21%	35%	35%	28%	25%	31%	32%	33%	38%	26%	30%	35%	33%	46%	
Don't know	9%	3%	6%	10%	7%	4%	6%	12%	28%	11%	4%	3%	13%	8%	10%	8%	8%	6%	12%	9%	11%	11%	

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very good job	1%	-	1%	1%	2%	0%	1%	1%	3%	2%	0%	0%	1%	1%	1%	2%	1%	4%	1%	2%	1%	1%	-
Fairly good job	9%	9%	13%	10%	12%	5%	8%	9%	10%	8%	9%	8%	12%	9%	10%	6%	8%	5%	10%	7%	9%	10%	4%
Neither good nor bad job	21%	24%	20%	24%	21%	21%	18%	23%	20%	20%	20%	23%	19%	21%	19%	23%	18%	17%	22%	19%	19%	22%	21%
Fairly bad job	29%	34%	33%	30%	30%	30%	30%	28%	23%	26%	32%	34%	28%	32%	30%	27%	25%	26%	33%	27%	29%	26%	27%
Very bad job	29%	26%	23%	26%	25%	36%	35%	23%	19%	29%	33%	28%	22%	28%	27%	30%	37%	37%	27%	27%	29%	29%	36%
Don't know	12%	7%	10%	8%	10%	8%	8%	16%	24%	15%	6%	7%	18%	10%	13%	11%	12%	12%	7%	16%	13%	12%	12%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	

Understanding the daily lives of people like you?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very good job	0%	-	1%	1%	1%	0%	1%	0%	1%	1%	-	0%	2%	0%	0%	1%	-	-	0%	0%	-	2%	-
Fairly good job	4%	4%	7%	7%	7%	2%	4%	4%	5%	5%	3%	3%	5%	5%	3%	4%	4%	1%	6%	4%	4%	3%	0%
Neither good nor bad job	14%	15%	15%	17%	16%	10%	14%	14%	20%	13%	12%	15%	15%	13%	16%	15%	11%	12%	16%	14%	14%	14%	10%
Fairly bad job	32%	43%	35%	35%	39%	31%	32%	33%	21%	31%	36%	37%	34%	33%	31%	31%	32%	31%	40%	32%	27%	28%	28%
Very bad job	41%	36%	36%	35%	32%	53%	44%	39%	32%	40%	47%	41%	30%	42%	43%	43%	44%	46%	34%	39%	47%	44%	52%
Don't know	8%	3%	5%	6%	6%	3%	5%	10%	21%	10%	2%	3%	12%	7%	7%	6%	9%	10%	4%	10%	8%	8%	9%

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very good job	0%	-	0%	1%	0%	-	1%	0%	2%	0%	-	0%	-	0%	-	1%	-	-	0%	1%	-	-	-
Fairly good job	6%	5%	8%	10%	8%	3%	6%	6%	7%	7%	6%	4%	10%	6%	6%	5%	4%	8%	5%	7%	6%	2%	
Neither good nor bad job	18%	18%	21%	21%	21%	14%	19%	17%	19%	17%	16%	19%	20%	16%	20%	20%	11%	15%	17%	17%	18%	21%	16%
Fairly bad job	30%	41%	32%	26%	34%	31%	29%	31%	24%	30%	30%	34%	27%	33%	30%	27%	30%	31%	39%	29%	26%	27%	23%
Very bad job	35%	32%	32%	32%	29%	45%	39%	31%	25%	32%	41%	38%	25%	35%	34%	36%	42%	38%	31%	33%	37%	35%	45%
Don't know	11%	5%	7%	11%	9%	7%	7%	15%	23%	14%	7%	4%	17%	9%	10%	11%	12%	12%	5%	15%	12%	11%	14%

Holding the government of the day to account?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Very good job	1%	0%	1%	2%	1%	0%	1%	1%	1%	1%	-	1%	1%	1%	0%	0%	-	4%	0%	1%	1%	0%	-
Fairly good job	9%	11%	13%	9%	13%	5%	9%	9%	12%	10%	9%	7%	13%	7%	10%	8%	9%	9%	12%	10%	8%	8%	2%
Neither good nor bad job	18%	19%	19%	23%	21%	15%	19%	17%	18%	16%	17%	21%	18%	17%	19%	20%	14%	17%	19%	18%	16%	20%	15%
Fairly bad job	26%	32%	27%	25%	29%	25%	26%	26%	25%	25%	26%	29%	23%	29%	27%	24%	24%	22%	31%	24%	25%	24%	23%
Very bad job	34%	30%	31%	32%	28%	46%	38%	30%	22%	33%	41%	36%	25%	35%	32%	36%	41%	38%	30%	32%	37%	36%	47%
Don't know	12%	8%	9%	10%	9%	8%	7%	17%	23%	15%	7%	7%	19%	10%	11%	11%	13%	11%	8%	15%	13%	13%	13%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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	

Hard working or lazy?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Hard working	25%	30%	34%	34%	33%	20%	27%	23%	25%	21%	27%	29%	28%	28%	21%	24%	17%	26%	35%	25%	19%	17%	17%
Lazy	45%	45%	35%	34%	36%	54%	49%	42%	38%	50%	46%	39%	41%	44%	46%	47%	46%	50%	36%	44%	50%	53%	56%
Don't know	30%	25%	31%	32%	30%	26%	24%	35%	37%	28%	27%	32%	31%	28%	33%	29%	36%	24%	29%	31%	31%	30%	27%

In touch or out of touch?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
In touch	8%	9%	13%	12%	13%	5%	8%	8%	5%	6%	11%	9%	12%	9%	6%	7%	7%	6%	12%	8%	6%	7%	3%
Out of touch	81%	86%	75%	73%	73%	90%	83%	79%	77%	81%	82%	81%	74%	82%	82%	82%	80%	85%	78%	81%	82%	83%	82%
Don't know	11%	5%	13%	15%	14%	5%	9%	13%	19%	12%	7%	10%	15%	9%	13%	11%	13%	9%	11%	11%	11%	10%	15%

Do or do not care about the area they represent?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
Do care about their local area	29%	33%	39%	39%	38%	25%	29%	29%	25%	26%	31%	36%	35%	31%	27%	27%	28%	26%	40%	27%	28%	24%	14%
Do not care about their local area	51%	53%	45%	35%	44%	59%	54%	47%	44%	57%	50%	45%	42%	48%	56%	55%	49%	55%	44%	50%	54%	56%	61%
Don't know	20%	14%	16%	25%	19%	17%	16%	23%	31%	18%	19%	20%	23%	21%	17%	18%	23%	19%	16%	23%	18%	20%	25%

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214	176
In politics to help themselves	71%	75%	65%	62%	65%	79%	75%	67%	60%	73%	71%	71%	61%	70%	71%	73%	74%	76%	67%	70%	73%	73%	76%
In politics to help others	13%	13%	19%	18%	18%	9%	12%	14%	10%	11%	15%	14%	17%	12%	9%	13%	15%	10%	18%	13%	10%	11%	4%
Don't know	17%	12%	16%	20%	17%	12%	13%	20%	29%	16%	13%	15%	22%	18%	20%	13%	11%	13%	16%	17%	16%	16%	20%

Fieldwork Dates: 3rd - 5th January 2026

Sample size: 1773 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		

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

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
	Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214
Government U-turns are normally a bad sign - showing they are incompetent, weak, or have not thought their policies through properly in advance	41%	62%	28%	40%	30%	58%	44%	39%	30%	37%	48%	49%	38%	44%	44%	39%	36%	47%	42%	37%	44%	47%	40%
Government U-turns are normally a good sign - showing they are willing to listen and change their minds when people complain or situations change	33%	25%	50%	38%	46%	25%	34%	32%	24%	32%	34%	38%	30%	33%	29%	35%	37%	35%	37%	34%	30%	27%	28%
Neither	12%	8%	12%	13%	12%	9%	13%	11%	20%	13%	12%	7%	14%	11%	13%	12%	12%	4%	11%	15%	12%	8%	11%
Not sure	14%	5%	10%	10%	12%	8%	9%	18%	26%	19%	6%	6%	18%	12%	13%	13%	15%	13%	10%	13%	14%	18%	21%

Which of the following best reflects your view?

Unweighted base	1773	281	474	167	650	650	805	968	128	728	441	476	198	633	300	386	161	95	525	501	349	220	178
	Base	1773	319	456	164	658	702	862	911	193	739	427	413	215	608	291	420	154	85	496	514	372	214
At least one of the main political parties represents my priorities and values well	33%	48%	36%	32%	34%	35%	37%	30%	35%	29%	33%	40%	36%	34%	33%	32%	31%	31%	38%	34%	35%	29%	20%
None of the main political parties really represent my priorities and values	50%	38%	54%	51%	51%	52%	50%	51%	33%	52%	56%	50%	46%	49%	53%	50%	57%	53%	52%	46%	48%	55%	59%
Don't know	16%	14%	11%	17%	14%	13%	13%	20%	32%	19%	11%	10%	18%	17%	14%	18%	12%	16%	10%	20%	17%	16%	21%

Cell Contents (Column Percentages)