Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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?

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Approve	15%	7%	34%	18%	25%	6%	18%	13%	15%	17%	17%	10%	22%	15%	12%	14%	14%	16%	23%	15%	13%	10%	5%
Disapprove	67%	88%	48%	59%	56%	86%	68%	67%	46%	64%	70%	81%	53%	68%	73%	69%	70%	63%	60%	67%	71%	68%	81%
Don't know	17%	5%	18%	24%	19%	8%	14%	21%	39%	19%	13%	9%	25%	16%	16%	17%	16%	21%	17%	19%	16%	22%	14%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
0 - Would never consider voting for them	34%	3%	50%	35%	43%	24%	33%	35%	33%	39%	37%	23%	34%	30%	28%	38%	47%	46%	35%	33%	34%	33%	38%
1	8%	1%	11%	10%	10%	6%	10%	7%	11%	8%	10%	4%	7%	6%	8%	10%	10%	11%	7%	8%	8%	9%	10%
2	7%	2%	11%	10%	9%	7%	7%	8%	7%	9%	7%	5%	10%	7%	8%	8%	6%	6%	8%	9%	6%	5%	7%
3	7%	3%	6%	15%	8%	6%	8%	6%	4%	8%	6%	5%	4%	7%	7%	8%	6%	5%	7%	8%	5%	6%	6%
4	4%	2%	4%	4%	2%	5%	5%	3%	4%	3%	4%	4%	5%	3%	5%	4%	2%	-	4%	4%	4%	2%	4%
5	10%	11%	8%	7%	7%	14%	9%	11%	8%	8%	10%	14%	7%	11%	10%	10%	7%	12%	9%	10%	11%	8%	11%
6	6%	11%	2%	5%	4%	8%	6%	5%	4%	4%	6%	9%	8%	7%	6%	5%	4%	-	6%	6%	6%	4%	3%
7	6%	14%	3%	7%	4%	10%	7%	6%	3%	6%	5%	10%	5%	7%	9%	4%	5%	6%	6%	6%	7%	5%	6%
8	6%	20%	2%	3%	5%	7%	7%	5%	3%	5%	6%	8%	5%	6%	9%	3%	4%	5%	7%	5%	5%	10%	1%
9	2%	8%	0%	2%	2%	3%	1%	3%	-	1%	2%	5%	1%	3%	3%	2%	1%	1%	2%	2%	1%	1%	4%
10 - Would definitely consider voting for them	6%	24%	1%	1%	5%	8%	6%	5%	1%	3%	6%	11%	5%	8%	5%	5%	4%	3%	6%	4%	6%	8%	8%
prefer not to answer	5%	0%	3%	-	2%	1%	2%	7%	21%	5%	1%	1%	10%	4%	4%	4%	4%	5%	3%	4%	7%	10%	2%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
0 - Would never consider voting for them	37%	66%	10%	17%	18%	59%	39%	34%	16%	30%	42%	53%	22%	41%	42%	39%	30%	29%	25%	36%	42%	36%	58%
1	6%	8%	3%	9%	6%	7%	6%	6%	8%	4%	7%	8%	5%	6%	7%	5%	8%	11%	6%	7%	4%	11%	6%
2	7%	5%	6%	11%	7%	9%	7%	7%	3%	9%	5%	8%	5%	6%	10%	6%	11%	7%	6%	8%	10%	4%	6%
3	6%	5%	7%	10%	8%	5%	6%	6%	3%	7%	6%	5%	6%	6%	5%	7%	9%	8%	5%	8%	7%	7%	5%
4	5%	5%	5%	5%	6%	3%	4%	5%	10%	4%	4%	3%	6%	5%	4%	4%	7%	2%	8%	3%	3%	6%	3%
5	10%	6%	10%	16%	12%	6%	8%	11%	13%	12%	9%	6%	10%	10%	9%	9%	10%	18%	14%	11%	6%	8%	5%
6	6%	0%	11%	11%	9%	3%	7%	6%	7%	8%	6%	4%	7%	6%	7%	6%	6%	3%	6%	6%	7%	6%	4%
7	6%	2%	15%	9%	12%	3%	8%	5%	4%	9%	5%	5%	10%	6%	5%	6%	9%	4%	10%	6%	5%	5%	5%
8	5%	0%	13%	6%	8%	2%	5%	5%	7%	5%	6%	3%	13%	4%	3%	4%	4%	3%	8%	4%	4%	3%	2%
9	2%	1%	3%	1%	2%	0%	1%	2%	3%	1%	1%	1%	2%	2%	-	2%	0%	4%	2%	1%	1%	1%	1%
10 - Would definitely consider voting for them	5%	1%	14%	4%	9%	3%	6%	5%	3%	5%	8%	4%	6%	5%	4%	8%	2%	6%	8%	5%	4%	3%	3%
prefer not to answer	5%	0%	3%	-	2%	1%	2%	7%	21%	5%	1%	1%	10%	4%	4%	4%	4%	5%	3%	4%	7%	10%	2%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
0 - Would never consider voting for them	29%	40%	17%	1%	14%	45%	33%	26%	17%	27%	30%	37%	19%	28%	32%	33%	26%	35%	21%	30%	29%	33%	43%
1	6%	8%	3%	1%	3%	9%	7%	5%	10%	5%	6%	7%	11%	6%	5%	5%	8%	3%	4%	7%	8%	7%	7%
2	8%	12%	7%	2%	7%	9%	8%	8%	6%	8%	8%	8%	7%	8%	10%	6%	10%	8%	6%	8%	13%	6%	5%
3	6%	10%	5%	2%	6%	7%	6%	7%	3%	5%	8%	7%	2%	7%	7%	7%	6%	10%	6%	7%	5%	8%	4%
4	7%	8%	9%	6%	10%	6%	7%	8%	5%	8%	9%	6%	9%	7%	7%	7%	7%	5%	9%	8%	5%	7%	7%
5	14%	11%	18%	15%	17%	10%	12%	15%	15%	16%	13%	10%	15%	12%	15%	13%	15%	16%	16%	13%	14%	11%	11%
6	8%	5%	13%	12%	12%	6%	8%	8%	4%	10%	8%	8%	12%	8%	8%	8%	7%	6%	10%	9%	6%	8%	7%
7	7%	2%	10%	16%	10%	3%	7%	6%	9%	7%	7%	5%	7%	8%	3%	6%	10%	3%	10%	5%	6%	5%	7%
8	5%	1%	8%	18%	9%	2%	5%	5%	5%	5%	5%	4%	4%	5%	5%	5%	4%	7%	7%	7%	3%	2%	2%
9	1%	1%	3%	7%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	-	2%	1%	2%	1%	1%
10 - Would definitely consider voting for them	4%	1%	4%	21%	7%	2%	3%	4%	2%	4%	5%	4%	3%	5%	3%	4%	1%	2%	5%	4%	2%	3%	4%
prefer not to answer	5%	0%	3%	-	2%	1%	2%	7%	21%	5%	1%	1%	10%	4%	4%	4%	4%	5%	3%	4%	7%	10%	2%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
0 - Would never consider voting for them	47%	24%	69%	68%	70%	25%	46%	48%	50%	50%	51%	35%	49%	48%	42%	46%	55%	43%	58%	49%	37%	39%	41%
1	4%	5%	5%	7%	5%	4%	5%	4%	3%	5%	3%	5%	7%	4%	4%	3%	5%	6%	4%	3%	5%	7%	6%
2	3%	5%	2%	5%	2%	3%	3%	3%	4%	3%	4%	3%	2%	4%	1%	4%	1%	4%	4%	3%	2%	5%	2%
3	4%	6%	3%	3%	4%	3%	3%	5%	5%	4%	3%	5%	2%	2%	3%	5%	8%	11%	3%	5%	4%	3%	5%
4	3%	4%	3%	2%	2%	4%	3%	3%	6%	3%	2%	4%	8%	2%	6%	2%	1%	-	2%	3%	4%	3%	3%
5	7%	10%	5%	6%	4%	9%	6%	7%	7%	7%	6%	7%	6%	7%	6%	7%	4%	12%	4%	5%	12%	10%	7%
6	3%	9%	1%	3%	2%	5%	4%	3%	-	3%	3%	5%	4%	4%	4%	3%	0%	-	4%	3%	3%	2%	3%
7	4%	8%	3%	3%	2%	7%	5%	3%	1%	3%	3%	7%	4%	4%	5%	3%	3%	6%	3%	6%	3%	2%	4%
8	5%	11%	2%	2%	3%	10%	6%	5%	-	5%	6%	8%	3%	6%	8%	5%	5%	5%	4%	4%	7%	8%	7%
9	3%	6%	1%	-	1%	6%	4%	2%	-	3%	3%	5%	1%	4%	2%	4%	3%	-	3%	3%	3%	2%	6%
10 - Would definitely consider voting for them	11%	15%	3%	1%	3%	23%	13%	9%	2%	9%	15%	14%	6%	11%	14%	13%	11%	7%	7%	12%	13%	11%	15%
prefer not to answer	5%	0%	3%	-	2%	1%	2%	7%	21%	5%	1%	1%	10%	4%	4%	4%	4%	5%	3%	4%	7%	10%	2%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
0 - Would never consider voting for them	32%	56%	16%	13%	17%	50%	37%	27%	12%	27%	35%	46%	17%	34%	34%	33%	37%	30%	27%	32%	32%	32%	41%
1	7%	11%	6%	6%	6%	9%	9%	6%	6%	6%	7%	10%	9%	7%	6%	7%	6%	11%	6%	8%	7%	9%	6%
2	5%	7%	5%	6%	4%	7%	6%	5%	3%	4%	7%	8%	6%	5%	7%	4%	9%	5%	5%	5%	7%	4%	6%
3	5%	4%	7%	8%	7%	5%	5%	6%	2%	6%	6%	6%	4%	7%	3%	4%	7%	9%	7%	5%	6%	7%	1%
4	6%	5%	7%	7%	7%	6%	5%	7%	2%	6%	6%	7%	7%	5%	6%	7%	3%	5%	5%	4%	7%	6%	8%
5	13%	13%	14%	16%	15%	12%	11%	14%	11%	14%	15%	11%	15%	12%	14%	13%	8%	19%	14%	14%	12%	12%	13%
6	6%	1%	9%	9%	8%	4%	6%	6%	10%	7%	5%	4%	11%	5%	4%	7%	8%	1%	7%	6%	7%	4%	3%
7	6%	1%	10%	11%	10%	2%	6%	6%	3%	7%	6%	4%	8%	4%	8%	5%	6%	3%	7%	5%	4%	4%	6%
8	4%	0%	8%	8%	7%	1%	3%	5%	6%	5%	4%	2%	4%	5%	3%	4%	2%	1%	6%	4%	2%	3%	2%
9	2%	-	4%	3%	3%	0%	2%	2%	6%	2%	1%	1%	3%	3%	1%	2%	-	1%	3%	2%	2%	1%	1%
10 - Would definitely consider voting for them	9%	1%	10%	12%	14%	2%	9%	10%	19%	12%	7%	2%	8%	9%	10%	10%	9%	10%	9%	11%	7%	7%	10%
prefer not to answer	5%	0%	3%	-	2%	1%	2%	7%	21%	5%	1%	1%	10%	4%	4%	4%	4%	5%	3%	4%	7%	10%	2%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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.

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Health	31%	24%	36%	34%	37%	30%	23%	39%	23%	31%	34%	33%	30%	32%	27%	31%	34%	39%	37%	28%	29%	27%	35%
Immigration & Asylum	52%	75%	34%	32%	32%	80%	53%	51%	28%	44%	60%	70%	39%	52%	61%	55%	48%	50%	42%	50%	58%	57%	67%
Crime	18%	19%	13%	10%	13%	22%	18%	18%	19%	19%	18%	16%	19%	17%	18%	20%	13%	21%	12%	19%	18%	22%	25%
The economy	54%	56%	61%	59%	58%	49%	55%	53%	63%	55%	51%	52%	62%	51%	53%	55%	55%	49%	55%	55%	53%	57%	45%
Tax	15%	14%	13%	12%	14%	12%	18%	12%	19%	17%	13%	10%	14%	13%	18%	14%	17%	14%	15%	16%	13%	22%	9%
Pensions	4%	6%	4%	3%	3%	7%	5%	4%	-	2%	6%	10%	1%	5%	5%	4%	7%	-	3%	2%	8%	5%	4%
Education	8%	4%	12%	14%	12%	3%	6%	10%	13%	11%	6%	4%	10%	8%	7%	9%	8%	7%	12%	6%	10%	5%	3%
Family life & childcare	4%	3%	6%	6%	7%	2%	3%	5%	1%	6%	2%	3%	3%	3%	4%	5%	4%	8%	4%	5%	4%	2%	1%
Housing	18%	9%	21%	17%	20%	11%	18%	18%	32%	21%	13%	10%	34%	16%	14%	15%	19%	10%	18%	19%	16%	17%	19%
The environment	16%	7%	21%	30%	25%	7%	15%	17%	22%	19%	15%	9%	16%	19%	13%	14%	16%	18%	22%	18%	11%	9%	12%
Britain leaving the EU	13%	4%	20%	22%	20%	6%	17%	10%	17%	11%	16%	12%	12%	13%	13%	14%	13%	14%	18%	14%	10%	7%	11%
Transport	2%	1%	2%	2%	2%	1%	2%	2%	3%	3%	1%	1%	5%	2%	2%	1%	2%	-	2%	1%	4%	3%	-
Welfare benefits	14%	21%	11%	13%	11%	20%	13%	15%	5%	14%	14%	19%	8%	18%	13%	13%	19%	8%	12%	14%	16%	15%	18%
Defence and security	26%	42%	22%	25%	24%	34%	28%	24%	10%	18%	33%	40%	21%	30%	27%	25%	17%	22%	30%	28%	23%	25%	17%
None of these	1%	-	2%	0%	1%	1%	2%	0%	1%	2%	1%	-	3%	0%	1%	1%	2%	-	1%	1%	1%	0%	3%
Don't know	2%	0%	1%	1%	1%	0%	2%	2%	8%	2%	1%	1%	1%	2%	1%	2%	2%	6%	1%	2%	3%	3%	3%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	2%	2%	3%	1%	3%	0%	2%	1%	0%	3%	1%	1%	4%	1%	2%	1%	1%	-	2%	2%	1%	3%	-
Fairly well	17%	10%	28%	29%	25%	10%	21%	14%	24%	16%	18%	16%	22%	18%	17%	16%	13%	17%	24%	18%	16%	13%	8%
Fairly badly	34%	36%	36%	40%	37%	34%	35%	33%	29%	34%	35%	36%	37%	35%	33%	31%	38%	27%	34%	37%	34%	30%	32%
Very badly	39%	48%	25%	23%	30%	51%	35%	43%	26%	38%	40%	44%	27%	38%	41%	43%	40%	46%	34%	36%	41%	42%	50%
Don't know	8%	4%	7%	7%	6%	5%	7%	9%	20%	9%	6%	3%	9%	7%	8%	9%	8%	10%	6%	7%	9%	13%	10%

	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

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	1%	0%	2%	2%	2%	0%	1%	1%	0%	2%	1%	1%	3%	1%	1%	1%	-	-	1%	2%	0%	2%	-
Fairly well	14%	4%	25%	25%	24%	3%	19%	9%	22%	14%	13%	9%	23%	14%	11%	10%	12%	20%	22%	13%	11%	9%	3%
Fairly badly	23%	14%	33%	31%	28%	16%	21%	24%	31%	25%	21%	16%	28%	20%	20%	26%	28%	14%	26%	21%	23%	19%	21%
Very badly	54%	80%	29%	32%	35%	79%	53%	54%	29%	47%	58%	71%	38%	56%	62%	54%	49%	58%	42%	53%	59%	60%	66%
Don't know	9%	2%	11%	10%	11%	3%	6%	12%	17%	12%	7%	3%	8%	10%	6%	9%	11%	8%	9%	11%	7%	10%	9%

Crime

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	1%	1%	2%	1%	3%	-	2%	1%	2%	2%	1%	1%	5%	1%	1%	1%	1%	2%	2%	1%	1%	2%	-
Fairly well	21%	10%	36%	31%	33%	9%	23%	18%	27%	22%	23%	15%	27%	23%	16%	20%	19%	15%	30%	22%	14%	21%	8%
Fairly badly	29%	34%	27%	34%	26%	33%	29%	29%	25%	29%	26%	35%	29%	30%	34%	28%	29%	14%	27%	31%	29%	31%	29%
Very badly	34%	47%	18%	16%	21%	50%	37%	31%	22%	29%	41%	39%	30%	31%	37%	36%	32%	43%	26%	32%	40%	33%	47%
Don't know	15%	8%	17%	17%	18%	8%	9%	20%	25%	18%	9%	10%	9%	15%	13%	15%	19%	26%	15%	14%	17%	13%	16%

Education

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	2%	1%	3%	1%	2%	1%	2%	1%	1%	3%	1%	1%	5%	2%	2%	1%	-	3%	2%	3%	1%	2%	0%
Fairly well	25%	16%	37%	28%	30%	18%	27%	24%	36%	26%	24%	21%	32%	24%	25%	26%	20%	26%	28%	28%	22%	27%	17%
Fairly badly	29%	31%	28%	36%	29%	32%	29%	29%	26%	26%	29%	36%	27%	28%	30%	31%	30%	24%	31%	28%	33%	21%	27%
Very badly	21%	27%	11%	10%	15%	28%	22%	20%	15%	22%	23%	20%	14%	21%	24%	20%	23%	20%	19%	20%	21%	21%	28%
Don't know	23%	25%	21%	26%	23%	22%	21%	25%	22%	24%	23%	22%	22%	25%	18%	22%	27%	28%	20%	22%	23%	29%	28%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	1%	1%	2%	1%	2%	0%	1%	1%	-	2%	0%	1%	4%	0%	1%	0%	1%	-	1%	1%	1%	2%	0%
Fairly well	12%	4%	20%	17%	20%	7%	13%	11%	14%	13%	14%	10%	20%	11%	9%	12%	14%	10%	16%	15%	10%	11%	4%
Fairly badly	30%	22%	38%	41%	34%	27%	30%	30%	31%	33%	29%	27%	30%	31%	32%	28%	31%	34%	35%	28%	29%	28%	31%
Very badly	44%	65%	27%	31%	34%	59%	49%	41%	34%	39%	48%	56%	34%	47%	47%	47%	39%	44%	40%	44%	48%	47%	48%
Don't know	12%	7%	13%	11%	11%	8%	7%	16%	20%	14%	9%	6%	12%	11%	11%	12%	16%	12%	9%	13%	12%	13%	16%

Unemployment

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	1%	1%	2%	1%	2%	0%	2%	1%	2%	2%	1%	-	6%	1%	1%	0%	-	-	1%	2%	1%	2%	-
Fairly well	16%	8%	27%	22%	27%	9%	18%	15%	9%	17%	21%	14%	19%	15%	14%	16%	18%	23%	23%	18%	11%	14%	6%
Fairly badly	33%	37%	38%	32%	33%	33%	31%	34%	34%	32%	31%	34%	31%	35%	31%	31%	34%	29%	35%	32%	31%	31%	32%
Very badly	32%	44%	13%	22%	18%	44%	35%	28%	34%	28%	31%	37%	27%	31%	38%	33%	27%	30%	23%	30%	40%	32%	42%
Don't know	18%	10%	20%	24%	20%	14%	14%	22%	21%	21%	16%	14%	18%	18%	16%	19%	21%	18%	17%	18%	17%	22%	20%

Inflation

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	1%	0%	3%	1%	2%	0%	2%	1%	1%	2%	1%	1%	3%	1%	1%	1%	1%	4%	1%	2%	1%	2%	0%
Fairly well	18%	8%	30%	33%	28%	10%	22%	13%	18%	16%	21%	16%	24%	18%	18%	14%	16%	16%	27%	17%	12%	13%	9%
Fairly badly	33%	35%	32%	35%	30%	35%	33%	32%	39%	31%	32%	34%	33%	32%	32%	34%	31%	40%	31%	33%	36%	36%	27%
Very badly	35%	50%	22%	17%	25%	47%	35%	36%	23%	35%	35%	42%	27%	36%	39%	37%	33%	33%	29%	35%	38%	38%	46%
Don't know	13%	7%	13%	14%	14%	8%	8%	17%	19%	16%	11%	7%	13%	13%	10%	14%	20%	7%	11%	13%	13%	12%	17%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	2%	3%	3%	2%	3%	1%	2%	1%	-	3%	2%	1%	7%	1%	3%	1%	-	1%	2%	2%	1%	3%	1%
Fairly well	18%	10%	29%	23%	25%	14%	19%	17%	12%	20%	21%	14%	24%	20%	16%	15%	16%	10%	26%	17%	14%	16%	11%
Fairly badly	27%	29%	26%	33%	26%	28%	26%	28%	34%	23%	27%	30%	23%	28%	29%	27%	28%	27%	25%	28%	30%	25%	26%
Very badly	34%	43%	21%	25%	29%	42%	39%	29%	24%	32%	35%	41%	29%	33%	32%	36%	38%	37%	30%	35%	35%	35%	40%
Don't know	19%	15%	20%	17%	17%	16%	14%	25%	31%	22%	15%	14%	17%	18%	20%	20%	18%	25%	18%	18%	20%	22%	22%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	3%	1%	6%	1%	5%	0%	4%	1%	4%	4%	3%	1%	7%	2%	3%	3%	1%	-	2%	5%	2%	4%	-
Fairly well	25%	16%	40%	34%	34%	15%	28%	22%	33%	28%	22%	20%	32%	24%	26%	21%	26%	30%	32%	23%	23%	23%	17%
Fairly badly	25%	30%	22%	30%	23%	30%	26%	25%	21%	20%	33%	29%	22%	28%	24%	24%	26%	27%	26%	23%	30%	20%	28%
Very badly	25%	42%	10%	11%	15%	40%	28%	22%	11%	22%	28%	35%	14%	27%	29%	27%	24%	22%	20%	27%	25%	28%	33%
Don't know	21%	10%	21%	24%	23%	14%	13%	29%	31%	26%	15%	15%	24%	19%	18%	25%	23%	22%	20%	22%	20%	25%	23%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	1%	1%	2%	-	2%	-	1%	1%	0%	1%	1%	0%	3%	1%	1%	1%	-	-	1%	1%	1%	2%	-
Fairly well	15%	5%	27%	22%	25%	7%	17%	13%	14%	16%	15%	13%	20%	15%	13%	13%	14%	12%	21%	15%	11%	11%	8%
Fairly badly	33%	28%	38%	43%	33%	29%	33%	32%	43%	33%	32%	28%	40%	31%	29%	32%	38%	28%	35%	35%	32%	26%	29%
Very badly	43%	65%	25%	25%	32%	59%	42%	44%	26%	38%	47%	55%	31%	45%	48%	44%	38%	43%	37%	41%	48%	46%	51%
Don't know	9%	2%	9%	10%	9%	5%	7%	11%	17%	12%	5%	4%	6%	9%	8%	9%	10%	17%	6%	8%	9%	15%	12%

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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

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	6%	4%	11%	9%	9%	2%	8%	5%	7%	8%	5%	3%	10%	6%	6%	3%	8%	7%	8%	6%	4%	6%	4%
Fairly well	32%	24%	44%	41%	40%	24%	35%	28%	34%	31%	35%	28%	40%	33%	29%	28%	27%	33%	43%	32%	25%	25%	22%
Fairly badly	18%	27%	12%	16%	14%	22%	16%	19%	16%	15%	18%	23%	15%	16%	20%	21%	15%	15%	14%	19%	24%	11%	17%
Very badly	20%	26%	8%	6%	11%	31%	21%	18%	11%	19%	21%	25%	11%	20%	22%	21%	21%	20%	14%	20%	20%	23%	30%
Don't know	25%	19%	26%	28%	27%	21%	20%	30%	32%	27%	22%	22%	24%	25%	24%	26%	28%	25%	21%	24%	27%	35%	27%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	2%	2%	4%	-	4%	1%	3%	2%	2%	4%	1%	1%	9%	1%	3%	2%	1%	-	2%	3%	3%	3%	0%
Fairly well	26%	14%	38%	30%	32%	18%	25%	26%	34%	26%	26%	22%	36%	25%	23%	24%	28%	26%	32%	28%	23%	19%	16%
Fairly badly	32%	36%	30%	33%	33%	33%	33%	30%	34%	30%	32%	34%	31%	31%	34%	33%	29%	29%	31%	33%	35%	28%	29%
Very badly	20%	29%	10%	12%	14%	29%	24%	17%	13%	20%	22%	23%	11%	23%	22%	21%	19%	18%	18%	17%	20%	29%	29%
Don't know	20%	19%	18%	25%	18%	19%	14%	24%	18%	20%	19%	20%	13%	20%	18%	20%	23%	27%	16%	19%	20%	22%	26%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	1%	1%	2%	-	2%	1%	1%	1%	1%	2%	0%	0%	4%	0%	3%	0%	-	1%	1%	1%	1%	2%	-
Fairly well	15%	10%	25%	21%	23%	8%	17%	14%	16%	15%	17%	14%	16%	15%	16%	16%	11%	16%	22%	18%	10%	10%	7%
Fairly badly	35%	36%	36%	37%	36%	36%	33%	36%	32%	33%	36%	38%	32%	35%	35%	34%	37%	32%	36%	36%	37%	31%	26%
Very badly	35%	43%	21%	22%	25%	45%	37%	33%	29%	35%	35%	35%	38%	36%	32%	33%	36%	28%	29%	32%	35%	39%	51%
Don't know	14%	10%	15%	20%	15%	10%	12%	16%	23%	15%	12%	13%	10%	14%	14%	16%	16%	23%	12%	13%	16%	18%	16%

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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

Environment

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	2%	3%	3%	1%	3%	1%	3%	1%	3%	3%	2%	1%	6%	2%	3%	1%	1%	4%	3%	2%	2%	3%	-
Fairly well	24%	15%	36%	31%	33%	14%	27%	21%	30%	25%	24%	19%	33%	23%	23%	21%	26%	26%	28%	27%	20%	22%	15%
Fairly badly	32%	35%	32%	36%	32%	34%	30%	33%	35%	27%	33%	38%	33%	33%	32%	31%	32%	25%	34%	32%	32%	27%	32%
Very badly	22%	27%	12%	13%	17%	29%	24%	20%	13%	24%	23%	22%	15%	25%	25%	23%	19%	13%	19%	20%	23%	24%	31%
Don't know	20%	20%	17%	20%	16%	22%	15%	24%	19%	20%	19%	20%	13%	18%	18%	23%	23%	32%	16%	19%	23%	23%	22%

Welfare benefits

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	2%	0%	3%	1%	2%	1%	3%	1%	5%	3%	1%	1%	8%	1%	3%	1%	1%	-	2%	3%	1%	4%	1%
Fairly well	14%	7%	24%	16%	22%	9%	16%	13%	10%	15%	16%	13%	22%	12%	13%	15%	13%	15%	21%	13%	9%	14%	10%
Fairly badly	32%	29%	36%	42%	35%	30%	32%	32%	35%	30%	31%	34%	27%	34%	31%	32%	30%	33%	31%	33%	35%	26%	31%
Very badly	38%	55%	21%	26%	26%	53%	40%	36%	23%	35%	43%	44%	28%	40%	42%	37%	41%	35%	33%	38%	40%	40%	46%
Don't know	14%	8%	17%	15%	15%	9%	10%	18%	26%	17%	10%	8%	15%	14%	12%	16%	15%	17%	14%	14%	15%	16%	13%

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

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	2%	1%	4%	1%	2%	1%	2%	1%	2%	2%	1%	1%	3%	1%	1%	1%	1%	2%	2%	2%	1%	2%	0%
Fairly well	18%	7%	36%	26%	31%	8%	19%	17%	13%	20%	19%	15%	25%	18%	13%	16%	17%	24%	28%	15%	14%	14%	10%
Fairly badly	26%	19%	30%	39%	32%	20%	25%	28%	31%	29%	25%	21%	25%	26%	25%	27%	34%	20%	28%	28%	25%	24%	24%
Very badly	45%	70%	20%	25%	27%	68%	48%	41%	27%	37%	51%	61%	31%	46%	52%	49%	38%	43%	35%	43%	49%	47%	63%
Don't know	10%	3%	10%	8%	8%	4%	6%	13%	28%	12%	4%	2%	15%	9%	9%	7%	11%	11%	7%	11%	12%	14%	3%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
She does look like a Prime Minster in waiting	18%	41%	11%	16%	17%	24%	16%	20%	9%	16%	17%	29%	17%	22%	19%	17%	13%	9%	19%	17%	18%	15%	22%
She does not look like a Prime Minster in waiting	55%	38%	69%	64%	65%	51%	63%	48%	47%	55%	65%	50%	58%	53%	49%	55%	65%	67%	63%	58%	50%	46%	49%
Not sure	27%	20%	20%	19%	18%	25%	21%	32%	44%	29%	18%	22%	25%	26%	31%	28%	22%	23%	18%	25%	33%	40%	28%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	4%	10%	2%	2%	2%	5%	4%	3%	0%	3%	3%	7%	6%	5%	2%	3%	2%	-	3%	4%	3%	3%	5%
Fairly well	25%	53%	15%	22%	22%	36%	28%	23%	12%	17%	28%	43%	20%	30%	32%	22%	19%	19%	26%	28%	23%	23%	25%
Fairly badly	23%	18%	28%	27%	27%	23%	23%	23%	15%	25%	23%	21%	22%	22%	22%	22%	25%	31%	24%	24%	20%	18%	24%
Very badly	24%	8%	33%	28%	31%	17%	28%	20%	22%	26%	28%	16%	29%	20%	16%	28%	31%	24%	29%	21%	23%	17%	24%
Don't know	25%	11%	22%	21%	18%	18%	17%	32%	51%	29%	17%	13%	23%	24%	29%	25%	22%	25%	18%	23%	31%	39%	23%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very well	4%	2%	7%	10%	6%	2%	4%	3%	3%	3%	5%	4%	3%	5%	3%	5%	-	3%	5%	5%	4%	1%	2%
Fairly well	25%	22%	33%	51%	35%	19%	29%	22%	21%	23%	25%	30%	35%	24%	24%	21%	30%	26%	33%	23%	20%	19%	25%
Fairly badly	15%	24%	14%	13%	14%	17%	18%	12%	17%	11%	14%	22%	12%	17%	15%	15%	14%	10%	16%	17%	14%	11%	12%
Very badly	15%	18%	9%	3%	8%	24%	19%	11%	7%	16%	16%	16%	12%	14%	14%	16%	13%	21%	12%	13%	17%	16%	23%
Don't know	41%	33%	38%	24%	36%	37%	30%	52%	53%	47%	40%	28%	37%	40%	44%	43%	42%	40%	34%	42%	46%	53%	37%

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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 the Conservative party today are or are not ready for government?																							
Unweighted base	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
They are ready for Government	13%	34%	7%	6%	10%	17%	12%	13%	10%	11%	11%	18%	16%	15%	13%	9%	12%	3%	14%	12%	11%	13%	14%
They are not ready for Government	66%	49%	80%	72%	76%	64%	73%	60%	54%	66%	75%	64%	61%	66%	62%	69%	70%	70%	71%	68%	64%	50%	67%
Not sure	21%	18%	13%	22%	14%	19%	15%	27%	35%	23%	15%	18%	22%	18%	26%	22%	18%	26%	15%	20%	25%	37%	19%
In principle, would you support or oppose a large increase in the amount of new housing built in Britain?																							
Unweighted base	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Strongly support	17%	10%	25%	20%	20%	12%	24%	11%	25%	18%	16%	12%	30%	13%	14%	16%	20%	17%	17%	17%	18%	15%	18%
Tend to support	36%	27%	43%	34%	40%	32%	37%	34%	36%	36%	36%	36%	41%	33%	32%	37%	43%	33%	41%	35%	29%	35%	38%
Tend to oppose	23%	33%	17%	29%	22%	28%	20%	27%	17%	21%	25%	29%	15%	25%	30%	23%	19%	22%	23%	26%	21%	24%	21%
Strongly oppose	14%	25%	6%	8%	9%	21%	13%	14%	5%	12%	16%	17%	6%	19%	17%	11%	7%	10%	11%	13%	20%	11%	12%
Don't know	10%	5%	10%	9%	9%	8%	6%	14%	17%	13%	7%	7%	8%	10%	6%	14%	11%	19%	7%	10%	12%	15%	11%
And would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?																							
Unweighted base	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Strongly support	13%	6%	20%	15%	17%	7%	18%	9%	20%	14%	13%	9%	22%	11%	11%	12%	16%	18%	13%	14%	14%	10%	14%
Tend to support	30%	24%	39%	29%	34%	26%	33%	27%	29%	32%	29%	28%	37%	26%	30%	33%	34%	20%	35%	28%	24%	33%	32%
Tend to oppose	23%	26%	19%	26%	22%	25%	20%	26%	23%	22%	25%	23%	19%	23%	25%	23%	23%	24%	23%	26%	20%	24%	18%
Strongly oppose	25%	40%	14%	24%	19%	36%	22%	28%	10%	23%	27%	32%	14%	32%	27%	22%	16%	20%	23%	23%	31%	22%	25%
Don't know	9%	4%	8%	6%	8%	6%	8%	10%	17%	9%	6%	8%	7%	8%	7%	11%	11%	19%	7%	9%	10%	12%	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

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Strongly support	21%	7%	26%	24%	23%	11%	27%	15%	45%	23%	16%	10%	35%	17%	18%	19%	21%	25%	19%	23%	20%	18%	23%
Tend to support	33%	25%	38%	29%	36%	29%	31%	35%	36%	33%	35%	30%	32%	33%	32%	35%	35%	27%	34%	33%	33%	35%	30%
Tend to oppose	22%	33%	19%	27%	23%	28%	20%	23%	7%	20%	25%	28%	19%	22%	22%	22%	24%	19%	24%	23%	20%	21%	19%
Strongly oppose	13%	24%	9%	9%	10%	20%	13%	14%	3%	12%	17%	16%	7%	16%	17%	12%	8%	15%	14%	11%	16%	11%	13%
Don't know	11%	10%	8%	11%	8%	12%	9%	13%	9%	12%	7%	15%	7%	11%	12%	12%	13%	13%	9%	10%	12%	15%	16%

....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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Strongly support	6%	2%	8%	5%	7%	4%	10%	2%	10%	6%	7%	3%	14%	5%	4%	6%	4%	6%	6%	6%	7%	3%	8%
Tend to support	19%	6%	29%	25%	24%	12%	23%	15%	25%	19%	17%	16%	28%	17%	13%	18%	22%	22%	23%	18%	14%	17%	20%
Tend to oppose	29%	28%	31%	36%	31%	28%	27%	31%	28%	29%	31%	28%	24%	31%	31%	30%	27%	23%	30%	31%	29%	31%	20%
Strongly oppose	34%	57%	22%	24%	26%	48%	31%	37%	20%	30%	39%	42%	21%	38%	38%	34%	30%	30%	34%	33%	38%	33%	31%
Don't know	12%	7%	10%	10%	12%	8%	10%	15%	16%	15%	6%	11%	13%	9%	14%	13%	17%	19%	7%	12%	12%	16%	21%

....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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Strongly support	5%	3%	7%	2%	5%	4%	8%	3%	8%	7%	4%	3%	13%	4%	6%	4%	3%	6%	5%	6%	6%	5%	6%
Tend to support	24%	20%	29%	29%	29%	20%	28%	20%	24%	24%	22%	26%	29%	22%	21%	27%	26%	18%	31%	23%	19%	17%	24%
Tend to oppose	31%	32%	33%	37%	35%	31%	30%	33%	28%	31%	32%	32%	33%	31%	29%	30%	39%	28%	31%	33%	31%	34%	25%
Strongly oppose	25%	35%	18%	19%	18%	34%	23%	28%	19%	23%	29%	28%	16%	29%	31%	25%	15%	18%	24%	23%	27%	29%	25%
Don't know	14%	10%	12%	13%	14%	11%	12%	17%	20%	16%	12%	12%	9%	14%	13%	15%	17%	30%	10%	14%	18%	16%	19%

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Strongly support	5%	3%	6%	4%	5%	3%	7%	2%	9%	5%	4%	2%	11%	4%	2%	5%	7%	2%	5%	5%	5%	5%	4%
Tend to support	16%	9%	26%	19%	18%	14%	20%	13%	18%	16%	17%	14%	24%	13%	14%	16%	23%	8%	19%	14%	13%	17%	19%
Tend to oppose	26%	22%	31%	28%	30%	20%	28%	23%	34%	27%	20%	25%	32%	23%	27%	23%	27%	32%	28%	29%	21%	23%	22%
Strongly oppose	44%	62%	28%	41%	37%	57%	38%	50%	26%	39%	52%	52%	24%	51%	49%	45%	27%	46%	42%	44%	49%	42%	40%
Don't know	10%	5%	9%	8%	9%	7%	8%	12%	14%	12%	8%	6%	9%	9%	7%	12%	16%	12%	6%	9%	12%	12%	15%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Go up a lot	9%	4%	7%	7%	6%	7%	10%	8%	21%	9%	7%	5%	13%	8%	10%	9%	8%	8%	6%	8%	12%	8%	14%
Go up a little	35%	30%	38%	35%	36%	32%	38%	32%	45%	34%	34%	32%	34%	35%	33%	32%	46%	34%	38%	38%	32%	33%	26%
Stay about the same	34%	43%	37%	35%	38%	38%	34%	34%	12%	33%	40%	40%	32%	33%	39%	36%	26%	34%	38%	35%	31%	31%	29%
Go down a little	7%	10%	6%	9%	7%	8%	6%	8%	4%	6%	6%	10%	5%	10%	5%	7%	4%	6%	8%	7%	7%	6%	6%
Go down a lot	1%	2%	1%	-	1%	2%	1%	1%	-	2%	1%	0%	2%	1%	1%	2%	-	-	1%	0%	2%	3%	0%
Don't know	14%	10%	11%	13%	11%	14%	12%	16%	19%	15%	12%	12%	14%	14%	13%	15%	16%	18%	9%	12%	16%	19%	24%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
It would be better for Britain if house prices rose	6%	10%	5%	5%	5%	9%	7%	5%	2%	6%	9%	5%	2%	7%	5%	7%	4%	2%	9%	5%	4%	3%	4%
It would be better for Britain if house prices went down	49%	31%	54%	51%	51%	37%	51%	47%	81%	52%	45%	33%	62%	47%	47%	46%	54%	47%	42%	53%	52%	49%	49%
It would be better for Britain if house prices stayed about the same	26%	40%	25%	29%	29%	31%	27%	25%	6%	20%	30%	41%	22%	26%	28%	27%	23%	26%	36%	23%	21%	22%	22%
Don't know	19%	20%	15%	16%	16%	23%	15%	23%	12%	22%	16%	21%	14%	20%	19%	20%	18%	24%	13%	18%	23%	25%	25%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base: All GB adults	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
I would be better off if house prices rose	20%	25%	25%	24%	26%	21%	21%	19%	5%	22%	27%	15%	17%	21%	20%	19%	21%	18%	28%	20%	17%	14%	9%
I would be better off if house prices fell	23%	11%	24%	21%	18%	12%	24%	22%	72%	30%	10%	3%	41%	21%	26%	19%	18%	20%	18%	27%	27%	28%	13%
It will make little difference to me personally if house prices rise or fall	48%	58%	44%	50%	51%	58%	49%	47%	13%	36%	57%	76%	34%	50%	46%	52%	53%	43%	47%	44%	47%	46%	63%
Don't know	9%	6%	8%	5%	6%	10%	6%	12%	11%	12%	6%	6%	9%	8%	8%	10%	9%	19%	7%	8%	8%	12%	15%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
In touch	13%	37%	5%	8%	9%	19%	13%	12%	7%	9%	11%	23%	14%	16%	12%	10%	7%	7%	12%	14%	9%	15%	16%
Out of touch	59%	30%	76%	67%	72%	49%	63%	56%	59%	65%	64%	45%	60%	56%	53%	64%	70%	62%	65%	59%	57%	51%	58%
Neither	15%	26%	7%	14%	11%	23%	14%	16%	6%	11%	18%	24%	8%	17%	21%	13%	12%	18%	15%	15%	18%	12%	14%
Don't know	13%	7%	12%	11%	9%	10%	9%	17%	27%	16%	7%	8%	18%	11%	14%	14%	12%	14%	9%	13%	16%	22%	12%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Cares about ordinary people	13%	41%	4%	7%	9%	20%	12%	14%	5%	9%	12%	26%	10%	18%	15%	10%	8%	8%	13%	16%	10%	13%	15%
Cares about only a select few	64%	31%	84%	73%	77%	54%	69%	60%	67%	71%	67%	49%	68%	59%	63%	68%	72%	64%	70%	64%	66%	56%	58%
Neither	12%	19%	5%	11%	10%	17%	12%	13%	6%	10%	15%	17%	9%	14%	12%	12%	10%	19%	11%	13%	12%	9%	18%
Don't know	10%	9%	7%	8%	4%	9%	7%	13%	22%	10%	6%	8%	13%	9%	10%	11%	11%	10%	6%	8%	13%	22%	10%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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 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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Trustworthy	11%	38%	3%	9%	8%	17%	11%	11%	4%	8%	9%	22%	11%	15%	11%	9%	5%	8%	12%	11%	8%	14%	12%
Untrustworthy	60%	22%	79%	69%	73%	49%	63%	57%	60%	68%	65%	41%	59%	56%	53%	67%	71%	61%	65%	61%	58%	50%	61%
Neither	17%	30%	9%	13%	14%	24%	17%	18%	9%	13%	20%	27%	14%	19%	24%	14%	16%	17%	15%	18%	21%	17%	16%
Don't know	11%	10%	9%	9%	5%	10%	8%	15%	27%	11%	7%	9%	15%	11%	12%	10%	8%	13%	8%	11%	13%	19%	11%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Trying to do the right thing	17%	53%	5%	13%	12%	26%	18%	17%	9%	12%	16%	32%	16%	22%	22%	14%	9%	7%	16%	18%	16%	19%	21%
Serving their own interests	62%	28%	80%	70%	74%	53%	66%	58%	58%	69%	66%	49%	58%	58%	60%	66%	73%	68%	67%	64%	60%	53%	57%
Neither	8%	10%	6%	8%	8%	10%	7%	9%	6%	7%	9%	10%	9%	10%	8%	8%	5%	4%	8%	8%	10%	8%	7%
Don't know	12%	8%	10%	9%	6%	10%	8%	16%	27%	12%	9%	9%	17%	10%	10%	12%	13%	20%	9%	10%	14%	21%	15%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Strong	10%	22%	7%	7%	9%	10%	9%	11%	15%	11%	4%	13%	14%	12%	10%	8%	8%	3%	9%	11%	9%	13%	10%
Weak	55%	38%	68%	59%	64%	52%	63%	48%	46%	54%	68%	49%	57%	52%	50%	59%	67%	56%	65%	55%	51%	43%	55%
Neither	22%	33%	15%	27%	20%	28%	20%	23%	8%	20%	22%	31%	14%	26%	25%	19%	13%	28%	19%	22%	23%	23%	23%
Don't know	13%	7%	10%	8%	7%	10%	8%	18%	32%	15%	6%	7%	15%	11%	14%	14%	12%	13%	7%	12%	17%	21%	13%

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	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
		Vote in 2024 GE			2016 EU Ref		Gender		Age				Region						New social grade				

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Moderate	41%	72%	33%	38%	39%	47%	44%	39%	41%	38%	41%	49%	43%	45%	42%	41%	31%	33%	44%	45%	37%	40%	33%
Extreme	19%	3%	32%	32%	32%	7%	22%	16%	15%	21%	22%	14%	23%	19%	14%	16%	29%	18%	26%	17%	17%	11%	15%
Neither	22%	16%	19%	21%	18%	28%	24%	21%	14%	23%	24%	24%	21%	20%	20%	24%	23%	36%	19%	21%	25%	23%	30%
Don't know	17%	9%	16%	9%	10%	17%	10%	24%	30%	18%	13%	14%	12%	16%	23%	19%	16%	14%	11%	17%	20%	26%	22%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Competent	16%	46%	9%	13%	13%	22%	17%	16%	9%	14%	14%	25%	18%	20%	20%	13%	9%	7%	16%	17%	13%	21%	16%
Incompetent	55%	23%	71%	59%	67%	47%	60%	51%	52%	60%	62%	41%	55%	52%	45%	62%	69%	58%	61%	56%	54%	41%	55%
Neither	16%	24%	11%	19%	14%	20%	16%	16%	9%	12%	17%	26%	14%	17%	19%	14%	12%	22%	16%	16%	17%	13%	19%
Don't know	12%	6%	9%	9%	5%	11%	8%	17%	30%	14%	7%	7%	13%	11%	16%	12%	10%	14%	7%	11%	15%	25%	10%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Have a clear sense of purpose	20%	41%	14%	22%	18%	22%	18%	21%	16%	18%	18%	26%	20%	22%	20%	18%	18%	12%	18%	21%	19%	22%	18%
Are unclear what they stand for	55%	37%	67%	52%	62%	53%	61%	49%	47%	55%	63%	50%	54%	53%	49%	57%	64%	59%	61%	56%	49%	45%	54%
Neither	12%	16%	8%	18%	12%	14%	13%	12%	10%	12%	12%	15%	14%	13%	14%	12%	9%	11%	11%	10%	17%	13%	14%
Don't know	13%	6%	11%	8%	8%	11%	8%	19%	27%	15%	7%	9%	12%	12%	18%	13%	10%	18%	10%	13%	14%	20%	15%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Tolerant	21%	56%	8%	14%	15%	32%	24%	18%	10%	17%	22%	34%	20%	26%	20%	20%	16%	9%	21%	23%	17%	22%	24%
Prejudiced	43%	12%	65%	54%	59%	26%	44%	41%	50%	48%	42%	29%	50%	40%	40%	43%	46%	42%	51%	42%	37%	33%	42%
Neither	19%	23%	13%	25%	15%	27%	20%	19%	12%	15%	23%	26%	13%	20%	19%	20%	22%	26%	20%	19%	21%	22%	15%
Don't know	17%	9%	13%	8%	10%	16%	12%	22%	28%	20%	12%	11%	17%	14%	21%	18%	15%	22%	9%	16%	25%	24%	19%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
In touch	13%	4%	27%	17%	22%	5%	14%	13%	16%	15%	15%	8%	22%	13%	8%	13%	12%	16%	19%	13%	13%	9%	6%
Out of touch	67%	89%	49%	60%	58%	84%	70%	64%	45%	62%	72%	81%	53%	70%	73%	67%	69%	59%	59%	69%	70%	66%	77%
Neither	10%	6%	15%	19%	15%	6%	10%	10%	10%	12%	10%	8%	13%	10%	9%	12%	8%	9%	16%	9%	5%	11%	8%
Don't know	9%	1%	9%	4%	5%	5%	6%	13%	29%	11%	4%	3%	12%	7%	10%	8%	11%	17%	5%	9%	12%	14%	9%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Cares about ordinary people	25%	11%	49%	36%	43%	10%	29%	22%	28%	29%	25%	17%	38%	26%	18%	24%	22%	28%	40%	25%	17%	17%	14%
Cares about only a select few	51%	73%	30%	42%	39%	70%	52%	51%	32%	47%	57%	62%	43%	53%	58%	51%	54%	35%	40%	53%	60%	52%	60%
Neither	14%	15%	12%	17%	14%	15%	14%	15%	9%	14%	15%	17%	6%	14%	16%	17%	14%	21%	13%	15%	12%	15%	19%
Don't know	9%	2%	8%	4%	5%	5%	6%	12%	31%	10%	3%	4%	13%	8%	8%	8%	9%	16%	6%	8%	12%	17%	8%

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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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Trustworthy	14%	6%	29%	20%	24%	5%	15%	12%	14%	16%	16%	8%	17%	13%	10%	16%	12%	16%	22%	13%	12%	9%	3%
Untrustworthy	63%	88%	38%	50%	49%	82%	66%	61%	49%	58%	68%	75%	50%	65%	70%	63%	63%	58%	54%	65%	68%	62%	75%
Neither	13%	5%	22%	26%	20%	8%	13%	14%	8%	16%	12%	13%	18%	13%	12%	12%	15%	9%	17%	15%	7%	13%	13%
Don't know	10%	1%	12%	4%	6%	5%	6%	13%	29%	11%	4%	4%	15%	9%	8%	8%	9%	17%	6%	8%	13%	16%	8%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Trying to do the right thing	28%	8%	55%	43%	47%	11%	30%	26%	29%	31%	29%	20%	33%	28%	23%	26%	31%	26%	43%	28%	20%	18%	14%
Serving their own interests	54%	79%	29%	40%	39%	77%	56%	52%	29%	50%	60%	69%	41%	56%	59%	57%	52%	53%	43%	53%	60%	59%	70%
Neither	9%	10%	8%	10%	8%	8%	9%	8%	12%	9%	7%	8%	12%	8%	9%	9%	8%	5%	8%	11%	9%	6%	7%
Don't know	10%	3%	8%	6%	6%	5%	5%	14%	30%	11%	4%	3%	14%	8%	9%	8%	9%	17%	6%	9%	11%	17%	9%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Strong	8%	3%	15%	8%	11%	4%	8%	8%	8%	9%	8%	4%	14%	6%	4%	8%	8%	10%	9%	7%	9%	5%	4%
Weak	65%	83%	50%	62%	60%	77%	71%	60%	46%	61%	71%	74%	52%	68%	72%	65%	69%	48%	64%	68%	60%	58%	75%
Neither	17%	11%	25%	21%	23%	12%	16%	18%	14%	18%	16%	17%	19%	17%	14%	16%	15%	29%	21%	15%	18%	17%	12%
Don't know	10%	3%	9%	9%	6%	7%	5%	15%	31%	11%	5%	5%	15%	9%	10%	10%	8%	13%	6%	9%	12%	20%	9%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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 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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Moderate	38%	15%	62%	64%	58%	18%	41%	34%	45%	42%	39%	25%	49%	38%	27%	37%	48%	31%	52%	40%	29%	28%	21%
Extreme	24%	44%	10%	11%	11%	41%	29%	19%	13%	18%	25%	38%	17%	26%	30%	23%	17%	19%	19%	25%	27%	22%	29%
Neither	23%	29%	17%	18%	22%	27%	20%	25%	11%	24%	23%	26%	22%	23%	23%	24%	19%	25%	20%	23%	22%	24%	28%
Don't know	16%	12%	11%	7%	9%	14%	10%	22%	32%	17%	13%	11%	12%	14%	20%	16%	16%	25%	9%	12%	22%	26%	22%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Competent	16%	4%	34%	21%	28%	5%	17%	15%	23%	18%	15%	10%	27%	15%	12%	16%	14%	15%	24%	16%	13%	12%	6%
Incompetent	61%	89%	37%	51%	49%	81%	64%	58%	37%	55%	66%	78%	44%	66%	64%	62%	59%	57%	54%	63%	65%	58%	72%
Neither	13%	5%	20%	22%	18%	9%	13%	13%	9%	15%	15%	10%	16%	11%	14%	13%	17%	11%	15%	13%	11%	12%	14%
Don't know	10%	2%	9%	7%	5%	5%	6%	13%	31%	12%	4%	2%	13%	8%	11%	9%	9%	17%	7%	9%	12%	18%	8%

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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Have a clear sense of purpose	14%	9%	25%	16%	22%	8%	16%	13%	12%	17%	15%	12%	18%	16%	10%	13%	13%	14%	20%	13%	12%	14%	10%
Are unclear what they stand for	66%	84%	52%	66%	63%	77%	69%	63%	48%	61%	71%	77%	56%	66%	69%	68%	67%	62%	63%	69%	65%	58%	74%
Neither	9%	4%	13%	9%	10%	8%	9%	9%	8%	9%	9%	8%	11%	8%	6%	11%	9%	4%	9%	8%	10%	9%	7%
Don't know	11%	3%	10%	8%	6%	7%	7%	15%	32%	13%	5%	4%	16%	9%	14%	8%	11%	20%	8%	10%	13%	19%	10%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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 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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Tolerant	30%	13%	53%	41%	47%	14%	33%	27%	35%	33%	32%	19%	34%	30%	25%	31%	32%	24%	43%	30%	22%	24%	14%
Prejudiced	37%	56%	17%	27%	25%	53%	41%	32%	20%	33%	39%	49%	38%	39%	39%	34%	34%	25%	28%	37%	37%	36%	55%
Neither	17%	21%	16%	20%	18%	19%	14%	20%	7%	16%	19%	21%	8%	18%	16%	19%	18%	28%	17%	19%	19%	12%	15%
Don't know	17%	10%	14%	12%	10%	14%	12%	21%	39%	18%	10%	11%	20%	13%	21%	16%	15%	23%	12%	14%	22%	27%	16%

How important do you think it is to teach each of the following subjects at secondary school?
English

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	82%	89%	85%	81%	83%	87%	80%	84%	71%	78%	88%	88%	80%	84%	80%	84%	74%	78%	84%	81%	81%	82%	79%
Quite important	15%	10%	13%	18%	15%	12%	17%	14%	26%	18%	11%	11%	18%	14%	15%	13%	24%	16%	14%	16%	16%	13%	17%
Not very important	1%	1%	1%	-	0%	1%	1%	1%	-	2%	0%	1%	1%	1%	1%	1%	-	2%	0%	1%	1%	2%	1%
Not at all important	0%	-	-	-	1%	-	1%	0%	-	1%	-	-	0%	0%	0%	-	2%	3%	0%	1%	0%	-	0%
Don't know	1%	0%	1%	1%	1%	1%	2%	1%	3%	2%	0%	1%	1%	1%	3%	2%	-	2%	1%	1%	1%	3%	3%

Mathematics

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	77%	87%	77%	83%	80%	79%	78%	76%	65%	71%	86%	83%	73%	79%	78%	79%	65%	72%	84%	76%	71%	75%	70%
Quite important	19%	12%	19%	14%	17%	17%	17%	20%	26%	22%	13%	15%	22%	18%	15%	17%	31%	17%	12%	19%	24%	18%	24%
Not very important	3%	1%	2%	2%	1%	2%	2%	3%	5%	3%	1%	2%	4%	2%	3%	2%	2%	5%	2%	3%	2%	3%	2%
Not at all important	1%	-	0%	-	1%	0%	1%	0%	0%	2%	-	-	1%	0%	0%	0%	2%	3%	0%	1%	1%	1%	-
Don't know	1%	0%	1%	1%	1%	1%	2%	1%	3%	2%	0%	1%	1%	1%	3%	1%	-	3%	1%	0%	1%	3%	3%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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
Science																							
Unweighted base	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	64%	70%	65%	73%	73%	60%	68%	60%	60%	62%	70%	62%	66%	68%	60%	63%	54%	56%	73%	63%	62%	54%	53%
Quite important	28%	24%	28%	24%	22%	32%	26%	31%	30%	29%	23%	32%	26%	26%	33%	27%	36%	28%	23%	31%	29%	32%	34%
Not very important	5%	3%	5%	2%	3%	6%	3%	7%	6%	5%	5%	4%	6%	3%	3%	6%	6%	11%	3%	5%	6%	6%	7%
Not at all important	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	3%	0%	1%	2%	2%	1%
Don't know	2%	1%	2%	1%	1%	2%	2%	2%	3%	2%	1%	2%	1%	2%	3%	2%	1%	2%	1%	1%	2%	5%	5%
Art																							
Unweighted base	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	15%	11%	19%	19%	19%	11%	14%	17%	18%	16%	17%	12%	21%	15%	16%	13%	13%	23%	18%	14%	14%	14%	19%
Quite important	38%	35%	43%	44%	46%	33%	37%	40%	34%	41%	37%	36%	49%	38%	35%	37%	36%	33%	45%	37%	35%	34%	34%
Not very important	33%	37%	30%	29%	25%	41%	37%	30%	34%	29%	34%	39%	22%	34%	36%	36%	37%	28%	27%	37%	34%	38%	31%
Not at all important	11%	16%	6%	6%	7%	14%	11%	11%	10%	11%	11%	12%	6%	12%	10%	11%	12%	15%	9%	10%	15%	9%	10%
Don't know	2%	1%	2%	2%	2%	2%	2%	3%	4%	3%	2%	1%	1%	2%	3%	3%	2%	2%	1%	2%	2%	6%	6%
Citizenship																							
Unweighted base	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	24%	25%	26%	26%	26%	24%	21%	27%	17%	19%	28%	31%	25%	26%	26%	23%	16%	17%	28%	22%	22%	21%	22%
Quite important	37%	34%	40%	39%	39%	38%	40%	35%	34%	38%	33%	43%	37%	39%	38%	36%	37%	32%	39%	40%	34%	38%	33%
Not very important	19%	23%	18%	20%	19%	19%	20%	18%	17%	19%	21%	17%	21%	17%	19%	20%	18%	26%	19%	17%	20%	19%	20%
Not at all important	9%	10%	7%	6%	8%	11%	12%	7%	7%	12%	11%	3%	10%	9%	7%	10%	15%	3%	7%	10%	12%	7%	11%
Don't know	11%	8%	9%	10%	8%	7%	8%	13%	25%	12%	6%	5%	7%	9%	10%	11%	14%	22%	6%	11%	11%	15%	15%

	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
		Vote in 2024 GE			2016 EU Ref		Gender		Age				Region						New social grade				

Computing/Computer Science/ICT

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	63%	71%	65%	67%	70%	66%	65%	61%	37%	61%	74%	68%	62%	67%	62%	63%	58%	54%	67%	63%	59%	60%	62%
Quite important	31%	26%	30%	28%	26%	30%	29%	33%	46%	32%	23%	30%	30%	29%	30%	32%	38%	33%	29%	32%	36%	27%	27%
Not very important	3%	2%	3%	4%	2%	2%	3%	4%	12%	4%	1%	2%	6%	3%	4%	3%	1%	9%	3%	4%	3%	5%	5%
Not at all important	1%	1%	1%	-	1%	1%	1%	0%	-	1%	1%	-	1%	0%	1%	1%	2%	3%	0%	1%	0%	2%	2%
Don't know	2%	1%	2%	1%	1%	1%	2%	2%	5%	2%	1%	1%	1%	1%	4%	2%	1%	2%	1%	1%	1%	6%	3%

Design and technology

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	29%	36%	32%	23%	31%	31%	33%	26%	18%	26%	36%	32%	34%	29%	32%	29%	23%	23%	30%	30%	28%	24%	32%
Quite important	49%	45%	48%	62%	51%	47%	48%	51%	49%	48%	50%	51%	44%	51%	48%	47%	58%	53%	53%	46%	53%	45%	45%
Not very important	16%	16%	15%	13%	13%	16%	14%	18%	25%	18%	10%	14%	15%	17%	14%	18%	10%	16%	15%	19%	13%	18%	15%
Not at all important	3%	3%	2%	1%	2%	3%	3%	3%	5%	4%	2%	1%	5%	2%	2%	3%	5%	4%	2%	3%	4%	4%	2%
Don't know	3%	2%	2%	2%	2%	2%	3%	3%	4%	3%	3%	2%	2%	2%	5%	3%	4%	4%	1%	2%	2%	8%	6%

Geography

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	30%	32%	31%	30%	32%	28%	30%	30%	25%	31%	32%	29%	33%	33%	26%	28%	26%	27%	32%	28%	25%	31%	35%
Quite important	54%	52%	54%	64%	55%	55%	53%	55%	53%	53%	53%	58%	51%	54%	53%	57%	58%	46%	55%	57%	53%	52%	47%
Not very important	12%	13%	12%	4%	9%	14%	13%	11%	18%	11%	12%	11%	13%	11%	15%	12%	11%	16%	9%	12%	18%	12%	13%
Not at all important	2%	3%	2%	1%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%	2%	1%	4%	9%	2%	1%	3%	2%	2%
Don't know	2%	1%	2%	1%	1%	1%	2%	1%	3%	2%	1%	1%	2%	1%	3%	1%	2%	2%	1%	1%	1%	4%	3%

Fieldwork Dates: 24th - 26th January 2026

Sample size: 1755 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

History

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	45%	44%	47%	46%	51%	45%	46%	45%	39%	45%	49%	45%	52%	45%	43%	46%	46%	40%	50%	45%	43%	39%	47%
Quite important	40%	42%	41%	46%	39%	39%	40%	40%	41%	39%	38%	43%	38%	42%	35%	41%	40%	33%	41%	41%	38%	39%	38%
Not very important	11%	10%	10%	7%	7%	13%	11%	11%	13%	11%	11%	10%	9%	10%	15%	10%	11%	16%	7%	12%	14%	14%	10%
Not at all important	2%	3%	1%	-	2%	2%	2%	2%	2%	3%	1%	1%	0%	2%	3%	1%	2%	7%	1%	1%	3%	3%	2%
Don't know	2%	1%	2%	1%	1%	1%	2%	2%	5%	2%	1%	1%	1%	1%	4%	3%	1%	3%	1%	1%	2%	5%	4%

Modern foreign languages (e.g. French, Spanish, German)

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	31%	31%	34%	41%	40%	25%	29%	33%	29%	29%	34%	32%	43%	33%	27%	27%	31%	26%	39%	30%	26%	24%	31%
Quite important	43%	48%	45%	43%	43%	45%	43%	43%	40%	40%	46%	47%	37%	44%	44%	43%	50%	38%	45%	44%	45%	43%	32%
Not very important	18%	18%	17%	12%	13%	23%	19%	18%	21%	22%	14%	17%	17%	19%	19%	21%	13%	19%	12%	20%	20%	24%	22%
Not at all important	5%	3%	3%	3%	3%	6%	6%	4%	4%	7%	5%	3%	2%	4%	7%	6%	5%	10%	4%	5%	7%	4%	9%
Don't know	2%	1%	2%	1%	1%	1%	2%	2%	6%	2%	1%	2%	1%	1%	3%	2%	1%	6%	1%	1%	2%	5%	5%

Music

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	16%	12%	21%	20%	22%	12%	16%	16%	14%	17%	18%	14%	19%	14%	16%	17%	17%	22%	19%	14%	16%	13%	18%
Quite important	38%	42%	40%	46%	43%	35%	37%	39%	33%	39%	35%	42%	45%	40%	34%	36%	36%	31%	45%	39%	33%	31%	34%
Not very important	34%	37%	30%	28%	27%	40%	35%	33%	34%	32%	36%	35%	27%	33%	38%	34%	37%	32%	27%	36%	37%	38%	35%
Not at all important	10%	8%	7%	5%	6%	11%	10%	9%	16%	10%	10%	6%	8%	10%	9%	11%	7%	14%	7%	10%	11%	13%	9%
Don't know	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	4%	2%	2%	2%	1%	2%	2%	6%	4%

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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

Physical education (PE)

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	44%	47%	43%	46%	47%	43%	44%	44%	40%	45%	49%	39%	43%	45%	43%	43%	43%	47%	50%	43%	42%	41%	38%
Quite important	41%	39%	40%	38%	38%	42%	42%	40%	47%	40%	37%	43%	45%	40%	40%	42%	41%	31%	39%	42%	42%	41%	43%
Not very important	10%	10%	11%	12%	10%	11%	10%	10%	10%	9%	10%	12%	9%	10%	11%	11%	6%	16%	8%	11%	11%	9%	13%
Not at all important	3%	3%	4%	2%	4%	4%	2%	4%	-	4%	2%	4%	2%	3%	3%	3%	7%	6%	3%	3%	4%	3%	3%
Don't know	2%	0%	1%	2%	1%	1%	2%	2%	3%	2%	1%	1%	1%	1%	3%	2%	3%	2%	1%	1%	1%	5%	4%

Sex and relationship education (currently part of Personal, Social, Health and Economic education)

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	49%	35%	63%	62%	62%	35%	41%	57%	59%	55%	47%	35%	48%	53%	49%	49%	38%	44%	57%	48%	48%	47%	35%
Quite important	37%	48%	28%	31%	29%	46%	39%	34%	29%	33%	37%	47%	38%	35%	37%	37%	42%	40%	32%	38%	38%	37%	44%
Not very important	9%	13%	6%	4%	4%	15%	13%	5%	7%	7%	10%	13%	11%	9%	8%	8%	15%	9%	8%	9%	10%	6%	14%
Not at all important	3%	4%	1%	1%	3%	3%	3%	2%	1%	2%	3%	4%	1%	2%	2%	3%	5%	5%	1%	3%	3%	4%	3%
Don't know	3%	1%	2%	2%	2%	2%	3%	2%	5%	2%	3%	2%	2%	2%	4%	4%	1%	3%	2%	2%	2%	5%	5%

Religious studies

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	12%	9%	10%	13%	11%	9%	10%	14%	24%	12%	9%	8%	20%	10%	12%	12%	6%	16%	14%	9%	15%	12%	9%
Quite important	30%	34%	34%	34%	36%	24%	26%	33%	37%	30%	27%	30%	34%	33%	30%	26%	24%	30%	34%	34%	25%	25%	24%
Not very important	31%	31%	34%	30%	28%	37%	31%	31%	22%	30%	31%	36%	24%	31%	32%	34%	35%	21%	29%	31%	31%	30%	38%
Not at all important	24%	22%	20%	20%	22%	28%	29%	19%	9%	24%	30%	23%	19%	24%	22%	24%	32%	28%	21%	23%	28%	27%	22%
Don't know	3%	3%	2%	3%	2%	2%	3%	3%	7%	3%	2%	3%	3%	3%	4%	4%	3%	6%	2%	2%	3%	6%	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

Drama

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	8%	4%	13%	10%	11%	6%	8%	9%	7%	10%	9%	6%	12%	7%	7%	9%	6%	15%	11%	7%	9%	6%	8%
Quite important	28%	30%	33%	36%	37%	23%	24%	32%	18%	30%	29%	29%	37%	27%	28%	27%	27%	23%	34%	27%	25%	23%	27%
Not very important	42%	43%	39%	38%	37%	47%	44%	39%	42%	40%	41%	45%	33%	44%	43%	40%	47%	37%	36%	45%	41%	43%	46%
Not at all important	18%	21%	12%	15%	12%	22%	20%	17%	25%	17%	19%	18%	16%	19%	18%	20%	16%	17%	18%	19%	22%	20%	12%
Don't know	3%	2%	3%	1%	3%	2%	4%	3%	8%	3%	2%	2%	1%	2%	4%	4%	4%	9%	1%	2%	4%	7%	7%

Classics

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	7%	8%	5%	4%	5%	8%	8%	6%	6%	7%	8%	6%	13%	6%	8%	6%	3%	5%	5%	5%	6%	9%	16%
Quite important	24%	29%	23%	21%	24%	25%	24%	24%	17%	23%	26%	28%	26%	21%	23%	26%	25%	30%	25%	27%	21%	21%	22%
Not very important	40%	37%	43%	53%	43%	42%	41%	39%	37%	37%	41%	47%	34%	44%	41%	37%	44%	40%	43%	39%	43%	34%	38%
Not at all important	18%	20%	19%	17%	20%	18%	20%	16%	18%	20%	19%	15%	18%	19%	17%	20%	16%	13%	23%	18%	17%	20%	10%
Don't know	10%	5%	9%	5%	8%	7%	7%	14%	22%	13%	6%	4%	9%	10%	11%	10%	13%	12%	4%	11%	12%	16%	14%

Business studies

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	27%	38%	23%	22%	25%	31%	25%	28%	16%	23%	35%	30%	23%	30%	28%	25%	25%	18%	27%	26%	25%	24%	34%
Quite important	49%	44%	50%	49%	48%	52%	50%	48%	43%	50%	44%	55%	48%	48%	49%	50%	54%	44%	47%	50%	52%	54%	41%
Not very important	17%	13%	21%	26%	20%	12%	17%	17%	27%	18%	16%	12%	21%	17%	16%	18%	13%	17%	21%	17%	14%	13%	17%
Not at all important	4%	3%	3%	1%	4%	2%	4%	3%	5%	5%	2%	1%	6%	3%	3%	2%	4%	10%	3%	4%	5%	3%	1%
Don't know	4%	2%	4%	2%	3%	2%	4%	4%	9%	4%	3%	2%	2%	2%	4%	5%	4%	11%	1%	3%	4%	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

Latin

	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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Very important	2%	2%	2%	2%	2%	1%	2%	2%	4%	2%	2%	1%	5%	1%	1%	1%	1%	3%	2%	1%	2%	5%	2%
Quite important	8%	10%	7%	8%	8%	7%	7%	8%	7%	6%	8%	10%	10%	9%	6%	7%	6%	3%	12%	5%	9%	4%	7%
Not very important	35%	38%	33%	38%	37%	35%	31%	39%	30%	35%	35%	39%	39%	34%	36%	31%	42%	42%	33%	41%	32%	29%	36%
Not at all important	52%	50%	56%	51%	52%	54%	56%	48%	47%	54%	52%	49%	44%	54%	51%	56%	47%	44%	51%	51%	54%	54%	47%
Don't know	4%	1%	3%	1%	2%	2%	4%	4%	12%	3%	2%	2%	2%	2%	7%	4%	3%	8%	2%	2%	3%	9%	8%

From what you know, do you think exams like A-Levels have got harder or easier over the last ten years, or have they stayed 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	1755	284	448	182	640	648	804	951	125	724	421	485	165	646	292	448	141	63	535	524	299	201	196
Base	1755	317	452	162	651	695	853	902	191	732	423	409	212	602	288	416	153	84	491	509	369	195	191
Have got harder	17%	12%	19%	16%	15%	8%	12%	21%	53%	17%	10%	6%	22%	18%	16%	16%	5%	19%	16%	16%	22%	18%	10%
Have got easier	26%	40%	21%	21%	23%	36%	31%	22%	11%	19%	35%	38%	23%	27%	28%	24%	33%	30%	30%	26%	24%	16%	33%
Have stayed about the same	17%	15%	22%	16%	22%	14%	16%	17%	14%	18%	16%	16%	17%	17%	16%	17%	12%	15%	20%	16%	16%	17%	12%
Don't know	41%	33%	39%	47%	41%	42%	40%	41%	22%	46%	40%	40%	38%	38%	40%	43%	49%	35%	35%	42%	38%	49%	46%

Cell Contents (Column Percentages)