

YouGov / iNHouse Survey Results

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102	185
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think are the most important issues facing the UK at this time? Please select up to three options.

Cost of living	54	39	49	55	50	67	41	56	53	49	62	53	47	51	57	70	62	49	38	52	56	54	63	52	
Immigration & Asylum	47	67	24	29	90	13	74	28	32	91	21	30	75	47	46	21	38	53	67	41	55	48	40	39	
The economy	36	38	41	50	31	32	39	39	51	30	24	41	34	42	31	39	36	37	36	40	32	36	38	38	
Health	26	23	31	32	12	31	22	33	27	14	36	36	31	24	18	33	24	25	26	28	27	25	24	30	43
Defence and security	24	32	30	30	28	11	36	24	24	26	13	26	29	27	21	9	17	29	36	26	21	23	27	27	
The environment & climate change	16	6	23	15	3	44	6	23	19	3	47	23	7	15	16	26	15	14	13	17	13	16	13	16	
Housing	14	7	16	15	7	19	5	16	15	7	26	12	9	13	15	23	16	10	10	12	15	13	16	15	
Crime	12	17	9	7	21	4	15	9	7	25	5	7	18	12	13	8	13	13	13	10	15	14	5	6	
Tax	11	14	6	6	17	9	12	7	8	15	7	7	12	13	9	17	12	9	8	11	10	11	14	10	
Britain leaving the EU	11	5	19	16	4	18	5	16	14	3	10	19	3	15	8	14	11	13	10	12	10	11	10	16	
Welfare benefits	10	18	8	9	15	6	17	8	10	15	6	9	15	11	10	4	9	13	13	10	11	11	12	7	
Education	6	5	8	6	1	10	4	7	7	1	8	6	4	4	8	12	7	5	3	7	5	6	1	4	
Technology and AI	5	3	6	7	1	10	2	5	10	3	7	6	3	4	6	10	5	3	4	6	4	5	4	6	
Pensions	4	4	2	3	5	2	4	3	2	5	4	2	5	3	4	1	2	4	8	3	5	4	1	5	
Family life & childcare	2	2	1	2	2	3	1	3	2	2	1	2	1	2	1	1	4	1	1	3	2	2	0	2	
Transport	2	1	1	4	1	3	0	1	4	1	6	2	1	2	1	3	2	1	1	2	2	2	0	1	
None of these	1	0	1	1	0	1	0	1	0	0	2	1	0	1	0	1	1	0	0	1	1	1	0	0	
Don't know	1	1	1	0	0	1	0	1	2	0	2	1	1	1	2	2	2	1	0	1	2	1	3	1	

YouGov / iNHouse Survey Results

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766
	%	%	%	%	%

Which of the following, if any, do you think are the most important issues facing the UK at this time? Please select up to three options.

Cost of living	54	55	55	50	54
Immigration & Asylum	47	55	47	40	47
The economy	36	32	35	42	38
Health	26	22	23	20	27
Defence and security	24	26	25	17	23
The environment & climate change	16	14	15	16	17
Housing	14	10	12	27	12
Crime	12	13	12	16	14
Tax	11	11	11	12	11
Britain leaving the EU	11	10	13	10	11
Welfare benefits	10	12	10	9	11
Education	6	7	8	8	5
Technology and AI	5	6	5	5	4
Pensions	4	5	3	1	4
Family life & childcare	2	2	4	0	3
Transport	2	2	1	1	2
None of these	1	1	1	2	0
Don't know	1	1	2	1	1

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And, from the same list, what do you think the government currently is **MOST** focused on? Please select up to three.

Immigration & Asylum	28	19	40	40	10	52	14	39	40	6	36	39	14	27	29	45	33	23	17	33	22	28	32	33
Tax	19	23	17	18	24	15	22	15	16	24	15	17	22	18	19	17	19	17	21	20	18	19	24	15
The economy	18	12	31	25	8	22	11	27	26	5	21	23	12	18	17	21	18	16	18	19	16	18	15	19
Defence and security	17	7	24	22	9	34	8	25	19	6	21	21	10	18	16	29	17	13	14	19	14	17	18	20
Welfare benefits	15	23	8	15	22	14	23	12	13	22	4	13	20	18	13	10	15	16	17	15	15	15	18	15
The environment & climate change	11	18	4	6	26	2	19	4	5	28	2	5	19	13	9	7	8	11	18	10	12	11	11	7
Cost of living	8	9	14	9	5	6	7	10	8	4	5	9	7	9	7	9	9	7	8	9	7	8	5	14
Technology and AI	8	6	2	7	7	14	7	4	10	6	14	7	8	7	8	9	9	6	6	7	9	7	7	11
Britain leaving the EU	7	7	6	6	10	3	9	5	7	10	8	6	8	7	7	5	6	7	9	7	7	7	10	6
Health	5	6	11	9	3	3	6	9	7	4	3	7	3	7	4	4	4	6	6	4	5	3	6	3
Housing	5	4	6	5	4	3	4	5	4	7	4	5	5	4	6	5	4	4	5	4	5	3	4	4
Family life & childcare	3	6	3	2	4	2	5	3	2	5	1	3	4	3	2	3	3	3	3	3	3	3	4	2
Crime	2	2	2	4	1	3	2	2	5	0	1	2	1	2	2	4	3	1	1	2	1	2	1	1
Pensions	2	2	1	2	1	2	1	2	2	1	1	1	2	1	2	5	1	1	1	2	1	2	2	2
Transport	2	3	1	1	2	2	3	2	0	2	2	2	3	1	2	1	2	2	2	1	2	2	1	1
Education	1	1	1	1	1	1	2	0	1	0	3	1	1	1	1	6	1	1	1	2	1	1	2	1
None of these	14	13	3	9	27	7	16	8	8	28	9	10	18	15	13	9	10	16	19	12	16	13	12	17
Don't know	18	17	19	15	6	15	15	17	18	11	23	16	15	16	20	15	19	21	13	16	20	18	20	17

And, from the same list, what do you think that the **Conservative Party** are currently focused **MOST** on?
Please select up to three.

Immigration & Asylum	34	42	47	45	25	50	39	42	41	24	40	43	29	38	30	39	33	31	36	39	28	34	29	41
The economy	19	39	14	21	25	14	36	16	16	24	14	18	24	22	17	19	17	18	25	22	16	20	17	17
Tax	12	13	17	13	9	16	12	13	11	7	14	13	9	14	10	17	12	10	10	13	10	11	13	16
Defence and security	12	19	13	14	13	13	18	11	15	11	15	13	13	13	11	12	12	8	18	14	10	12	6	17
Cost of living	8	24	4	8	11	3	19	4	6	13	1	7	12	10	7	7	6	8	13	8	9	9	6	5
Welfare benefits	8	9	13	7	6	11	6	10	8	8	5	9	8	8	7	7	8	8	9	9	6	8	9	10
Crime	4	5	5	8	4	6	4	4	7	5	7	6	4	5	3	4	4	3	4	5	3	4	2	3
Britain leaving the EU	4	3	5	7	3	7	4	4	8	2	5	6	3	5	4	4	5	4	3	4	4	4	4	7
Health	2	9	0	2	2	1	8	1	1	1	2	2	3	3	2	3	2	2	3	3	2	2	2	2
Technology and AI	2	1	1	2	2	3	3	2	2	1	4	2	2	2	2	0	3	1	2	2	2	2	1	2
Pensions	2	2	2	2	1	2	1	2	1	1	2	1	2	2	2	3	3	1	1	2	2	2	2	3
Family life & childcare	2	4	3	2	1	0	3	2	2	0	1	2	2	1	2	0	2	2	2	2	2	2	2	2
Housing	2	3	1	0	4	0	3	0	0	3	0	1	2	2	2	2	2	1	2	2	1	2	0	0
Education	1	2	1	1	2	0	1	0	1	2	0	0	1	1	1	2	1	1	1	1	1	1	1	1
The environment & climate change	1	2	1	1	3	1	2	1	0	2	0	1	2	1	2	0	2	1	2	1	2	1	3	1
Transport	0	0	0	0	1	0	0	1	0	0	1	0	1	1	0	0	1	0	0	0	1	0	2	0
None of these	10	2	11	9	16	8	4	12	11	19	9	9	13	12	9	6	8	14	13	9	12	10	5	13
Don't know	38	25	27	30	33	30	31	32	34	32	36	32	36	31	44	41	41	40	29	34	43	38	50	33

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766
	%	%	%	%	%

And, from the same list, what do you think the government currently is **MOST** focused on? Please select up to three.

Immigration & Asylum	28	26	27	32	28
Tax	19	19	16	19	21
The economy	18	16	19	19	18
Defence and security	17	16	19	15	16
Welfare benefits	15	16	14	11	16
The environment & climate change	11	11	13	9	11
Cost of living	8	7	7	8	8
Technology and AI	8	8	6	7	8
Britain leaving the EU	7	6	7	3	7
Health	5	5	4	5	6
Housing	5	4	5	4	5
Family life & childcare	3	3	3	3	3
Crime	2	2	2	3	2
Pensions	2	1	1	2	2
Transport	2	2	1	3	1
Education	1	1	1	3	1
None of these	14	15	13	17	11
Don't know	18	15	22	17	18

And, from the same list, what do you think that the **Conservative Party** are currently focused **MOST** on? Please select up to three.

Immigration & Asylum	34	32	34	36	34
The economy	19	18	20	19	21
Tax	12	9	9	13	12
Defence and security	12	12	10	12	13
Cost of living	8	8	11	5	10
Welfare benefits	8	9	8	8	7
Crime	4	4	3	5	5
Britain leaving the EU	4	3	2	3	5
Health	2	2	5	1	2
Technology and AI	2	2	3	2	2
Pensions	2	2	1	0	2
Family life & childcare	2	2	2	2	1
Housing	2	1	2	0	3
Education	1	1	0	1	1
The environment & climate change	1	1	3	0	1
Transport	0	1	0	0	0
None of these	10	12	11	7	10
Don't know	38	36	39	44	36

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And, from the same list, what do you think that the **Labour Party** are currently focused **MOST** on? Please select up to three.

Immigration & Asylum	20	12	35	28	5	41	10	31	27	6	33	30	10	20	20	24	23	18	15	23	16	20	17	25
Welfare benefits	17	29	13	16	27	16	28	14	15	24	7	15	23	20	14	13	16	16	23	19	15	17	13	16
The economy	15	10	32	20	8	20	10	24	18	5	19	21	12	15	14	18	12	15	17	17	12	15	14	10
Tax	15	18	17	15	21	15	19	12	17	20	15	15	18	16	15	14	15	14	18	17	14	16	15	11
Defence and security	12	8	21	20	5	19	6	18	18	3	13	17	8	14	10	11	13	10	12	13	11	12	12	15
The environment & climate change	9	18	4	3	23	2	19	5	3	22	4	5	18	12	7	5	7	8	18	9	10	10	9	9
Cost of living	8	4	20	11	3	9	4	12	11	3	9	11	6	9	7	12	6	7	10	9	6	8	7	9
Health	6	7	14	14	3	4	7	10	8	1	4	9	4	7	5	5	4	6	9	8	4	6	7	7
Britain leaving the EU	6	8	5	3	10	4	10	3	5	8	5	4	8	6	5	5	4	5	10	5	6	6	5	5
Technology and AI	5	4	3	5	6	10	5	3	6	4	9	4	5	5	5	8	4	3	6	4	5	5	2	2
Housing	5	8	7	4	4	5	7	6	5	3	3	5	5	5	5	6	5	5	5	5	4	5	6	2
Family life & childcare	3	5	2	3	4	3	5	4	2	5	1	4	4	3	3	3	3	3	3	4	2	3	2	2
Crime	2	1	2	2	0	3	1	2	2	1	3	2	1	2	1	2	2	1	1	2	1	2	0	1
Pensions	2	2	1	3	2	3	1	2	1	2	2	2	1	2	2	2	2	1	1	2	1	1	2	3
Education	2	1	2	4	1	1	1	2	4	0	1	2	1	1	2	3	2	1	1	2	2	2	0	2
Transport	2	2	2	2	1	2	2	2	2	1	1	2	2	1	2	1	2	1	2	1	2	2	1	1
None of these	12	13	1	10	27	8	13	8	11	28	9	9	18	14	11	8	9	16	16	11	15	12	10	17
Don't know	29	23	19	21	14	23	26	23	26	19	29	25	24	23	35	35	35	28	19	27	33	29	42	31

And, from the same list, what do you think that **Reform UK** are currently focused **MOST** on? Please select up to three.

Immigration & Asylum	73	69	79	87	89	84	73	77	81	85	84	76	77	78	68	71	70	76	75	78	66	73	68	75
Britain leaving the EU	14	16	15	20	17	12	17	14	18	18	14	15	16	16	11	6	13	14	17	15	11	14	15	13
Defence and security	11	11	7	10	22	13	14	7	11	19	9	7	14	12	10	18	9	8	13	11	10	11	8	9
The economy	10	12	3	7	28	4	17	3	8	22	8	5	16	12	7	8	6	12	14	8	11	10	6	11
Crime	9	11	8	11	16	11	10	9	8	16	6	9	10	10	8	10	9	8	9	11	7	9	7	5
Welfare benefits	9	6	10	11	14	12	7	11	10	12	10	10	10	11	7	9	9	7	12	9	10	9	10	10
Cost of living	8	7	2	4	23	1	9	4	5	22	1	4	12	8	8	6	6	7	12	7	8	8	9	6
Tax	7	6	6	7	11	12	7	7	7	11	9	5	7	10	5	12	6	6	7	7	7	7	11	7
Health	2	1	1	1	3	1	3	1	0	3	0	1	3	1	2	1	1	2	3	2	2	1	4	2
Technology and AI	1	0	0	0	1	1	1	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	0	1
Family life & childcare	1	2	1	1	2	0	2	0	1	2	0	1	2	1	1	1	1	1	1	1	1	1	1	1
Housing	1	2	1	0	2	1	1	0	1	1	2	0	1	1	1	1	2	1	1	1	1	1	1	0
The environment & climate change	1	2	1	1	3	0	2	1	0	2	0	0	1	1	1	1	0	1	2	1	1	1	2	1
Pensions	0	0	0	1	1	0	1	0	0	1	0	0	1	1	0	1	0	0	1	0	1	0	0	1
Education	0	1	1	0	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Transport	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
None of these	5	2	5	4	0	5	2	6	6	1	2	6	3	5	4	5	4	5	6	4	6	5	2	5
Don't know	19	23	14	7	4	9	18	14	11	9	8	15	16	13	24	21	22	16	15	15	24	18	25	17

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766
	%	%	%	%	%

And, from the same list, what do you think that the **Labour Party** are currently focused **MOST** on? Please select up to three.

Immigration & Asylum	20	19	19	25	19
Welfare benefits	17	19	16	11	19
The economy	15	15	14	15	15
Tax	15	17	13	12	17
Defence and security	12	14	13	11	10
The environment & climate change	9	9	12	7	10
Cost of living	8	8	7	8	8
Health	6	4	5	7	7
Britain leaving the EU	6	5	7	4	6
Technology and AI	5	5	5	5	5
Housing	5	5	5	6	5
Family life & childcare	3	3	3	2	3
Crime	2	3	2	1	1
Pensions	2	1	1	2	1
Education	2	1	2	2	1
Transport	2	3	1	1	1
None of these	12	14	13	10	12
Don't know	29	24	29	33	30

And, from the same list, what do you think that **Reform UK** are currently focused **MOST** on? Please select up to three.

Immigration & Asylum	73	75	70	72	73
Britain leaving the EU	14	12	15	12	15
Defence and security	11	11	6	12	13
The economy	10	9	8	9	11
Crime	9	7	10	14	9
Welfare benefits	9	11	9	8	8
Cost of living	8	8	8	6	8
Tax	7	5	8	9	7
Health	2	2	1	1	1
Technology and AI	1	0	1	1	1
Family life & childcare	1	1	1	1	1
Housing	1	1	1	1	1
The environment & climate change	1	1	0	1	1
Pensions	0	0	0	0	1
Education	0	1	1	0	0
Transport	0	0	0	0	0
None of these	5	4	7	6	4
Don't know	19	18	21	18	18

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And, from the same list, what do you think that the **Green Party** are currently focused **MOST** on? Please select up to three.

[Asked to a randomly selected half of the sample; n=1066]

The environment & climate change	56	54	67	77	53	70	54	60	69	57	72	67	51	57	56	60	54	56	59	62	49	57	42	61
Cost of living	13	3	13	15	3	53	2	16	19	3	32	16	5	15	11	30	15	9	5	15	9	13	13	13
The economy	7	4	9	11	2	16	6	8	10	2	6	8	3	7	6	10	8	4	4	9	4	6	9	7
Health	6	3	5	12	2	15	5	5	13	1	14	7	2	6	5	12	5	4	6	6	5	6	5	8
Welfare benefits	6	4	8	8	9	8	7	5	3	11	6	4	6	9	2	11	6	4	5	8	3	5	7	10
Family life & childcare	5	7	5	9	4	7	6	7	6	3	4	6	4	5	5	4	4	4	7	6	3	5	9	5
Housing	5	5	5	6	2	15	4	7	6	3	15	7	2	7	3	9	5	3	6	6	5	5	8	4
Tax	4	1	6	6	5	9	1	5	5	1	3	4	3	6	2	8	6	3	1	5	3	4	11	3
Britain leaving the EU	4	2	5	5	5	8	4	6	2	7	5	6	4	5	3	3	2	5	7	5	3	4	3	4
Immigration & Asylum	3	3	1	3	5	5	2	3	4	5	3	3	4	4	2	2	3	3	3	3	3	3	1	4
Education	3	2	4	2	3	7	4	2	1	1	9	1	2	4	2	12	2	2	1	4	1	3	2	3
Transport	3	4	5	3	2	2	5	3	2	1	3	2	3	2	3	2	2	3	4	3	2	2	5	4
Technology and AI	2	1	3	1	1	0	3	2	0	0	0	1	2	2	1	2	2	2	2	1	2	1	2	1
Defence and security	1	0	1	1	0	4	0	1	2	0	0	1	0	1	1	2	1	0	0	1	0	1	0	0
Crime	0	0	1	2	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	2	0
Pensions	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2	1
None of these	4	5	2	0	9	1	5	3	1	10	0	3	7	6	2	0	3	6	6	3	6	4	2	5
Don't know	33	38	23	17	33	7	39	29	21	27	12	24	39	28	37	25	33	34	34	27	40	32	44	32

And, from the same list, what do you think that the **Liberal Democrats** are currently focused **MOST** on? Please select up to three.

[Asked to a randomly selected half of the sample; n=1055]

Cost of living	9	4	12	25	5	16	4	14	21	6	17	12	6	12	7	12	8	10	10	10	8	9	8	7
The environment & climate change	9	15	11	20	11	5	14	12	13	12	2	10	14	13	6	4	6	10	17	10	9	10	6	10
Health	6	5	7	13	1	8	4	9	8	2	7	8	3	7	5	9	6	4	6	5	6	6	3	6
The economy	6	2	11	23	3	9	4	10	17	3	6	11	2	9	4	6	6	4	8	9	3	6	2	11
Britain leaving the EU	6	7	12	13	5	6	5	11	7	9	5	10	5	12	1	6	6	6	8	8	4	6	8	5
Family life & childcare	5	6	4	13	4	8	3	8	7	4	5	7	6	4	2	4	4	8	5	6	5	2	8	
Welfare benefits	5	10	7	5	8	3	9	6	4	5	1	5	8	7	4	5	4	3	10	4	7	6	0	3
Immigration & Asylum	3	2	4	6	2	3	1	4	4	1	2	4	2	3	3	4	2	4	4	3	4	3	0	5
Education	3	1	6	7	2	4	2	5	6	1	3	5	2	3	3	2	3	3	2	4	2	3	5	5
Housing	3	2	1	8	4	4	3	2	8	3	4	4	3	2	3	3	3	3	3	3	3	3	2	4
Defence and security	2	0	1	6	1	4	0	3	5	1	3	3	1	2	2	1	1	3	3	2	2	2	2	1
Crime	1	3	1	2	0	1	3	1	2	1	0	1	2	2	1	1	1	1	1	2	0	1	0	0
Technology and AI	1	0	1	3	2	1	1	1	2	0	0	0	1	1	1	1	1	1	1	1	1	1	0	3
Tax	1	0	1	3	1	1	2	0	2	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1
Pensions	1	4	3	0	0	1	2	0	1	1	2	1	1	1	1	1	1	2	0	1	1	1	1	0
Transport	1	0	0	0	2	1	1	0	1	0	0	0	0	1	1	0	0	1	0	1	1	1	0	0
None of these	7	6	1	2	16	3	9	3	3	19	0	4	11	8	7	5	6	9	9	5	10	7	7	7
Don't know	64	66	60	35	58	65	64	59	51	56	74	59	61	54	73	67	69	64	54	65	63	64	75	63

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
	Total	%	%	%	%
Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766

And, from the same list, what do you think that the **Green Party** are currently focused **MOST** on? Please select up to three.

[Asked to a randomly selected half of the sample; n=1066]

The environment & climate change	56	54	54	52	62
Cost of living	13	11	16	18	11
The economy	7	7	5	5	7
Health	6	6	4	7	6
Welfare benefits	6	3	8	5	5
Family life & childcare	5	3	6	2	6
Housing	5	2	7	9	6
Tax	4	1	4	8	4
Britain leaving the EU	4	5	3	3	4
Immigration & Asylum	3	3	2	3	3
Education	3	2	5	3	2
Transport	3	2	2	2	3
Technology and AI	2	2	0	4	1
Defence and security	1	0	1	1	1
Crime	0	0	0	0	1
Pensions	0	0	0	0	0
None of these	4	5	4	3	4
Don't know	33	32	34	37	29

And, from the same list, what do you think that the **Liberal Democrats** are currently focused **MOST** on? Please select up to three.

[Asked to a randomly selected half of the sample; n=1055]

Cost of living	9	10	12	10	8
The environment & climate change	9	9	9	10	10
Health	6	6	3	12	4
The economy	6	7	6	10	4
Britain leaving the EU	6	6	3	9	7
Family life & childcare	5	7	3	7	4
Welfare benefits	5	8	5	6	5
Immigration & Asylum	3	4	3	4	3
Education	3	2	3	5	2
Housing	3	2	3	5	3
Defence and security	2	2	3	1	2
Crime	1	2	1	0	2
Technology and AI	1	1	0	1	1
Tax	1	2	0	0	1
Pensions	1	1	0	0	2
Transport	1	1	0	0	1
None of these	7	8	7	10	6
Don't know	64	62	69	57	65

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102	185
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165

Do you think that everyday life in Britain will be easier, more difficult, or much the same for people like you in six months' time?

Much easier	0	0	0	0	1	0	0	1	0	2	0	0	1	0	1	1	0	0	0	0	0	0	0	0
A little easier	2	1	9	3	0	2	1	5	2	0	2	3	1	3	1	7	2	3	2	3	1	2	1	2
TOTAL EASIER	2	1	9	3	0	3	1	5	3	0	4	3	1	4	1	8	3	3	2	3	1	2	1	2
Much the same	38	37	49	49	25	38	32	45	50	28	40	47	32	41	36	41	41	36	36	42	34	38	33	41
A little more difficult	35	37	27	33	38	41	43	31	30	34	39	32	38	35	36	36	35	36	35	36	34	35	41	35
Much more difficult	18	20	7	10	35	14	21	12	10	35	10	12	26	16	20	7	15	22	24	14	23	18	17	16
TOTAL MORE DIFFICULT	53	57	34	43	73	55	64	43	40	69	49	44	64	51	56	43	50	58	59	50	57	53	58	51
Don't know	6	5	8	5	2	5	3	7	7	3	8	6	3	4	7	9	7	4	3	4	7	5	7	7

From the following list, which, if any, do you think would most help to reduce the cost of living for your household?

Please select up to three.

Lower energy bills	70	69	66	68	79	69	72	72	70	76	70	71	76	71	69	49	65	73	84	67	73	69	78	75
Cheaper food prices	65	62	61	69	68	66	67	67	68	70	56	65	68	64	65	57	64	68	65	65	65	64	64	70
Lower council tax	45	59	41	41	54	39	53	42	43	53	46	44	52	43	47	31	42	49	52	45	46	45	55	37
Reduced mortgage rates or rent costs	27	25	30	26	23	31	21	26	24	21	31	25	20	25	29	38	40	18	9	29	24	27	29	24
Lower fuel costs	21	21	20	21	26	11	27	20	17	27	12	23	24	23	19	10	18	27	26	21	22	20	26	28
Lower cost of insurance (home, car, health)	12	11	11	13	12	12	14	10	14	10	6	11	12	11	12	18	9	10	15	11	12	12	8	11
Reduced train and bus fares	9	5	12	9	4	21	3	10	13	4	19	7	4	8	9	26	10	5	3	11	6	9	5	5
Lower broadband and mobile phone bills	6	7	8	5	6	6	6	8	7	7	5	7	6	6	7	6	3	9	9	6	7	6	9	7
Reduced childcare costs	4	5	5	6	2	6	4	4	4	2	9	5	3	4	5	2	8	2	1	5	3	4	1	6
Reduced prescription and healthcare costs	2	3	1	2	1	3	2	3	3	1	2	2	2	2	3	7	2	2	1	3	2	3	1	1
Lower cost of clothing	2	2	4	1	1	3	2	3	2	1	2	2	2	3	2	3	2	3	2	2	1	4		
None of the above	1	1	0	1	1	0	0	1	1	1	0	1	1	1	0	1	1	1	1	1	1	0	2	
Don't know	3	2	2	1	0	2	1	2	1	1	5	2	1	3	3	7	4	0	1	2	4	3	1	0

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766

Do you think that everyday life in Britain will be easier, more difficult, or much the same for people like you in six months' time?

Much easier	0	1	1	0	0
A little easier	2	3	3	2	2
TOTAL EASIER	2	4	4	2	2
Much the same	38	38	39	35	40
A little more difficult	35	32	32	39	37
Much more difficult	18	22	20	17	16
TOTAL MORE DIFFICULT	53	54	52	56	53
Don't know	6	5	6	7	5

From the following list, which, if any, do you think would most help to reduce the cost of living for your household?

Please select up to three.

Lower energy bills	70	75	68	64	66
Cheaper food prices	65	65	67	60	63
Lower council tax	45	46	45	39	47
Reduced mortgage rates or rent costs	27	22	27	37	27
Lower fuel costs	21	22	20	11	22
Lower cost of insurance (home, car, health)	12	12	14	7	12
Reduced train and bus fares	9	6	7	21	9
Lower broadband and mobile phone bills	6	5	8	4	7
Reduced childcare costs	4	3	3	6	5
Reduced prescription and healthcare costs	2	3	2	4	2
Lower cost of clothing	2	4	2	3	1
None of the above	1	1	0	1	1
Don't know	3	3	3	8	2

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI					Vote in 2024 GE					EU Ref 2016			Gender			Age				Social Grade			Country		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland		
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102	185	
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

How confident are you, if at all, that the government will deliver noticeable improvements in each of the following areas over the next six months?

Economic growth

Very confident	1	1	3	0	0	1	0	2	1	0	0	1	0	1	0	1	1	1	0	1	1	1	1	0	0
Fairly confident	11	4	36	18	1	13	3	22	15	1	11	17	3	14	8	17	13	9	8	11	11	13	10	10	
TOTAL CONFIDENT	12	5	39	18	1	14	3	24	16	1	11	18	3	15	8	18	14	10	8	14	10	12	13	10	
Not very confident	35	29	37	45	21	43	27	39	46	16	43	39	28	35	35	45	36	33	30	37	32	34	25	47	
Not at all confident	43	60	12	26	73	32	66	26	27	76	33	33	61	44	42	25	38	47	55	41	46	43	50	36	
TOTAL NOT CONFIDENT	78	89	49	71	94	75	93	65	73	92	76	72	89	79	77	70	74	80	85	78	78	77	75	83	
Don't know	9	5	12	9	4	11	3	10	10	5	12	9	6	6	13	13	11	9	5	8	11	10	10	7	

N/A - I do not believe improvements need making in this area

The NHS

Very confident	1	0	4	0	0	0	0	2	0	0	1	1	0	1	0	1	1	1	0	1	1	1	0	0
Fairly confident	13	8	37	19	3	14	6	24	14	3	8	20	7	17	8	17	11	14	12	14	11	13	13	12
TOTAL CONFIDENT	14	8	41	19	3	14	6	26	14	3	9	21	7	18	8	18	12	15	12	15	12	14	13	12
Not very confident	33	31	36	40	24	39	32	34	40	22	48	36	27	32	34	41	32	31	33	36	29	33	32	33
Not at all confident	47	57	17	34	71	40	59	34	36	73	37	37	61	45	48	31	47	50	50	43	51	46	49	49
TOTAL NOT CONFIDENT	80	88	53	74	95	79	91	68	76	95	85	73	88	77	82	72	79	81	83	79	80	79	81	82
Don't know	6	2	7	6	2	8	2	6	8	1	6	6	4	4	8	10	8	4	4	5	7	6	5	4

N/A - I do not believe improvements need making in this area

The cost of living

Very confident	1	1	1	0	0	1	1	1	1	0	1	1	0	1	0	2	1	0	0	1	1	0	0	
Fairly confident	6	2	25	7	0	5	1	15	8	1	4	10	2	8	4	12	5	5	6	6	5	6	7	5
TOTAL CONFIDENT	7	3	26	7	0	6	2	16	9	1	5	11	2	9	4	14	6	5	6	6	6	7	7	5
Not very confident	35	30	49	49	20	42	27	45	44	19	46	44	25	35	35	38	37	34	30	38	30	34	31	42
Not at all confident	52	63	15	38	77	47	68	33	41	78	44	41	69	51	53	38	50	56	60	49	56	52	58	51
TOTAL NOT CONFIDENT	87	93	64	87	97	89	95	78	85	97	90	85	94	86	88	76	87	90	90	87	86	86	89	93
Don't know	5	4	9	5	2	6	3	7	6	1	5	4	4	7	9	6	4	3	5	6	6	3	3	

N/A - I do not believe improvements need making in this area

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766
	%	%	%	%	%

How confident are you, if at all, that the government will deliver noticeable improvements in each of the following areas over the next six months?

Economic growth

Very confident	1	1	1	1	0
Fairly confident	11	10	9	14	11
TOTAL CONFIDENT	12	11	10	15	11
Not very confident	35	32	36	37	34
Not at all confident	43	46	40	36	45
TOTAL NOT CONFIDENT	78	78	76	73	79
Don't know	9	10	12	11	8
N/A - I do not believe improvements need making in this area	1	1	2	1	1

The NHS

Very confident	1	1	1	1	1
Fairly confident	13	14	12	14	11
TOTAL CONFIDENT	14	15	13	15	12
Not very confident	33	31	32	39	32
Not at all confident	47	47	46	36	49
TOTAL NOT CONFIDENT	80	78	78	75	81
Don't know	6	6	7	8	6
N/A - I do not believe improvements need making in this area	1	1	2	1	1

The cost of living

Very confident	1	0	1	1	1
Fairly confident	6	7	4	8	6
TOTAL CONFIDENT	7	7	5	9	7
Not very confident	35	32	38	36	33
Not at all confident	52	54	51	48	53
TOTAL NOT CONFIDENT	87	86	89	84	86
Don't know	5	7	5	6	6
N/A - I do not believe improvements need making in this area	1	0	2	0	1

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI												Vote in 2024 GE				EU Ref 2016			Gender			Age				Social Grade			Country		
	Total			Con	Lab	Lib Dem	Reform UK	Green			Con	Lab	Lib Dem	Reform UK	Green		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland			
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102	185							
Immigration and asylum																																
Very confident	1	0	3	1	0	0	0	0	1	1	0	0	1	0	1	0	0	1	1	0	0	1	1	0	1	1	0	1	1			
Fairly confident	8	4	29	10	0	8	2	17	5	0	7	13	3	10	5	10	8	7	6	8	7	8	8	8	6							
TOTAL CONFIDENT	9	4	32	11	0	8	2	18	6	0	7	14	3	11	5	10	9	8	6	8	8	9	8	7								
Not very confident	24	14	35	35	8	29	13	32	35	5	37	32	14	24	25	33	27	22	19	28	19	23	26	34								
Not at all confident	54	77	16	39	89	35	82	32	38	93	35	39	78	55	53	30	47	62	69	50	60	55	57	47								
TOTAL NOT CONFIDENT	78	91	51	74	97	64	95	64	73	98	72	71	92	79	78	63	74	84	88	78	79	78	83	81								
Don't know	8	4	11	10	1	8	3	8	14	1	10	8	3	6	10	18	10	4	3	7	9	8	5	8								
N/A - I do not believe improvements need making in this area	5	1	6	6	1	19	1	8	7	1	11	8	2	5	6	9	7	4	3	6	5	5	4	5								
Unemployment																																
Very confident	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Fairly confident	8	3	28	11	1	9	2	18	11	1	8	13	3	11	6	13	9	7	7	10	7	9	7	8								
TOTAL CONFIDENT	8	4	29	11	1	9	2	18	11	1	8	13	3	11	6	13	9	7	7	10	7	9	7	8								
Not very confident	33	29	39	47	18	42	27	36	45	18	42	39	22	32	33	45	35	29	27	34	30	31	30	45								
Not at all confident	46	57	14	32	75	38	62	29	35	76	38	33	65	45	46	29	40	53	56	43	48	46	54	37								
TOTAL NOT CONFIDENT	79	86	53	79	93	80	89	65	80	94	80	72	87	77	79	74	75	82	83	77	78	77	84	82								
Don't know	12	10	17	8	4	10	7	16	8	3	11	12	8	9	14	13	14	10	9	11	13	12	8	10								
N/A - I do not believe improvements need making in this area	2	1	1	2	1	2	1	1	1	1	2	1	2	1	2	1	2	1	2	1	2	1	0									
Britain's standing in the world																																
Very confident	1	1	3	1	0	0	0	0	2	1	0	0	2	0	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1			
Fairly confident	10	4	30	20	1	11	3	20	17	1	7	16	4	12	8	13	10	9	9	11	8	10	11	9								
TOTAL CONFIDENT	11	5	33	21	1	11	3	22	18	1	7	18	4	13	8	14	11	10	10	12	9	11	12	10								
Not very confident	29	24	38	30	19	38	25	33	35	16	36	31	22	28	30	47	30	25	24	32	26	29	22	33								
Not at all confident	47	59	13	36	76	36	63	32	35	78	38	39	65	50	43	23	43	54	56	45	49	46	52	44								
TOTAL NOT CONFIDENT	76	83	51	66	95	74	88	65	70	94	74	70	87	78	73	70	73	79	80	77	75	75	74	77								
Don't know	11	9	14	10	3	12	6	11	9	4	13	10	6	6	15	15	13	8	7	9	12	11	10	11								
N/A - I do not believe improvements need making in this area	3	4	3	2	2	4	3	2	3	1	6	3	3	3	4	2	4	3	3	4	3	4	3	4	1							
Would you personally describe the UK as a place of opportunity, a place of limitation, or neither?																																
More a place of opportunity	17	17	37	23	6	17	15	27	23	3	15	21	11	19	16	26	18	17	13	20	13	18	16	16	16							
Neither a place of opportunity or limitation	40	41	38	48	30	45	41	39	44	29	49	43	38	37	43	44	39	41	41	41	40	39	43									
More a place of limitation	33	36	17	25	56	29	37	26	26	61	25	28	44	37	29	20	34	33	38	32	35	33	31	35								
Don't know	9	6	8	4	8	9	7	8	7	7	10	8	7	6	12	10	9	9	8	7	11	9	14	7								
Imagine that you had the opportunity to move abroad and start a new life in a different country to the UK. Would you take up this opportunity?																																
Yes, I definitely would	24	22	13	19	43	24	22	22	16	39	23	19	30	27	21	16	27	25	23	22	27	25	26	20								
Yes, I probably would	30	32	26	28	28	36	33	24	26	28	36	28	27	31	29	41	31	28	25	33	27	30	29	34								
TOTAL YES	54	54	39	47	71	60	55	46	42	67	59	47	57	58	50	57	58	53	48	55	54	55	54									
No, I probably would not	23	26	31	27	15	22	24	27	26	17	18	28	20	22	24	25	22	22	25	24	21	23	22	23								
No, I definitely would not	12	15	21	14	7	8	14	17	14	7	13	15	13	11	14	4	8	16	20	12	14	12	9	13								
TOTAL NO	35	41	52	41	22	30	38	44	40	24	31	43	33	33	38	29	30	38	45	36	35	31	36									
Don't know	10	5	10	13	7	10	6	10	16	9	10	10	9	8	12	13	13	8	7	10	11	10	13									

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
	Weighted Sample	2121	503	348	257
Unweighted Sample	2121	549	334	197	766
	%	%	%	%	%

Immigration and asylum

Very confident	1	1	0	1	1
Fairly confident	8	9	7	12	6
TOTAL CONFIDENT	9	10	7	13	7
Not very confident	24	21	22	24	25
Not at all confident	54	57	55	46	55
TOTAL NOT CONFIDENT	78	78	77	70	80
Don't know	8	7	7	10	9

N/A - I do not believe improvements need making in this area 5 4 8 7 4

Unemployment

Very confident	0	0	1	0	0
Fairly confident	8	8	8	14	8
TOTAL CONFIDENT	8	8	9	14	8
Not very confident	33	30	29	34	33
Not at all confident	46	47	47	38	48
TOTAL NOT CONFIDENT	79	77	76	72	81
Don't know	12	14	13	14	9

N/A - I do not believe improvements need making in this area 2 2 3 1 1

Britain's standing in the world

Very confident	1	0	1	0	1
Fairly confident	10	10	7	11	10
TOTAL CONFIDENT	11	10	8	11	11
Not very confident	29	26	32	33	28
Not at all confident	47	49	46	37	48
TOTAL NOT CONFIDENT	76	75	78	70	76
Don't know	11	11	10	15	9

N/A - I do not believe improvements need making in this area 3 3 3 4 4

Would you personally describe the UK as a place of opportunity, a place of limitation, or neither?

More a place of opportunity	17	16	16	23	18
Neither a place of opportunity or limitation	40	39	40	35	43
More a place of limitation	33	35	35	33	31
Don't know	9	9	10	9	8

Imagine that you had the opportunity to move abroad and start a new life in a different country to the UK. Would you take up this opportunity?

Yes, I definitely would	24	29	21	21	24
Yes, I probably would	30	25	32	31	31
TOTAL YES	54	54	53	52	55
No, I probably would not	23	21	25	29	21
No, I definitely would not	12	13	13	9	13
TOTAL NO	35	34	38	38	34
Don't know	10	11	9	10	10

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age			Social Grade		Country						
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	1	3	2	2	0	1	1	1	1	2	1	1	1	2	1	3	2	1	0	1	2	2	0	0
Get a little better	12	9	17	14	4	18	6	15	15	3	9	12	5	16	8	27	16	6	3	15	7	11	14	13
TOTAL GET BETTER	13	12	19	16	4	19	7	16	16	4	11	13	6	18	9	30	18	7	3	16	9	13	14	13
Stay about the same	38	36	47	44	27	40	33	44	49	31	45	42	36	40	37	38	37	38	41	40	35	38	33	41
Get a little worse	31	35	23	29	38	27	41	26	25	37	30	30	36	27	35	19	28	34	38	31	31	31	39	29
Get a lot worse	13	14	4	8	28	8	17	8	7	25	7	10	20	13	13	3	11	18	17	9	19	13	10	13
TOTAL GET WORSE	44	49	27	37	66	35	58	34	32	62	37	40	56	40	48	22	39	52	55	40	50	44	49	42
Don't know	4	2	6	3	4	6	1	6	3	2	7	5	2	3	6	10	6	4	1	3	6	5	4	4

How do you think the British economy will change over the next 12 months?

Get a lot better	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Get a little better	9	4	27	14	1	15	3	18	14	1	10	14	3	12	6	13	9	7	8	10	6	9	11	4
TOTAL GET BETTER	9	4	27	15	1	15	3	18	15	1	10	14	3	13	6	14	9	7	8	10	6	9	11	4
Stay about the same	27	27	37	38	15	32	23	31	39	12	34	33	20	30	25	33	30	27	20	31	23	27	20	33
Get a little worse	33	39	19	31	33	34	38	30	29	35	32	30	36	31	35	32	33	31	34	33	33	32	34	38
Get a lot worse	22	26	6	12	47	11	33	11	10	47	10	14	35	22	21	6	17	26	33	18	26	22	21	15
TOTAL GET WORSE	55	65	25	43	80	45	71	41	39	82	42	44	71	53	56	38	50	57	67	51	59	54	55	53
Don't know	9	4	11	5	4	8	3	10	7	5	14	9	6	6	13	14	11	9	6	7	12	9	13	9

Do you expect that each of the following will improve, get worse, or will stay about the same over the next 12 months?

Get a lot better	1	1	2	1	0	0	1	1	2	0	0	1	0	1	1	1	1	1	1	1	1	0	1	
Get a little better	11	5	28	18	2	12	5	21	13	3	6	15	6	13	8	16	9	10	11	12	9	10	14	11
TOTAL GET BETTER	12	6	30	19	2	12	6	22	15	3	6	16	6	14	9	17	10	11	12	13	10	11	14	12
Stay about the same	32	40	34	37	23	34	38	31	37	23	35	35	29	37	27	35	32	28	33	34	29	33	23	27
Get a little worse	31	27	25	29	30	33	28	28	31	30	43	30	31	28	33	29	34	32	24	32	29	30	29	38
Get a lot worse	22	24	6	14	43	16	28	15	14	43	10	15	32	18	26	12	20	25	29	18	28	22	30	18
TOTAL GET WORSE	53	51	31	43	73	49	56	43	45	73	53	45	63	46	59	41	54	57	53	50	57	52	59	56
Don't know	4	3	5	1	1	5	1	4	4	1	7	4	2	3	5	8	4	4	2	3	6	4	5	4

The British economy in general

Get a lot better	1	1	1	2	1	0	1	1	1	1	1	1	1	1	0	2	1	0	1	1	1	1	1	0
Get a little better	10	6	28	18	1	14	4	18	17	1	11	16	3	12	7	13	10	8	9	11	8	10	13	4
TOTAL GET BETTER	11	7	29	20	2	14	5	19	18	2	12	17	4	13	7	15	11	8	10	12	9	11	14	4
Stay about the same	26	24	38	30	13	30	21	32	33	13	29	31	19	27	25	27	28	25	21	29	21	25	17	32
Get a little worse	35	39	19	37	39	40	38	29	36	39	41	33	38	32	38	36	34	36	37	34	36	36	24	39
Get a lot worse	22	28	5	11	45	11	35	13	8	45	7	13	35	22	22	10	19	26	29	19	26	22	32	16
TOTAL GET WORSE	57	67	24	48	84	51	73	42	44	84	48	46	73	54	60	46	53	62	53	62	58	56	55	
Don't know	7	3	9	3	1	5	2	7	5	1	11	6	3	5	8	12	8	5	3	5	8	6	12	8

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England					
	Total	North	Midlands	London	Rest of South	
	Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766	
	%	%	%	%	%	

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	1	2	1	2	1
Get a little better	12	9	13	14	11
TOTAL GET BETTER	13	11	14	16	12
Stay about the same	38	39	36	34	39
Get a little worse	31	30	32	29	31
Get a lot worse	13	15	13	13	13
TOTAL GET WORSE	44	45	45	42	44
Don't know	4	5	4	7	3

How do you think the British economy will change over the next 12 months?

Get a lot better	0	1	0	0	0
Get a little better	9	8	8	10	10
TOTAL GET BETTER	9	9	8	10	10
Stay about the same	27	26	31	25	27
Get a little worse	33	32	29	32	34
Get a lot worse	22	24	22	21	22
TOTAL GET WORSE	55	56	51	53	56
Don't know	9	9	9	12	8

Do you expect that each of the following will improve, get worse, or will stay about the same over the next 12 months?

The state of the NHS

Get a lot better	1	0	1	0	1
Get a little better	11	11	11	11	9
TOTAL GET BETTER	12	11	12	11	10
Stay about the same	32	33	30	35	33
Get a little worse	31	32	28	27	30
Get a lot worse	22	21	27	20	22
TOTAL GET WORSE	53	53	55	47	52
Don't know	4	3	3	7	4

The British economy in general

Get a lot better	1	1	2	1	1
Get a little better	10	9	9	10	11
TOTAL GET BETTER	11	10	11	11	12
Stay about the same	26	25	27	27	24
Get a little worse	35	37	33	34	36
Get a lot worse	22	22	23	20	22
TOTAL GET WORSE	57	59	56	54	58
Don't know	7	5	7	8	6

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI										Vote in 2024 GE				EU Ref 2016			Gender			Age				Social Grade			Country		
	Total		Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland					
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102	185					
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165						
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%					
Inflation																														
Get a lot better	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0					
Get a little better	12	11	29	22	3	12	7	21	19	3	10	18	6	16	8	17	12	12	12	15	9	12	14	9						
TOTAL GET BETTER	12	11	30	22	3	12	7	21	20	3	10	18	6	17	8	17	13	12	12	15	10	12	15	9						
Stay about the same	28	26	38	31	22	31	27	34	31	19	37	33	25	29	27	22	27	32	27	31	23	27	25	32						
Get a little worse	34	39	18	35	38	38	39	26	35	38	32	30	38	31	36	37	34	32	34	33	35	34	27	32						
Get a lot worse	18	17	4	7	34	12	22	11	8	35	7	10	25	17	20	15	18	15	23	15	22	18	23	15						
TOTAL GET WORSE	52	56	22	42	72	50	61	37	43	73	39	40	63	48	56	52	52	47	57	48	57	52	50	47						
Don't know	8	7	9	5	3	7	5	7	6	4	13	8	6	6	9	9	9	9	4	6	10	7	10	11						
Housing availability																														
Get a lot better	1	0	1	0	1	0	0	0	1	0	1	1	0	1	0	1	1	1	0	1	1	1	0	1						
Get a little better	7	6	19	10	2	8	5	13	8	1	6	10	4	7	7	10	7	6	8	8	6	7	8	6						
TOTAL GET BETTER	8	6	20	10	3	8	5	13	9	1	7	11	4	8	7	11	8	7	8	9	7	8	8	7						
Stay about the same	35	41	43	39	26	38	34	41	43	28	30	42	30	38	32	32	36	36	33	38	31	35	30	35						
Get a little worse	26	22	20	27	26	32	26	22	27	23	33	25	24	24	28	35	28	23	23	28	25	26	23	32						
Get a lot worse	21	20	7	15	41	14	25	13	10	45	18	13	33	21	22	13	18	25	28	17	27	22	26	16						
TOTAL GET WORSE	47	42	27	42	67	46	51	35	37	68	51	38	57	45	50	48	46	48	51	45	52	48	49	48						
Don't know	9	11	10	9	5	8	10	10	11	2	12	10	8	9	10	10	10	8	9	9	10	9	13	9						
Transport and infrastructure																														
Get a lot better	1	0	2	1	0	1	0	1	1	0	2	1	0	1	0	2	1	0	1	1	1	1	0	1						
Get a little better	9	8	20	11	1	11	6	14	10	1	6	10	5	10	7	20	8	6	8	10	7	8	9	9						
TOTAL GET BETTER	10	8	22	12	1	12	6	15	11	1	8	11	5	11	7	22	9	6	9	11	8	9	9	10						
Stay about the same	45	45	51	54	36	46	42	50	53	40	40	50	41	45	44	49	45	44	42	47	41	44	39	51						
Get a little worse	25	25	15	26	31	28	31	19	24	31	30	24	27	24	26	14	25	25	28	25	25	21	26							
Get a lot worse	13	16	2	5	25	9	15	9	6	25	10	8	20	13	13	3	11	17	16	11	16	14	14	6						
TOTAL GET WORSE	38	41	17	31	56	37	46	28	30	56	40	32	47	37	39	17	36	42	44	36	41	39	35	32						
Don't know	8	7	9	3	6	6	5	7	7	3	12	6	8	6	10	11	10	7	5	7	11	8	8	8	6					
How well or badly would you say the government is doing at managing the cost of living?																														
Very well	0	1	2	0	0	0	0	1	1	0	0	1	0	1	0	0	0	1	0	0	1	0	0	0	0					
Fairly well	10	4	34	17	0	10	3	21	16	1	11	15	3	13	6	13	10	9	10	12	7	10	7	9						
TOTAL WELL	10	5	36	17	0	10	3	22	17	1	11	16	3	14	6	13	10	10	10	12	8	10	7	9						
Fairly badly	39	42	42	47	24	49	37	42	52	22	42	43	33	39	40	51	41	36	34	43	35	39	35	48						
Very badly	43	52	7	27	75	30	58	25	26	76	35	31	60	41	45	21	40	49	52	37	50	43	50	36						
TOTAL BADLY	82	94	49	74	99	79	95	67	78	98	77	74	93	80	85	72	81	85	86	80	85	82	85	84						
Don't know	8	2	15	9	0	10	2	10	5	2	12	9	3	7	9	15	9	6	4	8	7	8	8	6						

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England					
	Total	North	Midlands	London	Rest of South	
	Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766	
	%	%	%	%	%	
Inflation						
Get a lot better	0	1	1	0	0	
Get a little better	12	10	10	19	13	
TOTAL GET BETTER	12	11	11	19	13	
Stay about the same	28	27	29	27	28	
Get a little worse	34	35	31	31	36	
Get a lot worse	18	21	20	15	17	
TOTAL GET WORSE	52	56	51	46	53	
Don't know	8	7	9	9	6	
Housing availability						
Get a lot better	1	1	1	0	1	
Get a little better	7	8	9	2	8	
TOTAL GET BETTER	8	9	10	2	9	
Stay about the same	35	36	35	33	36	
Get a little worse	26	25	27	35	23	
Get a lot worse	21	22	21	19	23	
TOTAL GET WORSE	47	47	48	54	46	
Don't know	9	8	7	10	10	
Transport and infrastructure						
Get a lot better	1	1	1	1	1	
Get a little better	9	10	8	10	6	
TOTAL GET BETTER	10	11	9	11	7	
Stay about the same	45	45	44	45	44	
Get a little worse	25	25	22	27	26	
Get a lot worse	13	11	16	10	16	
TOTAL GET WORSE	38	36	38	37	42	
Don't know	8	7	9	7	8	

How well or badly would you say the government is doing at managing the cost of living?

	Very well	0	0	1	0	1
	Fairly well	10	9	11	13	9
	TOTAL WELL	10	9	12	13	10
Fairly badly	39	36	40	39	40	
Very badly	43	45	42	38	43	
TOTAL BADLY	82	81	82	77	83	
Don't know	8	10	6	11	6	

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the cost of living, which of the following comes closest to your view?

I have already had to make cuts to my usual spending, and expect to have to make further cuts	40	33	28	37	50	45	36	35	34	50	46	37	43	34	47	34	43	44	34	35	47	40	39	40
I have already had to make cuts to my usual spending, but do not expect to make further cuts	16	13	20	17	11	21	15	19	17	12	20	17	13	17	16	24	21	12	9	19	12	16	16	15
TOTAL MADE CUTS	56	46	48	54	61	66	51	54	51	62	66	54	56	51	63	58	64	56	43	54	59	56	55	55
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	22	27	26	23	23	19	26	22	23	24	17	25	23	24	20	16	19	24	28	23	21	22	18	23
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	17	24	22	19	13	9	21	21	21	11	11	19	18	21	13	11	14	17	27	18	16	17	19	18
TOTAL MAINTAINED USUAL SPENDING	39	51	48	42	36	28	47	43	44	35	28	44	41	45	33	27	33	41	55	41	37	39	37	41
Don't know	4	3	4	3	2	6	2	3	5	3	7	2	3	4	4	15	4	3	2	4	4	4	7	4

From the following list of parties, which, if any, would you say...

...are most competent?

Conservatives	12	58	2	5	11	3	43	3	6	8	3	10	19	14	11	8	10	14	16	14	10	13	7	9
Labour	11	0	50	14	1	8	1	27	13	1	10	19	4	13	8	8	11	11	10	12	8	10	10	11
Liberal Democrats	6	0	5	34	1	6	1	6	28	1	7	8	4	8	5	9	7	5	4	7	6	6	4	5
Reform UK	12	2	2	1	55	1	14	3	3	53	1	4	23	15	8	7	8	14	17	9	14	12	12	7
Green Party	8	0	7	4	0	45	1	10	9	0	40	10	2	8	8	24	10	4	3	9	6	8	6	6
Scottish National Party (SNP)	2	0	1	0	0	2	0	0	0	0	1	3	1	2	1	1	2	2	1	2	2	0	1	14
Plaid Cymru	0	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	1	0	1	0	0	5	0
None of these	28	27	20	28	17	19	27	30	24	23	21	27	31	25	32	16	29	31	30	26	31	29	28	27
Don't know	21	12	14	14	15	15	13	19	18	15	16	19	18	14	27	27	22	19	19	23	21	27	22	

...are most united?

Conservatives	3	16	1	1	1	1	11	1	0	0	1	2	4	4	1	3	3	3	3	3	2	3	1	1
Labour	4	2	20	2	0	1	1	10	2	0	0	6	2	5	3	2	4	4	3	4	4	4	5	4
Liberal Democrats	13	11	20	43	5	8	10	18	33	5	8	19	9	15	10	9	11	15	16	16	9	13	6	13
Reform UK	20	19	5	10	68	5	28	10	10	65	12	11	36	24	16	11	17	22	29	18	23	21	17	16
Green Party	15	4	19	15	3	56	5	22	23	3	46	20	8	15	15	30	17	10	11	17	12	16	15	12
Scottish National Party (SNP)	2	0	1	3	0	2	1	1	3	1	0	3	1	2	2	2	2	1	1	2	1	1	0	12
Plaid Cymru	1	0	1	1	0	2	0	2	0	0	2	2	1	2	1	2	1	2	1	2	1	1	9	1
None of these	19	29	16	12	9	9	25	17	12	13	8	17	21	15	23	10	20	21	20	16	23	19	20	18
Don't know	23	19	19	12	13	16	19	19	18	13	22	21	19	17	29	31	25	23	17	22	25	23	28	23

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England					
	Total	North	Midlands	London	Rest of South	
	Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766	
	%	%	%	%	%	

Thinking about the cost of living, which of the following comes closest to your view?

I have already had to make cuts to my usual spending, and expect to have to make further cuts	40	38	42	44	40
I have already had to make cuts to my usual spending, but do not expect to make further cuts	16	18	14	15	17
TOTAL MADE CUTS	56	56	56	59	57
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	22	22	22	23	21
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	17	17	18	15	17
TOTAL MAINTAINED USUAL SPENDING	39	39	40	38	38
Don't know	4	5	4	3	4

From the following list of parties, which, if any, would you say...

...are most competent?

Conservatives	12	10	15	13	14
Labour	11	12	9	11	10
Liberal Democrats	6	5	4	9	8
Reform UK	12	13	13	8	12
Green Party	8	8	9	13	7
Scottish National Party (SNP)	2	1	0	1	0
Plaid Cymru	0	0	1	0	0
None of these	28	28	29	28	29
Don't know	21	23	20	18	20

...are most united?

Conservatives	3	2	3	3	4
Labour	4	4	3	4	4
Liberal Democrats	13	13	8	17	14
Reform UK	20	19	25	17	21
Green Party	15	13	16	19	16
Scottish National Party (SNP)	2	1	1	2	1
Plaid Cymru	1	1	1	0	1
None of these	19	24	19	16	18
Don't know	23	23	25	22	22

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country						
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	
Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102	185	
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
...have the best plan for the country moving forward?																									
Conservatives	9	53	1	2	3	2	35	1	2	3	4	7	13	10	8	5	6	12	12	9	8	9	3	8	
Labour	9	0	47	10	0	4	1	23	9	0	6	16	3	11	6	8	7	10	10	9	8	9	3	7	
Liberal Democrats	6	0	6	37	0	2	1	8	24	0	4	8	2	7	4	9	6	5	4	7	4	6	5	5	
Reform UK	19	9	1	4	80	0	24	6	7	73	3	6	38	23	15	8	16	19	28	17	21	19	23	13	
Green Party	12	0	10	9	0	69	1	18	14	0	51	17	3	13	12	33	15	7	5	14	9	13	10	12	
Scottish National Party (SNP)	1	0	0	0	0	0	0	0	0	0	0	2	1	1	2	1	1	1	1	0	1	0	1	13	
Plaid Cymru	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	5	0	
None of these	20	21	15	16	8	11	19	22	16	12	17	19	20	16	24	9	22	22	20	18	23	20	23	16	
Don't know	24	17	20	21	9	12	18	21	28	12	15	25	20	18	30	27	26	24	20	24	25	24	26	25	
...best represent people like you?																									
Conservatives	11	64	1	4	4	1	45	2	4	4	4	10	16	12	10	5	8	13	15	12	9	12	3	8	
Labour	8	0	50	7	0	2	1	25	6	1	1	15	4	10	7	6	7	9	10	9	8	9	3	7	
Liberal Democrats	9	2	9	52	1	5	2	12	38	1	9	14	4	10	7	11	9	7	8	11	6	9	3	7	
Reform UK	18	7	2	4	80	1	23	6	6	73	3	6	38	23	14	8	14	20	30	16	22	19	22	13	
Green Party	15	1	15	10	0	74	3	20	18	0	61	20	4	15	15	38	19	8	5	17	12	16	13	11	
Scottish National Party (SNP)	2	0	0	0	0	0	0	0	0	0	0	3	1	2	1	1	2	2	1	2	2	0	1	17	
Plaid Cymru	1	0	0	0	0	1	0	1	0	0	0	1	0	1	1	1	0	1	1	1	0	9	0	0	
None of these	20	16	13	13	9	11	16	22	15	14	15	19	20	17	24	8	22	24	19	17	25	20	23	19	
Don't know	16	10	11	10	6	6	10	12	14	8	7	13	13	10	21	20	19	14	11	16	16	23	17		
...are most likely to lead the next government?																									
Conservatives	9	35	3	10	2	5	23	5	11	2	5	7	11	9	9	10	9	9	8	10	7	10	1	4	
Labour	11	2	41	14	1	15	2	23	16	1	15	17	4	13	9	15	10	10	10	13	8	11	9	12	
Liberal Democrats	1	0	1	8	0	1	0	2	5	0	1	1	1	1	2	3	1	1	1	1	2	2	0	0	
Reform UK	34	30	19	26	87	23	43	22	22	79	31	24	50	41	26	25	30	35	43	32	35	35	34	23	
Green Party	3	0	1	1	0	16	0	3	4	0	13	3	1	3	3	9	3	1	1	3	2	2	5	0	
Scottish National Party (SNP)	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	4	0	
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	4	0	
None of these	8	6	3	5	2	5	5	7	5	5	6	6	7	6	9	5	10	7	6	6	10	8	10	7	
Don't know	34	28	32	35	9	34	27	37	37	14	30	40	26	26	42	34	36	36	31	34	35	33	40	46	

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766

...have the best plan for the country moving forward?

Conservatives	9	7	10	8	11
Labour	9	11	7	12	8
Liberal Democrats	6	6	5	3	6
Reform UK	19	20	21	13	20
Green Party	12	10	15	17	11
Scottish National Party (SNP)	1	0	0	0	0
Plaid Cymru	0	0	0	0	0
None of these	20	22	18	23	20
Don't know	24	24	24	24	25

...best represent people like you?

Conservatives	11	8	12	12	14
Labour	8	11	8	11	7
Liberal Democrats	9	8	7	8	11
Reform UK	18	21	21	9	20
Green Party	15	14	17	20	14
Scottish National Party (SNP)	2	0	0	0	0
Plaid Cymru	1	0	0	1	0
None of these	20	22	21	20	18
Don't know	16	15	14	20	15

...are most likely to lead the next government?

Conservatives	9	8	11	7	11
Labour	11	11	10	14	10
Liberal Democrats	1	1	1	2	2
Reform UK	34	35	38	29	34
Green Party	3	3	4	3	1
Scottish National Party (SNP)	0	0	0	0	0
Plaid Cymru	0	0	0	0	0
None of these	8	10	7	9	6
Don't know	34	31	28	36	36

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you personally expect that Keir Starmer will still be Prime Minister at the end of this year (2026), or will he have been replaced?

He definitely will still be Prime Minister	7	6	20	10	1	11	3	13	9	1	10	10	4	10	5	9	8	8	5	8	5	8	3	6
He probably will still be Prime Minister	34	26	51	47	21	43	25	45	46	24	41	42	25	37	31	42	37	32	28	39	27	34	32	32
TOTAL WILL STILL BE PRIME MINISTER	41	32	71	57	22	54	28	58	55	25	51	52	29	47	36	51	45	40	33	47	32	42	35	38
He probably will have been replaced	29	39	16	26	37	28	41	24	26	33	31	27	36	27	31	27	24	30	38	29	29	29	31	28
He definitely will have been replaced	16	23	2	9	34	10	24	6	9	33	7	10	27	17	16	6	13	18	24	12	22	16	20	18
TOTAL WILL HAVE BEEN REPLACED	45	62	18	35	71	38	65	30	35	66	38	37	63	44	47	33	37	48	62	41	51	45	51	46
Don't know	14	7	10	9	7	9	6	12	10	8	11	11	8	10	17	17	19	12	5	11	17	13	15	15

And do you think Keir Starmer should resign as leader of the Labour Party and Prime Minister by the end of this year (2026), or should he remain in his role until at least then?

Should remain as Labour leader and Prime Minister until at least the end of this year	33	23	72	55	9	42	21	56	49	6	38	46	20	34	32	37	35	32	28	40	24	33	30	34
Should resign as Labour leader and Prime Minister by the end of this year	43	61	12	27	82	32	61	26	25	82	36	30	64	44	43	27	37	46	58	38	50	43	48	40
Don't know	24	16	16	18	9	26	17	19	25	11	26	23	17	22	26	36	28	21	14	22	26	24	22	26

Do you personally expect that each of the following party leaders will still be in position by the end of this year (2026), or will they have been replaced by then?

Kemi Badenoch, Conservative	They definitely will still be in place	11	25	5	12	16	6	20	7	9	16	9	9	16	12	9	6	8	12	16	11	11	11	6	8
	They probably will still be in place	39	49	39	45	48	38	52	37	44	46	39	41	44	43	36	37	35	39	49	42	36	40	31	36
	TOTAL WILL STILL BE IN PLACE	50	74	44	57	64	44	72	44	53	62	48	50	60	55	45	43	43	51	65	53	47	51	37	44
	They probably will have been replaced	19	9	30	21	17	29	14	25	23	19	21	22	16	22	16	25	20	19	15	21	16	18	25	23
	They definitely will have been replaced	4	1	5	5	3	7	1	7	3	2	4	5	3	4	4	3	5	5	2	4	4	1	3	
	TOTAL WILL HAVE BEEN REPLACED	23	10	35	26	20	36	15	32	26	21	25	27	19	26	20	28	25	24	17	25	20	22	26	26
	Don't know	27	15	21	17	15	21	14	24	21	16	26	24	20	18	35	30	33	25	17	22	33	26	36	29

Nigel Farage, Reform UK

They definitely will still be in place	44	46	42	45	74	45	52	43	41	72	43	44	53	52	37	35	41	47	50	46	41	44	42	41	
	They probably will still be in place	32	36	37	39	23	33	34	34	40	22	35	34	31	30	33	35	29	30	37	32	30	32	27	30
	TOTAL WILL STILL BE IN PLACE	76	82	79	84	97	78	86	77	81	94	78	78	84	82	70	70	77	87	78	71	76	69	71	
	They probably will have been replaced	3	4	4	2	1	2	4	3	2	1	0	3	2	3	3	3	3	3	2	3	3	1	5	
	They definitely will have been replaced	2	1	3	2	0	4	0	2	2	0	3	1	1	2	2	4	2	1	1	2	2	2	3	2
	TOTAL WILL HAVE BEEN REPLACED	5	5	7	4	1	6	4	5	4	1	3	4	3	5	5	7	5	4	3	5	5	4	7	
	Don't know	20	13	15	11	2	16	11	17	16	4	19	18	12	14	25	23	25	19	10	16	25	19	27	22

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766

Do you personally expect that Keir Starmer will still be Prime Minister at the end of this year (2026), or will he have been replaced?

He definitely will still be Prime Minister	7	6	11	6	7
He probably will still be Prime Minister	34	32	30	39	37
TOTAL WILL STILL BE PRIME MINISTER	41	38	41	45	44
He probably will have been replaced	29	30	30	26	29
He definitely will have been replaced	16	20	16	11	15
TOTAL WILL HAVE BEEN REPLACED	45	50	46	37	44
Don't know	14	12	14	18	12

And do you think Keir Starmer should resign as leader of the Labour Party and Prime Minister by the end of this year (2026), or should he remain in his role until at least then?

Should remain as Labour leader and Prime Minister until at least the end of this year	33	30	32	35	34
Should resign as Labour leader and Prime Minister by the end of this year	43	47	43	36	43
Don't know	24	23	26	29	22

Do you personally expect that each of the following party leaders will still be in position by the end of this year (2026), or will they have been replaced by then?

Kemi Badenoch, Conservative					
They definitely will still be in place	11	10	13	11	11
They probably will still be in place	39	36	40	40	43
TOTAL WILL STILL BE IN PLACE	50	46	53	51	54
They probably will have been replaced	19	18	18	21	17
They definitely will have been replaced	4	6	3	3	4
TOTAL WILL HAVE BEEN REPLACED	23	24	21	24	21
Don't know	27	31	25	25	24

Nigel Farage, Reform UK					
They definitely will still be in place	44	42	47	47	44
They probably will still be in place	32	33	28	30	34
TOTAL WILL STILL BE IN PLACE	76	75	75	77	78
They probably will have been replaced	3	2	3	2	3
They definitely will have been replaced	2	3	2	3	1
TOTAL WILL HAVE BEEN REPLACED	5	5	5	5	4
Don't know	20	20	19	18	19

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Weighted Sample	Westminster VI				Vote in 2024 GE				EU Ref 2016			Gender			Age				Social Grade			Country			
		Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	
		2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102	185	
Ed Davey, Liberal Democrats	Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165	
Ed Davey, Liberal Democrats		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
They definitely will still be in place	19	19	31	38	13	23	17	27	27	18	18	24	17	23	14	17	17	20	21	21	16	19	13	16		
They probably will still be in place	41	47	40	46	51	42	48	41	49	48	46	44	45	44	37	34	37	39	51	44	36	41	42	36		
TOTAL WILL STILL BE IN PLACE	60	66	71	84	64	65	65	68	76	66	64	68	62	67	51	51	54	59	72	65	52	60	55	52		
They probably will have been replaced	4	3	3	1	5	5	4	2	5	0	2	4	4	3	6	3	4	3	4	3	3	2	5			
They definitely will have been replaced	1	2	0	0	2	1	2	1	0	2	1	0	2	1	1	1	2	1	1	1	1	1	2	1		
TOTAL WILL HAVE BEEN REPLACED	5	5	3	1	7	6	7	5	2	7	1	2	6	5	4	7	4	6	4	5	4	4	4	6		
Don't know	36	29	25	15	30	30	29	28	22	27	35	30	33	28	44	43	42	35	24	31	44	35	42	42		
Zack Polanski, Green Party																										
They definitely will still be in place	23	11	30	34	13	57	11	33	31	16	47	31	14	29	17	34	24	21	17	28	16	23	26	22		
They probably will still be in place	28	23	34	34	33	26	32	30	32	30	29	30	30	30	26	28	24	28	35	30	25	29	25	22		
TOTAL WILL STILL BE IN PLACE	51	44	64	68	46	83	43	63	63	46	76	61	44	59	43	62	48	49	52	58	41	52	51	44		
They probably will have been replaced	3	3	1	1	6	1	4	2	1	8	1	1	4	3	2	2	2	2	5	2	3	2	4	5		
They definitely will have been replaced	2	2	0	0	3	0	2	1	1	3	0	0	3	2	1	1	2	2	2	1	2	1	1			
TOTAL WILL HAVE BEEN REPLACED	5	5	1	1	9	1	6	3	2	11	1	1	7	5	3	3	4	4	6	4	5	4	5	6		
Don't know	45	51	35	30	45	15	51	35	35	43	23	37	49	35	54	35	48	47	42	38	54	45	44	49		
John Swinney, SNP																										
They definitely will still be in place	6	5	6	9	5	6	5	8	6	7	7	9	6	9	4	4	7	6	7	8	4	5	7	15		
They probably will still be in place	28	31	34	35	30	34	29	30	37	27	36	31	28	34	22	30	24	30	32	31	25	26	31	44		
TOTAL WILL STILL BE IN PLACE	34	36	40	44	35	40	34	38	43	34	43	40	34	43	26	34	31	36	39	39	29	31	38	59		
They probably will have been replaced	5	3	5	6	8	4	4	6	6	7	0	5	6	6	3	4	4	3	8	5	4	4	5	12		
They definitely will have been replaced	2	4	1	0	3	1	4	1	1	2	1	1	3	2	2	1	2	1	3	2	2	1	0	6		
TOTAL WILL HAVE BEEN REPLACED	7	7	6	6	11	5	8	7	7	9	1	6	9	8	5	6	5	6	10	7	6	5	5	18		
Don't know	59	57	54	49	55	56	58	55	49	57	56	55	57	49	69	61	64	59	51	55	65	63	57	22		
Rhun ap Iorwerth, Plaid Cymru																										
They definitely will still be in place	5	5	4	10	4	9	4	7	8	4	6	7	4	7	3	7	5	6	5	7	2	4	22	5		
They probably will still be in place	18	22	18	19	22	22	20	18	23	20	29	19	18	23	13	21	15	18	21	19	16	18	28	12		
TOTAL WILL STILL BE IN PLACE	23	27	22	29	26	31	24	25	31	24	35	26	22	30	16	28	20	24	26	26	18	22	50	17		
They probably will have been replaced	2	1	1	1	4	2	1	2	1	4	2	2	2	2	1	3	2	2	2	2	1	2	2	3		
They definitely will have been replaced	1	2	0	0	1	0	2	0	1	1	0	1	1	0	0	1	2	0	1	1	1	1	0			
TOTAL WILL HAVE BEEN REPLACED	3	3	1	1	5	2	3	2	2	5	3	2	3	3	2	2	3	3	3	3	3	3	3			
Don't know	74	70	76	69	69	67	74	73	68	72	62	71	74	66	81	69	77	74	71	70	79	75	47	80		

To the best of your knowledge, who do you think is most likely to win the next **Scottish Parliament** election, scheduled to be held in May 2026?

Conservatives	1	5	0	2	0	1	3	1	2	0	1	2	1	1	1	1	2	1	1	1	1	1	1	1		
Labour	5	3	11	5	2	5	4	9	5	2	2	6	4	6	3	3	4	6	5	5	4	4	1	11		
Liberal Democrats	0	0	0	1	1	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0	1	0	0	1		
Reform UK	4	2	1	1	18	2	5	2	0	17	5	2	7	6	3	3	3	5	6	4	4	4	5	3		
Green Party	1	0	1	0	0	3	0	1	0	0	0	0	0	1	0	2	0	0	0	1	0	1	1	0		
Scottish National Party (SNP)	36	36	42	42	37	44	37	37	40	38	40	40	40	37	43	29	36	35	35	39	39	31	33	36	60	
Don't know	53	53	46	49	42	46	52	50	54	43	52	50	50	42	63	55	56	52	48	49	58	56	54	23		

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England					
	Total	North	Midlands	London	Rest of South	
	Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766	
	%	%	%	%	%	%
Ed Davey, Liberal Democrats						
They definitely will still be in place	19	18	18	23	19	
They probably will still be in place	41	39	40	36	44	
TOTAL WILL STILL BE IN PLACE	60	57	58	59	63	
They probably will have been replaced	4	2	3	5	4	
They definitely will have been replaced	1	1	1	1	1	
TOTAL WILL HAVE BEEN REPLACED	5	3	4	6	5	
Don't know	36	38	37	35	32	
Zack Polanski, Green Party						
They definitely will still be in place	23	21	23	30	21	
They probably will still be in place	28	28	24	27	32	
TOTAL WILL STILL BE IN PLACE	51	49	47	57	53	
They probably will have been replaced	3	2	2	1	3	
They definitely will have been replaced	2	3	1	1	1	
TOTAL WILL HAVE BEEN REPLACED	5	5	3	2	4	
Don't know	45	46	49	41	43	
John Swinney, SNP						
They definitely will still be in place	6	6	7	5	4	
They probably will still be in place	28	26	21	25	29	
TOTAL WILL STILL BE IN PLACE	34	32	28	30	33	
They probably will have been replaced	5	3	5	4	4	
They definitely will have been replaced	2	2	1	2	1	
TOTAL WILL HAVE BEEN REPLACED	7	5	6	6	5	
Don't know	59	63	66	64	62	
Rhun ap Iorwerth, Plaid Cymru						
They definitely will still be in place	5	5	4	5	4	
They probably will still be in place	18	17	16	17	19	
TOTAL WILL STILL BE IN PLACE	23	22	20	22	23	
They probably will have been replaced	2	2	1	1	2	
They definitely will have been replaced	1	0	1	1	1	
TOTAL WILL HAVE BEEN REPLACED	3	2	2	2	3	
Don't know	74	75	77	76	73	

To the best of your knowledge, who do you think is most likely to win the next **Scottish Parliament** election, scheduled to be held in May 2026?

Conservatives	1	0	1	0	2
Labour	5	5	3	6	3
Liberal Democrats	0	0	0	1	0
Reform UK	4	4	5	2	5
Green Party	1	0	1	0	1
Scottish National Party (SNP)	36	39	29	31	32
Don't know	53	50	59	59	57

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
	Weighted Sample	2121	273	280	221	393	266	382	545	195	229	121	744	757	1027	1094	223	876	524	498	1209	908	1835	102
Unweighted Sample	2121	249	296	240	404	279	328	575	221	256	128	847	755	890	1231	196	750	543	632	1263	855	1846	110	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To the best of your knowledge, who do you think is most likely to win the next **Welsh Parliament** election, scheduled to be held in May 2026?

Conservatives	1	2	0	1	0	0	1	1	0	0	0	0	1	1	0	2	1	0	0	1	0	1	0	0
Labour	5	6	11	6	3	7	6	8	6	3	4	6	5	8	3	6	5	5	6	6	4	5	12	6
Liberal Democrats	1	2	1	2	0	0	1	1	0	0	0	1	1	1	0	1	1	1	1	1	1	1	0	1
Reform UK	5	5	2	2	20	2	7	2	1	21	1	3	10	7	4	3	4	6	8	4	7	5	12	6
Green Party	1	0	0	1	0	4	0	2	1	0	1	1	1	1	1	2	1	1	0	1	0	1	1	0
Plaid Cymru	29	25	33	33	31	39	27	31	35	31	42	34	29	35	24	30	28	29	32	31	27	29	40	30
Don't know	58	59	52	56	45	48	57	56	56	44	52	55	54	47	68	56	60	58	53	56	60	59	35	57

To the best of your knowledge, who do you think is most likely to gain the most seats at the next set of English **local council elections***, scheduled to be held in May 2026?

Conservatives	5	15	3	3	3	2	9	4	4	2	1	5	5	4	5	5	5	5	5	5	5	3	2	
Labour	6	6	20	3	1	6	5	10	5	2	7	7	5	6	6	10	6	6	5	7	6	7	3	6
Liberal Democrats	4	5	4	17	1	5	4	4	14	0	5	6	3	4	5	4	3	5	5	5	4	5	5	3
Reform UK	47	52	43	48	89	35	61	45	41	86	37	45	64	54	40	30	40	53	61	49	45	48	44	41
Green Party	4	1	4	2	0	21	0	7	5	0	10	5	1	5	3	10	4	3	1	5	2	4	4	3
Someone else	1	0	0	1	1	0	0	0	0	1	2	1	0	1	1	1	2	0	0	1	1	1	1	2
Don't know	32	21	26	26	5	32	19	29	31	9	38	32	21	25	39	39	39	27	22	30	36	31	41	44

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable.
These figures should not be used.

Sample Size: 2121 GB adults
Fieldwork: 18th - 19th January 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
	Total	North	Midlands	London	Rest of South
Weighted Sample	2121	503	348	257	728
Unweighted Sample	2121	549	334	197	766
	%	%	%	%	%

To the best of your knowledge, who do you think is most likely to win the next **Welsh Parliament** election, scheduled to be held in May 2026?

Conservatives	1	1	1	0	1
Labour	5	5	5	10	4
Liberal Democrats	1	1	2	1	1
Reform UK	5	6	4	4	5
Green Party	1	0	0	2	1
Plaid Cymru	29	30	29	24	29
Don't know	58	57	59	59	60

To the best of your knowledge, who do you think is most likely to gain the most seats at the next set of English **local council elections***, scheduled to be held in May 2026?

Conservatives	5	3	5	6	6
Labour	6	10	5	7	5
Liberal Democrats	4	2	2	6	7
Reform UK	47	52	52	42	46
Green Party	4	4	4	7	3
Someone else	1	0	0	1	1
Don't know	32	29	31	30	32

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.