Deltapoll Survey Results

Prepared by Deltapoll for the Institute for Government

Sample size: 1,500 adults in Great Britain
Fieldwork: 17th to 20th January 2025

	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	**25**	23	27	3	12	21	24	42	3	13	25	38
Labour	**29**	35	24	49	43	34	28	11	50	40	30	17
Liberal Democrat	**11**	9	13	13	14	6	12	13	14	10	8	12
Reform UK	**22**	25	19	18	13	21	26	28	18	15	24	27
Scottish National Party (SNP)	**3**	2	4	1	5	4	2	1	3	5	3	2
Plaid Cymru (PC)	**0**	0	0	0	0	0	0	1	0	0	0	1
Green	**8**	5	11	14	9	11	7	2	11	13	9	3
Other	**2**	2	2	2	3	3	0	1	1	4	2	1

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	**1500**	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	**1500**	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	**25**	21	32	79	6	17	11	1	74	95	9	6
Labour	**29**	37	18	1	76	9	0	12	1	0	69	79
Liberal Democrat	**11**	15	6	2	5	64	1	5	2	3	5	5
Reform UK	**22**	7	38	18	9	9	87	3	23	2	16	5
Scottish National Party (SNP)	**3**	6	0	0	1	0	0	18	0	0	0	1
Plaid Cymru (PC)	**0**	0	0	0	0	0	0	1	0	0	0	0
Green	**8**	12	4	0	2	0	1	48	0	0	1	3
Other	**2**	2	2	0	1	1	0	11	0	0	0	1

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	**1500**	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	**1500**	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	**25**	32	24	25	28	14	13	29	17	23	24	27
Labour	**29**	37	24	28	34	32	25	27	33	30	27	32
Liberal Democrat	**11**	8	16	7	9	10	7	12	9	10	15	9
Reform UK	**22**	14	26	26	21	32	11	19	27	24	18	22
Scottish National Party (SNP)	**3**	0	0	0	0	0	31	3	3	2	3	6
Plaid Cymru (PC)	**0**	0	0	0	0	5	0	0	0	0	0	0
Green	**8**	7	8	12	5	6	9	8	8	10	8	3
Other	**2**	0	1	3	3	1	4	2	2	1	4	2

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?												
The Prime Minister, Keir Starmer												
Very well	**4**	6	3	4	5	4	7	4	4	4	5	5
Quite well	**25**	26	24	40	38	25	20	12	41	33	20	15
Quite badly	**27**	26	28	22	33	25	28	28	24	31	24	29
Very badly	**37**	37	37	20	14	40	42	53	18	23	46	49
Don't know	**6**	5	8	14	9	7	3	3	13	9	5	3
Well (all)	**29**	32	27	44	43	29	27	16	45	38	25	20
Badly (all)	**64**	64	65	42	48	65	70	81	43	54	69	77
Net	**-35**	-32	-38	+2	-4	-36	-44	-66	+2	-16	-44	-58
The Leader of the Conservative Party, Kemi Badenoch												
Very well	**4**	3	5	5	3	4	1	5	5	3	4	3
Quite well	**25**	28	22	17	20	20	22	41	17	19	24	35
Quite badly	**25**	28	22	28	30	26	25	17	27	29	25	21
Very badly	**20**	21	19	16	20	23	22	16	16	23	21	18
Don't know	**26**	20	32	34	27	27	29	20	35	25	27	23
Well (all)	**29**	31	27	23	23	24	24	47	21	23	27	38
Badly (all)	**45**	49	41	43	50	49	47	33	43	52	46	39
Net	**-16**	-18	-14	-21	-27	-25	-23	+13	-22	-30	-18	-0
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?												
A Conservative government led by Kemi Badenoch with Mel Stride as Chancellor of the Exchequer	**37**	40	34	25	21	33	39	58	23	26	36	52
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	**31**	33	28	37	50	31	30	17	40	41	29	20
Don't know	**32**	27	38	38	29	36	31	26	36	33	34	27

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?												
The Prime Minister, Keir Starmer												
Very well	**4**	7	3	6	8	3	1	4	4	12	5	10
Quite well	**25**	32	14	9	45	23	3	26	8	9	41	48
Quite badly	**27**	32	24	24	24	53	14	31	23	24	29	22
Very badly	**37**	25	54	56	18	18	81	38	62	45	23	14
Don't know	**6**	4	4	5	4	3	2	1	4	9	2	6
Well (all)	**29**	39	17	15	53	26	4	30	12	21	46	58
Badly (all)	**64**	57	79	80	43	71	95	69	85	69	51	36
Net	**-35**	-18	-62	-65	+11	-45	-91	-39	-73	-48	-5	+21
The Leader of the Conservative Party, Kemi Badenoch												
Very well	**4**	4	4	11	2	3	2	3	9	14	2	2
Quite well	**25**	23	30	50	20	20	31	17	49	53	23	18
Quite badly	**25**	28	22	15	24	43	23	31	14	18	24	25
Very badly	**20**	23	18	3	30	10	19	32	4	1	32	29
Don't know	**26**	22	26	22	23	24	26	17	24	13	19	26
Well (all)	**29**	27	33	61	22	23	33	20	58	67	25	20
Badly (all)	**45**	51	41	18	55	53	41	63	18	20	56	54
Net	**-16**	-23	-7	+43	-33	-30	-8	-44	+40	+47	-31	-34
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?												
A Conservative government led by Kemi Badenoch with Mel Stride as Chancellor of the Exchequer	**37**	31	48	78	14	40	63	27	78	83	18	10
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	**31**	45	18	4	65	29	4	35	3	7	55	72
Don't know	**32**	24	35	17	22	31	33	38	20	11	27	19

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?												
The Prime Minister, Keir Starmer												
Very well	**4**	7	5	3	4	6	4	5	4	4	5	5
Quite well	**25**	33	22	24	25	22	26	25	25	26	27	21
Quite badly	**27**	26	27	28	27	24	29	28	26	29	27	30
Very badly	**37**	21	42	39	41	35	34	38	37	37	36	34
Don't know	**6**	13	5	6	4	14	7	5	9	4	5	9
Well (all)	**29**	40	26	27	29	28	30	30	29	30	32	27
Badly (all)	**64**	47	69	67	67	58	63	66	63	66	63	64
Net	**-35**	-7	-43	-41	-39	-31	-34	-36	-34	-36	-31	-37
The Leader of the Conservative Party, Kemi Badenoch												
Very well	**4**	7	4	3	3	1	2	4	4	4	6	3
Quite well	**25**	27	29	25	24	8	20	27	22	25	25	28
Quite badly	**25**	25	25	24	21	25	32	26	23	27	24	24
Very badly	**20**	13	18	18	22	29	32	20	20	20	22	15
Don't know	**26**	28	23	30	30	37	14	22	31	24	23	29
Well (all)	**29**	34	33	28	27	10	22	31	26	29	30	31
Badly (all)	**45**	38	44	42	43	53	64	46	43	47	47	40
Net	**-16**	-3	-11	-14	-16	-44	-41	-15	-17	-17	-17	-9
Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?												
A Conservative government led by Kemi Badenoch with Mel Stride as Chancellor of the Exchequer	**37**	37	41	38	36	28	26	41	33	35	40	40
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	**31**	31	25	31	32	38	47	32	29	33	34	29
Don't know	**32**	32	34	31	33	34	27	27	38	31	26	31

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
MI1a. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time? ***(Please select up to three)***												
The cost of living	64	60	68	63	66	66	63	61	65	68	64	60
The NHS	40	35	44	17	30	35	47	60	17	31	39	57
The economy	31	33	28	33	28	31	36	27	35	25	33	31
Immigration and asylum	14	18	11	6	4	14	20	21	6	9	17	20
Housing	12	11	12	21	18	13	8	4	19	17	9	6
Taxation	11	11	11	10	8	11	11	13	11	9	11	12
Crime	10	11	9	14	8	12	11	4	14	9	14	5
Pensions	10	9	12	4	6	5	12	24	5	4	9	20
The environment and climate change	9	6	11	7	8	6	10	13	7	7	8	12
Welfare and benefits	9	8	9	8	2	11	9	10	7	7	11	9
Unemployment	6	7	6	13	9	8	4	2	11	9	6	2
Family life and childcare	5	4	5	4	9	7	1	1	4	8	5	0
Education	4	2	5	4	6	4	1	2	4	6	3	2
Defence and security	4	5	2	2	2	3	3	6	2	3	3	5
Transport	4	4	5	13	5	3	1	2	12	5	3	2
Achieving peace in the world	4	3	5	3	3	2	5	6	2	4	1	7
The situation in Ukraine	4	5	2	0	4	4	3	5	0	6	2	5
Brexit	3	4	3	4	4	3	4	2	3	5	3	2
Social inequality	3	5	1	5	4	3	3	2	4	3	3	2
The COVID 19 pandemic	2	2	2	3	2	2	1	3	3	3	1	3
The relationship between different ethnic groups in Britain	2	2	2	0	3	2	2	2	1	2	2	2
The rights of trans men and trans women	2	3	1	8	2	1	0	1	7	1	1	0
The situation in Gaza	2	2	2	5	2	3	0	0	5	3	2	0
Reform of the House of Lords	1	1	0	0	2	1	0	0	0	2	0	0
None of the above	1	1	1	2	1	0	2	1	2	1	1	1
Don't know	1	2	1	1	2	2	2	0	0	2	2	1
There are no important problems	3	2	3	1	3	3	3	2	2	3	2	3

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All GB Adults	**1500**	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	**1500**	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
MI1a. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time? ***(Please select up to three)***												
The cost of living	64	66	63	58	71	49	59	76	59	61	72	72
The NHS	40	45	43	45	44	57	38	35	48	39	41	49
The economy	31	33	30	32	31	45	36	19	29	39	31	32
Immigration and asylum	14	6	24	23	9	2	39	4	29	8	17	3
Housing	12	13	7	7	12	5	8	19	4	13	11	13
Taxation	11	10	12	15	10	11	10	8	17	12	9	11
Crime	10	8	10	13	11	8	8	4	14	9	11	8
Pensions	10	9	14	18	9	11	15	6	21	12	9	9
The environment and climate change	9	12	7	6	8	15	2	19	4	9	7	10
Welfare and benefits	9	6	12	8	11	3	8	9	9	6	19	6
Unemployment	6	5	6	3	6	11	1	7	2	5	7	5
Family life and childcare	5	5	4	2	10	0	0	4	2	2	12	8
Education	4	3	3	4	3	0	1	3	5	3	1	4
Defence and security	4	2	5	7	3	5	3	0	8	6	6	2
Transport	4	4	2	1	3	4	2	11	0	2	2	4
Achieving peace in the world	4	5	4	5	4	7	3	4	7	4	4	4
The situation in Ukraine	4	4	4	6	3	10	4	1	5	8	5	2
Brexit	3	6	1	1	5	3	1	3	0	4	1	8
Social inequality	3	4	2	1	5	3	2	2	0	2	3	7
The COVID 19 pandemic	2	2	2	3	2	0	0	3	4	2	1	2
The relationship between different ethnic groups in Britain	2	1	3	2	1	0	6	2	2	1	1	0
The rights of trans men and trans women	2	1	0	1	0	0	0	6	0	3	0	0
The situation in Gaza	2	3	1	0	3	0	1	8	0	1	0	2
Reform of the House of Lords	1	1	1	0	0	1	1	0	0	0	0	1
None of the above	1	0	1	1	0	0	2	0	2	0	0	0
Don't know	1	1	2	1	0	3	3	0	1	0	1	0
There are no important problems	3	3	2	3	2	4	2	3	2	5	1	2

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	Total	Region						Social Grade		Organisation Type		
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Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
MI1a. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time? ***(Please select up to three)***												
The cost of living	64	55	67	67	64	62	64	63	65	67	59	69
The NHS	40	30	40	38	42	48	50	43	35	34	47	42
The economy	31	31	31	28	37	26	19	34	26	37	28	25
Immigration and asylum	14	10	15	16	16	17	9	13	15	14	15	15
Housing	12	18	11	13	6	14	14	10	14	11	9	14
Taxation	11	8	14	13	9	10	8	14	7	14	9	8
Crime	10	21	6	9	10	5	10	10	11	10	9	14
Pensions	10	7	12	10	10	9	12	12	8	7	17	11
The environment and climate change	9	5	8	13	7	8	11	11	5	9	9	8
Welfare and benefits	9	7	10	8	8	14	10	4	15	5	7	12
Unemployment	6	13	5	9	4	7	5	4	9	4	6	12
Family life and childcare	5	6	5	3	4	6	6	4	5	5	4	7
Education	4	6	2	4	4	1	6	4	3	2	5	3
Defence and security	4	6	5	2	2	3	2	4	3	3	4	5
Transport	4	5	4	6	3	5	4	3	6	4	4	4
Achieving peace in the world	4	3	4	4	4	2	3	4	3	4	4	5
The situation in Ukraine	4	4	5	5	2	1	1	3	4	4	5	3
Brexit	3	6	3	2	2	6	5	3	4	4	4	2
Social inequality	3	1	2	2	4	10	3	3	3	3	2	4
The COVID 19 pandemic	2	2	1	2	4	1	3	1	3	1	3	1
The relationship between different ethnic groups in Britain	2	1	2	2	3	0	2	2	2	2	2	1
The rights of trans men and trans women	2	1	3	1	0	9	1	1	2	1	2	3
The situation in Gaza	2	3	1	3	4	0	1	2	2	2	4	0
Reform of the House of Lords	1	0	0	1	1	0	1	0	1	1	2	0
None of the above	1	2	1	1	0	2	0	1	1	0	1	1
Don't know	1	4	0	0	3	0	1	1	1	2	0	1
There are no important problems	3	2	3	1	4	0	4	3	2	3	3	2

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
MI1b. What do you think are the most important problems FACING THE COUNTRY at the present time? ***(Please select up to three)***												
The cost of living	56	49	63	63	60	58	57	47	62	57	60	49
The NHS	50	45	54	31	40	49	55	62	32	41	52	61
The economy	34	37	31	29	28	33	41	36	31	30	33	38
Immigration and asylum	29	33	26	9	13	29	41	41	9	20	33	42
Crime	14	14	15	18	14	14	16	11	17	13	16	12
Housing	13	12	13	17	16	13	12	8	17	17	11	9
The environment and climate change	12	10	13	8	14	9	13	15	10	11	9	16
Welfare and benefits	8	6	9	8	11	6	6	9	8	7	7	9
Defence and security	8	9	6	3	3	7	7	14	3	5	7	12
Taxation	8	9	7	9	8	10	6	6	8	12	7	5
Unemployment	7	6	7	16	12	5	3	2	16	9	5	2
Brexit	5	7	3	7	6	6	4	2	7	9	4	2
Education	5	3	6	8	8	4	2	4	7	6	3	4
Social inequality	5	6	4	3	5	5	5	5	3	4	7	5
Pensions	4	3	5	1	4	3	7	7	1	3	5	7
Achieving peace in the world	4	2	5	10	3	1	2	8	9	1	1	7
The situation in Ukraine	4	6	3	2	2	6	7	3	2	6	4	5
The relationship between different ethnic groups in Britain	3	3	3	2	8	2	0	4	4	5	1	4
Transport	3	3	2	7	3	3	0	2	8	3	2	1
The situation in Gaza	3	4	2	3	1	5	2	1	3	4	3	1
Family life and childcare	2	1	3	4	2	1	2	2	4	2	1	2
The COVID 19 pandemic	1	1	1	0	2	1	2	1	0	2	1	1
The rights of trans men and trans women	1	1	2	1	3	2	1	0	1	3	1	0
Reform of the House of Lords	1	1	0	0	0	1	0	2	0	0	1	1
None of the above	0	0	0	1	0	0	0	0	1	0	0	0
Don't know	1	1	1	1	1	2	1	1	1	2	1	0
There are no important problems	0	0	0	0	0	1	0	0	0	0	1	0

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
MI1b. What do you think are the most important problems FACING THE COUNTRY at the present time? ***(Please select up to three)***												
The cost of living	56	59	52	50	60	51	48	64	48	56	58	61
The NHS	50	55	52	56	54	62	42	52	52	69	58	53
The economy	34	36	35	37	34	53	33	26	35	45	35	33
Immigration and asylum	29	17	48	42	19	11	70	21	52	19	31	12
Crime	14	10	15	17	13	7	17	7	17	14	19	9
Housing	13	14	10	10	15	12	11	11	9	8	9	17
The environment and climate change	12	19	7	6	15	14	5	24	4	10	6	22
Welfare and benefits	8	8	7	9	7	8	7	10	9	10	7	7
Defence and security	8	6	11	15	4	7	9	5	18	9	6	3
Taxation	8	7	9	9	6	5	9	13	8	12	6	6
Unemployment	7	5	5	2	7	10	3	5	2	3	9	3
Brexit	5	8	2	3	6	6	1	5	1	7	2	10
Education	5	5	4	5	8	0	2	3	6	1	5	9
Social inequality	5	9	3	2	4	9	3	12	0	6	2	7
Pensions	4	5	5	6	4	3	6	3	7	3	5	4
Achieving peace in the world	4	3	4	7	2	7	5	2	7	7	2	2
The situation in Ukraine	4	5	4	4	4	13	1	5	3	5	5	3
The relationship between different ethnic groups in Britain	3	3	4	4	3	6	3	2	5	1	3	3
Transport	3	2	3	2	4	2	1	5	2	1	3	2
The situation in Gaza	3	3	2	0	4	2	1	5	0	0	6	2
Family life and childcare	2	1	2	0	3	2	1	3	0	0	4	2
The COVID 19 pandemic	1	1	1	1	2	0	0	0	2	1	2	2
The rights of trans men and trans women	1	2	1	1	2	0	1	3	0	2	0	3
Reform of the House of Lords	1	0	1	1	1	0	2	0	2	1	1	1
None of the above	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	0	1	3	0	0	0	0	1	1
There are no important problems	0	0	0	0	0	0	0	0	0	0	0	0

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
MI1b. What do you think are the most important problems FACING THE COUNTRY at the present time? ***(Please select up to three)***												
The cost of living	56	52	54	59	57	55	62	57	55	60	48	55
The NHS	50	34	52	47	50	64	60	52	47	46	55	52
The economy	34	35	32	37	39	27	23	38	28	36	34	34
Immigration and asylum	29	15	35	29	31	28	24	27	32	30	27	31
Crime	14	18	10	22	14	7	13	14	14	13	12	21
Housing	13	23	13	12	12	7	4	13	12	14	10	13
The environment and climate change	12	9	13	12	9	10	16	15	7	12	15	10
Welfare and benefits	8	6	11	6	5	7	6	7	9	5	10	9
Defence and security	8	6	9	6	8	8	4	11	3	7	7	9
Taxation	8	12	9	5	8	4	8	8	8	9	6	8
Unemployment	7	7	4	11	6	12	6	5	8	7	5	7
Brexit	5	12	3	2	4	7	9	3	7	4	5	8
Education	5	6	4	3	5	0	9	5	5	4	7	6
Social inequality	5	3	5	5	4	10	7	5	5	5	4	4
Pensions	4	7	4	3	4	1	6	4	5	3	5	3
Achieving peace in the world	4	2	6	3	4	3	2	5	3	2	7	4
The situation in Ukraine	4	6	4	3	6	2	1	4	5	3	8	3
The relationship between different ethnic groups in Britain	3	4	4	3	2	3	2	4	2	4	5	2
Transport	3	2	2	2	4	1	5	2	3	3	2	1
The situation in Gaza	3	3	4	2	3	1	0	2	3	1	6	1
Family life and childcare	2	0	2	3	2	0	3	2	2	2	2	1
The COVID 19 pandemic	1	0	0	2	2	1	1	1	2	1	1	1
The rights of trans men and trans women	1	4	1	1	0	2	1	1	2	2	1	2
Reform of the House of Lords	1	2	1	1	1	0	0	1	0	1	1	0
None of the above	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	2	0	2	2	2	0	0	2	1	0	1
There are no important problems	0	0	0	0	0	0	0	0	1	0	0	0

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
IG1a. Taking everything into account, how effective, if at all, would you say this UK government is in improving the lives of people like you?												
Very effective	4	4	3	6	6	4	2	1	6	6	3	2
Fairly effective	18	23	14	30	28	20	14	7	32	25	17	9
Not very effective	39	38	39	38	41	37	40	39	39	41	34	42
Not at all effective	35	32	37	21	20	33	39	50	18	24	40	45
Don't know	5	3	7	5	5	5	5	3	5	4	7	4
Effective (all)	22	27	17	36	34	24	16	8	38	31	20	11
Not effective (all)	74	70	76	59	61	70	79	89	57	65	74	87
NET	-52	-43	-59	-23	-27	-46	-63	-81	-19	-34	-54	-76
IG1b. If you had to say, in FOUR YEARS TIME how effective, if at all, would you say this UK government WILL BE in improving the lives of people like you?												
Very effective	5	6	4	6	7	6	4	3	7	5	6	4
Fairly effective	23	25	20	33	35	23	15	14	35	30	20	14
Not very effective	32	33	30	38	27	29	36	32	36	29	29	35
Not at all effective	30	27	33	15	19	29	32	46	14	22	34	40
Don't know	10	8	12	7	13	13	12	5	8	13	12	7
Effective (all)	28	31	24	39	42	29	19	17	42	35	26	18
Not effective (all)	62	60	63	53	46	58	68	78	50	51	63	75
NET	-34	-29	-39	-14	-4	-29	-49	-61	-8	-16	-37	-57

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
IG1a. Taking everything into account, how effective, if at all, would you say this UK government is in improving the lives of people like you?												
Very effective	4	4	2	4	6	3	2	2	2	8	4	6
Fairly effective	18	22	11	7	30	17	6	21	5	9	26	33
Not very effective	39	42	36	35	39	53	29	39	34	40	45	35
Not at all effective	35	25	48	52	19	24	61	34	57	42	22	19
Don't know	5	6	3	2	5	4	1	4	3	0	2	7
Effective (all)	22	26	13	11	36	20	8	23	7	17	30	39
Not effective (all)	74	67	84	87	58	77	90	73	91	82	67	54
NET	-52	-41	-71	-76	-22	-57	-82	-50	-84	-65	-37	-15
IG1b. If you had to say, in FOUR YEARS TIME how effective, if at all, would you say this UK government WILL BE in improving the lives of people like you?												
Very effective	5	8	3	2	10	1	0	7	1	6	5	13
Fairly effective	23	28	15	13	38	25	5	27	9	16	36	38
Not very effective	32	31	31	33	26	43	33	24	32	37	30	21
Not at all effective	30	21	44	47	12	23	59	34	53	37	16	11
Don't know	10	12	8	5	14	7	3	9	5	4	13	17
Effective (all)	28	36	18	15	48	26	5	34	10	22	41	51
Not effective (all)	62	52	75	80	38	66	92	58	85	74	46	32
NET	-34	-16	-57	-65	+10	-40	-87	-24	-75	-52	-5	+19

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
IG1a. Taking everything into account, how effective, if at all, would you say this UK government is in improving the lives of people like you?												
Very effective	4	6	2	6	4	1	4	4	4	4	6	2
Fairly effective	18	26	15	17	19	15	21	18	19	22	22	15
Not very effective	39	39	39	38	39	35	37	42	35	40	37	42
Not at all effective	35	25	39	36	33	40	36	34	35	32	32	36
Don't know	5	5	5	4	5	9	2	3	7	3	4	4
Effective (all)	22	32	17	23	23	16	25	22	23	26	28	17
Not effective (all)	74	64	78	74	72	75	73	76	70	72	69	78
NET	-52	-32	-61	-51	-49	-59	-48	-54	-47	-46	-41	-61
IG1b. If you had to say, in FOUR YEARS TIME how effective, if at all, would you say this UK government WILL BE in improving the lives of people like you?												
Very effective	5	8	3	3	8	2	5	6	4	5	7	4
Fairly effective	23	31	20	25	20	14	26	24	21	26	22	21
Not very effective	32	26	31	30	36	35	34	31	33	32	32	35
Not at all effective	30	22	37	30	26	30	27	31	29	27	32	30
Don't know	10	12	9	11	10	18	8	8	13	10	7	10
Effective (all)	28	39	23	28	28	16	31	30	25	31	29	25
Not effective (all)	62	48	68	60	62	65	61	62	62	59	64	65
NET	-34	-9	-45	-32	-34	-49	-30	-32	-37	-28	-35	-40

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
IG1c. And again, taking everything into account, how effective, if at all, would you say the last UK government was in improving the lives of people like you?												
Very effective	3	3	4	5	4	5	1	2	5	6	3	2
Fairly effective	25	26	24	27	23	22	22	30	26	21	26	26
Not very effective	33	34	33	43	30	32	35	31	40	33	31	33
Not at all effective	33	33	33	15	35	35	38	33	19	34	35	35
Don't know	6	5	6	10	7	6	4	4	10	6	5	4
Effective (all)	28	29	28	32	27	27	23	32	31	27	29	28
Not effective (all)	66	67	66	58	65	67	73	64	59	67	66	68
NET	-38	-38	-38	-26	-38	-40	-50	-32	-28	-40	-37	-40
IG2. If you had to say, what impact do you expect this UK government's policies will have had on the size of the UK economy in FOUR YEARS TIME?												
The economy will have grown a lot	3	3	3	3	3	3	5	1	3	3	3	3
The economy will have grown a little	20	21	19	28	24	16	21	18	30	18	18	19
The economy will be the same size as it is now	21	22	20	22	20	22	20	18	22	25	18	18
The economy will have shrunk a little	21	22	20	15	22	21	19	25	17	22	19	25
The economy will have shrunk a lot	20	21	19	11	12	19	22	30	10	14	25	25
Don't know	16	12	19	21	18	17	14	9	20	18	17	11
Will have grown (all)	23	24	22	31	27	19	26	19	33	21	21	22
Will have shrunk (all)	41	43	39	26	34	40	41	55	27	36	44	50
NET	-18	-19	-17	+5	-7	-21	-15	-36	+6	-15	-23	-28

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
IG1c. And again, taking everything into account, how effective, if at all, would you say the last UK government was in improving the lives of people like you?												
Very effective	3	4	2	5	5	3	2	4	4	7	3	5
Fairly effective	25	22	28	45	20	17	27	18	47	42	24	19
Not very effective	33	30	33	34	35	33	28	30	31	38	33	32
Not at all effective	33	40	33	15	36	41	44	42	16	13	38	40
Don't know	6	5	4	1	3	6	0	6	2	0	3	4
Effective (all)	28	26	30	50	25	20	29	22	51	49	27	24
Not effective (all)	66	70	66	49	71	74	72	72	47	51	71	72
NET	-38	-44	-36	+1	-46	-54	-43	-50	+4	-2	-44	-48
IG2. If you had to say, what impact do you expect this UK government's policies will have had on the size of the UK economy in FOUR YEARS TIME?												
The economy will have grown a lot	3	4	2	2	5	1	2	0	2	3	4	7
The economy will have grown a little	20	26	13	10	30	24	9	22	8	13	25	32
The economy will be the same size as it is now	21	20	21	21	23	18	17	22	23	18	23	23
The economy will have shrunk a little	21	23	22	23	19	30	23	21	22	27	25	16
The economy will have shrunk a lot	20	13	29	35	8	18	38	17	38	30	11	6
Don't know	16	14	13	9	14	10	11	17	9	9	13	15
Will have grown (all)	23	30	15	12	35	25	11	22	10	16	29	39
Will have shrunk (all)	41	36	51	58	27	48	61	38	60	57	36	22
NET	-18	-6	-36	-46	+8	-23	-50	-16	-50	-41	-7	+17

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
IG1c. And again, taking everything into account, how effective, if at all, would you say the last UK government was in improving the lives of people like you?												
Very effective	3	6	2	6	3	2	2	4	3	4	6	2
Fairly effective	25	36	26	20	24	13	21	27	23	26	26	25
Not very effective	33	29	34	34	33	40	35	33	33	34	33	37
Not at all effective	33	20	34	33	36	34	40	34	31	33	31	32
Don't know	6	9	4	7	4	11	3	2	10	3	5	4
Effective (all)	28	42	28	26	27	15	23	31	26	30	32	27
Not effective (all)	66	49	68	67	69	74	75	67	64	67	64	69
NET	-38	-7	-40	-41	-42	-59	-52	-36	-38	-37	-32	-42
IG2. If you had to say, what impact do you expect this UK government's policies will have had on the size of the UK economy in FOUR YEARS TIME?												
The economy will have grown a lot	3	6	2	3	3	2	4	4	2	3	4	3
The economy will have grown a little	20	15	21	17	23	18	20	23	16	20	21	17
The economy will be the same size as it is now	21	24	18	23	24	9	19	20	22	22	20	22
The economy will have shrunk a little	21	18	22	18	22	18	25	21	22	24	19	24
The economy will have shrunk a lot	20	19	24	25	14	24	13	20	19	18	23	19
Don't know	16	18	13	15	14	30	19	12	19	13	13	16
Will have grown (all)	23	21	23	20	26	20	24	27	18	23	25	20
Will have shrunk (all)	41	37	46	43	36	42	38	41	41	42	42	43
NET	-18	-16	-23	-23	-10	-22	-14	-14	-23	-19	-17	-23

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
IG3a. Suppose the UK government had to choose between the following three options. Which do you think it should choose?												
Keep taxes and spending on health, education and other public services at the same level as now	34	35	32	41	27	38	35	28	37	33	38	29
Increase taxes and spend more on health, education and other public services	34	33	36	23	38	28	39	45	25	32	31	44
Reduce taxes and spend less on health, education and other public services	17	18	16	21	19	18	14	14	23	20	16	14
Don't know	14	14	15	14	16	16	12	13	14	15	15	14
IG3b. Now suppose the UK government had to choose just between the following two options. Which do you think it should choose?												
Keep taxes the same as they are now and spend less on health, education and other public services	37	42	31	39	39	44	27	28	38	42	42	27
Increase taxes and spend the same as now on health, education and other public services	41	40	43	36	42	34	49	51	37	40	35	52
Don't know	22	18	26	26	19	22	23	21	25	19	24	21

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
IG3a. Suppose the UK government had to choose between the following three options. Which do you think it should choose?												
Keep taxes and spending on health, education and other public services at the same level as now	34	31	34	36	37	26	36	28	34	40	36	36
Increase taxes and spend more on health, education and other public services	34	43	32	30	39	54	25	42	31	29	38	44
Reduce taxes and spend less on health, education and other public services	17	14	19	21	12	9	30	16	22	20	12	9
Don't know	14	11	15	12	12	11	10	14	13	11	14	11
IG3b. Now suppose the UK government had to choose just between the following two options. Which do you think it should choose?												
Keep taxes the same as they are now and spend less on health, education and other public services	37	32	40	46	34	24	47	30	46	47	36	28
Increase taxes and spend the same as now on health, education and other public services	41	48	39	36	49	59	37	43	33	42	52	51
Don't know	22	19	21	17	17	17	16	27	21	11	12	21

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
IG3a. Suppose the UK government had to choose between the following three options. Which do you think it should choose?												
Keep taxes and spending on health, education and other public services at the same level as now	34	37	34	28	39	25	31	36	32	36	30	38
Increase taxes and spend more on health, education and other public services	34	28	35	39	33	34	39	38	30	33	40	33
Reduce taxes and spend less on health, education and other public services	17	19	16	18	18	16	16	17	18	19	19	14
Don't know	14	16	15	15	10	25	15	9	21	11	11	15
IG3b. Now suppose the UK government had to choose just between the following two options. Which do you think it should choose?												
Keep taxes the same as they are now and spend less on health, education and other public services	37	50	34	35	36	28	35	38	35	42	32	37
Increase taxes and spend the same as now on health, education and other public services	41	29	45	37	42	45	50	45	37	38	50	39
Don't know	22	21	20	28	22	28	15	17	28	20	18	24

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
IG4a. Imagine that the government had to increase the amount of money it spent. In which of the following areas do you think that more money should be spent? ***(Please select up to three)***												
Investing in the NHS	70	65	74	64	67	68	74	75	66	67	69	76
Social care for elderly people	32	25	39	13	21	28	46	47	17	21	35	46
Controlling borders	29	32	26	14	11	29	39	42	13	19	34	39
Crime and policing	29	29	29	31	27	31	27	26	29	27	33	26
Schools	23	23	24	41	37	20	15	17	39	32	16	16
House building	20	21	18	25	25	18	19	17	24	23	15	19
Climate change initiatives	17	17	17	23	22	14	15	19	23	17	14	19
Defence and security	16	20	13	5	6	17	20	26	4	11	18	25
Local government	7	9	6	12	12	7	7	4	12	8	7	5
None of the above	2	2	1	1	2	3	1	0	1	4	1	0
Don't know	4	5	3	5	6	6	2	1	6	5	5	1
IG4b. Imagine that the government had to reduce the amount of money it spent. In which of the following areas do you think that less money should be spent? ***(Please select up to three)***												
The civil service	41	44	37	20	26	32	56	65	24	30	34	65
Climate change initiatives	34	38	31	27	20	36	44	38	26	29	37	39
Local government	28	28	28	26	26	25	35	31	27	26	26	34
Welfare and benefits	24	23	25	14	22	23	27	30	16	23	24	29
Defence and security	15	14	15	12	18	15	10	16	16	19	12	13
NHS	10	11	10	13	15	12	10	4	11	16	11	4
Schools	9	10	8	10	11	10	8	4	9	11	11	4
Pensions	8	10	7	12	12	11	6	3	12	12	8	3
Crime and policing	7	7	7	10	17	7	4	3	10	12	6	3
None of the above	8	6	9	8	6	7	4	12	8	6	7	10
Don't know	9	9	10	14	10	12	6	5	14	6	13	6

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
IG4a. Imagine that the government had to increase the amount of money it spent. In which of the following areas do you think that more money should be spent? ***(Please select up to three)***												
Investing in the NHS	70	75	69	64	74	81	64	83	63	66	76	73
Social care for elderly people	32	36	34	32	34	40	30	34	30	39	34	36
Controlling borders	29	15	47	46	20	23	61	13	56	24	30	14
Crime and policing	29	25	31	37	28	25	29	29	39	32	32	25
Schools	23	26	16	19	29	8	9	37	17	21	22	30
House building	20	23	14	15	21	20	15	22	15	14	18	22
Climate change initiatives	17	24	11	10	21	28	5	28	8	14	17	22
Defence and security	16	13	24	28	15	11	21	10	34	17	20	12
Local government	7	9	5	6	10	10	3	4	4	9	10	11
None of the above	2	1	1	1	1	1	4	0	0	3	1	2
Don't know	4	4	4	2	3	4	3	1	0	5	4	3
IG4b. Imagine that the government had to reduce the amount of money it spent. In which of the following areas do you think that less money should be spent? ***(Please select up to three)***												
The civil service	41	38	52	50	39	50	51	39	62	26	40	40
Climate change initiatives	34	25	46	42	30	26	56	24	48	28	36	26
Local government	28	26	31	32	27	36	32	22	35	28	28	26
Welfare and benefits	24	20	31	40	21	15	35	16	44	26	22	21
Defence and security	15	20	11	9	19	17	8	26	6	15	18	19
NHS	10	10	10	12	12	6	6	10	11	15	13	9
Schools	9	7	10	9	10	5	6	12	10	8	13	7
Pensions	8	9	7	7	10	2	3	13	4	15	15	6
Crime and policing	7	9	4	5	8	5	5	11	5	8	6	7
None of the above	8	11	4	6	8	10	5	7	3	12	5	11
Don't know	9	10	6	2	9	10	3	12	1	4	8	10

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
IG4a. Imagine that the government had to increase the amount of money it spent. In which of the following areas do you think that more money should be spent? ***(Please select up to three)***												
Investing in the NHS	70	56	73	66	72	70	81	71	69	68	72	70
Social care for elderly people	32	22	36	34	31	35	35	33	32	33	30	32
Controlling borders	29	25	32	26	34	33	15	28	31	31	27	33
Crime and policing	29	31	28	35	30	13	22	32	25	30	30	29
Schools	23	23	22	24	23	16	33	24	23	22	24	28
House building	20	28	15	21	19	22	20	18	21	18	19	18
Climate change initiatives	17	17	18	20	14	13	21	19	15	17	17	17
Defence and security	16	17	17	14	16	20	16	20	12	15	19	17
Local government	7	7	7	7	9	5	8	7	9	7	10	6
None of the above	2	1	3	1	1	0	1	1	3	1	1	1
Don't know	4	8	2	5	4	11	1	3	6	4	2	5
IG4b. Imagine that the government had to reduce the amount of money it spent. In which of the following areas do you think that less money should be spent? ***(Please select up to three)***												
The civil service	41	29	49	36	43	39	34	45	36	41	38	42
Climate change initiatives	34	26	36	37	35	27	39	36	33	38	27	40
Local government	28	26	30	30	29	29	20	28	29	30	28	26
Welfare and benefits	24	23	26	24	25	19	22	29	18	26	29	23
Defence and security	15	12	15	17	15	13	16	15	15	15	14	14
NHS	10	19	6	8	9	13	20	10	10	11	14	6
Schools	9	10	8	7	6	11	16	8	9	8	10	8
Pensions	8	8	7	10	8	5	17	7	10	7	8	13
Crime and policing	7	11	5	6	8	3	11	6	8	9	10	5
None of the above	8	10	9	4	8	7	6	7	8	5	8	7
Don't know	9	11	7	11	9	20	7	6	12	8	7	13

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
IG5. Which of the following past prime ministers and their governments do you believe generally did the best job of being in government?												
Tony Blair's Labour government (1997 to 2007)	20	25	15	10	21	22	22	19	13	24	20	21
Boris Johnson's Conservative government (2019 to 2022)	15	15	16	19	7	13	13	23	16	8	16	20
Gordon Brown's Labour government (2007 to 2010)	5	3	6	1	9	5	6	4	5	6	4	4
David Cameron's Conservative / Liberal Democrat coalition government (2010 to 2015)	5	7	4	6	7	3	7	6	7	4	4	7
David Cameron's Conservative government (2015 to 2016)	5	6	5	7	3	6	6	5	7	4	7	5
Rishi Sunak's Conservative government (2022 to 2024)	5	5	6	8	6	6	4	4	8	6	6	3
Theresa May's Conservative government (2016 to 2019)	3	3	4	7	3	1	2	6	6	2	2	4
Liz Truss's Conservative government (2022)	1	1	1	1	1	1	0	1	1	1	0	1
There is no real difference between any of them	30	29	31	21	30	32	31	30	20	33	30	31
Don't know	10	7	12	19	13	11	7	2	18	11	10	4
IG6. Thinking generally, when a UK government makes mistakes do you think this is mainly a result of the wrong policies, the wrong people being involved or the wrong institutions being in place?												
The wrong policies	35	36	33	32	23	34	41	39	29	28	39	38
The wrong people	40	40	40	37	46	38	37	44	38	45	35	41
The wrong institutions	8	8	8	10	10	9	5	7	10	11	6	7
Don't know	17	16	19	21	21	19	17	10	22	16	20	14

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
IG5. Which of the following past prime ministers and their governments do you believe generally did the best job of being in government?												
Tony Blair's Labour government (1997 to 2007)	20	29	16	3	37	28	15	19	2	6	40	40
Boris Johnson's Conservative government (2019 to 2022)	15	7	23	35	6	7	21	5	41	19	8	3
Gordon Brown's Labour government (2007 to 2010)	5	9	3	1	8	6	0	13	0	3	5	11
David Cameron's Conservative / Liberal Democrat coalition government (2010 to 2015)	5	8	3	9	3	12	4	3	6	17	1	3
David Cameron's Conservative government (2015 to 2016)	5	4	7	8	3	11	8	4	6	13	6	2
Rishi Sunak's Conservative government (2022 to 2024)	5	4	5	13	3	1	6	7	11	18	5	1
Theresa May's Conservative government (2016 to 2019)	3	3	3	7	1	3	4	6	7	5	0	1
Liz Truss's Conservative government (2022)	1	1	1	0	1	0	1	1	0	0	2	0
There is no real difference between any of them	30	28	33	22	29	31	38	34	25	14	29	29
Don't know	10	9	6	3	8	2	3	8	2	6	6	9
IG6. Thinking generally, when a UK government makes mistakes do you think this is mainly a result of the wrong policies, the wrong people being involved or the wrong institutions being in place?												
The wrong policies	35	35	37	39	35	48	36	35	37	45	42	31
The wrong people	40	39	41	44	35	37	48	40	45	43	31	37
The wrong institutions	8	7	8	9	8	1	7	11	10	7	9	7
Don't know	17	18	13	8	22	13	8	14	8	4	19	25

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
IG5. Which of the following past prime ministers and their governments do you believe generally did the best job of being in government?												
Tony Blair's Labour government (1997 to 2007)	20	13	17	21	27	19	22	20	20	22	22	21
Boris Johnson's Conservative government (2019 to 2022)	15	12	20	16	15	11	6	17	13	13	15	17
Gordon Brown's Labour government (2007 to 2010)	5	6	4	3	5	9	10	6	4	6	3	6
David Cameron's Conservative / Liberal Democrat coalition government (2010 to 2015)	5	8	4	7	6	2	3	7	2	3	7	7
David Cameron's Conservative government (2015 to 2016)	5	7	6	5	3	9	4	6	5	8	6	4
Rishi Sunak's Conservative government (2022 to 2024)	5	8	6	5	5	5	3	5	6	6	7	3
Theresa May's Conservative government (2016 to 2019)	3	3	2	9	2	2	3	3	3	2	6	5
Liz Truss's Conservative government (2022)	1	3	0	0	0	0	1	1	1	1	1	0
There is no real difference between any of them	30	28	32	26	30	25	37	27	33	29	28	30
Don't know	10	12	10	8	7	18	11	7	12	10	6	7
IG6. Thinking generally, when a UK government makes mistakes do you think this is mainly a result of the wrong policies, the wrong people being involved or the wrong institutions being in place?												
The wrong policies	35	34	38	27	42	22	22	36	32	35	35	35
The wrong people	40	34	40	47	36	40	47	43	36	40	43	41
The wrong institutions	8	11	7	11	6	5	8	8	8	9	9	7
Don't know	17	20	14	16	16	33	24	13	23	16	12	18

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
IG7. For each of the following groups, please say if you believe the government should generally be listening to each one more or less when it comes to making decisions?												
Top business leaders												
Should listen to them a lot more	10	12	8	6	7	10	10	14	7	6	12	12
Should listen to them a little more	26	27	26	21	20	23	34	34	21	20	27	34
Should listen to them about the same as now	31	32	31	30	28	33	28	32	28	34	28	33
Should listen to them a little less	15	15	15	17	18	17	12	10	17	21	14	10
Should listen to them a lot less	9	8	10	12	17	7	8	6	15	10	9	6
Don't know	9	7	10	13	10	10	8	3	12	9	10	5
Listen to them more (all)	36	39	34	27	27	33	44	48	28	26	39	46
Listen to them less (all)	24	23	25	29	35	24	20	16	32	31	23	16
NET	+12	+16	+9	-2	-8	+9	+24	+32	-4	-5	+16	+30
Technology experts												
Should listen to them a lot more	14	15	12	16	15	15	11	12	14	15	14	10
Should listen to them a little more	33	37	29	31	34	30	36	37	31	28	35	38
Should listen to them about the same as now	30	26	34	22	24	30	31	37	23	32	26	36
Should listen to them a little less	10	11	10	13	13	9	10	10	13	10	10	9
Should listen to them a lot less	4	3	4	4	5	5	3	0	4	6	3	1
Don't know	9	7	11	14	9	11	9	4	14	8	11	6
Listen to them more (all)	47	52	41	47	49	45	47	49	45	43	49	48
Listen to them less (all)	14	14	14	17	18	14	13	10	17	16	13	10
NET	+33	+38	+27	+30	+31	+31	+34	+39	+28	+27	+36	+38

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All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
IG7. For each of the following groups, please say if you believe the government should generally be listening to each one more or less when it comes to making decisions?												
Top business leaders												
Should listen to them a lot more	10	8	12	17	10	1	11	10	17	18	11	9
Should listen to them a little more	26	29	27	35	22	35	35	21	31	46	18	27
Should listen to them about the same as now	31	29	33	29	37	36	34	27	31	22	40	35
Should listen to them a little less	15	19	11	10	13	18	8	24	10	8	10	13
Should listen to them a lot less	9	9	7	6	9	6	7	14	5	5	8	11
Don't know	9	5	9	4	9	4	5	3	5	1	12	6
Listen to them more (all)	36	37	39	52	32	36	46	31	48	64	29	36
Listen to them less (all)	24	28	18	16	22	24	15	38	15	13	18	24
NET	+12	+9	+21	+36	+10	+12	+31	-7	+33	+51	+11	+12
Technology experts												
Should listen to them a lot more	14	13	14	15	19	4	11	14	13	20	18	16
Should listen to them a little more	33	36	33	38	30	42	43	32	38	38	25	31
Should listen to them about the same as now	30	29	34	30	32	37	24	35	35	19	38	31
Should listen to them a little less	10	12	8	12	9	12	8	7	11	15	7	10
Should listen to them a lot less	4	3	3	1	3	0	6	6	0	1	6	2
Don't know	9	8	7	4	7	4	9	6	3	7	6	9
Listen to them more (all)	47	49	47	53	49	46	54	46	51	58	43	47
Listen to them less (all)	14	15	11	13	12	12	14	13	11	16	13	12
NET	+33	+34	+36	+40	+37	+34	+40	+33	+40	+42	+30	+35

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Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
IG7. For each of the following groups, please say if you believe the government should generally be listening to each one more or less when it comes to making decisions?												
Top business leaders												
Should listen to them a lot more	10	11	12	8	8	20	6	10	10	11	7	13
Should listen to them a little more	26	28	25	29	28	16	25	33	19	28	28	28
Should listen to them about the same as now	31	24	35	31	34	27	23	29	34	31	32	27
Should listen to them a little less	15	15	13	15	11	20	28	14	16	14	20	14
Should listen to them a lot less	9	5	9	10	9	8	13	8	10	8	10	10
Don't know	9	16	6	8	10	9	3	6	12	10	3	7
Listen to them more (all)	36	39	37	37	36	36	31	43	29	39	35	41
Listen to them less (all)	24	20	22	25	20	28	41	22	26	22	30	24
NET	+12	+19	+15	+12	+16	+8	-10	+21	+3	+17	+5	+17
Technology experts												
Should listen to them a lot more	14	13	15	12	14	17	11	14	14	14	14	14
Should listen to them a little more	33	24	31	36	36	39	38	38	27	35	36	32
Should listen to them about the same as now	30	32	34	28	27	30	26	31	30	31	31	27
Should listen to them a little less	10	11	10	13	9	1	15	9	13	9	10	15
Should listen to them a lot less	4	4	3	1	5	3	4	3	4	3	4	4
Don't know	9	15	7	10	9	10	6	7	12	9	6	8
Listen to them more (all)	47	37	46	48	50	56	49	52	41	49	50	46
Listen to them less (all)	14	15	13	14	14	4	19	12	17	12	14	19
NET	+33	+22	+33	+34	+36	+52	+30	+40	+24	+37	+36	+27

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
Bosses of international tech companies												
Should listen to them a lot more	7	9	6	6	5	7	11	8	5	4	10	8
Should listen to them a little more	20	21	19	17	20	19	21	21	17	20	20	21
Should listen to them about the same as now	32	32	32	24	29	33	36	35	23	31	32	38
Should listen to them a little less	19	17	21	24	21	18	12	23	23	22	16	19
Should listen to them a lot less	11	14	9	11	16	12	13	7	14	14	11	8
Don't know	10	7	13	18	10	11	8	6	17	9	11	7
Listen to them more (all)	27	30	25	23	25	26	32	29	22	24	30	29
Listen to them less (all)	30	31	30	35	37	30	25	30	37	36	27	27
NET	-3	-1	-5	-12	-12	-4	+7	-1	-15	-12	+3	+2
Civil servants												
Should listen to them a lot more	8	7	9	11	10	12	5	2	10	10	11	2
Should listen to them a little more	19	18	21	28	26	21	12	12	25	27	18	12
Should listen to them about the same as now	33	32	35	34	34	31	40	32	36	33	32	34
Should listen to them a little less	18	21	15	9	11	15	20	28	9	11	18	26
Should listen to them a lot less	11	13	9	4	5	9	13	21	5	6	11	18
Don't know	10	9	12	14	15	12	10	5	15	13	10	7
Listen to them more (all)	27	25	30	39	36	33	17	14	35	37	29	14
Listen to them less (all)	29	34	24	13	16	24	33	49	14	17	29	44
NET	-2	-9	+6	+26	+20	+9	-16	-35	+21	+20	0	-30

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
Bosses of international tech companies												
Should listen to them a lot more	7	7	8	14	7	2	10	2	12	20	6	8
Should listen to them a little more	20	19	21	24	21	16	21	17	25	22	20	21
Should listen to them about the same as now	32	32	35	36	34	31	37	28	38	33	33	35
Should listen to them a little less	19	20	17	15	17	32	13	27	16	12	17	16
Should listen to them a lot less	11	13	10	6	12	13	9	18	6	5	15	12
Don't know	10	8	8	5	8	7	10	8	3	9	9	8
Listen to them more (all)	27	26	29	38	28	18	31	19	37	42	26	29
Listen to them less (all)	30	33	27	21	29	45	22	45	22	17	32	28
NET	-3	-7	+2	+17	-1	-27	+9	-26	+15	+25	-6	+1
Civil servants												
Should listen to them a lot more	8	10	5	5	10	1	4	16	2	12	8	10
Should listen to them a little more	19	20	17	16	20	22	14	24	12	25	24	18
Should listen to them about the same as now	33	39	29	34	37	39	25	29	33	37	31	40
Should listen to them a little less	18	16	23	21	15	28	22	14	25	12	19	14
Should listen to them a lot less	11	6	19	21	8	1	25	5	25	14	9	7
Don't know	10	10	8	3	9	9	10	12	4	1	9	11
Listen to them more (all)	27	30	22	21	30	23	18	40	14	37	32	28
Listen to them less (all)	29	22	42	42	23	29	47	19	50	26	28	21
NET	-2	+8	-20	-21	+7	-6	-29	+21	-36	+11	+4	+7

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
Bosses of international tech companies												
Should listen to them a lot more	7	5	8	7	7	15	5	8	7	7	8	10
Should listen to them a little more	20	24	16	20	24	18	14	22	17	21	19	20
Should listen to them about the same as now	32	33	34	33	31	22	30	30	35	35	32	29
Should listen to them a little less	19	14	19	21	16	21	33	20	19	16	26	19
Should listen to them a lot less	11	12	11	11	12	11	11	14	8	12	10	12
Don't know	10	12	11	8	9	14	7	7	14	10	5	10
Listen to them more (all)	27	29	24	27	31	33	19	30	24	28	27	30
Listen to them less (all)	30	26	30	32	28	32	44	34	27	28	36	31
NET	-3	+3	-6	-5	+3	+1	-25	-4	-3	0	-9	-1
Civil servants												
Should listen to them a lot more	8	6	6	11	6	5	20	8	8	8	11	8
Should listen to them a little more	19	27	18	20	18	16	16	22	16	17	26	21
Should listen to them about the same as now	33	28	35	33	37	36	27	32	35	37	33	27
Should listen to them a little less	18	15	17	19	22	10	14	20	15	19	15	20
Should listen to them a lot less	11	7	16	8	9	16	12	11	11	9	8	15
Don't know	10	17	9	10	9	16	10	7	14	10	6	9
Listen to them more (all)	27	33	24	31	24	21	36	30	24	25	37	29
Listen to them less (all)	29	22	33	27	31	26	26	31	26	28	23	35
NET	-2	+11	-9	+4	-7	-5	+10	-1	-2	-3	+14	-6

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
Women												
Should listen to them a lot more	24	15	33	43	29	23	22	15	40	27	20	18
Should listen to them a little more	30	28	32	21	33	27	37	32	22	29	32	33
Should listen to them about the same as now	34	42	27	25	22	34	33	47	26	28	33	43
Should listen to them a little less	4	5	2	5	3	5	2	3	4	5	4	2
Should listen to them a lot less	2	4	1	2	2	4	1	1	2	3	3	1
Don't know	6	7	6	5	11	8	5	3	6	8	8	3
Listen to them more (all)	54	43	65	64	62	50	59	47	62	56	52	51
Listen to them less (all)	6	9	3	7	5	9	3	4	6	8	7	3
NET	+48	+34	+62	+57	+57	+41	+56	+43	+56	+48	+45	+48
Trade unions												
Should listen to them a lot more	10	9	10	7	17	11	11	4	8	15	11	5
Should listen to them a little more	21	18	24	28	24	25	16	10	28	26	23	11
Should listen to them about the same as now	31	31	32	34	32	33	34	26	35	32	32	30
Should listen to them a little less	16	18	14	10	13	10	21	25	10	12	12	24
Should listen to them a lot less	14	17	12	4	3	11	12	33	3	6	13	26
Don't know	8	7	9	16	10	10	6	2	16	9	9	3
Listen to them more (all)	31	27	34	35	41	36	27	14	36	41	34	16
Listen to them less (all)	30	35	26	14	16	21	33	58	13	18	25	50
NET	+1	-8	+8	+21	+25	+15	-6	-44	+23	+23	+9	-34

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
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All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
Women												
Should listen to them a lot more	24	24	19	19	25	13	19	41	17	21	23	23
Should listen to them a little more	30	33	30	32	26	38	29	28	31	37	24	30
Should listen to them about the same as now	34	31	40	41	35	35	39	27	42	35	39	33
Should listen to them a little less	4	3	4	4	4	4	3	1	4	4	5	4
Should listen to them a lot less	2	3	2	2	3	0	5	0	2	2	1	5
Don't know	6	6	6	3	6	10	4	2	4	0	8	5
Listen to them more (all)	54	57	49	51	51	51	48	69	48	58	47	53
Listen to them less (all)	6	6	6	6	7	4	8	1	6	6	6	9
NET	+48	+51	+43	+45	+44	+47	+40	+68	+42	+52	+41	+44
Trade unions												
Should listen to them a lot more	10	15	5	3	14	4	6	20	2	4	12	16
Should listen to them a little more	21	23	16	8	28	10	17	29	6	15	22	30
Should listen to them about the same as now	31	34	29	26	37	42	26	31	25	26	38	37
Should listen to them a little less	16	16	18	23	10	27	20	8	24	23	13	8
Should listen to them a lot less	14	8	24	38	5	10	25	7	42	30	5	4
Don't know	8	5	7	3	6	6	6	5	2	3	10	5
Listen to them more (all)	31	38	21	11	42	14	23	49	8	19	34	46
Listen to them less (all)	30	24	42	61	15	37	45	15	66	53	18	12
NET	+1	+14	-21	-50	+27	-23	-22	+34	-58	-34	+16	+34

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
Women												
Should listen to them a lot more	24	20	20	27	28	23	28	24	23	22	22	27
Should listen to them a little more	30	23	28	32	31	33	36	30	30	29	32	28
Should listen to them about the same as now	34	30	40	29	33	29	30	36	32	37	33	32
Should listen to them a little less	4	11	3	4	1	2	1	4	4	3	5	5
Should listen to them a lot less	2	4	2	2	1	7	4	2	3	2	2	3
Don't know	6	12	6	7	5	7	1	4	8	6	5	5
Listen to them more (all)	54	43	48	59	59	56	64	54	53	51	54	55
Listen to them less (all)	6	15	5	6	2	9	5	6	7	5	7	8
NET	+48	+28	+43	+53	+57	+47	+59	+48	+46	+46	+47	+47
Trade unions												
Should listen to them a lot more	10	6	10	11	10	13	13	8	12	9	10	11
Should listen to them a little more	21	21	19	17	22	22	30	22	19	23	22	17
Should listen to them about the same as now	31	29	32	35	30	22	39	30	33	32	37	27
Should listen to them a little less	16	21	14	13	20	10	9	17	14	16	15	18
Should listen to them a lot less	14	8	20	14	12	24	7	18	10	13	13	18
Don't know	8	15	6	11	7	10	2	5	12	8	4	9
Listen to them more (all)	31	27	29	28	32	35	43	30	31	32	32	28
Listen to them less (all)	30	29	34	27	32	34	16	35	24	29	28	36
NET	+1	-2	-5	+1	0	+1	+27	-5	+7	+3	+4	-8

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
Academics												
Should listen to them a lot more	14	15	14	16	23	17	10	7	17	21	14	9
Should listen to them a little more	31	30	32	45	29	27	33	30	43	28	28	32
Should listen to them about the same as now	32	34	31	17	28	34	32	40	18	31	36	35
Should listen to them a little less	10	12	9	10	7	9	12	14	10	8	8	14
Should listen to them a lot less	3	4	3	0	1	4	4	5	1	3	4	3
Don't know	9	6	11	12	11	9	9	5	12	9	9	6
Listen to them more (all)	45	45	46	61	52	44	43	37	60	49	42	41
Listen to them less (all)	13	16	12	10	8	13	16	19	11	11	12	17
NET	+32	+29	+34	+51	+44	+31	+27	+18	+49	+38	+30	+24
Journalists												
Should listen to them a lot more	4	5	4	10	4	5	3	1	9	5	5	1
Should listen to them a little more	8	8	8	16	10	8	7	4	14	9	8	4
Should listen to them about the same as now	28	28	27	34	28	25	28	28	33	27	26	28
Should listen to them a little less	29	28	29	22	27	27	33	32	22	31	26	32
Should listen to them a lot less	23	23	22	10	20	24	22	30	14	18	26	28
Don't know	8	7	10	7	11	10	7	5	8	10	10	6
Listen to them more (all)	12	13	12	26	14	13	10	5	23	14	13	5
Listen to them less (all)	52	51	51	32	47	51	55	62	36	49	52	60
NET	-40	-38	-39	-6	-33	-38	-45	-57	-13	-35	-39	-55

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All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
Academics												
Should listen to them a lot more	14	19	10	10	21	7	11	18	6	18	19	19
Should listen to them a little more	31	33	28	35	23	40	29	41	32	39	19	25
Should listen to them about the same as now	32	35	34	33	37	37	28	25	34	33	35	42
Should listen to them a little less	10	7	14	14	9	10	14	7	18	5	14	6
Should listen to them a lot less	3	1	6	4	1	0	13	2	5	2	1	1
Don't know	9	6	8	4	8	6	5	7	5	3	11	7
Listen to them more (all)	45	52	38	45	44	47	40	59	38	57	38	44
Listen to them less (all)	13	8	20	18	10	10	27	9	23	7	15	7
NET	+32	+44	+18	+27	+34	+37	+13	+50	+15	+50	+23	+37
Journalists												
Should listen to them a lot more	4	5	2	3	5	0	3	4	1	8	5	5
Should listen to them a little more	8	8	6	6	10	2	3	17	5	6	11	9
Should listen to them about the same as now	28	28	27	29	29	29	22	31	30	28	26	30
Should listen to them a little less	29	30	30	29	25	42	35	24	31	22	19	30
Should listen to them a lot less	23	22	28	29	21	18	33	20	29	28	26	19
Don't know	8	8	7	5	9	8	4	5	4	7	13	8
Listen to them more (all)	12	13	8	9	15	2	6	21	6	14	16	14
Listen to them less (all)	52	52	58	58	46	60	68	44	60	50	45	49
NET	-40	-39	-50	-49	-31	-58	-62	-23	-54	-36	-29	-35

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All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
Academics												
Should listen to them a lot more	14	12	14	15	16	14	16	16	13	17	13	14
Should listen to them a little more	31	32	31	35	30	22	31	35	26	29	40	27
Should listen to them about the same as now	32	33	36	28	32	33	27	32	33	35	27	33
Should listen to them a little less	10	11	8	11	12	6	15	9	12	7	13	14
Should listen to them a lot less	3	3	4	3	1	7	5	3	3	3	2	4
Don't know	9	10	8	8	8	17	7	5	13	7	5	8
Listen to them more (all)	45	44	45	50	46	36	47	51	39	46	53	41
Listen to them less (all)	13	14	12	14	13	13	20	12	15	10	15	18
NET	+32	+30	+33	+36	+33	+23	+27	+39	+24	+36	+38	+23
Journalists												
Should listen to them a lot more	4	7	4	5	4	3	3	4	5	4	5	6
Should listen to them a little more	8	15	7	9	4	6	10	8	8	9	8	7
Should listen to them about the same as now	28	28	28	25	29	32	25	27	29	33	23	24
Should listen to them a little less	29	29	26	30	30	20	34	31	25	27	30	30
Should listen to them a lot less	23	9	27	22	25	29	20	25	20	20	25	26
Don't know	8	12	7	8	8	10	8	5	13	7	9	7
Listen to them more (all)	12	22	11	14	8	9	13	12	13	13	13	13
Listen to them less (all)	52	38	53	52	55	49	54	56	45	47	55	56
NET	-40	-16	-42	-38	-47	-40	-41	-44	-32	-34	-42	-43

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Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
Leaders of other countries												
Should listen to them a lot more	8	8	8	13	13	7	8	3	14	8	10	4
Should listen to them a little more	18	20	15	17	21	17	15	19	17	22	14	18
Should listen to them about the same as now	40	39	40	33	35	40	46	41	33	40	40	42
Should listen to them a little less	16	16	16	19	16	15	14	18	20	13	16	17
Should listen to them a lot less	9	10	8	6	6	10	6	13	5	9	10	11
Don't know	10	7	12	11	9	11	11	6	11	9	11	9
Listen to them more (all)	26	28	23	30	34	24	23	22	31	30	24	22
Listen to them less (all)	25	26	24	25	22	25	20	31	25	22	26	28
NET	+1	+2	-1	+5	+12	-1	+3	-9	+6	+8	-2	-6
Campaigning groups and charities												
Should listen to them a lot more	13	10	15	14	17	13	13	7	15	16	13	8
Should listen to them a little more	27	26	28	32	24	28	24	27	30	27	28	25
Should listen to them about the same as now	34	33	35	24	31	32	43	36	27	33	32	41
Should listen to them a little less	12	14	9	15	10	9	13	15	15	7	11	14
Should listen to them a lot less	7	10	5	7	7	8	2	10	7	8	6	7
Don't know	8	7	8	7	11	10	5	5	7	10	9	5
Listen to them more (all)	40	36	43	46	41	41	37	34	45	43	41	33
Listen to them less (all)	19	24	14	22	17	17	15	25	22	15	17	21
NET	+21	+12	+29	+24	+24	+24	+22	+9	+23	+28	+24	+12

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	%	%	%	%	%	%	%	%	%	%	%	%
Leaders of other countries												
Should listen to them a lot more	8	9	5	5	10	2	8	11	2	12	11	8
Should listen to them a little more	18	21	16	20	21	5	16	24	19	23	16	24
Should listen to them about the same as now	40	44	39	40	41	63	35	33	41	38	41	41
Should listen to them a little less	16	13	18	18	13	16	22	14	20	13	15	11
Should listen to them a lot less	9	4	14	12	7	6	14	8	13	8	9	5
Don't know	10	9	7	5	9	8	5	10	5	7	7	10
Listen to them more (all)	26	30	21	25	31	7	24	35	21	35	27	32
Listen to them less (all)	25	17	32	30	20	22	36	22	33	21	24	16
NET	+1	+13	-11	-5	+11	-15	-12	+13	-12	+14	+3	+16
Campaigning groups and charities												
Should listen to them a lot more	13	15	10	5	16	6	13	23	3	10	11	16
Should listen to them a little more	27	28	25	21	28	32	18	39	21	21	32	23
Should listen to them about the same as now	34	37	34	41	34	38	41	32	38	46	30	39
Should listen to them a little less	12	8	14	18	12	10	8	2	21	14	14	10
Should listen to them a lot less	7	4	10	9	6	3	13	3	10	7	7	5
Don't know	8	8	6	6	6	11	6	2	7	3	6	7
Listen to them more (all)	40	43	35	26	44	38	31	62	24	31	43	39
Listen to them less (all)	19	12	24	27	18	13	21	5	31	21	21	15
NET	+21	+31	+11	-1	+26	+25	+10	+57	-7	+10	+22	+24

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		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
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Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
Leaders of other countries												
Should listen to them a lot more	8	10	7	5	9	7	10	7	9	8	9	7
Should listen to them a little more	18	12	17	17	19	19	26	20	16	17	18	22
Should listen to them about the same as now	40	42	38	36	42	50	35	41	37	41	41	37
Should listen to them a little less	16	14	19	21	15	4	7	16	16	17	16	15
Should listen to them a lot less	9	11	11	10	5	5	12	8	11	8	10	10
Don't know	10	11	7	10	10	15	10	7	12	9	6	10
Listen to them more (all)	26	22	24	22	28	26	36	27	25	25	27	29
Listen to them less (all)	25	25	30	31	20	9	19	24	27	25	26	25
NET	+1	-3	-6	-9	+8	+17	+17	+3	-2	0	+1	+4
Campaigning groups and charities												
Should listen to them a lot more	13	9	12	16	13	13	11	11	14	14	12	11
Should listen to them a little more	27	21	28	27	29	16	36	28	27	26	25	30
Should listen to them about the same as now	34	35	30	39	33	40	33	37	30	33	40	28
Should listen to them a little less	12	14	14	8	12	12	5	12	12	14	9	15
Should listen to them a lot less	7	9	8	5	6	5	11	6	8	7	8	8
Don't know	8	11	8	6	7	15	3	7	9	7	6	7
Listen to them more (all)	40	30	40	43	42	29	47	39	41	40	37	41
Listen to them less (all)	19	23	22	13	18	17	16	18	20	21	17	23
NET	+21	+7	+18	+30	+24	+12	+31	+21	+21	+19	+20	+18

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1500	724	776	172	203	562	225	338	205	384	459	430
Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
Public sector workers												
Should listen to them a lot more	18	14	21	19	21	23	14	9	18	24	19	11
Should listen to them a little more	29	27	30	38	32	28	29	23	39	28	31	23
Should listen to them about the same as now	30	31	28	17	30	27	34	36	18	31	27	36
Should listen to them a little less	11	15	7	5	8	10	9	17	6	8	9	16
Should listen to them a lot less	5	6	4	7	1	4	5	8	6	1	6	6
Don't know	8	7	10	14	8	8	9	6	13	8	8	8
Listen to them more (all)	47	41	51	57	53	51	43	32	57	52	50	34
Listen to them less (all)	16	21	11	12	9	14	14	25	12	9	15	22
NET	+31	+20	+40	+45	+44	+37	+29	+7	+45	+43	+35	+12
Older people												
Should listen to them a lot more	25	21	30	15	16	28	30	29	14	21	30	29
Should listen to them a little more	33	30	35	18	19	33	37	45	18	29	33	43
Should listen to them about the same as now	26	30	22	39	32	25	21	20	40	27	23	21
Should listen to them a little less	7	9	6	14	19	5	4	3	13	14	4	3
Should listen to them a lot less	3	4	2	5	6	3	3	0	5	5	3	0
Don't know	5	7	4	9	8	6	5	2	9	5	7	3
Listen to them more (all)	58	51	65	33	35	61	67	74	32	50	63	72
Listen to them less (all)	10	13	8	19	25	8	7	3	18	19	7	3
NET	+48	+38	+57	+14	+10	+53	+60	+71	+14	+31	+56	+69

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
Public sector workers												
Should listen to them a lot more	18	21	14	10	19	17	17	29	6	15	18	20
Should listen to them a little more	29	28	27	27	31	28	26	26	28	26	31	28
Should listen to them about the same as now	30	35	29	34	32	35	27	31	32	37	29	36
Should listen to them a little less	11	8	15	17	9	10	16	6	18	14	11	8
Should listen to them a lot less	5	1	8	9	1	2	11	2	11	5	1	1
Don't know	8	6	7	4	8	8	3	5	4	3	10	7
Listen to them more (all)	47	49	41	37	50	45	43	55	34	41	49	48
Listen to them less (all)	16	9	23	26	10	12	27	8	29	19	12	9
NET	+31	+40	+18	+11	+40	+33	+16	+47	+5	+22	+37	+39
Older people												
Should listen to them a lot more	25	20	33	26	24	16	42	21	27	28	30	19
Should listen to them a little more	33	32	39	38	33	40	32	32	43	27	35	33
Should listen to them about the same as now	26	30	19	26	25	30	18	34	22	31	19	31
Should listen to them a little less	7	10	4	4	8	9	3	10	2	10	8	8
Should listen to them a lot less	3	3	2	2	4	2	2	2	1	4	4	4
Don't know	5	5	4	3	5	4	3	1	4	0	4	5
Listen to them more (all)	58	52	72	64	57	56	74	53	70	55	65	52
Listen to them less (all)	10	13	6	6	12	11	5	12	3	14	12	12
NET	+48	+39	+66	+58	+45	+45	+69	+41	+67	+41	+53	+40

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
All GB Adults	1500	204	488	246	361	73	128	843	644	568	381	291
Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
Public sector workers												
Should listen to them a lot more	18	14	15	19	20	14	28	17	18	17	21	17
Should listen to them a little more	29	25	32	27	30	30	21	29	29	30	31	26
Should listen to them about the same as now	30	30	32	29	26	25	35	31	28	30	29	27
Should listen to them a little less	11	10	9	11	15	3	9	12	9	12	8	14
Should listen to them a lot less	5	6	6	6	2	7	3	5	4	4	4	9
Don't know	8	14	7	9	7	20	3	5	12	6	6	8
Listen to them more (all)	47	39	47	46	50	44	49	46	47	47	52	43
Listen to them less (all)	16	16	15	17	17	10	12	17	13	16	12	23
NET	+31	+23	+32	+29	+33	+34	+37	+29	+34	+31	+40	+20
Older people												
Should listen to them a lot more	25	21	24	26	31	31	20	22	31	22	24	29
Should listen to them a little more	33	27	32	36	34	32	35	36	29	33	35	35
Should listen to them about the same as now	26	24	28	25	23	26	28	29	23	29	28	21
Should listen to them a little less	7	13	7	7	5	3	13	7	8	7	9	5
Should listen to them a lot less	3	4	4	2	3	1	1	3	3	4	2	5
Don't know	5	11	5	4	5	8	2	4	7	5	3	5
Listen to them more (all)	58	48	56	62	65	63	55	58	60	55	59	64
Listen to them less (all)	10	17	11	9	8	4	14	10	11	11	11	10
NET	+48	+31	+45	+53	+57	+59	+41	+48	+49	+44	+48	+54

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
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Unweighted Sample	1500	727	773	124	252	536	237	351	172	398	465	446
	%	%	%	%	%	%	%	%	%	%	%	%
Younger people												
Should listen to them a lot more	20	17	22	39	32	20	14	6	39	25	18	8
Should listen to them a little more	32	27	37	29	29	34	33	32	30	33	32	33
Should listen to them about the same as now	29	34	25	17	19	27	35	43	16	23	29	42
Should listen to them a little less	9	11	7	7	10	8	10	9	6	7	11	8
Should listen to them a lot less	4	5	3	2	3	4	3	7	2	4	3	5
Don't know	6	6	7	6	7	8	6	3	7	8	7	4
Listen to them more (all)	52	44	59	68	61	54	47	38	69	58	50	41
Listen to them less (all)	13	16	10	9	13	12	13	16	8	11	14	13
NET	+39	+28	+49	+59	+48	+42	+34	+22	+61	+47	+36	+28

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
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All GB Adults	1500	582	633	278	437	143	166	180	191	76	164	227
Unweighted Sample	1500	500	541	254	484	87	165	120	161	71	145	245
	%	%	%	%	%	%	%	%	%	%	%	%
Younger people												
Should listen to them a lot more	20	23	11	11	24	9	12	32	7	19	15	24
Should listen to them a little more	32	34	32	31	30	41	34	30	30	36	33	30
Should listen to them about the same as now	29	29	34	38	30	35	32	28	39	33	31	30
Should listen to them a little less	9	6	12	11	9	9	9	5	13	4	13	8
Should listen to them a lot less	4	2	6	7	3	1	8	2	8	6	5	2
Don't know	6	7	4	3	5	6	5	3	3	3	3	7
Listen to them more (all)	52	57	43	42	54	50	46	62	37	55	48	54
Listen to them less (all)	13	8	18	18	12	10	17	7	21	10	18	10
NET	+39	+49	+25	+24	+42	+40	+29	+55	+16	+45	+30	+44

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	Total	Region						Social Grade		Organisation Type		
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Private sector	Public sector	Other
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Unweighted Sample	1500	200	491	253	357	79	120	905	582	611	344	268
	%	%	%	%	%	%	%	%	%	%	%	%
Younger people												
Should listen to them a lot more	20	15	20	18	20	25	24	19	20	20	17	23
Should listen to them a little more	32	29	31	37	35	20	31	34	29	36	32	29
Should listen to them about the same as now	29	23	34	28	31	29	21	31	28	28	31	28
Should listen to them a little less	9	14	6	8	7	13	14	7	11	7	12	8
Should listen to them a lot less	4	7	3	4	2	4	6	4	4	4	3	7
Don't know	6	11	5	6	6	9	4	5	8	6	5	5
Listen to them more (all)	52	44	51	55	55	45	55	53	49	56	49	52
Listen to them less (all)	13	21	9	12	9	17	20	11	15	11	15	15
NET	+39	+23	+42	+43	+46	+28	+35	+42	+34	+45	+34	+37

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