Deltapoll Survey Results
Prepared by Deltapoll for the Mail on Sunday

Sample size: 1,532 adults in Great Britain
Fieldwork: 30th December 2024 to 3rd 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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	23	20	27	9	13	18	20	42	7	16	21	34
Labour	30	30	30	35	50	32	32	13	41	39	31	19
Liberal Democrat	12	11	12	10	6	12	12	15	7	11	11	15
Reform UK	22	29	15	17	18	23	25	22	18	17	27	23
Scottish National Party (SNP)	3	3	3	2	0	5	2	2	1	5	3	2
Plaid Cymru (PC)	1	1	1	0	1	1	2	1	2	0	1	1
Green	9	7	10	26	11	8	6	5	22	11	6	5
Other	1	0	1	1	1	2	0	0	1	1	1	0

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Sample size: 1,532 adults in Great Britain
Fieldwork: 30th December 2024 to 3rd January 2025

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention													
[Excluding 'Don't know' and 'Would not vote']													
Conservative	23	100	0	0	0	0	22	27	85	6	7	1	4
Labour	30	0	100	0	0	0	39	20	0	77	6	1	5
Liberal Democrat	12	0	0	100	0	0	15	9	1	6	78	1	2
Reform UK	22	0	0	0	100	0	10	34	14	7	6	97	5
Scottish National Party (SNP)	3	0	0	0	0	22	5	2	0	2	0	0	17
Plaid Cymru (PC)	1	0	0	0	0	7	0	1	0	0	0	0	6
Green	9	0	0	0	0	64	9	5	0	2	3	0	55
Other	1	0	0	0	0	7	1	1	0	0	0	0	5

Deltapoll Survey Results

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Sample size: 1,532 adults in Great Britain
Fieldwork: 30th December 2024 to 3rd January 2025

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Voting Intention									
[Excluding 'Don't know' and 'Would not vote']									
Conservative	23	19	29	24	24	14	12	25	21
Labour	30	44	22	31	37	30	17	29	31
Liberal Democrat	12	8	18	10	7	9	14	13	10
Reform UK	22	16	24	21	26	20	17	20	26
Scottish National Party (SNP)	3	0	0	0	0	0	32	2	4
Plaid Cymru (PC)	1	0	0	0	0	17	0	1	1
Green	9	13	7	13	5	11	8	10	6
Other	1	0	2	1	1	0	0	0	2

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
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	5	7	3	4	10	4	8	3	6	7	3	5
Quite well	21	23	19	21	29	24	23	10	21	29	23	12
Quite badly	29	30	28	34	26	28	27	29	34	28	27	29
Very badly	39	38	41	22	29	38	40	56	23	28	44	51
Don't know	6	3	9	19	7	5	3	3	16	8	3	3
Well (all)	26	30	22	25	39	28	31	13	27	36	26	17
Badly (all)	68	68	69	56	55	66	67	85	57	56	71	80
NET	-42	-38	-47	-31	-16	-38	-36	-72	-30	-20	-45	-63
The leader of the Conservative Party, Kemi Badenoch												
Very well	2	3	2	1	2	3	1	3	1	4	2	2
Quite well	23	25	21	14	22	21	23	32	16	20	22	29
Quite badly	25	26	24	30	32	25	25	19	33	27	24	21
Very badly	21	25	17	20	17	23	23	18	17	23	21	19
Don't know	29	22	36	35	27	29	28	28	33	26	30	29
Well (all)	25	28	23	15	24	24	24	35	17	24	24	31
Badly (all)	46	51	41	50	49	48	48	37	50	50	45	40
NET	-21	-23	-18	-35	-25	-24	-24	-2	-33	-26	-21	-9

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
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	5	2	14	1	2	5	6	4	3	10	2	1	4
Quite well	21	10	53	24	4	14	28	15	11	40	24	4	13
Quite badly	29	21	22	42	20	48	33	24	19	30	35	20	42
Very badly	39	64	6	30	74	27	29	54	65	15	36	73	33
Don't know	6	3	4	3	2	6	4	3	3	4	3	3	7
Well (all)	26	12	67	25	6	19	34	19	14	50	26	5	17
Badly (all)	68	85	28	72	94	75	62	78	84	45	71	93	75
NET	-42	-73	+39	-47	-88	-56	-28	-59	-70	+5	-45	-88	-58
The leader of the Conservative Party, Kemi Badenoch													
Very well	2	7	3	1	1	2	3	3	7	2	1	0	2
Quite well	23	55	19	15	21	11	22	28	53	18	19	22	10
Quite badly	25	20	26	29	31	19	24	26	20	31	15	31	23
Very badly	21	4	28	22	22	40	22	19	5	26	20	21	35
Don't know	29	14	25	32	25	28	29	25	15	22	45	26	30
Well (all)	25	62	22	16	22	13	25	31	60	20	20	22	12
Badly (all)	46	24	54	51	53	59	46	45	25	57	35	52	58
NET	-21	+38	-32	-35	-31	-46	-21	-14	+35	-37	-15	-30	-46

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
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	5	7	4	7	2	10	8	5	5
Quite well	21	26	21	17	24	7	17	23	19
Quite badly	29	22	23	37	30	24	42	31	26
Very badly	39	35	45	35	39	51	28	37	43
Don't know	6	10	7	3	5	8	4	5	7
Well (all)	26	33	25	24	26	17	25	28	24
Badly (all)	68	57	68	72	69	75	70	68	69
NET	-42	-24	-43	-48	-43	-58	-45	-40	-45
The leader of the Conservative Party, Kemi Badenoch									
Very well	2	3	2	4	2	4	1	3	2
Quite well	23	26	25	24	23	15	15	25	21
Quite badly	25	25	25	21	28	15	30	25	25
Very badly	21	26	16	19	20	37	26	20	21
Don't know	29	21	32	32	28	29	28	27	31
Well (all)	25	29	27	28	25	19	16	28	23
Badly (all)	46	51	41	40	48	52	56	45	46
NET	-21	-22	-14	-12	-23	-33	-40	-17	-23

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
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	34	34	34	22	22	28	35	55	22	27	30	48
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	33	38	28	43	46	32	37	19	42	41	30	25
Don't know	33	28	38	34	32	40	29	26	36	32	40	27
And if there were a second referendum on British membership of the European Union, how would you vote?												
To stay out of the European Union	36	43	30	7	22	34	43	57	10	27	39	52
To re-join the European Union	48	45	50	68	60	48	45	32	69	55	45	36
Would not vote	6	6	6	14	6	5	4	4	11	5	6	4
Don't know	10	6	13	9	12	12	7	7	9	11	10	8
Prefer not to answer	0	1	0	1	0	1	0	0	1	1	0	0
[Excluding 'Don't know' and 'Would not vote']												
To stay out of the European Union	40	46	34	8	25	39	46	61	11	31	43	56
To re-join the European Union	53	48	58	76	68	55	49	34	76	63	50	39
Would not vote	7	6	7	16	6	6	5	4	13	6	6	5

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	**1532**	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	**1532**	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
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	34	87	6	19	53	16	26	46	85	12	24	49	16
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	33	3	81	43	9	45	42	23	4	65	36	9	34
Don't know	33	11	13	37	38	39	33	31	12	23	40	42	51
And if there were a second referendum on British membership of the European Union, how would you vote?													
To stay out of the European Union	36	53	20	21	66	24	11	70	59	23	30	69	36
To re-join the European Union	48	35	65	66	24	65	79	15	30	65	51	19	51
Would not vote	6	3	5	5	1	4	2	4	2	4	5	0	2
Don't know	10	8	9	7	9	7	8	10	8	8	14	12	9
Prefer not to answer	0	1	0	1	0	0	0	0	1	0	0	0	1
[Excluding 'Don't know' and 'Would not vote']													
To stay out of the European Union	40	58	23	22	73	25	12	78	65	25	35	78	40
To re-join the European Union	53	39	72	72	26	70	86	17	33	71	59	22	57
Would not vote	7	3	6	6	1	4	2	5	2	5	6	0	3

	Total	Region						Social Grade	
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Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
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	34	28	40	35	34	24	21	38	28
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	33	44	28	34	28	41	43	33	32
Don't know	33	28	32	31	38	35	37	28	40
And if there were a second referendum on British membership of the European Union, how would you vote?									
To stay out of the European Union	36	29	41	40	37	27	21	37	35
To re-join the European Union	48	56	41	47	48	48	65	50	45
Would not vote	6	11	5	3	7	8	2	4	8
Don't know	10	5	12	8	8	18	11	8	11
Prefer not to answer	0	0	0	1	0	0	1	0	0
[Excluding 'Don't know' and 'Would not vote']									
To stay out of the European Union	40	30	47	45	40	33	24	40	40
To re-join the European Union	53	59	47	52	52	58	74	55	51
Would not vote	7	11	6	4	7	10	3	4	9

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Taking everything into account, would you say that the United Kingdom is generally heading in the right direction or the wrong direction?												
Right direction	18	24	12	15	24	18	19	13	16	25	14	15
Wrong direction	69	65	73	67	62	70	67	73	67	61	74	71
Don't know	13	12	15	19	14	11	14	14	17	14	12	13
What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time?												
The cost of living	66	61	71	65	63	69	72	58	67	64	71	63
The NHS	39	34	44	16	30	36	46	56	24	29	41	54
The economy	33	31	35	27	31	34	34	35	26	33	33	36
Immigration and asylum	15	21	9	4	11	15	21	19	5	10	20	19
Taxation	14	16	11	15	16	15	10	11	14	16	14	11
Housing	12	12	11	21	20	12	8	5	19	16	10	5
Pensions	10	8	13	2	6	6	12	24	3	6	7	22
Welfare and benefits	10	8	11	9	14	13	8	4	9	16	10	5
The environment and climate change	10	11	9	2	8	9	12	14	2	9	9	14
Crime	9	8	9	9	11	10	6	7	13	9	9	7
Education	5	5	6	11	5	6	2	3	9	7	5	3
Unemployment	6	5	6	22	8	4	3	1	20	5	5	0
The relationship between different ethnic groups in Britain	4	5	3	4	5	5	3	2	4	5	3	3
Defence and security	4	4	3	3	3	2	5	8	2	2	2	6
Social inequality	4	5	3	3	10	4	4	2	6	5	4	2
Family life and childcare	4	3	4	1	9	6	1	1	3	10	2	1
Achieving peace in the world	4	4	3	4	3	3	3	5	3	5	3	3
Brexit	3	3	3	3	5	3	3	1	2	5	2	2
Transport	3	3	3	8	3	3	3	3	6	2	4	3
The situation in Ukraine	3	4	1	3	2	2	2	4	3	2	2	3
The COVID 19 pandemic	2	2	1	3	0	1	2	2	2	1	1	2
The rights of trans men and trans women	2	2	1	8	2	1	1	0	6	1	1	1
None of the above	1	0	1	2	1	0	2	0	2	0	1	1
Don't know	1	1	1	3	0	1	2	0	3	1	1	1
There are no important problems	2	2	2	4	1	1	1	4	3	2	1	3

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
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	%	%	%	%	%	%	%	%	%	%	%	%	%
Taking everything into account, would you say that the United Kingdom is generally heading in the right direction or the wrong direction?													
Right direction	18	11	46	15	8	8	21	16	10	35	13	10	8
Wrong direction	69	83	39	69	88	70	67	73	82	50	69	87	73
Don't know	13	6	15	16	4	22	12	11	8	14	17	3	20
What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time?													
The cost of living	66	64	68	65	63	63	71	62	60	68	63	68	68
The NHS	39	42	39	42	31	39	42	43	41	43	42	34	39
The economy	33	39	32	45	27	31	39	31	43	32	39	25	30
Immigration and asylum	15	21	8	3	39	7	5	27	21	12	6	38	9
Taxation	14	17	9	8	19	15	15	11	17	11	8	21	12
Housing	12	7	14	15	9	10	11	8	6	12	15	11	8
Pensions	10	15	9	13	11	5	11	13	16	12	10	11	5
Welfare and benefits	10	8	14	10	8	6	8	12	5	12	9	12	8
The environment and climate change	10	7	8	16	6	22	13	10	9	10	19	4	18
Crime	9	7	8	6	12	10	8	9	7	7	8	13	8
Education	5	3	8	8	4	3	4	4	3	6	5	1	5
Unemployment	6	5	7	6	3	5	3	3	3	6	4	2	8
The relationship between different ethnic groups in Britain	4	2	3	4	9	2	2	5	3	3	2	10	2
Defence and security	4	6	3	2	5	3	3	5	7	4	4	2	2
Social inequality	4	1	6	7	3	7	6	2	1	6	3	3	5
Family life and childcare	4	2	5	3	1	10	5	3	1	6	2	1	7
Achieving peace in the world	4	3	2	4	2	11	3	4	3	2	6	2	10
Brexit	3	1	4	7	1	3	5	0	1	4	2	2	4
Transport	3	2	5	5	2	4	2	3	2	3	4	2	4
The situation in Ukraine	3	3	2	1	3	5	2	3	3	2	2	1	4
The COVID 19 pandemic	2	1	3	2	1	1	1	1	1	1	2	0	0
The rights of trans men and trans women	2	1	2	0	1	6	1	1	1	2	0	1	6
None of the above	1	2	1	0	0	0	0	1	2	0	0	0	0
Don't know	1	0	0	3	0	0	1	0	1	1	3	0	2
There are no important problems	2	3	3	2	1	2	2	2	4	2	3	1	1

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	%	%	%	%	%	%	%	%	%
Taking everything into account, would you say that the United Kingdom is generally heading in the right direction or the wrong direction?									
Right direction	18	24	17	19	15	17	15	19	16
Wrong direction	69	59	72	66	70	74	75	67	72
Don't know	13	17	11	15	15	9	11	14	12
What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time?									
The cost of living	66	64	62	65	69	67	76	62	71
The NHS	39	27	41	37	40	49	44	41	36
The economy	33	26	37	35	28	34	36	34	32
Immigration and asylum	15	9	16	14	21	15	6	14	16
Taxation	14	14	12	16	12	21	14	15	12
Housing	12	23	12	7	10	3	13	12	11
Pensions	10	7	10	12	11	9	14	12	9
Welfare and benefits	10	7	11	11	13	9	3	7	13
The environment and climate change	10	7	10	14	6	9	14	12	6
Crime	9	13	7	11	8	9	7	8	10
Education	5	7	5	4	6	6	3	7	4
Unemployment	6	15	5	6	4	4	1	4	8
The relationship between different ethnic groups in Britain	4	5	5	3	3	3	2	3	5
Defence and security	4	3	5	4	3	6	1	5	3
Social inequality	4	4	2	2	6	10	5	4	3
Family life and childcare	4	1	2	3	5	6	10	4	4
Achieving peace in the world	4	4	3	6	2	5	5	4	2
Brexit	3	4	3	3	3	3	2	3	2
Transport	3	3	4	2	4	4	3	4	3
The situation in Ukraine	3	3	3	3	1	2	4	2	3
The COVID 19 pandemic	2	5	1	1	1	0	3	1	2
The rights of trans men and trans women	2	5	1	1	1	0	2	2	1
None of the above	1	0	2	1	0	0	1	1	1
Don't know	1	5	1	1	1	0	0	1	1
There are no important problems	2	4	2	1	2	2	2	2	2

	Total	Gender		Age					Generation			
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Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
What do you think are the most important problems FACING THE COUNTRY at the present time?												
The cost of living	55	51	58	60	52	60	52	45	58	55	62	47
The NHS	50	44	55	39	42	44	61	61	42	43	46	63
Immigration and asylum	34	37	32	25	21	29	50	45	23	19	40	47
The economy	31	30	32	24	26	31	34	35	24	31	29	37
Crime	16	18	14	18	17	17	12	16	19	15	19	13
Housing	13	14	12	19	22	13	7	11	19	17	11	9
The environment and climate change	11	13	10	6	11	9	19	13	8	10	10	15
Taxation	9	10	7	13	16	8	4	7	11	12	8	5
Unemployment	7	6	7	16	9	9	1	2	13	9	7	1
Welfare and benefits	7	6	7	5	10	6	5	8	6	5	7	8
Defence and security	7	9	5	1	7	4	10	14	4	4	6	11
Pensions	6	5	7	1	2	6	8	10	1	5	6	10
Brexit	5	5	5	8	8	6	3	2	8	7	5	3
The relationship between different ethnic groups in Britain	5	7	3	4	3	7	3	5	4	10	3	4
Social inequality	5	6	5	9	8	4	6	3	10	4	4	4
Achieving peace in the world	4	4	4	4	6	4	2	5	6	5	4	3
Education	4	4	4	3	3	5	2	4	2	7	3	4
Family life and childcare	3	2	5	2	6	6	0	1	3	9	2	0
The situation in Ukraine	4	5	3	6	5	3	2	4	6	4	3	2
The COVID 19 pandemic	1	1	2	2	2	1	0	0	2	1	1	0
Transport	1	1	2	1	1	2	3	1	1	1	3	1
The rights of trans men and trans women	1	1	2	6	2	1	0	0	5	2	0	0
None of the above	0	0	1	1	0	0	0	0	1	0	1	0
Don't know	1	0	2	0	1	2	1	0	0	2	1	0
There are no important problems	0	0	0	1	0	0	0	0	1	0	0	0

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
What do you think are the most important problems FACING THE COUNTRY at the present time?													
The cost of living	55	50	56	49	50	53	57	51	50	57	48	52	49
The NHS	50	47	53	59	38	53	54	50	48	57	64	39	44
Immigration and asylum	34	44	15	22	69	21	22	49	46	19	23	76	25
The economy	31	32	39	36	22	27	42	24	38	35	36	20	33
Crime	16	19	13	9	22	15	14	18	17	14	9	23	15
Housing	13	8	14	15	15	17	13	12	6	16	15	16	12
The environment and climate change	11	9	12	26	5	15	15	9	9	13	25	5	13
Taxation	9	11	7	5	12	5	10	6	9	7	4	11	8
Unemployment	7	8	10	2	2	9	4	6	5	7	6	0	12
Welfare and benefits	7	8	8	7	6	7	6	8	8	5	5	7	10
Defence and security	7	14	2	8	10	6	7	10	16	5	8	7	7
Pensions	6	10	4	8	7	2	3	10	8	7	7	7	4
Brexit	5	4	6	10	4	3	8	2	4	6	6	2	4
The relationship between different ethnic groups in Britain	5	6	5	2	8	6	3	8	5	4	1	10	6
Social inequality	5	1	10	8	1	7	7	2	0	8	5	0	6
Achieving peace in the world	4	6	4	6	1	9	3	6	6	3	7	0	9
Education	4	2	7	3	3	4	4	4	2	6	3	1	4
Family life and childcare	3	3	7	3	1	6	5	2	2	7	3	2	2
The situation in Ukraine	4	5	3	6	3	5	3	4	5	4	5	3	5
The COVID 19 pandemic	1	1	2	0	1	1	1	1	1	1	0	1	1
Transport	1	0	2	1	3	1	1	2	1	1	1	2	1
The rights of trans men and trans women	1	0	2	0	1	6	1	1	0	2	0	1	5
None of the above	0	0	0	2	0	0	0	0	0	0	0	0	0
Don't know	1	1	0	0	0	0	1	1	1	0	0	0	3
There are no important problems	0	0	0	0	0	1	0	0	0	0	0	0	0

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
What do you think are the most important problems FACING THE COUNTRY at the present time?									
The cost of living	55	52	50	52	59	63	62	49	61
The NHS	50	32	49	47	54	59	64	50	49
Immigration and asylum	34	28	37	32	39	33	26	33	36
The economy	31	29	30	31	33	31	33	35	26
Crime	16	29	16	13	15	21	5	17	15
Housing	13	23	15	7	7	15	21	14	13
The environment and climate change	11	11	12	11	9	14	14	13	9
Taxation	9	9	9	10	8	5	10	8	9
Unemployment	7	18	4	7	7	0	3	7	6
Welfare and benefits	7	5	8	9	6	7	4	5	9
Defence and security	7	5	8	9	6	5	10	8	6
Pensions	6	2	6	9	7	7	4	6	6
Brexit	5	5	5	6	4	1	8	5	5
The relationship between different ethnic groups in Britain	5	3	4	9	7	2	2	5	5
Social inequality	5	6	3	7	6	5	3	4	7
Achieving peace in the world	4	3	5	6	4	4	2	5	3
Education	4	3	4	3	5	11	4	4	4
Family life and childcare	3	1	4	2	5	0	6	3	4
The situation in Ukraine	4	3	3	4	4	1	9	4	3
The COVID 19 pandemic	1	5	1	1	1	0	1	1	2
Transport	1	1	1	2	2	2	0	1	2
The rights of trans men and trans women	1	3	1	1	2	0	2	1	1
None of the above	0	0	1	0	0	2	0	1	0
Don't know	1	1	2	0	1	0	0	1	1
There are no important problems	0	0	0	0	0	0	0	0	0

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Taking everything into account, how well or badly do you think the present UK government is handling the issue of the economy?												
Very well	1	2	1	1	3	1	1	1	1	2	1	1
Fairly well	11	15	7	8	18	10	15	6	10	16	8	10
Neither well nor badly	23	22	24	35	28	23	24	13	33	29	22	15
Fairly badly	30	27	32	38	24	30	24	33	37	25	29	31
Very badly	32	32	33	14	24	32	32	46	15	25	36	42
Don't know	3	3	2	4	3	3	3	1	4	3	4	1
Well (all)	12	17	8	9	21	11	16	7	11	18	9	11
Badly (all)	62	59	65	52	48	62	56	79	52	50	65	73
NET	-50	-42	-57	-43	-27	-51	-40	-72	-41	-32	-56	-62
Which of the following do you think should be the top priority for the UK government when it comes to dealing with the UK economy?												
Growing the economy	26	29	22	18	14	22	33	37	15	20	25	34
Reducing inflation	20	17	22	25	29	19	17	15	29	21	17	18
Lowering taxes	15	17	13	12	21	20	8	10	13	26	14	9
Investing in public services	9	8	11	8	7	9	8	12	7	10	8	11
Reducing unemployment	7	7	7	14	9	7	6	2	14	6	10	2
Reducing economic inequality in Britain	7	7	6	8	11	5	8	5	9	8	6	6
Reducing the national debt	6	5	7	7	4	6	6	7	6	5	5	7
Something else	3	4	3	2	3	1	8	6	2	1	3	7
Don't know	7	5	9	5	2	10	5	7	4	3	13	6

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Taking everything into account, how well or badly do you think the present UK government is handling the issue of the economy?													
Very well	1	1	4	0	0	1	2	1	1	3	0	0	2
Fairly well	11	3	28	14	4	7	15	8	3	22	12	6	7
Neither well nor badly	23	16	39	28	5	28	23	19	13	34	27	4	25
Fairly badly	30	30	20	34	31	37	31	27	31	27	30	26	33
Very badly	32	50	5	24	57	25	28	42	52	12	30	60	32
Don't know	3	1	3	0	2	1	1	3	1	3	0	4	1
Well (all)	12	4	32	14	4	8	17	9	4	25	12	6	9
Badly (all)	62	80	25	58	88	62	59	69	83	39	60	86	65
NET	-50	-76	+7	-44	-84	-54	-42	-60	-79	-14	-48	-80	-56
Which of the following do you think should be the top priority for the UK government when it comes to dealing with the UK economy?													
Growing the economy	26	37	27	35	22	16	31	25	38	25	44	24	15
Reducing inflation	20	15	21	18	19	18	18	18	15	20	10	18	21
Lowering taxes	15	17	9	11	25	15	15	16	19	12	6	24	16
Investing in public services	9	6	14	7	4	20	11	8	5	12	8	2	18
Reducing unemployment	7	9	8	1	7	5	4	7	7	7	2	5	5
Reducing economic inequality in Britain	7	1	10	12	3	12	8	5	0	10	10	1	8
Reducing the national debt	6	8	6	5	3	10	5	8	6	6	4	6	8
Something else	3	3	2	1	10	1	2	5	4	2	3	11	3
Don't know	7	4	3	10	6	2	6	8	5	4	13	9	5

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Taking everything into account, how well or badly do you think the present UK government is handling the issue of the economy?									
Very well	1	3	1	1	1	1	1	2	1
Fairly well	11	11	11	12	8	22	9	12	9
Neither well nor badly	23	29	22	25	25	12	16	23	23
Fairly badly	30	25	28	31	30	23	44	30	30
Very badly	32	29	34	31	33	39	30	31	34
Don't know	3	2	3	1	3	5	0	2	3
Well (all)	12	14	12	13	9	23	10	14	10
Badly (all)	62	54	62	62	63	62	74	61	64
NET	-50	-40	-50	-49	-54	-39	-64	-47	-54
Which of the following do you think should be the top priority for the UK government when it comes to dealing with the UK economy?									
Growing the economy	26	25	26	32	23	27	21	30	21
Reducing inflation	20	23	19	15	22	24	16	17	23
Lowering taxes	15	18	16	17	11	20	15	15	16
Investing in public services	9	9	9	5	9	11	18	12	6
Reducing unemployment	7	12	5	6	8	5	7	7	8
Reducing economic inequality in Britain	7	3	5	9	9	4	7	6	7
Reducing the national debt	6	5	8	5	5	7	3	5	7
Something else	3	0	4	4	4	0	5	4	3
Don't know	7	3	7	7	9	0	9	4	10

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Please say which of the following parties in the UK you think would be best to deal with each of the following issues?												
The cost of living crisis												
Labour	24	27	20	24	31	24	29	15	26	29	23	19
Conservative	23	21	24	15	14	19	22	38	13	17	22	34
Reform UK	17	24	11	16	20	18	17	13	20	15	20	15
Liberal Democrats	8	10	6	7	10	7	10	8	7	9	8	8
Green Party	4	3	6	9	6	6	0	2	7	7	4	1
Don't know	24	14	33	28	19	25	21	24	27	23	24	22
The National Health Service												
Labour	29	31	26	28	39	28	33	22	31	33	27	26
Conservative	18	19	18	14	11	17	16	28	11	17	16	25
Reform UK	16	22	11	14	18	19	16	12	16	16	20	13
Liberal Democrats	6	6	6	7	6	5	10	7	6	5	6	8
Green Party	5	3	6	11	6	4	3	2	9	6	4	2
Don't know	26	18	32	26	20	26	23	29	26	23	26	26
Providing care and support for old and vulnerable members of society												
Labour	22	27	18	18	34	23	25	15	23	29	21	18
Conservative	20	19	22	15	16	16	19	34	13	17	17	30
Reform UK	16	23	9	14	19	18	15	12	15	15	20	13
Liberal Democrats	11	12	11	10	6	11	16	14	8	9	13	15
Green Party	5	4	5	10	4	7	1	2	9	7	4	2
Don't know	25	15	35	33	21	27	24	22	32	23	26	23
Small boats carrying asylum seekers crossing the channel												
Labour	18	22	14	15	29	19	20	10	17	25	18	14
Conservative	16	15	18	12	12	14	15	26	13	13	14	23
Reform UK	29	36	21	24	24	31	30	28	24	27	34	29
Liberal Democrats	5	6	4	6	6	4	7	5	6	5	6	4
Green Party	5	4	6	13	5	6	1	1	11	6	5	2
Don't know	27	17	37	30	24	26	27	30	31	25	25	29

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Please say which of the following parties in the UK you think would be best to deal with each of the following issues?													
The cost of living crisis													
Labour	24	4	69	11	7	21	30	18	3	58	9	5	15
Conservative	23	79	5	11	13	10	21	28	71	9	14	12	11
Reform UK	17	3	4	2	67	9	10	25	9	6	3	67	16
Liberal Democrats	8	3	4	50	4	3	10	7	1	6	41	4	5
Green Party	4	1	3	1	1	24	6	1	1	3	3	1	16
Don't know	24	11	15	26	9	33	23	21	14	18	30	11	37
The National Health Service													
Labour	29	7	79	27	6	17	39	20	8	64	30	4	14
Conservative	18	69	4	3	10	8	17	22	58	6	4	9	10
Reform UK	16	3	3	4	68	11	10	24	8	8	3	73	9
Liberal Democrats	6	3	1	44	3	3	6	7	1	4	34	1	7
Green Party	5	1	3	0	1	24	5	2	3	3	0	2	17
Don't know	26	18	11	21	13	37	23	25	22	16	29	11	42
Providing care and support for old and vulnerable members of society													
Labour	22	6	66	11	4	13	30	17	5	53	9	4	12
Conservative	20	70	5	7	12	13	19	24	62	7	9	10	15
Reform UK	16	2	3	2	65	9	9	23	8	7	3	68	13
Liberal Democrats	11	6	6	58	7	7	13	11	5	11	45	6	8
Green Party	5	1	3	3	3	22	6	2	2	4	3	3	17
Don't know	25	16	17	19	9	36	23	23	18	18	32	9	35
Small boats carrying asylum seekers crossing the channel													
Labour	18	2	56	10	2	9	24	13	3	44	12	2	5
Conservative	16	61	6	6	4	7	16	19	55	7	7	2	6
Reform UK	29	15	10	15	90	18	18	41	21	19	15	92	24
Liberal Democrats	5	2	2	34	1	4	6	4	2	4	26	1	4
Green Party	5	3	4	1	1	23	6	1	1	3	2	1	19
Don't know	27	17	23	35	2	38	31	22	18	23	39	3	42

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Please say which of the following parties in the UK you think would be best to deal with each of the following issues?									
The cost of living crisis									
Labour	24	25	17	28	28	31	23	24	23
Conservative	23	21	28	21	24	10	16	24	21
Reform UK	17	13	19	16	18	26	9	14	20
Liberal Democrats	8	7	9	9	7	4	8	9	6
Green Party	4	7	2	3	4	6	10	4	4
Don't know	24	27	24	24	19	23	34	24	25
The National Health Service									
Labour	29	34	24	29	32	35	26	31	26
Conservative	18	18	20	18	19	14	14	19	17
Reform UK	16	14	18	15	16	24	16	13	20
Liberal Democrats	6	5	8	6	7	3	4	8	5
Green Party	5	8	3	3	5	6	7	5	4
Don't know	26	21	27	30	22	18	33	24	27
Providing care and support for old and vulnerable members of society									
Labour	22	29	17	27	23	26	19	22	22
Conservative	20	18	25	21	20	10	16	22	18
Reform UK	16	13	17	11	18	24	14	12	21
Liberal Democrats	11	10	14	10	11	12	10	13	9
Green Party	5	7	2	4	5	7	9	5	4
Don't know	25	23	25	27	24	22	32	25	26
Small boats carrying asylum seekers crossing the channel									
Labour	18	20	15	18	20	26	17	18	18
Conservative	16	17	18	17	15	11	10	18	14
Reform UK	29	26	28	29	31	34	24	27	31
Liberal Democrats	5	5	5	6	5	2	3	6	4
Green Party	5	8	3	5	4	6	8	6	3
Don't know	27	25	30	25	25	21	39	26	30

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Strikes and industrial action												
Labour	29	32	26	21	37	31	33	22	23	36	29	27
Conservative	18	17	19	9	9	14	16	36	8	12	15	29
Reform UK	15	20	10	15	17	17	14	10	16	15	18	12
Liberal Democrats	6	7	5	8	7	5	7	5	7	6	5	7
Green Party	5	3	6	11	7	4	2	3	9	6	3	2
Don't know	28	21	35	36	23	29	29	24	37	25	29	24
Climate change												
Labour	16	20	13	16	22	18	16	10	16	21	17	11
Conservative	13	15	12	7	14	11	15	20	7	13	12	17
Reform UK	10	15	6	13	12	11	7	7	13	9	12	7
Liberal Democrats	5	6	5	4	4	5	5	7	3	6	4	6
Green Party	28	24	31	37	32	27	25	23	36	29	25	26
Don't know	27	20	34	24	16	28	31	33	25	22	29	32
Prioritising motorists												
Labour	15	17	13	13	23	15	15	9	16	19	15	10
Conservative	19	19	19	9	14	19	17	28	9	20	16	25
Reform UK	15	22	8	12	18	15	16	12	14	14	17	13
Liberal Democrats	5	7	4	14	8	3	4	4	12	6	3	4
Green Party	5	4	5	9	8	5	3	2	9	5	5	2
Don't know	42	31	52	43	29	42	45	46	40	35	44	46
The rights of trans men and trans women												
Labour	18	22	14	15	23	20	20	10	17	23	17	14
Conservative	10	11	10	5	12	10	10	13	5	12	9	12
Reform UK	9	14	5	8	12	12	7	6	10	8	13	7
Liberal Democrats	10	12	8	12	6	11	9	9	10	11	10	9
Green Party	8	7	8	18	12	6	6	6	17	8	6	6
Don't know	45	34	55	42	35	41	49	56	40	38	45	52
The rights of women												
Labour	20	24	17	21	28	22	22	13	25	26	18	16
Conservative	14	13	15	7	11	12	16	22	6	12	13	20
Reform UK	12	16	8	13	16	13	10	7	14	12	13	9
Liberal Democrats	10	12	8	12	10	9	12	10	10	14	8	11
Green Party	6	6	7	14	8	5	4	4	13	6	5	4
Don't know	37	29	46	32	28	39	38	44	32	30	43	40

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Strikes and industrial action													
Labour	29	11	69	29	13	22	40	22	11	58	24	11	19
Conservative	18	66	4	5	12	7	14	25	60	7	11	9	9
Reform UK	15	3	3	5	58	6	8	21	9	5	3	63	13
Liberal Democrats	6	2	3	37	1	1	7	4	0	3	29	2	5
Green Party	5	3	5	0	2	19	6	2	3	3	3	2	16
Don't know	28	16	17	23	13	44	24	26	17	24	31	12	39
Climate change													
Labour	16	2	53	7	4	4	21	13	2	41	12	2	3
Conservative	13	51	3	5	9	6	13	17	46	4	7	5	7
Reform UK	10	1	3	1	42	4	5	14	5	3	1	48	7
Liberal Democrats	5	5	3	28	3	1	5	5	3	3	22	3	4
Green Party	28	14	26	39	23	62	31	23	15	29	32	19	48
Don't know	27	28	12	20	19	24	25	28	29	19	26	23	31
Prioritising motorists													
Labour	15	1	48	7	4	4	20	10	1	37	10	1	4
Conservative	19	57	11	11	8	13	20	23	52	11	13	6	14
Reform UK	15	2	7	6	55	7	8	21	8	7	8	57	15
Liberal Democrats	5	4	4	29	1	3	4	4	2	4	19	2	2
Green Party	5	2	5	4	1	16	7	1	1	5	2	2	12
Don't know	42	35	25	44	31	56	41	41	37	35	49	32	53
The rights of trans men and trans women													
Labour	18	4	49	11	10	5	21	15	5	41	11	10	4
Conservative	10	39	4	1	4	3	11	12	34	5	0	5	5
Reform UK	9	2	4	1	35	2	7	12	4	4	4	36	10
Liberal Democrats	10	10	6	35	10	7	10	9	7	8	25	8	6
Green Party	8	2	5	4	6	37	10	4	3	6	5	4	28
Don't know	45	44	32	49	35	46	41	49	47	36	55	37	47
The rights of women													
Labour	20	3	59	10	7	17	27	14	3	48	12	2	14
Conservative	14	53	3	4	7	6	13	18	46	7	6	7	8
Reform UK	12	2	4	6	46	6	6	17	5	4	4	52	8
Liberal Democrats	10	9	8	45	6	4	12	8	8	9	35	5	4
Green Party	6	2	3	3	3	30	8	2	2	4	3	3	25
Don't know	37	32	23	33	31	36	33	41	37	29	40	32	40

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Strikes and industrial action									
Labour	29	35	23	34	29	35	26	31	27
Conservative	18	11	21	18	19	16	14	19	16
Reform UK	15	13	18	13	13	22	13	14	17
Liberal Democrats	6	4	8	5	7	2	1	6	6
Green Party	5	9	3	1	4	6	10	5	4
Don't know	28	28	27	29	28	18	36	25	31
Climate change									
Labour	16	22	14	16	17	19	12	15	18
Conservative	13	14	15	15	12	8	10	15	11
Reform UK	10	10	13	5	11	18	5	9	11
Liberal Democrats	5	4	7	5	5	7	3	7	4
Green Party	28	28	25	27	28	30	37	30	25
Don't know	27	21	27	32	27	18	34	24	31
Prioritising motorists									
Labour	15	20	12	15	14	18	14	14	16
Conservative	19	14	20	20	20	19	18	22	14
Reform UK	15	16	15	12	17	19	8	12	17
Liberal Democrats	5	9	6	5	4	2	2	6	5
Green Party	5	9	3	4	4	9	4	6	3
Don't know	42	32	43	45	41	32	55	40	44
The rights of trans men and trans women									
Labour	18	24	16	18	15	22	19	16	19
Conservative	10	11	11	13	10	8	4	11	9
Reform UK	9	9	10	5	12	17	7	9	10
Liberal Democrats	10	12	10	10	11	7	3	12	8
Green Party	8	10	6	7	7	7	17	9	7
Don't know	45	35	48	48	44	39	50	43	47
The rights of women									
Labour	20	26	16	25	19	28	21	22	19
Conservative	14	10	16	18	13	15	9	14	14
Reform UK	12	12	14	9	11	15	7	10	13
Liberal Democrats	10	13	9	8	14	6	8	13	7
Green Party	6	9	5	4	5	8	13	7	5
Don't know	37	29	41	36	38	28	43	33	43

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
How would you describe your own household's financial situation at the present time?												
Very strong	4	5	3	6	7	3	5	4	5	5	4	4
Fairly strong	21	23	18	22	20	14	19	32	22	16	15	27
Neither strong nor weak	36	34	37	33	35	35	34	40	35	35	32	40
Fairly weak	28	28	28	29	23	35	34	15	26	31	36	20
Very weak	11	9	12	9	14	13	8	8	10	12	13	9
Don't know	1	1	1	2	2	0	0	1	2	1	1	1
Strong (all)	25	28	21	28	27	17	24	36	27	21	19	31
Weak (all)	39	37	40	38	37	48	42	23	36	43	49	29
NET	-14	-9	-19	-10	-10	-31	-18	+13	-9	-22	-30	+2
How would you describe the United Kingdom's economic situation at the present time?												
Very strong	1	2	0	2	1	2	0	0	1	2	1	0
Fairly strong	4	7	2	7	9	5	2	1	8	8	3	1
Neither strong nor weak	20	22	18	23	25	19	18	20	25	25	13	21
Fairly weak	46	46	46	47	36	44	50	52	45	38	50	50
Very weak	25	19	31	18	23	26	27	27	17	24	27	28
Don't know	4	4	3	3	6	5	3	1	4	4	7	0
Strong (all)	5	9	2	9	10	7	2	1	9	10	4	1
Weak (all)	71	65	77	65	59	70	77	79	62	62	77	78
NET	-66	-56	-75	-56	-49	-63	-75	-78	-53	-52	-73	-77

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Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
How would you describe your own household's financial situation at the present time?													
Very strong	4	4	6	3	2	5	6	2	5	6	3	1	4
Fairly strong	21	22	21	28	20	16	18	24	25	22	31	22	20
Neither strong nor weak	36	40	31	36	35	39	33	39	40	35	31	35	38
Fairly weak	28	24	30	23	32	28	29	27	21	27	21	32	29
Very weak	11	10	11	10	11	12	14	7	8	10	14	10	8
Don't know	1	1	1	0	1	0	0	0	1	1	0	0	0
Strong (all)	25	26	27	31	22	21	24	26	30	28	34	23	24
Weak (all)	39	34	41	33	43	40	43	34	29	37	35	42	37
NET	-14	-8	-14	-2	-21	-19	-19	-8	+1	-9	-1	-19	-13
How would you describe the United Kingdom's economic situation at the present time?													
Very strong	1	1	3	0	0	0	1	1	2	2	0	0	0
Fairly strong	4	3	10	3	1	4	4	3	3	8	2	1	3
Neither strong nor weak	20	16	30	26	10	17	20	18	14	27	20	10	22
Fairly weak	46	47	39	47	48	55	46	47	50	43	44	48	50
Very weak	25	30	14	22	35	22	26	27	30	16	34	33	23
Don't know	4	2	5	1	5	1	3	4	2	4	0	8	1
Strong (all)	5	4	13	3	1	4	5	4	5	10	2	1	3
Weak (all)	71	77	53	69	83	77	72	74	80	59	78	81	73
NET	-66	-73	-40	-66	-82	-73	-67	-70	-75	-49	-76	-80	-70

	Total	Region						Social Grade	
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Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
How would you describe your own household's financial situation at the present time?									
Very strong	4	8	4	3	4	3	4	6	2
Fairly strong	21	25	21	23	18	15	21	25	15
Neither strong nor weak	36	31	36	33	38	41	39	37	33
Fairly weak	28	30	27	30	28	27	26	23	36
Very weak	11	6	11	12	12	12	9	8	14
Don't know	1	0	1	0	1	2	2	1	1
Strong (all)	25	33	25	26	22	18	25	31	17
Weak (all)	39	36	38	42	40	39	35	31	50
NET	-14	-3	-13	-16	-18	-21	-10	0	-33
How would you describe the United Kingdom's economic situation at the present time?									
Very strong	1	4	0	0	0	0	2	1	1
Fairly strong	4	9	4	4	4	2	1	5	3
Neither strong nor weak	20	18	22	24	19	16	13	20	19
Fairly weak	46	42	45	46	45	42	60	46	46
Very weak	25	22	25	23	27	37	22	23	27
Don't know	4	5	3	3	4	3	3	4	3
Strong (all)	5	13	4	4	4	2	3	6	4
Weak (all)	71	64	70	69	72	79	82	69	73
NET	-66	-51	-66	-65	-68	-77	-79	-63	-69

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your own household's financial situation. How do you think it will change over the next twelve months, if at all?												
Get a lot better	4	4	3	4	10	3	5	2	4	7	3	3
Get a little better	18	20	16	27	30	20	11	7	26	29	14	9
Stay the same	34	36	32	33	32	29	38	43	33	30	30	40
Get a little worse	27	23	31	18	19	29	26	35	22	22	29	33
Get a lot worse	12	13	12	9	6	16	14	10	8	10	17	13
Don't know	5	3	6	8	3	5	6	3	7	3	7	3
Get better (all)	22	24	19	31	40	23	16	9	30	36	17	12
Get worse (all)	39	36	43	27	25	45	40	45	30	32	46	46
NET	-17	-12	-24	+4	+15	-22	-24	-36	0	+4	-29	-34
Thinking about the United Kingdom's economic situation. How do you think it will change over the next twelve months, if at all?												
Get a lot better	2	3	2	7	5	2	0	1	6	3	1	1
Get a little better	15	19	11	18	20	12	18	12	17	18	10	15
Stay the same	25	26	24	24	27	28	23	21	25	28	28	20
Get a little worse	31	29	33	31	26	32	26	35	31	29	30	33
Get a lot worse	21	19	23	13	16	21	25	28	13	17	24	26
Don't know	6	4	7	7	5	5	9	4	7	5	6	5
Get better (all)	17	22	13	25	25	14	18	13	23	21	11	16
Get worse (all)	52	48	56	44	42	53	51	63	44	46	54	59
NET	-35	-26	-43	-19	-17	-39	-33	-50	-21	-25	-43	-43
Generally speaking, how worried are you, if at all, about your own cost of living rising in the future?												
Very worried	32	29	35	43	30	40	30	17	41	34	38	23
Fairly worried	42	40	45	37	48	42	40	43	40	45	43	41
Not very worried	19	24	15	12	14	13	23	35	11	16	12	31
Not at all worried	4	4	3	5	6	2	3	5	6	3	3	3
Don't know	3	2	3	2	3	3	4	1	2	2	4	2
Worried (all)	74	69	80	80	78	82	70	60	81	79	81	64
Not worried (all)	23	28	18	17	20	15	26	40	17	19	15	34
NET	+51	+41	+62	+63	+58	+67	+44	+20	+64	+60	+66	+30

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
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All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your own household's financial situation. How do you think it will change over the next twelve months, if at all?													
Get a lot better	4	2	7	2	3	4	4	4	3	4	4	5	3
Get a little better	18	14	24	27	15	16	19	14	12	19	20	17	17
Stay the same	34	32	38	40	30	43	34	35	36	39	33	34	39
Get a little worse	27	34	22	17	30	26	26	31	33	24	21	25	26
Get a lot worse	12	16	4	10	19	10	11	14	14	8	12	17	12
Don't know	5	2	4	4	3	2	5	3	3	6	10	1	4
Get better (all)	22	16	31	29	18	20	23	18	15	23	24	22	20
Get worse (all)	39	50	26	27	49	36	37	45	47	32	33	42	38
NET	-17	-34	+5	+2	-31	-16	-14	-27	-32	-9	-9	-20	-18
Thinking about the United Kingdom's economic situation. How do you think it will change over the next twelve months, if at all?													
Get a lot better	2	1	5	1	1	0	2	1	2	3	0	0	1
Get a little better	15	5	32	20	6	16	18	11	6	22	25	7	12
Stay the same	25	24	30	28	19	33	23	27	21	29	24	21	34
Get a little worse	31	38	20	30	36	29	32	31	39	28	23	28	31
Get a lot worse	21	30	7	14	34	19	21	24	30	11	23	37	19
Don't know	6	2	7	7	4	3	4	6	2	7	5	7	3
Get better (all)	17	6	37	21	7	16	20	12	8	25	25	7	13
Get worse (all)	52	68	27	44	70	48	53	55	69	39	46	65	50
NET	-35	-62	+10	-23	-63	-32	-33	-43	-61	-14	-21	-58	-37
Generally speaking, how worried are you, if at all, about your own cost of living rising in the future?													
Very worried	32	31	29	26	32	36	33	28	26	30	26	28	35
Fairly worried	42	40	47	34	44	44	44	42	40	48	33	43	43
Not very worried	19	24	19	32	18	16	20	23	27	18	32	20	16
Not at all worried	4	3	3	4	2	3	2	5	4	2	6	3	5
Don't know	3	2	2	4	3	1	1	3	2	2	2	6	1
Worried (all)	74	71	76	60	76	80	77	70	66	78	59	71	78
Not worried (all)	23	27	22	36	20	19	22	28	31	20	38	23	21
NET	+51	+44	+54	+24	+56	+61	+55	+42	+35	+58	+21	+48	+57

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All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Thinking about your own household's financial situation. How do you think it will change over the next twelve months, if at all?									
Get a lot better	4	8	4	5	3	2	2	4	4
Get a little better	18	22	14	19	20	14	20	20	15
Stay the same	34	33	33	40	31	29	40	34	35
Get a little worse	27	25	31	22	27	36	22	28	26
Get a lot worse	12	8	11	13	15	18	15	10	15
Don't know	5	5	8	1	4	1	2	3	6
Get better (all)	22	30	18	24	23	16	22	24	19
Get worse (all)	39	33	42	35	42	54	37	38	41
NET	-17	-3	-24	-11	-19	-38	-15	-14	-22
Thinking about the United Kingdom's economic situation. How do you think it will change over the next twelve months, if at all?									
Get a lot better	2	6	2	2	2	1	2	3	2
Get a little better	15	16	15	13	16	11	13	17	12
Stay the same	25	29	24	32	21	20	24	24	26
Get a little worse	31	26	32	27	34	20	35	32	30
Get a lot worse	21	17	20	20	23	38	22	20	24
Don't know	6	6	8	5	4	11	4	4	7
Get better (all)	17	22	17	15	18	12	15	20	14
Get worse (all)	52	43	52	47	57	58	57	52	54
NET	-35	-21	-35	-32	-39	-46	-42	-32	-40
Generally speaking, how worried are you, if at all, about your own cost of living rising in the future?									
Very worried	32	40	34	30	29	32	28	27	38
Fairly worried	42	40	38	49	44	47	40	44	40
Not very worried	19	13	22	18	20	17	23	23	15
Not at all worried	4	6	4	2	3	4	5	3	4
Don't know	3	2	3	1	4	0	4	3	2
Worried (all)	74	80	72	79	73	79	68	71	78
Not worried (all)	23	19	26	20	23	21	28	26	19
NET	+51	+61	+46	+59	+50	+58	+40	+45	+59

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
If you had to say, for how long do you expect Keir Starmer to remain as Prime Minister?												
Under one year	19	18	20	18	18	18	20	22	18	17	19	20
One year	12	11	13	7	15	11	13	16	9	14	12	13
Two years	15	14	16	17	18	14	15	12	18	13	16	14
Three years	9	11	8	12	9	10	6	9	10	12	8	9
Four years	14	14	14	17	9	14	13	16	16	9	15	16
Five years	11	15	7	6	13	10	13	11	8	14	9	12
Between six and nine years	5	6	4	2	7	4	7	4	2	7	3	6
Between ten and fifteen years	1	2	1	2	2	1	2	1	2	1	1	1
More than fifteen years	1	1	1	1	1	1	0	0	2	0	1	0
Don't know	13	9	17	18	9	17	11	9	15	12	17	9
Fewer than four years	55	54	57	54	60	53	54	59	55	56	55	56
Four to nine years	30	35	25	25	29	28	33	31	26	30	27	34
More than nine years	2	3	2	3	3	2	2	1	4	1	2	1
Thinking about the relationship between Prime Minister Keir Starmer and Britain's trade unions, which of the following statements comes closest to your own view?												
Keir Starmer is generally too soft when it comes to his approach to the trade unions	35	39	32	17	23	30	42	56	20	26	34	50
Keir Starmer is generally too tough when it comes to his approach to the trade unions	11	12	9	11	18	14	6	3	13	16	11	5
Keir Starmer's approach to the trade unions is generally about right	21	27	15	23	25	21	20	16	22	26	17	19
Don't know	34	23	44	48	33	35	32	25	45	32	37	27
From what you know, which of the following statements comes closest to your own view?												
Keir Starmer is trying to uphold Brexit and the result of the 2016 EU Referendum	23	27	19	25	35	22	27	14	27	28	21	20
Keir Starmer is trying to undo Brexit and the result of the 2016 EU Referendum	39	44	34	24	30	36	47	51	26	32	41	48
Don't know	38	29	47	51	36	42	26	34	47	40	38	31

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Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
If you had to say, for how long do you expect Keir Starmer to remain as Prime Minister?													
Under one year	19	23	5	16	39	15	12	25	22	8	14	44	17
One year	12	18	6	11	14	10	14	12	17	12	12	11	10
Two years	15	19	12	13	15	18	14	16	23	14	10	11	15
Three years	9	10	11	14	3	10	11	8	10	11	10	2	10
Four years	14	15	17	15	10	19	14	13	14	13	13	10	17
Five years	11	6	16	13	4	18	14	10	7	16	11	3	17
Between six and nine years	5	1	13	4	1	4	7	4	1	9	7	1	5
Between ten and fifteen years	1	1	3	2	0	0	2	1	1	2	2	0	0
More than fifteen years	1	0	2	0	0	1	1	0	0	1	0	1	0
Don't know	13	6	15	13	12	5	13	10	5	13	20	15	8
Fewer than four years	55	70	34	54	71	53	51	61	72	45	46	68	52
Four to nine years	30	22	46	32	15	41	35	27	22	38	31	14	39
More than nine years	2	1	5	2	0	1	3	1	1	3	2	1	0
Thinking about the relationship between Prime Minister Keir Starmer and Britain's trade unions, which of the following statements comes closest to your own view?													
Keir Starmer is generally too soft when it comes to his approach to the trade unions	35	64	15	37	53	18	34	44	73	22	41	43	22
Keir Starmer is generally too tough when it comes to his approach to the trade unions	11	9	14	7	10	18	11	10	6	13	5	10	13
Keir Starmer's approach to the trade unions is generally about right	21	9	47	26	5	23	26	16	7	38	22	6	23
Don't know	34	17	24	30	32	41	30	30	14	27	33	41	42
From what you know, which of the following statements comes closest to your own view?													
Keir Starmer is trying to uphold Brexit and the result of the 2016 EU Referendum	23	18	35	31	14	29	34	14	17	30	26	11	24
Keir Starmer is trying to undo Brexit and the result of the 2016 EU Referendum	39	56	33	26	60	23	28	55	61	34	27	64	28
Don't know	38	26	32	43	26	49	38	31	22	37	47	24	48

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
If you had to say, for how long do you expect Keir Starmer to remain as Prime Minister?									
Under one year	19	13	21	22	18	26	13	18	20
One year	12	9	14	12	10	13	18	11	14
Two years	15	15	16	18	13	8	14	16	13
Three years	9	13	11	6	10	2	10	10	8
Four years	14	21	12	14	13	11	13	15	13
Five years	11	8	9	15	10	13	15	12	9
Between six and nine years	5	4	4	4	6	8	4	6	3
Between ten and fifteen years	1	2	2	1	1	0	2	2	1
More than fifteen years	1	2	0	1	1	0	0	0	1
Don't know	13	13	11	8	20	20	10	9	18
Fewer than four years	55	50	62	58	51	49	55	55	55
Four to nine years	30	33	25	33	29	32	32	33	25
More than nine years	2	4	2	2	2	0	2	2	2
Thinking about the relationship between Prime Minister Keir Starmer and Britain's trade unions, which of the following statements comes closest to your own view?									
Keir Starmer is generally too soft when it comes to his approach to the trade unions	35	29	39	36	37	22	32	42	27
Keir Starmer is generally too tough when it comes to his approach to the trade unions	11	17	9	10	10	9	10	9	12
Keir Starmer's approach to the trade unions is generally about right	21	24	18	23	19	26	22	22	18
Don't know	34	30	34	32	34	43	36	27	42
From what you know, which of the following statements comes closest to your own view?									
Keir Starmer is trying to uphold Brexit and the result of the 2016 EU Referendum	23	27	21	27	21	18	27	25	21
Keir Starmer is trying to undo Brexit and the result of the 2016 EU Referendum	39	34	40	40	42	33	31	39	39
Don't know	38	39	38	32	38	50	42	36	40

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Would you support or oppose the UK government seeking to negotiate a trade deal with the European Union?												
Support	60	62	59	67	63	60	59	56	68	60	60	58
Oppose	20	24	16	11	21	17	20	29	13	18	20	23
Don't know	20	14	25	22	16	22	20	16	19	22	20	19
Would you support or oppose the UK government seeking to negotiate a trade deal with the United States of America?												
Support	58	70	47	46	57	55	63	65	48	52	61	64
Oppose	18	16	19	22	19	19	14	14	21	21	17	13
Don't know	25	14	34	32	24	26	23	21	31	27	22	23
Would you support or oppose a trade deal with the European Union that gave European Union citizens the right to live and work in the UK, along with UK citizens having the right to live and work in the European Union?												
Support	54	54	55	58	62	57	51	47	58	65	49	50
Oppose	23	29	18	15	22	22	29	28	18	16	29	25
Don't know	22	17	27	27	17	21	20	25	24	18	22	25
Would you support or oppose a trade deal with the European Union that gave the European Union greater access to fish in UK waters?												
Support	29	30	27	41	44	34	22	9	42	43	28	12
Oppose	42	50	34	23	26	36	48	65	24	29	42	60
Don't know	30	20	39	36	30	29	30	27	35	28	30	28

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Would you support or oppose the UK government seeking to negotiate a trade deal with the European Union?													
Support	60	54	76	78	41	70	81	41	51	76	62	29	64
Oppose	20	28	10	12	40	14	8	36	31	11	14	48	17
Don't know	20	18	14	10	20	16	11	23	18	12	24	23	19
Would you support or oppose the UK government seeking to negotiate a trade deal with the United States of America?													
Support	58	68	59	50	79	38	55	66	68	60	47	76	34
Oppose	18	16	20	23	7	29	23	12	14	17	27	8	24
Don't know	25	16	21	27	14	33	22	22	18	23	26	16	42
Would you support or oppose a trade deal with the European Union that gave European Union citizens the right to live and work in the UK, along with UK citizens having the right to live and work in the European Union?													
Support	54	50	66	73	35	70	73	39	43	66	64	30	61
Oppose	23	33	16	14	46	12	11	38	39	17	12	44	16
Don't know	22	17	18	13	19	19	16	23	17	17	24	26	22
Would you support or oppose a trade deal with the European Union that gave the European Union greater access to fish in UK waters?													
Support	29	28	42	30	16	39	40	16	21	38	25	11	34
Oppose	42	48	31	37	67	24	26	64	56	34	38	67	30
Don't know	30	23	27	33	17	36	34	21	23	29	37	22	36

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Would you support or oppose the UK government seeking to negotiate a trade deal with the European Union?									
Support	60	67	56	60	58	72	67	66	53
Oppose	20	20	22	15	22	17	18	18	23
Don't know	20	13	22	25	20	10	15	16	24
Would you support or oppose the UK government seeking to negotiate a trade deal with the United States of America?									
Support	58	63	56	58	60	70	44	61	53
Oppose	18	16	18	16	18	8	27	17	19
Don't know	25	21	27	26	22	22	29	22	28
Would you support or oppose a trade deal with the European Union that gave European Union citizens the right to live and work in the UK, along with UK citizens having the right to live and work in the European Union?									
Support	54	59	51	58	51	51	64	57	51
Oppose	23	24	24	24	26	18	13	24	23
Don't know	22	17	25	18	23	31	23	19	26
Would you support or oppose a trade deal with the European Union that gave the European Union greater access to fish in UK waters?									
Support	29	37	24	31	24	33	39	28	29
Oppose	42	35	47	39	43	42	31	44	39
Don't know	30	28	28	31	33	25	30	28	32

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Of the following, who would you most want to be the NEXT Prime Minister?												
Nigel Farage	22	30	16	20	22	24	25	19	22	19	27	21
Boris Johnson	12	12	12	16	11	9	10	16	15	9	11	13
Kemi Badenoch	7	7	8	4	3	7	4	13	3	6	7	11
Angela Rayner	6	8	4	10	9	5	7	3	9	7	5	4
Rachel Reeves	3	4	2	2	7	3	1	3	3	5	2	2
James Cleverly	2	2	3	2	2	2	2	2	2	3	2	2
Wes Streeting	2	3	1	0	1	3	2	2	0	2	2	2
Someone else	18	16	20	17	18	19	20	16	19	20	17	17
Don't know	28	21	35	30	28	27	29	27	27	30	27	28
And putting aside your own political views, who do you think WILL be the next Prime Minister?												
Nigel Farage	20	25	15	22	26	20	22	13	22	24	18	18
Kemi Badenoch	10	10	9	11	9	6	10	15	12	6	8	13
Angela Rayner	7	8	5	8	6	8	6	3	7	9	7	4
Boris Johnson	5	6	4	10	6	6	2	2	10	6	5	1
Rachel Reeves	4	6	3	6	8	2	4	4	6	4	4	4
James Cleverly	2	2	3	5	4	2	1	2	4	4	1	2
Wes Streeting	1	1	1	0	1	0	2	2	0	1	0	2
Someone else	12	13	11	7	9	11	16	13	10	10	12	13
Don't know	40	29	50	30	29	44	36	45	29	37	45	43
Taking everything into account, do you think it would be a good thing or a bad thing if Boris Johnson returned to the frontline of British politics in 2025?												
A very good thing	11	11	11	3	8	8	13	23	4	8	9	19
A fairly good thing	23	24	21	26	24	27	18	16	23	28	25	16
A fairly bad thing	21	20	21	27	25	18	18	21	27	20	17	21
A very bad thing	34	35	33	27	32	37	37	33	30	34	37	34
Don't know	11	10	13	17	12	11	14	7	17	10	12	10
Good thing (all)	34	35	32	29	32	35	31	39	27	36	34	35
Bad thing (all)	55	55	54	54	57	55	55	54	57	54	54	55
NET	-21	-20	-22	-25	-25	-20	-24	-15	-30	-18	-20	-20

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Of the following, who would you most want to be the NEXT Prime Minister?													
Nigel Farage	22	9	9	3	83	10	11	35	17	14	6	86	12
Boris Johnson	12	31	8	9	5	3	7	15	27	9	5	2	4
Kemi Badenoch	7	24	3	2	2	5	9	7	20	4	5	1	5
Angela Rayner	6	2	13	10	0	11	8	3	2	11	8	0	9
Rachel Reeves	3	0	10	1	0	5	5	2	0	9	2	0	0
James Cleverly	2	6	2	1	1	2	2	3	3	1	2	1	3
Wes Streeting	2	2	5	1	0	1	3	1	2	4	1	0	0
Someone else	18	11	16	36	2	30	22	15	11	17	31	2	32
Don't know	28	16	34	38	6	33	34	20	18	31	40	8	34
And putting aside your own political views, who do you think WILL be the next Prime Minister?													
Nigel Farage	20	12	15	12	52	12	12	26	15	15	14	55	11
Kemi Badenoch	10	24	4	5	7	9	9	10	22	7	8	4	9
Angela Rayner	7	4	15	4	2	10	8	5	3	13	2	2	10
Boris Johnson	5	9	6	2	4	3	3	5	5	5	1	2	5
Rachel Reeves	4	2	9	6	2	5	5	3	2	7	6	1	4
James Cleverly	2	4	2	6	1	1	3	1	3	2	3	1	1
Wes Streeting	1	1	2	0	0	1	1	1	2	2	0	0	1
Someone else	12	8	14	23	3	14	13	12	6	14	21	2	17
Don't know	40	36	33	41	29	46	45	37	42	35	44	32	42
Taking everything into account, do you think it would be a good thing or a bad thing if Boris Johnson returned to the frontline of British politics in 2025?													
A very good thing	11	32	4	4	14	4	6	19	31	6	4	10	6
A fairly good thing	23	30	22	24	31	9	19	25	30	21	21	34	7
A fairly bad thing	21	18	21	22	25	18	20	19	18	20	26	21	15
A very bad thing	34	13	46	42	20	55	47	26	13	47	42	21	52
Don't know	11	7	8	9	10	13	8	11	8	7	8	13	20
Good thing (all)	34	62	26	28	45	13	25	44	61	27	25	44	13
Bad thing (all)	55	31	67	64	45	73	67	45	31	67	68	42	67
NET	-21	+31	-41	-36	0	-60	-42	-1	+30	-40	-43	+2	-54

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Of the following, who would you most want to be the NEXT Prime Minister?									
Nigel Farage	22	18	23	25	25	25	11	19	27
Boris Johnson	12	12	14	13	11	7	6	12	11
Kemi Badenoch	7	4	8	9	7	2	7	8	6
Angela Rayner	6	9	5	5	7	4	3	8	4
Rachel Reeves	3	4	2	4	2	12	6	3	3
James Cleverly	2	2	3	2	2	3	1	3	1
Wes Streeting	2	0	3	1	1	5	2	2	1
Someone else	18	21	17	16	16	18	24	18	18
Don't know	28	30	26	26	27	24	40	27	29
And putting aside your own political views, who do you think WILL be the next Prime Minister?									
Nigel Farage	20	18	23	18	21	17	14	18	22
Kemi Badenoch	10	12	11	10	9	1	7	11	8
Angela Rayner	7	10	5	4	9	5	8	8	5
Boris Johnson	5	8	3	9	4	1	3	5	5
Rachel Reeves	4	6	3	6	2	12	4	5	4
James Cleverly	2	3	3	2	2	3	1	3	2
Wes Streeting	1	1	1	1	0	2	2	1	1
Someone else	12	11	12	13	11	16	9	12	12
Don't know	40	32	39	37	41	45	53	39	41
Taking everything into account, do you think it would be a good thing or a bad thing if Boris Johnson returned to the frontline of British politics in 2025?									
A very good thing	11	8	14	15	10	10	6	11	12
A fairly good thing	23	22	25	22	23	15	17	24	21
A fairly bad thing	21	23	19	21	25	24	8	20	21
A very bad thing	34	38	31	28	30	43	59	34	35
Don't know	11	9	11	15	12	9	9	11	11
Good thing (all)	34	30	39	37	33	25	23	35	33
Bad thing (all)	55	61	50	49	55	67	67	54	56
NET	-21	-31	-11	-12	-22	-42	-44	-19	-23

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Do you support or oppose citizens of foreign countries being able to make donations to political parties in the UK?												
Support	20	25	14	29	28	20	17	11	29	27	16	12
Oppose	54	58	51	39	54	48	60	68	42	51	50	65
Don't know	26	17	35	32	18	32	23	20	29	22	34	23
It has been reported that Elon Musk, who is a US citizen, is considering donating around £80 million to the Reform UK party in this country. Taking everything into account, do you think Elon Musk should or should not be allowed to make such a donation?												
Should be allowed	30	35	25	35	41	33	25	20	38	36	31	21
Should not be allowed	54	52	56	45	47	48	61	69	43	51	50	65
Don't know	16	13	19	20	11	19	14	12	19	13	20	14
If you had to say, who of the following do you think would be the best to go for a drink in a pub with?												
Boris Johnson	27	25	30	34	23	24	31	29	32	27	23	29
Nigel Farage	24	33	16	17	26	27	22	24	20	19	31	23
Angela Rayner	11	12	10	10	12	12	14	8	9	15	10	11
Keir Starmer	9	10	8	9	15	8	9	7	12	12	6	7
Kemi Badenoch	3	3	3	2	1	3	3	4	1	2	4	3
Don't know	25	18	32	28	23	26	20	28	26	24	25	26

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you support or oppose citizens of foreign countries being able to make donations to political parties in the UK?													
Support	20	15	23	14	33	19	14	22	20	20	9	31	15
Oppose	54	61	56	61	40	63	63	53	59	57	65	37	62
Don't know	26	23	21	24	27	18	24	25	21	23	26	32	23
It has been reported that Elon Musk, who is a US citizen, is considering donating around £80 million to the Reform UK party in this country. Taking everything into account, do you think Elon Musk should or should not be allowed to make such a donation?													
Should be allowed	30	29	20	19	62	22	22	36	30	24	21	60	19
Should not be allowed	54	61	63	73	23	60	65	49	58	62	67	24	63
Don't know	16	11	16	9	15	18	12	15	12	14	12	16	18
If you had to say, who of the following do you think would be the best to go for a drink in a pub with?													
Boris Johnson	27	49	21	28	18	25	25	28	44	23	25	17	21
Nigel Farage	24	22	10	11	72	9	13	37	29	13	11	74	11
Angela Rayner	11	2	21	18	1	26	16	8	2	19	16	0	22
Keir Starmer	9	2	25	9	0	7	12	7	3	21	10	0	4
Kemi Badenoch	3	7	1	1	2	4	3	4	5	1	3	2	6
Don't know	25	18	21	33	7	29	31	17	18	23	36	7	35

	Total	Region						Social Grade	
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Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Do you support or oppose citizens of foreign countries being able to make donations to political parties in the UK?									
Support	20	35	16	27	13	17	15	20	18
Oppose	54	40	60	48	56	52	61	58	50
Don't know	26	25	24	24	31	31	24	21	32
It has been reported that Elon Musk, who is a US citizen, is considering donating around £80 million to the Reform UK party in this country. Taking everything into account, do you think Elon Musk should or should not be allowed to make such a donation?									
Should be allowed	30	36	29	35	26	32	25	29	30
Should not be allowed	54	48	58	48	55	49	61	60	48
Don't know	16	16	13	17	19	19	13	11	22
If you had to say, who of the following do you think would be the best to go for a drink in a pub with?									
Boris Johnson	27	27	28	39	25	15	17	29	25
Nigel Farage	24	25	26	23	25	30	12	23	26
Angela Rayner	11	9	8	9	11	16	25	13	8
Keir Starmer	9	12	8	7	8	7	16	9	9
Kemi Badenoch	3	2	4	1	3	1	3	4	2
Don't know	25	24	26	20	27	30	27	21	30

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, do you think that the number of immigrants coming to the UK these days should be increased, decreased or should it stay as it is now?												
Increased a lot	6	8	3	6	4	9	6	1	6	7	8	1
Increased a little	5	6	5	6	9	7	2	2	7	10	4	1
Stay the same	21	21	21	24	32	24	13	12	25	32	17	13
Decreased a little	19	20	18	27	25	15	18	18	24	21	14	19
Decreased a lot	43	41	44	24	25	37	56	62	26	21	51	60
Don't know	7	4	10	13	6	8	5	5	11	9	6	5
Increased (all)	11	14	8	12	13	16	8	3	13	17	12	2
Decreased (all)	62	61	62	51	50	52	74	80	50	42	65	79
NET	-51	-47	-54	-39	-37	-36	-66	-77	-37	-25	-53	-77
Generally speaking, which of the following statements comes closest to your own view?												
Immigrants to this country damage the economic recovery by taking jobs away from people already living in the UK	45	51	39	36	30	46	54	51	34	34	56	49
Immigrants to this country help the economic recovery by bringing skills and labour that the UK needs	41	40	41	50	53	39	35	35	52	50	30	37
Don't know	14	9	20	14	16	15	11	14	15	16	14	13
Would you support or oppose a restriction on the maximum number of people legally allowed to come and live in the UK from abroad each year?												
Support	68	70	65	53	56	66	76	79	54	58	74	76
Oppose	17	18	15	22	23	18	14	9	24	22	15	11
Don't know	16	12	19	25	21	16	10	12	22	21	12	13
The previous UK Government made plans to have some people who had entered Britain and applied for asylum to be flown to Rwanda, in Africa, for their asylum applications to be processed. Do you support or oppose this policy?												
Support	43	48	38	29	37	39	48	57	34	37	41	54
Oppose	36	35	36	48	40	34	37	30	44	40	32	31
Don't know	21	17	25	23	23	27	16	14	22	23	28	15

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, do you think that the number of immigrants coming to the UK these days should be increased, decreased or should it stay as it is now?													
Increased a lot	6	6	5	3	7	9	7	4	5	7	1	7	7
Increased a little	5	7	9	5	3	4	8	3	4	7	7	2	5
Stay the same	21	13	32	22	8	37	27	15	12	28	25	6	32
Decreased a little	19	18	19	34	9	16	23	13	18	19	30	7	15
Decreased a lot	43	52	26	33	74	26	30	60	58	32	34	77	31
Don't know	7	3	9	4	0	8	5	5	3	7	4	1	10
Increased (all)	11	13	14	8	10	13	15	7	9	14	8	9	12
Decreased (all)	62	70	45	67	83	42	53	73	76	51	64	84	46
NET	-51	-57	-31	-59	-73	-29	-38	-66	-67	-37	-56	-75	-34
Generally speaking, which of the following statements comes closest to your own view?													
Immigrants to this country damage the economic recovery by taking jobs away from people already living in the UK	45	58	34	31	77	25	31	61	59	36	29	84	31
Immigrants to this country help the economic recovery by bringing skills and labour that the UK needs	41	31	55	57	16	55	54	27	31	53	51	11	49
Don't know	14	10	12	12	6	20	15	12	10	11	21	5	21
Would you support or oppose a restriction on the maximum number of people legally allowed to come and live in the UK from abroad each year?													
Support	68	78	59	76	82	46	63	78	83	59	73	85	53
Oppose	17	14	22	16	14	21	22	11	10	23	13	13	17
Don't know	16	8	19	8	3	32	16	12	7	17	15	3	30
The previous UK Government made plans to have some people who had entered Britain and applied for asylum to be flown to Rwanda, in Africa, for their asylum applications to be processed. Do you support or oppose this policy?													
Support	43	68	30	32	70	20	32	57	74	36	27	65	18
Oppose	36	21	52	48	13	58	45	24	17	46	49	14	51
Don't know	21	11	18	20	17	21	23	18	9	18	24	20	31

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Generally speaking, do you think that the number of immigrants coming to the UK these days should be increased, decreased or should it stay as it is now?									
Increased a lot	6	8	5	5	3	1	13	5	6
Increased a little	5	6	6	6	4	4	5	6	4
Stay the same	21	27	19	25	18	17	21	25	16
Decreased a little	19	22	17	14	21	20	23	19	18
Decreased a lot	43	27	46	45	49	47	30	39	47
Don't know	7	11	7	5	5	11	8	6	7
Increased (all)	11	14	11	11	7	5	18	11	10
Decreased (all)	62	49	63	59	70	67	53	58	65
NET	-51	-35	-52	-48	-63	-62	-35	-47	-55
Generally speaking, which of the following statements comes closest to your own view?									
Immigrants to this country damage the economic recovery by taking jobs away from people already living in the UK	45	37	45	49	49	43	39	38	54
Immigrants to this country help the economic recovery by bringing skills and labour that the UK needs	41	53	39	36	37	29	53	49	30
Don't know	14	10	16	15	14	28	7	13	16
Would you support or oppose a restriction on the maximum number of people legally allowed to come and live in the UK from abroad each year?									
Support	68	57	70	67	72	69	65	68	68
Oppose	17	24	16	19	12	20	15	17	16
Don't know	16	19	15	14	16	11	20	15	16
The previous UK Government made plans to have some people who had entered Britain and applied for asylum to be flown to Rwanda, in Africa, for their asylum applications to be processed. Do you support or oppose this policy?									
Support	43	42	44	46	44	29	39	42	44
Oppose	36	40	34	33	32	48	46	41	28
Don't know	21	17	23	21	24	23	16	16	28

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Currently farm owners are able to use tax reliefs to pass on their farmland and associated business assets to their children, tax free. Under new plans, these reliefs will together be capped at £1 million – so farmland and farm assets over that value will be subject to inheritance tax at 20 per cent.												
Do you support or oppose plans to introduce inheritance tax on farms over £1 million?												
Support	25	30	21	32	31	23	28	19	31	31	21	21
Oppose	53	53	53	35	48	54	53	65	38	49	56	61
Don't know	22	18	26	33	21	23	20	16	31	21	23	18
Generally speaking, how worried are you, if at all, about the cost of living rising for those who will no longer receive the Winter Fuel Allowance?												
Very worried	37	32	42	28	35	36	43	41	28	33	41	45
Fairly worried	41	41	41	48	42	39	38	43	47	39	40	39
Not very worried	12	16	8	7	11	16	7	13	8	18	10	11
Not at all worried	3	5	1	4	5	3	3	1	3	5	3	2
Don't know	6	6	7	13	6	6	9	2	13	6	7	4
Worried (all)	78	73	83	76	77	75	81	84	75	72	81	84
Not worried (all)	15	21	9	11	16	19	10	14	11	23	13	13
NET	+63	+52	+74	+65	+61	+56	+71	+70	+64	+49	+68	+71

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Currently farm owners are able to use tax reliefs to pass on their farmland and associated business assets to their children, tax free. Under new plans, these reliefs will together be capped at £1 million – so farmland and farm assets over that value will be subject to inheritance tax at 20 per cent.													
Do you support or oppose plans to introduce inheritance tax on farms over £1 million?													
Support	25	15	44	28	10	35	32	17	14	39	19	11	29
Oppose	53	68	35	55	76	37	49	64	69	40	60	74	45
Don't know	22	17	22	17	14	28	19	19	17	21	21	15	25
Generally speaking, how worried are you, if at all, about the cost of living rising for those who will no longer receive the Winter Fuel Allowance?													
Very worried	37	44	27	29	49	37	35	42	44	29	30	50	37
Fairly worried	41	38	43	49	39	39	41	39	39	45	43	41	36
Not very worried	12	11	18	13	8	16	13	14	10	16	15	5	17
Not at all worried	3	3	5	2	2	3	3	2	2	4	2	1	4
Don't know	6	4	7	7	3	5	7	3	5	6	11	3	7
Worried (all)	78	82	70	78	88	76	76	81	83	74	73	91	73
Not worried (all)	15	14	23	15	10	19	16	16	12	20	17	6	21
NET	+63	+68	+47	+63	+78	+57	+60	+65	+71	+54	+56	+85	+52

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Currently farm owners are able to use tax reliefs to pass on their farmland and associated business assets to their children, tax free. Under new plans, these reliefs will together be capped at £1 million – so farmland and farm assets over that value will be subject to inheritance tax at 20 per cent.									
Do you support or oppose plans to introduce inheritance tax on farms over £1 million?									
Support	25	26	22	30	21	27	34	27	23
Oppose	53	47	53	54	58	47	49	54	52
Don't know	22	27	25	16	20	26	17	18	26
Generally speaking, how worried are you, if at all, about the cost of living rising for those who will no longer receive the Winter Fuel Allowance?									
Very worried	37	30	38	38	38	48	36	32	44
Fairly worried	41	45	40	38	45	33	40	44	38
Not very worried	12	14	11	15	10	12	14	16	8
Not at all worried	3	2	4	5	1	4	3	4	2
Don't know	6	9	8	3	6	2	8	5	7
Worried (all)	78	75	78	76	83	81	76	76	82
Not worried (all)	15	16	15	20	11	16	17	20	10
NET	+63	+59	+63	+56	+72	+65	+59	+56	+72

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Would you support or oppose Prince Harry and his children being removed from the order of succession, so that they were no longer in line for the throne?												
Support	51	49	54	28	33	49	57	74	29	46	49	69
Oppose	26	28	24	37	39	27	24	13	37	29	28	16
Don't know	23	23	22	34	28	24	19	13	34	25	22	15
Would you support or oppose Prince Andrew and his children being removed from the order of succession, so that they were no longer in line for the throne?												
Support	64	63	64	50	58	63	68	71	51	69	58	70
Oppose	14	16	12	17	22	13	14	10	19	13	14	12
Don't know	23	21	24	32	20	25	18	19	30	18	27	18
Would you support or oppose Prince Harry and his family having their royal titles removed?												
Support	51	51	50	30	34	49	59	67	31	45	50	66
Oppose	29	28	31	42	45	27	26	19	42	33	28	21
Don't know	20	21	19	28	21	23	15	14	26	22	22	14
Would you support or oppose Prince Andrew and his family having their royal titles removed?												
Support	59	58	60	53	64	55	68	61	56	59	58	61
Oppose	19	21	18	22	17	20	15	20	20	22	16	19
Don't know	22	21	22	24	18	26	17	19	23	19	26	19

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Would you support or oppose Prince Harry and his children being removed from the order of succession, so that they were no longer in line for the throne?													
Support	51	68	40	54	66	40	52	60	73	45	54	65	43
Oppose	26	16	40	28	19	23	27	22	13	37	23	16	20
Don't know	23	17	20	18	15	37	21	18	14	18	23	20	38
Would you support or oppose Prince Andrew and his children being removed from the order of succession, so that they were no longer in line for the throne?													
Support	64	66	63	65	67	69	67	67	66	66	64	72	66
Oppose	14	12	20	16	16	5	15	12	13	18	13	10	5
Don't know	23	22	16	19	18	26	18	21	21	16	23	18	29
Would you support or oppose Prince Harry and his family having their royal titles removed?													
Support	51	66	39	50	68	42	48	62	68	43	51	66	47
Oppose	29	22	42	35	17	29	31	23	18	41	28	15	23
Don't know	20	12	19	15	15	30	21	15	14	16	21	19	31
Would you support or oppose Prince Andrew and his family having their royal titles removed?													
Support	59	60	57	62	67	64	63	60	61	60	59	69	62
Oppose	19	25	24	18	16	10	18	18	21	23	18	13	7
Don't know	22	15	19	20	17	26	18	21	18	17	23	18	32

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Would you support or oppose Prince Harry and his children being removed from the order of succession, so that they were no longer in line for the throne?									
Support	51	40	51	49	57	55	60	54	48
Oppose	26	40	25	28	24	23	15	27	25
Don't know	23	21	25	22	20	22	26	19	26
Would you support or oppose Prince Andrew and his children being removed from the order of succession, so that they were no longer in line for the throne?									
Support	64	58	60	65	66	71	72	64	64
Oppose	14	21	14	14	13	4	13	16	11
Don't know	23	21	27	21	21	25	15	20	25
Would you support or oppose Prince Harry and his family having their royal titles removed?									
Support	51	45	48	48	55	52	62	53	48
Oppose	29	35	33	30	25	26	18	28	31
Don't know	20	20	19	22	20	22	21	19	21
Would you support or oppose Prince Andrew and his family having their royal titles removed?									
Support	59	57	56	63	61	61	65	59	60
Oppose	19	24	20	18	18	9	20	20	17
Don't know	22	20	24	20	21	30	15	20	23

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
All things considered, do you think it would be best for Prince Andrew, the Duke of York, to live in the UK or to live abroad?												
Prince Andrew should live in the UK	25	27	23	22	25	23	25	29	21	24	25	29
Prince Andrew should live abroad	35	39	31	35	36	36	37	32	36	39	33	32
Don't know	40	34	45	43	39	41	38	38	42	37	41	39
Would you support or oppose Prince Andrew, the Duke of York, being banned from attending all future Christmases with the Royal Family?												
Support	42	45	39	41	46	44	46	34	43	45	45	36
Oppose	26	26	26	22	27	25	24	30	21	26	26	28
Don't know	32	30	35	37	27	31	31	36	36	29	30	36
Prince Andrew, the Duke of York, currently pays for the running costs of his home, the Royal Lodge in Windsor Great Park. The prince has reportedly explained to palace authorities that he has secured enough money to continue living in in Royal Lodge, but has not publicly declared the sources of this money. Which of the following statements comes closest to your own view?												
Prince Andrew should have to declare all the sources of money he uses to pay for the running costs of his home	67	66	68	47	77	65	74	69	54	70	67	71
Prince Andrew should not have to declare all the sources of money he uses to pay for the running costs of his home	19	21	17	29	11	17	18	21	24	16	16	20
Don't know	15	14	15	24	12	18	8	10	22	15	17	9

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
All things considered, do you think it would be best for Prince Andrew, the Duke of York, to live in the UK or to live abroad?													
Prince Andrew should live in the UK	25	33	30	28	28	11	26	26	32	26	30	25	15
Prince Andrew should live abroad	35	38	34	34	41	34	35	35	39	38	24	37	31
Don't know	40	30	37	38	31	55	39	38	29	36	46	38	54
Would you support or oppose Prince Andrew, the Duke of York, being banned from attending all future Christmases with the Royal Family?													
Support	42	41	44	34	49	46	40	44	39	45	34	48	39
Oppose	26	26	35	25	27	18	26	27	26	33	28	25	17
Don't know	32	33	21	42	25	36	34	28	35	22	38	27	44
Prince Andrew, the Duke of York, currently pays for the running costs of his home, the Royal Lodge in Windsor Great Park. The prince has reportedly explained to palace authorities that he has secured enough money to continue living in in Royal Lodge, but has not publicly declared the sources of this money. Which of the following statements comes closest to your own view?													
Prince Andrew should have to declare all the sources of money he uses to pay for the running costs of his home	67	66	67	71	75	65	73	69	64	71	68	75	61
Prince Andrew should not have to declare all the sources of money he uses to pay for the running costs of his home	19	28	20	15	14	20	14	20	29	17	17	12	15
Don't know	15	6	13	14	11	16	13	11	6	12	15	13	24

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
All things considered, do you think it would be best for Prince Andrew, the Duke of York, to live in the UK or to live abroad?									
Prince Andrew should live in the UK	25	26	20	28	34	21	17	26	24
Prince Andrew should live abroad	35	41	34	35	31	33	42	34	36
Don't know	40	33	47	37	35	47	41	40	40
Would you support or oppose Prince Andrew, the Duke of York, being banned from attending all future Christmases with the Royal Family?									
Support	42	45	34	51	44	47	37	40	44
Oppose	26	30	26	23	28	21	23	28	23
Don't know	32	25	40	26	28	33	40	32	32
Prince Andrew, the Duke of York, currently pays for the running costs of his home, the Royal Lodge in Windsor Great Park. The prince has reportedly explained to palace authorities that he has secured enough money to continue living in in Royal Lodge, but has not publicly declared the sources of this money. Which of the following statements comes closest to your own view?									
Prince Andrew should have to declare all the sources of money he uses to pay for the running costs of his home	67	59	66	70	66	72	76	67	68
Prince Andrew should not have to declare all the sources of money he uses to pay for the running costs of his home	19	25	17	17	20	13	16	22	15
Don't know	15	16	17	13	14	14	7	12	18

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
For each of the following, please say if you think they should increase or decrease their Royal duties over the next 12 months?												
King Charles III												
Increase their Royal duties	16	17	16	23	18	19	15	7	21	23	16	9
Decrease their Royal duties	24	23	25	25	35	24	24	17	28	28	23	20
Make no change to their Royal duties	44	43	45	25	36	41	47	63	28	37	44	58
Don't know	15	17	14	27	12	16	14	12	23	12	18	13
Queen Camilla												
Increase their Royal duties	15	15	14	15	17	17	15	9	14	20	13	12
Decrease their Royal duties	28	27	28	28	34	29	29	20	29	36	24	24
Make no change to their Royal duties	42	41	42	31	36	35	46	58	33	28	46	52
Don't know	16	17	16	26	13	19	10	12	25	16	17	13
Prince William, the Prince of Wales												
Increase their Royal duties	33	32	35	29	38	36	37	26	31	39	34	31
Decrease their Royal duties	9	14	6	16	13	10	9	4	14	14	7	6
Make no change to their Royal duties	42	38	46	31	35	38	44	57	33	34	44	50
Don't know	15	17	13	24	13	16	10	13	22	13	15	13
Princess Catherine (Kate), the Princess of Wales												
Increase their Royal duties	24	23	25	20	33	26	24	17	24	30	23	19
Decrease their Royal duties	17	19	14	17	18	17	17	15	16	20	15	17
Make no change to their Royal duties	44	41	46	38	34	41	46	56	38	35	46	51
Don't know	15	17	14	25	15	16	12	12	22	14	16	13
Princess Anne, the Princess Royal												
Increase their Royal duties	18	18	18	19	24	22	17	7	23	21	22	10
Decrease their Royal duties	18	19	16	16	19	19	15	17	17	23	15	16
Make no change to their Royal duties	49	46	51	34	40	42	57	67	34	41	48	63
Don't know	16	17	14	31	17	16	11	9	27	15	15	11
Prince Andrew, the Duke of York												
Increase their Royal duties	9	11	8	12	11	12	3	6	11	12	9	6
Decrease their Royal duties	56	54	59	43	58	52	69	61	50	54	54	65
Make no change to their Royal duties	19	21	18	20	19	19	19	21	18	19	20	19
Don't know	15	14	15	25	12	17	9	12	21	15	16	11

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
For each of the following, please say if you think they should increase or decrease their Royal duties over the next 12 months?													
King Charles III													
Increase their Royal duties	16	15	18	11	21	12	16	14	12	18	8	22	14
Decrease their Royal duties	24	19	25	26	24	31	23	24	19	24	27	23	26
Make no change to their Royal duties	44	57	44	49	41	39	49	47	60	47	48	36	35
Don't know	15	9	14	14	14	19	11	15	10	11	17	18	25
Queen Camilla													
Increase their Royal duties	15	13	18	12	12	16	16	14	11	15	10	13	19
Decrease their Royal duties	28	25	27	27	32	31	26	29	26	29	29	31	22
Make no change to their Royal duties	42	55	39	44	41	33	45	42	55	42	39	38	33
Don't know	16	7	16	16	15	20	14	15	8	14	22	18	26
Prince William, the Prince of Wales													
Increase their Royal duties	33	34	34	28	36	29	35	33	32	37	29	36	31
Decrease their Royal duties	9	6	14	9	8	15	9	7	6	11	6	8	9
Make no change to their Royal duties	42	53	37	50	42	35	44	45	54	41	48	38	34
Don't know	15	7	14	13	14	22	12	14	8	12	16	18	26
Princess Catherine (Kate), the Princess of Wales													
Increase their Royal duties	24	23	25	20	25	23	23	26	23	25	19	25	31
Decrease their Royal duties	17	16	22	13	16	21	18	15	15	19	17	14	13
Make no change to their Royal duties	44	55	40	50	45	32	47	45	55	45	48	43	28
Don't know	15	6	13	16	14	23	12	15	7	12	17	18	28
Princess Anne, the Princess Royal													
Increase their Royal duties	18	13	22	18	19	16	18	18	12	22	13	21	19
Decrease their Royal duties	18	17	17	22	17	22	18	17	17	17	18	16	16
Make no change to their Royal duties	49	64	46	48	50	37	52	51	64	49	53	46	34
Don't know	16	6	15	12	14	24	12	13	7	13	16	17	30
Prince Andrew, the Duke of York													
Increase their Royal duties	9	12	11	8	6	6	7	11	11	10	3	6	10
Decrease their Royal duties	56	50	53	67	65	60	59	59	50	60	61	65	53
Make no change to their Royal duties	19	29	21	16	15	14	21	18	31	19	17	13	11
Don't know	15	9	14	9	14	20	12	13	7	11	18	16	27

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
For each of the following, please say if you think they should increase or decrease their Royal duties over the next 12 months?									
King Charles III									
Increase their Royal duties	16	17	16	18	20	9	8	17	15
Decrease their Royal duties	24	21	23	24	25	29	27	23	26
Make no change to their Royal duties	44	47	43	42	41	47	55	47	41
Don't know	15	15	18	16	14	15	11	13	18
Queen Camilla									
Increase their Royal duties	15	11	16	15	16	11	12	15	14
Decrease their Royal duties	28	27	25	30	27	26	35	27	29
Make no change to their Royal duties	42	46	39	41	43	41	42	45	38
Don't know	16	16	20	15	14	22	11	14	19
Prince William, the Prince of Wales									
Increase their Royal duties	33	25	34	36	37	23	34	32	36
Decrease their Royal duties	9	15	6	10	9	14	9	9	10
Make no change to their Royal duties	42	46	42	44	39	39	46	46	37
Don't know	15	14	18	11	14	24	11	13	17
Princess Catherine (Kate), the Princess of Wales									
Increase their Royal duties	24	16	27	24	25	26	22	22	26
Decrease their Royal duties	17	20	14	16	19	13	17	17	16
Make no change to their Royal duties	44	47	41	48	42	44	48	46	41
Don't know	15	16	18	12	14	18	13	14	17
Princess Anne, the Princess Royal									
Increase their Royal duties	18	17	19	19	18	9	19	16	20
Decrease their Royal duties	18	19	14	16	21	23	18	19	16
Make no change to their Royal duties	49	46	48	54	46	52	51	51	47
Don't know	16	17	19	11	15	17	12	14	17
Prince Andrew, the Duke of York									
Increase their Royal duties	9	8	14	7	7	7	7	9	10
Decrease their Royal duties	56	51	50	62	59	68	66	58	56
Make no change to their Royal duties	19	27	18	21	19	11	16	21	17
Don't know	15	13	18	11	15	15	11	12	17

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
For each of the following members of the Royal Family, would you say you have had a generally positive or generally negative view of them over the last 12 months?												
King Charles III												
Very positive	27	24	31	12	13	23	39	43	12	19	28	40
Fairly positive	38	36	39	30	42	39	35	38	34	38	38	40
Fairly negative	15	18	13	28	24	13	10	11	27	19	11	10
Very negative	9	12	7	12	13	10	10	5	12	9	12	6
Don't know	10	10	10	17	9	15	6	4	15	15	10	4
Positive (all)	65	60	70	42	55	62	74	81	46	57	66	80
Negative (all)	24	30	20	40	37	23	20	16	39	28	23	16
NET	+41	+30	+50	+2	+18	+39	+54	+65	+7	+29	+43	+64
Queen Camilla												
Very positive	16	14	18	9	5	12	23	27	7	9	15	25
Fairly positive	35	38	33	19	37	36	35	40	22	37	36	39
Fairly negative	20	21	19	27	23	22	18	12	27	24	19	14
Very negative	18	18	17	25	21	15	18	15	25	16	18	15
Don't know	12	10	14	21	14	14	6	6	18	15	12	6
Positive (all)	51	52	51	28	42	48	58	67	29	46	51	64
Negative (all)	38	39	36	52	44	37	36	27	52	40	37	29
NET	+13	+13	+15	-24	-2	+11	+22	+40	-23	+6	+14	+35
Prince William, the Prince of Wales												
Very positive	41	31	51	18	26	37	56	59	21	27	46	56
Fairly positive	34	39	30	44	43	36	25	28	44	45	27	29
Fairly negative	8	11	5	11	13	9	8	3	9	12	9	4
Very negative	7	9	4	6	9	8	6	3	7	5	10	4
Don't know	10	9	10	22	9	11	4	6	18	11	8	6
Positive (all)	75	70	81	62	69	73	81	87	65	72	73	85
Negative (all)	15	20	9	17	22	17	14	6	16	17	19	8
NET	+60	+50	+72	+45	+47	+56	+67	+81	+49	+55	+54	+77

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
For each of the following members of the Royal Family, would you say you have had a generally positive or generally negative view of them over the last 12 months?													
King Charles III													
Very positive	27	40	28	33	28	13	27	33	42	27	39	25	15
Fairly positive	38	42	35	41	37	37	41	36	42	36	35	38	37
Fairly negative	15	7	14	13	19	25	14	13	7	17	10	16	20
Very negative	9	7	12	7	9	11	10	8	5	11	5	14	13
Don't know	10	5	11	7	7	14	6	10	4	8	11	7	15
Positive (all)	65	82	63	74	65	50	68	69	84	63	74	63	52
Negative (all)	24	14	26	20	28	36	24	21	12	28	15	30	33
NET	+41	+68	+37	+54	+37	+14	+44	+48	+72	+35	+59	+33	+19
Queen Camilla													
Very positive	16	25	17	21	13	6	13	22	25	17	22	10	9
Fairly positive	35	42	29	54	36	31	41	35	46	31	47	38	27
Fairly negative	20	15	21	10	25	26	21	17	12	21	12	26	23
Very negative	18	14	19	10	20	16	16	17	14	20	10	19	19
Don't know	12	3	14	5	7	22	9	10	3	11	8	7	22
Positive (all)	51	67	46	75	49	37	54	57	71	48	69	48	36
Negative (all)	38	29	40	20	45	42	37	34	26	41	22	45	42
NET	+13	+38	+6	+55	+4	-5	+17	+23	+45	+7	+47	+3	-6
Prince William, the Prince of Wales													
Very positive	41	51	38	44	47	19	39	51	55	44	50	38	21
Fairly positive	34	34	35	39	34	42	36	30	32	34	29	42	41
Fairly negative	8	8	8	8	10	9	10	6	6	8	8	7	6
Very negative	7	3	10	4	4	6	8	5	3	9	2	7	9
Don't know	10	3	8	6	5	23	7	8	3	5	11	7	23
Positive (all)	75	85	73	83	81	61	75	81	87	78	79	80	62
Negative (all)	15	11	18	12	14	15	18	11	9	17	10	14	15
NET	+60	+74	+55	+71	+67	+46	+57	+70	+78	+61	+69	+66	+47

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
For each of the following members of the Royal Family, would you say you have had a generally positive or generally negative view of them over the last 12 months?									
King Charles III									
Very positive	27	28	29	28	25	36	21	30	24
Fairly positive	38	34	37	36	41	35	42	39	36
Fairly negative	15	20	17	15	9	7	23	14	17
Very negative	9	10	6	10	12	16	9	8	11
Don't know	10	7	10	12	13	6	6	9	11
Positive (all)	65	62	66	64	66	71	63	69	60
Negative (all)	24	30	23	25	21	23	32	22	28
NET	+41	+32	+43	+39	+45	+48	+31	+47	+32
Queen Camilla									
Very positive	16	15	19	14	17	13	11	18	13
Fairly positive	35	28	35	35	35	30	49	37	33
Fairly negative	20	23	21	19	18	26	15	18	22
Very negative	18	21	15	19	18	19	17	15	21
Don't know	12	13	11	13	12	13	8	12	11
Positive (all)	51	43	54	49	52	43	60	55	46
Negative (all)	38	44	36	38	36	45	32	33	43
NET	+13	-1	+18	+11	+16	-2	+28	+22	+3
Prince William, the Prince of Wales									
Very positive	41	27	46	40	43	52	36	42	41
Fairly positive	34	37	34	36	33	22	39	36	33
Fairly negative	8	12	6	8	8	5	12	6	10
Very negative	7	11	3	7	8	8	5	7	6
Don't know	10	13	10	9	8	13	8	9	9
Positive (all)	75	64	80	76	76	74	75	78	74
Negative (all)	15	23	9	15	16	13	17	13	16
NET	+60	+41	+71	+61	+60	+61	+58	+65	+58

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Princess Catherine (Kate), the Princess of Wales												
Very positive	46	37	55	25	34	42	57	63	30	35	49	58
Fairly positive	31	34	28	34	39	33	27	26	34	38	28	28
Fairly negative	7	11	5	16	11	8	5	2	14	12	5	4
Very negative	6	7	4	4	6	6	8	4	5	4	9	5
Don't know	10	12	8	21	9	12	4	6	17	12	10	5
Positive (all)	77	71	83	59	73	75	84	89	64	73	77	86
Negative (all)	13	18	9	20	17	14	13	6	19	16	14	9
NET	+64	+53	+74	+39	+56	+61	+71	+83	+45	+57	+63	+77
Princess Anne, the Princess Royal												
Very positive	36	25	46	11	22	24	50	67	15	18	32	62
Fairly positive	37	42	33	41	44	43	34	23	42	48	38	26
Fairly negative	7	11	3	12	11	6	8	3	11	9	7	3
Very negative	5	8	3	6	5	8	4	2	6	5	8	3
Don't know	15	15	15	30	17	19	5	5	27	20	15	6
Positive (all)	73	67	79	52	66	67	84	90	57	66	70	88
Negative (all)	12	19	6	18	16	14	12	5	17	14	15	6
NET	+61	+48	+73	+34	+50	+53	+72	+85	+40	+52	+55	+82
Prince Andrew, the Duke of York												
Very positive	4	5	3	7	5	6	0	1	8	8	3	0
Fairly positive	10	14	7	18	20	8	5	8	18	14	6	6
Fairly negative	23	22	24	13	14	22	29	31	13	16	26	31
Very negative	52	49	54	41	51	50	58	56	44	49	54	56
Don't know	11	10	12	21	9	13	8	5	17	13	11	7
Positive (all)	14	19	10	25	25	14	5	9	26	22	9	6
Negative (all)	75	71	78	54	65	72	87	87	57	65	80	87
NET	-61	-52	-68	-29	-40	-58	-82	-78	-31	-43	-71	-81

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Princess Catherine (Kate), the Princess of Wales													
Very positive	46	58	42	49	51	28	43	56	61	49	50	41	30
Fairly positive	31	29	32	32	28	42	34	27	28	30	26	37	38
Fairly negative	7	5	9	11	10	7	8	4	3	7	12	6	5
Very negative	6	3	8	3	4	4	8	4	3	7	1	7	8
Don't know	10	5	9	6	7	19	7	8	5	6	11	9	19
Positive (all)	77	87	74	81	79	70	77	83	89	79	76	78	68
Negative (all)	13	8	17	14	14	11	16	8	6	14	13	13	13
NET	+64	+79	+57	+67	+65	+59	+61	+75	+83	+65	+63	+65	+55
Princess Anne, the Princess Royal													
Very positive	36	49	36	44	34	20	38	43	55	36	51	29	22
Fairly positive	37	37	34	38	40	39	39	35	32	38	33	44	36
Fairly negative	7	7	8	4	9	10	6	6	6	7	3	6	7
Very negative	5	2	8	3	5	5	6	4	2	6	2	8	7
Don't know	15	6	14	11	11	27	11	12	4	12	12	13	28
Positive (all)	73	86	70	82	74	59	77	78	87	74	84	73	58
Negative (all)	12	9	16	7	14	15	12	10	8	13	5	14	14
NET	+61	+77	+54	+75	+60	+44	+65	+68	+79	+61	+79	+59	+44
Prince Andrew, the Duke of York													
Very positive	4	4	9	0	3	1	4	4	2	7	0	1	2
Fairly positive	10	13	11	8	9	15	9	8	11	9	6	10	7
Fairly negative	23	29	24	24	27	10	25	25	31	22	25	26	11
Very negative	52	49	47	61	53	57	54	55	51	53	55	54	62
Don't know	11	5	10	6	8	17	9	9	5	8	13	8	19
Positive (all)	14	17	20	8	12	16	13	12	13	16	6	11	9
Negative (all)	75	78	71	85	80	67	79	80	82	75	80	80	73
NET	-61	-61	-51	-77	-68	-51	-66	-68	-69	-59	-74	-69	-64

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Princess Catherine (Kate), the Princess of Wales									
Very positive	46	35	47	45	51	54	40	48	45
Fairly positive	31	32	32	31	26	29	39	31	32
Fairly negative	7	11	9	6	6	1	9	8	7
Very negative	6	8	3	7	8	6	4	6	6
Don't know	10	14	9	12	9	10	8	9	11
Positive (all)	77	67	79	76	77	83	79	79	77
Negative (all)	13	19	12	13	14	7	13	14	13
NET	+64	+48	+67	+63	+63	+76	+66	+65	+64
Princess Anne, the Princess Royal									
Very positive	36	26	39	36	38	34	33	41	30
Fairly positive	37	39	37	36	34	33	45	33	42
Fairly negative	7	11	6	7	7	7	7	7	7
Very negative	5	8	3	6	7	7	3	5	6
Don't know	15	16	15	15	15	20	12	15	14
Positive (all)	73	65	76	72	72	67	78	74	72
Negative (all)	12	19	9	13	14	14	10	12	13
NET	+61	+46	+67	+59	+58	+53	+68	+62	+59
Prince Andrew, the Duke of York									
Very positive	4	8	4	2	5	2	1	4	4
Fairly positive	10	16	10	10	7	4	14	10	11
Fairly negative	23	25	26	23	20	27	16	23	23
Very negative	52	42	49	52	56	54	62	54	49
Don't know	11	10	11	13	12	13	6	9	13
Positive (all)	14	24	14	12	12	6	15	14	15
Negative (all)	75	67	75	75	76	81	78	77	72
NET	-61	-43	-61	-63	-64	-75	-63	-63	-57

		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		1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample		1532	739	790	155	235	526	249	367	211	385	430	473
		%	%	%	%	%	%	%	%	%	%	%	%
Prince Harry, the Duke of Sussex													
	Very positive	11	13	9	13	16	13	10	4	16	18	8	6
	Fairly positive	24	25	24	41	34	25	17	14	40	27	24	15
	Fairly negative	25	24	26	18	21	24	27	32	17	22	26	29
	Very negative	28	28	28	8	16	25	36	45	11	17	31	43
	Don't know	12	11	13	20	14	13	10	6	16	16	11	8
	Positive (all)	35	38	33	54	50	38	27	18	56	45	32	21
	Negative (all)	53	52	54	26	37	49	63	77	28	39	57	72
	NET	-18	-14	-21	+28	+13	-11	-36	-59	+28	+6	-25	-51
Meghan, Duchess of Sussex													
	Very positive	9	10	9	15	13	11	8	4	15	15	7	4
	Fairly positive	20	23	17	27	32	22	15	10	27	28	19	10
	Fairly negative	19	19	19	23	21	18	20	17	23	22	16	18
	Very negative	39	35	42	15	23	34	48	61	17	22	44	57
	Don't know	13	13	13	21	11	15	10	9	18	13	14	10
	Positive (all)	29	33	26	42	45	33	23	14	42	43	26	14
	Negative (all)	58	54	61	38	44	52	68	78	40	44	60	75
	NET	-29	-21	-35	+4	+1	-19	-45	-64	+2	-1	-34	-61

		Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
			Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults		1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample		1532	275	418	143	318	146	520	555	287	513	116	187	117
		%	%	%	%	%	%	%	%	%	%	%	%	%
Prince Harry, the Duke of Sussex														
	Very positive	11	6	21	14	4	7	12	9	4	22	10	2	3
	Fairly positive	24	23	27	20	18	33	29	15	18	25	23	19	27
	Fairly negative	25	30	21	27	29	21	26	27	33	21	27	33	22
	Very negative	28	36	19	32	41	13	25	38	41	22	30	36	23
	Don't know	12	4	11	7	8	25	9	12	4	9	11	11	25
	Positive (all)	35	29	48	34	22	40	41	24	22	47	33	21	30
	Negative (all)	53	66	40	59	70	34	51	65	74	43	57	69	45
	NET	-18	-37	+8	-25	-48	+6	-10	-41	-52	+4	-24	-48	-15
Meghan, Duchess of Sussex														
	Very positive	9	6	16	10	3	13	10	8	4	16	8	4	9
	Fairly positive	20	17	29	21	14	21	26	13	13	25	19	13	18
	Fairly negative	19	15	19	21	19	22	19	17	16	19	19	17	19
	Very negative	39	56	24	41	57	16	35	51	61	29	42	57	24
	Don't know	13	6	11	7	7	29	10	12	5	10	12	10	30
	Positive (all)	29	23	45	31	17	34	36	21	17	41	27	17	27
	Negative (all)	58	71	43	62	76	38	54	68	77	48	61	74	43
	NET	-29	-48	+2	-31	-59	-4	-18	-47	-60	-7	-34	-57	-16

		Total	Region						Social Grade	
			London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults		1532	208	492	253	373	73	133	855	658
Unweighted Sample		1532	218	495	249	375	76	119	892	621
		%	%	%	%	%	%	%	%	%
Prince Harry, the Duke of Sussex										
	Very positive	11	13	10	13	9	11	10	11	11
	Fairly positive	24	30	23	22	24	25	25	23	27
	Fairly negative	25	27	26	26	24	16	25	26	24
	Very negative	28	18	27	29	31	34	31	29	26
	Don't know	12	11	13	10	12	15	9	11	13
	Positive (all)	35	43	33	35	33	36	35	34	38
	Negative (all)	53	45	53	55	55	50	56	55	50
	NET	-18	-2	-20	-20	-22	-14	-21	-21	-12
Meghan, Duchess of Sussex										
	Very positive	9	13	9	11	6	17	11	9	10
	Fairly positive	20	28	18	17	21	5	24	20	20
	Fairly negative	19	19	19	20	19	14	20	20	19
	Very negative	39	26	42	39	42	42	35	41	36
	Don't know	13	14	12	13	12	22	10	11	15
	Positive (all)	29	41	27	28	27	22	35	29	30
	Negative (all)	58	45	61	59	61	56	55	61	55
	NET	-29	-4	-34	-31	-34	-34	-20	-32	-25

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
It has been reported that Donald Trump will consider having Prince Harry deported from the United States, back to the United Kingdom. Would you support or oppose Prince Harry being deported back to the UK?												
Support	24	31	18	30	21	28	22	18	28	26	27	18
Oppose	43	39	46	43	49	37	41	49	46	39	38	47
Don't know	33	30	36	26	29	35	37	33	25	35	35	34
Imagine if Prince Harry were to be deported back to the UK. Would you support or oppose King Charles welcoming him back into the Royal Family?												
Support	45	44	46	62	59	44	44	31	61	50	43	36
Oppose	30	30	29	17	26	27	34	40	19	25	30	37
Don't know	25	26	25	22	15	29	22	29	20	24	27	27
When it comes Princess Catherine and her Royal commitments, which of following statements comes closest to your own view?												
There is too much pressure for her to return to public duties	47	41	53	31	41	51	54	49	33	52	46	51
It is now reasonable to expect her to return to public duties	29	33	25	29	33	26	29	32	31	24	31	30
Don't know	24	26	22	40	26	23	17	19	36	24	23	19
When it comes King Charles and his Royal commitments, which of following statements comes closest to your own view?												
There is too much pressure for him to return to public duties	40	35	45	27	32	44	42	44	27	39	45	43
It is now reasonable to expect him to return to public duties	36	43	30	41	42	31	40	38	42	37	32	38
Don't know	23	22	24	33	26	25	18	18	31	24	24	19

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
It has been reported that Donald Trump will consider having Prince Harry deported from the United States, back to the United Kingdom. Would you support or oppose Prince Harry being deported back to the UK?													
Support	24	24	27	23	36	14	20	27	24	25	16	34	9
Oppose	43	46	46	51	31	46	45	42	46	46	50	27	45
Don't know	33	30	27	27	33	39	35	31	30	29	34	39	46
Imagine if Prince Harry were to be deported back to the UK. Would you support or oppose King Charles welcoming him back into the Royal Family?													
Support	45	38	59	49	36	48	48	38	36	59	47	31	38
Oppose	30	41	26	23	43	17	23	39	42	26	19	43	21
Don't know	25	21	15	28	21	35	29	22	22	15	33	26	40
When it comes Princess Catherine and her Royal commitments, which of following statements comes closest to your own view?													
There is too much pressure for her to return to public duties	47	57	50	51	41	40	51	49	57	57	52	37	37
It is now reasonable to expect her to return to public duties	29	33	31	30	32	23	27	32	32	27	26	33	25
Don't know	24	11	19	19	27	37	21	19	11	16	23	29	39
When it comes King Charles and his Royal commitments, which of following statements comes closest to your own view?													
There is too much pressure for him to return to public duties	40	48	40	49	38	28	43	43	48	46	40	35	23
It is now reasonable to expect him to return to public duties	36	42	39	34	41	33	35	36	42	35	36	40	34
Don't know	23	10	20	16	21	39	22	20	10	19	24	25	44

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
It has been reported that Donald Trump will consider having Prince Harry deported from the United States, back to the United Kingdom. Would you support or oppose Prince Harry being deported back to the UK?									
Support	24	34	19	27	24	25	24	24	24
Oppose	43	38	50	39	40	33	45	44	42
Don't know	33	28	32	34	36	43	30	32	34
Imagine if Prince Harry were to be deported back to the UK. Would you support or oppose King Charles welcoming him back into the Royal Family?									
Support	45	53	46	41	43	44	45	46	45
Oppose	30	22	26	37	33	32	29	31	29
Don't know	25	24	28	22	24	23	27	23	27
When it comes Princess Catherine and her Royal commitments, which of following statements comes closest to your own view?									
There is too much pressure for her to return to public duties	47	40	45	44	55	42	52	49	46
It is now reasonable to expect her to return to public duties	29	33	28	34	26	21	30	28	30
Don't know	24	26	27	22	19	37	18	23	24
When it comes King Charles and his Royal commitments, which of following statements comes closest to your own view?									
There is too much pressure for him to return to public duties	40	40	39	39	44	29	43	41	41
It is now reasonable to expect him to return to public duties	36	38	35	41	34	38	37	36	36
Don't know	23	22	26	20	22	33	21	23	23

	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	1532	740	789	182	198	573	237	343	237	379	449	430
Unweighted Sample	1532	739	790	155	235	526	249	367	211	385	430	473
	%	%	%	%	%	%	%	%	%	%	%	%
Recently Gregg Wallace stepped back from presenting the television show MasterChef after allegations of inappropriate sexual comments by thirteen people who worked with him. Do you think it would be right or the wrong for Gregg Wallace to appear on television again in the future?												
It would be RIGHT for Gregg Wallace to appear on television again	19	25	13	16	21	22	18	14	17	24	19	16
It would be WRONG for Gregg Wallace to appear on television again	53	49	56	53	55	49	50	59	54	53	49	54
Don't know	28	26	31	30	24	29	32	27	29	23	32	30

	Total	Current Voting Intention					EU Ref Vote		GE 2024 Vote				
		Con	Lab	Lib Dem	Reform UK	Other	Remain	Leave	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1532	289	374	151	279	176	591	644	283	451	146	169	184
Unweighted Sample	1532	275	418	143	318	146	520	555	287	513	116	187	117
	%	%	%	%	%	%	%	%	%	%	%	%	%
Recently Gregg Wallace stepped back from presenting the television show MasterChef after allegations of inappropriate sexual comments by thirteen people who worked with him. Do you think it would be right or the wrong for Gregg Wallace to appear on television again in the future?													
It would be RIGHT for Gregg Wallace to appear on television again	19	26	19	14	23	16	16	22	23	18	11	25	17
It would be WRONG for Gregg Wallace to appear on television again	53	51	58	62	50	57	56	52	52	58	55	44	52
Don't know	28	23	23	24	27	28	28	26	25	24	34	31	31

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1532	208	492	253	373	73	133	855	658
Unweighted Sample	1532	218	495	249	375	76	119	892	621
	%	%	%	%	%	%	%	%	%
Recently Gregg Wallace stepped back from presenting the television show MasterChef after allegations of inappropriate sexual comments by thirteen people who worked with him. Do you think it would be right or the wrong for Gregg Wallace to appear on television again in the future?									
It would be RIGHT for Gregg Wallace to appear on television again	19	21	20	18	19	19	12	19	19
It would be WRONG for Gregg Wallace to appear on television again	53	45	48	60	57	43	66	52	54
Don't know	28	35	32	23	24	37	23	29	27