Deltapoll Survey Results

Prepared by Deltapoll for the Daily Mirror

DELTAPOLL

Sample Size: 1,997 GB Adults

Fieldwork: 16th December to 18th December 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	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
Q1. Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	**19**	17	21	10	14	14	17	31	11	12	16	27
Labour	**20**	22	19	37	29	22	17	12	35	25	22	13
Liberal Democrat	**14**	14	15	9	12	13	16	18	9	15	11	16
Reform UK	**30**	31	29	10	19	35	37	31	11	28	37	32
Scottish National Party (SNP)	**3**	3	3	0	7	4	2	2	0	5	3	3
Plaid Cymru (PC)	**1**	1	1	0	2	1	2	1	0	1	1	2
Green	**10**	10	11	33	16	10	5	4	33	13	8	5
Other	**2**	2	1	1	1	2	3	1	1	1	2	2
Q2. 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	10	11	4	2	1	10	8	3	1
Quite well	**19**	22	17	24	27	19	14	16	24	23	18	14
Quite badly	**25**	25	25	30	23	25	26	22	29	24	24	24
Very badly	**45**	44	46	21	31	46	53	58	21	36	50	57
Don't know	**7**	3	10	15	8	7	5	3	15	8	5	4
Well (all)	**24**	29	20	34	38	23	16	17	34	31	21	15
Badly (all)	**70**	69	71	51	54	71	79	80	50	60	74	81
Net	**-46**	-40	-51	-17	-16	-48	-63	-63	-16	-29	-53	-66

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	Total	EU Ref Vote		GE 2024 Vote					Current Voting Intention				
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con	Lab	Lib Dem	Reform	Other
All GB Adults	**1997**	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	**1997**	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
Q1. Voting Intention													
[Excluding 'Don't know' and 'Would not vote']													
Conservative	**19**	17	22	63	6	5	4	2	100	0	0	0	0
Labour	**20**	26	13	2	55	3	1	2	0	100	0	0	0
Liberal Democrat	**14**	22	9	1	12	76	0	7	0	0	100	0	0
Reform UK	**30**	12	50	32	15	13	94	9	0	0	0	100	0
Scottish National Party (SNP)	**3**	6	1	0	1	0	0	21	0	0	0	0	19
Plaid Cymru (PC)	**1**	2	0	0	1	0	0	7	0	0	0	0	6
Green	**10**	14	3	2	9	1	0	46	0	0	0	0	63
Other	**2**	2	2	0	1	2	1	5	0	0	0	0	13
Q2. 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**	4	3	3	9	1	1	3	4	16	1	3	3
Quite well	**19**	25	12	13	31	26	5	14	15	50	24	8	16
Quite badly	**25**	31	19	18	29	38	10	28	21	22	43	12	36
Very badly	**45**	35	62	63	25	34	79	50	59	7	29	76	41
Don't know	**7**	5	3	2	5	0	5	5	2	5	3	2	5
Well (all)	**24**	29	15	16	40	27	6	17	19	66	25	11	19
Badly (all)	**70**	66	81	81	54	72	89	78	80	29	72	88	77
Net	**-46**	-37	-66	-65	-14	-45	-83	-61	-61	+37	-47	-77	-58

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Sample Size: 1,997 GB Adults

Fieldwork: 16th December to 18th December 2025

	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	**1997**	266	648	331	480	99	173	1129	863
Unweighted Sample	**1997**	255	621	353	516	100	152	1135	857
	%	%	%	%	%	%	%	%	%
Q1. Voting Intention									
[Excluding 'Don't know' and 'Would not vote']									
Conservative	**19**	24	22	24	13	13	5	21	15
Labour	**20**	35	12	18	24	9	30	20	21
Liberal Democrat	**14**	11	21	12	12	9	8	15	13
Reform UK	**30**	14	34	31	39	30	16	26	37
Scottish National Party (SNP)	**3**	0	0	0	0	0	38	3	4
Plaid Cymru (PC)	**1**	0	0	0	0	24	0	2	1
Green	**10**	14	9	12	11	13	2	12	7
Other	**2**	2	2	3	2	2	1	2	2
Q2. 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**	15	3	3	4	3	3	5	5
Quite well	**19**	25	18	17	18	19	19	23	14
Quite badly	**25**	18	23	27	27	26	31	24	26
Very badly	**45**	33	51	43	46	46	41	44	46
Don't know	**7**	9	6	9	5	8	6	5	9
Well (all)	**24**	40	21	20	22	22	22	28	19
Badly (all)	**70**	51	74	70	73	72	72	68	72
Net	**-46**	-11	-53	-50	-51	-50	-50	-40	-53

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
The leader of the Conservative Party, Kemi Badenoch												
Very well	**7**	8	7	2	17	5	3	9	3	12	4	7
Quite well	**29**	29	28	25	23	26	32	36	24	26	27	34
Quite badly	**24**	27	21	29	20	25	24	21	29	21	27	22
Very badly	**21**	26	17	15	18	22	26	21	15	19	25	23
Don't know	**19**	11	27	29	22	21	15	12	29	22	17	13
Well (all)	**36**	37	35	27	40	31	35	45	27	38	31	41
Badly (all)	**45**	53	38	44	38	47	50	42	44	40	52	45
Net	**-9**	-16	-3	-17	+2	-16	-15	+3	-17	-2	-21	-4
The leader of the Reform Party, Nigel Farage												
Very well	**13**	15	12	5	12	16	15	13	5	15	16	13
Quite well	**30**	32	27	19	32	28	36	32	19	30	30	33
Quite badly	**19**	18	19	31	19	17	16	17	30	18	16	17
Very badly	**28**	29	27	28	27	26	26	31	29	27	26	29
Don't know	**11**	6	15	17	10	13	7	7	17	10	11	8
Well (all)	**43**	47	39	24	44	44	51	45	24	45	46	46
Badly (all)	**47**	47	46	59	46	43	42	48	59	45	42	46
Net	**-4**	0	-7	-35	-2	+1	+9	-3	-35	0	+4	0
All those who said they would vote if there was another referendum	1620	867	751	157	212	587	264	400	170	431	488	490
Unweighted Sample	1595	909	684	93	280	544	258	420	135	441	475	507
Q3. 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	**42**	45	38	14	28	40	51	58	16	36	43	55
To re-join the European Union	**58**	55	62	86	72	60	49	42	84	64	57	45

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	Total	EU Ref Vote		GE 2024 Vote					Current Voting Intention				
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1997	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	1997	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
The leader of the Conservative Party, Kemi Badenoch													
Very well	**7**	7	9	18	6	5	5	4	23	9	6	5	2
Quite well	**29**	23	37	55	22	34	42	9	61	23	24	39	9
Quite badly	**24**	27	20	15	28	26	24	25	9	25	31	26	27
Very badly	**21**	27	19	4	28	23	15	45	3	26	27	16	42
Don't know	**19**	16	15	8	15	12	14	17	4	17	12	15	19
Well (all)	**36**	30	46	73	28	39	47	13	84	32	30	44	11
Badly (all)	**45**	54	39	19	56	49	39	70	12	51	58	42	69
Net	**-9**	-24	+7	+54	-28	-10	+8	-57	+72	-19	-28	+2	-58
The leader of the Reform Party, Nigel Farage													
Very well	**13**	7	22	17	7	2	46	8	8	5	1	42	4
Quite well	**30**	25	38	44	28	30	42	17	43	24	20	49	14
Quite badly	**19**	17	17	18	21	21	7	15	21	30	23	6	16
Very badly	**28**	41	16	14	33	43	3	53	22	34	45	2	60
Don't know	**11**	9	7	7	11	4	3	7	7	8	11	2	6
Well (all)	**43**	32	60	61	35	32	88	25	51	29	21	91	18
Badly (all)	**47**	58	33	32	54	64	10	68	43	64	68	8	76
Net	**-4**	-26	+27	+29	-19	-32	+78	-43	+8	-35	-47	+83	-58
All those who said they would vote if there was another referendum	1620	683	725	327	499	163	196	210	250	298	214	423	252
Unweighted Sample	1595	620	668	326	563	105	213	140	277	349	152	449	204
Q3. 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	**42**	11	78	66	29	22	82	26	55	27	21	76	15
To re-join the European Union	**58**	89	22	34	71	78	18	74	45	73	79	24	85

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	**1997**	266	648	331	480	99	173	1129	863
Unweighted Sample	1997	255	621	353	516	100	152	1135	857
	%	%	%	%	%	%	%	%	%
The leader of the Conservative Party, Kemi Badenoch									
Very well	**7**	15	5	11	5	7	3	9	4
Quite well	**29**	36	33	26	27	20	12	31	25
Quite badly	**24**	17	28	22	27	15	20	25	23
Very badly	**21**	16	18	21	24	24	35	20	22
Don't know	**19**	17	16	20	17	33	30	14	25
Well (all)	**36**	51	38	37	32	27	15	40	29
Badly (all)	**45**	33	46	43	51	39	55	45	45
Net	**-9**	+18	-8	-6	-19	-12	-40	-5	-16
The leader of the Reform Party, Nigel Farage									
Very well	**13**	14	13	12	16	9	11	13	14
Quite well	**30**	28	32	31	30	21	21	30	29
Quite badly	**19**	23	18	20	16	18	22	18	20
Very badly	**28**	22	27	24	28	41	35	31	23
Don't know	**11**	13	9	13	10	12	11	8	14
Well (all)	**43**	42	45	43	46	30	32	43	43
Badly (all)	**47**	45	45	44	44	59	57	49	43
Net	**-4**	-3	0	-1	+2	-29	-25	-6	0
All those who said they would vote if there was another referendum	**1620**	221	531	253	389	86	140	974	646
Unweighted Sample	1595	215	503	273	401	85	118	985	610
Q3. 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	**42**	35	45	47	46	35	27	39	47
To re-join the European Union	**58**	65	55	53	54	65	73	61	53

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
Q4. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time?												
The cost of living	**64**	60	68	54	60	66	70	64	55	57	72	65
The NHS	**36**	32	40	15	22	34	38	56	15	27	36	52
The economy	**25**	26	24	24	24	22	26	28	26	23	23	28
Immigration and asylum	**21**	22	20	4	10	24	28	25	4	17	26	24
Taxation	**14**	18	11	17	17	12	15	14	17	16	12	14
Crime	**11**	12	9	10	8	12	9	12	10	10	11	10
Housing	**10**	11	9	14	18	10	5	4	14	15	7	5
Pensions	**10**	9	10	1	4	4	15	23	1	4	7	23
Welfare and benefits	**9**	8	10	9	9	11	7	7	9	10	11	6
The environment and climate change	**8**	10	7	9	13	7	7	9	9	10	6	10
Unemployment	**6**	5	7	17	5	7	3	1	16	6	6	1
Family life and childcare	**5**	4	6	8	8	6	4	3	8	8	4	3
Education	**4**	4	4	8	3	5	2	1	8	5	4	1
Defence and security	**4**	4	4	0	3	4	2	8	0	4	4	6
Achieving peace in the world	**4**	4	4	2	2	5	4	5	2	3	5	4
Social inequality	**4**	5	3	11	7	4	3	1	10	6	4	1
Transport	**3**	3	2	7	4	1	3	0	7	4	1	1
The relationship between different ethnic groups in Britain	**3**	3	3	2	3	4	2	3	3	3	3	2
The situation in Ukraine	**2**	3	2	0	1	3	2	4	1	2	2	4
The situation in Gaza	**2**	2	2	2	2	3	0	1	2	3	1	1
Brexit	**2**	3	2	2	2	3	2	2	2	2	2	3
Reform of the House of Lords	**1**	1	0	1	1	0	1	0	1	1	1	0
The rights of trans men and trans women	**1**	1	2	2	2	1	0	1	2	2	1	1
The COVID 19 pandemic	**1**	1	1	2	1	1	1	0	2	2	1	0
None of the above	**1**	1	1	3	1	0	1	0	3	1	0	1
Don't know	**1**	1	1	1	1	1	1	0	2	1	1	1
There are no important problems	**2**	2	1	3	3	2	1	1	3	2	1	2

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		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1997	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	1997	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
Q4. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time?													
The cost of living	**64**	69	62	64	71	60	52	63	60	64	64	62	69
The NHS	**36**	40	40	35	40	56	33	34	34	37	48	34	34
The economy	**25**	28	22	29	28	21	20	21	28	29	25	23	27
Immigration and asylum	**21**	15	31	27	12	15	52	17	25	7	7	46	10
Taxation	**14**	12	16	18	13	15	18	15	18	13	18	15	10
Crime	**11**	8	14	12	10	3	15	11	8	11	11	17	6
Housing	**10**	9	8	6	11	7	4	11	5	12	10	8	13
Pensions	**10**	10	13	16	7	15	13	8	15	4	11	12	6
Welfare and benefits	**9**	8	9	7	10	8	7	6	8	13	11	7	9
The environment and climate change	**8**	12	6	5	9	15	3	19	7	7	15	2	18
Unemployment	**6**	5	4	6	4	2	6	5	6	6	3	5	6
Family life and childcare	**5**	7	4	7	5	7	5	3	9	7	4	4	5
Education	**4**	2	3	2	4	4	3	4	3	5	4	1	3
Defence and security	**4**	4	6	6	3	6	6	3	6	3	3	4	4
Achieving peace in the world	**4**	5	3	4	5	4	2	4	5	5	6	3	4
Social inequality	**4**	6	2	1	4	5	1	9	1	4	5	1	14
Transport	**3**	3	1	2	3	1	1	2	2	5	0	1	4
The relationship between different ethnic groups in Britain	**3**	3	3	1	3	5	5	2	2	2	2	3	4
The situation in Ukraine	**2**	3	2	3	4	1	4	1	4	2	5	2	2
The situation in Gaza	**2**	2	1	1	3	2	1	3	0	3	5	1	2
Brexit	**2**	3	2	3	2	5	1	1	2	2	3	3	2
Reform of the House of Lords	**1**	0	1	1	0	0	1	1	1	0	0	1	1
The rights of trans men and trans women	**1**	2	1	0	1	5	0	2	1	1	4	0	1
The COVID 19 pandemic	**1**	1	1	2	1	2	0	0	1	2	2	1	0
None of the above	**1**	0	1	1	1	0	2	0	1	2	0	0	0
Don't know	**1**	0	0	0	0	1	0	0	1	1	0	0	0
There are no important problems	**2**	1	1	0	3	1	0	1	1	2	0	1	0

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Unweighted Sample	1997	255	621	353	516	100	152	1135	857
	%	%	%	%	%	%	%	%	%
Q4. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time?									
The cost of living	**64**	47	70	64	61	70	74	61	68
The NHS	**36**	20	40	33	34	46	48	35	37
The economy	**25**	22	23	23	28	31	25	29	20
Immigration and asylum	**21**	14	22	19	25	21	18	19	23
Taxation	**14**	25	15	13	12	6	7	16	12
Crime	**11**	20	7	10	11	8	10	11	10
Housing	**10**	18	8	8	7	9	15	8	11
Pensions	**10**	4	11	10	11	5	11	10	10
Welfare and benefits	**9**	5	9	10	11	12	7	7	12
The environment and climate change	**8**	13	8	8	8	6	6	11	5
Unemployment	**6**	6	7	6	6	5	3	5	7
Family life and childcare	**5**	9	4	9	4	3	3	6	4
Education	**4**	7	3	2	3	1	6	4	3
Defence and security	**4**	3	4	6	5	3	2	5	3
Achieving peace in the world	**4**	3	4	3	5	8	3	5	3
Social inequality	**4**	6	3	6	4	0	5	5	3
Transport	**3**	6	2	2	2	2	2	3	2
The relationship between different ethnic groups in Britain	**3**	3	3	1	5	5	0	3	3
The situation in Ukraine	**2**	1	3	2	3	4	0	3	2
The situation in Gaza	**2**	4	1	2	2	2	1	2	1
Brexit	**2**	5	2	1	2	0	2	3	1
Reform of the House of Lords	**1**	0	0	1	1	0	0	0	1
The rights of trans men and trans women	**1**	1	2	1	1	0	1	1	2
The COVID 19 pandemic	**1**	1	1	2	1	0	0	1	2
None of the above	**1**	0	1	2	0	3	1	1	1
Don't know	**1**	0	0	2	1	1	1	0	1
There are no important problems	**2**	2	1	2	3	1	2	2	2

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
Q5. What do you think are the most important problems FACING THE COUNTRY at the present time?												
The cost of living	**55**	50	59	48	52	62	57	44	50	55	65	45
Immigration and asylum	**42**	40	44	11	22	46	54	54	12	35	48	54
The NHS	**39**	32	46	16	30	39	43	55	18	33	42	51
The economy	**26**	28	25	19	26	26	27	31	19	24	27	32
Crime	**14**	13	15	15	12	16	14	13	15	15	14	13
Housing	**12**	12	12	19	19	11	8	8	21	13	9	10
Welfare and benefits	**11**	10	12	6	11	13	11	11	5	10	14	11
Taxation	**9**	10	8	14	14	8	7	6	14	12	8	6
The environment and climate change	**9**	10	8	8	12	6	8	11	8	8	8	10
Unemployment	**8**	9	7	19	14	8	2	3	18	11	7	3
Defence and security	**8**	9	7	2	4	7	9	14	2	6	7	12
Social inequality	**7**	9	5	19	12	4	3	4	19	7	5	4
Brexit	**5**	5	4	7	4	6	3	3	6	8	2	4
The relationship between different ethnic groups in Britain	**5**	5	4	1	4	5	6	5	2	4	6	4
Pensions	**4**	5	3	2	5	1	5	8	2	3	2	8
The situation in Ukraine	**4**	5	3	2	4	2	5	7	2	3	3	6
Achieving peace in the world	**3**	3	3	4	2	2	5	4	4	2	2	5
Education	**3**	2	3	4	4	2	2	2	4	4	2	2
Family life and childcare	**2**	2	3	2	7	2	2	0	2	5	2	0
Transport	**2**	3	2	11	4	1	1	1	10	3	1	1
The situation in Gaza	**2**	2	2	7	4	1	1	1	7	2	1	1
The rights of trans men and trans women	**1**	1	1	1	2	2	0	0	1	2	1	1
Reform of the House of Lords	**1**	2	0	0	2	1	1	1	0	1	1	1
The COVID 19 pandemic	**1**	1	1	1	1	1	2	0	1	1	2	1
None of the above	**1**	1	0	3	0	0	1	0	3	0	0	0
Don't know	**1**	1	1	3	1	1	1	0	3	1	1	1
There are no important problems	**0**	0	1	2	0	0	0	0	2	0	0	0

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	Total	EU Ref Vote		GE 2024 Vote					Current Voting Intention				
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1997	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	1997	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
Q5. What do you think are the most important problems FACING THE COUNTRY at the present time?													
The cost of living	**55**	60	50	47	60	54	50	60	49	53	52	55	62
Immigration and asylum	**42**	31	62	58	34	36	76	24	51	23	27	76	17
The NHS	**39**	46	41	41	42	54	33	41	41	37	51	33	43
The economy	**26**	31	26	30	32	19	25	27	33	30	28	23	26
Crime	**14**	10	17	15	11	8	25	7	16	13	12	18	7
Housing	**12**	10	10	9	13	7	6	17	8	18	8	8	17
Welfare and benefits	**11**	12	11	15	8	11	12	9	15	12	8	12	7
Taxation	**9**	10	6	10	12	2	11	7	13	15	6	8	6
The environment and climate change	**9**	13	6	4	8	20	2	21	6	10	20	2	19
Unemployment	**8**	7	6	5	7	4	9	11	5	9	13	6	10
Defence and security	**8**	7	11	10	8	9	10	7	9	6	9	10	6
Social inequality	**7**	9	2	1	7	5	2	19	2	8	5	1	23
Brexit	**5**	6	3	3	7	10	2	3	2	8	10	4	4
The relationship between different ethnic groups in Britain	**5**	5	5	6	4	6	4	4	3	4	4	6	6
Pensions	**4**	4	5	6	3	9	3	5	7	2	9	3	3
The situation in Ukraine	**4**	3	5	6	3	5	5	2	5	4	3	5	2
Achieving peace in the world	**3**	4	2	3	2	6	2	4	4	3	5	1	4
Education	**3**	3	2	2	4	3	1	1	2	4	2	2	2
Family life and childcare	**2**	3	2	3	2	0	1	2	3	2	0	2	2
Transport	**2**	2	1	0	2	0	1	7	1	4	4	1	7
The situation in Gaza	**2**	2	1	1	4	3	1	3	1	5	1	0	4
The rights of trans men and trans women	**1**	2	1	3	1	0	0	2	2	1	0	2	3
Reform of the House of Lords	**1**	1	2	1	1	2	1	1	1	1	2	1	1
The COVID 19 pandemic	**1**	1	1	1	1	2	0	1	1	2	2	1	1
None of the above	**1**	0	0	0	0	1	0	0	0	0	0	0	0
Don't know	**1**	0	0	0	1	0	0	0	1	1	0	0	0
There are no important problems	**0**	0	0	0	0	0	0	0	0	0	1	0	0

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1997	266	648	331	480	99	173	1129	863
Unweighted Sample	1997	255	621	353	516	100	152	1135	857
	%	%	%	%	%	%	%	%	%
Q5. What do you think are the most important problems FACING THE COUNTRY at the present time?									
The cost of living	**55**	38	57	54	55	65	66	54	56
Immigration and asylum	**42**	30	47	41	47	35	33	38	47
The NHS	**39**	26	42	39	38	46	51	38	41
The economy	**26**	26	27	25	28	15	29	31	20
Crime	**14**	17	14	15	12	15	13	14	15
Housing	**12**	24	10	9	7	18	16	10	14
Welfare and benefits	**11**	6	10	14	13	8	11	12	10
Taxation	**9**	17	7	10	7	5	10	10	8
The environment and climate change	**9**	11	10	9	7	10	3	11	5
Unemployment	**8**	14	5	11	7	11	5	8	9
Defence and security	**8**	5	10	10	6	5	6	9	7
Social inequality	**7**	7	6	4	11	6	5	8	5
Brexit	**5**	5	6	4	5	3	4	5	4
The relationship between different ethnic groups in Britain	**5**	4	4	5	6	9	2	5	4
Pensions	**4**	4	5	2	3	5	2	4	4
The situation in Ukraine	**4**	1	4	5	5	3	3	4	3
Achieving peace in the world	**3**	2	3	3	4	3	3	3	3
Education	**3**	4	2	3	2	1	3	3	2
Family life and childcare	**2**	4	2	3	2	0	3	2	3
Transport	**2**	1	2	2	3	8	4	3	1
The situation in Gaza	**2**	4	2	1	2	3	0	2	2
The rights of trans men and trans women	**1**	1	0	3	2	0	1	1	1
Reform of the House of Lords	**1**	2	1	2	1	1	0	1	1
The COVID 19 pandemic	**1**	2	0	3	1	0	1	1	1
None of the above	**1**	0	0	0	1	2	0	0	1
Don't know	**1**	2	1	1	0	1	2	0	2
There are no important problems	**0**	0	0	1	0	3	0	0	1

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
Q6. Of the following, what do you believe should be the top priorities for the UK Government over the next 12 months?												
Controlling the cost of living	**61**	56	67	41	66	69	62	56	42	66	70	57
Improving the NHS	**55**	47	62	40	46	54	55	70	41	48	57	63
Reducing the number of immigrants coming to this country	**41**	38	44	17	23	42	48	56	18	29	47	54
Growing the economy	**34**	41	28	30	36	28	46	35	30	33	33	38
Cutting crime	**17**	19	15	15	19	18	15	15	16	19	16	16
Fixing public services	**13**	13	14	21	17	13	9	11	20	14	13	10
Rejoining the European Union	**9**	11	8	9	11	10	6	10	9	11	8	10
Taking steps to help the environment and tackle climate change	**8**	8	8	10	13	7	6	9	10	11	5	8
Increasing defence spending	**8**	10	7	5	9	5	11	13	5	6	8	11
Building significantly more homes	**7**	8	6	15	12	5	5	5	15	8	5	6
Improving education standards	**4**	5	4	8	4	6	2	2	8	7	3	2
Securing trade agreements with other countries	**4**	5	3	5	2	3	3	7	5	3	2	6
Something else	**1**	1	1	2	0	2	1	2	2	0	2	2
Don't know	**3**	3	2	11	2	2	2	1	11	2	1	2
Q7. 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	**5**	6	4	14	10	4	2	2	14	8	2	2
Get a little better	**15**	18	12	21	30	13	9	10	24	21	12	10
Stay the same	**39**	37	40	34	25	43	42	41	33	36	39	42
Get a little worse	**25**	24	26	20	26	21	25	34	19	21	25	31
Get a lot worse	**12**	12	13	5	7	14	19	11	5	10	18	12
Don't know	**4**	2	5	5	3	5	3	2	5	4	5	3
NET: Better	**20**	24	16	35	40	17	11	12	38	29	14	12
NET: Worse	**37**	36	39	25	33	35	44	45	24	31	43	43
Q8. Thinking about the money the UK government spends on funding health services. For which of following would you MOST like to see an increase in funding?												
Planned hospital care (including reducing waiting lists at hospitals)	**22**	18	26	16	18	21	19	32	16	17	22	28
NHS dentistry	**18**	18	17	15	13	18	26	15	14	20	16	19
GP services	**18**	20	16	17	18	19	20	16	17	20	19	15
Accident and Emergency medicine (including waiting times at A&E)	**18**	19	17	19	24	19	15	16	20	17	21	15
Social care (including helping older people and those with disabilities)	**13**	13	13	12	14	11	14	14	12	14	11	14
None of the above	**5**	7	4	13	7	4	3	3	12	6	3	4
Don't know	**6**	5	7	8	6	8	3	4	9	6	7	4

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	Total	EU Ref Vote		GE 2024 Vote					Current Voting Intention				
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All GB Adults	1997	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	1997	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
Q6. Of the following, what do you believe should be the top priorities for the UK Government over the next 12 months?													
Controlling the cost of living	**61**	67	62	58	65	67	57	63	54	60	66	61	67
Improving the NHS	**55**	61	54	53	62	66	50	46	59	60	59	49	48
Reducing the number of immigrants coming to this country	**41**	30	58	53	29	33	73	34	49	21	26	66	26
Growing the economy	**34**	36	34	39	41	34	29	32	41	42	43	31	31
Cutting crime	**17**	13	20	20	15	11	28	10	18	16	11	23	13
Fixing public services	**13**	16	10	11	14	13	4	25	11	19	14	8	23
Rejoining the European Union	**9**	16	3	6	13	11	3	12	9	13	15	4	16
Taking steps to help the environment and tackle climate change	**8**	10	6	6	9	16	4	13	6	9	13	5	13
Increasing defence spending	**8**	7	11	13	6	8	13	8	12	5	8	9	5
Building significantly more homes	**7**	7	5	7	7	4	1	10	7	8	5	5	15
Improving education standards	**4**	3	5	6	4	4	4	2	5	4	5	4	1
Securing trade agreements with other countries	**4**	4	4	4	3	7	4	6	4	2	7	4	4
Something else	**1**	1	1	1	2	0	2	1	1	1	0	2	3
Don't know	**3**	1	1	1	1	1	2	4	1	2	0	1	3
Q7. 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	**5**	5	3	4	8	5	1	3	6	13	5	2	2
Get a little better	**15**	18	10	15	19	12	11	13	15	27	18	11	14
Stay the same	**39**	36	43	40	42	45	38	34	45	39	35	36	38
Get a little worse	**25**	25	27	28	18	22	30	38	22	13	30	29	34
Get a lot worse	**12**	12	14	12	9	12	14	12	10	5	10	18	10
Don't know	**4**	4	3	1	4	4	6	0	1	3	2	4	2
NET: Better	**20**	23	13	19	27	17	12	16	21	40	23	13	16
NET: Worse	**37**	37	41	40	27	34	44	50	32	18	40	47	44
Q8. Thinking about the money the UK government spends on funding health services. For which of following would you MOST like to see an increase in funding?													
Planned hospital care (including reducing waiting lists at hospitals)	**22**	25	22	21	26	26	23	19	24	26	26	19	23
NHS dentistry	**18**	17	20	18	17	22	14	21	16	14	24	17	20
GP services	**18**	18	19	22	17	22	20	13	22	22	17	21	11
Accident and Emergency medicine (including waiting times at A&E)	**18**	18	19	18	19	9	22	18	19	18	13	21	21
Social care (including helping older people and those with disabilities)	**13**	14	12	13	12	17	8	16	11	12	15	12	14
None of the above	**5**	2	5	4	5	1	6	5	5	4	1	5	4
Don't know	**6**	6	4	4	4	3	7	8	2	3	3	5	6

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
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Unweighted Sample	1997	255	621	353	516	100	152	1135	857
	%	%	%	%	%	%	%	%	%
Q6. Of the following, what do you believe should be the top priorities for the UK Government over the next 12 months?									
Controlling the cost of living	**61**	48	65	63	62	64	63	59	64
Improving the NHS	**55**	44	58	54	57	52	63	54	57
Reducing the number of immigrants coming to this country	**41**	29	45	43	45	28	37	39	44
Growing the economy	**34**	34	36	30	34	33	33	38	28
Cutting crime	**17**	29	14	16	16	11	15	17	17
Fixing public services	**13**	16	11	14	14	24	12	16	9
Rejoining the European Union	**9**	10	11	6	8	15	9	9	10
Taking steps to help the environment and tackle climate change	**8**	7	10	9	7	10	4	10	6
Increasing defence spending	**8**	12	8	9	9	5	4	9	8
Building significantly more homes	**7**	14	5	7	6	4	12	8	7
Improving education standards	**4**	9	3	5	3	2	4	5	4
Securing trade agreements with other countries	**4**	4	3	6	4	6	3	4	4
Something else	**1**	0	1	2	2	0	1	1	1
Don't know	**3**	1	1	4	4	9	1	2	4
Q7. 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	**5**	17	3	4	4	1	2	6	4
Get a little better	**15**	24	10	14	17	15	13	18	11
Stay the same	**39**	33	43	41	40	25	35	39	38
Get a little worse	**25**	17	25	25	22	46	30	26	24
Get a lot worse	**12**	7	14	12	14	8	14	10	16
Don't know	**4**	2	5	4	3	5	6	2	7
NET: Better	**20**	41	13	18	21	16	15	24	15
NET: Worse	**37**	24	39	37	36	54	44	36	40
Q8. Thinking about the money the UK government spends on funding health services. For which of following would you MOST like to see an increase in funding?									
Planned hospital care (including reducing waiting lists at hospitals)	**22**	21	23	23	20	19	24	24	20
NHS dentistry	**18**	13	20	17	17	25	16	16	19
GP services	**18**	13	20	20	19	18	10	19	16
Accident and Emergency medicine (including waiting times at A&E)	**18**	29	14	14	20	16	26	19	17
Social care (including helping older people and those with disabilities)	**13**	10	13	13	15	4	16	13	12
None of the above	**5**	6	5	6	4	7	3	4	6
Don't know	**6**	8	5	6	6	10	5	4	9

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
Q9. Generally speaking, would you say you trust or distrust Reform UK when it comes to each of the following areas?												
The NHS												
Trust	**53**	56	51	62	60	54	50	47	61	63	47	47
Distrust	**31**	31	31	24	30	29	34	34	25	27	34	34
Don't know	**16**	14	19	14	9	17	17	19	14	10	19	20
The cost of living / the economy												
Trust	**32**	37	28	33	43	30	32	29	32	40	29	28
Distrust	**50**	48	52	51	46	50	48	54	52	48	51	51
Don't know	**18**	15	20	16	11	20	20	17	17	13	20	21
Immigration												
Trust	**40**	45	35	26	39	41	40	44	25	43	40	43
Distrust	**46**	44	48	56	44	42	50	45	56	41	45	46
Don't know	**14**	11	17	18	17	17	10	10	18	15	15	11
Education												
Trust	**35**	38	33	43	41	37	31	28	42	41	36	26
Distrust	**43**	45	41	44	44	40	46	43	45	42	39	47
Don't know	**22**	17	27	13	14	23	23	29	13	17	25	27
Defence												
Trust	**37**	44	31	36	46	37	35	33	34	42	38	32
Distrust	**42**	43	43	47	41	40	44	45	48	40	40	46
Don't know	**21**	14	27	17	13	23	21	22	18	18	22	22
Q10. An increase in the cost of which of the following are you most worried about?												
Energy bills	**30**	28	33	9	24	28	42	39	9	24	34	40
The cost of food and drink	**28**	27	29	30	30	34	21	23	31	30	31	23
Council tax	**13**	15	11	14	12	9	17	15	13	11	12	15
Rent / Mortgage payments	**12**	10	15	21	18	15	7	4	22	17	13	5
Transport costs	**2**	3	1	5	3	1	3	1	5	2	1	2
Insurance premiums	**2**	3	2	1	4	2	0	3	1	4	1	1
Childcare	**1**	2	1	3	4	1	0	0	3	4	0	0
Telephone bills (including mobile phones)	**1**	1	1	0	0	1	0	1	0	2	1	0
Other	**1**	1	0	0	0	1	0	1	0	1	0	1
I am not at all worried about any increases	**6**	8	5	10	3	3	7	12	9	3	4	11
Don't know	**3**	3	3	8	2	4	2	1	7	3	3	1

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	Total	EU Ref Vote		GE 2024 Vote					Current Voting Intention				
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1997	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	1997	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
Q9. Generally speaking, would you say you trust or distrust Reform UK when it comes to each of the following areas?													
The NHS													
Trust	**53**	45	59	56	51	54	73	41	53	52	45	76	40
Distrust	**31**	42	23	29	36	39	9	47	33	38	42	7	49
Don't know	**16**	13	18	15	13	7	18	12	14	10	12	17	12
The cost of living / the economy													
Trust	**32**	20	44	39	29	18	69	20	29	30	14	69	12
Distrust	**50**	65	38	42	56	67	17	68	53	62	67	16	77
Don't know	**18**	15	18	18	15	15	15	12	18	9	18	16	11
Immigration													
Trust	**40**	29	57	58	33	33	80	23	48	30	21	80	17
Distrust	**46**	57	33	30	54	61	16	64	40	57	59	15	76
Don't know	**14**	15	10	12	14	6	5	12	12	13	21	5	7
Education													
Trust	**35**	24	44	39	34	22	67	19	32	38	14	69	17
Distrust	**43**	56	31	30	47	67	10	67	38	51	68	10	72
Don't know	**22**	19	25	31	19	11	23	14	30	11	18	21	11
Defence													
Trust	**37**	26	49	50	32	22	67	29	39	34	16	72	20
Distrust	**42**	56	30	31	48	68	10	60	39	53	66	11	71
Don't know	**21**	18	21	19	20	10	24	11	22	13	18	17	9
Q10. An increase in the cost of which of the following are you most worried about?													
Energy bills	**30**	33	34	31	32	34	36	26	33	25	38	31	27
The cost of food and drink	**28**	27	27	25	25	22	30	36	27	23	26	29	34
Council tax	**13**	10	15	18	12	14	12	13	15	16	13	16	10
Rent / Mortgage payments	**12**	13	9	8	13	11	11	11	9	12	8	13	17
Transport costs	**2**	3	1	1	3	2	0	3	1	3	4	1	4
Insurance premiums	**2**	2	2	4	3	0	1	2	2	5	0	2	2
Childcare	**1**	1	1	1	1	4	0	0	2	2	3	1	0
Telephone bills (including mobile phones)	**1**	1	0	1	1	2	1	0	1	1	2	1	0
Other	**1**	1	1	1	0	0	1	1	0	0	0	1	0
I am not at all worried about any increases	**6**	6	7	9	8	6	6	5	10	9	4	4	3
Don't know	**3**	3	2	1	2	5	2	2	1	4	3	1	2

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1997	266	648	331	480	99	173	1129	863
Unweighted Sample	1997	255	621	353	516	100	152	1135	857
	%	%	%	%	%	%	%	%	%
Q9. Generally speaking, would you say you trust or distrust Reform UK when it comes to each of the following areas?									
The NHS									
Trust	**53**	56	55	56	54	50	37	52	55
Distrust	**31**	28	29	31	31	31	37	35	25
Don't know	**16**	16	16	13	15	18	26	13	20
The cost of living / the economy									
Trust	**32**	37	32	34	34	25	19	32	33
Distrust	**50**	44	51	46	51	58	57	54	46
Don't know	**18**	19	17	20	15	17	24	15	22
Immigration									
Trust	**40**	35	46	39	41	35	28	39	41
Distrust	**46**	44	45	45	45	48	54	48	43
Don't know	**14**	21	9	17	14	17	18	13	16
Education									
Trust	**35**	43	30	40	41	26	23	34	36
Distrust	**43**	39	47	39	40	47	45	47	37
Don't know	**22**	18	24	21	19	27	32	19	26
Defence									
Trust	**37**	47	34	37	39	30	33	37	37
Distrust	**42**	37	44	41	43	53	43	48	36
Don't know	**21**	16	23	23	19	17	24	16	27
Q10. An increase in the cost of which of the following are you most worried about?									
Energy bills	**30**	18	27	31	39	22	37	30	30
The cost of food and drink	**28**	29	29	26	25	43	30	27	29
Council tax	**13**	11	15	11	15	7	7	13	12
Rent / Mortgage payments	**12**	18	15	12	8	6	12	12	13
Transport costs	**2**	4	1	3	2	3	0	3	2
Insurance premiums	**2**	6	2	1	0	2	3	3	1
Childcare	**1**	2	1	4	1	0	0	1	2
Telephone bills (including mobile phones)	**1**	1	1	1	1	1	1	1	1
Other	**1**	0	1	1	0	0	0	1	0
I am not at all worried about any increases	**6**	8	6	6	6	8	7	8	5
Don't know	**3**	3	2	5	2	8	3	2	5

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
Q11. All things considered, do you think the second term of the Donald Trump presidency of the United States will generally be good or bad FOR THE UNITED KINGDOM?												
Very good for the UK	**7**	8	5	7	11	8	8	3	7	10	8	3
Fairly good for the UK	**13**	16	10	21	23	12	9	7	21	21	8	7
It will make no real difference to the UK	**27**	27	27	23	25	30	23	28	25	29	26	27
Fairly bad for the UK	**21**	22	21	14	21	19	23	27	13	17	23	27
Very bad for the UK	**22**	22	22	22	11	19	28	29	20	13	24	28
Don't know	**10**	5	15	12	9	13	9	6	14	9	11	8
NET: Good	**20**	24	15	28	34	20	17	10	28	31	16	10
NET: Bad	**43**	44	43	36	32	38	51	56	33	30	47	55
Q12. Generally speaking, which of the following comes closest to your view about the approach the Prime Minister Keir Starmer is taking in his relationship with Donald Trump?												
Keir Starmer should be a lot more critical of Donald Trump	**27**	32	21	38	25	21	30	28	37	22	24	28
Keir Starmer should be a little more critical of Donald Trump	**20**	21	20	20	21	18	19	25	19	19	18	24
Keir Starmer is sufficiently critical of Donald Trump	**14**	15	12	13	20	12	14	14	11	17	12	13
Keir Starmer should be a little less critical of Donald Trump	**6**	5	7	3	9	7	6	4	3	9	6	5
Keir Starmer should be a lot less critical of Donald Trump	**9**	11	8	4	7	11	13	8	5	9	12	9
Don't know	**24**	15	33	22	18	32	17	21	24	24	28	21
NET: More critical	**47**	53	41	58	46	39	49	53	56	41	42	52
NET: Less critical	**15**	16	15	7	16	18	19	12	8	18	18	14
Q13. Would you support or oppose children in the UK under the age of 16 being banned from having social media accounts?												
Support	**64**	63	66	39	65	65	64	76	40	65	64	72
Oppose	**19**	21	18	41	24	17	15	11	41	21	17	11
Don't know	**16**	17	16	21	11	18	20	13	19	14	19	16
Q14. From what you have seen or heard, do you support or oppose plans to introduce a digital ID card system in the UK?												
Support	**34**	34	34	26	35	33	33	41	27	36	32	36
Oppose	**50**	52	48	43	52	51	56	45	43	51	54	48
Don't know	**16**	14	18	31	12	17	11	14	30	14	14	16

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	Total	EU Ref Vote		GE 2024 Vote					Current Voting Intention				
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1997	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	1997	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
Q11. All things considered, do you think the second term of the Donald Trump presidency of the United States will generally be good or bad FOR THE UNITED KINGDOM?													
Very good for the UK	**7**	5	8	8	5	3	14	6	6	5	1	16	3
Fairly good for the UK	**13**	9	15	12	17	16	14	5	10	23	9	18	6
It will make no real difference to the UK	**27**	25	31	31	26	23	32	27	35	26	21	31	21
Fairly bad for the UK	**21**	27	19	24	20	25	15	26	23	20	26	16	30
Very bad for the UK	**22**	27	19	20	26	25	7	33	18	23	34	11	35
Don't know	**10**	7	9	6	7	9	18	4	8	3	8	8	5
NET: Good	**20**	14	23	20	22	19	28	11	16	28	10	34	9
NET: Bad	**43**	54	38	44	46	50	22	59	41	43	60	27	65
Q12. Generally speaking, which of the following comes closest to your view about the approach the Prime Minister Keir Starmer is taking in his relationship with Donald Trump?													
Keir Starmer should be a lot more critical of Donald Trump	**27**	30	22	21	28	31	15	41	25	30	34	17	43
Keir Starmer should be a little more critical of Donald Trump	**20**	25	18	25	24	24	14	18	25	26	28	12	25
Keir Starmer is sufficiently critical of Donald Trump	**14**	15	14	13	17	19	7	13	17	20	18	11	7
Keir Starmer should be a little less critical of Donald Trump	**6**	5	8	6	6	10	7	4	6	4	2	11	5
Keir Starmer should be a lot less critical of Donald Trump	**9**	5	15	13	4	4	29	6	7	2	3	26	3
Don't know	**24**	20	23	22	21	12	27	18	20	18	14	23	17
NET: More critical	**47**	55	40	46	52	55	29	59	50	56	62	29	68
NET: Less critical	**15**	10	23	19	10	14	36	10	13	6	5	37	8
Q13. Would you support or oppose children in the UK under the age of 16 being banned from having social media accounts?													
Support	**64**	66	70	77	67	63	64	67	70	64	55	69	64
Oppose	**19**	17	15	15	19	11	16	19	20	24	22	17	20
Don't know	**16**	16	15	8	14	26	20	15	9	12	22	15	16
Q14. From what you have seen or heard, do you support or oppose plans to introduce a digital ID card system in the UK?													
Support	**34**	39	33	47	38	42	25	22	50	48	40	26	22
Oppose	**50**	46	57	44	44	49	65	62	39	36	46	66	61
Don't know	**16**	15	11	9	19	8	10	16	11	16	14	8	17

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	%	%	%	%	%	%	%	%	%
Q11. All things considered, do you think the second term of the Donald Trump presidency of the United States will generally be good or bad FOR THE UNITED KINGDOM?									
Very good for the UK	**7**	10	5	6	8	7	8	6	8
Fairly good for the UK	**13**	23	11	13	15	3	5	13	12
It will make no real difference to the UK	**27**	33	27	27	27	26	21	26	29
Fairly bad for the UK	**21**	11	24	23	19	20	30	24	17
Very bad for the UK	**22**	14	23	21	22	31	26	24	19
Don't know	**10**	8	10	10	11	13	10	7	14
NET: Good	**20**	33	16	19	23	10	13	19	20
NET: Bad	**43**	25	47	44	41	51	56	48	36
Q12. Generally speaking, which of the following comes closest to your view about the approach the Prime Minister Keir Starmer is taking in his relationship with Donald Trump?									
Keir Starmer should be a lot more critical of Donald Trump	**27**	28	26	26	27	27	27	29	24
Keir Starmer should be a little more critical of Donald Trump	**20**	21	23	22	14	14	27	22	18
Keir Starmer is sufficiently critical of Donald Trump	**14**	17	14	16	11	15	11	15	12
Keir Starmer should be a little less critical of Donald Trump	**6**	7	6	5	8	0	4	6	5
Keir Starmer should be a lot less critical of Donald Trump	**9**	6	10	7	13	10	8	9	10
Don't know	**24**	22	21	25	27	34	23	19	31
NET: More critical	**47**	49	49	48	41	41	54	51	42
NET: Less critical	**15**	13	16	12	21	10	12	15	15
Q13. Would you support or oppose children in the UK under the age of 16 being banned from having social media accounts?									
Support	**64**	56	65	67	66	54	71	67	62
Oppose	**19**	27	17	16	18	37	17	20	18
Don't know	**16**	17	18	17	16	9	12	13	20
Q14. From what you have seen or heard, do you support or oppose plans to introduce a digital ID card system in the UK?									
Support	**34**	43	31	31	37	27	33	39	28
Oppose	**50**	38	55	50	47	53	53	46	55
Don't know	**16**	19	13	19	16	20	14	16	17

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	Total	Gender		Age					Generation			
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All GB Adults	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
Q15. How concerned, if at all, are you about the prospect of a third World War in the next few years?												
Very concerned	**24**	18	30	23	26	24	21	28	23	26	22	25
Fairly concerned	**40**	36	44	38	42	41	41	41	38	40	43	39
Not very concerned	**19**	27	13	20	22	16	20	22	20	20	15	24
Not at all concerned	**10**	15	5	11	6	11	13	6	11	8	13	7
Don't know	**6**	4	8	8	5	8	5	4	8	7	7	4
NET: Concerned	**64**	54	74	61	68	65	62	69	61	66	65	64
NET: Unconcerned	**29**	42	18	31	28	27	33	28	31	28	28	31
Q16. From what you know, how well prepared, if at all, is the United Kingdom to defend itself against an attack from Russia?												
Very well prepared	**4**	6	3	5	8	6	3	1	5	8	4	1
Fairly well prepared	**20**	25	15	26	32	20	17	12	25	29	16	14
Not very well prepared	**36**	36	36	35	29	32	39	44	34	28	36	41
Not at all prepared	**24**	26	23	13	20	25	28	29	13	22	28	28
Don't know	**16**	8	23	22	11	17	14	14	23	13	16	15
Q17. Do you support or oppose moves to strip Harry and Meghan, the Duke and Duchess of Sussex, of their royal titles?												
Support	**50**	49	51	20	31	48	61	72	21	37	54	69
Oppose	**24**	27	21	39	46	23	16	10	38	38	19	11
Don't know	**26**	24	28	41	23	29	22	18	42	25	28	20
Q18. Do you support or oppose moves to strip Andrew Mountbatten-Windsor, formerly Prince Andrew the Duke of York, of his royal titles?												
Support	**76**	76	77	52	72	76	83	87	53	70	82	85
Oppose	**10**	13	7	19	17	9	8	5	19	17	6	5
Don't know	**13**	11	16	29	11	14	10	8	28	13	11	10
Q19. Taking everything into account, has your opinion of the Royal Family changed since King Charles III became King?												
Yes, my opinion of the Royal Family has got better	**12**	14	10	7	19	10	12	13	8	16	10	13
Yes, my opinion of the Royal Family has got worse	**24**	25	23	27	29	26	18	21	27	28	25	20
No, my opinion of the Royal Family has stayed the same	**58**	57	58	54	45	56	66	63	54	47	61	64
Don't know	**6**	4	8	11	8	8	4	3	11	10	5	3

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All GB Adults	1997	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	1997	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
Q15. How concerned, if at all, are you about the prospect of a third World War in the next few years?													
Very concerned	**24**	23	24	26	27	23	24	17	30	25	23	24	22
Fairly concerned	**40**	44	39	40	41	40	42	43	38	44	41	41	46
Not very concerned	**19**	21	19	20	17	23	17	21	20	21	26	17	18
Not at all concerned	**10**	7	12	11	8	9	13	12	9	6	7	13	11
Don't know	**6**	5	6	3	7	4	4	6	3	5	2	4	3
NET: Concerned	**64**	67	63	66	68	63	66	60	68	69	64	65	68
NET: Unconcerned	**29**	28	31	31	25	32	30	33	29	27	33	30	29
Q16. From what you know, how well prepared, if at all, is the United Kingdom to defend itself against an attack from Russia?													
Very well prepared	**4**	5	4	5	6	3	1	6	7	9	4	2	2
Fairly well prepared	**20**	20	18	18	23	18	16	18	20	27	20	21	19
Not very well prepared	**36**	35	38	34	36	45	39	36	37	34	37	38	38
Not at all prepared	**24**	24	28	30	18	28	34	24	24	12	29	32	25
Don't know	**16**	17	11	13	17	7	10	16	12	17	10	7	16
Q17. Do you support or oppose moves to strip Harry and Meghan, the Duke and Duchess of Sussex, of their royal titles?													
Support	**50**	49	63	68	48	67	62	33	65	45	54	62	30
Oppose	**24**	26	18	15	29	16	17	32	17	33	23	21	35
Don't know	**26**	25	20	17	23	17	21	35	18	21	23	17	35
Q18. Do you support or oppose moves to strip Andrew Mountbatten-Windsor, formerly Prince Andrew the Duke of York, of his royal titles?													
Support	**76**	83	80	83	78	85	76	77	74	71	88	79	82
Oppose	**10**	8	9	10	10	11	10	10	15	16	9	10	7
Don't know	**13**	8	11	8	11	4	14	13	11	13	2	11	11
Q19. Taking everything into account, has your opinion of the Royal Family changed since King Charles III became King?													
Yes, my opinion of the Royal Family has got better	**12**	12	13	12	16	12	10	14	14	18	13	11	9
Yes, my opinion of the Royal Family has got worse	**24**	22	25	20	24	22	32	28	17	25	17	34	27
No, my opinion of the Royal Family has stayed the same	**58**	62	56	67	55	56	55	55	69	53	62	52	60
Don't know	**6**	4	5	1	5	10	3	3	1	4	8	3	4

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Unweighted Sample	1997	255	621	353	516	100	152	1135	857
	%	%	%	%	%	%	%	%	%
Q15. How concerned, if at all, are you about the prospect of a third World War in the next few years?									
Very concerned	**24**	30	24	21	28	17	21	24	25
Fairly concerned	**40**	28	40	50	39	45	44	41	40
Not very concerned	**19**	19	22	17	16	29	20	21	18
Not at all concerned	**10**	14	9	6	13	4	6	10	9
Don't know	**6**	9	6	7	5	5	9	5	8
NET: Concerned	**64**	58	64	71	67	62	65	65	65
NET: Unconcerned	**29**	33	31	23	29	33	26	31	27
Q16. From what you know, how well prepared, if at all, is the United Kingdom to defend itself against an attack from Russia?									
Very well prepared	**4**	10	3	2	4	6	2	5	3
Fairly well prepared	**20**	25	18	17	22	26	15	21	19
Not very well prepared	**36**	28	41	38	32	27	37	37	34
Not at all prepared	**24**	21	26	25	24	18	27	24	24
Don't know	**16**	16	12	18	17	22	18	13	20
Q17. Do you support or oppose moves to strip Harry and Meghan, the Duke and Duchess of Sussex, of their royal titles?									
Support	**50**	37	54	50	55	36	51	53	47
Oppose	**24**	33	21	25	21	18	30	23	26
Don't know	**26**	30	25	25	25	46	19	25	28
Q18. Do you support or oppose moves to strip Andrew Mountbatten-Windsor, formerly Prince Andrew the Duke of York, of his royal titles?									
Support	**76**	61	79	75	80	83	80	79	72
Oppose	**10**	22	7	12	10	7	6	10	10
Don't know	**13**	17	14	13	10	10	14	10	17
Q19. Taking everything into account, has your opinion of the Royal Family changed since King Charles III became King?									
Yes, my opinion of the Royal Family has got better	**12**	19	10	11	11	12	11	13	10
Yes, my opinion of the Royal Family has got worse	**24**	21	23	28	24	33	20	24	24
No, my opinion of the Royal Family has stayed the same	**58**	52	60	56	59	50	60	59	56
Don't know	**6**	8	6	6	6	5	8	4	10

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All GB Adults	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
Q20. From what you know and taking everything into account, if you had to say, which of the following represents the Royal Family in the best way?												
Prince William, the Prince of Wales	**34**	31	38	18	21	40	39	37	18	31	42	36
King Charles	**17**	22	12	18	21	14	16	18	18	17	15	18
Princess Catherine, the Princess of Wales	**14**	10	18	14	14	16	14	13	14	14	16	12
Princess Anne, the Princess Royal	**8**	6	9	3	3	3	10	18	2	3	3	18
Prince Harry, the Duke of Sussex	**4**	5	3	2	13	4	2	1	3	9	3	1
Queen Camilla	**2**	2	1	6	4	1	1	0	6	2	1	0
Meghan, the Duchess of Sussex	**1**	1	1	4	3	1	0	0	4	2	0	0
Andrew Mountbatten-Windsor	**1**	2	1	0	7	1	0	0	0	4	1	0
Prince Edward, the Duke of Edinburgh	**1**	2	1	1	3	1	1	1	1	2	1	1
Sophie, the Duchess of Edinburgh	**1**	0	1	0	0	0	2	1	0	0	1	1
Sarah Ferguson	**0**	1	0	0	0	1	0	0	0	1	0	0
Don't know	**17**	17	16	34	10	18	15	10	32	15	16	12
Q21. From what you know which of the following best describes your feelings about the cost of tickets for the FIFA World Cup taking place next year in the United States, Canada and Mexico?												
Ticket prices are generally too high	**66**	70	62	37	52	68	75	77	39	58	73	77
Ticket prices are generally about right	**10**	14	7	24	25	9	4	1	24	20	6	1
Ticket prices are generally too low	**1**	2	1	10	0	0	1	0	9	0	1	0
Don't know	**23**	14	30	29	23	22	20	21	29	22	21	21

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All GB Adults	1997	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	1997	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
Q20. From what you know and taking everything into account, if you had to say, which of the following represents the Royal Family in the best way?													
Prince William, the Prince of Wales	**34**	34	41	41	36	30	37	24	37	29	37	44	29
King Charles	**17**	21	14	22	17	17	16	15	26	20	21	13	11
Princess Catherine, the Princess of Wales	**14**	14	16	11	15	21	16	13	12	13	16	17	12
Princess Anne, the Princess Royal	**8**	8	9	11	7	14	8	5	11	5	9	8	6
Prince Harry, the Duke of Sussex	**4**	5	3	1	5	3	2	10	2	7	1	2	10
Queen Camilla	**2**	1	1	2	1	3	0	1	0	3	3	1	3
Meghan, the Duchess of Sussex	**1**	0	1	1	1	0	0	1	1	3	1	1	1
Andrew Mountbatten-Windsor	**1**	2	1	0	2	0	1	5	1	3	3	1	2
Prince Edward, the Duke of Edinburgh	**1**	1	1	2	1	0	0	0	3	1	1	1	1
Sophie, the Duchess of Edinburgh	**1**	1	1	1	1	0	1	0	1	1	0	1	0
Sarah Ferguson	**0**	0	1	0	1	0	2	0	0	1	0	1	0
Don't know	**17**	14	11	7	13	11	16	24	6	13	10	11	25
Q21. From what you know which of the following best describes your feelings about the cost of tickets for the FIFA World Cup taking place next year in the United States, Canada and Mexico?													
Ticket prices are generally too high	**66**	69	73	79	65	68	75	61	71	61	66	76	64
Ticket prices are generally about right	**10**	9	8	8	14	12	5	10	13	21	13	6	7
Ticket prices are generally too low	**1**	1	0	1	0	0	0	4	1	1	0	0	5
Don't know	**23**	21	19	12	21	20	21	24	15	17	22	18	25

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1997	266	648	331	480	99	173	1129	863
Unweighted Sample	1997	255	621	353	516	100	152	1135	857
	%	%	%	%	%	%	%	%	%
Q20. From what you know and taking everything into account, if you had to say, which of the following represents the Royal Family in the best way?									
Prince William, the Prince of Wales	**34**	25	39	33	36	31	31	36	32
King Charles	**17**	25	17	17	15	7	17	19	14
Princess Catherine, the Princess of Wales	**14**	13	14	13	16	11	14	12	17
Princess Anne, the Princess Royal	**8**	3	8	11	7	9	10	8	7
Prince Harry, the Duke of Sussex	**4**	4	2	4	4	2	8	4	4
Queen Camilla	**2**	3	1	3	1	1	1	2	1
Meghan, the Duchess of Sussex	**1**	2	1	2	1	0	1	1	1
Andrew Mountbatten-Windsor	**1**	6	0	0	1	4	0	2	0
Prince Edward, the Duke of Edinburgh	**1**	1	2	1	0	3	0	1	1
Sophie, the Duchess of Edinburgh	**1**	0	1	0	1	0	0	1	1
Sarah Ferguson	**0**	0	0	1	0	4	1	0	1
Don't know	**17**	17	14	15	18	28	16	12	22
Q21. From what you know which of the following best describes your feelings about the cost of tickets for the FIFA World Cup taking place next year in the United States, Canada and Mexico?									
Ticket prices are generally too high	**66**	55	67	65	70	54	73	69	61
Ticket prices are generally about right	**10**	26	7	12	8	1	7	11	10
Ticket prices are generally too low	**1**	0	1	2	2	2	0	2	1
Don't know	**23**	19	25	21	19	42	20	18	28

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	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	1997	966	1028	223	273	733	315	453	250	528	609	559
Unweighted Sample	1997	1026	968	125	362	721	320	469	195	565	612	582
	%	%	%	%	%	%	%	%	%	%	%	%
Q22. Would you support or oppose England, Scotland and Wales jointly hosting the FIFA World Cup in the future?												
Support	**67**	75	60	56	67	73	69	61	57	69	74	65
Oppose	**11**	12	9	15	17	7	10	11	14	14	7	10
Don't know	**22**	13	31	29	16	20	21	28	29	17	19	25
Q23. Generally speaking, roughly how often, if ever, would you say you go to a pub?												
Once a day or more	**1**	0	1	0	3	0	0	0	0	2	0	0
A few times a week	**9**	13	4	16	12	8	6	6	15	10	6	7
Once a week	**13**	17	9	13	21	14	13	8	13	21	11	9
A few times a month	**14**	18	12	21	18	16	11	10	21	16	15	10
Once a month	**11**	8	15	8	8	13	12	12	8	9	15	11
Once every few months	**24**	17	30	14	17	23	25	34	16	18	25	33
Once a year	**7**	6	7	0	7	6	9	8	0	7	6	8
Less than once a year	**16**	15	18	9	11	17	19	20	9	14	18	20
I have never been to a pub	**5**	4	5	18	3	4	5	2	16	3	5	2
Q24. Which of the following reasons would you say stop you going to a pub more often?												
The cost	**53**	55	51	39	52	61	56	46	41	57	59	51
No interest in going more often	**32**	27	36	30	27	25	31	46	29	25	29	41
Nobody to go to the pub with	**17**	17	17	16	22	15	11	20	17	18	14	17
Your own personal circumstances	**17**	15	17	25	14	17	17	12	24	11	20	15
The distance to get to the pub	**9**	10	8	9	15	7	7	9	9	11	7	9
Other	**2**	3	2	4	1	1	4	4	4	1	2	4
Don't know	**4**	3	6	7	3	4	4	4	7	3	5	4

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	Total	EU Ref Vote		GE 2024 Vote					Current Voting Intention				
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con	Lab	Lib Dem	Reform	Other
All GB Adults	1997	779	850	374	586	192	223	239	291	347	234	490	283
Unweighted Sample	1997	686	740	361	644	120	235	172	304	404	173	518	229
	%	%	%	%	%	%	%	%	%	%	%	%	%
Q22. Would you support or oppose England, Scotland and Wales jointly hosting the FIFA World Cup in the future?													
Support	**67**	74	67	73	74	69	68	62	73	70	71	72	68
Oppose	**11**	8	12	10	7	15	7	16	12	9	16	10	11
Don't know	**22**	19	21	18	19	16	25	22	15	21	13	19	21
Q23. Generally speaking, roughly how often, if ever, would you say you go to a pub?													
Once a day or more	**1**	1	0	1	1	0	0	0	1	1	0	0	0
A few times a week	**9**	7	8	8	11	12	8	7	7	14	9	9	6
Once a week	**13**	14	13	12	15	21	13	10	12	17	13	17	12
A few times a month	**14**	15	13	15	15	8	18	13	16	19	14	16	10
Once a month	**11**	13	10	13	11	12	9	15	11	11	12	10	15
Once every few months	**24**	24	28	29	24	21	25	25	30	16	21	25	27
Once a year	**7**	6	9	9	4	10	11	7	9	3	11	6	5
Less than once a year	**16**	18	16	13	15	14	14	19	11	16	13	15	16
I have never been to a pub	**5**	3	3	1	4	3	2	2	2	4	6	2	9
Q24. Which of the following reasons would you say stop you going to a pub more often?													
The cost	**53**	53	58	52	53	56	68	59	52	45	55	60	57
No interest in going more often	**32**	32	32	38	30	30	23	32	41	27	31	26	34
Nobody to go to the pub with	**17**	16	18	19	17	19	19	12	16	19	19	18	14
Your own personal circumstances	**17**	18	13	14	21	10	13	17	13	25	13	13	17
The distance to get to the pub	**9**	10	8	8	9	7	12	13	8	10	10	11	11
Other	**2**	3	2	2	2	2	1	6	2	2	2	2	4
Don't know	**4**	4	3	2	3	5	4	4	2	6	3	3	2

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Unweighted Sample	1997	255	621	353	516	100	152	1135	857
	%	%	%	%	%	%	%	%	%
Q22. Would you support or oppose England, Scotland and Wales jointly hosting the FIFA World Cup in the future?									
Support	**67**	68	67	60	71	54	75	70	63
Oppose	**11**	15	8	14	9	21	5	11	10
Don't know	**22**	17	24	26	20	26	21	19	27
Q23. Generally speaking, roughly how often, if ever, would you say you go to a pub?									
Once a day or more	**1**	2	1	0	0	0	0	1	0
A few times a week	**9**	15	8	10	6	10	3	10	7
Once a week	**13**	19	10	17	16	6	6	15	10
A few times a month	**14**	17	16	13	14	15	11	16	12
Once a month	**11**	10	9	11	14	19	11	12	11
Once every few months	**24**	14	25	30	23	29	24	25	23
Once a year	**7**	5	10	3	5	10	6	6	8
Less than once a year	**16**	11	18	10	17	5	37	13	21
I have never been to a pub	**5**	8	4	6	5	6	4	3	8
Q24. Which of the following reasons would you say stop you going to a pub more often?									
The cost	**53**	35	58	53	58	61	45	53	53
No interest in going more often	**32**	30	30	35	31	30	39	33	30
Nobody to go to the pub with	**17**	24	19	15	13	5	15	17	15
Your own personal circumstances	**17**	22	19	10	17	5	15	15	19
The distance to get to the pub	**9**	13	8	9	6	13	11	11	6
Other	**2**	1	3	1	4	3	1	3	2
Don't know	**4**	3	4	7	3	5	6	3	6

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