

Q1. In your opinion, do you think Stammer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Summary

All Adults aged 18-75 in Great Britain

Q1. In your opinion, do you think Stammer/Labour are doing a good job or a bad job, if either, at delivering in the following areas?													
	Raising living standards and in every part of the UK	Delivering economic stability to keep taxes, inflation and mortgages as low as possible	Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment	Putting police back on the beat with a named officer for every neighbourhood	Recruiting security by 6,500 new teachers in Great Britain	Cutting energy bills and boosting energy	Reducing net migration from the recent high levels seen in recent years by reforming our approach to the market, addressing the asylum system by closing the backlog, here in the UK, and returning, stopping criminal gangs and protecting the armed forces and etc	Strengthening Britain's more police, tougher penalties for offenders during the week, and a new network of start school	Cutting NHS waiting times with more police, tougher penalties for offenders during the week, and a new network of start school	Reducing anti-social behaviour	Ensuring that at least 95% of five-year-olds in England are ready to learn		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089
Weighted base	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089
Very good job (2)	78 7% £	76 7% £	83 8% £	82 8% £	55 5% £	90 8% £	70 6% £	67 6% £	83 9% £	101 8% £	89 7% £	77 7% £	76 7% £
Fairly good job (1)	124 11%	159 15%	159 15%	186 17%	179 16%	143 13%	134 12%	138 13%	140 24%	257 20%	216 14%	153 15%	169 15%
Neither a good nor a bad job (0)	196 18%	206 19%	266 24%	199 18%	246 22%	286 26%	166 15%	238 22%	210 19%	294 27%	213 20%	242 22%	309 28%
Fairly bad job (-1)	271 BCDFGHLM	231 FHLM	213 JM	241 FHLM	236 FHLM	179 FHLM	230 FHLM	185 21%	180 17%	159 15%	238 22%	235 22%	164 15%
Very bad job (-2)	358 CDFGHLM	356 CDFGHLM	208 FHM	243 CFM	249 CFM	178 CFM	431 M	348 CDFGHLM	387 32%	180 17%	243 22%	275 25%	150 14%
Don't know	63 6%	61 6%	161 15%	138 13%	123 11%	212 19%	57 5%	113 10%	90 8%	98 9%	89 8%	107 10%	222 20%

NET Good job	202 19%	236 22%	242 22%	268 25%	234 21%	234 21%	204 19%	205 19%	223 20%	358 33%	306 28%	230 21%	245 22%
NET Bad job	629 58%	587 54%	420 39%	484 44%	486 45%	357 33%	661 63%	534 49%	587 52%	318 31%	442 44%	310 47%	314 29%

Mean	-0.69 G	-0.61 AG	-0.33 ABDEHKL	-0.40 ABDEHKL	-0.46 ABDEHKL	-0.24 ABCEDEHKL	-0.79 L	-0.62 G	-0.65 G	-0.06 ABCEDEHKL	-0.33 ABDEHKL	-0.49 ABDEHKL	-0.16 ABCEDEHKL
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Columns Properties (2%): A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30 ("") Small Base: 100 ("")

Columns Means (3%) A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30 ("") Small Base: 100 ("")

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Raising living standards in every part of the UK

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	
Very good job (2)	78	42	35	50	19	8	49	29	22	15	14	22	1	5	45	33	63	15	4	21	14	31	51	27	9	38	4	5	4	27	21	
	7%	8%	6%	15% EF	5%	2%	8%	6%	8%	5%	6%	14% JLM	1% *	5% *	12% P	5%	8% R	4%	2%	8% S	5%	11% SU	6%	17% W	5%	11% Yb	4% *	3%	4% *	6%	6%	
Fairly good job (1)	124	77	46	62	46	16	81	43	26	31	33	22	6	7	64	60	99	25	24	22	30	46	81	42	15	58	14	7	9	59	31	
	11%	14% C	8%	19% EF	12% F	4%	13%	9%	10%	11%	13%	14%	12% *	7% *	16% P	9%	13% R	7%	13%	8%	11%	17% T	9%	26% W	8%	17% Yb	15% b*	4%	9% *	14% e	8%	
Neither a good nor a bad job (0)	196	87	106	73	63	60	109	87	50	58	39	21	12	16	81	115	139	57	30	52	53	53	163	32	18	85	25	12	16	101	38	
	18%	16%	19%	22%	16%	16%	18%	18%	19%	20%	16%	13%	23% *	17% *	21%	16%	19%	16%	16%	19%	20%	19%	18%	20%	10%	25% Yb	28% Yb*	8%	17% *	23% e	10%	
Fairly bad job (-1)	271	132	136	64	110	96	170	101	54	68	62	39	16	33	83	188	195	76	48	73	72	66	240	28	55	81	29	28	27	109	90	
	25%	25%	25%	20%	28% D	26%	28% H	21%	21%	24%	25%	25%	31% *	35% i*	22%	27% O	26%	22%	25%	26%	27%	24%	26% X	17%	30%	24%	32% *	19%	27% *	25%	24%	
Very bad job (-2)	358	173	181	56	135	167	170	188	94	96	88	41	14	25	87	271	206	152	76	97	84	65	329	23	77	59	13	93	32	103	186	
	33%	33%	33%	17% D	34% D	46% DE	40% G	37%	37%	34%	36%	26%	27% *	27% *	22%	39% O	28%	43% Q	39%	35% V	31%	24%	36% X	15%	42% Za	17%	15% *	64% YZac	33% Za*	24% d	50%	
Don't know	63	21	40	23	21	18	38	24	12	17	12	11	3	8	30	33	37	25	12	14	16	12	55	7	7	18	5	1	9	34	6	
	6%	4%	7% B	7%	5%	5%	6%	5%	5%	6%	5%	7%	6% *	9% *	8%	5%	5%	7%	6%	5%	6%	5%	6% b	5%	4%	5% b	6% b*	* *	10% b*	8% e	2%	
NET Good Job	202 19%	119 22% C	81 15%	112 34% EF	66 17% F	24 7%	130 21% H	72 15%	47 19%	46 16%	47 19%	44 28% UN	7 13% *	12 12% *	109 28% P	93 13%	162 22% R	40 12%	28 14%	43 16%	44 16%	77 28% STU	132 14%	69 43% W	24 13%	96 28% Ybc	18 20% b*	12 8%	13 13% *	86 20%	52 14%	
NET Bad job	629 58%	305 57%	317 58%	120 37% D	245 62% D	264 72% DE	340 55%	289 61%	148 58%	164 58%	150 60%	80 51%	30 58% *	57 62% *	170 43%	459 66% O	401 54%	227 65% Q	124 64% V	170 61% V	156 58% V	131 48%	569 62% X	51 32%	131 72% Za	140 41%	42 47% *	121 83% YZac	59 60% Z*	212 49%	276 74% d	
Mean	-0.69	-0.62	-0.75	-0.04 EF	-0.79 F	-1.15	-0.57 H	-0.84	-0.70	-0.74	-0.75	-0.39 JK	-0.75 *	-0.77 *	-0.28 P	-0.91	-0.55 R	-1.00	-0.92	-0.76	-0.72	-0.34 STU	-0.83	0.14 W	-1.00 b	-0.20 Ybc	-0.40 Ybc*	-1.36	-0.84 b*	-0.51 e	-1.06	

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K,L,M,N,O/P,Q,R,S/T/U,V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Delivering economic stability to keep taxes, inflation and mortgages as low as possible

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)			
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346			
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371			
Very good job (2)	76 7%	44 8%	32 6%	47 14% EF	20 5%	8 2%	44 7%	32 7%	24 9%	16 6%	16 6%	16 10%	2 3% *	3 3% *	50 13% P	26 4%	59 8%	17 5%	5 3%	16 6%	16 6%	33 12% STU	48 5%	29 18% W	8 4%	39 11% Ybc	5 5% *	3 2%	3 3% *	31 7%	16 4%			
Fairly good job (1)	159 15%	95 18% C	60 11%	80 24% EF	51 13% F	28 8%	104 17% H	56 12%	47 18% J	32 11%	41 17%	23 15%	8 16% *	9 10% *	83 21% P	76 11%	129 17% R	30 9%	28 15%	33 12%	38 14%	56 21% T	114 12%	45 28% W	15 8%	82 24% Ybc	17 18% Yb*	4 3%	11 11% b*	81 19% e	32 9%			
Neither a good nor a bad job (0)	206 19%	91 17%	112 21%	70 21% F	83 21% F	53 15%	120 19%	86 18%	36 14%	58 20%	48 19%	25 16%	18 36% UKL*	20 22% *	77 20%	128 18%	146 20%	59 17%	33 17%	60 22%	48 18%	54 20%	171 19%	30 19%	18 10%	84 25% Yb	25 27% Yb*	12% 12%	22 30% Y*	89 21% e	49 13%			
Fairly bad job (-1)	231 21%	108 20%	120 22%	54 16%	83 21%	95 26% D	138 22%	93 20%	53 21%	62 22%	46 19%	34 22%	8 17% *	28 30% *	63 16%	168 24% O	149 20%	82 23%	43 22%	63 23%	67 25%	50 18%	204 22%	26 16%	53 29% Zb	63 19%	28 31% Zb*	21 14%	29 30% Zb*	108 25%	69 19%			
Very bad job (-2)	356 33%	175 33%	179 33%	54 16%	137 35% D	165 45% DE	176 29%	180 38% G	85 33%	104 36%	79 32%	48 31%	11 21% *	29 31% *	93 24%	263 38% O	215 29%	141 40% Q	68 35% V	90 32%	88 33%	70 26%	329 36% X	24 15%	82 45% Zac	54 16%	14 16% *	98 68% YZac	23 24% *	93 22% d	195 53%			
Don't know	61 6%	18 3%	42 8% B	23 7%	21 5%	16 4%	35 6%	26 5%	11 4%	14 5%	17 7%	10 6%	4 8% *	5 5% *	23 6%	38 5%	40 5%	20 6%	16 8% V	16 6%	12 4%	9 3%	55 6%	6 4%	6 3%	18 5%	2 3% *	2 1%	10 10% Yb*	30 7% e	9 3%			
NET Good Job	236 22%	139 26% C	92 17%	128 39% EF	72 18% F	36 10%	148 24%	87 19%	71 28% JN	47 17%	57 23%	39 25% N	10 19% *	12 13% *	134 34% P	102 15%	188 25% R	47 14%	33 17%	49 18%	55 20%	90 33% STU	161 18%	73 46% W	23 13% b	121 36% Ybc	22 24% b*	6 4%	14 14% b*	112 26% e	48 13%			
NET Bad job	587 54%	283 53%	299 55%	107 33% D	220 56% DE	260 71% DE	314 51%	273 58% G	139 54% M	166 58% M	126 51%	82 52%	19 37% *	56 61% M*	156 40%	431 62% O	364 49%	223 64% Q	112 57% V	153 55% V	155 58% V	120 44%	533 58% X	50 31%	135 74% Zac	117 35%	42 46% *	119 82% Zac	52 53% Z*	202 47% d	264 71%			
Mean	-0.61	-0.54	-0.70	0.05 EF	-0.71 F	-1.09	-0.51 H	-0.75	-0.53	-0.76	-0.57	-0.51	-0.39 *	-0.80 *	-0.18 P	-0.86	-0.48 R	-0.91	-0.79	-0.68	-0.67	-0.26 STU	-0.76	0.19 W	-1.05 b	-0.04 Ybc	-0.34 Yb*	-1.45	-0.66 Yb*	-0.38 e	-1.09			

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24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Building 1.5m s in England

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very good job (2)	83 8%	44 8%	39 7%	56 17% EF	20 5% F	7 2%	46 7%	37 8%	29 11% JN	13 5%	15 6%	18 12% JN	5 9% *	3 3% *	44 11% P	39 6%	69 9% R	15 4%	12 6%	16 6%	18 7%	30 11% T	54 6%	29 19% W	11 6%	42 12% abc	2 3% *	7 5%	4 4% *	32 7%	26 7%
Fairly good job (1)	159 15%	78 15%	78 14%	67 21% F	57 14%	34 9%	98 16%	60 13%	29 11%	52 18%	37 15%	24 15%	6 12% *	10 11% *	72 19% P	86 12%	113 15%	46 13%	17 9%	39 14%	42 16%	54 20% S	118 13%	40 25% W	24 13% b	70 21% b	13 14% b*	7 5%	13 13% b*	76 18% e	34 9%
Neither a good nor a bad job (0)	266 24%	123 23%	140 26%	91 28%	97 25%	77 21%	153 25%	113 24%	55 21%	79 28%	62 25%	38 25%	8 17% *	24 26% *	102 26%	164 23%	187 25%	79 23%	61 31% u	64 23%	55 20%	77 28% u	220 24%	43 27%	31 17%	93 27% Y	27 30% Y*	34 24%	23 23% *	115 27% e	69 19%
Fairly bad job (-1)	213 20%	114 21%	99 18%	39 12%	77 19% D	96 26% D	131 21%	82 17%	58 23%	50 18%	48 19%	25 16%	10 19% *	20 12% *	62 16%	150 22% O	139 19%	73 21%	38 19%	52 19%	67 25% v	44 16%	192 21% X	20 13%	49 27% Zb	53 16%	30 33% Zb*	23 16%	19 20% *	86 20%	81 22%
Very bad job (-2)	208 19%	120 23% C	87 16%	29 9% D	82 21% D	97 27% D	98 16%	110 23% G	50 19%	57 20%	49 20%	33 21%	8 16% *	11 12% *	52 13%	156 22% O	120 16%	88 25% Q	37 19%	63 23% V	50 19%	38 14%	187 20% X	16 10%	42 23% Za	32 10%	8 9% *	63 43% YZac	19 20% Z*	52 12% d	121 33%
Don't know	161 15%	53 10%	102 19% B	45 14%	62 16%	54 15%	91 15%	70 15%	35 14%	34 12%	37 15%	18 11%	13 26% UL*	24 26% UKL*	57 15%	103 15%	112 15%	49 14%	30 16%	44 16%	39 14%	30 11%	149 16% X	10 6%	24 13%	50 15%	11 12% *	12 8%	19 20% b*	72 17% e	40 11%
NET Good Job	242 22%	122 23%	117 22%	124 38% EF	77 19% F	41 11%	144 23%	98 21%	58 23%	65 23%	52 21%	42 27% N	11 22% *	13 14% *	117 30% P	125 18%	181 25% R	61 17%	29 15%	55 20%	60 22%	84 31% STU	171 19%	69 43% W	36 20% b	111 33% yabc	15 17% *	14 9%	17 17% *	108 25% e	60 16%
NET Bad Job	420 39%	233 44% C	186 34%	68 21%	159 40% D	193 53% DE	229 37%	192 41%	108 42%	107 38%	97 39%	58 37%	18 36% *	32 34% *	114 29%	307 44% O	259 35%	161 46% Q	74 38%	115 41% V	117 43% V	82 30% X	379 41% X	37 23%	91 50% Z	86 25%	38 41% Z*	86 59% Zac	39 40% Z*	138 32%	201 54% d
Mean	-0.33	-0.39	-0.26	0.30 EF	-0.43 F	-0.78	-0.26	-0.42	-0.32	-0.34	-0.38	-0.22	-0.28 *	-0.38 *	-0.01 P	-0.50	-0.21 R	-0.58	-0.43	-0.46	-0.39	-0.02 STU	-0.44	0.30 W	-0.54 b	0.12 yabc	-0.35 b*	-0.96 *	-0.47 b*	-0.14 e	-0.71

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Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment

All Adults aged 18-75 in Great Britain

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	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very good job (2)	82 8%	47 9%	34 6%	53 16% EF	18 5%	10 3%	52 8%	30 6%	24 9% J	8 3%	21 9% J	19 12% JM	1 1% *	9 10% J*	44 11% P	38 5%	66 9% R	16 5%	10 5%	16 6%	15 6%	37 13% STU	52 6%	29 18% W	7 4%	36 11% Y	7 8% *	7 5%	5 13% *	34 8%	17 5%
Fairly good job (1)	186 17%	115 22% C	68 12%	83 25% EF	56 14%	47 13%	122 20% H	64 14%	38 15%	49 17% N	49 20% N	35 22% N	9 18% *	6 6% *	91 23% P	95 14%	129 20% R	57 16%	26 13%	47 17%	48 18%	62 23% S	138 15%	47 29% W	20 11%	94 28% Ybc	22 25% Yb*	7 5%	12 13% *	98 23% e	42 11%
Neither a good nor a bad job (0)	199 18%	88 17%	111 20%	67 20%	79 20%	54 15%	111 18%	88 19%	48 19%	63 22% K	34 14%	25 16%	7 13% *	22 24% *	74 19%	126 18%	150 20% R	50 14%	37 19%	68 24% U	37 14%	50 18%	164 18%	33 21%	21 11%	72 21% Y	28 25% Yc*	26 18%	13 29% *	78 18%	52 14%
Fairly bad job (-1)	241 22%	107 20%	131 24%	50 15%	93 24% D	98 27% D	137 22%	104 22%	50 20%	75 26%	49 20%	29 19%	14 28% *	23 25% *	66 17%	175 25% O	164 22%	77 22%	49 25% T	45 16%	74 27% T	55 20%	218 24% X	20 13%	66 37% Zab	56 16%	15 16% *	31 22%	28 29% Z*	98 23%	94 25%
Very bad job (-2)	243 22%	116 22%	125 23%	31 9%	99 25% D	113 31% D	120 19%	123 26% G	66 26%	56 20%	60 24%	32 21%	13 25% *	16 17% *	63 16%	180 26% O	133 18%	110 31% Q	44 23%	68 25% V	55 20%	45 17%	222 24% X	19 12%	49 27% Za	42 12%	9 10% *	65 44% YZac	24 24% Za*	66 15%	134 36% d
Don't know	138 13%	59 11%	76 14%	44 13%	51 13%	43 12%	76 12%	63 13%	30 12%	33 12%	34 14%	16 10%	7 14% *	17 19% *	53 14%	85 12%	97 13%	41 12%	28 15%	34 12%	41 15% v	25 9%	126 14% X	11 7%	18 10%	40 12%	10 11% *	9 6%	15 16% b*	59 14% e	31 8%
NET Good Job	268 25%	162 30% C	102 19%	137 42% EF	74 19%	58 16%	174 28% H	94 20%	62 24%	57 20%	70 28% JN	53 34% JN	10 19% *	15 16% *	135 35% P	133 19%	195 26%	73 21%	36 18%	63 23%	63 23%	99 36% STU	190 21%	75 47% W	28 15%	130 38% Ybc	29 32% Yb*	14 10%	18 18% *	132 31% e	60 16%
NET Bad Job	484 44%	223 42%	256 47%	81 25%	192 49% D	211 58% DE	256 42%	227 48%	116 45%	131 46%	109 44%	62 39%	27 53% *	39 42% *	128 33%	355 51% O	297 40%	186 53% Q	93 48% v	113 41%	129 48% v	100 37%	440 48% X	40 25%	115 63% Za	98 29%	23 26% *	96 66% Za	52 53% Za*	163 38%	229 62% d
Mean	-0.40	-0.28 C	-0.52	0.28 EF	-0.58 F	-0.79	-0.28 H	-0.55	-0.42	-0.48	-0.36	-0.16 JM	-0.68 *	-0.40 *	-0.04 P	-0.59	-0.26 R	-0.67	-0.55	-0.42	-0.46	-0.04 STU	-0.53	0.31 W	-0.78	0.09 Ybc	0.05 Ybc*	-1.03 *	-0.64 b*	-0.17 e	-0.84

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025
INTERNAL/CLIENT USE ONLY
Milestone
1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Putting police back on the beat with a named officer for every neighbourhood
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346		
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371		
Very good job (2)	55	34	21	30	16	9	28	27	14	10	15	12	1	3	31	25	40	15	12	8	11	20	39	16	5	25	5	2	5	23	9		
	5%	6%	4%	9% EF	4%	3%	5%	6%	5%	4%	6%	8%	1% *	3% *	8% P	4%	5%	4%	6%	3%	4%	7% T	4%	10% W	3%	7% b	5% *	1%	5% *	5%	3%		
Fairly good job (1)	179	101	75	95	52	32	117	61	54	42	34	28	11	10	86	93	134	45	27	44	45	58	126	52	23	86	13	12	11	76	50		
	16%	19% C	14%	29% EF	13%	9%	19% H	13%	21%	15%	14%	18%	21% *	11% *	22% P	13%	18% R	13%	14%	16%	17%	21%	14%	33% W	13%	25% Ybc	14% *	8%	12% *	18%	13%		
Neither a good nor a bad job (0)	246	115	128	84	94	68	136	110	48	66	56	36	19	21	91	155	175	71	39	72	54	72	208	37	28	92	37	23	23	118	56		
	23%	22%	24%	26%	24%	19%	22%	23%	19%	23%	23%	23%	37% I*	22% *	23%	22%	24%	20%	20%	26%	20%	26%	23%	23%	15%	27% Yb	41% YZbc*	16%	23% *	27%	15%		
Fairly bad job (-1)	236	110	126	49	90	97	148	88	58	68	48	31	5	26	73	163	166	71	34	60	75	54	209	24	62	56	20	30	24	98	93		
	22%	21%	23%	15%	23% D	26% D	24%	19%	23%	24%	20%	20%	11% *	28% M*	19%	23%	22%	20%	18%	22%	28% SV	20%	23%	15%	34% Zb	22% *	20%	24% *	23%	25%			
Very bad job (-2)	249	125	123	31	101	117	118	131	60	62	62	37	9	20	61	188	145	105	43	67	60	48	229	17	49	43	8	71	20	60	140		
	23%	23%	23%	10%	26% D	32% D	19%	28% G	23%	22%	25%	24%	17% *	21% *	16%	27% O	20%	30% Q	22%	24%	22%	18%	25% X	11%	27% Za	13% *	49% YZac	21% a*	14%	38% d			
Don't know	123	47	71	39	42	42	68	55	23	37	30	13	7	14	48	76	80	44	38	28	25	22	108	13	14	37	8	8	14	57	22		
	11%	9%	13% B	12%	11%	12%	11%	12%	9%	13%	12%	8%	13% *	15% *	12%	11%	11%	12%	20% TUV	10%	9%	8%	12%	8%	8%	11%	8% *	6%	15% b*	13% e	6%		
NET Good Job	234	135	96	125	68	41	146	88	67	52	50	40	11	13	116	117	174	60	40	52	56	77	165	68	28	111	18	14	16	99	59		
	21%	25% C	18%	38% EF	17% F	11%	24%	19%	26% JN	18%	20%	26%	22% *	14% *	30% P	17%	23% R	17%	20%	19%	21%	28% T	18%	43% W	15%	33% Yabc	20% *	9%	17% *	23% e	16%		
NET Bad Job	486	234	249	80	191	214	266	219	118	130	111	68	14	45	135	351	310	175	77	127	135	102	438	41	112	100	28	101	44	158	234		
	45%	44%	46%	25%	48% D	59% DE	43%	46%	46% M	45% M	45% M	43%	28% *	49% M*	35%	50% O	42%	50% Q	40%	46%	50% V	37%	48% X	26%	61% Zac	29%	31% *	70% Zac	45% Z*	37%	63% d		
Mean	-0.46	-0.39	-0.54	0.15 EF	-0.59 F	-0.87	-0.38	-0.56	-0.41	-0.52	-0.50	-0.37	-0.26 *	-0.61 *	-0.14 P	-0.64	-0.37 R	-0.67	-0.44	-0.53	-0.52	-0.21 TU	-0.57	0.17 W	-0.77 b	-0.03 Ybc	-0.16 Yb*	-1.15 *	-0.52 b*	-0.26 e	-0.88		

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Recruiting 6,500 new teachers in key subjects

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 Vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	
Very good job (2)	90 8%	54 10%	35 6%	53 16% EF	23 6%	14 4%	53 9%	37 8%	20 8%	22 8%	17 7%	22 14% KN	5 10% *	3 4% *	51 13% P	39 6%	69 9%	21 6%	14 7%	20 7%	20 7%	30 11%	59 6%	32 20% W	14 8% b	43 13% bc	5 6% *	1 1%	3 3% *	41 9% e	17 5%	
Fairly good job (1)	143 13%	87 16% C	57 10%	64 19% EF	52 13% F	28 8%	92 15%	52 11%	37 14%	43 15%	26 10%	26 17%	4 8% *	8 9% *	73 19% P	71 10%	111 15% R	32 9%	20 10%	35 12%	33 12%	52 19% SU	104 11%	38 24% W	19 11%	60 18% b	12 13% *	10 7%	10 10% *	64 15%	44 12%	
Neither a good nor a bad job (0)	286 26%	119 22%	162 30% B	91 28%	103 26% F	92 25%	163 26%	122 26%	59 23%	86 30%	66 26%	36 23%	12 30% *	27 28% *	95 24%	191 27%	205 28%	81 23%	47 24%	73 26%	76 28%	71 26%	243 26%	39 24%	46 25%	88 26%	46 50% YZbc*	33 23%	21 22% *	135 31% e	71 19%	
Fairly bad job (-1)	179 16%	90 17%	90 16%	42 13% EF	65 16% F	73 20% D	110 18%	69 15%	39 15%	43 15%	37 15%	25 16%	16 30% UKL*	20 22% *	56 14%	123 18%	119 16%	61 17%	35 18%	34 12%	57 21% T	44 16%	158 17%	22 14%	44 24% Zab	50 15%	10 11% *	19 13%	22 22% *	71 16%	62 17%	
Very bad job (-2)	178 16%	98 18%	78 14%	27 8% D	69 17% D	83 23% D	86 14%	91 19% G	48 19% M	43 15%	45 18%	25 16%	3 6% *	14 15% *	42 11%	136 19% O	106 14%	72 21% Q	30 16%	52 19%	35 13%	40 15%	164 18% X	12 8%	32 18% Z	32 9%	7 8% *	52 36% YZac	15 16% *	38 9%	102 28% d	
Don't know	212 19%	84 16%	122 22% B	51 16% EF	83 21% F	78 21%	112 18%	101 21%	53 21%	48 17%	57 23%	23 15%	12 22% *	20 22% *	73 19%	139 20%	130 18%	83 24% Q	49 25% V	64 23% V	49 18%	36 13%	193 21% X	17 11%	26 14%	67 20%	12 13% *	30 21%	26 27% Ya*	85 20%	74 20%	
NET Good Job	234 21%	140 26% C	92 17%	117 36% EF	75 19% F	41 11%	145 24%	89 19%	57 22%	65 23%	43 17%	48 30% KN	9 18% *	12 13% *	124 32% P	110 16%	180 24% R	53 15%	33 17%	55 20%	53 20%	82 30% STU	163 18%	69 43% W	34 19% b	103 30% Ybc	17 19% b*	12 8%	13 13% *	104 24% e	62 17%	
NET Bad job	357 33%	187 35%	168 31%	69 21% D	134 34% DE	155 42% DE	197 32%	161 34%	87 34%	86 30%	82 33%	49 32%	19 37% *	35 37% *	98 25%	259 37% O	225 30%	133 38% Q	65 33%	86 31%	93 34%	84 31%	322 35% X	34 22%	76 42% Za	81 24%	16 18% *	71 49% Za	37 38% Za*	109 25%	165 44% d	
Mean	-0.24	-0.20	-0.28	0.27 EF	-0.33 F	-0.63	-0.17	-0.34	-0.29	-0.17	-0.35	-0.04 N	-0.19 *	-0.46 *	0.11 P	-0.44	-0.13 R	-0.49	-0.33	-0.30	-0.25	-0.05	-0.36	0.38 W	-0.38 b	0.12 Ybc	-0.01 Ybc*	-0.95 *	-0.51 b*	* e	-0.63	

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24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Cutting energy bills and boosting energy security by setting up Great British Energy

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	
Very good job (2)	70	40	30	44	15	10	41	29	16	12	15	18	5	5	41	29	53	17	10	15	13	26	49	21	9	33	2	4	7	28	15	
	6%	8%	6%	13% EF	4%	3%	7%	6%	6%	4%	6%	11% J	9% *	6% *	11% P	4%	7%	5%	5%	5%	5%	10% U	5%	13% W	5%	10% ab	2% *	3%	7% *	7%	4%	
Fairly good job (1)	134	82	51	78	42	15	86	48	38	35	25	26	5	5	72	62	102	32	19	24	37	50	89	43	21	57	13	7	8	59	27	
	12%	15% C	9%	24% EF	11% F	4%	14%	10%	15% N	12%	10%	17% N	9% *	5% *	19% P	9%	14%	9%	10%	9%	14%	18% ST	10%	27% W	12%	17% b	15% b*	5%	8% *	14%	7%	
Neither a good nor a bad job (0)	166	81	82	67	49	51	85	82	35	46	36	21	8	20	64	103	118	49	28	58	35	37	132	34	11	72	23	11	12	83	26	
	15%	15%	15%	20% EF	12%	14%	14%	17%	14%	16%	15%	13%	16% *	22% *	16%	15%	16%	14%	14%	21%	21%	13%	14%	14%	22% W	21%	21% Yb	25% Ybc*	8%	12% *	19%	7%
Fairly bad job (-1)	230	105	123	65	95	71	147	83	49	60	56	28	14	23	81	149	174	57	35	61	57	66	204	24	40	72	30	21	24	108	64	
	21%	20%	23%	20%	24%	19%	24% H	18%	19%	21%	23%	18%	27% *	25% *	21%	21%	23% R	16%	18%	22%	21%	24%	22%	15%	22%	21%	33% Zb*	14%	25% *	25%	17%	
Very bad job (-2)	431	203	224	54	176	201	227	204	112	119	102	50	14	34	110	321	258	173	84	108	115	86	396	29	97	80	22	102	40	129	228	
	40%	38%	41%	16%	45% D	55% DE	37%	43%	44% L	42%	41%	32%	28% *	36% *	28%	46% O	35%	50% Q	43% V	39%	43% V	32% X	43% X	18%	53% Za	24%	24% *	70% YZac	41% Za*	30%	62% d	
Don't know	57	20	36	21	18	18	30	27	7	12	13	13	5	6	21	36	36	21	19	11	12	7	49	8	4	26	1	1	6	25	10	
	5%	4%	7%	6%	5%	5%	5%	6%	3%	4%	5%	9% I	11% I*	6% *	5%	5%	5%	6%	10% TV	4%	5%	3%	5%	5%	2%	8% Yab	1% *	6% *	6% b*	6%	3%	
NET Good Job	204 19%	122 23% C	81 15%	122 37% EF	57 15% F	25 7%	128 21%	77 16%	54 21%	47 17%	40 16%	44 28% JKN	9 18% *	10 11% *	114 29% P	91 13%	155 21% R	50 14%	29 15%	39 14%	50 19%	77 28% STU	138 15%	64 40% W	30 16% b	90 27% Ybc	15 17% *	11 8%	15 16% *	87 20% e	42 11%	
NET Bad Job	661 61%	308 58%	347 64%	119 36%	271 69% D	271 74% D	374 61%	287 61%	161 63% L	179 63% L	158 64% L	79 50%	28 55% *	57 61% *	191 49%	470 67% O	431 58%	230 66% Q	119 61%	169 61%	172 64%	152 56%	600 65% X	53 33%	137 75% Za	152 45%	52 58% *	123 84% Zac	65 66% Z*	237 55%	293 79% d	
Mean	-0.79	-0.68 C	-0.90	-0.02 EF	-0.99 F	-1.26	-0.74	-0.87	-0.81	-0.88	-0.87	-0.47 UK	-0.61 *	-0.87 *	-0.40 P	-1.01	-0.68 R	-1.02	-0.93	-0.83	-0.87	-0.51 STU	-0.93	0.02 W	-1.10 b	-0.35 Ybc	-0.64 Yb*	-1.45	-0.90 b*	-0.62 e	-1.29	

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ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J,K/L,M,N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K,L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025
INTERNAL/CLIENT USE ONLY
Milestone
1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system
All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very good job (2)	67 6%	39 7%	28 5%	40 12% EF	22 6% F	6 2%	35 6%	32 7%	15 6%	10 3%	18 7%	20 12% UN	3 6% *	2 2% *	36 9% P	31 4%	54 7% R	13 4%	8 4%	13 5%	14 5%	27 10% STU	46 5%	21 13% W	6 3%	36 11% Yb	6 6% b*	1 1%	4 4% *	31 7% e	12 3%
Fairly good job (1)	138 13%	79 15%	58 11%	69 21% EF	44 11%	25 7%	86 14%	51 11%	37 14%	40 14%	27 11%	17 11%	4 8% *	13 14% *	75 19% P	63 9%	99 13%	39 11%	18 9%	41 15%	31 11%	46 17% S	100 11%	37 23% W	16 9%	68 20% Yabc	8 9% *	7 5%	10 10% *	62 14% e	32 9%
Neither a good nor a bad job (0)	238 22%	110 21%	123 23%	83 25% F	87 22%	67 18%	143 23%	95 20%	51 20%	59 21%	57 23%	32 20%	13 25% *	25 27% *	106 19% P	132 19%	175 24% R	63 18%	39 20%	56 20%	66 24%	71 26%	189 21%	45 28% W	26 14%	102 30% Yb	35 38% Ybc*	13 9%	22 23% b*	127 25% e	45 12%
Fairly bad job (-1)	185 17%	99 19%	84 16%	46 14%	67 17%	72 20%	119 19% H	66 14%	42 16%	44 16%	49 20%	22 14%	9 17% *	19 20% *	59 15%	126 18%	132 18%	53 15%	35 18%	46 16%	46 17%	45 16%	155 17%	28 17%	40 22% Zb	49 14%	20 22% *	18 12%	24 25% Zb*	84 19%	57 15%
Very bad job (-2)	348 32%	176 33%	169 31%	45 14%	134 34% D	169 46% DE	177 29%	171 36% G	96 37% N	99 35%	70 28%	46 30%	16 31% *	22 23% *	76 19%	273 39% O	206 28%	142 41% Q	70 36% V	87 31%	88 33%	67 24%	328 36% X	18 11%	83 46% Zac	49 14%	12 13% *	105 72% YZac	20 21% *	72 17%	212 57% d
Don't know	113 10%	30 6%	82 15% B	45 14% F	41 10%	27 7%	56 9%	57 12%	15 6%	33 12% I	26 11%	19 12% I	7 13% *	13 14% I*	39 10%	74 11%	73 10%	40 11%	25 13% V	36 13% V	25 9%	18 6%	101 11%	10 6%	10 6%	35 10% b	11 12% b*	2 1%	17 18% Yb*	57 13% e	14 4%
NET Good Job	205 19%	117 22% C	86 16%	109 33% EF	66 17% F	30 8%	121 20%	84 18%	52 20%	49 17%	45 18%	37 24%	7 14% *	15 16% *	111 28% P	94 13%	153 21% R	52 15%	26 13%	54 19%	44 16%	73 27% SU	146 16%	58 37% W	22 12%	105 31% Yabc	14 15% b*	8 5%	14 14% b*	93 22% e	44 12%
NET Bad Job	534 49%	275 52%	254 47%	91 28% D	201 51% D	241 66% DE	297 48%	237 50%	138 54%	143 50%	119 48%	69 44%	24 48% *	40 43% *	134 34%	399 57% O	338 46%	195 56% Q	105 54% V	132 48%	134 50%	111 41%	484 53% X	46 29%	123 68% Zac	98 29%	32 35% *	123 84% YZac	45 46% Z*	156 36%	268 72% d
Mean	-0.62	-0.59	-0.67	0.04 EF	-0.69 F	-1.11	-0.57	-0.70	-0.69	-0.73	-0.57	-0.43	-0.67 *	-0.56 *	-0.18 P	-0.87	-0.51 R	-0.88	-0.84	-0.63	-0.67	-0.30 STU	-0.76	0.10 W	-1.04 b	-0.02 Ybc	-0.30 Yb*	-1.52 *	-0.59 Yb*	-0.27 e	-1.19

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346		
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371		
Very good job (2)	83	54	29	52	26	5	49	34	21	15	16	22	4	6	49	34	64	19	6	16	19	34	55	27	11	38	7	2	2	35	15		
	8%	10% C	5%	16% EF	7% F	1%	8%	7%	8%	5%	6%	14% JK	7% *	6% *	13% P	5%	9%	6%	3%	6%	7%	12% ST	6%	17% W	6%	11% bc	7% b*	1%	2% *	8%	4%		
Fairly good job (1)	140	74	64	65	50	25	85	55	37	34	26	27	6	10	67	73	104	36	23	38	28	49	103	35	11	78	11	2	11	72	31		
	13%	14%	12%	20% EF	13% F	7%	14%	12%	14%	12%	10%	17%	11% *	11% *	17% P	10%	14%	10%	12%	14%	10%	18% U	11% 18%	22% W	6%	23% Yabc	12% b*	2%	11% b*	17%	8%		
Neither a good nor a bad job (0)	210	102	105	74	78	57	130	80	46	48	47	31	11	26	89	120	159	50	38	48	52	64	164	44	21	83	29	11	31	102	40		
	19%	19%	19%	23% F	20%	16%	21%	17%	18%	17%	19%	20%	22% *	28% J*	23% P	17%	22% R	14%	20%	17%	19%	23%	18%	28% W	11%	25% Yb	32% Yb*	8%	31% Yb*	24%	11%		
Fairly bad job (-1)	180	86	90	49	63	68	103	77	38	43	46	20	13	20	52	128	118	62	37	54	35	41	158	20	33	57	24	17	18	85	48		
	17%	16%	17%	15%	16%	19%	17%	16%	15%	15%	19%	12%	26% L*	22% *	13%	18% O	16%	18%	19%	19%	13%	15%	17%	12%	18%	17% 26% b*	11%	19% b*	20%	13%			
Very bad job (-2)	387	194	190	53	141	192	199	188	97	120	92	43	13	21	86	300	234	153	73	98	111	69	365	19	103	53	12	111	22	92	229		
	36%	36%	35%	16% D	36% DE	53% DE	32%	40% G	38% N	42% LMN	37% N	28%	25% *	22% *	22% O	43% O	32%	44% Q	38% V	35% V	41% V	25% X	40% X	12% Zac	57% Zac	16% *	77% YZac	23% *	21%	62%			
Don't know	90	22	68	34	37	18	51	39	18	24	20	13	5	10	46	44	61	29	18	24	24	16	76	14	3	30	8	2	14	47	8		
	8%	4%	12% B	10% F	9% F	5%	8%	8%	7%	8%	8%	8%	9% *	11% *	12% P	6%	8%	8%	9%	9%	9%	6%	8%	9% Yb	2% Yb*	9% Yb*	2% Yb*	14% Yb*	11%	2%			
NET Good Job	223 20%	128 24% C	92 17%	117 36% EF	75 19% F	30 8%	134 22%	89 19%	58 22%	50 17%	42 17%	49 31% JKN	9 18% *	16 17% *	117 30% P	107 15%	168 23% R	56 16%	29 15%	54 19%	48 18%	83 31% STU	158 17%	63 39% W	22 12% b	116 34% Yabc	17 19% b*	4 3%	13 13% b*	107 25% e	46 12%		
NET Bad job	567 52%	280 53%	280 51%	102 31%	204 52% D	260 71% DE	302 49%	265 56% G	135 53% L	163 57% L	139 56% L	63 40%	26 51% *	41 44% *	138 35% O	428 61% O	351 48%	215 62% Q	109 56% V	152 55% V	146 54% V	110 40% X	523 57% X	39 24%	136 75% Zac	110 32%	36 40% *	128 88% YZac	40 41% *	176 41% d	277 75% d		
Mean	-0.65	-0.57	-0.73	0.05 EF	-0.68 F	-1.20	-0.56 H	-0.76	-0.65	-0.84	-0.76	-0.24 UK	-0.55 *	-0.48 *	-0.17 P	-0.90	-0.52 R	-0.91	-0.83	-0.71	-0.77	-0.24 STU	-0.80	0.22 W	-1.15 b	-0.03 Ybc	-0.29 Yb*	-1.63 *	-0.56 Yb*	-0.33 e	-1.23		

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24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Strengthening Britain's armed forces and protecting the country's national security

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very good job (2)	101 9%	62 12% C	36 7%	57 17% EF	33 8% F	12 3%	56 9%	46 10%	27 10%	22 8%	25 10%	19 12% N	5 9% *	3 4% *	57 15% P	44 6%	77 10%	25 7%	13 7%	22 8%	19 7%	41 15% STU	69 7%	32 20% W	12 7%	47 14% Yb	9 10% b*	4 3%	7 7% *	47 11% e	18 5%
Fairly good job (1)	257 24%	144 27% C	111 20%	83 25%	94 24%	79 22%	152 25%	105 22%	70 27% K	79 28% K	43 17%	37 23%	10 19% *	18 19% *	115 29% P	142 20%	185 25%	72 21%	39 20%	59 21%	74 27%	78 29%	212 23%	44 28%	44 24%	111 33% bc	30 33% bc*	21 14%	14 14% *	122 28% e	77 21%
Neither a good nor a bad job (0)	294 27%	121 23%	169 31% B	83 25%	111 28%	100 27%	174 28%	120 25%	73 28%	65 23%	75 30%	37 24%	14 28% *	30 32% *	110 28%	183 26%	197 27%	97 28%	60 31%	73 26%	64 24%	80 29%	251 27%	39 25%	43 23%	93 27%	29 32% *	35 24%	25 26% *	124 29%	95 26%
Fairly bad job (-1)	159 15%	85 16%	73 13%	42 13%	59 15%	58 16%	90 15%	69 15%	28 11%	47 17%	36 15%	22 14%	11 21% *	15 16% *	38 10%	121 17% O	115 16%	43 12%	31 16%	38 14%	47 17%	32 12%	137 15%	21 13%	33 18% z	33 10%	14 15% *	32 22% z	20 20% z*	58 13%	63 17%
Very bad job (-2)	180 17%	91 17%	88 16%	27 8%	63 16% D	90 25% DE	83 13%	97 20% G	40 16%	47 16%	45 18%	26 17%	5 9% *	17 18% *	36 9%	144 21% O	102 14%	78 22% Q	31 16%	57 21% V	38 14%	30 11%	161 18% X	15 9%	37 20% Za	24 7%	6 6% *	53 37% YZac	18 19% Za*	41 9%	103 28% d
Don't know	98 9%	28 5%	68 13% B	36 11%	35 9%	28 8%	62 10%	36 8%	19 7%	25 9%	22 9%	15 10%	7 14% *	10 11% *	34 9%	65 9%	63 9%	35 10%	20 10% V	28 10% V	28 10% V	12 5%	90 10%	8 5%	12 7% b	32 9% b	3 3% *	1 * *	15 15% Yab*	41 9% e	14 4%
NET Good Job	358 33%	206 39% C	147 27%	140 43% EF	127 32%	91 25%	208 34%	150 32%	97 38% KN	101 36%	68 28%	56 36%	14 28% *	21 23% *	172 44% P	187 27%	261 35% R	97 28%	52 27%	82 29%	93 34%	119 44% STU	280 30%	75 48% W	56 31% b	158 46% Ybc	39 43% bc*	25 17%	20 21% *	169 39% e	96 26%
NET Bad Job	338 31%	176 33%	160 29%	69 21%	122 31% D	148 40% DE	173 28%	166 35% G	68 26%	94 33%	81 33%	48 31%	15 30% *	32 34% *	74 19%	265 38% O	217 29%	121 35%	62 32% V	95 34% V	85 31% V	62 23%	298 32% X	36 23%	70 39% Za	57 17%	20 21% *	85 58% YZac	38 39% Za*	99 23%	166 45% d
Mean	-0.06	*	-0.13	0.35 EF	-0.07 F	-0.40	0.01	-0.15	0.07	-0.07	-0.14	*	-0.02 *	-0.28 *	0.34 P	-0.28	0.03 R	-0.25	-0.16	-0.20	-0.04	0.27 STU	-0.13	0.38 W	-0.23 b	0.40 Ybc	0.26 Ybc*	-0.75	-0.35 b*	0.19 e	-0.43

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24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	
Very good job (2)	89	50	39	45	26	19	54	35	26	18	20	20	2	4	52	37	63	26	14	19	20	30	63	25	10	46	5	6	2	42	19	
	8%	9%	7%	14% EF	7%	5%	9%	8%	10%	6%	8%	12% J	4% *	5% *	13% P	5%	9%	7%	7%	7%	7%	11%	7%	16% W	5%	14% Ybc	5% *	4%	2%	10%	5%	
Fairly good job (1)	216	131	82	84	73	59	145	71	58	60	46	32	6	14	103	113	164	52	35	47	57	73	162	55	26	102	32	10	12	112	52	
	20%	25% C	15%	26% EF	19%	16%	24% H	15%	23%	21%	19%	21%	11% *	15% *	26% P	16%	22% R	15%	18%	17%	21%	27% ST	18%	34% W	14%	30% Ybc	35% Ybc*	7%	12%	26%	14%	
Neither a good nor a bad job (0)	213	99	111	75	70	68	120	94	50	52	51	31	12	17	72	141	139	74	34	64	48	59	179	30	38	66	31	25	17	83	65	
	20%	19%	20%	23%	18%	19%	19%	20%	20%	18%	21%	20%	24% *	18% *	19%	20%	19%	21%	18%	23%	18%	22%	19%	19%	21%	19%	34% YZbc*	17%	18%	19%	18%	
Fairly bad job (-1)	238	109	129	64	94	80	122	116	47	67	56	25	13	30	70	168	166	72	41	64	64	46	215	20	52	57	9	29	41	97	79	
	22%	20%	24%	20%	24%	22%	20%	25%	18%	23%	23%	16%	25% *	33% IL*	18%	24% O	22%	21%	21%	23%	24%	17%	23% X	13%	29% Za	17%	10% *	20%	42% YZab*	22%	21%	
Very bad job (-2)	243	113	129	34	98	112	128	115	58	70	53	35	12	14	62	182	147	96	49	58	58	52	220	21	44	42	10	70	18	67	132	
	22%	21%	24%	10% D	25% D	31% D	21%	24%	23%	25%	22%	22%	24% *	15% *	16%	26% O	20%	28% Q	25%	21%	21%	19%	24% X	13%	24% Za	12%	11% *	48% YZac	18%	15%	36% d	
Don't know	89	30	56	25	34	29	48	41	17	18	21	13	6	13	30	58	60	29	21	26	23	12	80	8	13	27	4	5	8	31	22	
	8%	6%	10% B	8%	9%	8%	8%	9%	7%	6%	9%	9%	12% *	14% J*	8%	8%	8%	8%	11% V	9% V	9%	4%	9%	5%	7%	8%	4% *	3%	8% *	7%	6%	
NET Good Job	306 28%	181 34% C	121 22%	129 39% EF	99 25%	77 21%	199 32% H	106 22%	84 33% MN	77 27%	66 27%	52 33% M	8 15% *	19 20% *	155 40% P	151 22%	227 31% R	79 22%	49 25%	66 24%	77 28%	104 38% STU	225 24%	79 50% W	36 20%	148 44% Ybc	37 40% Ybc*	17 11%	14 14% *	154 36% e	72 19%	
NET Bad job	482 44%	221 42%	257 47%	98 30%	192 49% D	191 52% D	250 41%	231 49% G	105 41%	137 48%	109 44%	60 39%	25 49% *	45 48% *	132 34%	350 50% O	313 42%	169 48%	91 47% V	122 44%	122 45% V	98 36%	436 47% X	41 26%	95 53% Za	99 29%	19 21% *	99 68% YZa	59 60% Za*	164 38%	212 57% d	
Mean	-0.33	-0.21 C	-0.46	0.14 EF	-0.46	-0.62	-0.22 H	-0.48	-0.22	-0.42	-0.34	-0.17	-0.60 *	-0.45 *	0.04 P	-0.54	-0.25 R	-0.50	-0.45	-0.38	-0.34	-0.06 STU	-0.44	0.28 W	-0.56 b	0.17 Ybc	0.14 Ybc*	-1.04 *	-0.68 b*	-0.09 e	-0.73	

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24-089497-09 - 28th of February - 3rd of March 2025
INTERNAL/CLIENT USE ONLY
Milestone
1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders and a new network of youth hubs
All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very good job (2)	77 7%	47 9%	30 6%	51 15% EF	20 5% F	6 2%	42 7%	35 7%	22 9%	13 5%	17 7%	20 13% JN	1 2% *	2 3% *	47 12% P	29 4%	64 9%R	12 4%	10 5%	14 5%	19 7%	30 11% ST	41 5%	35 22% W	9 5%	41 12% Yb	4 5% *	3 2%	5 20% *	27 6%	21 6%
Fairly good job (1)	153 14%	83 16%	67 12%	80 24% EF	44 11%	29 8%	95 15%	58 12%	34 13%	43 15%	30 12%	29 19%	6 12% *	11 12% *	67 17% P	86 12%	114 15%	39 11%	22 11%	45 16%	32 12%	52 19% SU	116 13%	36 23% W	17 9% b	74 22% Ybc	15 17% b*	4 3%	10 10% b*	76 18% e	31 8%
Neither a good nor a bad job (0)	242 22%	110 21%	127 23%	75 23%	98 25%	70 19%	146 24%	96 20%	48 19%	71 25%	62 25%	29 19%	11 22% *	21 23% *	98 25%	144 21%	168 23%	74 21%	46 24%	63 23%	63 23%	61 22%	199 22%	40 25%	28 15%	92 27% Yb	34 24% Ybc*	21 15%	19 20% *	111 26% e	53 14%
Fairly bad job (-1)	235 22%	106 20%	129 24%	57 17%	82 21%	96 26% D	143 23%	92 19%	58 23%	65 23% L	48 19%	22 14%	18 35% KL*	25 27% L*	74 19%	161 23%	160 22%	76 22%	45 23%	54 19%	70 26%	52 19%	219 24% X	15 10%	52 29% z	62 18%	22 24% *	30 21%	24 24% *	104 24%	83 22%
Very bad job (-2)	275 25%	142 27%	131 24%	38 12%	112 28% D	125 34% D	131 21%	144 30% G	71 28% M	67 24%	68 27% M	44 28% M	6 12% *	18 20% *	60 15%	215 31% O	162 22%	113 32% Q	48 25%	74 27%	66 24%	55 20%	247 27% X	24 15%	66 36% Zac	40 12%	9 10% *	81 55% YZac	20 21% z*	63 14%	162 44% d
Don't know	107 10%	43 8%	61 11%	27 8%	40 10%	40 11%	59 10%	48 10%	23 9%	25 9%	23 9%	12 8%	8 16% *	14 15% *	43 11%	64 9%	71 10%	36 10%	23 12%	29 11%	21 8%	23 8%	97 11% X	8 5%	10 6%	31 9%	6 7% *	7 5%	20 20% YZab*	52 12% e	21 6%
NET Good Job	230 21%	130 24% C	97 18%	131 40% EF	64 16% F	36 10%	137 22%	93 20%	56 22%	56 20%	47 19%	50 32% JKMN	7 14% *	14 15% *	115 29% P	115 17%	179 24% R	51 15%	32 16%	59 21%	50 19%	83 30% STU	157 17%	72 45% W	25 14% b	116 34% Ybc	20 22% b*	7 5%	14 15% b*	103 24% e	51 14%
NET Bad Job	510 47%	248 47%	260 48%	96 29%	194 49% D	220 60% DE	274 44%	236 50%	129 50%	132 46%	115 47%	65 42%	24 47% *	44 47% *	134 34%	376 54% O	322 44%	188 54% Q	93 48%	127 46%	136 50% V	107 39%	466 51% X	39 24%	118 65% Zac	101 30%	31 34% *	111 76% Zac	44 45% z*	167 38%	245 66% d
Mean	-0.49	-0.44	-0.54	0.16 EF	-0.62 F	-0.93	-0.40 H	-0.59	-0.52	-0.50	-0.53	-0.27	-0.52 *	-0.58 *	-0.09 P	-0.70	-0.36 R	-0.75	-0.58	-0.52	-0.53	-0.20 STU	-0.63	0.30 W	-0.87 b	0.05 Ybc	-0.19 Yb*	-1.32 *	-0.58 b*	-0.26 e	-0.96

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q1. In your opinion, do you think Starmer/Labour are doing a good job or a bad job, if either, at delivering in the following areas? - Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very good job (2)	76 7%	41 8%	34 6%	45 14% EF	24 6% F	7 2%	52 8%	24 5%	21 8%	16 6%	14 6%	19 12% JK	1 2% *	4 5% *	50 13% P	26 4%	61 8% R	15 4%	4 2%	13 5%	16 6%	39 14% STU	47 5%	29 18% W	11 6%	34 10% bc	6 6% *	3 2%	2 3% *	30 7%	16 4%
Fairly good job (1)	169 15%	94 18%	74 14%	91 28% EF	50 13%	28 8%	103 17%	66 14%	36 14%	43 15%	45 18%	28 18%	7 13% *	10 11% *	83 21% P	86 12%	123 17%	46 13%	21 11%	50 18%	39 14%	52 19% S	122 13%	45 28% W	19 11% b	86 25% Ybc	17 19% b*	4 3%	10 11% b*	80 18% e	38 10%
Neither a good nor a bad job (0)	309 28%	136 26%	167 31%	80 25%	129 33% D	99 27%	168 27%	141 30%	69 27%	97 34%	66 27%	39 25%	17 32% *	21 23% *	107 27%	202 29%	219 30%	89 26%	52 27%	75 27%	82 31%	83 30%	262 29%	39 25%	50 27%	102 30%	35 39% *	39 26%	26 26% *	130 30%	105 28%
Fairly bad job (-1)	164 15%	88 17%	75 14%	41 13%	56 14%	67 18%	90 15%	74 16%	36 14%	43 15%	40 16%	16 10%	11 22% *	18 19% *	42 11%	122 17% O	114 15%	50 14%	30 15%	40 14%	42 16%	35 13%	149 16% X	15 10%	35 19% z	26 8%	10 11% *	42 29% Za	21 21% z*	59 14%	70 19%
Very bad job (-2)	150 14%	73 14%	76 14%	17 5%	51 13% D	81 22% DE	74 12%	75 16%	31 12%	43 15%	34 14%	23 15%	6 12% *	11 12% *	36 9%	114 16% O	82 11%	67 19% Q	32 16% V	37 13%	40 15%	26 9%	135 15%	14 9%	31 17% Za	29 9%	6 6% *	40 27% Zac	12 12% *	41 9%	82 22% d
Don't know	222 20%	99 19%	119 22%	53 16%	85 22% D	84 23% D	130 21%	92 19%	63 24% J	43 15%	47 19%	31 20%	9 18% *	29 31% JK*	73 19%	149 21%	139 19%	83 24%	56 29% UV	63 23% V	50 19%	37 14%	204 22% X	17 11%	36 20%	63 19%	17 19% *	18 12%	26 27% b*	94 22%	60 16%
NET Good Job	245 22%	135 25%	108 20%	136 41% EF	74 19% F	35 10%	155 25% H	90 19%	57 22%	59 21%	59 24%	47 30% N	8 16% *	14 15% *	132 34% P	112 16%	185 25% R	60 17%	25 13%	62 22% S	55 20%	91 33% STU	169 18%	74 46% W	30 17% b	120 35% Ybc	23 25% b*	8 5%	13 13% *	110 25% e	54 15%
NET Bad Job	314 29%	161 30%	151 28%	59 18%	107 27% D	148 40% DE	165 27%	149 32%	67 26%	86 30%	75 30%	40 25%	17 34% *	29 31% *	78 20%	236 34% O	196 27%	118 34% Q	61 32% V	77 28%	82 30%	61 22%	284 31% X	29 18%	66 36% Za	55 16%	16 17% *	81 56% YZac	33 34% Za*	100 23%	152 41% d
Mean	-0.16	-0.13	-0.20	0.38 EF	-0.20 F	-0.66	-0.07 H	-0.29	-0.11	-0.22	-0.18	0.02 *	-0.33 *	-0.33 *	0.22 P	-0.38	-0.05 R	-0.41	-0.46	-0.18	-0.23	0.19 STU	-0.28	0.41 W	-0.38 b	0.25 Ybc	0.10 Ybc*	-0.86 *	-0.42 b*	-0.01 e	-0.53

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K,L,M,N,O/P,Q,R,S/T/U,V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

All Adults aged 18-75 in Great Britain

Mean	-0.68	-0.58	-0.43	-0.49	-0.48	-0.40	-0.68	-0.69	-0.66	-0.13	-0.46	-0.53	-0.25
	ABGH	ABGHL	ABGHI	ABGH	ABOSGHL				ABCSDFGHK LM	ABGH	AGH	ABCDSEFGHK I	

Column Means (5%): A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 20(°) Small Base: 100(°)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Raising living standards in every part of the UK

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very likely (2)	50 5%	23 4%	26 5%	28 8% EF	17 4% F	5 1%	35 6%	15 3%	13 5%	15 5%	7 3%	12 8% K	1 2% *	2 13% *	37 24% P	13 2%	39 5%	11 3%	6 3%	7 3%	8 3%	27 10% STU	28 3%	22 14% W	8 5% b	27 8%	1 1% *	* *	3 3% *	23 5%	11 3%
Fairly likely (1)	179 16%	112 21% C	64 12%	98 30% EF	60 15% F	21 6%	111 18%	68 14%	37 15%	47 17%	41 17%	33 21%	9 17% *	12 13% *	93 24% P	87 12%	142 19% R	38 11%	21 11%	43 15%	54 20% S	58 21% S	126 14%	52 33% W	14 8%	100 29% Yabc	12 14% *	11 7%	14 14% *	90 21% e	38 10%
Neither likely nor unlikely (0)	166 15%	80 15%	85 16%	65 20% EF	54 14%	47 13%	97 16%	69 15%	43 17%	38 13%	40 16%	22 14%	10 19% *	13 14% *	62 16%	104 15%	116 16%	50 14%	35 18%	47 17%	37 14%	42 15%	132 14%	34 22% W	16 9%	69 20% Yb	23 25% Yb*	13 9%	15 15% *	67 15% e	37 10%
Fairly unlikely (-1)	293 27%	129 24%	161 29%	61 18%	107 27% D	125 34% D	180 29%	113 24%	60 24%	90 32% L	63 25%	33 21%	17 34% *	29 31% *	87 22%	206 29% O	198 27%	95 27%	53 27%	71 26%	83 31%	67 24%	269 29% X	20 13%	64 35% Z	82 24%	31 34% *	37 26%	27 28% *	142 33% e	90 24%
Very unlikely (-2)	347 32%	170 32%	173 32%	50 15%	136 34% D	161 44% DE	171 28%	175 37% G	93 36%	88 31%	85 34%	43 28%	13 25% *	25 27% *	91 23%	256 37% O	201 27%	145 41% Q	70 36% V	92 33%	75 28%	70 26%	318 35% X	24 15%	74 41% Za	48 14%	19 21% *	84 58% YZac	32 33% Z*	90 21% d	186 50%
Don't know	54 5%	17 3%	37 7% B	26 8% F	21 5% F	7 2%	22 4%	32 7% G	10 4%	7 3%	11 5%	13 8% J	1 2% *	11 12% UK*	21 5%	33 5%	42 6%	12 3%	9 5%	18 6%	13 5%	9 3%	47 5% 5%	7 4%	4 2%	14 4% b	4 5% b*	- - 7%	7 7% b*	20 5%	9 2%

NET Likely	229 21%	135 25% C	90 16%	126 38% EF	77 20% F	26 7%	146 24% H	83 18%	50 20%	62 22%	48 20%	45 29% N	10 20% *	14 15% *	130 33% P	100 14%	181 24% R	49 14%	27 14%	50 18%	62 23% S	85 31% STU	154 17%	74 46% W	23 12%	127 37% Yabc	13 15% *	11 8%	16 17% b*	113 26% e	49 13%
NET Unlikely	639 59%	299 56%	334 61%	110 34% D	243 61% D	286 78% DE	352 57%	288 61%	153 60%	178 63% L	147 60%	76 49%	30 59% *	54 58% *	177 46%	462 66% O	399 54%	240 69% Q	123 63% V	163 59%	158 58%	137 50%	587 64% X	44 28%	139 76% Zac	129 38%	50 55% Z*	121 83% Zac	60 61% Z*	232 54%	276 75% d

Mean	-0.68	-0.61	-0.77	-0.02 EF	-0.76 F	-1.16	-0.58 H	-0.83	-0.74	-0.68	-0.75	-0.43 IK	-0.64 *	-0.79 *	-0.28 P	-0.91	-0.55 R	-0.96	-0.86	-0.76	-0.63	-0.36 STU	-0.83	0.18 W	-1.03 b	-0.07 Yabc	-0.63 Yb*	-1.33	-0.80 b*	-0.45 e	-1.11
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ColumnMeans (5%): A,B/C,D/E/F,G,H,I,J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Delivering economic stability to keep taxes, inflation and mortgages as low as possible

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote						
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)						
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346						
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371						
Very likely (2)	67	37	30	44	18	5	42	26	21	12	17	15	2	1	45	23	62	6	2	13	15	37	42	25	9	36	5	2	2	32	10						
	6%	7%	5%	14% EF	5% F	1%	7%	5%	8% N	4%	7%	10% JN	4% *	1% *	11% P	3%	8% R	2%	1%	5%	6% S	14% STU	5%	16% W	5%	10% Ybc	6% *	2%	2% *	7% e	3%						
Fairly likely (1)	178	113	62	84	64	31	112	66	38	41	42	32	14	12	95	83	142	36	21	39	46	67	138	39	21	99	13	8	11	87	42						
	16%	21% C	11%	26% EF	16% F	8%	18%	14%	15%	14%	17%	20%	13% J*	13% *	24% P	12%	19% R	10%	11%	14%	17%	25% STU	15%	25% W	12%	29% Yabc	14% *	6%	11% *	20% e	11%						
Neither likely nor unlikely (0)	208	96	107	69	82	57	131	78	43	48	53	36	7	21	71	138	143	66	40	66	47	49	162	44	19	78	33	9	29	93	48						
	19%	18%	20%	21%	21%	16%	21%	16%	17%	17%	22%	23%	13% *	22% *	18%	20%	19%	19%	21%	24%	17%	18%	18%	28% W	11%	23% Yb	36% Yzb*	6%	29% Yb*	21% e	13%						
Fairly unlikely (-1)	234	104	129	51	91	91	134	100	61	72	32	25	17	26	66	167	151	82	49	53	62	48	207	24	51	59	15	33	23	103	76						
	21%	20%	24%	16%	23% D	25% D	22%	21%	24% K	25% K	13%	16%	17% KL*	28% KL*	17%	24% O	20%	24%	25%	19%	23%	18%	22%	15% Z	28%	17%	16% *	22%	23% *	24%	21%						
Very unlikely (-2)	337	163	171	54	119	164	165	172	78	99	90	37	10	23	88	249	199	138	66	86	90	62	316	18	74	54	19	90	25	93	185						
	31%	31%	31%	17%	30% D	45% DE	27%	36% G	31%	35% L	36% LM	24%	20% *	25% *	23%	36% O	27%	39% Q	34% V	31%	33% V	23%	34% X	11% Zac	41% Zac	16% *	21% YZac	62% YZac	25% Z*	21% d	50%						
Don't know	64	19	45	25	22	17	33	31	14	14	13	12	2	10	25	39	42	22	16	21	9	9	55	9	7	14	6	4	8	25	9						
	6%	4%	8% B	8%	6%	5%	5%	7%	6%	5%	5%	7%	4% *	11% *	6%	6%	6%	6%	8% UV	8% V	3%	3%	6%	6%	4%	4%	7% *	3%	8% *	6% e	2%						
NET Likely	246 23%	149 28% C	92 17%	129 39% EF	82 21% F	35 10%	154 25%	92 19%	59 23%	52 18%	59 24%	47 30% JN	16 31% N*	13 14% *	140 36% P	106 15%	204 28% R	42 12%	23 12%	52 19%	62 23% S	105 38% STU	180 20%	64 40% W	30 16% b	135 40% Yabc	18 20% b*	11 7%	13 13% *	119 28% e	53 14%						
NET Unlikely	571 52%	267 50%	300 55%	105 32% D	210 53% D	255 70% DE	299 49%	271 57% G	140 54% L	170 60% KL	122 49%	62 40%	27 52% *	49 53% *	154 40%	416 60% O	350 47%	221 63% Q	115 59% V	139 50% V	152 56% V	110 40%	523 57% X	42 26%	125 69% Zac	113 33%	33 37% *	122 84% YZac	48 49% Z*	196 45% d	261 70%						
Mean	-0.58	-0.48 C	-0.70	0.04 EF	-0.61 F	-1.09	-0.46 H	-0.74	-0.57	-0.76	-0.58	-0.25 UKN	-0.39 *	-0.70 *	-0.16 P	-0.81	-0.41 R	-0.95	-0.87	-0.62	-0.64	-0.12 STU	-0.71	0.19 W	-0.92 b	0.01 Yabc	-0.34 Yb*	-1.41	-0.64 b*	-0.34 e	-1.06						

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Building 1.5m s in England
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very likely (2)	85	53	31	49	24	12	47	38	21	20	24	9	3	8	41	44	70	16	15	17	20	30	55	30	14	37	5	10	6	41	20
	8%	10% C	6%	15% EF	6%	3%	8%	8%	8%	7%	10%	6%	6% *	8% *	11% P	6%	9% R	4%	8%	6%	8%	11%	6%	19% W	8%	11%	6% *	7%	6% *	9%	5%
Fairly likely (1)	199	93	104	89	74	36	133	66	53	52	44	32	8	10	104	95	151	48	16	56	51	66	158	39	21	87	22	11	15	90	55
	18%	18%	19%	27% EF	19% F	10%	22% H	14%	21%	18%	18%	20%	16% *	10% *	27% P	14%	20% R	14%	8%	20% S	19% S	24% S	17% S	24% W	12%	26% Ybc	25% Yb*	7%	15% *	21%	15%
Neither likely nor unlikely (0)	194	87	102	70	69	55	115	79	39	54	50	28	8	15	66	128	137	56	35	55	49	48	153	40	25	70	21	19	19	83	43
	18%	16%	19%	21%	18%	15%	19%	17%	15%	19%	20%	18%	15% *	16% *	17%	18%	19%	16%	18%	20%	18%	18%	17%	25% W	14%	20%	23% *	13%	20% *	19%	12%
Fairly unlikely (-1)	279	128	149	58	110	111	157	122	61	76	53	38	23	28	77	202	194	85	55	58	85	61	254	20	58	84	20	33	24	115	102
	26%	24%	27%	18%	28% D	30% D	25% D	26%	24%	27%	21%	24%	45% UKL*	31% *	20%	29% O	26%	24%	29%	21%	31% TV	22% S	28% X	13%	32%	25%	22% *	23%	25% *	27%	28%
Very unlikely (-2)	264	145	117	41	95	129	135	129	70	68	66	34	6	19	75	190	142	123	58	69	53	55	244	19	53	47	16	68	25	77	137
	24%	27%	21%	13% D	24% DE	35% DE	22% D	27%	27% M	24%	27% M	22%	12% *	21% *	19%	27% O	19%	35% Q	30% UV	25%	20%	20% X	27% X	12%	29% Z	14%	17% *	46% YZac	26% Z*	18%	37% d
Don't know	68	25	42	21	24	24	30	38	13	15	10	14	3	13	28	40	46	22	15	23	11	11	56	11	10	15	7	5	8	27	12
	6%	5%	8%	6%	6%	6%	5%	8%	5%	5%	4%	9%	6% *	14% UK*	7%	6%	6%	6%	8%	8%	4%	4%	6%	7%	5%	4%	8% *	3%	9% *	6%	3%
NET Likely	284 26%	146 28%	135 25%	138 42% EF	98 25% F	48 13%	179 29% H	105 22%	74 29%	72 25%	69 28%	41 26%	11 22% *	17 19% *	145 37% P	139 20%	220 30% R	64 18%	31 16%	73 26% S	71 26% S	97 35% STU	213 23%	69 43% W	36 20%	124 37% Ybc	28 30% b*	21 14%	21 21% *	131 30% e	75 20%
NET Unlikely	543 50%	273 51%	266 49%	99 30% D	204 52% DE	239 65%	292 47%	251 53%	131 51%	145 51%	118 48%	72 46%	29 57% *	48 51% *	152 39%	392 56% O	336 45%	208 59% Q	114 58% TV	127 46%	138 51%	117 43%	498 54% X	39 25%	111 61% Za	131 39%	35 39% *	101 69% Zac	49 50% *	192 44%	240 65% d
Mean	-0.43	-0.43	-0.43	0.15 EF	-0.48 F	-0.90	-0.34 H	-0.55	-0.44	-0.45	-0.39	-0.39	-0.44 *	-0.53 *	-0.11 P	-0.60	-0.27 R	-0.77	-0.70	-0.42 S	-0.38 S	-0.17 S	-0.55	0.27 W	-0.67	-0.05 Ybc	-0.22 Yb*	-0.98 *	-0.53 b*	-0.24 e	-0.79

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24-089497-09 - 28th of February - 3rd of March 2025
INTERNAL/CLIENT USE ONLY
Milestone
1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment
All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very likely (2)	69 6%	41 8%	27 5%	44 13% EF	14 4%	11 3%	46 8%	23 5%	21 8%	11 4%	16 6%	15 10% J	2 4% *	5 5% *	46 12% P	24 3%	59 8% R	10 3%	12 6%	13 5%	17 6%	25 9% T	42 5%	28 17% W	11 6%	36 11% b	4 4% *	3 2%	5 5% *	38 9% e	14 4%
Fairly likely (1)	226 21%	125 24% C	97 18%	103 31% EF	81 20% F	43 12%	137 22%	89 19%	55 22%	50 18%	57 23%	35 22%	11 22% *	17 18% *	104 27% P	122 17%	180 24% R	46 13%	18 9%	68 25% S	60 22% S	78 29% S	175 19%	49 31% W	16 9%	115 34% Ybc	29 32% Ybc*	11 8%	14 14% *	107 25% e	49 13%
Neither likely nor unlikely (0)	160 15%	81 15%	77 14%	48 15%	61 15%	52 14%	104 17% H	56 12%	40 15%	46 16%	33 13%	24 15%	6 11% *	12 13% *	66 17% P	94 13%	103 14%	58 16%	34 17%	52 19% U	29 11%	40 15%	136 15%	21 13%	27 15%	60 18%	18 20% *	15 10%	12 32% *	65 15%	46 12%
Fairly unlikely (-1)	268 25%	115 22%	152 28% B	66 20%	102 26%	100 27%	147 24%	122 26%	54 21%	79 28%	57 23%	35 22%	16 32% *	28 30% *	75 19%	193 28% O	178 24%	91 26%	56 29% T	51 18%	76 28% T	65 24%	233 25%	33 21%	61 33% Za	67 20%	16 18% *	44 30% Z	31 32% Za*	107 25%	101 27%
Very unlikely (-2)	296 27%	133 25%	159 29%	41 13%	115 29% D	139 38% DE	148 24%	148 31% G	71 28%	82 29%	73 30%	34 22%	14 26% *	22 23% *	78 20%	217 31% O	169 23%	127 36% Q	59 30% V	74 27%	73 27%	54 20%	271 29% X	22 14%	60 33% Za	49 15%	17 19% *	68 47% YZac	26 26% Z*	85 20% d	150 41%
Don't know	69 6%	36 7%	32 6%	26 8%	22 6%	22 6%	34 6%	35 7%	16 6%	16 6%	11 5%	14 9%	3 6% *	10 10% *	20 5%	49 7%	51 7%	18 5%	16 8%	19 7%	14 5%	11 4%	62 7%	7 4%	7 4%	12 4%	7 7% *	4 3%	9 10% Zb*	30 7% e	11 3%

NET Likely	296 27%	166 31% C	124 23%	147 45% EF	95 24% F	54 15%	183 30%	112 24%	76 30%	62 22%	73 29%	50 32% J	13 26% *	22 24% *	150 38% P	146 21%	239 32% R	57 16%	30 15%	81 29% S	78 29% S	104 38% STU	217 24%	77 48% W	27 15%	151 45% Ybc	33 36% Ybc*	14 10%	19 20% *	145 34% e	63 17%
NET Unlikely	564 52%	248 47%	311 57% B	108 33%	217 55% D	239 65% DE	295 48%	269 57% G	125 49%	161 57% L	130 52%	69 44%	30 58% *	49 53% *	154 39%	410 59% O	347 47%	217 62% Q	114 59% TV	125 45%	149 55% TV	119 43%	504 55% X	55 35%	120 66% Za	116 34%	33 37% *	112 77% Zac	57 59% Za*	192 44%	252 68% d

Mean	-0.49	-0.35 C	-0.62	0.14 EF	-0.60 F	-0.91	-0.37 H	-0.64	-0.41	-0.63	-0.49	-0.26 J	-0.58 *	-0.53 *	-0.10 P	-0.71	-0.32 R	-0.83	-0.74	-0.41 S	-0.50	-0.16 SU	-0.60	0.18 W	-0.81 b	0.07 Ybc	-0.18 Ybc*	-1.15	-0.67 b*	-0.23 e	-0.90
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24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Putting police back on the beat with a named officer for every neighbourhood

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very likely (2)	54 5%	32 6%	21 4%	35 11% EF	13 3%	5 1%	37 6%	16 3%	17 7%	8 3%	13 5%	14 9% JN	1 1% *	1 1% *	42 11% P	12 2%	48 6% R	6 2%	5 3%	12 4%	9 3%	27 10% STU	27 3%	26 16% W	6 3%	33 10% Ybc	5 5% b*	* *	1 2% *	30 7% e	7 2%
Fairly likely (1)	218 20%	124 23% C	90 17%	104 32% EF	74 19% F	40 11%	137 22%	81 17%	57 22%	50 18%	43 17%	33 21%	15 30% *	19 20% *	96 25% P	122 17%	168 23% R	50 14%	25 13%	60 22% S	62 23% S	68 25% S	172 19%	43 27% W	18 10%	111 33% Yab	17 18% b*	10 7%	23 23% Yb*	102 24% e	47 13%
Neither likely nor unlikely (0)	209 19%	103 19%	102 19%	69 21%	77 20%	63 17%	121 20%	88 19%	35 14%	61 21% I	51 21%	39 25% I	7 14% *	17 18% *	75 19%	134 19%	140 19%	69 20%	42 22%	55 20%	49 18%	54 20%	165 18%	41 26% W	27 15%	71 21%	30 33% YZbc*	25 17%	18 24% *	93 21%	57 15%
Fairly unlikely (-1)	272 25%	122 23%	148 27%	56 17%	97 24% D	120 33% DE	155 25%	117 25%	67 26%	81 28% L	54 22%	27 17%	16 30% *	28 30% L*	81 21%	192 27% O	175 24%	98 28%	48 25%	67 24%	80 30% v	59 22%	244 27% X	27 17%	66 36% Zbc	77 23%	22 24% *	34 24%	23 24% *	114 26%	105 28%
Very unlikely (-2)	271 25%	124 23%	145 27%	37 11%	112 28% D	122 33% D	134 22%	136 29% G	67 26%	73 26%	72 29% N	34 22%	10 19% *	15 16% *	72 18%	199 28% O	158 21%	112 32% Q	54 28% v	68 24%	62 23%	48 18%	252 27% X	16 10%	57 32% Za	36 11%	10 11% *	75 52% YZac	22 23% z*	68 16%	145 39% d
Don't know	65 6%	26 5%	39 7%	27 8%	22 6%	16 4%	31 5%	34 7%	14 5%	11 4%	15 6%	9 6%	3 6% *	13 14% UK*	24 6%	41 6%	50 7%	15 4%	20 10% u	16 6%	8 3%	17 6%	58 6%	6 4%	7 4%	12 4%	7 8% b*	1 1% *	11 11% YZb*	26 6% e	9 2%
NET Likely	271 25%	155 29% C	111 20%	139 42% EF	87 22% F	46 12%	174 28% H	97 21%	74 29% J	58 20%	56 23%	47 30% J	16 31% *	20 21% *	138 35% P	134 19%	216 29% R	55 16%	30 15%	72 26% S	71 26% S	95 35% STU	200 22%	69 43% W	24 13%	144 42% Yabc	21 23% b*	10 7%	24 25% Yb*	133 31% e	54 15%
NET Unlikely	543 50%	247 46%	293 54% B	92 28%	209 53% D	242 66% DE	290 47%	253 54%	133 52% L	154 54% L	126 51% L	61 39%	25 49% *	43 46% *	153 39%	390 56% O	333 45%	210 60% Q	102 53% v	135 49%	142 53% v	108 39%	497 54% X	43 27%	123 68% Zac	113 33%	32 36% *	109 75% Zac	45 46% z*	181 42%	250 67% d
Mean	-0.48	-0.36 C	-0.61	0.15 EF	-0.59 F	-0.89	-0.36 H	-0.63	-0.45	-0.59	-0.55	-0.24 JK	-0.38 *	-0.46 *	-0.12 P	-0.67	-0.33 R	-0.78	-0.70	-0.45	-0.48	-0.13 STU	-0.60	0.24 W	-0.87 b	0.08 Ybc	-0.20 Yb*	-1.21	-0.48 Yb*	-0.21 e	-0.92

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ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Recruiting 6,500 new teachers in key subjects

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very likely (2)	66 6%	36 7%	30 5%	49 15% EF	9 2%	8 2%	48 8% H	18 4%	17 7%	15 5%	12 5%	17 11%	1 1% *	4 5% *	43 11% P	23 3%	57 8% R	9 3%	5 2%	20 7%	13 5%	29 11% SU	38 4%	29 18% W	7 4%	42 12% Yabc	2 3% *	3 2%	5 5% *	33 8% e	12 3%
Fairly likely (1)	210 19%	122 23% C	86 16%	96 29% EF	72 18% F	41 11%	131 21%	78 17%	53 21% N	51 18% N	52 21% N	35 22% N	11 22% N*	7 8% *	102 26% P	108 15%	147 20%	62 18%	31 16%	49 18%	65 24%	61 23%	168 18%	39 25%	25 14%	99 29% Yb	22 24% b*	11 7%	18 19% b*	107 25% e	51 14%
Neither likely nor unlikely (0)	211 19%	102 19%	104 19%	70 21% F	86 22% F	54 15%	115 19%	97 20%	40 16%	64 23%	49 20%	30 19%	10 20% *	17 18% *	63 16%	148 21%	147 20%	64 18%	38 20%	69 25% U	43 16%	51 19%	172 19%	36 22%	24 13%	70 21%	24 23% Y*	26 18%	17 31% *	75 17%	68 18%
Fairly unlikely (-1)	284 26%	133 25%	150 27%	57 17%	104 26% D	124 34% DE	157 25%	127 27%	77 30%	73 26%	56 23%	34 22%	15 28% *	30 32% *	82 21%	203 29% O	188 25%	96 28%	52 27%	62 22%	81 30%	69 25%	249 27%	34 21%	67 37% Zab	70 21%	20 23% *	33 23%	30 31% Z*	116 27%	105 28%
Very unlikely (-2)	229 21%	104 20%	123 23%	27 8%	95 24% D	106 29% D	123 20%	106 22%	54 21%	57 20%	64 26%	26 17%	10 20% *	18 19% *	66 17%	163 23% O	133 18%	96 27% Q	44 23%	55 20%	54 20%	47 17%	217 24% X	10 7%	48 26% Z	39 11%	16 17% *	59 41% YZac	19 20% *	63 15%	119 32% d
Don't know	89 8%	35 7%	52 10%	29 9%	28 7%	32 9%	42 7%	46 10%	15 6%	24 8%	14 6%	15 10%	5 9% *	16 18% UK*	34 9%	54 8%	66 9%	22 6%	25 13% UV	24 9%	14 5%	15 6%	76 8%	11 7%	11 6%	20 6%	7 8% *	12 9%	8 8% *	38 9% e	17 5%

NET Likely	276 25%	157 30% C	116 21%	145 44% EF	82 21% F	49 13%	180 29% H	96 20%	70 27% N	66 23%	64 26% N	51 33% N	12 23% *	12 13% *	145 37% P	131 19%	204 28% R	72 20%	36 18%	68 25%	78 29% S	91 33% ST	206 22%	68 43% W	32 18%	141 41% Yabc	24 26% b*	14 10%	23 23% b*	140 32% e	62 17%
NET Unlikely	513 47%	237 45%	273 50%	84 25%	199 50% D	230 63% DE	280 45%	233 49%	131 51% L	130 46%	120 48%	60 38%	25 49% *	48 51% *	147 38%	366 52% O	321 43%	192 55% Q	96 49%	117 42%	135 50%	116 42%	466 51% X	44 28%	115 63% Za	109 32%	36 40% *	93 64% Za	49 51% Z*	179 41%	224 60% d

Mean	-0.40	-0.30 C	-0.51	0.28 EF	-0.55 F	-0.84	-0.30 H	-0.53	-0.40	-0.40	-0.46	-0.12 KN	-0.49 *	-0.64 *	-0.07 P	-0.58	-0.29 R	-0.63	-0.59	-0.33	-0.38	-0.17 S	-0.52	0.28 W	-0.73	0.11 Yabc	-0.30 Yb*	-1.01 *	-0.46 b*	-0.18 e	-0.76
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ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M,N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Cutting energy bills and boosting energy security by setting up Great British Energy

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very likely (2)	61 6%	36 7%	26 5%	40 12% EF	15 4%	6 2%	45 7% H	17 4%	12 5%	12 4%	11 4%	19 12% UK	2 4% *	5 6% *	44 11% P	17 2%	54 7% R	7 2%	7 3%	9 3%	14 5%	32 12% STU	34 4%	28 17% W	7 4%	31 9% Yb	7 7% b*	1 1%	4 4% *	34 8% e	8 2%
Fairly likely (1)	196 18%	117 22% C	74 14%	100 30% EF	63 16% F	33 9%	112 18%	84 18%	45 18%	49 17%	45 18%	33 21%	11 21% *	13 14% *	85 22% P	111 16%	152 21%	44 13%	26 14%	51 18%	54 20%	57 21%	139 15%	55 35% W	18 10%	111 33% Yabc	14 15% *	13 9%	10 10% *	92 21% e	43 12%
Neither likely nor unlikely (0)	131 12%	65 12%	63 12%	48 15%	46 12%	36 10%	83 13%	48 10%	27 10%	35 12%	32 13%	16 10%	7 14% *	13 14% *	60 15% P	71 10%	89 12%	42 12%	26 14%	31 11%	36 14%	31 11%	109 12%	21 13%	13 7%	46 14% b	17 19% Yb*	5 3%	13 13% b*	59 14% e	22 6%
Fairly unlikely (-1)	276 25%	125 23%	151 28%	71 22%	104 26%	102 28%	156 25%	120 25%	65 25%	82 29%	61 25%	31 20%	12 23% *	25 27% *	75 19%	201 29% O	191 26%	85 24%	43 22%	79 28%	65 24%	75 27%	245 27% X	28 18%	58 32%	80 24%	31 34% *	30 20%	29 30% *	126 29%	92 25%
Very unlikely (-2)	371 34%	172 32%	195 36%	48 15%	148 38% D	174 48% DE	194 31%	177 37%	100 39%	95 33%	86 35%	48 30%	15 30% *	27 29% *	106 27% O	265 38% O	215 29%	156 44% Q	79 41% V	89 32%	92 34%	73 27%	346 38% X	21 13%	81 45% Za	58 17%	18 20% *	94 65% YZac	33 33% z*	100 23%	200 54% d
Don't know	53 5%	17 3%	36 7% B	20 6%	18 5%	14 4%	26 4%	27 6%	7 3%	11 4%	12 5%	9 6%	4 8% *	10 10% U*	19 5%	34 5%	38 5%	15 4%	13 7% V	19 7% V	9 3%	4 2%	48 5% 5%	5 3%	5 3%	13 4%	4 5% *	3 2%	9 9% Yzb*	22 5% e	6 2%
NET Likely	258 24%	152 29% C	100 18%	140 43% EF	79 20% F	39 11%	157 25%	101 21%	57 22%	61 22%	56 23%	52 33% UKN	12 24% *	18 19% *	129 33% P	128 18%	206 28% R	52 15%	33 17%	60 22%	67 25%	90 33% ST	173 19%	83 52% W	25 14%	143 42% Yabc	20 22% b*	14 10%	14 14% *	126 29% e	51 14%
NET Unlikely	648 59%	297 56%	346 64% B	119 36%	252 64% D	276 75% DE	350 57%	297 63%	165 64% L	177 62% L	148 60%	78 50%	27 53% *	52 56% *	181 47% O	466 67% O	407 55%	241 69% Q	122 63%	167 60%	157 58%	148 54%	591 64% X	50 31%	139 77% Zac	138 41%	49 54% *	124 85% Zac	62 63% z*	226 52%	292 79% d
Mean	-0.68	-0.55 C	-0.82	0.04 EF	-0.81 F	-1.16	-0.58 H	-0.80	-0.79	-0.72	-0.71	-0.37 UK	-0.60 *	-0.67 *	-0.31 P	-0.88	-0.52 R	-1.01	-0.89	-0.73	-0.64	-0.37 STU	-0.84	0.25 W	-1.07 b	-0.07 Yabc	-0.47 Ybc*	-1.42	-0.87 b*	-0.40 e	-1.19

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ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K/L,M/N,O/P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

24-089497-09 - 28th of February - 3rd of March 2025
INTERNAL/CLIENT USE ONLY
Milestone
1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system
All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very likely (2)	61 6%	38 7%	22 4%	43 13% EF	14 3%	4 1%	42 7%	19 4%	16 6%	8 3%	15 6%	19 12% JMN	1 1% *	2 2% *	39 10% P	22 3%	55 7% R	6 2%	8 4%	13 5%	12 4%	26 10% U	38 4%	23 15% W	7 4%	34 10% Yb	2 3% *	4 3%	3 3% *	29 7%	14 4%
Fairly likely (1)	166 15%	102 19% C	61 11%	79 24% EF	54 14%	34 9%	118 19% H	48 10%	39 15%	42 15%	33 14%	26 17%	7 14% *	19 20% *	93 24% P	73 10%	130 18% R	37 10%	14 7%	42 15% S	45 17% S	62 23% ST	120 13%	44 28% W	19 10%	87 26% Yb	14 15% b*	7 5%	19 19% b*	85 20% e	33 9%
Neither likely nor unlikely (0)	171 16%	79 15%	88 16%	66 20% F	65 16% F	39 11%	103 17%	68 14%	37 14%	40 14%	43 17%	23 15%	12 24% *	15 16% *	69 18%	101 14%	114 15%	57 16%	34 18%	40 14%	41 15%	50 18%	132 14%	37 23% W	10 6%	68 20% Yb	24 30% Yb*	8 5%	18 18% Yb*	77 18% e	30 8%
Fairly unlikely (-1)	250 23%	108 20%	139 26%	52 16%	88 22% D	110 30% DE	144 23%	105 22%	51 20%	67 24%	54 22%	39 25%	16 31% *	22 24% *	71 18%	178 25% O	161 22%	89 25%	52 27% V	57 21% V	74 27% V	49 18%	222 24% X	25 16%	59 32% Zb	75 22%	27 30% b*	21 15%	22 23% *	119 27% e	76 20%
Very unlikely (-2)	369 34%	185 35%	182 33%	57 17%	145 37% D	166 45% DE	182 30%	187 40% G	96 38% LN	110 39% LN	87 35%	40 25%	14 27% *	21 23% *	93 24%	276 39% O	236 32%	133 38%	70 36%	105 38% V	80 30%	74 27%	345 37% X	21 14%	81 45% Zac	58 17%	16 18% *	105 72% YZac	28 29% Z*	93 21% d	209 56%
Don't know	73 7%	18 3%	53 10% B	30 9% F	29 7% F	13 4%	28 5%	45 9% G	16 6%	17 6%	14 6%	10 6%	1 2% *	15 16% UKLM*	23 6%	49 7%	44 6%	29 8%	16 8%	20 7%	18 7%	11 4%	64 7% F	9 6%	6 3%	19 6% b	7 8% b*	* *	7 8% b*	30 7% e	9 2%
NET Likely	227 21%	140 26% C	83 15%	122 37% EF	67 17% F	38 10%	159 26% H	68 14%	55 21%	50 18%	49 20%	45 29% J	8 16% *	21 22% *	132 34% P	95 14%	185 25% R	42 12%	22 11%	56 20% S	57 21% S	88 32% STU	158 17%	67 42% W	26 14%	121 35% Yabc	16 18% b*	11 8%	22 23% b*	115 26% e	47 13%
NET Unlikely	619 57%	294 55%	321 59%	109 33%	234 59% D	276 75% DE	326 53%	292 62% G	148 58%	178 62% LN	142 57%	78 50%	30 58% *	43 46% *	165 42%	454 65% O	397 54%	222 63% Q	121 63% V	162 58% V	154 57% V	124 45%	566 62% X	46 29%	140 77% Zac	133 39%	43 48% *	126 87% Zac	50 52% Z*	211 49% d	284 77%
Mean	-0.69	-0.59 C	-0.81	* EF	-0.81 F	-1.13	-0.52 H	-0.92	-0.72	-0.86	-0.71	-0.37 UK	-0.70 *	-0.53 *	-0.24 P	-0.94	-0.56 R	-0.96	-0.90	-0.77	-0.66	-0.32 STU	-0.84	0.15 W	-1.07 b	-0.11 Yabc	-0.49 Yb*	-1.49	-0.59 Yb*	-0.40 e	-1.19

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24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command

All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371
Very likely (2)	73 7%	43 8%	30 5%	51 15% EF	16 4%	7 2%	47 8%	26 5%	20 8%	12 4%	13 5%	22 14% JKM	1 3% *	5 6% *	44 11% P	29 4%	63 9%R	10 3%	8 4%	17 6%	13 5%	32 12% STU	48 5%	25 16% W	7 4%	43 13% Yabc	3 3% *	2 2%	3 3% b*	39 9% e	11 3%
Fairly likely (1)	180 17%	108 20% C	69 13%	78 24% F	68 17% F	35 10%	119 19% H	61 13%	31 12%	43 15%	43 17%	33 21% I	9 18% *	20 22% *	88 23% P	92 13%	142 19% R	38 11%	25 13%	48 17%	46 17%	61 22% S	129 14%	48 30% W	18 10% b	95 28% Ybc	24 27% Yb*	4 3%	16 16% b*	96 22% e	36 10%
Neither likely nor unlikely (0)	152 14%	70 13%	78 14%	61 19% EF	49 12%	41 11%	91 15%	61 13%	37 14%	35 12%	40 16%	20 13%	9 18% *	10 11% *	64 16%	88 13%	104 14%	48 14%	35 18% u	40 15%	24 9%	44 16% u	121 13%	29 18%	11 6%	59 17% Yb	21 16% Yb*	3 2%	17 18% Yb*	61 14% e	30 8%
Fairly unlikely (-1)	241 22%	111 21%	128 23%	65 20%	86 22%	89 24%	139 23%	102 22%	58 22%	65 23%	48 19%	30 19%	17 33% *	23 25% *	74 19%	166 24%	156 21%	84 24%	40 20%	57 20%	80 30% TV	53 19%	209 23%	31 20%	57 31% Zab	76 22% b	14 16% *	19 13%	22 23% *	103 24%	70 19%
Very unlikely (-2)	381 35%	183 34%	195 36%	52 16%	148 38% D	181 49% DE	189 31%	191 41% G	96 38% LN	116 41% LMN	94 38% LN	41 26%	11 22% *	22 24% *	97 25%	284 41% O	230 31%	151 43% Q	73 37% V	98 35% V	92 34%	73 27%	357 39% X	19 12% Zac	83 46% Zac	52 15%	22 25% *	116 80% YZac	28 29% z*	106 24% d	215 58%
Don't know	63 6%	18 3%	45 8% B	21 7% 7%	28 7%	13 4%	31 5%	32 7%	15 6%	13 4%	10 4%	10 6%	3 6% *	12 13% JK*	23 6%	40 6%	44 6%	19 5%	14 7%	18 7%	15 6%	11 4%	56 6%	7 4%	5 3%	15 4% b	6 7% b*	* * 11% YZb*	11 7% e	29 7% e	9 2%

NET Likely	253 23%	151 28% C	99 18%	128 39% EF	83 21% F	41 11%	166 27% H	87 18%	51 20%	56 20%	55 22%	55 35% UK	11 21% *	26 27% *	132 34% P	121 17%	205 28% R	48 14%	33 17%	65 23%	59 22%	93 34% STU	177 19%	73 46% W	26 14% b	137 40% Ybc	27 29% Yb*	7 5%	19 19% b*	135 31% e	47 13%
NET Unlikely	621 57%	293 55%	323 59%	117 36% D	235 59% DE	270 74% DE	328 53%	293 62% G	154 60% L	181 64% LN	142 57% L	71 45%	28 55% *	45 49% *	171 44%	450 64% O	386 52%	235 67% Q	113 58% V	154 56% V	172 64% V	125 46% X	566 61% x	50 32% Zac	139 77% Zac	128 38%	37 41% *	135 93% YZac	51 52% z*	208 48% d	285 77%

Mean	-0.66	-0.55 C	-0.78	0.03 EF	-0.77 F	-1.14	-0.52 H	-0.84	-0.74	-0.85	-0.71	-0.25 UK	-0.57 *	-0.45 J*	-0.25 P	-0.89	-0.50 R	-0.99	-0.80	-0.65	-0.75	-0.28 STU	-0.81	0.18 W	-1.08 b	* Yabc	-0.36 Yb*	-1.67	-0.66 Yb*	-0.35 e	-1.22
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ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J,K/L,M,N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

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24-089497-09 - 28th of February - 3rd of March 2025

INTERNAL/CLIENT USE ONLY

Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Strengthening Britain's armed forces and protecting the country's national security

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote																														
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)																															
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346																															
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371																															
Very likely (2)	90	54	33	44	28	18	64	27	21	22	18	24	1	3	58	33	71	20	13	18	15	44	65	24	11	50	4	5	6	42	25																															
	8%	10% C	6%	14% EF	7%	5%	10% H	6%	8%	8%	7%	16% UKMN	2% *	3% *	15% P	5%	10% R	6%	7%	6%	6%	16% STU	7%	15% W	6%	15% Yabc	4% *	3%	6% *	10%	7%																															
Fairly likely (1)	308	171	134	101	117	90	185	124	74	77	82	35	16	25	146	163	216	92	41	81	87	87	250	56	26	146	44	17	32	158	78																															
	28%	32% C	25%	31%	30%	25%	30%	26%	29%	27%	33% L	22%	31% *	27% *	37% P	23%	29%	26%	21%	29%	32% S	32% S	32% S	27%	35% W	14%	43% Yb	48% Yb*	12%	32% Yb*	36% e	21%																														
Neither likely nor unlikely (0)	206	101	101	72	78	56	122	83	49	55	38	27	12	24	71	134	147	58	42	45	50	55	167	36	35	55	19	29	17	73	63																															
	19%	19%	18%	22% F	20%	15%	20%	18%	19%	19%	15%	17%	23% *	26% *	18%	19%	20%	17%	22%	16%	18%	20%	18%	23%	19%	16%	21% *	20%	18% *	17%	17%																															
Fairly unlikely (-1)	214	101	113	49	68	97	122	92	49	65	35	31	12	22	43	171	143	71	42	62	54	43	191	21	56	53	11	37	18	82	86																															
	20%	19%	21%	15%	17%	27% DE	20%	19%	19%	23% K	14%	20%	24% *	24% *	11%	24% O	19%	20%	22%	22%	20%	16%	21% X	13%	31% Zac	16%	12% *	25% Za	19% *	19%	23%																															
Very unlikely (-2)	207	88	117	36	76	95	95	111	48	50	61	30	7	10	52	155	117	90	45	51	47	34	189	14	45	27	9	55	17	54	110																															
	19%	16%	22%	11%	19% D	26% D	15%	24% G	19%	17%	25% N	19%	14% *	11% *	13%	22% O	16%	26% Q	23% V	18%	17%	13%	21% X	9%	25% Za	8%	10% *	38% YZac	18% Z*	12%	30% d																															
Don't know	64	17	46	26	27	10	29	35	14	16	13	9	3	9	21	43	46	18	11	21	17	9	57	7	8	10	4	3	7	25	9																															
	6%	3%	8% B	8% F	7% F	3%	5%	7%	6%	6%	5%	6%	6% *	9% *	5%	6%	6%	5%	6%	7% V	6%	3%	6%	5%	4%	3%	5% *	2%	7% *	6%	3%																															
NET Likely	399 37%	225 42% C	168 31%	145 44% F	146 37%	108 30%	248 40% H	151 32%	95 37%	99 35%	100 41%	59 38%	17 33% *	28 30% *	203 52% P	196 28%	287 39% R	112 32%	53 28%	99 36%	102 38% S	132 48% STU	315 34%	81 51% W	37 20%	195 57% Ybc	47 52% Yb*	22 15%	38 38% Yb*	200 46% e	103 28%																															
NET Unlikely	421 39%	188 35%	231 42% B	85 26%	144 36%	192 52% DE	217 35%	203 43% G	97 38%	114 40%	96 39%	61 39%	19 38% *	32 35% *	94 24%	326 47% O	259 35%	162 46% Q	88 45% V	113 41% V	102 38% V	77 28%	381 41% X	35 22%	101 56% Zac	80 24%	20 23% *	92 63% Zac	36 36% Z*	135 31%	196 53% d																															
Mean	-0.13	0.01 C	-0.29	0.23 EF	-0.13 F	-0.45	* H	-0.31	-0.12	-0.16	-0.16	-0.05	-0.17 *	-0.14 *	0.31 P	-0.39	-0.03 R	-0.36	-0.36	-0.18	-0.12	0.24 STU	-0.22	0.37 W	-0.56	0.42 Ybc	0.24 Yb*	-0.85	-0.10 Yb*	0.13 e	-0.49																															

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24-089497-09 - 28th of February - 3rd of March 2025

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Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	
Very likely (2)	74	47	25	40	18	16	49	25	16	16	19	16	2	4	44	29	60	14	12	12	21	27	50	24	6	39	9	3	8	45	11	
	7%	9%	5%	12%	5%	4%	8%	5%	6%	6%	8%	11%	3%	4%	11%	4%	8%	4%	6%	4%	8%	10%	5%	15%	3%	11%	10%	2%	8%	10%	3%	
Fairly likely (1)	234	135	94	99	86	49	149	84	60	57	55	34	9	19	114	120	177	57	31	58	64	78	175	57	24	126	25	10	16	115	54	
	21%	25%	17%	30%	22%	13%	24%	18%	23%	20%	22%	22%	18%	20%	29%	17%	24%	16%	16%	21%	24%	28%	19%	36%	13%	126	27%	7%	16%	27%	14%	
Neither likely nor unlikely (0)	160	85	74	60	60	40	99	61	39	38	32	27	12	13	60	100	107	54	30	54	31	39	132	24	19	55	17	18	13	52	53	
	15%	16%	14%	18%	15%	11%	16%	13%	15%	13%	13%	17%	23%	14%	15%	14%	14%	15%	16%	19%	11%	14%	14%	15%	10%	16%	18%	13%	12%	12%	14%	
Fairly unlikely (-1)	262	109	153	55	103	104	146	116	56	83	52	33	14	23	82	180	182	80	48	57	71	63	236	23	68	61	21	37	25	121	93	
	24%	21%	28%	17%	26%	28%	24%	24%	22%	29%	21%	21%	28%	24%	21%	26%	25%	23%	25%	21%	26%	23%	26%	14%	37%	18%	23%	25%	26%	28%	25%	
Very unlikely (-2)	297	127	166	46	112	139	143	154	71	77	77	35	12	25	71	226	168	129	62	77	69	56	274	21	56	49	16	73	29	78	150	
	27%	24%	30%	14%	28%	38%	23%	33%	28%	27%	31%	23%	24%	27%	18%	32%	23%	37%	32%	28%	26%	21%	30%	14%	31%	14%	17%	50%	30%	18%	40%	
Don't know	62	28	33	28	16	18	29	32	13	14	12	11	2	9	18	44	46	16	12	20	14	10	53	9	9	11	4	5	7	21	10	
	6%	5%	6%	9%	4%	5%	5%	7%	5%	5%	5%	7%	4%	10%	5%	6%	6%	4%	6%	7%	5%	4%	6%	6%	5%	3%	5%	3%	7%	5%	3%	
NET Likely	307 28%	182 34% C	120 22%	139 42% EF	104 26% F	64 18%	198 32% H	109 23%	77 30%	73 26%	74 30%	50 32%	11 21% *	23 24% *	158 41% P	149 21%	237 32% R	71 20%	43 22%	70 25%	86 32% S	105 38% ST	225 24%	81 51% W	30 16%	165 48% Ybc	34 37% Yb*	13 9%	24 24% b*	160 37% e	65 18%	
NET Unlikely	559 51%	237 45%	319 58% B	101 31% D	215 54% D	243 67% DE	290 47%	270 57% G	127 50%	160 56% L	129 52%	68 44%	26 51% *	48 51% *	153 39%	406 58% O	350 47%	210 60% Q	110 57% V	134 48%	140 52%	119 44%	510 55% X	44 28%	124 68% Za	109 32%	36 40% *	109 75% Zac	54 56% Z*	199 46%	243 65% d	
Mean	-0.46	-0.27 C	-0.66	0.10 EF	-0.54 F	-0.87	-0.32 H	-0.66	-0.43	-0.55	-0.48	-0.26	-0.53 *	-0.55 *	-0.06 P	-0.69	-0.32 R	-0.76	-0.64	-0.50	-0.40	-0.16 ST	-0.59	0.26 W	-0.84 b	0.14 Ybc	-0.10 Ybc*	-1.18 *	-0.57 b*	-0.18 e	-0.88	

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24-089497-09 - 28th of February - 3rd of March 2025
INTERNAL/CLIENT USE ONLY
Milestone
1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders and a new network of youth hubs

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	
Very likely (2)	68	48	20	45	16	6	48	20	17	15	15	16	1	4	44	24	59	9	10	14	10	33	37	31	11	32	3	4	3	31	16	
	6%	9% C	4%	14% EF	4%	2%	8% H	4%	7%	5%	6%	10%	2% *	4% *	11% P	3%	8% R	3%	5%	5%	4%	12% STU	4%	19% W	6%	10% b	4% *	3%	3% *	7%	4%	
Fairly likely (1)	183	94	86	88	62	34	117	66	42	39	41	34	9	17	94	89	136	47	32	38	50	60	133	49	17	100	16	9	16	89	40	
	17%	18%	16%	27% EF	16% F	9%	19%	14%	16%	14%	17%	22%	18% *	18% *	24% P	13%	18%	13%	17%	14%	18%	22% T	14%	31% W	10%	29% Ybc	18% b*	6%	16% b*	21%	11%	
Neither likely nor unlikely (0)	202	105	95	69	74	59	118	84	45	58	49	21	14	16	67	136	141	61	34	60	43	57	170	30	22	91	18	12	18	86	50	
	19%	20%	17%	21%	19%	16%	19%	18%	18%	20%	20%	14%	27% *	17% *	17%	19%	19%	18%	18%	21%	16%	21%	18%	19%	12%	27% Yb	20% b*	8%	19% b*	20%	14%	
Fairly unlikely (-1)	285	129	152	58	110	117	169	116	70	74	59	38	19	25	84	202	189	96	48	73	88	59	252	28	60	67	34	40	27	125	98	
	26%	24%	28%	18%	28% D	32% D	27%	25%	27%	26%	24%	25%	36% *	27% *	22%	29% O	26%	28%	25%	26%	33% V	22%	27% X	18%	33% Z	20%	37% Z*	28%	28% *	29%	26%	
Very unlikely (-2)	287	134	151	44	109	134	133	154	69	84	73	36	6	18	77	210	167	120	57	76	68	51	270	15	64	41	13	80	23	76	158	
	26%	25%	28%	13%	28% D	37% DE	22%	33% G	27% M	30% M	30% M	23%	12% *	19% *	20%	30% O	23%	34% Q	29% V	27% V	25%	19%	29% X	9%	35% Za	12%	14% *	55% YZac	24% Z*	17%	43% d	
Don't know	63	20	41	24	24	15	31	32	12	14	10	10	2	14	25	38	47	16	13	18	11	13	57	6	8	9	7	1	10	26	9	
	6%	4%	7% B	7%	6%	4%	5%	7%	5%	5%	4%	6%	4% *	15% UK*	6%	5%	6%	5%	7%	6%	4%	5%	6%	4%	4%	3%	8% Zb*	1% Zb*	10% Zb*	6% e	3%	
NET Likely	251 23%	143 27% C	106 19%	133 41% EF	78 20% F	40 11%	166 27% H	85 18%	59 23%	55 19%	56 22%	51 33% J	11 21% *	20 22% *	137 35% P	114 16%	195 26% R	56 16%	42 22%	52 19%	59 22%	93 34% STU	170 19%	80 51% W	28 16%	132 39% Yabc	20 22% b*	12 8%	19 19% b*	120 28% e	56 15%	
NET Unlikely	573 53%	263 50%	304 56%	102 31%	219 55% D	251 69% DE	302 49%	271 57% G	139 54%	158 56%	133 54%	75 48%	25 48% *	43 46% *	161 41%	412 59% O	356 48%	216 62% Q	105 54% V	149 54% V	156 58% V	109 40%	522 57% X	43 27%	124 68% Zac	108 32%	46 51% Z*	120 83% YZac	50 52% Z*	200 46%	255 69% d	
Mean	-0.53	-0.40 C	-0.65	0.11 EF	-0.63 F	-0.97	-0.38 H	-0.73	-0.54	-0.64	-0.57	-0.30 J	-0.39 *	-0.48 *	-0.16 P	-0.73	-0.39 R	-0.81	-0.60	-0.61	-0.60	-0.13 STU	-0.68	0.35 W	-0.86 b	0.05 Yabc	-0.43 Yb*	-1.28	-0.59 b*	-0.31 e	-0.95	

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24-089497-09 - 28th of February - 3rd of March 2025

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Milestone

1,000 GB 18 - 75

Q2. How likely or unlikely do you think it is that each of the following will be achieved by the end of this Parliament in 2029? - Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346	
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371	
Very likely (2)	73	42	31	48	19	6	45	29	20	13	17	18	1	4	45	29	61	12	9	16	14	31	48	25	10	36	4	5	4	36	15	
	7%	8%	6%	15% EF	5% F	2%	7%	6%	8%	5%	7%	11% J	2% *	4% *	11% P	4%	8% R	3%	5%	6%	5%	12% STU	5%	16% W	6%	11% b	4% *	3%	4% *	8% e	4%	
Fairly likely (1)	248	126	117	119	82	47	156	91	61	62	59	42	10	16	110	138	180	68	29	68	65	80	179	65	18	122	25	14	19	122	48	
	23%	24%	22%	36% EF	21% F	13%	25% H	19%	24%	22%	24%	27%	19% *	17% *	28% P	20%	24%	20%	15%	24%	24% S	29% S	19% S	19% W	10%	36% Ybc	28% Yb*	10%	19% Y*	28% e	13%	
Neither likely nor unlikely (0)	227	111	114	51	97	79	136	91	52	73	51	17	13	21	78	149	153	74	37	60	61	55	205	21	39	67	26	32	15	86	80	
	21%	21%	21%	15% D	25% D	22%	22% H	19%	20% L	26% L	21% L	11%	26% L*	22% L*	20%	21%	21%	21%	19%	22%	22% S	23% S	20% X	13%	22%	20%	29% *	22%	16% *	20%	21%	
Fairly unlikely (-1)	226	112	113	47	81	98	124	101	52	56	50	28	16	24	69	156	149	76	48	47	64	48	202	21	59	61	19	29	26	97	89	
	21%	21%	21%	14% D	21% D	27% D	20%	21%	20%	20%	20%	18%	31% *	26% *	18%	22%	20%	22%	25%	17%	24%	17%	22% X	14%	33% Zb	18%	21% *	20%	27% *	22%	24%	
Very unlikely (-2)	209	96	111	32	81	97	105	104	49	58	51	32	5	14	51	158	124	85	45	53	46	40	190	17	38	30	10	57	22	53	112	
	19%	18%	20%	10% D	20% D	26% D	17%	22%	19%	20%	21%	21%	10% *	15% *	13%	23% O	17%	24% Q	23% V	19%	17%	15%	21% X	11%	21% Z	9%	11% *	39% YZac	23% Z*	12%	30% d	
Don't know	106	45	59	32	34	39	50	56	22	23	20	19	6	15	36	70	72	34	25	34	19	18	96	9	17	24	7	8	11	39	27	
	10%	9%	11%	10%	9%	11%	8%	12%	9%	8%	8%	12%	12% *	16% *	9%	10%	10%	10%	13% V	12% V	7%	7%	10%	6%	9%	7%	8% *	6%	11% *	9%	7%	
NET Likely	321 29%	168 32%	148 27%	166 51% EF	102 26% F	53 14%	201 33% H	120 25%	81 32%	75 26%	75 30%	60 38% JMN	11 21% *	20 21% *	155 40% P	167 24%	241 33% R	80 23%	38 20%	83 30% S	79 29% S	112 41% STU	227 25%	90 57% W	28 16%	158 46% Yabc	29 32% Yb*	19 13%	22 23% *	158 37% e	63 17%	
NET Unlikely	435 40%	207 39%	224 41%	78 24%	162 41% D	195 53% DE	229 37%	206 44%	101 39%	114 40%	101 41%	60 39%	21 41% *	38 41% *	121 31% O	314 45% O	273 37%	162 46% Q	94 48% TV	100 36%	110 41%	88 32%	393 43% X	39 24%	97 53% Za	91 27%	29 32% *	87 59% Za	49 50% Za*	150 35%	201 54% d	
Mean	-0.25	-0.19	-0.32	0.35 EF	-0.34 F	-0.71	-0.16 H	-0.39	-0.21	-0.32	-0.26	-0.11	-0.31 *	-0.36 *	0.08 P	-0.44	-0.14 R	-0.49	-0.54	-0.22 S	-0.25 S	0.06 STU	-0.37	0.39 W	-0.58	0.23 Ybc	-0.07 Ybc*	-0.88 *	-0.52 b*	-0.02 e	-0.69	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J,K/L,M,N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K,L,M,N,O/P,Q,R,S/T/U,V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

Q3. Which of the below, if any, are the most important priorities for you?
All Adults aged 18-75 in Great Britain

	Gender			Aggregated Age breaks			Social grade			Region					Education			Employment status			Income			Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000 - £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (aa)	Reform UK (ab)	Other (ac)	Remain (ad)	Leave (ae)		
Unweighted base	1089	530	546	348	395	346	703	386	259	283	248	154	52	93	582	507	704	385	181	251	270	318	895	181	178	361	92	124	109	457	346		
Weighted base	1089	531	545	328	395	366	617	472	256	285	247	156	51	93	390	699	739	350	194	278	270	273	920	159	181	340	91	145	98	433	371		
Cutting energy bills and boosting energy security by setting up Great British Energy	676	294	374	160	255	261	390	286	169	175	146	98	34	54	232	444	426	249	128	175	174	156	586	85	109	199	60	92	68	262	255		
	62%	55%	69%	49%	65%	71%	63%	60%	66%	61%	59%	63%	66%	58%	59%	64%	58%	71%	66%	63%	65%	57%	64%	54%	60%	59%	66%	63%	69%	61%	69%		
			B		D	D							*	*				Q				X				+		+		d			
Cutting NHS waiting times with 40,000 more appointments each week, during evenings and weekends	645	268	373	143	235	267	373	272	149	183	147	83	28	55	227	418	405	240	116	159	172	149	558	82	116	207	53	76	57	266	230		
	59%	50%	68%	44%	59%	73%	60%	58%	58%	64%	59%	53%	54%	59%	58%	60%	55%	69%	60%	57%	64%	54%	61%	64%	61%	58%	52%	58%	61%	62%	61%	62%	
			B		D	DE				L			*	*				Q			V					+		+					
Delivering economic stability to keep taxes, inflation and mortgages as low as possible	566	277	285	138	202	226	342	234	128	159	136	82	18	42	216	350	377	189	72	142	143	159	494	66	116	169	47	72	48	239	202		
	52%	52%	52%	42%	51%	62%	56%	47%	50%	56%	55%	53%	36%	46%	55%	50%	51%	54%	37%	51%	53%	58%	54%	42%	64%	50%	52%	49%	49%	55%	55%		
					D	DE	H			M	M		*	*					S	S	S	S	X		2bc		+		+				
Ensuring at least 92% of NHS hospital patients in England wait no longer than 18 weeks for elective treatment	564	247	313	134	198	233	342	223	138	158	140	78	18	32	199	366	355	209	100	148	144	137	484	75	99	175	50	69	45	215	214		
	52%	46%	57%	41%	50%	64%	55%	47%	54%	55%	57%	50%	35%	34%	51%	52%	48%	60%	52%	53%	53%	50%	53%	47%	55%	52%	55%	48%	46%	50%	58%		
			B		D	DE	H		MN	MN	MN	N	*	*				Q								+		+		d			
Raising living standards in every part of the UK	553	264	285	143	223	188	323	230	134	160	126	62	23	49	197	356	356	197	99	148	126	141	473	74	85	174	40	61	61	219	191		
	51%	50%	52%	44%	56%	51%	52%	49%	52%	56%	51%	40%	46%	52%	51%	51%	48%	56%	56%	51%	53%	47%	52%	51%	46%	47%	51%	44%	42%	63%	51%	52%	
					D				L	L			*	*				Q								+		1ab*					
Reducing the number of small boat crossings and restoring order to the asylum system by clearing the backlog, enforcing returns, stopping criminal gangs and setting up a Border Security Command	468	231	233	91	187	190	248	220	121	135	94	73	15	30	137	331	299	169	83	130	106	109	418	47	101	104	27	111	23	133	234		
	43%	43%	43%	28%	47%	52%	40%	47%	47%	47%	38%	47%	29%	32%	35%	47%	40%	48%	43%	47%	39%	40%	45%	29%	56%	31%	30%	76%	23%	31%	63%		
					D	D			MN	MN		MN	*	*				Q					X		2ac		+	10ac	+		d		
Reducing anti-social behaviour by providing more neighbourhood police, tougher penalties for offenders and a new network of youth hubs	428	202	222	107	161	161	249	179	108	112	88	69	12	39	141	287	277	151	87	108	102	101	359	64	73	126	38	62	34	169	151		
	39%	38%	41%	33%	41%	44%	40%	38%	42%	39%	36%	44%	24%	41%	36%	41%	37%	43%	45%	39%	38%	37%	39%	40%	40%	37%	42%	42%	34%	39%	41%		
					D	D			M			M	*	*													+	12ac	+				
Reducing net migration from the record high levels seen in recent years by reforming our approach to the labour market, addressing skills shortages here in the UK, and clamping down on employers who exploit the visa system	424	226	196	86	158	180	214	210	107	114	92	75	10	26	120	304	266	158	81	114	94	102	366	55	92	95	32	96	24	132	214		
	39%	43%	36%	26%	40%	49%	35%	44%	42%	40%	37%	48%	19%	28%	31%	44%	36%	45%	41%	41%	35%	37%	40%	35%	51%	28%	35%	66%	24%	30%	58%		
					D	DE		G	MN	M	M	MN	*	*		O			Q							2ac	+	12ac	+		d		
Putting police back on the beat with a named officer for every neighbourhood	375	173	199	55	148	172	231	144	81	105	85	60	13	31	107	268	234	141	68	97	96	84	227	34	74	100	26	68	29	130	172		
	34%	32%	37%	17%	37%	47%	37%	30%	32%	37%	35%	38%	26%	33%	27%	38%	32%	40%	35%	35%	35%	31%	37%	22%	41%	30%	28%	47%	29%	30%	46%		
					D	DE	H						*	*				Q								Z	+	2ac	+		d		
Strengthening Britain's armed forces and protecting the country's national security	336	173	162	54	109	173	196	140	72	89	94	46	12	23	102	234	205	131	56	97	77	79	300	33	77	82	34	68	20	118	163		
	31%	33%	30%	16%	28%	47%	32%	30%	28%	31%	38%	29%	23%	25%	26%	33%	28%	38%	29%	35%	28%	29%	33%	21%	43%	24%	38%	47%	21%	27%	44%		
					D	DE					I		*	*									X		2c		2a*	+	+		d		
Building 1.5m+ in England	204	110	91	76	71	57	128	76	45	44	47	50	10	8	80	124	143	61	28	52	56	59	157	42	23	74	22	11	23	85	54		
	19%	21%	17%	23%	18%	15%	21%	16%	17%	16%	19%	16%	23%	19%	9%	21%	18%	19%	17%	14%	19%	21%	22%	17%	26%	13%	22%	24%	7%	23%	20%	14%	
			F										10ab	*	*								W		1b	10*		10*					
Ensuring that at least 75% of five-year-olds in England are ready to learn when they start school	194	97	95	73	65	55	119	74	51	50	45	25	12	11	82	112	139	55	94	41	47	61	150	41	32	75	13	9	11	85	45		
	18%	18%	18%	22%	16%	15%	19%	16%	20%	18%	18%	16%	23%	11%	21%	16%	19%	16%	17%	15%	17%	22%	16%	26%	18%	22%	14%	6%	11%	20%	12%		
			F										*	*	P							T		W	b	1c	+	+	+				
Recruiting 6,500 new teachers in key subjects	190	92	97	65	72	53	118	72	52	48	31	35	10	14	82	108	142	48	24	39	49	68	155	34	28	75	10	8	18	78	58		
	17%	17%	18%	20%	18%	14%	19%	15%	20%	17%	13%	22%	20%	15%	21%	15%	19%	14%	12%	14%	18%	25%	17%	22%	15%	22%	11%	6%	18%	18%	16%		
							K		K			K	*	*	P		R					1f		b	4a	+	+	b*					
I have other priorities	27	12	14	1	14	13	14	13	5	6	8	2	1	4	12	15	11	16	10	5	6	5	24	2	6	8	+	5	5	16	6		
	2%	2%	3%	*	3%	3%	2%	3%	2%	2%	3%	2%	2%	5%	3%	2%	1%	5%	5%	2%	2%	2%	3%	1%	3%	2%	+	3%	5%	4%	2%		
					D	D							*	*				Q									+	+					
None of these	15	9	4	8	4	3	4	11	2	2	1	3	-	6	3	12	14	1	2	7	1	3	14	1	5	2	4	-	+	5	3		
	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	*	2%	-	6%	1%	2%	2%	*	1%	3%	*	1%	2%	1%	3%	1%	4%	-	+	1%	1%		
							G						*	10*												2b*		+					
Don't know	17	7	10	8	4	5	7	11	-	5	5	4	1	3	4	13	10	7	5	5	1	2	16	1	-	3	-	1	4	6	-		
	2%	1%	2%	3%	1%	1%	1%	2%	-	2%	2%	2%	2%	3%	1%	2%	1%	2%	3%	2%	*	1%	2%	*	-	1%	-	1%	4%	1%	-		
										I		I	*	I*					U														

$$(\text{columns})_{\text{permutation}}(i, j) = \delta_{i, j} \text{ if } i \in \{1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100\} \text{ else } 0$$