INTERNAL/CLIENT USE ONLY
24-089497-46 - PETS. CHRISTMAS. BETTER JOB THAN
13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 1

Q1P - Which, if any, of the following pets do you currently have in your household?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%
Dog	**376** **37%**	182 36%	194 37%	147 48% de	136 36% e	93 27%	105 43% hk	102 38%	69 30%	59 40%	20 40%	22 25%	297 43% m	79 24%	210 36%	166 37%	148 40%	228 34%
Cat	**306** **30%**	158 31%	149 29%	101 33%	108 29%	97 28%	68 28%	82 30%	74 32%	40 27%	18 36%	26 29%	228 33% m	78 24%	170 29%	136 31%	113 31%	193 29%
Fish	**72** **7%**	36 7%	36 7%	19 6%	28 8%	25 7%	17 7%	15 5%	26 11% k	10 7%	3 6%	2 2%	56 8%	16 5%	41 7%	31 7%	23 6%	49 7%
Bird	**28** **3%**	19 4%	9 2%	16 5% e	8 2%	4 1%	6 3%	12 4% h	* *	5 3%	3 7% h	1 1%	22 3%	6 2%	16 3%	11 3%	9 2%	19 3%
Rodent e.g. hamster, guinea pig, etc.	**25** **2%**	11 2%	14 3%	5 2%	17 4% e	4 1%	2 1%	7 2%	9 4%	1 *	3 5% fi	3 4%	17 2%	7 2%	19 3%	6 1%	11 3%	14 2%
Another pet	**27** **3%**	12 2%	16 3%	12 4%	10 3%	5 2%	6 2%	11 4%	7 3%	1 1%	3 6% ik	- -	20 3%	7 2%	16 3%	11 3%	11 3%	16 2%
Any pet (NET)	**597** **58%**	295 58%	302 58%	199 64% e	222 60% e	176 51%	150 62%	168 63%	123 53%	76 52%	33 68%	46 52%	453 65% m	144 44%	342 59%	255 57%	225 61%	372 56%
I don't have a pet in my household	**430** **42%**	212 42%	218 42%	110 36%	151 40%	170 49% cd	91 38%	100 37%	110 47%	71 48%	15 31%	42 48%	244 35%	186 56% l	239 41%	191 43%	141 38%	289 44%
Don't know	**1** *****	1 *	- -	* *	- -	* *	- -	- -	- -	* *	* 1%	- -	1 *	- -	1 *	- -	1 *	- -

	Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Dog	35 21%	84 37% r	94 35% r	139 48% rst	330 37%	43 33%	47 30%	134 43% xC	21 32%	52 37%	22 24%	163 39%	112 34%
Cat	41 24%	65 28%	77 29%	104 36% r	267 30%	33 25%	50 32%	95 30%	19 30%	42 30%	28 30%	125 30%	110 33%
Fish	9 5%	13 6%	24 9%	24 8%	66 7%	4 3%	6 4%	13 4%	5 8%	19 13% xy	7 8%	30 7%	24 7%
Bird	5 3%	10 4%	5 2%	7 2%	26 3%	2 1%	2 1%	8 3%	- -	7 5%	3 3%	11 2%	7 2%
Rodent e.g. hamster, guinea pig, etc.	4 2%	4 2%	7 3%	10 3%	25 3%	- -	2 1%	8 3%	2 4%	5 3%	3 3%	10 2%	9 3%
Another pet	2 1%	2 1%	11 4%	10 3%	23 3%	5 4%	5 3%	7 2%	2 3%	3 2%	1 1%	11 3%	3 1%
Any pet (NET)	67 39%	133 58% r	147 55% r	213 73% rst	526 59%	63 48%	89 57%	191 61%	35 55%	87 62%	45 48%	248 59%	189 57%
I don't have a pet in my household	103 61% stu	95 42% u	118 44% u	79 27%	359 41%	67 51%	68 43%	120 39%	29 45%	53 38%	48 52%	175 41%	144 43%
Don't know	- -	- -	* *	* *	- -	1 1%	- -	* *	- -	- -	- -	* *	- -

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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Table 2

Q2P - During the upcoming Christmas season, are you planning on purchasing gifts for any of the following pets or not?

Base: All adults aged 18-75 in Great Britain who currently have a pet in their household

		Gender		Age			Region					
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)
UNWEIGHTED BASE	608	300	308	175	232	201	155	173	134	66	36	44
WEIGHTED BASE	597	295	302	199	222	176	150	168	123*	76*	33**	46*
	100%	49%	51%	33%	37%	29%	25%	28%	21%*	13%*	6%**	8%*
Yes, for my own dog	285 48%	130 44%	154 51%	120 60% de	102 46%	63 36%	84 56% k	72 43%	52 42%	46 61% gk	15 44%	16 35%
Yes, for my own cat	180 30%	95 32%	86 28%	61 31%	73 33%	47 27%	46 31%	52 31%	42 34%	22 30%	6 17%	12 27%
Yes, for my own bird	13 2%	11 4%	2 1%	10 5% e	2 1%	1 *	2 1%	7 4%	- -	2 3%	1 4%	1 2%
Yes, for my own fish	11 2%	8 3%	3 1%	6 3%	4 2%	2 1%	5 3%	2 1%	1 1%	3 4%	1 2%	- -
Yes, for my own rodent e.g. hamster, guinea pig, etc.	11 2%	4 1%	6 2%	4 2%	5 2%	2 1%	- -	3 2%	3 3%	- -	1 4%	3 8% f
Yes, for another pet I own (NET)	6 1%	2 1%	5 2%	3 1%	2 1%	1 1%	3 2%	- -	3 2%	- -	- -	- -
Yes, for someone else's pet	69 12%	25 8%	44 15% a	21 11%	23 10%	26 15%	18 12%	20 12%	12 9%	8 10%	7 21%	4 9%
Yes, any of own (NET)	407 68%	190 64%	217 72%	154 77% e	156 70% e	97 55%	112 74%	113 67%	79 64%	55 72%	19 57%	28 62%
Yes, any at all (NET)	418 70%	195 66%	223 74%	160 80% e	160 72% e	98 56%	112 74%	117 70%	81 66%	58 77%	21 63%	28 62%
No, I will not be purchasing gifts for any pets	169 28%	96 33%	72 24%	38 19%	56 25%	75 43% cd	35 23%	46 27%	41 34%	16 22%	12 37%	17 38%
Don't know	11 2%	3 1%	7 2%	1 1%	7 3%	2 1%	3 2%	5 3%	1 1%	1 1%	- -	- -

	Employment Status		Social Grade		Education		Income			
	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)
UNWEIGHTED BASE	473	135	444	164	377	231	54	108	142	272
WEIGHTED BASE	453	144	342	255	225	372	67*	133*	147*	213
	76%	24%	57%	43%	38%	62%	11%*	22%*	25%*	36%
Yes, for my own dog	229 51% m	56 39%	162 47%	123 48%	121 54% q	164 44%	23 34%	59 44%	76 51%	112 53% r
Yes, for my own cat	139 31%	42 29%	106 31%	75 29%	73 32%	108 29%	22 34%	36 27%	49 33%	64 30%
Yes, for my own bird	9 2%	3 2%	7 2%	6 2%	5 2%	8 2%	3 5%	3 3%	3 2%	2 1%
Yes, for my own fish	9 2%	2 2%	8 2%	3 1%	3 1%	8 2%	1 2%	* *	6 4%	3 1%
Yes, for my own rodent e.g. hamster, guinea pig, etc.	6 1%	4 3%	9 2%	2 1%	6 3%	4 1%	2 3%	2 2%	3 2%	4 2%
Yes, for another pet I own (NET)	3 1%	3 2%	5 1%	2 1%	2 1%	4 1%	2 2%	- -	3 2%	1 *
Yes, for someone else's pet	50 11%	19 13%	28 8%	41 16% n	20 9%	49 13%	6 9%	16 12%	27 19% u	18 8%
Yes, any of own (NET)	317 70%	90 62%	231 68%	176 69%	163 73%	243 65%	42 63%	84 63%	110 75%	149 70%
Yes, any at all (NET)	325 72%	93 64%	239 70%	179 70%	168 75%	250 67%	44 66%	84 63%	114 78% s	154 72%
No, I will not be purchasing gifts for any pets	121 27%	48 33%	98 29%	70 28%	53 24%	116 31%	20 30%	47 35% t	31 21%	58 27%
Don't know	7 2%	3 2%	4 1%	6 2%	4 2%	6 2%	3 4%	2 1%	2 2%	1 1%

	Ethnicity		GE 2024 Vote					EU Ref Vote		Pets in household		
	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)	Cat (F)	Dog (G)	Other pet (H)
UNWEIGHTED BASE	535	67	105	219	47	70	51	294	187	312	374	135
WEIGHTED BASE	526	63*	89*	191	35*	87*	45*	248	189	306	376	133*
	88%	11%*	15%*	32%	6%*	15%*	8%*	41%	32%	51%	63%	22%*
Yes, for my own dog	251 48%	33 52%	40 45%	103 54%	17 49%	40 46%	18 39%	130 53%	80 42%	92 30%	285 76% FH	57 43% F
Yes, for my own cat	159 30%	21 33%	31 34%	51 27%	11 32%	32 37%	17 37%	82 33%	60 32%	180 59% GH	72 19%	40 30% G
Yes, for my own bird	13 2%	- -	1 1%	4 2%	- -	6 6%	1 2%	3 1%	2 1%	5 1%	7 2%	13 10% FG
Yes, for my own fish	10 2%	2 3%	- -	1 *	3 7% xy	1 1%	1 3%	6 2%	- -	5 2%	7 2%	11 9% FG
Yes, for my own rodent e.g. hamster, guinea pig, etc.	11 2%	- -	1 1%	4 2%	1 3%	2 2%	2 3%	6 2%	2 1%	6 2%	5 1%	11 8% FG
Yes, for another pet I own (NET)	3 1%	3 4% v	- -	1 *	2 6% xy	- -	- -	3 1%	- -	2 1%	4 1%	6 5% FG
Yes, for someone else's pet	62 12%	6 10%	15 17%	17 9%	5 13%	15 17%	3 7%	31 13%	26 14%	31 10%	47 13%	15 11%
Yes, any of own (NET)	360 69%	44 71%	60 68%	132 69%	26 73%	64 73%	31 67%	177 72%	122 65%	202 66%	288 77% FH	84 63%
Yes, any at all (NET)	367 70%	49 79%	62 69%	136 71%	26 75%	67 76%	31 67%	179 72%	128 68%	204 67%	295 79% FH	87 66%
No, I will not be purchasing gifts for any pets	148 28%	13 21%	26 30%	52 27%	9 24%	18 21%	15 33%	65 26%	59 31%	96 31% G	75 20%	43 33% G
Don't know	11 2%	- -	1 1%	3 1%	* 1%	3 3%	- -	3 1%	3 1%	6 2%	6 2%	2 2%

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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18 Nov 2025

Table 3

Q4P - Thinking about the following leaders in their respective roles, do you believe you would do a better or worse job than them, or about the same? - Summary table

Base: All adults aged 18-75 in Great Britain

	Keir Starmer	Rachel Reeves	Ed Davey	Nigel Farage	Kemi Badenock	Zack Polanski
UNWEIGHTED BASE	1028	1028	1028	1028	1028	1028
WEIGHTED BASE	1028	1028	1028	1028	1028	1028
Much better	214	210	137	265	178	145
	21%	20%	13%	26%	17%	14%
A little better	133	145	146	139	152	109
	13%	14%	14%	14%	15%	11%
About the same	223	180	267	193	245	227
	22%	17%	26%	19%	24%	22%
A little worse	108	118	109	93	109	103
	10%	11%	11%	9%	11%	10%
Much worse	194	192	112	168	123	142
	19%	19%	11%	16%	12%	14%
Much/ a little better (NET)	348	356	282	404	330	255
	34%	35%	27%	39%	32%	25%
Much/ a little worse (NET)	302	309	221	261	232	245
	29%	30%	21%	25%	23%	24%
Don't know	155	183	258	169	221	301
	15%	18%	25%	16%	22%	29%

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18 Nov 2025

Table 4

Q4P 1 - Thinking about the following leaders in their respective roles, do you believe you would do a better or worse job than them, or about the same? - Prime Minister - Keir Starmer

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Much better	**214**	125	89	47	63	104	47	54	52	27	12	23	136	79	124	90	65	149	34	48	63	62	192	20	43	39	12	51	22	64	107
	21%	25%	17%	15%	17%	30%	19%	20%	22%	19%	25%	26%	19%	24%	21%	20%	18%	23%	20%	21%	24%	21%	22%	16%	28%	12%	19%	36%	23%	15%	32%
		b				cd																			y			yA	y		D
A little better	**133**	75	58	46	55	32	39	25	20	38	3	9	102	31	92	42	68	66	16	24	37	51	109	20	24	55	11	9	12	64	49
	13%	15%	11%	15%	15%	9%	16%	9%	9%	26%	6%	10%	15%	9%	16%	9%	18%	10%	9%	10%	14%	18%	12%	16%	15%	18%	17%	7%	13%	15%	15%
					e		h			ghik					o		q					r			B	B					
About the same	**223**	113	110	93	77	52	39	69	51	35	10	19	167	55	137	86	82	140	25	55	62	69	183	39	30	82	9	10	21	103	43
	22%	22%	21%	30%	21%	15%	16%	26%	22%	24%	20%	21%	24%	17%	23%	19%	22%	21%	15%	24%	23%	24%	21%	30%	19%	26%	15%	7%	22%	24%	13%
				de				f					m												B	B			B	E	
A little worse	**108**	55	53	41	40	27	27	24	22	23	4	8	66	42	54	54	33	74	28	18	30	25	81	27	12	41	10	12	8	39	22
	10%	11%	10%	13%	11%	8%	11%	9%	10%	16%	7%	9%	9%	13%	9%	12%	9%	11%	16%	8%	11%	8%	9%	20%	7%	13%	15%	9%	8%	9%	7%
																			su					v							
Much worse	**194**	98	97	50	71	74	53	49	49	13	8	23	127	67	89	105	64	130	38	50	42	52	179	13	29	56	8	45	19	95	67
	19%	19%	19%	16%	19%	21%	22%	18%	21%	9%	16%	26%	18%	20%	15%	24%	18%	20%	22%	22%	16%	18%	20%	10%	18%	18%	13%	32%	20%	23%	20%
							i		i			i				n							w					xyA			
Much/ a little better (NET)	**348**	200	147	93	118	137	85	79	71	65	15	31	238	110	216	132	133	215	50	72	99	113	301	41	68	94	23	61	35	128	156
	34%	40%	28%	30%	32%	39%	35%	30%	31%	44%	31%	36%	34%	33%	37%	30%	36%	33%	29%	31%	37%	39%	34%	31%	43%	30%	36%	43%	37%	30%	47%
		b				c				gh					o										y			y			D
Much/ a little worse (NET)	**302**	152	150	91	110	101	80	73	71	36	11	31	193	109	143	159	98	204	65	68	71	76	260	40	41	97	18	57	27	134	89
	29%	30%	29%	29%	30%	29%	33%	27%	31%	24%	23%	35%	28%	33%	25%	36%	27%	31%	38%	30%	27%	26%	29%	31%	26%	31%	28%	40%	29%	32%	27%
																n			tu									x			
Don't know	**155**	42	113	32	67	56	37	47	39	12	13	7	99	56	86	70	54	102	30	33	33	34	141	10	19	38	14	13	12	58	45
	15%	8%	22%	10%	18%	16%	15%	18%	17%	8%	26%	8%	14%	17%	15%	16%	15%	15%	18%	14%	12%	12%	16%	8%	12%	12%	22%	9%	12%	14%	14%
			a		c			i			ik																B				

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 5

Q4P 2 - Thinking about the following leaders in their respective roles, do you believe you would do a better or worse job than them, or about the same? - Chancellor of the Exchequer - Rachel Reeves

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	1028	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	1028	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Much better	210	125	86	49	54	108	46	41	58	30	9	26	138	73	114	96	56	154	34	49	59	57	192	13	41	50	13	42	19	66	104
	20%	25%	16%	16%	14%	31%	19%	15%	25%	20%	18%	30%	20%	22%	20%	22%	15%	23%	20%	22%	22%	20%	22%	10%	26%	16%	21%	30%	21%	16%	31%
		b				cd			g			g						p					w		y			y			D
A little better	145	80	65	52	52	41	35	40	23	32	5	10	103	42	97	48	69	76	14	28	40	55	118	25	30	38	9	19	17	60	49
	14%	16%	13%	17%	14%	12%	14%	15%	10%	22%	10%	12%	15%	13%	17%	11%	19%	12%	8%	12%	15%	19%	13%	19%	19%	12%	14%	13%	18%	14%	15%
										h					o		q					r									
About the same	180	87	92	71	69	40	42	48	36	31	9	14	137	43	125	55	74	106	22	35	52	63	153	26	19	68	12	14	12	88	30
	17%	17%	18%	23%	18%	12%	17%	18%	16%	21%	18%	16%	20%	13%	21%	12%	20%	16%	13%	16%	19%	21%	17%	20%	12%	22%	19%	10%	13%	21%	9%
				e	e								m		o											xB				E	
A little worse	118	62	56	35	50	33	32	30	28	15	3	10	79	39	63	55	41	76	26	23	26	33	102	16	15	42	10	18	9	50	31
	11%	12%	11%	11%	13%	10%	13%	11%	12%	10%	6%	12%	11%	12%	11%	12%	11%	12%	16%	10%	10%	11%	12%	12%	10%	14%	16%	13%	10%	12%	9%
Much worse	192	102	89	56	67	68	49	50	46	23	6	18	124	67	92	100	62	129	38	53	47	47	162	28	30	66	6	34	25	89	70
	19%	20%	17%	18%	18%	20%	20%	18%	20%	16%	13%	20%	18%	20%	16%	22%	17%	20%	22%	23%	18%	16%	18%	21%	19%	21%	9%	24%	26%	21%	21%
																n										A		A	A		
Much/ a little better (NET)	356	205	151	101	106	149	81	81	82	62	14	36	241	115	211	144	125	231	48	77	99	112	311	38	71	89	22	60	36	126	153
	35%	40%	29%	33%	28%	43%	33%	30%	35%	42%	29%	41%	35%	35%	36%	32%	34%	35%	28%	34%	37%	38%	35%	29%	45%	29%	35%	43%	39%	30%	46%
		b				cd																			y			y			D
Much/ a little worse (NET)	309	165	145	91	117	102	81	79	73	38	9	28	203	107	155	155	104	206	64	76	74	80	264	44	46	108	16	52	34	139	100
	30%	32%	28%	29%	31%	29%	33%	30%	31%	26%	19%	32%	29%	32%	27%	35%	28%	31%	38%	33%	28%	27%	30%	33%	29%	35%	25%	37%	36%	33%	30%
																n															
Don't know	183	51	132	47	81	55	39	60	42	16	17	10	116	67	91	92	64	119	36	39	42	38	157	23	22	46	13	14	11	70	50
	18%	10%	25%	15%	22%	16%	16%	22%	18%	11%	34%	11%	17%	20%	16%	21%	18%	18%	21%	17%	16%	13%	18%	18%	14%	15%	21%	10%	12%	16%	15%
			a					ik			fhik																				

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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18 Nov 2025

Table 6

Q4P 3 - Thinking about the following leaders in their respective roles, do you believe you would do a better or worse job than them, or about the same? - Leader of Liberal Democrats - Ed Davey

Base: All adults aged 18-75 in Great Britain

		Gender		**Age**			**Region**						**Employment Status**		**Social Grade**		**Education**		**Income**				**Ethnicity**		**GE 2024 Vote**					**EU Ref Vote**	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Much better	**137** **13%**	85 17% b	52 10%	19 6%	46 12% c	71 21% cd	29 12%	33 12%	45 19% i	14 9%	2 5%	14 16%	80 12%	56 17% l	71 12%	66 15%	37 10%	99 15% p	28 16%	34 15%	33 13%	36 12%	125 14%	11 8%	31 19% y	29 9%	11 18%	28 20% y	12 13%	46 11%	65 20% D
A little better	**146** **14%**	86 17% b	60 12%	74 24% de	40 11%	32 9%	40 16% h	30 11%	22 9%	41 28% fghik	5 9%	10 11%	106 15%	40 12%	85 15%	61 14%	58 16%	87 13%	22 13%	25 11%	44 17%	47 16%	118 13%	28 21%	20 12%	56 18%	8 13%	17 12%	15 16%	52 12%	47 14%
About the same	**267** **26%**	132 26%	135 26%	87 28%	95 25%	85 25%	68 28%	68 25%	56 24%	39 26%	14 28%	22 26%	189 27%	78 24%	168 29% o	98 22%	101 28%	166 25%	40 24%	62 27%	71 27%	81 28%	224 25%	40 31%	44 28%	87 28%	13 21%	29 21%	27 29%	115 27%	81 24%
A little worse	**109** **11%**	58 11%	51 10%	36 12%	45 12%	28 8%	22 9%	29 11%	26 11%	18 12%	6 11%	8 9%	79 11%	30 9%	73 13%	36 8%	44 12%	65 10%	15 9%	16 7%	31 12%	38 13% s	97 11%	12 9%	15 9%	39 13%	9 15%	16 12%	14 15%	58 14% E	25 8%
Much worse	**112** **11%**	64 13%	48 9%	24 8%	49 13%	40 11%	26 11%	34 13%	31 13%	9 6%	6 13%	6 7%	73 10%	39 12%	52 9%	60 13%	40 11%	72 11%	21 12%	29 13%	30 11%	30 10%	102 12%	10 7%	16 10%	41 13%	4 7%	26 18% C	7 7%	65 15%	37 11%
Much/ a little better (NET)	**282** **27%**	171 34% b	112 21%	93 30%	86 23%	104 30%	68 28%	63 23%	66 28%	55 37% gi	7 14%	23 27%	186 27%	96 29%	155 27%	127 28%	96 26%	187 28%	50 29%	59 26%	77 29%	82 28%	243 27%	39 30%	50 32%	85 27%	20 31%	45 32%	27 29%	98 23%	112 34% D
Much/ a little worse (NET)	**221** **21%**	122 24%	99 19%	59 19%	94 25%	67 20%	48 20%	63 24%	56 24%	27 18%	12 25%	14 16%	152 22%	69 21%	125 22%	96 21%	84 23%	137 21%	36 21%	44 20%	60 23%	69 24%	199 22%	22 17%	30 19%	81 26%	14 21%	42 30%	20 22%	123 29% E	62 19%
Don't know	**258** **25%**	82 16%	175 34% a	69 22%	98 26%	90 26%	57 24%	75 28%	55 24%	27 18%	16 33%	28 31%	170 24%	87 26%	132 23%	125 28%	85 23%	173 26%	45 26%	63 28%	58 22%	60 21%	218 25%	30 23%	33 21%	58 19%	17 27%	25 17%	20 21%	87 21%	78 23%

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 7

Q4P 4 - Thinking about the following leaders in their respective roles, do you believe you would do a better or worse job than them, or about the same? - Leader of Reform - Nigel Farage

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Much better	**265**	138	127	72	103	90	66	65	69	24	11	30	173	93	142	124	79	186	48	56	68	80	240	20	32	85	21	44	30	126	83
	26%	27%	24%	23%	28%	26%	27%	24%	30%	16%	22%	35%	25%	28%	24%	28%	22%	28%	28%	25%	26%	27%	27%	15%	20%	27%	33%	32%	32%	30%	25%
									i			i						p					w								
A little better	**139**	72	67	55	51	33	33	33	32	27	2	11	106	33	77	61	54	84	17	27	45	40	111	27	15	47	7	20	8	43	54
	14%	14%	13%	18%	14%	10%	14%	12%	14%	19%	4%	13%	15%	10%	13%	14%	15%	13%	10%	12%	17%	14%	13%	20%	9%	15%	11%	14%	9%	10%	16%
				e						i																					D
About the same	**193**	112	81	72	58	63	49	44	41	35	9	15	142	52	122	71	75	119	26	38	50	71	155	37	33	53	7	30	16	63	74
	19%	22%	16%	23%	16%	18%	20%	16%	17%	24%	18%	18%	20%	16%	21%	16%	20%	18%	15%	17%	19%	24%	18%	28%	21%	17%	12%	21%	17%	15%	22%
		b		d																		r		v							D
A little worse	**93**	54	39	31	30	32	23	16	19	20	5	10	66	28	51	42	33	60	22	21	18	27	78	13	25	28	8	13	7	42	27
	9%	11%	8%	10%	8%	9%	10%	6%	8%	14%	10%	11%	9%	8%	9%	9%	9%	9%	13%	9%	7%	9%	9%	10%	16%	9%	12%	9%	7%	10%	8%
Much worse	**168**	81	87	42	65	61	37	56	37	21	8	8	110	57	94	74	66	102	28	41	51	40	150	18	28	67	6	18	21	93	45
	16%	16%	17%	14%	17%	18%	15%	21%	16%	14%	17%	9%	16%	17%	16%	16%	18%	15%	16%	18%	19%	14%	17%	14%	18%	22%	9%	13%	23%	22%	13%
								k																		A			A	E	
Much/ a little better (NET)	**404**	210	194	127	154	123	99	98	101	52	12	42	279	125	219	185	134	270	65	83	113	120	351	47	47	131	28	65	38	169	137
	39%	41%	37%	41%	41%	36%	41%	36%	43%	35%	25%	48%	40%	38%	38%	41%	36%	41%	38%	36%	43%	41%	40%	36%	30%	42%	44%	46%	40%	40%	41%
									i			i														x		x			
Much/ a little worse (NET)	**261**	135	126	73	95	93	60	72	56	41	13	18	176	85	146	115	98	163	49	63	69	67	229	31	53	95	13	31	28	135	72
	25%	27%	24%	24%	25%	27%	25%	27%	24%	28%	27%	20%	25%	26%	25%	26%	27%	25%	29%	28%	26%	23%	26%	24%	33%	30%	21%	22%	30%	32%	22%
																														E	
Don't know	**169**	51	119	38	66	66	33	54	35	19	14	13	101	69	94	75	60	110	29	44	34	34	150	16	25	32	15	15	12	56	51
	16%	10%	23%	12%	18%	19%	14%	20%	15%	13%	29%	15%	14%	21%	16%	17%	16%	17%	17%	19%	13%	12%	17%	12%	16%	10%	23%	11%	12%	13%	15%
			a								fhi			l						u							yB				

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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18 Nov 2025

Table 8

Q4P 5 - Thinking about the following leaders in their respective roles, do you believe you would do a better or worse job than them, or about the same? - Leader of Conservatives - Kemi Badenock

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Much better	**178**	100	78	45	73	59	45	24	47	30	6	25	109	68	106	72	72	105	30	38	44	56	152	24	23	57	17	17	25	78	59
	17%	20%	15%	15%	20%	17%	19%	9%	20%	20%	12%	28%	16%	21%	18%	16%	20%	16%	18%	17%	16%	19%	17%	18%	14%	18%	26%	12%	27%	18%	18%
							g		g	g		g															B		xB		
A little better	**152**	87	65	55	45	52	30	54	33	22	3	9	100	52	93	59	55	97	27	18	46	51	132	17	29	40	12	25	17	60	55
	15%	17%	13%	18%	12%	15%	12%	20%	14%	15%	6%	11%	14%	16%	16%	13%	15%	15%	16%	8%	17%	18%	15%	13%	18%	13%	19%	18%	18%	14%	16%
								fi													s	s									
About the same	**245**	128	116	84	85	76	60	69	58	36	9	12	179	66	131	113	79	166	36	56	66	78	213	31	50	68	9	39	13	87	91
	24%	25%	22%	27%	23%	22%	25%	26%	25%	24%	19%	14%	26%	20%	23%	25%	22%	25%	21%	25%	25%	27%	24%	24%	32%	22%	14%	28%	14%	21%	27%
								k																	yAC			C			
A little worse	**109**	57	52	41	36	32	27	24	27	20	6	5	80	29	57	51	39	70	21	22	26	36	88	20	19	38	6	19	9	43	32
	11%	11%	10%	13%	10%	9%	11%	9%	11%	14%	12%	6%	11%	9%	10%	12%	11%	11%	12%	10%	10%	12%	10%	15%	12%	12%	10%	14%	10%	10%	10%
Much worse	**123**	71	52	31	51	41	31	30	28	20	5	9	87	37	75	48	50	74	19	32	35	31	106	17	11	60	6	17	12	81	29
	12%	14%	10%	10%	14%	12%	13%	11%	12%	14%	10%	10%	12%	11%	13%	11%	14%	11%	11%	14%	13%	11%	12%	13%	7%	19%	9%	12%	13%	19%	9%
																										x				E	
Much/ a little better (NET)	**330**	187	143	101	118	111	75	79	80	52	9	34	209	121	199	131	127	202	57	55	90	108	284	41	51	97	28	42	43	138	113
	32%	37%	27%	33%	32%	32%	31%	29%	34%	36%	18%	39%	30%	36%	34%	29%	35%	31%	34%	24%	34%	37%	32%	31%	33%	31%	45%	30%	45%	33%	34%
		b							i			i										s							yB		
Much/ a little worse (NET)	**232**	128	104	72	87	73	58	54	55	40	11	14	167	66	133	100	89	144	40	54	61	67	195	37	30	98	12	36	21	124	61
	23%	25%	20%	23%	23%	21%	24%	20%	23%	27%	22%	16%	24%	20%	23%	22%	24%	22%	23%	24%	23%	23%	22%	29%	19%	31%	19%	26%	22%	29%	18%
																										x				E	
Don't know	**221**	64	157	52	83	86	48	67	40	18	20	27	143	79	118	103	71	150	37	62	49	39	193	21	27	48	15	24	17	74	68
	22%	13%	30%	17%	22%	25%	20%	25%	17%	13%	41%	31%	20%	24%	20%	23%	19%	23%	22%	27%	18%	13%	22%	16%	17%	15%	23%	17%	18%	18%	20%
			a			c		i			fghi	hi							u	u											

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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.

Table 9

Q4P 6 - Thinking about the following leaders in their respective roles, do you believe you would do a better or worse job than them, or about the same? - Leader of Green Party - Zack Polanski

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Much better	**145**	90	55	30	49	66	28	33	29	39	5	12	85	61	77	68	41	105	30	34	45	31	135	10	32	38	11	25	11	43	72
	14%	18%	11%	10%	13%	19%	12%	12%	12%	26%	10%	13%	12%	18%	13%	15%	11%	16%	18%	15%	17%	11%	15%	8%	20%	12%	18%	18%	12%	10%	22%
		b				c				fghj				l				p							v						D
A little better	**109**	67	42	49	35	26	28	30	21	22	1	8	82	28	76	34	53	56	17	20	20	45	81	27	12	43	7	5	18	47	33
	11%	13%	8%	16%	9%	7%	11%	11%	9%	15%	1%	9%	12%	8%	13%	8%	15%	8%	10%	9%	8%	16%	9%	21%	8%	14%	12%	3%	19%	11%	10%
		b		de			j	j		j					o		q					st		v		B	B		xB		
About the same	**227**	127	100	98	70	59	50	51	58	33	12	23	178	49	152	75	100	127	21	41	78	76	183	41	37	72	11	28	19	104	49
	22%	25%	19%	32%	19%	17%	21%	19%	25%	23%	24%	26%	26%	15%	26%	17%	27%	19%	13%	18%	29%	26%	21%	32%	23%	23%	18%	20%	20%	25%	15%
				de									m		o		q				rs	r		v						E	
A little worse	**103**	52	50	32	46	25	31	27	17	14	2	12	66	36	63	40	38	65	20	23	18	35	90	11	19	39	9	11	9	58	21
	10%	10%	10%	10%	12%	7%	13%	10%	7%	9%	3%	14%	10%	11%	11%	9%	10%	10%	12%	10%	7%	12%	10%	8%	12%	13%	14%	8%	10%	14%	6%
					e																									E	
Much worse	**142**	82	60	36	57	49	33	41	40	12	8	9	92	50	64	78	52	90	26	37	39	34	129	13	14	52	4	31	15	73	47
	14%	16%	12%	12%	15%	14%	14%	15%	17%	8%	16%	11%	13%	15%	11%	18%	14%	14%	15%	16%	15%	12%	15%	10%	9%	17%	7%	22%	16%	17%	14%
																n										x		xA			
Much/ a little better (NET)	**255**	158	97	79	84	91	56	63	50	61	6	19	166	88	153	102	94	161	47	53	65	77	215	37	43	81	19	30	29	90	105
	25%	31%	19%	26%	23%	26%	23%	23%	21%	41%	11%	22%	24%	27%	26%	23%	26%	24%	28%	23%	25%	26%	24%	28%	28%	26%	29%	21%	31%	21%	32%
		b								fghjk																					D
Much/ a little worse (NET)	**245**	135	110	68	103	74	64	68	56	26	9	22	158	87	127	118	90	155	47	60	58	69	219	24	33	91	13	42	24	130	68
	24%	27%	21%	22%	28%	21%	27%	25%	24%	17%	19%	24%	23%	26%	22%	26%	25%	23%	27%	27%	22%	24%	25%	18%	21%	29%	21%	30%	26%	31%	20%
																														E	
Don't know	**301**	88	213	65	115	121	71	87	69	27	23	25	195	106	149	152	82	219	55	73	65	70	267	28	44	66	20	41	21	98	111
	29%	17%	41%	21%	31%	35%	29%	32%	30%	18%	46%	28%	28%	32%	26%	34%	23%	33%	32%	32%	24%	24%	30%	22%	28%	21%	32%	29%	23%	23%	33%
			a		c	c		j			fhj					n		p													D

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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24-089497-46 - PETS, CHRISTMAS, BETTER JOB THAN
13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 10

Q5P - Which, if any, of the following politicians... - Summary table

Base: All adults aged 18-75 in Great Britain

	is most likely to embarrass themselves at a work Christmas party?	is most likely to vomit from drinking at a work Christmas party?	is most likely to have the worst hangover from drinking at a work Christmas party?	would have the best dance moves at a work Christmas party?	would be the first to sing karaoke at a work Christmas party?	would wear the tackiest Christmas jumper?	would be the best Secret Santa?
UNWEIGHTED BASE	1028	1028	1028	1028	1028	1028	1028
WEIGHTED BASE	1028	1028	1028	1028	1028	1028	1028
Keir Starmer	206	148	133	58	92	156	70
	20%	14%	13%	6%	9%	15%	7%
Kemi Badenoch	70	74	72	142	76	49	101
	7%	7%	7%	14%	7%	5%	10%
Nigel Farage	328	253	343	136	246	315	195
	32%	25%	33%	13%	24%	31%	19%
Ed Davey	139	79	87	131	233	200	154
	14%	8%	8%	13%	23%	19%	15%
Zack Polanski	45	76	57	117	70	67	101
	4%	7%	6%	11%	7%	7%	10%
None of these	67	113	83	177	91	60	166
	6%	11%	8%	17%	9%	6%	16%
Don't know	173	286	252	268	220	180	242
	17%	28%	25%	26%	21%	18%	24%

Table 11

Q5P 1 - Which, if any, of the following politicians... - is most likely to embarrass themselves at a work Christmas party?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Keir Starmer	**206**	121	85	67	56	83	46	55	55	25	10	14	145	60	85	121	49	157	40	53	56	49	183	20	34	34	7	61	15	57	103
	20%	24%	16%	22%	15%	24%	19%	21%	24%	17%	20%	16%	21%	18%	15%	27%	13%	24%	24%	23%	21%	17%	21%	16%	22%	11%	11%	43%	16%	13%	31%
		b				d										n		p							v			xvAC			D
Kemi Badenoch	**70**	38	32	34	18	18	18	13	11	17	2	9	49	21	45	25	37	34	4	14	29	23	51	19	5	28	3	5	9	38	11
	7%	7%	6%	11%	5%	5%	8%	5%	5%	11%	5%	11%	7%	6%	8%	6%	10%	5%	2%	6%	11%	8%	6%	15%	3%	9%	5%	3%	9%	9%	3%
				de													q				r	r		v		x				E	
Nigel Farage	**328**	151	177	86	149	93	73	94	69	47	15	30	240	88	207	121	129	199	46	58	96	105	294	31	47	135	27	12	43	179	74
	32%	30%	34%	28%	40%	27%	30%	35%	29%	32%	31%	34%	34%	27%	36%	27%	35%	30%	27%	26%	36%	36%	33%	24%	30%	43%	42%	9%	46%	42%	22%
					ce								m		o							s			B	xB	B		xB	E	
Ed Davey	**139**	82	57	24	49	66	41	36	40	14	3	4	81	58	84	55	41	98	26	39	30	36	124	14	34	34	8	36	10	43	67
	14%	16%	11%	8%	13%	19%	17%	13%	17%	10%	7%	5%	12%	18%	15%	12%	11%	15%	15%	17%	11%	12%	14%	11%	21%	11%	13%	25%	11%	10%	20%
		b				cd	k		k					l											y			yC			D
Zack Polanski	**45**	27	18	12	21	12	10	10	12	8	3	2	23	22	26	19	19	26	16	9	4	14	38	5	8	15	3	4	3	17	15
	4%	5%	3%	4%	6%	4%	4%	4%	5%	5%	6%	2%	3%	7%	4%	4%	5%	4%	9%	4%	2%	5%	4%	4%	5%	5%	5%	3%	3%	4%	5%
														l					t												
None of these	**67**	32	35	34	21	11	18	17	12	14	2	3	45	22	42	25	30	37	16	10	14	22	52	14	4	32	5	8	1	27	15
	6%	6%	7%	11%	6%	3%	8%	6%	5%	9%	5%	3%	6%	7%	7%	6%	8%	6%	9%	4%	5%	8%	6%	11%	3%	10%	8%	6%	1%	6%	5%
				e																						xC					
Don't know	**173**	56	117	52	60	62	35	43	35	22	13	25	115	58	93	80	62	111	22	45	38	42	143	26	25	33	11	15	13	61	48
	17%	11%	23%	17%	16%	18%	15%	16%	15%	15%	26%	29%	16%	18%	16%	18%	17%	17%	13%	20%	14%	14%	16%	20%	16%	11%	17%	11%	14%	15%	15%
			a									fghi																			

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

INTERNAL/CLIENT USE ONLY
24-089497-46 - PETS. CHRISTMAS. BETTER JOB THAN
13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 12
Q5P 2 - Which, if any, of the following politicians... - is most likely to vomit from drinking at a work Christmas party?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	1028	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	1028	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Keir Starmer	148	64	84	59	47	41	35	45	37	15	6	10	106	41	69	79	38	110	21	33	40	45	127	20	21	26	5	43	12	47	60
	14%	13%	16%	19%	13%	12%	14%	17%	16%	10%	13%	11%	15%	12%	12%	18%	10%	17%	12%	15%	15%	15%	14%	15%	13%	8%	7%	31%	13%	11%	18%
				e												n		p										xyAC			D
Kemi Badenoch	74	56	18	22	27	25	22	18	10	14	3	7	48	26	43	31	33	41	15	13	26	19	59	14	12	29	5	7	14	40	25
	7%	11%	3%	7%	7%	7%	9%	7%	4%	9%	6%	8%	7%	8%	7%	7%	9%	6%	9%	6%	10%	7%	7%	11%	7%	9%	7%	5%	15%	9%	7%
		b																											B		
Nigel Farage	253	135	118	76	102	74	49	80	52	35	9	28	176	76	164	89	111	142	37	50	73	78	226	23	32	106	20	15	33	131	63
	25%	27%	23%	25%	27%	21%	20%	30%	22%	24%	18%	32%	25%	23%	28%	20%	30%	21%	22%	22%	27%	27%	26%	18%	21%	34%	31%	11%	35%	31%	19%
								f							o		q									xB	B		xB	E	
Ed Davey	79	56	23	32	31	16	19	22	20	10	4	4	57	22	46	33	22	57	17	17	21	21	69	10	15	21	2	17	6	30	20
	8%	11%	4%	10%	8%	5%	8%	8%	9%	7%	8%	4%	8%	7%	8%	7%	6%	9%	10%	7%	8%	7%	8%	8%	10%	7%	4%	12%	6%	7%	6%
		b		e																											
Zack Polanski	76	55	20	25	24	26	16	18	18	18	3	3	49	27	44	32	27	49	15	16	18	22	63	12	19	21	8	14	1	21	33
	7%	11%	4%	8%	6%	8%	7%	7%	8%	12%	6%	3%	7%	8%	8%	7%	7%	7%	9%	7%	7%	8%	7%	9%	12%	7%	13%	10%	1%	5%	10%
		b																							C	C	C	C			D
None of these	113	50	64	36	33	44	29	21	32	23	3	5	69	45	59	54	40	74	33	20	25	28	92	20	14	39	8	11	5	41	38
	11%	10%	12%	12%	9%	13%	12%	8%	14%	16%	7%	6%	10%	14%	10%	12%	11%	11%	19%	9%	9%	10%	10%	16%	9%	13%	13%	8%	5%	10%	11%
																			stu												
Don't know	286	92	194	58	109	119	71	65	65	33	21	31	193	93	156	129	96	190	32	79	63	79	250	30	45	69	16	33	23	113	95
	28%	18%	37%	19%	29%	34%	29%	24%	28%	22%	42%	35%	28%	28%	27%	29%	26%	29%	19%	35%	24%	27%	28%	23%	29%	22%	24%	24%	24%	27%	28%
			a		c	c					gi									rt											

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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.

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24-089497-46 - PETS. CHRISTMAS. BETTER JOB THAN
13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 13

Q5P 3 - Which, if any, of the following politicians... - is most likely to have the worst hangover from drinking at a work Christmas party?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Keir Starmer	**133**	61	72	47	52	35	43	36	28	11	9	7	87	46	66	68	36	97	24	28	35	39	116	15	26	20	9	29	10	47	46
	13%	12%	14%	15%	14%	10%	18%	14%	12%	7%	18%	8%	13%	14%	11%	15%	10%	15%	14%	12%	13%	13%	13%	12%	17%	6%	13%	21%	11%	11%	14%
							i											p							v			v			
Kemi Badenoch	**72**	53	20	37	21	15	17	14	16	22	-	3	54	18	38	34	29	43	13	12	23	19	55	17	8	29	7	4	6	24	21
	7%	10%	4%	12%	6%	4%	7%	5%	7%	15%	-	3%	8%	5%	7%	8%	8%	7%	8%	5%	9%	6%	6%	13%	5%	9%	11%	3%	6%	6%	6%
		b		de						gik														v							
Nigel Farage	**343**	193	150	74	139	131	80	95	75	44	19	31	252	91	213	130	131	212	47	73	94	110	305	33	42	129	21	51	38	161	113
	33%	38%	29%	24%	37%	38%	33%	35%	32%	30%	38%	35%	36%	28%	37%	29%	36%	32%	27%	32%	35%	38%	34%	25%	27%	42%	33%	36%	41%	38%	34%
		b			c	c							m		o											x			x		
Ed Davey	**87**	52	34	20	37	30	22	30	18	9	1	6	53	34	55	32	29	58	22	19	22	20	81	5	19	30	2	16	7	39	33
	8%	10%	7%	7%	10%	9%	9%	11%	8%	6%	3%	7%	8%	10%	9%	7%	8%	9%	13%	8%	8%	7%	9%	4%	12%	10%	3%	11%	7%	9%	10%
Zack Polanski	**57**	31	26	24	11	22	9	18	13	9	2	5	37	19	36	21	24	32	10	12	16	17	43	13	11	15	3	12	6	23	21
	6%	6%	5%	8%	3%	6%	4%	7%	6%	6%	4%	6%	5%	6%	6%	5%	7%	5%	6%	5%	6%	6%	5%	10%	7%	5%	5%	8%	7%	5%	6%
				d																											
None of these	**83**	41	42	39	24	21	15	17	19	23	3	7	51	33	46	37	27	56	17	23	18	21	64	19	12	35	8	4	5	34	25
	8%	8%	8%	13%	6%	6%	6%	6%	8%	16%	5%	8%	7%	10%	8%	8%	7%	9%	10%	10%	7%	7%	7%	14%	8%	11%	13%	2%	5%	8%	7%
				de						fg														v		B	B				
Don't know	**252**	76	176	69	89	94	56	58	64	28	16	30	163	89	128	124	90	162	38	60	57	66	220	28	40	53	13	25	21	95	74
	25%	15%	34%	22%	24%	27%	23%	22%	27%	19%	32%	34%	23%	27%	22%	28%	24%	25%	23%	26%	21%	23%	25%	22%	25%	17%	21%	18%	23%	22%	22%
			a																												

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 14

Q5P 4 - Which, if any, of the following politicians... - would have the best dance moves at a work Christmas party?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Keir Starmer	**58**	27	31	36	16	6	17	13	7	17	3	1	51	7	33	25	31	28	4	6	25	21	45	13	13	21	3	8	1	26	17
	6%	5%	6%	12%	4%	2%	7%	5%	3%	12%	6%	1%	7%	2%	6%	6%	8%	4%	2%	3%	9%	7%	5%	10%	9%	7%	4%	6%	1%	6%	5%
				de						hk			m				q				rs				C						
Kemi Badenoch	**142**	85	57	35	38	68	30	49	26	21	3	12	88	54	88	53	51	91	23	30	30	52	122	19	38	35	9	21	9	63	61
	14%	17%	11%	11%	10%	20%	12%	18%	11%	14%	6%	14%	13%	16%	15%	12%	14%	14%	14%	13%	11%	18%	14%	14%	24%	11%	15%	15%	9%	15%	18%
		b				cd																			vC						
Nigel Farage	**136**	61	74	42	50	43	32	35	27	24	10	9	96	39	66	69	34	102	27	36	37	32	119	16	14	33	1	47	4	40	57
	13%	12%	14%	14%	14%	12%	13%	13%	11%	16%	21%	10%	14%	12%	11%	16%	9%	15%	16%	16%	14%	11%	13%	12%	9%	10%	1%	34%	4%	9%	17%
																		p								A		xyAC			D
Ed Davey	**131**	68	63	33	50	48	28	34	46	9	4	11	88	42	78	53	51	80	18	33	39	33	121	9	22	48	17	13	12	58	48
	13%	13%	12%	11%	14%	14%	12%	13%	20%	6%	8%	12%	13%	13%	13%	12%	14%	12%	11%	14%	15%	11%	14%	7%	14%	16%	27%	9%	13%	14%	14%
									fi																		xB				
Zack Polanski	**117**	63	54	48	45	24	25	39	21	13	8	12	77	40	78	39	54	64	18	24	31	37	101	14	9	53	8	10	20	62	18
	11%	12%	10%	16%	12%	7%	10%	14%	9%	9%	15%	14%	11%	12%	13%	9%	15%	10%	10%	11%	12%	13%	11%	11%	6%	17%	13%	7%	22%	15%	5%
				e	e												q									xB			xB	E	
None of these	**177**	102	74	42	68	67	46	28	56	21	6	19	114	63	85	91	58	119	50	32	41	40	151	22	18	64	16	21	18	68	57
	17%	20%	14%	14%	18%	19%	19%	10%	24%	14%	12%	22%	16%	19%	15%	20%	16%	18%	29%	14%	16%	14%	17%	17%	12%	21%	26%	15%	19%	16%	17%
		b					g		g			g				n			stu							x	x				
Don't know	**268**	101	167	73	105	90	64	72	50	43	16	24	183	85	153	115	88	179	29	66	63	78	225	38	42	57	10	21	30	105	75
	26%	20%	32%	24%	28%	26%	26%	27%	21%	29%	33%	27%	26%	26%	26%	26%	24%	27%	17%	29%	24%	27%	25%	29%	27%	18%	15%	15%	32%	25%	23%
			a																	r					B				yAB		

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 15

Q5P 5 - Which, if any, of the following politicians... - would be the first to sing karaoke at a work Christmas party?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Keir Starmer	**92**	52	40	57	25	10	19	23	14	21	6	9	67	25	47	45	33	59	19	13	30	25	65	25	8	37	4	6	8	38	22
	9%	10%	8%	18%	7%	3%	8%	9%	6%	14%	11%	11%	10%	8%	8%	10%	9%	9%	11%	6%	11%	8%	7%	19%	5%	12%	6%	5%	9%	9%	7%
				de	e					h														v		xB					
Kemi Badenoch	**76**	44	31	35	26	15	19	24	16	11	5	2	47	29	39	36	34	42	7	19	21	23	61	13	10	24	7	12	7	33	19
	7%	9%	6%	11%	7%	4%	8%	9%	7%	7%	10%	2%	7%	9%	7%	8%	9%	6%	4%	9%	8%	8%	7%	10%	7%	8%	11%	8%	7%	8%	6%
				e																											
Nigel Farage	**246**	124	122	58	92	96	62	72	51	29	14	18	182	64	121	125	72	174	46	57	62	70	227	17	47	61	10	47	20	98	89
	24%	24%	23%	19%	25%	28%	26%	27%	22%	20%	28%	21%	26%	19%	21%	28%	20%	26%	27%	25%	23%	24%	26%	13%	30%	20%	16%	33%	21%	23%	27%
						c										n		p					w		yA			yA			
Ed Davey	**233**	122	111	48	79	107	55	57	71	29	5	17	143	90	150	83	81	152	43	63	54	55	210	21	46	73	24	33	27	95	95
	23%	24%	21%	15%	21%	31%	23%	21%	30%	19%	10%	19%	21%	27%	26%	19%	22%	23%	25%	28%	20%	19%	24%	16%	29%	23%	38%	23%	29%	22%	28%
						cd			gi						o					u							y				
Zack Polanski	**70**	38	32	26	27	16	14	18	15	14	2	6	50	20	44	25	34	36	14	8	19	28	49	18	9	24	2	8	7	35	15
	7%	8%	6%	9%	7%	5%	6%	7%	7%	10%	4%	7%	7%	6%	8%	6%	9%	5%	8%	3%	7%	10%	5%	14%	5%	8%	3%	6%	8%	8%	4%
																	q					s		v							
None of these	**91**	51	41	30	30	32	19	19	28	13	4	9	53	38	48	43	31	61	20	14	28	22	81	10	5	31	8	12	10	37	27
	9%	10%	8%	10%	8%	9%	8%	7%	12%	9%	7%	10%	8%	12%	8%	10%	8%	9%	12%	6%	11%	8%	9%	8%	3%	10%	13%	9%	10%	9%	8%
																										x	x		x		
Don't know	**220**	77	144	56	94	71	55	56	39	30	15	26	157	64	132	88	82	138	21	53	52	69	191	25	33	60	8	22	15	87	67
	21%	15%	28%	18%	25%	20%	23%	21%	17%	20%	30%	30%	22%	19%	23%	20%	23%	21%	13%	23%	20%	23%	22%	19%	21%	19%	13%	16%	16%	20%	20%
			a									h								r		r									

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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.

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13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 16
Q5P 6 - Which, if any, of the following politicians... - would wear the tackiest Christmas jumper?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Keir Starmer	**156**	86	70	53	56	47	37	46	36	14	10	13	110	47	88	68	52	104	28	33	31	58	139	16	15	44	9	37	11	55	60
	15%	17%	14%	17%	15%	14%	15%	17%	15%	9%	20%	15%	16%	14%	15%	15%	14%	16%	17%	14%	12%	20%	16%	12%	10%	14%	14%	27%	12%	13%	18%
																						t						xyC			
Kemi Badenoch	**49**	27	22	27	14	9	10	9	6	15	-	9	45	4	29	20	28	21	2	9	17	18	26	20	4	10	5	3	7	21	7
	5%	5%	4%	9%	4%	3%	4%	3%	3%	10%	-	10%	6%	1%	5%	4%	8%	3%	1%	4%	6%	6%	3%	16%	3%	3%	8%	2%	8%	5%	2%
				de						ghi		hi	m				q					r		v							
Nigel Farage	**315**	154	161	79	122	114	72	92	67	44	16	25	211	104	175	140	98	217	48	91	80	75	289	24	58	113	18	28	35	145	99
	31%	30%	31%	26%	33%	33%	30%	34%	29%	30%	32%	28%	30%	32%	30%	31%	27%	33%	28%	40%	30%	26%	33%	18%	37%	36%	29%	20%	37%	34%	30%
																				u			w		B	B			B		
Ed Davey	**200**	112	88	44	59	97	52	45	56	28	12	8	121	79	119	81	70	130	46	37	54	51	177	21	41	67	14	34	16	85	85
	19%	22%	17%	14%	16%	28%	21%	17%	24%	19%	23%	9%	17%	24%	20%	18%	19%	20%	27%	16%	20%	17%	20%	16%	26%	22%	22%	24%	18%	20%	26%
						cd	k		k		k			l					su												
Zack Polanski	**67**	40	27	16	28	22	15	20	15	9	1	6	48	19	34	33	29	38	12	12	16	20	57	9	13	19	5	14	5	31	21
	7%	8%	5%	5%	8%	6%	6%	8%	7%	6%	2%	7%	7%	6%	6%	7%	8%	6%	7%	5%	6%	7%	6%	7%	8%	6%	8%	10%	6%	7%	6%
None of these	**60**	29	31	28	22	11	16	14	17	8	2	3	40	20	34	26	24	36	11	8	20	16	48	11	3	20	5	8	4	22	12
	6%	6%	6%	9%	6%	3%	7%	5%	7%	5%	4%	4%	6%	6%	6%	6%	7%	5%	7%	4%	8%	5%	5%	8%	2%	6%	7%	6%	4%	5%	4%
				e																											
Don't know	**180**	58	122	62	73	45	39	42	36	30	9	23	123	58	103	78	66	115	23	37	48	54	148	31	23	39	8	15	15	63	50
	18%	12%	23%	20%	20%	13%	16%	16%	16%	20%	18%	27%	18%	17%	18%	17%	18%	17%	14%	16%	18%	18%	17%	24%	15%	13%	13%	11%	16%	15%	15%
			a	e	e																										

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 17

Q5P 7 - Which, if any, of the following politicians... - would be the best Secret Santa?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Keir Starmer	**70**	36	33	32	28	10	10	26	14	15	1	3	48	21	50	20	44	26	13	12	19	24	54	15	13	30	5	4	7	41	13
	7%	7%	6%	10%	7%	3%	4%	10%	6%	10%	2%	4%	7%	6%	9%	4%	12%	4%	7%	5%	7%	8%	6%	11%	8%	10%	8%	3%	8%	10%	4%
				e	e			f							o		q									B				E	
Kemi Badenoch	**101**	58	43	32	38	31	20	28	22	17	5	8	74	26	52	48	35	65	23	17	23	31	86	13	32	20	4	12	6	38	39
	10%	11%	8%	10%	10%	9%	8%	11%	10%	11%	11%	9%	11%	8%	9%	11%	10%	10%	14%	8%	9%	11%	10%	10%	21%	6%	7%	9%	6%	9%	12%
																									vABC						
Nigel Farage	**195**	97	98	50	68	76	47	62	33	29	11	12	124	71	85	110	44	151	32	51	56	44	169	24	31	42	6	58	6	59	86
	19%	19%	19%	16%	18%	22%	19%	23%	14%	20%	23%	14%	18%	21%	15%	25%	12%	23%	19%	22%	21%	15%	19%	18%	19%	14%	10%	41%	7%	14%	26%
								h								n		p							C			xyAC			D
Ed Davey	**154**	80	74	39	44	71	36	36	41	17	7	16	93	61	90	65	62	92	25	41	36	42	140	12	10	53	20	26	12	66	47
	15%	16%	14%	13%	12%	21%	15%	13%	18%	12%	15%	19%	13%	18%	15%	14%	17%	14%	15%	18%	14%	14%	16%	9%	6%	17%	32%	18%	13%	16%	14%
						cd																				x	xyC	x			
Zack Polanski	**101**	52	49	41	40	20	26	20	21	20	4	10	80	22	63	38	46	55	10	15	39	31	88	12	12	44	5	5	25	56	23
	10%	10%	9%	13%	11%	6%	11%	7%	9%	14%	9%	11%	11%	7%	11%	9%	13%	8%	6%	7%	15%	11%	10%	9%	7%	14%	8%	4%	27%	13%	7%
				e	e								m				q				rs					B			xyAB	E	
None of these	**166**	91	75	51	52	63	50	35	47	16	5	13	104	62	92	74	52	114	45	29	43	39	138	27	27	57	14	16	18	68	56
	16%	18%	14%	16%	14%	18%	21%	13%	20%	11%	11%	14%	15%	19%	16%	16%	14%	17%	26%	13%	16%	13%	16%	21%	17%	18%	22%	12%	19%	16%	17%
																			stu												
Don't know	**242**	93	149	64	103	74	54	61	55	32	14	25	174	67	150	92	83	159	22	62	50	80	209	28	33	65	9	20	19	94	70
	24%	18%	29%	21%	28%	22%	22%	23%	24%	22%	29%	29%	25%	20%	26%	21%	23%	24%	13%	27%	19%	28%	24%	21%	21%	21%	14%	14%	20%	22%	21%
			a																	r		rt									

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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IPSOS

18 Nov 2025

Table 18

Q6P - For each of the following, could you personally do this or not? - Summary table

Base: All adults aged 18-75 in Great Britain

	Land a passenger plane if guided by air traffic control in an emergency	Compete in a Formula 1 Grand Prix without crashing	Score a penalty goal against a Premier League goalkeeper	Complete a marathon without training	Get elected as an MP in your local area	Referee a premier league football game	Land a leading role in a Hollywood film	Record a number 1 hit song	Swim across the English Channel	Pass a current GCSE maths exam	Get top marks in a current GCSE maths exam	Complete a full shift as an NHS nurse in A&E	Be a GP for a day
UNWEIGHTED BASE	1028	1028	1028	1028	1028	1028	1028	1028	1028	1028	1028	1028	1028
WEIGHTED BASE	1028	1028	1028	1028	1028	1028	1028	1028	1028	1028	1028	1028	1028
Definitely could	57	45	138	43	56	80	68	51	34	227	126	101	55
	6%	4%	13%	4%	5%	8%	7%	5%	3%	22%	12%	10%	5%
Probably could	251	110	172	86	225	160	161	142	66	404	210	215	182
	24%	11%	17%	8%	22%	16%	16%	14%	6%	39%	20%	21%	18%
Probably could not	257	211	206	148	265	187	224	192	169	226	320	237	183
	25%	21%	20%	14%	26%	18%	22%	19%	16%	22%	31%	23%	18%
Definitely could not	415	637	467	720	436	571	542	601	735	138	320	439	567
	40%	62%	45%	70%	42%	56%	53%	59%	72%	13%	31%	43%	55%
Definitely/ probably could (NET)	307	155	310	129	281	240	229	193	100	631	336	317	237
	30%	15%	30%	13%	27%	23%	22%	19%	10%	61%	33%	31%	23%
Definitely/ probably could not (NET)	671	848	673	868	701	758	766	793	904	363	640	676	750
	65%	82%	65%	84%	68%	74%	75%	77%	88%	35%	62%	66%	73%
Don't know	49	25	45	31	45	30	33	42	24	34	52	36	41
	5%	2%	4%	3%	4%	3%	3%	4%	2%	3%	5%	3%	4%

Table 19

Q6P 01 - For each of the following, could you personally do this or not - Land a passenger plane if guided by air traffic control in an emergency?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**57** **6%**	44 9% b	12 2%	21 7%	16 4%	20 6%	11 5%	19 7%	14 6%	10 7%	1 2%	1 2%	37 5%	20 6%	35 6%	22 5%	26 7%	31 5%	15 9%	7 3%	12 4%	19 6%	40 4%	15 11% v	10 6%	14 5%	4 6%	9 6%	4 5%	18 4%	23 7%
Probably could	**251** **24%**	138 27%	113 22%	62 20%	102 27%	87 25%	57 23%	50 18%	64 27% g	49 33% g	13 27%	19 21%	171 25%	80 24%	146 25%	105 23%	94 26%	157 24%	46 27%	44 19%	67 25%	82 28% s	213 24%	35 27%	43 27%	75 24%	15 24%	41 29%	26 27%	113 27%	84 25%
Probably could not	**257** **25%**	144 28% b	112 22%	89 29%	83 22%	85 24%	41 17%	62 23%	57 24%	51 35% f	14 29%	31 35% f	184 26%	73 22%	159 27%	98 22%	96 26%	160 24%	42 25%	53 23%	72 27%	68 23%	212 24%	38 29%	35 22%	87 28%	18 28%	31 22%	24 26%	102 24%	77 23%
Definitely could not	**415** **40%**	168 33%	247 47% a	121 39%	157 42%	137 39%	123 51% hik	117 44% i	91 39% i	33 22%	19 39%	31 35%	279 40%	136 41%	225 39%	190 43%	132 36%	282 43%	57 33%	111 49% r	103 39%	115 39%	380 43% w	34 26%	57 36%	129 42%	24 38%	54 38%	36 38%	177 42%	133 40%
Definitely/ probably could (NET)	**307** **30%**	183 36% b	125 24%	83 27%	118 32%	106 31%	68 28%	68 25%	77 33%	60 40% gk	14 29%	20 23%	208 30%	100 30%	181 31%	126 28%	120 33%	187 28%	61 36% s	51 22%	79 30%	101 34% s	253 29%	50 38%	53 33%	89 29%	19 30%	50 36%	30 32%	132 31%	107 32%
Definitely/ probably could not (NET)	**671** **65%**	312 62%	359 69% a	210 68%	241 65%	221 64%	165 68%	180 67%	148 63%	84 57%	33 67%	62 70%	463 66%	209 63%	384 66%	287 64%	229 62%	442 67%	99 58%	165 72% r	175 66%	183 63%	592 67%	73 56%	92 58%	217 70% x	42 66%	85 61%	60 64%	279 66%	210 63%
Don't know	**49** **5%**	13 3%	36 7% a	17 6%	14 4%	18 5%	9 4%	21 8%	8 3%	3 2%	2 4%	6 7%	27 4%	22 7%	17 3%	33 7% n	18 5%	32 5%	10 6%	12 5%	12 5%	8 3%	40 5%	8 6%	13 8% v	6 2%	2 4%	5 4%	4 4%	12 3%	17 5%

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 20
Q6P 02 - For each of the following, could you personally do this or not - Compete in a Formula 1 Grand Prix without crashing?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**45**	32	14	23	12	11	9	16	9	8	2	2	40	5	30	16	18	27	5	13	12	14	38	8	5	12	1	11	3	20	10
	4%	6%	3%	7%	3%	3%	4%	6%	4%	6%	4%	2%	6%	2%	5%	4%	5%	4%	3%	6%	5%	5%	4%	6%	3%	4%	1%	8%	3%	5%	3%
		b											m																		
Probably could	**110**	78	32	42	37	31	20	25	30	21	4	10	84	26	60	50	47	63	26	12	28	38	91	19	18	22	5	24	11	37	42
	11%	15%	6%	14%	10%	9%	8%	9%	13%	14%	8%	12%	12%	8%	10%	11%	13%	10%	16%	5%	11%	13%	10%	14%	11%	7%	8%	17%	12%	9%	13%
		b																	s			s						v			
Probably could not	**211**	125	86	69	82	60	41	52	49	38	11	20	153	58	129	82	76	135	35	31	68	64	178	30	32	71	12	27	18	81	76
	21%	25%	16%	22%	22%	17%	17%	19%	21%	26%	23%	22%	22%	18%	22%	18%	21%	20%	20%	14%	26%	22%	20%	23%	20%	23%	19%	19%	19%	19%	23%
		b																			s	s									
Definitely could not	**637**	263	374	167	233	236	167	168	137	78	31	55	405	232	353	283	219	418	102	169	151	170	560	68	101	201	44	72	62	278	199
	62%	52%	72%	54%	63%	68%	69%	63%	59%	53%	63%	63%	58%	70%	61%	63%	60%	63%	60%	74%	57%	58%	63%	52%	64%	65%	68%	51%	66%	66%	60%
			a			c	hi							l						rtu						B	B				
Definitely/ probably could (NET)	**155**	110	45	65	49	41	29	40	39	29	6	12	124	31	89	66	65	90	31	25	40	52	128	26	23	34	6	35	14	57	52
	15%	22%	9%	21%	13%	12%	12%	15%	17%	20%	12%	14%	18%	10%	15%	15%	18%	14%	18%	11%	15%	18%	15%	20%	15%	11%	9%	25%	15%	13%	16%
		b		de									m															vA			
Definitely/ probably could not (NET)	**848**	389	459	236	315	297	208	220	186	116	42	75	558	290	483	365	295	552	136	200	219	234	738	98	133	272	56	99	80	359	275
	82%	77%	88%	76%	85%	86%	86%	82%	80%	79%	86%	85%	80%	88%	83%	82%	81%	84%	80%	88%	82%	80%	83%	75%	84%	88%	88%	70%	85%	85%	82%
			a		c	c								l						u					B	B	B		B		
Don't know	**25**	9	16	9	9	8	5	8	8	1	1	1	16	9	9	16	6	19	2	3	6	6	18	6	2	5	2	6	-	7	7
	2%	2%	3%	3%	2%	2%	2%	3%	4%	1%	3%	1%	2%	3%	2%	4%	2%	3%	1%	1%	2%	2%	2%	5%	1%	1%	3%	4%	-	2%	2%

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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.

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13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 21
Q6P 03 - For each of the following, could you personally do this or not - Score a penalty goal against a Premier League goalkeeper?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**138**	113	25	71	42	24	34	39	21	31	4	10	110	28	78	60	51	87	19	13	54	45	117	21	22	41	8	27	11	49	49
	13%	22%	5%	23%	11%	7%	14%	14%	9%	21%	9%	11%	16%	9%	13%	13%	14%	13%	11%	6%	20%	15%	13%	16%	14%	13%	12%	19%	12%	12%	15%
		b		de						h			m								s	s									
Probably could	**172**	143	29	47	67	58	30	45	43	31	9	14	128	44	104	68	56	116	23	43	47	54	143	29	29	55	6	33	14	75	65
	17%	28%	6%	15%	18%	17%	12%	17%	18%	21%	18%	16%	18%	13%	18%	15%	15%	18%	14%	19%	18%	18%	16%	22%	18%	18%	10%	23%	15%	18%	20%
		b																													
Probably could not	**206**	103	103	62	77	67	47	46	49	35	12	17	148	58	127	78	77	128	42	39	49	64	175	27	27	72	19	21	19	95	45
	20%	20%	20%	20%	21%	19%	19%	17%	21%	24%	24%	19%	21%	17%	22%	18%	21%	19%	25%	17%	18%	22%	20%	21%	17%	23%	29%	15%	21%	22%	13%
																											B			E	
Definitely could not	**467**	130	338	110	174	183	119	126	115	39	23	46	290	177	257	210	170	297	77	115	112	123	425	35	77	135	28	56	47	198	162
	45%	26%	65%	36%	47%	53%	49%	47%	49%	27%	47%	52%	42%	54%	44%	47%	46%	45%	45%	51%	42%	42%	48%	27%	49%	43%	44%	40%	50%	47%	49%
			a		c	c	i	i	i		i	i		l									w								
Definitely/ probably could (NET)	**310**	256	54	119	109	83	64	83	64	62	13	24	237	73	182	128	107	203	43	57	101	99	260	50	51	97	14	60	25	123	114
	30%	50%	10%	38%	29%	24%	26%	31%	27%	42%	27%	27%	34%	22%	31%	29%	29%	31%	25%	25%	38%	34%	29%	38%	32%	31%	22%	42%	26%	29%	34%
		b		de						fh			m								rs							AC			
Definitely/ probably could not (NET)	**673**	233	440	172	251	250	165	172	163	74	35	63	438	235	384	289	248	425	119	154	161	187	600	62	103	207	47	77	67	292	207
	65%	46%	85%	56%	67%	72%	68%	64%	70%	50%	71%	72%	63%	71%	66%	65%	68%	64%	70%	68%	60%	64%	68%	47%	65%	67%	73%	55%	71%	69%	62%
			a		c	c	i	i	i		i	i		l									w				B		B		
Don't know	**45**	18	27	19	13	13	13	14	6	11	1	1	22	23	15	30	12	33	9	17	4	6	25	19	4	8	3	4	3	7	13
	4%	4%	5%	6%	3%	4%	5%	5%	3%	8%	3%	1%	3%	7%	3%	7%	3%	5%	5%	8%	1%	2%	3%	14%	2%	2%	5%	3%	3%	2%	4%
														l		n				tu				v							

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 22

Q6P 04 - For each of the following, could you personally do this or not - Complete a marathon without training?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**43**	34	9	23	14	6	10	14	5	10	1	3	28	15	22	21	16	27	9	8	9	17	31	12	8	12	2	8	3	12	11
	4%	7%	2%	7%	4%	2%	4%	5%	2%	7%	2%	4%	4%	5%	4%	5%	4%	4%	5%	3%	3%	6%	3%	9%	5%	4%	4%	6%	3%	3%	3%
		b		e																				v							
Probably could	**86**	49	37	39	39	9	27	21	19	15	4	1	70	16	49	37	37	49	14	13	26	32	74	10	10	32	4	7	3	40	18
	8%	10%	7%	12%	10%	3%	11%	8%	8%	10%	7%	1%	10%	5%	8%	8%	10%	7%	8%	6%	10%	11%	8%	8%	6%	10%	6%	5%	4%	10%	5%
				e	e		k	k	k	k			m																		
Probably could not	**148**	77	71	69	54	25	23	26	36	40	5	19	123	25	87	61	69	79	22	18	50	52	116	31	19	47	10	16	16	56	45
	14%	15%	14%	22%	14%	7%	9%	10%	15%	27%	9%	22%	18%	8%	15%	14%	19%	12%	13%	8%	19%	18%	13%	24%	12%	15%	16%	11%	17%	13%	14%
				de	e					fghj		fg	m				q				s	s		v							
Definitely could not	**720**	336	384	164	257	298	180	196	162	81	38	63	458	262	418	302	237	483	119	183	175	188	643	68	116	219	46	106	71	304	255
	70%	66%	74%	53%	69%	86%	74%	73%	70%	55%	77%	72%	66%	79%	72%	68%	65%	73%	70%	80%	66%	64%	73%	52%	73%	70%	72%	75%	75%	72%	77%
			a		c	cd	i	i	i		i	i		l				p		tu			w								
Definitely/ probably could (NET)	**129**	83	46	61	53	15	37	34	24	25	5	4	99	31	71	58	53	76	23	20	35	50	104	22	18	44	6	15	6	52	29
	13%	16%	9%	20%	14%	4%	15%	13%	10%	17%	9%	4%	14%	9%	12%	13%	15%	11%	13%	9%	13%	17%	12%	17%	11%	14%	10%	11%	7%	12%	9%
		b		e	e		k			k												s									
Definitely/ probably could not (NET)	**868**	413	456	234	311	323	203	222	198	121	43	82	582	287	505	363	306	562	141	200	225	240	760	99	134	266	56	121	87	360	301
	84%	81%	88%	76%	83%	94%	84%	83%	85%	82%	87%	94%	83%	87%	87%	81%	83%	85%	83%	88%	85%	82%	86%	76%	85%	86%	87%	86%	93%	85%	90%
			a		c	cd						g											w								
Don't know	**31**	12	19	14	9	7	2	13	11	1	2	2	17	13	5	25	7	24	6	7	6	3	21	9	6	1	2	4	1	11	4
	3%	2%	4%	5%	2%	2%	1%	5%	5%	1%	4%	2%	2%	4%	1%	6%	2%	4%	4%	3%	2%	1%	2%	7%	4%	*	3%	3%	1%	3%	1%
								f	f							n								v	v						

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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.

Table 23

Q6P 05 - For each of the following, could you personally do this or not - Get elected as an MP in your local area?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**56**	42	14	22	18	15	13	12	12	13	3	3	43	13	30	26	23	33	12	9	22	14	42	12	7	16	1	16	2	12	31
	5%	8%	3%	7%	5%	4%	5%	4%	5%	9%	6%	4%	6%	4%	5%	6%	6%	5%	7%	4%	8%	5%	5%	10%	4%	5%	1%	12%	2%	3%	9%
		b																										xyAC			D
Probably could	**225**	140	85	88	86	52	50	52	53	45	9	17	166	60	143	82	93	132	32	48	56	85	189	34	34	82	17	35	24	100	68
	22%	28%	16%	28%	23%	15%	21%	19%	23%	30%	17%	20%	24%	18%	25%	18%	25%	20%	19%	21%	21%	29%	21%	26%	22%	26%	26%	25%	25%	24%	20%
		b		e	e																	r									
Probably could not	**265**	144	121	92	90	83	61	72	59	36	15	22	185	80	162	103	90	175	47	50	75	74	230	30	34	80	26	34	24	105	86
	26%	28%	23%	30%	24%	24%	25%	27%	25%	25%	31%	25%	27%	24%	28%	23%	25%	26%	28%	22%	28%	25%	26%	23%	22%	26%	40%	24%	25%	25%	26%
																											xyB				
Definitely could not	**436**	160	277	94	166	176	112	116	96	50	21	41	274	162	224	212	140	296	72	112	107	104	385	48	78	124	19	50	40	191	136
	42%	31%	53%	30%	44%	51%	46%	43%	41%	34%	43%	47%	39%	49%	39%	48%	38%	45%	43%	49%	40%	36%	44%	37%	49%	40%	29%	35%	43%	45%	41%
			a		c	c								l		n				u					AB						
Definitely/ probably could (NET)	**281**	182	99	110	104	67	63	64	65	58	12	20	208	73	173	108	117	165	44	56	77	99	231	46	41	97	17	51	25	112	99
	27%	36%	19%	36%	28%	19%	26%	24%	28%	39%	24%	23%	30%	22%	30%	24%	32%	25%	26%	25%	29%	34%	26%	36%	26%	31%	27%	36%	27%	27%	30%
		b		e	e					fg			m				q														
Definitely/ probably could not (NET)	**701**	304	398	186	256	259	173	188	155	87	36	63	459	242	386	315	230	471	120	162	182	178	615	79	112	205	44	84	64	296	223
	68%	60%	76%	60%	69%	75%	71%	70%	66%	59%	74%	72%	66%	73%	66%	70%	63%	71%	71%	71%	68%	61%	70%	60%	71%	66%	70%	60%	68%	70%	67%
			a			c												p		u											
Don't know	**45**	22	23	13	13	19	6	17	14	3	1	4	30	16	22	24	20	26	6	9	6	15	39	6	5	9	2	5	4	15	12
	4%	4%	4%	4%	3%	6%	3%	6%	6%	2%	3%	5%	4%	5%	4%	5%	5%	4%	3%	4%	2%	5%	4%	4%	3%	3%	3%	4%	5%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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18 Nov 2025

Table 24

Q6P 06 - For each of the following, could you personally do this or not - Referee a premier league football game?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%
Definitely could	**80**	64	16	45	20	15	16	16	13	22	6	8	60	20
	8%	13%	3%	15%	5%	4%	7%	6%	5%	15%	11%	9%	9%	6%
		b		de						fgh				
Probably could	**160**	124	36	67	59	34	29	48	40	27	8	8	126	34
	16%	24%	7%	22%	16%	10%	12%	18%	17%	18%	16%	9%	18%	10%
		b		e	e								m	
Probably could not	**187**	104	82	70	61	56	49	50	33	27	7	21	130	56
	18%	21%	16%	23%	16%	16%	20%	18%	14%	18%	14%	24%	19%	17%
Definitely could not	**571**	203	368	111	225	234	144	145	137	66	28	51	361	210
	56%	40%	71%	36%	60%	68%	60%	54%	59%	45%	56%	58%	52%	64%
			a		c	c	i		i					l
Definitely/ probably could (NET)	**240**	188	52	112	79	49	45	64	53	49	13	16	187	54
	23%	37%	10%	36%	21%	14%	18%	24%	23%	33%	27%	18%	27%	16%
		b		de	e					fk			m	
Definitely/ probably could not (NET)	**758**	307	451	181	286	291	193	195	171	93	34	72	491	266
	74%	61%	87%	59%	77%	84%	80%	73%	73%	63%	70%	82%	70%	81%
			a		c	cd	i					i		l
Don't know	**30**	12	18	16	8	6	4	9	10	5	1	-	20	10
	3%	2%	3%	5%	2%	2%	2%	3%	4%	4%	3%	-	3%	3%

	Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	44	37	27	54	12	11	29	27	59	21	11	28	4	8	6	25	27
	7%	8%	7%	8%	7%	5%	11%	9%	7%	16%	7%	9%	6%	6%	7%	6%	8%
										v							
Probably could	99	61	57	103	27	24	51	53	131	26	24	49	5	32	8	61	54
	17%	14%	16%	16%	16%	11%	19%	18%	15%	20%	15%	16%	8%	23%	9%	14%	16%
							s	s						AC			
Probably could not	111	76	75	112	35	28	50	63	162	23	29	60	20	19	20	82	55
	19%	17%	20%	17%	20%	12%	19%	22%	18%	18%	19%	19%	31%	13%	21%	19%	17%
								s					B				
Definitely could not	314	258	193	378	92	158	134	140	512	51	91	170	32	78	58	249	193
	54%	58%	53%	57%	54%	70%	50%	48%	58%	39%	57%	55%	51%	55%	62%	59%	58%
						rtu			w								
Definitely/ probably could (NET)	142	98	84	156	39	36	79	80	190	48	35	76	9	40	15	86	82
	24%	22%	23%	24%	23%	16%	30%	28%	22%	37%	22%	25%	14%	29%	16%	20%	24%
							s	s		v				A			
Definitely/ probably could not (NET)	425	333	268	490	126	187	183	204	674	74	120	230	52	97	77	332	248
	73%	75%	73%	74%	74%	82%	69%	70%	76%	57%	76%	74%	82%	69%	83%	78%	74%
						tu			w								
Don't know	15	15	15	15	5	5	3	8	20	8	3	5	3	3	2	5	4
	3%	3%	4%	2%	3%	2%	1%	3%	2%	6%	2%	2%	4%	2%	2%	1%	1%
										v							

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 25

Q6P 07 - For each of the following, could you personally do this or not - Land a leading role in a Hollywood film?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**68** **7%**	35 7%	33 6%	35 11% de	21 6%	12 4%	18 7%	8 3%	12 5%	27 18% fghjk	2 5%	1 1%	47 7%	21 6%	32 6%	36 8%	25 7%	43 7%	9 5%	14 6%	24 9%	20 7%	46 5%	20 16% v	7 5%	20 6%	4 6%	9 6%	3 3%	19 4%	25 7%
Probably could	**161** **16%**	99 19% b	62 12%	76 24% de	57 15% e	28 8%	34 14%	36 14%	38 16%	25 17%	11 22%	17 19%	120 17%	40 12%	94 16%	67 15%	64 17%	97 15%	31 18% s	21 9%	50 19% s	55 19% s	128 15%	28 22%	17 11%	51 16%	7 11%	23 16%	15 16%	64 15%	48 14%
Probably could not	**224** **22%**	125 25%	99 19%	71 23%	77 21%	76 22%	54 22%	61 23% h	34 14%	44 30% h	11 22%	20 23%	172 25% m	52 16%	141 24%	84 19%	80 22%	144 22%	30 17%	48 21%	57 21%	71 24%	188 21%	32 24%	37 23%	69 22%	18 29%	37 27%	17 19%	93 22%	68 20%
Definitely could not	**542** **53%**	238 47%	304 58% a	111 36%	208 56% c	223 65% cd	129 54% i	153 57% i	140 60% i	49 33%	24 49%	47 53% i	341 49%	201 61% l	302 52%	240 54%	186 51%	356 54%	95 56%	138 61% tu	131 49%	141 48%	497 56% w	44 34%	94 60%	167 54%	33 51%	66 47%	55 59%	235 56%	188 56%
Definitely/ probably could (NET)	**229** **22%**	133 26% b	96 18%	111 36% de	78 21% e	40 12%	52 21%	44 17%	50 21%	52 35% fgh	13 27%	18 20%	167 24%	62 19%	126 22%	102 23%	89 24%	140 21%	39 23%	34 15%	74 28% s	74 25% s	174 20%	49 37% v	25 16%	71 23%	11 17%	32 23%	17 18%	83 20%	73 22%
Definitely/ probably could not (NET)	**766** **75%**	363 72%	403 77%	182 59%	285 76% c	299 86% cd	184 76% i	214 80% i	173 74%	93 63%	35 71%	67 77%	513 74%	253 77%	442 76%	324 73%	266 73%	500 76%	124 73%	187 82% tu	187 70%	211 72%	685 77% w	76 58%	131 83%	236 76%	51 80%	104 74%	73 78%	328 78%	256 77%
Don't know	**33** **3%**	11 2%	22 4%	16 5%	10 3%	7 2%	6 3%	10 4%	10 4%	2 2%	1 3%	3 3%	17 2%	16 5%	13 2%	20 5%	12 3%	21 3%	6 4%	7 3%	5 2%	6 2%	26 3%	6 4%	2 1%	5 2%	2 3%	5 3%	4 4%	12 3%	5 2%

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 26
Q6P 08 - For each of the following, could you personally do this or not - Record a number 1 hit song?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	1028	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	1028	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	51	34	18	20	20	11	13	14	4	11	4	6	30	21	26	26	19	32	13	7	14	15	35	17	7	22	4	3	2	24	13
	5%	7%	3%	7%	5%	3%	5%	5%	2%	8%	8%	7%	4%	6%	4%	6%	5%	5%	8%	3%	5%	5%	4%	13%	4%	7%	6%	2%	2%	6%	4%
		b								h	h	h												v							
Probably could	142	86	56	69	48	24	35	34	25	32	5	12	108	34	92	50	61	81	19	24	49	46	112	29	18	51	7	25	12	62	39
	14%	17%	11%	22%	13%	7%	15%	13%	11%	22%	9%	14%	15%	10%	16%	11%	17%	12%	11%	11%	18%	16%	13%	22%	12%	16%	11%	17%	13%	15%	12%
		b		de	e					h														v							
Probably could not	192	102	90	62	66	64	40	44	50	34	8	16	133	58	121	71	66	125	28	43	45	63	160	24	28	65	12	25	13	77	64
	19%	20%	17%	20%	18%	18%	17%	16%	21%	23%	16%	18%	19%	18%	21%	16%	18%	19%	17%	19%	17%	22%	18%	18%	18%	21%	20%	18%	13%	18%	19%
Definitely could not	601	268	334	139	223	240	149	162	141	65	32	53	395	206	325	277	207	394	101	145	146	163	547	52	101	170	37	79	66	245	211
	59%	53%	64%	45%	60%	69%	62%	60%	60%	44%	64%	61%	57%	62%	56%	62%	57%	60%	59%	64%	55%	56%	62%	40%	64%	55%	59%	56%	70%	58%	63%
			a		c	cd	i	i	i		i												w						v		
Definitely/ probably could (NET)	193	119	74	89	68	36	48	48	28	43	8	18	138	55	117	76	80	113	32	31	63	60	147	45	25	73	11	27	14	86	52
	19%	24%	14%	29%	18%	10%	20%	18%	12%	29%	17%	20%	20%	17%	20%	17%	22%	17%	19%	13%	24%	21%	17%	35%	16%	23%	17%	19%	15%	20%	16%
		b		de	e					gh											s			v							
Definitely/ probably could not (NET)	793	370	424	201	289	303	189	206	191	99	40	69	529	265	446	347	274	520	129	188	191	226	707	76	129	235	50	104	79	322	275
	77%	73%	81%	65%	78%	88%	78%	77%	82%	67%	81%	79%	76%	80%	77%	78%	75%	79%	76%	83%	72%	78%	80%	58%	82%	75%	78%	74%	84%	76%	82%
			a		c	cd			i											t			w								
Don't know	42	19	23	19	16	7	5	15	14	6	1	1	31	11	18	23	13	28	9	9	11	5	31	9	3	4	3	9	1	14	7
	4%	4%	4%	6%	4%	2%	2%	6%	6%	4%	3%	1%	4%	3%	3%	5%	4%	4%	5%	4%	4%	2%	4%	7%	2%	1%	5%	7%	1%	3%	2%
				e																								v			

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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.

Table 27

Q6P 09 - For each of the following, could you personally do this or not - Swim across the English Channel?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**34**	22	11	21	8	4	6	3	5	13	4	3	25	9	17	17	15	19	4	2	17	11	27	7	4	14	2	3	4	12	13
	3%	4%	2%	7%	2%	1%	3%	1%	2%	9%	7%	3%	4%	3%	3%	4%	4%	3%	3%	1%	6%	4%	3%	5%	2%	5%	3%	2%	5%	3%	4%
				de						fgh	g										s										
Probably could	**66**	45	20	29	29	7	16	15	12	14	1	7	55	11	45	20	30	36	7	12	17	29	57	9	12	20	1	10	6	31	21
	6%	9%	4%	9%	8%	2%	7%	6%	5%	10%	2%	8%	8%	3%	8%	5%	8%	5%	4%	5%	6%	10%	6%	7%	8%	7%	2%	7%	6%	7%	6%
		b		e	e								m																		
Probably could not	**169**	83	86	70	73	27	35	42	41	27	8	16	127	42	97	72	63	106	29	30	51	53	133	33	25	52	15	21	14	72	41
	16%	16%	16%	23%	19%	8%	15%	16%	18%	18%	16%	18%	18%	13%	17%	16%	17%	16%	17%	13%	19%	18%	15%	25%	16%	17%	23%	15%	15%	17%	12%
				e	e																			v							
Definitely could not	**735**	352	384	176	258	302	182	200	169	91	35	59	478	258	413	322	252	484	125	178	177	197	649	78	118	221	44	103	70	304	256
	72%	69%	74%	57%	69%	87%	75%	74%	72%	62%	71%	67%	69%	78%	71%	72%	69%	73%	74%	78%	66%	68%	73%	60%	75%	71%	69%	73%	74%	72%	77%
					c	cd	i	i						l						tu			w								
Definitely/ probably could (NET)	**100**	68	32	51	37	12	22	18	18	28	5	10	80	20	62	38	45	55	11	14	33	39	84	15	15	35	3	13	10	43	34
	10%	13%	6%	16%	10%	3%	9%	7%	8%	19%	9%	11%	11%	6%	11%	8%	12%	8%	7%	6%	13%	13%	10%	12%	10%	11%	4%	10%	11%	10%	10%
		b		e	e					fgh			m									s									
Definitely/ probably could not (NET)	**904**	435	469	245	331	329	217	242	210	117	43	75	605	299	511	394	315	589	155	208	228	250	782	111	142	273	59	124	83	376	297
	88%	86%	90%	79%	89%	95%	90%	90%	90%	80%	88%	85%	87%	91%	88%	88%	86%	89%	91%	91%	86%	86%	88%	85%	90%	88%	92%	88%	89%	89%	89%
					c	cd	i	i	i																						
Don't know	**24**	5	19	14	5	5	3	9	6	2	1	3	13	11	9	15	7	17	4	6	4	2	19	4	-	3	2	3	-	4	3
	2%	1%	4%	4%	1%	2%	1%	3%	2%	2%	3%	4%	2%	3%	2%	3%	2%	3%	3%	3%	2%	1%	2%	3%	-	1%	4%	2%	-	1%	1%
			a																								x				

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 28

Q6P 10 - For each of the following, could you personally do this or not - Pass a current GCSE maths exam?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028** **100%**	508 49%	520 51%	309 30%	373 36%	346 34%	242 24%	269 26%	233 23%	147* 14%*	49* 5%*	88* 9%*	698 68%	330 32%	581 57%	447 43%	367 36%	661 64%	170 17%	227 22%	266 26%	292 28%	885 86%	130* 13%*	158 15%	311 30%	64* 6%*	141* 14%*	94* 9%*	423 41%	334 32%
Definitely could	**227** **22%**	132 26% b	95 18%	99 32% de	74 20%	53 15%	50 21%	48 18%	57 24%	39 26%	13 26%	20 23%	151 22%	76 23%	143 25%	84 19%	111 30% q	116 18%	36 21%	43 19%	62 23%	76 26%	177 20%	46 35% v	33 21%	68 22%	8 13%	30 22%	18 19%	82 19%	66 20%
Probably could	**404** **39%**	201 40%	203 39%	141 46% e	138 37%	125 36%	81 33%	117 43% f	90 39%	60 41%	20 41%	36 41%	301 43% m	104 31%	245 42%	159 36%	159 43%	246 37%	54 32%	83 36%	119 45% r	121 41%	357 40%	44 33%	62 40%	121 39%	37 57% xyB	44 31%	46 49% B	180 43%	122 37%
Probably could not	**226** **22%**	102 20%	124 24%	45 15%	97 26% c	83 24% c	62 26% k	64 24%	43 18%	35 24%	11 22%	11 13%	148 21%	78 23%	130 22%	96 21%	64 18%	161 24% p	35 20%	58 26%	52 19%	61 21%	197 22%	25 19%	38 24% C	87 28% AC	9 14%	34 24% C	10 11%	98 23%	78 23%
Definitely could not	**138** **13%**	60 12%	78 15%	18 6%	49 13% c	71 21% cd	40 17% i	31 11%	40 17% i	11 7%	4 9%	12 13%	79 11%	59 18% l	50 9%	87 20% n	23 6%	115 17% p	39 23% tu	34 15% u	29 11%	25 8%	124 14%	12 9%	18 12%	30 10%	7 11%	27 19% y	18 20% y	54 13%	56 17%
Definitely/ probably could (NET)	**631** **61%**	333 66% b	298 57%	241 78% de	212 57%	178 52%	131 54%	165 61%	147 63%	99 67%	33 66%	56 64%	451 65% m	180 54%	388 67% o	243 54%	269 73% q	362 55%	91 53%	126 55%	181 68% rs	197 67% rs	534 60%	90 69%	95 60%	188 61%	45 70% B	75 53%	64 69%	262 62%	188 56%
Definitely/ probably could not (NET)	**363** **35%**	162 32%	201 39%	63 20%	146 39% c	154 45% c	102 42% k	94 35%	83 35%	46 31%	15 31%	23 26%	226 32%	137 41% l	180 31%	183 41% n	87 24%	276 42% p	74 43% tu	93 41% u	81 30%	86 29%	322 36%	36 28%	56 36%	117 37%	16 25%	61 43% A	28 30%	152 36%	134 40%
Don't know	**34** **3%**	13 2%	22 4%	6 2%	15 4%	13 4%	9 4%	9 3%	4 2%	3 2%	1 3%	9 10% ghi	20 3%	14 4%	13 2%	21 5%	11 3%	23 4%	5 3%	9 4%	4 2%	9 3%	29 3%	4 3%	6 4%	6 2%	3 5%	5 4%	1 1%	9 2%	12 3%

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 29

Q6P 11 - For each of the following, could you personally do this or not - Get top marks in a current GCSE maths exam?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**126**	76	49	68	29	29	25	20	33	37	7	4	85	41	71	55	59	67	22	25	37	38	86	38	19	37	3	12	9	44	38
	12%	15%	10%	22%	8%	8%	10%	7%	14%	25%	14%	5%	12%	12%	12%	12%	16%	10%	13%	11%	14%	13%	10%	29%	12%	12%	5%	9%	10%	10%	11%
		b		de					gk	fghk							q							v							
Probably could	**210**	127	83	86	71	54	55	58	35	24	7	32	150	60	115	95	89	121	35	33	58	70	176	32	33	67	11	32	18	85	69
	20%	25%	16%	28%	19%	16%	23%	21%	15%	16%	14%	36%	22%	18%	20%	21%	24%	18%	21%	15%	22%	24%	20%	25%	21%	21%	17%	23%	20%	20%	21%
		b		de								fghij					q					s									
Probably could not	**320**	138	181	88	125	107	65	89	81	50	17	17	231	89	214	106	112	207	42	80	79	91	282	33	51	97	25	41	26	128	98
	31%	27%	35%	28%	33%	31%	27%	33%	35%	34%	34%	19%	33%	27%	37%	24%	31%	31%	25%	35%	30%	31%	32%	25%	32%	31%	39%	29%	28%	30%	29%
			a					k	k						o																
Definitely could not	**320**	138	183	49	133	139	93	79	70	30	17	31	197	123	164	157	88	232	65	72	77	83	295	20	48	101	20	42	38	154	111
	31%	27%	35%	16%	36%	40%	38%	29%	30%	20%	35%	35%	28%	37%	28%	35%	24%	35%	38%	32%	29%	29%	33%	16%	30%	33%	31%	30%	41%	36%	33%
			a		c	c	i					i		l				p					w								
Definitely/ probably could (NET)	**336**	203	133	153	99	83	79	78	68	61	14	36	235	101	186	150	147	188	57	59	95	108	262	70	52	104	14	44	28	129	107
	33%	40%	25%	50%	27%	24%	33%	29%	29%	42%	28%	41%	34%	30%	32%	34%	40%	28%	34%	26%	36%	37%	30%	54%	33%	33%	22%	31%	29%	31%	32%
		b		de													q					s		v							
Definitely/ probably could not (NET)	**640**	276	364	137	257	246	158	168	152	80	34	48	428	212	377	263	201	439	107	152	156	174	578	53	99	198	44	83	64	281	209
	62%	54%	70%	44%	69%	71%	65%	63%	65%	54%	69%	55%	61%	64%	65%	59%	55%	66%	63%	67%	59%	60%	65%	41%	63%	64%	70%	59%	69%	67%	63%
			a		c	c												p					w								
Don't know	**52**	28	24	19	16	17	5	23	13	6	1	4	35	18	18	34	18	34	5	17	14	9	45	7	7	9	5	14	2	12	17
	5%	6%	5%	6%	4%	5%	2%	8%	6%	4%	3%	5%	5%	5%	3%	8%	5%	5%	3%	7%	5%	3%	5%	5%	4%	3%	8%	10%	2%	3%	5%
								f								n												y			

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 30

Q6P 12 - For each of the following, could you personally do this or not - Complete a full shift as an NHS nurse in A&E?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**101**	51	50	38	35	28	25	23	22	22	6	4	78	23	53	48	47	54	12	19	32	31	85	16	16	33	4	21	5	38	40
	10%	10%	10%	12%	9%	8%	10%	9%	10%	15%	11%	4%	11%	7%	9%	11%	13%	8%	7%	8%	12%	11%	10%	12%	10%	11%	6%	15%	6%	9%	12%
																	q														
Probably could	**215**	94	121	73	68	74	47	59	50	32	9	19	149	67	114	101	87	128	32	35	64	74	178	34	42	66	16	19	10	84	68
	21%	19%	23%	24%	18%	21%	19%	22%	21%	22%	18%	22%	21%	20%	20%	23%	24%	19%	19%	15%	24%	25%	20%	26%	26%	21%	25%	13%	11%	20%	20%
																						s			BC		C				
Probably could not	**237**	119	118	83	90	64	50	63	53	40	10	21	166	71	151	86	95	142	36	52	65	70	198	37	29	78	18	37	33	94	75
	23%	23%	23%	27%	24%	18%	21%	23%	23%	27%	21%	24%	24%	22%	26%	19%	26%	21%	21%	23%	25%	24%	22%	28%	18%	25%	28%	27%	35%	22%	23%
				e											o														x		
Definitely could not	**439**	233	206	102	167	169	113	117	102	45	23	38	284	155	248	191	126	312	85	113	98	111	399	34	71	126	24	61	43	194	145
	43%	46%	40%	33%	45%	49%	47%	44%	44%	31%	47%	43%	41%	47%	43%	43%	34%	47%	50%	50%	37%	38%	45%	26%	45%	40%	38%	43%	46%	46%	43%
					c	c	i											p	tu	tu			w								
Definitely/ probably could (NET)	**317**	146	171	111	103	102	72	82	72	54	14	23	227	90	167	149	135	182	44	54	95	106	263	50	57	99	20	39	16	122	109
	31%	29%	33%	36%	28%	30%	30%	30%	31%	37%	29%	26%	33%	27%	29%	33%	37%	27%	26%	24%	36%	36%	30%	38%	36%	32%	31%	28%	17%	29%	33%
																	q				s	s			C	C					
Definitely/ probably could not (NET)	**676**	351	325	185	258	233	163	180	155	86	33	59	450	226	398	277	221	454	121	165	163	181	597	71	100	204	42	98	76	288	220
	66%	69%	62%	60%	69%	67%	67%	67%	66%	58%	68%	67%	64%	68%	69%	62%	60%	69%	71%	72%	61%	62%	68%	54%	63%	66%	65%	70%	81%	68%	66%
					c													p		tu			w						xyA		
Don't know	**36**	11	25	13	13	11	7	7	7	8	1	6	21	15	16	20	10	25	5	9	7	5	25	10	1	8	2	3	2	12	5
	3%	2%	5%	4%	3%	3%	3%	3%	3%	5%	3%	7%	3%	4%	3%	4%	3%	4%	3%	4%	3%	2%	3%	8%	1%	3%	4%	2%	2%	3%	1%
																								v							

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

18 Nov 2025

Table 31

Q6P 13 - For each of the following, could you personally do this or not - Be a GP for a day?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Definitely could	**55**	26	29	31	10	15	12	14	9	14	4	3	38	18	26	30	32	24	8	10	17	16	33	22	10	12	3	7	3	22	14
	5%	5%	6%	10%	3%	4%	5%	5%	4%	9%	9%	3%	5%	5%	4%	7%	9%	4%	5%	4%	6%	6%	4%	17%	6%	4%	5%	5%	4%	5%	4%
				de													q							v							
Probably could	**182**	88	94	82	62	37	32	44	42	39	6	17	134	48	109	73	73	108	28	31	49	65	144	36	27	54	12	19	14	71	65
	18%	17%	18%	27%	17%	11%	13%	17%	18%	27%	13%	19%	19%	14%	19%	16%	20%	16%	17%	13%	19%	22%	16%	27%	17%	17%	19%	14%	15%	17%	19%
				de	e					f												s		v							
Probably could not	**183**	91	92	62	74	47	52	41	39	29	10	11	138	44	119	64	64	119	25	34	64	52	157	24	17	64	20	42	11	80	51
	18%	18%	18%	20%	20%	13%	22%	15%	17%	20%	21%	13%	20%	13%	20%	14%	17%	18%	15%	15%	24%	18%	18%	19%	11%	21%	31%	30%	12%	19%	15%
					e								m		o						s					x	xC	xC			
Definitely could not	**567**	288	279	112	213	242	139	157	130	56	27	57	359	208	312	255	181	386	103	147	124	148	522	37	103	173	27	64	62	238	195
	55%	57%	54%	36%	57%	70%	58%	58%	56%	38%	55%	65%	52%	63%	54%	57%	49%	58%	60%	65%	47%	51%	59%	28%	65%	56%	42%	45%	66%	56%	58%
					c	cd	i	i	i			i		l				p	t	tu			w		AB				AB		
Definitely/ probably could (NET)	**237**	114	123	113	72	52	44	58	51	53	10	20	172	66	135	102	105	132	36	40	66	81	178	58	37	66	15	26	17	93	79
	23%	22%	24%	37%	19%	15%	18%	22%	22%	36%	21%	22%	25%	20%	23%	23%	29%	20%	21%	18%	25%	28%	20%	44%	24%	21%	23%	19%	19%	22%	24%
				de						fgh							q					s		v							
Definitely/ probably could not (NET)	**750**	379	370	174	288	289	192	199	169	85	38	68	498	252	431	319	245	504	128	181	188	200	679	61	120	237	46	106	73	318	246
	73%	75%	71%	56%	77%	83%	79%	74%	72%	58%	76%	78%	71%	76%	74%	71%	67%	76%	75%	80%	71%	69%	77%	47%	76%	76%	72%	75%	78%	75%	74%
					c	c	i	i	i		i	i						p		u			w								
Don't know	**41**	14	27	23	13	5	6	12	13	9	1	-	28	13	15	26	16	25	6	6	12	10	28	11	1	8	3	8	3	12	9
	4%	3%	5%	7%	3%	2%	2%	4%	6%	6%	3%	-	4%	4%	3%	6%	4%	4%	3%	3%	4%	3%	3%	9%	1%	2%	4%	6%	4%	3%	3%
				e												n								v				x			

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

Table 32

Q7P - If you could choose, in which of the following decades would you have preferred to be a teenager?

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
1980s	**291**	128	163	64	121	106	70	78	70	38	18	17	210	81	152	139	88	203	44	70	81	76	262	29	50	74	12	51	22	103	116
	28%	25%	31%	21%	32%	31%	29%	29%	30%	26%	38%	19%	30%	25%	26%	31%	24%	31%	26%	31%	31%	26%	30%	22%	32%	24%	18%	36%	24%	24%	35%
					c	c					k							p										yA			D
1990s	**196**	91	105	72	117	7	46	59	42	21	6	22	157	39	124	73	87	109	18	32	61	77	168	28	28	61	13	17	19	94	45
	19%	18%	20%	23%	31%	2%	19%	22%	18%	14%	12%	25%	23%	12%	21%	16%	24%	16%	10%	14%	23%	26%	19%	21%	18%	20%	20%	12%	21%	22%	14%
				e	e								m				q				r	rs								E	
1970s	**142**	82	60	10	36	95	40	27	39	20	7	9	79	63	73	68	47	95	35	38	32	29	129	10	26	49	10	22	11	55	69
	14%	16%	11%	3%	10%	27%	17%	10%	17%	13%	14%	10%	11%	19%	13%	15%	13%	14%	21%	17%	12%	10%	15%	8%	17%	16%	15%	16%	12%	13%	21%
					c	cd								l					u												D
1960s	**127**	65	63	16	27	84	32	32	26	11	7	20	72	55	74	53	26	101	35	31	33	16	120	3	18	32	9	28	19	65	44
	12%	13%	12%	5%	7%	24%	13%	12%	11%	7%	15%	23%	10%	17%	13%	12%	7%	15%	20%	14%	13%	6%	14%	2%	12%	10%	15%	20%	21%	15%	13%
						cd						ghi		l				p	u	u	u		w					y	y		
2000s	**105**	56	48	66	31	8	18	34	27	18	5	2	81	24	71	34	44	61	18	16	18	43	73	29	10	36	10	13	7	52	13
	10%	11%	9%	21%	8%	2%	7%	13%	12%	12%	9%	2%	12%	7%	12%	8%	12%	9%	11%	7%	7%	15%	8%	22%	6%	12%	16%	9%	7%	12%	4%
				de	e			k	k	k					o							st		v			x			E	
2010s	**67**	34	33	51	14	2	14	10	9	29	-	5	39	28	36	31	31	36	5	19	20	17	48	19	9	27	4	3	5	21	10
	6%	7%	6%	16%	4%	1%	6%	4%	4%	20%	-	6%	6%	8%	6%	7%	8%	5%	3%	8%	8%	6%	5%	15%	5%	9%	7%	2%	5%	5%	3%
				de	e					fghik														v		B					
1950s	**33**	16	17	3	9	22	11	9	6	-	2	5	18	15	10	24	11	22	3	11	7	9	32	-	9	7	2	2	3	8	21
	3%	3%	3%	1%	2%	6%	4%	3%	3%	-	5%	6%	3%	5%	2%	5%	3%	3%	2%	5%	3%	3%	4%	-	6%	2%	3%	2%	3%	2%	6%
						cd					i	i				n															D
2020s	**25**	15	10	17	4	4	7	6	5	4	1	2	19	6	13	12	15	10	4	3	6	13	17	8	2	10	1	1	3	9	4
	2%	3%	2%	5%	1%	1%	3%	2%	2%	3%	2%	2%	3%	2%	2%	3%	4%	2%	2%	1%	2%	4%	2%	6%	1%	3%	1%	*	3%	2%	1%
				de													q							v							
Don't know	**42**	20	22	11	15	17	5	12	10	7	2	6	22	20	28	14	17	25	9	7	7	12	38	4	7	14	3	3	5	16	11
	4%	4%	4%	4%	4%	5%	2%	5%	4%	4%	5%	7%	3%	6%	5%	3%	5%	4%	5%	3%	3%	4%	4%	3%	4%	5%	4%	2%	5%	4%	3%

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base

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13TH-14TH NOVEMBER 2025
IPSOS

18 Nov 2025

Table 33
DEMOGRAPHICS

Base: All adults aged 18-75 in Great Britain

		Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Graduates (q)	Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	White ethnic group (v)	Minority ethnic groups (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	Remain (D)	Leave (E)
UNWEIGHTED BASE	**1028**	511	517	257	391	380	249	279	242	116	55	87	732	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	317
WEIGHTED BASE	**1028**	508	520	309	373	346	242	269	233	147*	49*	88*	698	330	581	447	367	661	170	227	266	292	885	130*	158	311	64*	141*	94*	423	334
	100%	49%	51%	30%	36%	34%	24%	26%	23%	14%*	5%*	9%*	68%	32%	57%	43%	36%	64%	17%	22%	26%	28%	86%	13%*	15%	30%	6%*	14%*	9%*	41%	32%
Gender																															
Man	**508**	508	-	157	184	167	119	133	115	74	24	43	364	143	307	200	185	322	89	111	134	153	438	68	88	180	33	77	44	222	183
	49%	100%	-	51%	49%	48%	49%	49%	49%	50%	49%	48%	52%	43%	53%	45%	51%	49%	52%	49%	50%	53%	49%	52%	56%	58%	51%	55%	47%	53%	55%
		b											m		o																
Woman	**520**	-	520	153	189	179	123	136	118	73	25	45	333	187	274	246	181	339	81	117	132	139	447	63	70	131	31	63	50	200	151
	51%	-	100%	49%	51%	52%	51%	51%	51%	50%	51%	52%	48%	57%	47%	55%	49%	51%	48%	51%	50%	47%	51%	48%	44%	42%	49%	45%	53%	47%	45%
			a											l		n															
Age																															
18-34	**309**	157	153	309	-	-	41	95	59	77	13	24	229	80	184	126	137	172	31	54	95	111	218	89	27	97	22	31	28	107	42
	30%	31%	29%	100%	-	-	17%	35%	25%	53%	26%	27%	33%	24%	32%	28%	37%	26%	18%	24%	36%	38%	25%	69%	17%	31%	35%	22%	30%	25%	12%
				de				fh	f	fghjk			m				q				rs	rs		v		x	x		x	E	
35-54	**373**	184	189	-	373	-	113	102	75	35	20	28	300	73	227	145	150	223	60	71	93	123	343	28	47	130	13	47	36	177	125
	36%	36%	36%	-	100%	-	47%	38%	32%	24%	42%	31%	43%	22%	39%	33%	41%	34%	36%	31%	35%	42%	39%	21%	30%	42%	21%	34%	39%	42%	37%
					ce		hik	i			i		m				q					s	w			xA			A		
55-75	**346**	167	179	-	-	346	88	71	99	35	16	36	168	178	170	176	79	266	78	103	77	58	325	13	84	85	28	63	29	139	168
	34%	33%	34%	-	-	100%	37%	27%	42%	24%	32%	41%	24%	54%	29%	39%	22%	40%	46%	45%	29%	20%	37%	10%	53%	27%	44%	45%	31%	33%	50%
						cd	gi		gi			gi		l		n		p	tu	tu	u		w		yC		y	y			D
Region																															
North	**242**	119	123	41	113	88	242	-	-	-	-	-	155	87	128	114	80	162	47	52	55	67	222	20	36	89	11	37	13	113	84
	24%	23%	24%	13%	30%	26%	100%	-	-	-	-	-	22%	26%	22%	26%	22%	24%	28%	23%	21%	23%	25%	15%	23%	29%	17%	26%	14%	27%	25%
					c	c	ghijk																			C					
Midlands	**269**	133	136	95	102	71	-	269	-	-	-	-	197	71	144	124	86	183	40	63	66	78	240	28	46	79	12	37	21	105	83
	26%	26%	26%	31%	27%	21%	-	100%	-	-	-	-	28%	22%	25%	28%	23%	28%	24%	28%	25%	27%	27%	22%	29%	25%	18%	27%	22%	25%	25%
				e				fhijk																							
South	**233**	115	118	59	75	99	-	-	233	-	-	-	144	89	123	110	69	165	50	49	52	63	215	13	41	59	20	36	13	75	95
	23%	23%	23%	19%	20%	29%	-	-	100%	-	-	-	21%	27%	21%	25%	19%	25%	30%	22%	19%	22%	24%	10%	26%	19%	31%	25%	14%	18%	29%
						cd			fgijk									p					w		C		C				D
Greater London	**147**	74	73	77	35	35	-	-	-	147	-	-	104	43	104	44	73	74	11	28	47	55	87	59	24	43	16	18	10	60	36
	14%	15%	14%	25%	9%	10%	-	-	-	100%	-	-	15%	13%	18%	10%	20%	11%	6%	13%	18%	19%	10%	45%	15%	14%	26%	13%	11%	14%	11%
				de						fghjk					o		q				r	r		v			yBC				
Wales	**49**	24	25	13	20	16	-	-	-	-	49	-	39	10	32	17	15	35	11	11	14	12	45	2	2	21	3	9	6	26	11
	5%	5%	5%	4%	5%	5%	-	-	-	-	100%	-	6%	3%	5%	4%	4%	5%	6%	5%	5%	4%	5%	2%	1%	7%	4%	6%	6%	6%	3%
											fghik															x					
Scotland	**88**	43	45	24	28	36	-	-	-	-	-	88	58	30	51	37	45	43	11	24	31	16	76	9	8	20	3	4	30	44	25
	9%	8%	9%	8%	7%	11%	-	-	-	-	-	100%	8%	9%	9%	8%	12%	6%	7%	10%	12%	6%	9%	7%	5%	6%	5%	3%	32%	10%	7%
												fghij					q				u								xyAB		
Employment Status																															
Working	**698**	364	333	229	300	168	155	197	144	104	39	58	698	-	449	248	296	402	50	137	210	259	609	82	95	221	45	102	67	317	220
	68%	72%	64%	74%	81%	49%	64%	73%	62%	71%	80%	65%	100%	-	77%	56%	81%	61%	29%	60%	79%	89%	69%	63%	61%	71%	71%	72%	71%	75%	66%
		b		e	e			h			fh		m		o		q			r	rs	rst				x				E	
Not working	**330**	143	187	80	73	178	87	71	89	43	10	30	-	330	132	198	71	260	120	90	56	33	276	48	62	90	19	39	27	106	114
	32%	28%	36%	26%	19%	51%	36%	27%	38%	29%	20%	35%	-	100%	23%	44%	19%	39%	71%	40%	21%	11%	31%	37%	39%	29%	29%	28%	29%	25%	34%
			a			cd	i		gi					l		n		p	stu	tu	u				y						D
Social Grade																															
ABC1	**581**	307	274	184	227	170	128	144	123	104	32	51	449	132	581	-	286	296	43	102	160	238	505	74	91	218	48	61	60	280	164
	57%	61%	53%	59%	61%	49%	53%	54%	53%	70%	65%	58%	64%	40%	100%	-	78%	45%	25%	45%	60%	81%	57%	57%	58%	70%	76%	44%	64%	66%	49%
		b		e	e					fgh			m		o		q			r	rs	rst			B	xB	xB		B	E	
C2DE	**447**	200	246	126	145	176	114	124	110	44	17	37	248	198	-	447	81	366	127	126	106	54	380	57	67	93	15	79	34	142	170
	43%	39%	47%	41%	39%	51%	47%	46%	47%	30%	35%	42%	36%	60%	-	100%	22%	55%	75%	55%	40%	19%	43%	43%	42%	30%	24%	56%	36%	34%	51%
			a			cd	i	i	i					l		n		p	stu	tu	u				yA			xyAC			D
Education																															
Graduates	**367**	185	181	137	150	79	80	86	69	73	15	45	296	71	286	81	367	-	24	56	95	168	293	69	61	140	35	21	45	195	86
	36%	36%	35%	44%	40%	23%	33%	32%	29%	49%	30%	51%	42%	21%	49%	18%	100%	-	14%	25%	36%	58%	33%	53%	38%	45%	54%	15%	48%	46%	26%
				e	e					fghj		fghj	m		o		q			r	rs	rst		v	B	B	B		B	E	
Non-Graduates	**661**	322	339	172	223	266	162	183	165	74	35	43	402	260	296	366	-	661	146	171	170	123	591	61	97	171	29	120	49	228	248
	64%	64%	65%	56%	60%	77%	67%	68%	71%	51%	70%	49%	58%	79%	51%	82%	-	100%	86%	75%	64%	42%	67%	47%	62%	55%	46%	85%	52%	54%	74%
						cd	ik	ik	ik		ik			l		n		p	stu	tu	u		w					xyAC			D
Income																															
Up to £19999	**170**	89	81	31	60	78	47	40	50	11	11	11	50	120	43	127	24	146	170	-	-	-	141	25	21	45	10	21	24	52	60
	17%	17%	16%	10%	16%	23%	19%	15%	22%	7%	21%	13%	7%	36%	7%	28%	6%	22%	100%	-	-	-	16%	19%	14%	15%	16%	15%	25%	12%	18%
						c	i		i		i			l		n		p	stu										xy		
£20000 - £34999	**227**	111	117	54	71	103	52	63	49	28	11	24	137	90	102	126	56	171	-	227	-	-	200	26	34	64	10	38	21	89	90
	22%	22%	22%	17%	19%	30%	22%	23%	21%	19%	22%	27%	20%	27%	17%	28%	15%	26%	-	100%	-	-	23%	20%	22%	21%	15%	27%	22%	21%	27%
						cd								l		n		p		rtu											
£35000 - £54999	**266**	134	132	95	93	77	55	66	52	47	14	31	210	56	160	106	95	170	-	-	266	-	228	37	35	89	13	49	24	109	91
	26%	26%	25%	31%	25%	22%	23%	25%	22%	32%	29%	35%	30%	17%	28%	24%	26%	26%	-	-	100%	-	26%	28%	22%	28%	21%	35%	25%	26%	27%
				e								h	m								rsu										
£55000+	**292**	153	139	111	123	58	67	78	63	55	12	16	259	33	238	54	168	123	-	-	-	292	253	37	61	99	22	27	21	146	79
	28%	30%	27%	36%	33%	17%	28%	29%	27%	38%	23%	18%	37%	10%	41%	12%	46%	19%	-	-	-	100%	29%	28%	39%	32%	34%	19%	22%	35%	24%
				e	e					k			m		o		q					rst			BC	B	B			E	
Ethnicity																															
White ethnic group	**885**	438	447	218	343	325	222	240	215	87	45	76	609	276	505	380	293	591	141	200	228	253	885	-	140	273	55	134	80	374	311
	86%	86%	86%	70%	92%	94%	92%	90%	92%	59%	91%	86%	87%	84%	87%	85%	80%	89%	83%	88%	86%	87%	100%	-	89%	88%	86%	95%	85%	88%	93%
					c	c	i	i	i		i	i						p					w					AC			D
Minority ethnic groups	**130**	68	63	89	28	13	20	28	13	59	2	9	82	48	74	57	69	61	25	26	37	37	-	130	17	37	9	7	12	45	20
	13%	13%	12%	29%	7%	4%	8%	10%	5%	40%	5%	10%	12%	15%	13%	13%	19%	9%	14%	11%	14%	13%	-	100%	11%	12%	14%	5%	13%	11%	6%
				de						fghjk							q							v			B				
GE 2024 Vote																															
Cons	**158**	88	70	27	47	84	36	46	41	24	2	8	95	62	91	67	61	97	21	34	35	61	140	17	158	-	-	-	-	53	91
	15%	17%	13%	9%	13%	24%	15%	17%	18%	17%	4%	9%	14%	19%	16%	15%	17%	15%	13%	15%	13%	21%	16%	13%	100%	-	-	-	-	13%	27%
						cd		i	i													t			yABC						D
Lab	**311**	180	131	97	130	85	89	79	59	43	21	20	221	90	218	93	140	171	45	64	89	99	273	37	-	311	-	-	-	192	74
	30%	36%	25%	31%	35%	25%	37%	30%	25%	29%	42%	23%	32%	27%	38%	21%	38%	26%	27%	28%	33%	34%	31%	28%	-	100%	-	-	-	46%	22%
		b			e		hk				hk				o		q									xABC				E	
Lib Dems	**64**	33	31	22	13	28	11	12	20	16	3	3	45	19	48	15	35	29	10	10	13	22	55	9	-	-	64	-	-	38	9
	6%	6%	6%	7%	4%	8%	4%	4%	8%	11%	5%	3%	6%	6%	8%	3%	9%	4%	6%	4%	5%	7%	6%	7%	-	-	100%	-	-	9%	3%
						d				g					o		q										xyBC			E	
Reform UK	**141**	77	63	31	47	63	37	37	36	18	9	4	102	39	61	79	21	120	21	38	49	27	134	7	-	-	-	141	-	30	93
	14%	15%	12%	10%	13%	18%	15%	14%	15%	12%	18%	5%	15%	12%	11%	18%	6%	18%	13%	17%	18%	9%	15%	5%	-	-	-	100%	-	7%	28%
						c	k		k		k					n		p		u	u		w					xyAC			D
Other party	**94**	44	50	28	36	29	13	21	13	10	6	30	67	27	60	34	45	49	24	21	24	21	80	12	-	-	-	-	94	59	16
	9%	9%	10%	9%	10%	8%	5%	8%	6%	7%	12%	35%	10%	8%	10%	8%	12%	7%	14%	9%	9%	7%	9%	9%	-	-	-	-	100%	14%	5%
												fghij					q		u										xyAB	E	
EU Ref Vote																															
Remain	**423**	222	200	107	177	139	113	105	75	60	26	44	317	106	280	142	195	228	52	89	109	146	374	45	53	192	38	30	59	423	-
	41%	44%	39%	35%	47%	40%	47%	39%	32%	41%	53%	50%	45%	32%	48%	32%	53%	34%	31%	39%	41%	50%	42%	34%	34%	62%	59%	21%	63%	100%	-
					c		h				h	h	m		o		q					rs				xB	xB		xB	E	
Leave	**334**	183	151	42	125	168	84	83	95	36	11	25	220	114	164	170	86	248	60	90	91	79	311	20	91	74	9	93	16	-	334
	32%	36%	29%	13%	33%	48%	35%	31%	41%	25%	22%	28%	32%	34%	28%	38%	23%	37%	35%	40%	34%	27%	35%	16%	58%	24%	14%	66%	17%	-	100%
		b			c	cd			ij							n		p		u			w		yAC			yAC			D

Proportions/Means: Columns Tested (5% risk level) - 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/A/B/C - D/E
Overlap formulae used. * small base