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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

	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	517
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%
Dog	376	182	194	147	136	93	105	102	69	59	20	22	297	79	210	166	148	228	35	84	94	139	330	43	47	134	21	52	22	163	112
	37%	36%	37%	48% de	36%	27% e	43% hk	38%	30%	40%	40%	25%	43% m	24%	36%	37%	40%	34%	21%	37%	35%	48% rst	37%	33%	30%	43% xC	32%	37%	24%	39%	34%
Cat	306	158	149	101	108	97	68	82	74	40	18	26	228	78	170	136	113	193	41	65	77	104	267	33	50	95	19	42	28	125	110
	30%	31%	29%	33%	29%	28%	28%	30%	32%	27%	36%	29%	33% m	24%	29%	31%	31%	29%	24%	28%	29%	36% r	30%	25%	32%	30%	30%	30%	30%	30%	33%
Fish	72	36	36	19	28	25	17	15	26	10	3	2	56	16	41	31	23	49	9	13	24	24	66	4	6	13	5	19	7	30	24
	7%	7%	7%	6%	8%	7%	7%	5%	11% k	7%	6%	2%	8%	5%	7%	7%	6%	7%	5%	6%	9%	8%	7%	3%	4%	4%	8%	13% xy	8%	7%	7%
Bird	28	19	9	16	8	4	6	12	*	5	3	1	22	6	16	11	9	19	5	10	5	7	26	2	2	8	-	7	3	11	7
	3%	4%	2%	5% e	2%	1%	3%	4% h	*	3%	7% h	1%	3%	2%	3%	3%	2%	3%	3%	4%	2%	2%	3%	1%	1%	3%	-	5%	3%	2%	2%
Rodent e.g. hamster, guinea pig, etc.	25	11	14	5	17	4	2	7	9	1	3	3	17	7	19	6	11	14	4	4	7	10	25	-	2	8	2	5	3	10	9
	2%	2%	3%	2%	4% e	1%	1%	2%	4%	*	5%	4%	2%	2%	3%	1%	3%	2%	2%	2%	3%	3%	3%	-	1%	3%	4%	3%	3%	2%	3%
Another pet	27	12	16	12	10	5	6	11	7	1	3	-	20	7	16	11	11	16	2	2	11	10	23	5	5	7	2	3	1	11	3
	3%	2%	3%	4%	3%	2%	2%	4%	3%	1%	6%	-	3%	2%	3%	3%	3%	2%	1%	1%	4%	3%	3%	4%	3%	2%	3%	2%	1%	3%	1%
Any pet (NET)	597	295	302	199	222	176	150	168	123	76	33	46	453	144	342	255	225	372	67	133	147	213	526	63	89	191	35	87	45	248	189
	58%	58%	58%	64%	60%	51%	62%	63%	53%	52%	68%	52%	65% m	44%	59%	57%	61%	56%	39%	58%	55%	73% rst	59%	48%	57%	61%	55%	62%	48%	59%	57%
I don't have a pet in my household	430	212	218	110	151	170	91	100	110	71	15	42	244	186	239	191	141	289	103	95	118	79	359	67	68	120	29	53	48	175	144
	42%	42%	42%	36%	40%	49% cd	38%	37%	47%	48%	31%	48%	35%	56% l	41%	43%	38%	44%	61% stu	42% u	44% u	27%	41%	51%	43%	39%	45%	38%	52%	41%	43%
Don't know	1	1	-	*	-	*	-	-	-	*	*	-	1	-	1	-	1	-	-	-	*	*	-	1	-	*	-	-	-	*	-
	*	*	-	*	-	*	-	-	-	*	1%	-	*	-	*	-	*	-	-	-	*	*	-	1%	-	*	-	-	-	*	-

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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

	TOTAL	Gender		Age			Region							Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote		Pets in household		
		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)	Cat (F)	Dog (G)	Other pet (H)
UNWEIGHTED BASE	608	300	308	175	232	201	155	171	194	66	36	44	473	135	444	164	377	231	54	108	142	272	535	67	105	210	47	70	51	204	187	312	374	135
WEIGHTED BASE	597	295	302	199	222	176	150	168	123*	70*	13**	46*	453	144	342	255	225	372	67*	133*	147*	213	526	63*	88*	191	35*	87*	45*	248	189	306	376	133*
	100%	49%	51%	33%	37%	29%	25%	28%	21%*	12%*	6%**	8%*	76%	24%	57%	43%	38%	62%	11%*	22%*	25%*	36%	88%	11%*	15%*	32%	6%*	15%*	8%*	41%	32%	51%	63%	22%*
Yes, for my own dog	285	130	154	120	102	63	84	72	52	46	15	16	229	56	162	123	121	164	23	59	76	112	251	33	40	103	17	40	18	130	80	92	285	57
	48%	44%	51%	60%	46%	36%	56%	43%	42%	61%	44%	35%	51%	39%	47%	48%	54%	44%	34%	44%	51%	53%	48%	52%	45%	54%	49%	46%	39%	53%	42%	30%	76% FH	43% F
				de			k			ek			m				o					r												
Yes, for my own cat	180	95	86	61	73	47	46	52	42	22	6	12	139	42	106	75	73	108	22	36	49	64	159	21	31	51	11	32	17	82	60	180	72	40
	30%	32%	28%	31%	33%	27%	31%	31%	34%	30%	17%	27%	31%	29%	31%	29%	32%	29%	34%	27%	33%	30%	30%	33%	34%	27%	32%	37%	37%	33%	32%	59% GH	19%	30% G
Yes, for my own bird	13	11	2	10	2	1	2	7	-	2	1	1	9	3	7	6	5	8	3	3	3	2	13	-	1	4	-	6	1	3	2	5	7	13
	2%	4%	1%	5%	1%	*	1%	4%	-	3%	4%	2%	2%	2%	2%	2%	2%	2%	5%	3%	2%	1%	2%	-	1%	2%	-	6%	2%	1%	1%	1%	2%	10% FG
Yes, for my own fish	11	8	3	6	4	2	5	2	1	3	1	-	9	2	8	3	3	8	1	*	6	3	10	2	-	1	3	1	1	6	-	5	7	11
	2%	3%	1%	3%	2%	1%	3%	1%	1%	4%	2%	-	2%	2%	2%	1%	1%	2%	2%	*	4%	1%	2%	3%	-	1%	7%	1%	3%	2%	-	2%	2%	9% FG
Yes, for my own rodent e.g. hamster. guinea pig. etc.	11	4	6	4	5	2	-	3	3	-	1	3	6	4	9	2	6	4	3	2	2	4	11	-	1	4	1	2	2	6	2	6	5	11
	2%	1%	2%	2%	2%	1%	-	2%	3%	-	4%	8% f	1%	3%	2%	1%	3%	1%	3%	2%	2%	2%	2%	-	1%	2%	3%	2%	3%	2%	1%	2%	1%	8% FG
Yes, for another pet I own (NET)	6	2	5	3	2	1	3	-	3	-	-	-	3	3	5	2	2	4	2	-	3	1	3	3	-	1	2	-	-	3	-	2	4	6
	1%	1%	2%	1%	1%	1%	2%	-	2%	-	-	-	1%	2%	1%	1%	1%	1%	2%	-	2%	*	1%	4% v	-	*	6% xv	-	-	1%	-	1%	1%	5% FG
Yes, for someone else's pet	69	25	44	21	23	26	18	20	12	8	7	4	50	19	28	41	20	49	6	16	27	18	62	6	15	17	5	15	3	31	26	31	47	15
	12%	8%	15% a	11%	10%	15%	12%	12%	9%	10%	21%	9%	11%	13%	8%	16% n	9%	13%	9%	12%	19% s	8%	12%	10%	17%	9%	13%	17%	7%	13%	14%	10%	13%	11%
Yes, any of own (NET)	407	190	217	154	156	97	112	113	79	55	19	28	317	90	231	176	163	243	42	84	110	149	360	44	60	132	26	64	31	177	122	202	288	84
	68%	64%	72%	77%	70%	55%	74%	67%	64%	72%	57%	62%	70%	62%	68%	69%	73%	65%	63%	63%	75%	70%	69%	71%	68%	69%	73%	73%	67%	72%	65%	66%	77% FH	63% F
Yes. any at all (NET)	418	195	223	160	160	98	112	117	81	58	21	28	325	93	239	179	168	250	44	84	114	154	367	49	62	136	26	67	31	179	128	204	295	87
	70%	66%	74%	80%	72%	56%	74%	70%	66%	77%	63%	62%	72%	64%	70%	70%	75%	67%	66%	63%	78%	72%	70%	79%	69%	71%	75%	76%	67%	72%	68%	67%	79% FH	66%
No, I will not be purchasing gifts for any pets	169	96	72	38	56	75	35	46	41	16	12	17	121	48	98	70	53	116	20	47	31	58	148	13	26	52	9	18	15	65	59	96	75	43
	28%	33%	24%	19%	25%	43% cd	23%	27%	34%	22%	37%	38%	27%	33%	29%	28%	24%	31% p	30%	35% t	21%	27%	28%	21%	30%	27%	24%	21%	33%	26%	31%	31% G	20%	33% G
Don't know	11	3	7	1	7	2	3	5	1	1	-	-	7	3	4	6	4	6	3	2	2	1	11	-	1	3	*	3	-	3	3	6	6	2
	2%	1%	2%	1%	3%	1%	2%	3%	1%	1%	-	-	2%	2%	1%	2%	2%	2%	4%	1%	1%	1%	2%	-	1%	1%	1%	3%	-	1%	1%	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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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%

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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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

	TOTAL	Gender Man (a)	Woman (b)	Age 18-34 (c)	35-54 (d)	55-75 (e)	Region North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Employment Status Working (l)	Not working (m)	Social Grade ABC1 (n)	C2DE (o)	Education Graduates (p)	Non-Graduates (q)	Income Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	Ethnicity White ethnic group (v)	Minority ethnic groups (w)	GE 2024 Vote Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	EU Ref Vote Remain (D)	Leave (E)
UNWEIGHTED BASE	1028	511	517	257	391	380	249	279	242	116	55	87	733	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	517
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																			v			vA	v		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%
			b			e	h			ghjk			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	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%	11%	16%	8%	11%	8%	9%	20%	7%	13%	15%	9%	8%	9%	7%		
																						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%	18%	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																			xvA			
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							afh					o							w			v						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			D
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						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

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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

	TOTAL	Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
		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	517
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			e			e				o							w		v			v			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%
		b				cd				h					o		q					r	w		v			v			D
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									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																			v			v			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										v					
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

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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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

	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	517
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	85	52	19	46	71	29	33	45	14	2	14	80	56	71	66	37	99	28	34	33	36	125	11	31	29	11	28	12	46	65
	13%	17% b	10%	6%	12% c	21% cd	12%	12%	19% i	9%	5%	16%	12%	17% l	12%	15%	10%	15%	16%	15%	13%	12%	14%	8%	19%	9%	18%	20%	13%	11%	20% D
A little better	146	86	60	74	40	32	40	30	22	41	5	10	106	40	85	61	58	87	22	25	44	47	118	28	20	56	8	17	15	52	47
	14%	17% b	12%	24% de	11%	9%	16% h	11%	9%	28% fghjk	9%	11%	15%	12%	15%	14%	16%	13%	13%	11%	17%	16%	13%	21% v	12%	18%	13%	12%	16%	12%	14%
About the same	267	132	135	87	95	85	68	68	56	39	14	22	189	78	168	98	101	166	40	62	71	81	224	40	44	87	13	29	27	115	81
	26%	26%	26%	28%	25%	25%	28%	25%	24%	26%	28%	26%	27%	24%	29% o	22%	28%	25%	24%	27%	27%	28%	25%	31%	28%	28%	21%	21%	29%	27%	24%
A little worse	109	58	51	36	45	28	22	29	26	18	6	8	79	30	73	36	44	65	15	16	31	38	97	12	15	39	9	16	14	58	25
	11%	11%	10%	12%	12%	8%	9%	11%	11%	12%	11%	9%	11%	9%	13%	8%	12%	10%	9%	7%	12%	13% s	11%	9%	9%	13%	15%	13%	15%	14% E	8%
Much worse	112	64	48	24	49	40	26	34	31	9	6	6	73	39	52	60	40	72	21	29	30	30	102	10	16	41	4	26	7	65	37
	11%	13%	9%	8%	13%	11%	11%	13%	13%	6%	13%	7%	10%	12%	9%	13%	11%	11%	12%	13%	11%	10%	12%	7%	10%	13%	7%	18% C	7%	15%	11%
Much/ a little better (NET)	282	171	112	93	86	104	68	63	66	55	7	23	186	96	155	127	96	187	50	59	77	82	243	39	50	85	20	45	27	98	112
	27%	34% b	21%	30%	23%	30%	28%	23%	28%	37% gj	14%	27%	27%	29%	27%	28%	26%	28%	29%	26%	29%	28%	27%	30%	32%	27%	31%	32%	29%	23%	34% D
Much/ a little worse (NET)	221	122	99	59	94	67	48	63	56	27	12	14	152	69	125	96	84	137	36	44	60	69	199	22	30	81	14	42	20	123	62
	21%	24%	19%	19%	25%	20%	20%	24%	24%	18%	25%	16%	22%	21%	22%	21%	23%	21%	21%	20%	23%	24%	22%	17%	19%	26%	21%	30% C	22%	29% E	19%
Don't know	258	82	175	69	98	90	57	75	55	27	16	28	170	87	132	125	85	173	45	63	58	60	218	30	33	58	17	25	20	87	78
	25%	16%	34% a	22%	26%	26%	24%	28%	24%	18%	33%	31%	24%	26%	23%	28%	23%	26%	26%	28%	22%	21%	25%	23%	21%	19%	27%	17%	21%	21%	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

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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

	TOTAL	Gender Man (a)	Woman (b)	Age 18-34 (c)	35-54 (d)	55-75 (e)	Region North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Employment Status Working (l)	Not working (m)	Social Grade ABC1 (n)	C2DE (o)	Education Graduates (p)	Non-Graduates (q)	Income Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	Ethnicity White ethnic group (v)	Minority ethnic groups (w)	GE 2024 Vote Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	EU Ref Vote 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	517
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%
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% e	14%	10%	14%	12%	14%	19% i	4%	13%	15%	10%	13%	14%	15%	13% o	10%	12%	17%	14%	13%	20% w	9%	15%	11%	14%	9%	10%	16% 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% b	16%	23% d	16%	18%	20%	16%	17%	24%	18%	18%	20%	16%	21%	16%	20%	18%	15%	17%	19%	24% r	18%	28% v	21%	17%	12%	21%	17%	15%	22% 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% k	16%	14%	17%	9%	16%	17%	16%	16%	18%	15%	16%	18%	19%	14%	17%	14%	18%	22% A	9%	13%	23% A	22% E	13%
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% x	44%	46% x	40%	40%	41%
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% x	30% x	21%	22%	30%	32% E	22%
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% a	12%	18%	19%	14%	20%	15%	13%	29% fhi	15%	14%	21% l	16%	17%	16%	17%	17%	19% u	13%	12%	17%	12%	16%	10%	23% yB	11%	12%	13%	15%

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 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 Badenoch

Base: All adults aged 18-75 in Great Britain

	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	517
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% g	20% g	12%	28% g	16%	21%	18%	16%	20%	16%	18%	17%	16%	19%	17%	18%	14%	18%	26% B	12%	27% xB	18%	18%
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% f	14%	15%	6%	11%	14%	16%	16%	13%	15%	15%	16% s	8%	17% s	18% s	15%	13%	18%	13%	19%	18%	18%	14%	16%
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% k	25%	24%	19%	14%	26%	20%	23%	25%	22%	25%	21%	25%	25%	27%	24%	24%	32% yAC	22%	14%	28% C	14%	21%	27%
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	11	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% x	10%	12%	13%	19% E	9%
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% b	27%	33%	32%	32%	31%	29%	34% i	36% i	19%	39%	30%	36%	34%	29%	35%	31%	34%	24%	34% s	37% s	32%	31%	33%	31%	45%	30%	45% vB	33%	34%
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% x	19%	26%	22%	29% E	18%
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% a	17%	22%	25% c	20%	25% i	17%	13%	41% fghi	31% hi	20%	24%	20%	23%	19%	23%	22%	27% u	18%	13%	22%	16%	17%	15%	23%	17%	18%	18%	20%

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 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

	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	517
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 14%	90 18% b	55 11%	30 10%	49 13%	66 19% c	28 12%	33 12%	29 12%	39 26% fahi	5 10%	12 13%	85 12%	61 18% l	77 13%	68 15%	41 11%	105 16% p	30 18%	34 15%	45 17%	31 11%	135 15%	10 8%	32 20% v	38 12%	11 18%	25 18%	11 12%	43 10%	72 22% D
A little better	109 11%	67 13% b	42 8%	49 16% de	35 9%	26 7%	28 11%	30 11%	21 9%	22 15%	1 1%	8 9% j	82 12%	28 8%	76 13% o	34 8%	53 15% q	56 8%	17 10%	20 9%	20 8%	45 16% st	81 9%	27 21% v	12 8%	41 14% B	7 12% B	5 3%	18 19% xB	47 11%	33 10%
About the same	227 22%	127 25%	100 19%	98 32% de	70 19%	59 17%	50 21%	51 19%	58 25%	33 23%	12 24%	23 26%	178 26% m	49 15%	152 26% o	75 17%	100 27% q	127 19%	21 13%	41 18%	78 29% rs	76 26% r	183 21%	41 32% v	37 23%	72 23%	11 18%	28 20%	19 20%	104 25% E	49 15%
A little worse	103 10%	52 10%	50 10%	32 10%	46 12%	25 7%	31 13%	27 10%	17 7%	14 9%	2 3%	12 14%	66 10%	36 11%	63 11%	40 9%	38 10%	65 10%	20 12%	23 10%	18 7%	35 12%	90 10%	11 8%	19 12%	39 13%	9 14%	11 8%	9 10%	58 14% E	21 6%
Much worse	142 14%	82 16%	60 12%	36 12%	57 15%	49 14%	33 14%	41 15%	40 17%	12 8%	8 16%	9 11%	92 13%	50 15%	64 11%	78 18% n	52 14%	90 14%	26 15%	37 16%	39 15%	34 12%	129 15%	13 10%	14 9%	52 17%	4 7%	31 22% xA	15 16%	73 17%	47 14%
Much/ a little better (NET)	255 25%	158 31% b	97 19%	79 26%	84 23%	91 26%	56 23%	63 23%	50 21%	61 41% fahi	6 11%	19 22%	166 24%	88 27%	153 26%	102 23%	94 26%	161 24%	47 28%	53 23%	65 25%	77 26%	215 24%	37 28%	43 24%	81 26%	19 29%	30 21%	29 31%	90 21%	105 32% D
Much/ a little worse (NET)	245 24%	135 27%	110 21%	68 22%	103 28%	74 21%	64 27%	68 25%	56 24%	26 17%	9 19%	22 24%	158 23%	87 26%	127 22%	118 26%	90 25%	155 23%	47 27%	60 27%	58 22%	69 24%	219 25%	24 18%	33 21%	91 29%	13 21%	42 30%	24 26%	130 31% E	68 20%
Don't know	301 29%	88 17%	213 41% a	65 21%	115 31% c	121 35% c	71 29%	87 32%	69 30%	27 18%	23 46% fhi	25 28%	195 28%	106 32%	149 26%	152 34% n	82 23%	219 33% o	55 32%	73 32%	65 24%	70 24%	267 30%	28 22%	44 28%	66 21%	20 32%	41 29%	21 23%	98 23%	111 33% 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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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%

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Table 11
QSP 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

	TOTAL	Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
		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	517
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% b	16%	22%	15%	24% d	19%	21%	24%	17%	20%	16%	21%	18%	15%	27% n	13%	24% o	24%	23%	21%	17%	21%	16%	22%	11%	11%	43% xvAC	16%	13%	31% 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% de	5%	5%	8%	5%	5%	11%	5%	11%	7%	6%	8%	6%	10% q	5%	2%	6%	11% r	8% r	6%	15% v	3%	9% x	5%	3%	9%	9% E	3%
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% ce	27%	30%	35%	29%	32%	31%	34%	34% m	27%	36% o	27%	35%	30%	27%	26%	36%	36% s	33%	24%	30% B	43% xB	42% B	9%	46% xB	42% E	22%
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% b	11%	8%	13%	19% cd	17% k	13%	17% k	10%	7%	5%	12%	18% l	15%	12%	11%	15%	15%	17%	11%	12%	14%	11%	21%	11%	13%	25% yC	11%	10%	20% 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% t	4%	2%	5%	4%	4%	5%	5%	5%	3%	3%	4%	5%
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% e	6%	3%	8%	6%	5%	9%	5%	3%	6%	7%	7% t	6%	8%	6%	9%	4%	5%	8%	6%	11%	3%	10% xC	8%	6%	1%	6%	5%
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% a	17%	16%	18%	15%	16%	15%	15%	26%	29% fghi	16%	18%	16%	18%	17%	17%	13%	20%	14%	14%	16%	20%	16%	11%	17%	11%	14%	15%	15%

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 12

QSP 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

	TOTAL	Gender Man (a)	Woman (b)	Age 18-34 (c)	35-54 (d)	55-75 (e)	Region North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Employment Status Working (l)	Not working (m)	Social Grade ABC1 (n)	C2DE (o)	Education Graduates (p)	Non-Graduates (q)	Income Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	Ethnicity White ethnic group (v)	Minority ethnic groups (w)	GE 2024 Vote Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	EU Ref Vote 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	517
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										xvAC			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														n													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

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Table 13
QSP 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

	TOTAL	Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
		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% o	14%	12%	13%	13%	13%	12%	17%	6%	13%	21%	11%	11%	14%
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% b	4%	12% de	6%	4%	7%	5%	7%	15% gjk	-	3%	8%	5%	8%	7%	8%	7%	8%	5%	9%	6%	6%	13% v	5%	9%	11%	3%	6%	6%	6%
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% b	29%	24%	37% c	38% c	33%	35%	32%	30%	38%	35%	36% m	28%	37% o	29%	36%	32%	27%	32%	35%	38%	34%	25%	27%	42% x	33%	36%	41% x	38%	34%
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	30	33
	8%	10% b	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% d	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%
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% de	6%	6%	6%	6%	8%	16% fg	5%	8%	7%	10%	8%	8%	7%	9%	10%	10%	7%	7%	7%	14% v	8%	11% B	13% B	2%	5%	8%	7%
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% a	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%

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 14
QSP_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	517
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% de	4%	2%	7%	5%	3%	12% hk	6%	1%	7% m	2%	6%	6%	8% q	4%	2%	3%	9% rs	7%	5%	10%	9% C	7%	4%	6%	1%	6%	5%
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% b	11%	11%	10%	20% cd	12%	18%	11%	14%	6%	14%	13%	16%	15%	12%	14%	14%	14%	13%	11%	18%	14%	14%	24% yC	11%	15%	15%	9%	15%	18%
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	31	1	47	4	40	57
	13%	12%	14%	14%	14%	12%	13%	13%	11%	16%	21%	10%	14%	12%	11%	16% p	9%	15% p	16%	16%	14%	11%	13%	12%	9%	10% A	1%	34% xyAC	4%	9%	17% 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% h	6%	8%	12%	13%	13%	13%	12%	14%	12%	11%	14%	15%	11%	14%	7%	14%	16%	27% xB	9%	13%	14%	14%
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% e	12% e	7%	10%	14%	9%	9%	15%	14%	11%	12%	13%	9%	15% q	10%	10%	11%	12%	13%	11%	11%	6%	17% xB	13%	7%	22% xB	15% E	5%
None of these	177	102	74	42	88	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% b	14%	14%	24% ce	19%	19% g	10%	24% g	14%	12%	22%	16%	19%	15%	20% n	16%	18%	29% stu	14%	16%	14%	17%	17%	12%	21%	26% x	15%	19%	16%	17%
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% a	24%	28%	26%	26%	27%	21%	29%	33%	27%	26%	26%	26%	26%	24%	27%	17%	29% r	34% r	27%	25%	29%	27% B	18%	15%	15%	32% yAB	25%	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

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Table 15
QSP_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

	TOTAL	Gender Man (a)	Woman (b)	Age 18-34 (c)	35-54 (d)	55-75 (e)	Region North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Employment Status Working (l)	Not working (m)	Social Grade ABC1 (n)	C2DE (o)	Education Graduates (p)	Non-Graduates (q)	Income Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	Ethnicity White ethnic group (v)	Minority ethnic groups (w)	GE 2024 Vote Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	EU Ref Vote 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	517
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% de	7% e	3%	8%	9%	6%	14% h	11%	11%	10%	8%	8%	10%	9%	9%	11%	6%	11%	8%	7%	19% v	5%	12% xB	6%	5%	9%	9%	7%
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% e	7%	4%	8%	9%	7%	7%	10%	2%	7%	9%	7%	8%	9%	6%	4%	9%	8%	8%	7%	10% v	7%	8%	11%	8%	7%	8%	6%
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% c	26%	27%	22%	20%	28%	21%	26%	19%	21%	28% n	20%	26% p	27%	25%	23%	24%	26% w	13%	30% yA	20%	16%	33% yA	21%	23%	27%
Ed Davey	233	122	111	48	79	107	55	57	71	29	5	17	143	90	150	83	81	152	43	61	54	55	210	21	46	73	24	33	27	95	95
	23%	24%	21%	15%	21%	31% cd	23%	21%	30% gj	19%	10%	19%	21%	27%	26% o	19%	22%	23%	25%	28% u	20%	19%	24%	16%	29%	23%	38% v	23%	29%	22%	28%
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% q	5%	8%	3%	7%	10% s	5%	14% v	5%	8%	3%	6%	8%	8%	4%
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% x	13% x	9%	10% x	9%	8%
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% a	18%	25%	20%	23%	21%	17%	20%	30%	30% h	22%	19%	23%	20%	23%	21%	13%	23% r	20%	23% r	22%	19%	21%	19%	13%	16%	16%	20%	20%

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

Base: All adults aged 18-75 in Great Britain

	TOTAL	Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
		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	517
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						xvC			
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						gh)		hj	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								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

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Table 17
QSP 7 - Which, if any, of the following politicians... - would be the best Secret Santa?

Base: All adults aged 18-75 in Great Britain

	TOTAL	Gender Man (a)	Woman (b)	Age 18-34 (c)	35-54 (d)	55-75 (e)	Region North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Employment Working (l)	Not working (m)	Social Grade ABC1 (n)	C2DE (o)	Education Graduates (p)	Non-Graduates (q)	Income Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	Ethnicity White ethnic group (v)	Minority ethnic groups (w)	GE 2024 Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	EU Ref Remain (D)	Leave (E)
UNWEIGHTED BASE	1028	511	517	257	391	380	249	279	242	116	55	87	733	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	517
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% e	7% e	3%	4%	10% f	6%	10%	2%	4%	7%	6%	9% o	4%	12% q	4%	7%	5%	7%	8%	6%	11%	8%	10% B	8%	3%	8%	10% E	4%
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% yABC	6%	7%	9%	6%	9%	12%
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% h	14%	20%	23%	14%	18%	21%	15%	25% n	12%	23% p	19%	22%	21%	15%	19%	18%	19% C	14%	10%	41% xyAC	7%	14%	26% 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% cd	15%	13%	18%	12%	15%	19%	13%	18%	15%	14%	17%	14%	15%	18%	14%	14%	16%	9%	6%	17% x	32% xyC	18%	13%	16%	14%
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% e	11% e	6%	11%	7%	9%	14%	9%	11%	11% m	7%	11%	9%	13% q	8%	6%	7%	15% rs	11%	10%	9%	7%	14% B	8%	4%	27% xyAB	13% E	7%
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%	20%	13%	20%	11%	11%	14%	15%	19%	16%	16%	14%	17%	26% stu	13%	16%	13%	16%	21%	17%	18% B	22%	12%	19%	16%	17%
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% a	21%	28%	22%	22%	23%	24%	22%	29%	29%	25%	20%	26%	21%	23%	24%	13%	27% r	19%	28% rt	24%	21%	21%	21%	14%	14%	20%	22%	21%

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 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%

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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

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

	TOTAL	Gender Man (a)	Woman (b)	Age 18-34 (c)	35-54 (d)	55-75 (e)	Region North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Employment Status Working (l)	Not working (m)	Social Grade ABC1 (n)	C2DE (o)	Education Graduates (p)	Non-Graduates (q)	Income Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	Ethnicity White ethnic group (v)	Minority ethnic groups (w)	GE 2024 Vote Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	EU Ref Vote 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	517
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% b	3%	7%	3%	3%	4%	6%	4%	6%	4%	2%	6% m	2%	5%	4%	5%	4%	3%	6%	5%	5%	4%	6%	3%	4%	1%	8%	3%	5%	3%
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% b	6%	14%	10%	9%	8%	9%	13%	14%	8%	12%	12% m	8%	10%	11%	13% s	10%	16% s	5%	11%	13%	10%	14%	11%	7%	8%	17% y	12%	9%	13%
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% b	16%	22%	22%	17%	17%	19%	21%	26%	23%	22%	22%	18%	22%	18%	21%	20%	20%	14%	26% s	22% s	20%	23%	20%	23%	19%	19%	19%	19%	23%
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% a	54%	63% c	68% c	69% hi	63%	59%	53%	63%	63%	58%	70% l	61%	63%	60%	63%	60%	74% rtu	57%	58%	63%	52%	64%	65% B	68% B	51%	66%	66%	60%
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% b	9%	21% de	13%	12%	12%	15%	17%	20%	12%	14%	18% m	10%	15%	15%	18%	14%	18%	11%	15%	18%	15%	20%	15%	11%	9%	25% vA	15%	13%	16%
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% a	76%	85% c	86% c	86%	82%	80%	79%	86%	85%	80%	88% l	83%	82%	81%	84%	80%	88% u	82%	80%	83%	75%	84%	88% B	88% B	70%	85% B	85%	82%
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% a	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

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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	
		Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
	TOTAL	(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)
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	517
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								h											s	s									
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	j	j	j		j	j		l						r			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		w					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		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%
			a											l		n		n		tu			w						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

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Table 22
Q6P Q4 - 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

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	TOTAL	Gender Man (a)	Woman (b)	Age 18-34 (c)	35-54 (d)	55-75 (e)	Region North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Employment Status Working (l)	Not working (m)	Social Grade ABC1 (n)	C2DE (o)	Education Graduates (p)	Non-Graduates (q)	Income Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	Ethnicity White ethnic group (v)	Minority ethnic groups (w)	GE 2024 Vote Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	EU Ref Vote 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	517
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%
		b		e	e		k	k	k	k			m				e							v							
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	j	i		i	i		l		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			m									s		w							
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				cd						k											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%
			a					f	f							n												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

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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

	TOTAL	Gender Man (a)	Woman (b)	Age 18-34 (c)	35-54 (d)	55-75 (e)	Region North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Employment Status Working (l)	Not working (m)	Social Grade ABC1 (n)	C2DE (o)	Education Graduates (p)	Non-Graduates (q)	Income Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	Ethnicity White ethnic group (v)	Minority ethnic groups (w)	GE 2024 Vote Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	EU Ref Vote 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	517
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% b	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% xvAC	2%	3%	9% 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% b	16%	28% e	23% e	15%	21%	19%	23%	30%	17%	20%	24%	18%	25%	18%	25%	20%	19%	21%	21%	29% r	21%	26%	22%	26%	26%	25%	25%	24%	20%
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% xyB	24%	25%	25%	26%
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% a	30%	44% c	51% c	46% i	43%	41%	34%	43%	47%	39%	49% n	39%	48%	38%	45%	43%	49%	40%	36%	44%	37%	49% AB	40%	29%	35%	43%	45%	41%
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% b	19%	36% e	28% e	19%	26%	24%	28%	39% fu	24%	23%	30% m	22%	30% q	24%	32%	25%	26%	25%	29%	34% u	26%	36%	26%	31%	27%	36%	27%	27%	30%
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% a	60%	69% c	75% c	71%	70%	66%	59%	74%	72%	66%	73%	66%	70%	63%	71% p	71%	71%	68%	61%	70%	60%	71%	66%	70%	60%	68%	70%	67%
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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Table 24
Q6P Q6 - 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

	TOTAL	Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
		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	517
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	80	64	16	45	20	15	16	16	13	22	6	8	60	20	44	37	27	54	12	11	29	27	59	21	11	28	4	8	6	25	27
	8%	13%	3%	15%	5%	4%	7%	6%	5%	15%	11%	9%	9%	6%	7%	8%	7%	8%	7%	5%	11%	9%	7%	16%	7%	9%	6%	6%	7%	6%	8%
		b		de						fah														v							
Probably could	160	124	36	67	59	34	29	48	40	27	8	8	126	34	99	61	57	103	27	24	51	53	131	26	24	49	5	32	8	61	54
	16%	24%	7%	22%	16%	10%	12%	18%	17%	18%	16%	9%	18%	10%	17%	14%	16%	16%	16%	11%	19%	18%	15%	20%	15%	16%	8%	23%	9%	14%	16%
		b		e	e								m								s	s		v				AC			
Probably could not	187	104	82	70	61	56	49	50	33	27	7	21	111	76	111	76	75	112	35	28	50	63	162	23	29	60	20	19	20	82	55
	18%	21%	16%	23%	16%	16%	20%	18%	14%	18%	14%	24%	19%	17%	19%	17%	20%	17%	20%	12%	19%	22%	18%	18%	19%	19%	31%	13%	21%	19%	17%
		b		e									m								s	s		v			B				
Definitely could not	571	203	368	111	225	234	144	145	137	66	28	51	361	210	314	258	193	378	92	158	134	140	512	51	91	170	32	78	58	249	193
	56%	40%	71%	36%	60%	68%	60%	54%	59%	45%	56%	58%	52%	64%	54%	58%	53%	57%	54%	70%	50%	48%	58%	39%	57%	55%	51%	55%	62%	59%	58%
		a		c	c	c	j		j					l						rtu			w		c			B			
Definitely/ probably could (NET)	240	188	52	112	79	49	45	64	53	49	13	16	187	54	142	98	84	156	39	36	79	80	190	48	35	76	9	40	15	86	82
	23%	37%	10%	36%	21%	14%	18%	24%	23%	33%	27%	18%	24%	16%	24%	22%	23%	24%	23%	16%	30%	28%	22%	37%	22%	25%	14%	29%	16%	20%	24%
		b		de	e					fk			m								s	s		v				A			
Definitely/ probably could not (NET)	758	307	451	181	286	291	193	195	171	93	34	72	491	266	425	333	268	490	126	187	183	204	674	74	120	230	52	97	77	332	248
	74%	61%	87%	59%	77%	84%	80%	73%	73%	63%	70%	82%	70%	81%	73%	75%	73%	74%	74%	82%	69%	70%	76%	57%	76%	74%	82%	69%	83%	78%	74%
		a			c	cd	i							m						tu			w						v		
Don't know	30	12	18	16	8	6	4	9	10	5	1	.	20	10	15	15	15	15	5	5	3	8	20	8	3	5	3	3	2	5	4
	3%	2%	3%	5%	2%	2%	2%	3%	4%	4%	3%	.	3%	3%	3%	3%	4%	2%	3%	2%	1%	3%	2%	6%	2%	2%	4%	2%	2%	1%	1%
				a																									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 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

18 Nov 2025

	TOTAL	Gender Man (a)	Woman (b)	Age 18-34 (c)	35-54 (d)	55-75 (e)	Region North (f)	Midlands (g)	South (h)	Greater London (i)	Wales (j)	Scotland (k)	Emp. Working (l)	Not working (m)	Soc. Grade ABC1 (n)	C2DE (o)	Edu. Graduates (p)	Non-Graduates (q)	Income Up to £19999 (r)	£20000-£34999 (s)	£35000-£54999 (t)	£55000+ (u)	Ethnicity White (v)	Minority (w)	GE24 Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other party (C)	EU 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	517
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	35	33	35	21	12	18	8	12	27	2	1	47	21	32	36	25	43	9	14	24	20	46	20	7	20	4	9	3	19	25
	7%	7%	6%	11% (de)	6%	4%	7%	3%	5%	18% (fahik)	5%	1%	7%	6%	6%	8%	7%	7%	5%	6%	9%	7%	5%	16% (v)	5%	6%	6%	6%	3%	4%	7%
Probably could	161	99	62	76	57	28	34	36	38	25	11	17	120	40	94	67	64	97	31	21	50	55	128	28	17	51	7	23	15	64	48
	16%	19% (b)	12%	24% (de e)	15%	8%	14%	14%	16%	17%	22%	19%	17%	12%	16%	15%	17%	15%	18% (s)	9%	19% (s)	19% (s)	15%	22% (v)	11%	16%	11%	16%	16%	15%	14%
Probably could not	224	125	99	71	77	76	54	61	34	44	11	20	172	52	141	84	80	144	30	48	57	71	188	32	37	69	18	37	17	93	68
	22%	25% (b)	19%	23%	21%	22%	22%	23%	14%	30% (h)	22%	23%	25% (m)	16%	24%	19%	22%	22%	17%	21%	21%	24%	21%	24%	23%	22%	29%	27%	19%	22%	20%
Definitely could not	542	238	304	111	208	223	129	140	140	49	24	47	302	240	302	240	186	356	95	138	131	141	497	44	94	167	33	66	55	235	188
	53%	47%	58% (a)	36%	56% (c)	65% (cd)	54% (i)	57% (i)	60% (i)	33%	49%	53%	49%	61%	52%	54%	51%	54%	56% (c)	61% (tu)	49%	48%	56% (w)	34%	60%	54%	51%	47%	59%	56%	56%
Definitely/ probably could (NET)	229	133	96	111	78	40	52	44	50	52	13	18	167	62	126	102	89	140	39	34	74	74	174	49	25	71	11	32	17	83	73
	22%	26% (b)	18%	36% (de e)	21%	12%	21%	17%	21%	35% (fah)	27%	20%	24%	19%	22%	23%	24%	21%	23% (s)	15%	28% (s)	25% (s)	20%	37% (v)	16%	23%	17%	23%	18%	20%	22%
Definitely/ probably could not (NET)	766	363	403	182	285	299	184	214	173	93	35	67	513	253	442	324	266	500	124	187	187	211	685	76	131	236	51	104	73	328	256
	75%	72%	77%	59%	76% (c)	86% (cd)	76% (i)	80% (i)	74%	63%	71%	77%	74%	77%	76%	73%	73%	76%	73% (s)	82% (s)	70%	72%	77% (w)	58%	83%	76%	80%	74%	78%	78%	77%
Don't know	33	11	22	16	10	7	6	10	10	2	1	3	17	16	13	20	12	21	6	7	5	6	26	6	2	5	2	5	4	12	5
	3%	2%	4%	5%	3%	2%	3%	4%	4%	2%	3%	3%	2%	5%	2%	5%	3%	3%	4%	3%	2%	2%	3%	4%	1%	2%	3%	3%	4%	3%	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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Table 26
Q6P 08 - For each of the following, could you personally do this or not - Record a number 1 hit some?

Base: All adults aged 18-75 in Great Britain

	TOTAL	Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
		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	517
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%
		b								gh																					
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		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					ah											i			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				j											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.

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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	517
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% de	2%	1%	3%	1%	2%	9% føh	7% e	3%	4%	3%	3%	4%	4%	3%	3%	1%	6% s	4%	3%	5%	2%	5%	3%	2%	5%	3%	4%
Probably could	66	45 b	20	29 e	29 e	7	16	15	12	14	1	7	55 m	11	45	20	30	36	7	12	17 s	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%
Probably could not	169	83	86	70 e	73 e	27	35	42	41	27	8	16	97	72	63	106	29	30	30	51	53	133	33 v	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%
Definitely could not	735	352	384	176	258 c	302 cd	182	200	169	91	35	59	478	258	413	322	252	484	125	178 tu	177	197 w	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%
Definitely/ probably could (NET)	100	68 b	32	51 e	37 e	12	22	18	18	28 føh	5	10	80 m	20	62	38	45	55	11	14	33	39 s	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%
Definitely/ probably could not (NET)	904	435	469	245	331 c	329 c	217	242	210	117	43	75	605	299	511	394	315	589	155	208	228	250 s	782	111	142	273	59	124	83	376	297
	88%	86%	90%	79%	89%	95% cd	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%
Don't know	24	5	19 a	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% a	4%	1%	2%	1%	3%	2%	2%	3%	4%	2%	3%	2%	3%	2%	3%	3%	3%	2%	1%	2%	3%	-	1%	4%	2% x	-	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 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

	TOTAL	Gender Man (a)	Gender Woman (b)	Age 18-34 (c)	Age 35-54 (d)	Age 55-75 (e)	Region North (f)	Region Midlands (g)	Region South (h)	Region Greater London (i)	Region Wales (j)	Region Scotland (k)	Employment Working (l)	Employment Not working (m)	Social Grade ABC1 (n)	Social Grade C2DE (o)	Education Graduates (p)	Education Non-Graduates (q)	Income Up to £19999 (r)	Income £20000-£34999 (s)	Income £35000-£54999 (t)	Income £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	517
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	227	132	95	99	74	53	50	48	57	39	13	20	151	76	143	84	111	116	36	43	62	76	177	46	33	68	8	30	18	82	66
	22%	26%	18%	32%	20%	15%	21%	18%	24%	26%	26%	23%	22%	23%	25%	19%	30%	18%	21%	19%	23%	26%	20%	35%	21%	22%	13%	22%	19%	19%	20%
		b		de											o									v							
Probably could	404	201	203	141	138	125	81	117	90	60	20	36	301	104	245	159	159	246	54	83	119	121	357	44	62	121	37	44	46	180	122
	39%	40%	39%	46%	37%	36%	33%	43%	39%	41%	41%	41%	43%	31%	42%	36%	43%	37%	32%	36%	45%	41%	40%	33%	40%	39%	57%	31%	49%	43%	37%
				e				f					m				o				r						xyß		ß		
Probably could not	226	102	124	45	97	83	62	64	43	35	11	11	148	78	130	96	64	161	35	58	52	61	197	25	38	87	9	34	10	98	78
	22%	20%	24%	15%	26%	24%	26%	24%	18%	24%	22%	13%	21%	23%	22%	21%	18%	24%	20%	26%	19%	21%	22%	19%	24%	28%	14%	24%	11%	23%	23%
				c	c		k											p							C	AC		C			
Definitely could not	138	60	78	18	49	71	40	31	40	11	4	12	79	59	50	87	23	115	39	34	29	25	124	12	18	30	7	27	18	54	56
	13%	12%	15%	6%	13%	21%	17%	11%	17%	7%	9%	13%	11%	18%	9%	20%	6%	17%	23%	15%	11%	8%	14%	9%	12%	10%	11%	19%	20%	13%	17%
					c	cd			i					l		n		p	tu	u			c					y	y		
Definitely/ probably could (NET)	631	333	298	241	212	178	131	165	147	99	33	56	451	180	388	243	269	362	91	126	181	197	534	90	95	188	45	75	64	262	188
	61%	66%	57%	78%	57%	52%	54%	61%	63%	67%	66%	64%	65%	54%	67%	54%	73%	55%	53%	55%	68%	67%	60%	69%	60%	61%	70%	53%	69%	62%	56%
		b		de									m		o		o				rs	rs					ß				
Definitely/ probably could not (NET)	363	162	201	63	146	154	102	94	83	46	15	23	226	137	180	183	87	276	74	93	81	86	322	36	56	117	16	61	28	152	134
	35%	32%	39%	20%	39%	45%	42%	35%	35%	31%	31%	26%	32%	41%	31%	41%	24%	42%	43%	41%	30%	29%	36%	28%	36%	37%	25%	43%	30%	36%	40%
					c	c								l		n		p	tu	u								A			
Don't know	34	13	22	6	15	13	9	9	4	3	1	9	20	14	13	21	11	23	5	9	4	9	29	4	6	6	3	5	1	9	12
	3%	2%	4%	2%	4%	4%	4%	3%	2%	2%	3%	10%	3%	4%	2%	5%	3%	4%	3%	4%	2%	3%	3%	3%	4%	2%	5%	4%	1%	2%	3%
												ahi																			

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 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

	TOTAL	Gender		Age			Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote					EU Ref Vote	
		Man	Woman	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(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	517
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					ak	fehk							o							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								fghi j					q					s		v							
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%
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	j							i		p															
Definitely/ probably could (NET)	336	203	133	153	99	83	79	78	68	61	14	36	235	150	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												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

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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

Column groups: Gender (Man a / Woman b) · Age (18-34 c / 35-54 d / 55-75 e) · Region (North f / Midlands g / South h / Greater London i / Wales j / Scotland k) · Employment Status (Working l / Not working m) · Social Grade (ABC1 n / C2DE o) · Education (Graduates p / Non-Graduates q) · Income (Up to £19999 r / £20000-£34999 s / £35000-£54999 t / £55000+ u) · Ethnicity (White ethnic group v / Minority ethnic groups w) · GE 2024 Vote (Cons x / Lab y / Lib Dems A / Reform UK B / Other party C) · EU Ref Vote (Remain D / Leave E)

	TOTAL	Man (a)	Woman (b)	18-34 (c)	35-54 (d)	55-75 (e)	North (f)	Midlands (g)	South (h)	Gtr London (i)	Wales (j)	Scotland (k)	Working (l)	Not working (m)	ABC1 (n)	C2DE (o)	Graduates (p)	Non-Grads (q)	≤£19999 (r)	£20-34999 (s)	£35-54999 (t)	£55000+ (u)	White (v)	Minority (w)	Cons (x)	Lab (y)	Lib Dems (A)	Reform UK (B)	Other (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	517
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*	425	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%(a)	8%	7%	8%	12%	11%	10%	12%	10%	11%	6%	15%	6%	9%	12%
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%(a)	19%	19%	15%	24%	25%(s)	20%	26%	26%(BC)	21%	25%(C)	13%	11%	20%	20%
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%(e)	24%	18%	21%	23%	23%	27%	21%	24%	24%	22%	26%(o)	19%	26%	21%	21%	23%	25%	24%	22%	28%	18%	25%	28%	27%	35%(x)	22%	23%
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%(c)	49%(c)	47%(j)	44%	44%	31%	47%	43%	41%	47%	43%	43%	34%	47%(p)	50%(tu)	50%(tu)	37%	38%	45%(w)	26%	45%	40%	38%	43%	46%	46%	43%
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%(c)	28%	30%	30%	30%	31%	37%	29%	26%	33%	27%	29%	33%	37%(q)	27%	26%	24%	36%	36%	30%	38%	36%(C)	32%(C)	31%	28%	17%	29%	33%
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%(p)	71%	72%(tu)	61%	62%	68%(w)	54%	63%	66%	65%	70%	81%(xyA)	68%	66%
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%(v)	1%	3%	4%	2%	2%	3%	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 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

	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	517
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% de	3%	4%	5%	5%	4%	9%	9%	3%	5%	5%	4%	7%	9% o	4%	5%	4%	6%	6%	4%	17% v	6%	4%	5%	5%	4%	5%	4%
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% de	17%	11%	13%	17%	18%	27% f	13%	19%	19%	14%	19%	16%	20%	16%	17%	13%	19%	22% s	16%	27% v	17%	17%	19%	14%	15%	17%	19%
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% m	13%	20% o	14%	18%	18%	15%	15%	24%	18%	18%	19%	11%	21% x	31% xC	30% xC	12%	19%	15%
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% c	70% cd	58%	58%	56%	38%	55%	65% i	52%	63% l	54%	57%	49%	58% p	60%	65% tu	47%	51%	59% w	28%	65% AB	56%	42%	45%	66% AB	56%	58%
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% de	19%	15%	18%	22%	22%	36% fah	21%	22%	25%	20%	23%	23%	29% q	20%	21%	18%	25%	28% s	20%	44% v	24%	21%	23%	19%	19%	22%	24%
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% c	83% cd	79%	74%	72%	58%	76%	78%	71%	76%	74%	71%	67%	76% p	75%	80%	71%	69%	77% w	47%	76%	76%	72%	75%	78%	75%	74%
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% e	3%	2%	2%	4%	6%	6%	3%	.	4%	4%	3%	6% n	4%	4%	3%	3%	4%	3%	3%	9%	1%	2%	4%	6%	4%	3%	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

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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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

	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	733	296	737	291	608	420	130	190	259	380	893	122	173	353	80	111	101	492	517
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						o										wA			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	c							k	m			q	q	o			r	rs						x	E	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%
				e	e	cd								l					u												D
1960s	127	65	63	16	27	84	32	32	26	11	7	20	72	55	74	53	26	101	26	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%
					c	cd						ghi		l				p	u	u	u		w					y	y		D
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						v	
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										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						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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Table 33
DEMOGRAPHICS

Base: All adults aged 18-75 in Great Britain

	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	517
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
Income																															
Up to £19999	170	89	81	31	60	78	47	40	50	11	11	11	50	120	43	127	24	146	170	-	-	-	141	29	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%
£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%
£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%
£55000+	292	153	139	111	123	58	67	78	63	55	12	16	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%	19%	-	-	-	-	-	100%	29%	28%	39%	32%	34%	19%	22%	35%	24%
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%
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%
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%
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%
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%
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%
Other party	94	44	50	28	36	29	13	21	13	6	5	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%
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%	-
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	14	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%

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